

# YOUR GUIDE TO



# LEAD GENERATION

Strategies and tactics that  
generate B2B leads within 30  
days

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# Outbound marketing

With a lot of new entrepreneurs entering the market in the last 10 years following the 2008 economical crisis it is getting more competitive to find new and more customers for B2B companies and start-ups.

It is really disappointing for these companies having valuable services and products and not being able to deliver it to enough people to benefit from it.

Outbound marketing actually boils down to a simple series of actions to get good results: connecting the right people with the right message at the right time.

When done correctly outbound campaigns on LinkedIn can achieve great results as below:

**300-400 New targeted connections per month**

**30-60 warm leads per month**

**8-12 booked calls per month**

With the help of this e-book, we hope you can approach to LinkedIn in a way that is thoughtful, engaging and as a result hopefully growing your business.

The Process:

1. Optimize - Show your value
2. Engage - Reach the right people
3. Convert - Engage, re-engage, and then engage once more

## 1) Optimize

Features vs. Values

- Features: We built X, Y, Z
- Values: We help you make more money/save time/find freedom through X, Y, Z

The most effective way to position yourself matching your prospect's target is to analyze their LinkedIn profiles. Search and find at least 15 profiles matching your ideal client and list their identical features.

- What jargons they are using?
- What are their common problems?
- When positioning yourself as a solution use their language

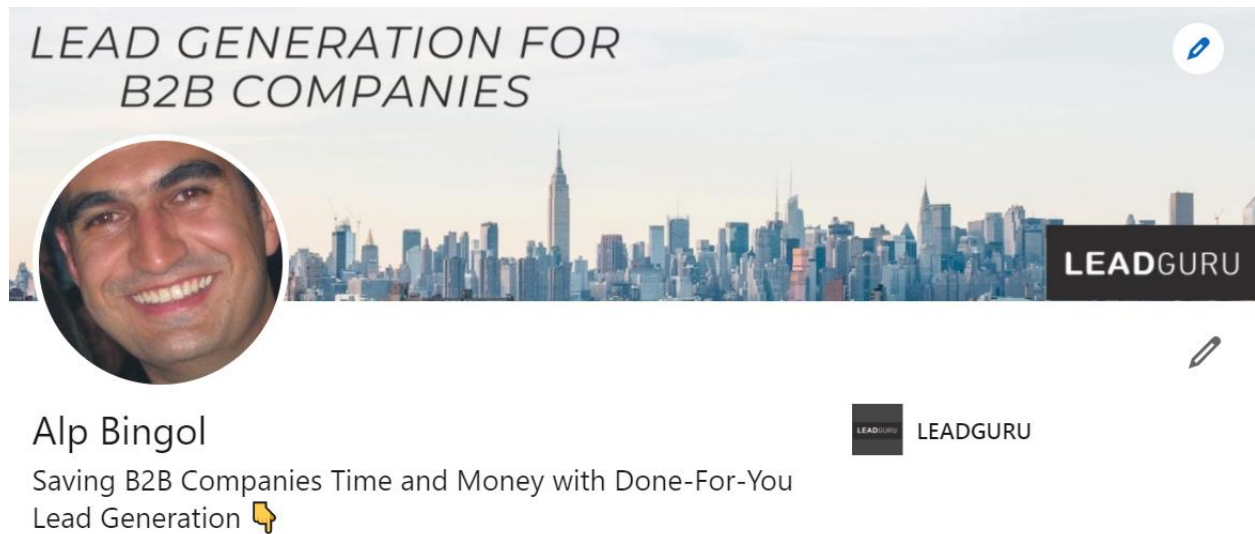
### Optimize Your LinkedIn Profile

#### #1 - The Tagline

Here's a list of things that your tagline shows up when:

- You post in the news feed
- You land on someone's profile page
- Your message is seen in their inbox
- You are browsing someone who viewed your profile
- You are shown in "Recommended People"

For example, my tagline as it is the first thing you see when you land on my LinkedIn profile page.



So as your tagline is all over LinkedIn it is your first and biggest chance to attract your prospect's attention, and divert them visiting your profile.

But not every tagline is same. Instead, most of the taglines you will see on LinkedIn will be like this...

- Entrepreneur and Founder of XYZ Co
- CEO at Company #4905389

That may be okay when everybody knows who you are. But in the land of outbound, you are making new connections with people who don't know you.

All of your outreach efforts must be done keeping in mind that: **your goal is to help your clients.**

## #2 - Your LinkedIn Profile

Probably you've seen many LinkedIn bio's written like a long novel... and skipped right over as it was too much text to read.

All of us has been there.

### *The rules of a terrific LinkedIn profile*

- It is all about your prospects
- It is clear and concise
- It delivers true value
- It sets you up as the solution to their problems

Here's a simple and easy framework that you can follow to deliver the necessary information:

- What you do to deliver value (2 sentences)
- How you do it(process/features/offer)
- Explanation of the industries/niches that you help (a short one) you serve)
- Proof of your results (case studies/testimonials)
- A short background showing why should they trust you
- Contact Me

### #3 - Your LinkedIn Picture

Add a clear, professional profile photo that has your face showing and you smiling. Make sure it does not have anyone else in the photo, isn't blurry, and isn't of you drunk or anything.

## 2) Engage

### Targeting

To be able to create a clear and targeted list of your ideal clients, you will need LinkedIn Sales Navigator. With the advanced filtering capabilities of this tool, you can create a list of your targeted: industry, company size, position of executives.

### Starting conversations

The outbound process that has shown itself to drive the most results is fairly simple...

- **Step #1: Send Connection Requests**

Things to keep in mind before you start sending connection requests:

- 1- Don't forget that LinkedIn was designed and created for sending connection requests to the people that you don't know, so relax and always keep this in mind
- 2- Although official LinkedIn daily connection request limit is 75(at the time of this publication) we recommend to start slow with 5 and ramp up 10 and 20 until you hit 75.

- **Step #2: Drip Messages Over Time**

After your prospect accepts your request, you can thank them and show them where you can take them.

Always remember, a good value proposition situates you as the person that will enable their vision.

If you don't know what your ideal client care about or who they really are, your efforts aren't going to work.

### 3) Convert

After you start sending connection messages for 1-3 months, you can start gathering results and determine if your test campaign was successful or not.

The name of the game is constant testing and modifying until you find the optimum spot.

If you have problems with your acceptance rates you may have to change your tagline.

If you are not getting good results on moving them to a phone call you can try changing your messaging or targeting.

### Moving leads along your sales process

Once responses start piling in your Inbox you can now start conversations as the first step of your sales process.

## **1) Start conversations**

The idea of starting a conversation is getting your foot on the door but not making a hard pitch in your messages.

Many people will engage in a conversation with you about your business, how you serve, what you do and maybe how you can help them.

These conversations are where all the benefits are as it helps you to build an organic trust and then you can move them to a sales conversation

### **Don't try to close a deal on LinkedIn . . . your goal is a call or appointment**

Don't forget that people like to buy, they don't like to be sold.

Your aim here is to create enough interest and try to let the conversation naturally transition to a phone call.

## **2) Research your prospects before you respond**

To be able to get the best possible results, take a few minutes to research your prospects to be able to send a personalized response according what you learned about them.

## **3) Ask questions**

Questions are the best way of continuing a good conversation and a good conversation is how you build a trust.

When the conversation comes to the values you can provide them, then you can ask to transition to a phone call or appointment.

Don't forget, ask questions and always talk about your prospect more than you talk about yourself.