

A top-down view of a desk with various items: a silver laptop on the right, a white calculator in the center, a brown mug of coffee to the left of the calculator, a small potted succulent in the top left, a newspaper with the word 'BUSINESS' and 'Economy of the European Union' on its front page, and a clipboard with a document and a yellow clip on the right. The background is a light gray surface.

20 SECRETS To Generating Targeted Leads From LinkedIn

Tip #1

Be Specific

If you don't inform people of who you are, what you do, and how you can help them, then those who land on your page will be confused.

Tip #2

Add Websites

You can include up to three links to your LinkedIn profile. Increase your viewer's curiosity by adding customized links to your website.

Tip #3

Be Creative

Be creative with your LinkedIn profile to stand out from the crowd. Stand out by including a video that automatically starts when people land on your profile.

Tip #4

Ask to Connect

When someone views your profile, reach out to them and ask them to connect. To gain more leads, you need to communicate with everyone who shows an interest in your page.

Tip #5

Add Contact Info

In your page summary, be sure to include your contact information and a link to the contact page on your website.

Tip #6

Answer Questions

LinkedIn has a section where people can ask questions from professionals. Take some time to answer questions about your niche, then follow up with a private message to the person.

Tip #7

Join Group Discussions

Become a member of LinkedIn Groups that are relevant to your niche and join in on the discussions. This will help more people become aware of who you are and what you do.

Tip #8

Create an Event

Create a business networking event and promote it on LinkedIn to take the conversation offline and meet more people face-to-face.

Tip #9

Introduce Others

Start sending introductions to your first-degree contacts who you see could mutually benefit each others businesses.

Tip #10

Recommend Others

When someone has a great product or service, make sure you write an excellent recommendation. This touches on the reciprocity factor, in that the more recommendations you give, the more you'll receive.

Tip #11

Share Updates

Every time you share an update or post, your message, along with a link to your profile, shows up on the news feed of your connections. This will help to establish you as an expert and will get your profile more views.

Tip #12

Utilize LinkedIn Ads

They are more affordable than you think and can be used for more than just generating leads.

Tip #13

Conduct an Advanced Search

With LinkedIn's advanced search capabilities, you can narrow down your search results to those users who fit within your target audience parameters.

Tip #14

Utilize Direct Messaging

Direct messaging on LinkedIn is one of the most effective ways you can drive more sales.

Tip #15

Post Regularly

Make sure that you are posting and sharing content on a regular basis, both links to content outside of LinkedIn, and long-form posts created with LinkedIn's Pulse.

Tip #16

Contribute to Discussions

To broaden your reach, identify discussions that are popular and start commenting on the topic.

Tip #17

Sponsor Updates

Promote your business with sponsored updates to reach a more significant number of users.

Tip #18

Engage with Your Audience

Be sure to reply to every comment that you receive, even if it is just a compliment on your content.

Tip #19

Optimize Your Company Page

Just like with your company website, you want to optimize your page with the right keywords to make it easier to find in searches.

Tip #20

Create Showcase Pages

Promote specific products or cater to individual buyers personas with LinkedIn Showcase pages.