VASTAFFER

LinkedIn LEAD GENERATION PROCESS

LEAD GENERATION PROCESS

01 LinkedIn Lead Generation in a nutshell

a. We use LinkedIn in looking for Leads specifically Sales Navigator

  i. We filter it down to the client's target audience

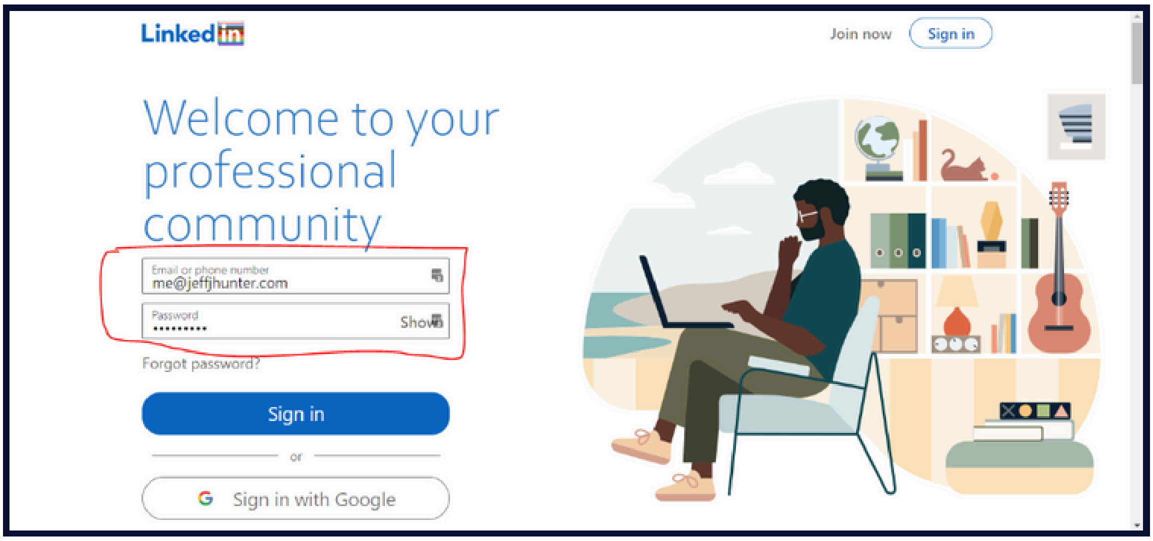
b. We do the messaging as well following this sequence:

  i. Connection Message
  ii. Thank you for Connecting Message
  iii. Value Message
  iv. Follow-Up Message
  v. Call to Action Message
    1. This is the actual pitch message
  vi. Last Ditch Message
  vii. Supplementary Message
    1. Follow-Up Message
    2. Leads asking about your Bio
    3. Leads asking about what's your website
    4. Leads asking for your calendar link
  viii We create a tracker that is accessible to our clients
  ix. We look for 30 to 50 leads a day

LINKEDIN LEAD GENERATION PROCESS

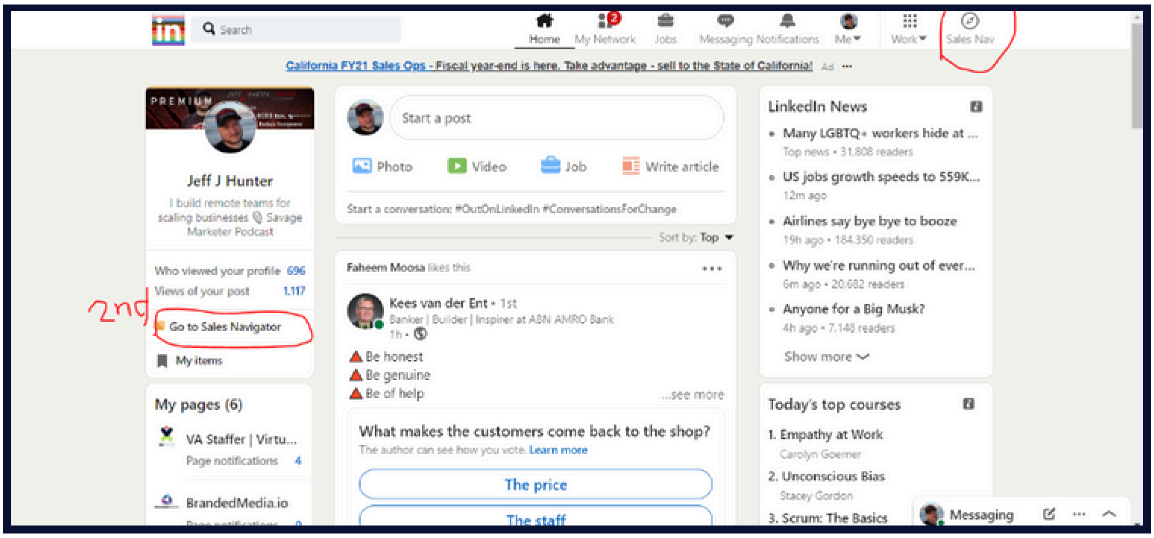
1. Log-in to your client's LinkedIn Account

    a. Make sure that client is available when you do it for the first time, it might require One Time Password Authentication (OTP).



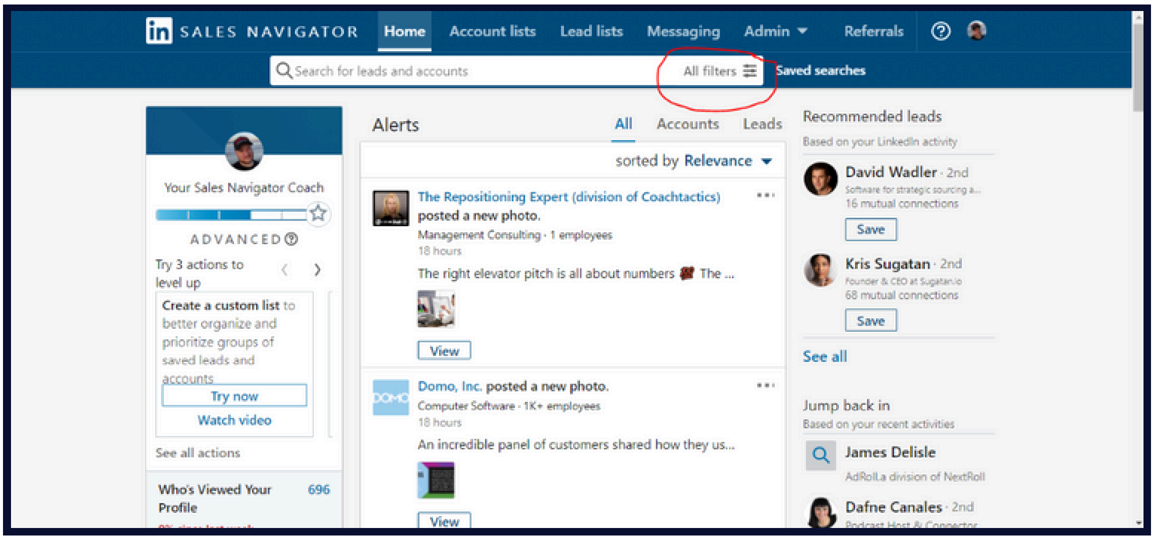
2. Once Logged in, click Sales Navigator to start with the filtering. There are 2 options:

    a. Upper right side with Sales Navigator icon
    b. Or below client's name, left side of the screen



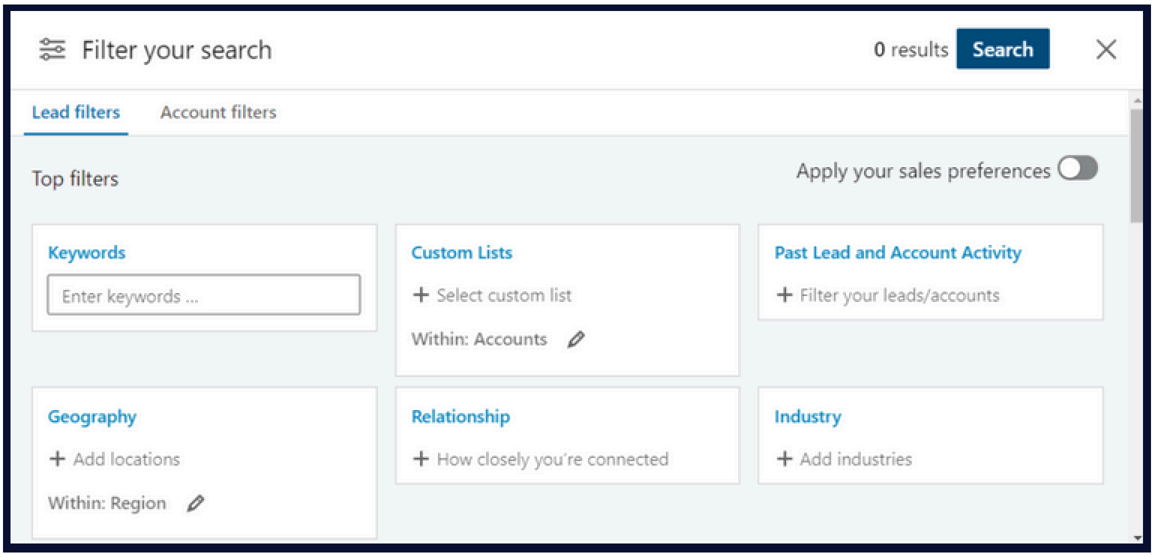
LINKEDIN LEAD GENERATION PROCESS

3. Let’s start filtering leads! Click All Filters



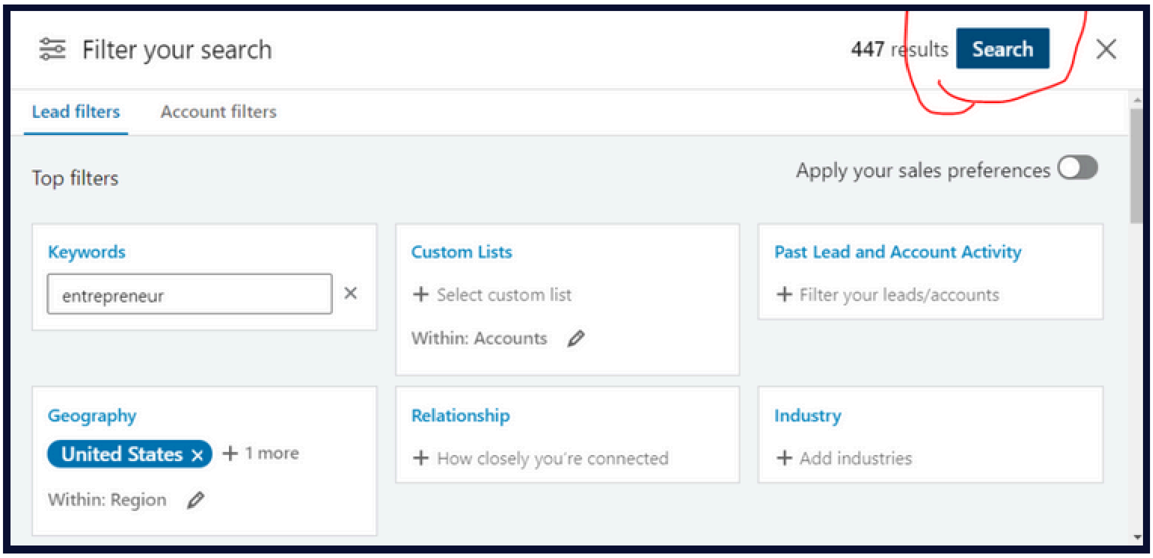
4. Start filtering your search. The usual filters that we use are:

a. Keywords
b. Geography
c. Title
d. Company Headcount

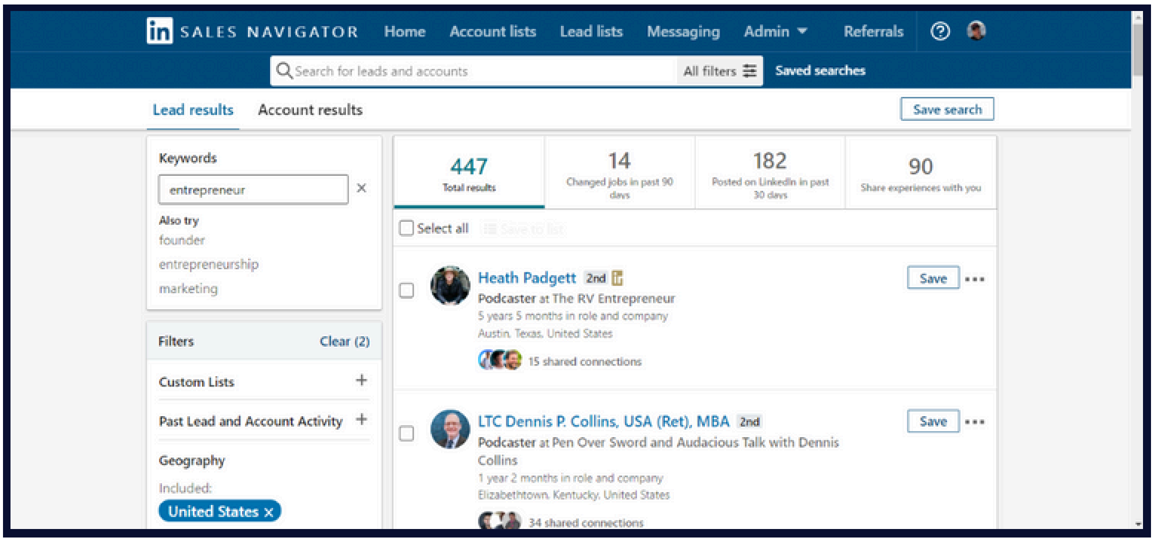


LINKEDIN LEAD GENERATION PROCESS

5. Once you're all set, click Search button Upper right of the box

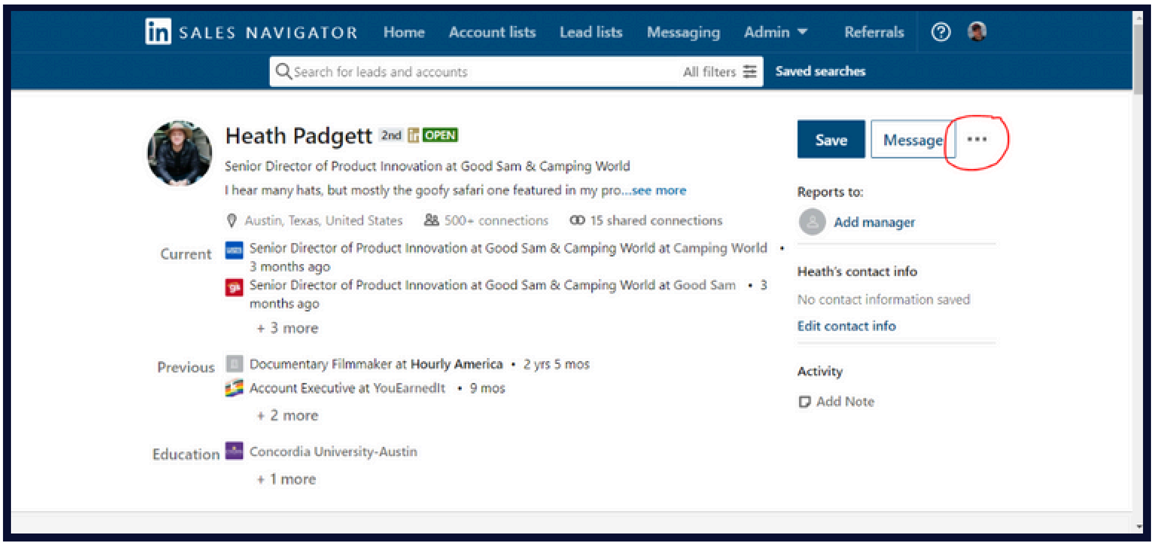


6. List of leads will then show up.

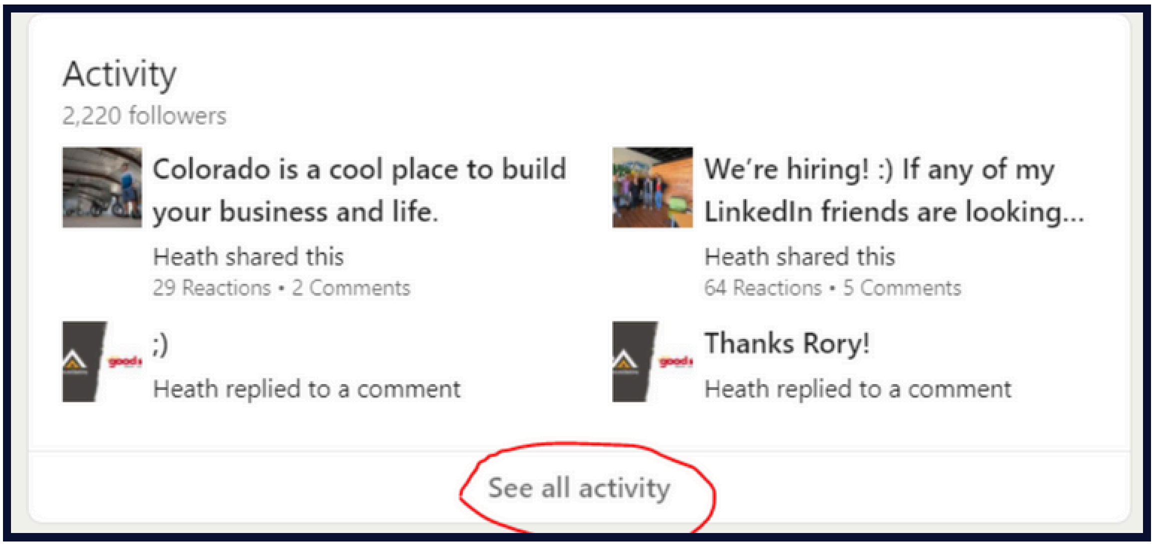


LINKEDIN LEAD GENERATION PROCESS

7. Click the lead's profile
    a. Click the 3 dots
    b. View on LinkedIn.com
    c. Start checking each lead if they are a qualified lead or not by going through their profiles. Things to know if they qualify:
        i. They are active. Latest post must be 2 weeks, if not skip.
        ii. The same industry as the client
        iii. Post/s are in line with client's goals and contents too

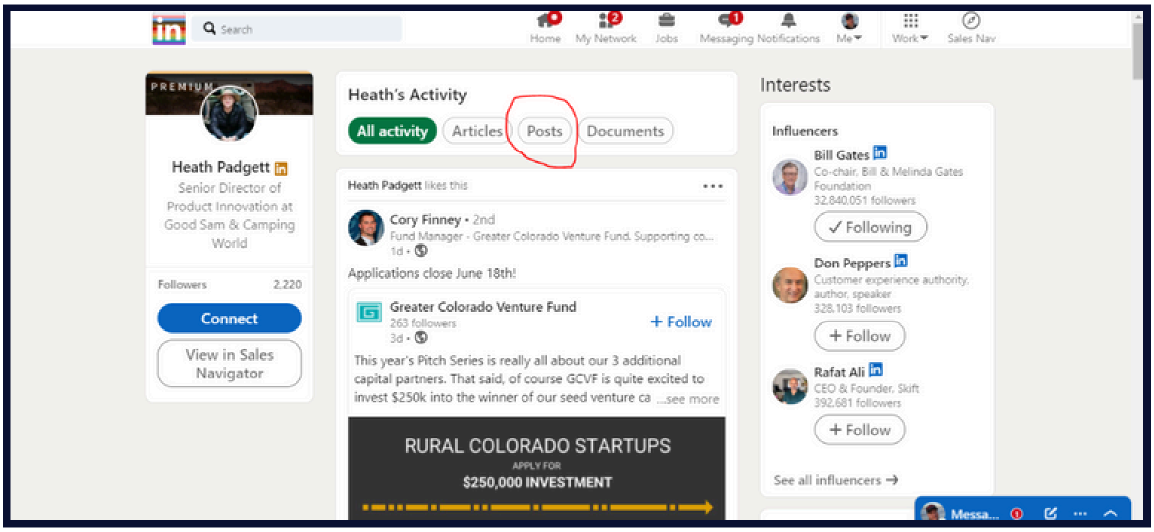


8. To check How active the lead is, click on Activity section

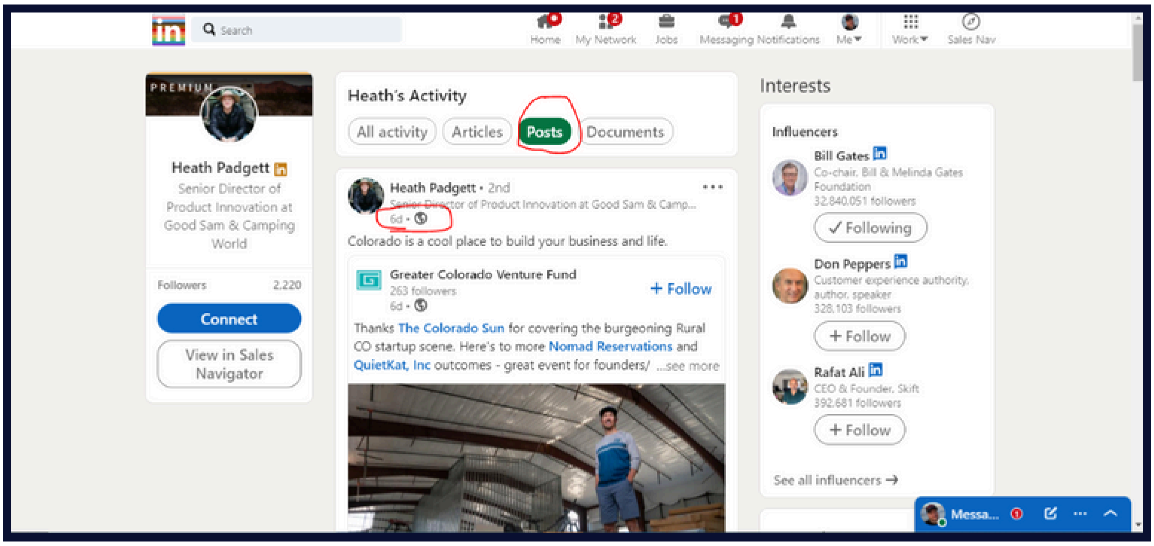


LINKEDIN LEAD GENERATION PROCESS

9. Check when the latest post is made and how often they do Content Postings.
    a. All Activity – All posts, shares, likes that the client did
    b. Articles – All articles the client created, posted or shared you'll see it here
    c. Posts – All posts done by the client
    d. Documents – All documents that client created



10. Click the Posts tab and check how often the lead posts.
    a. You'll be able to find out of he's posting daily, weekly, bi-weekly, or monthly



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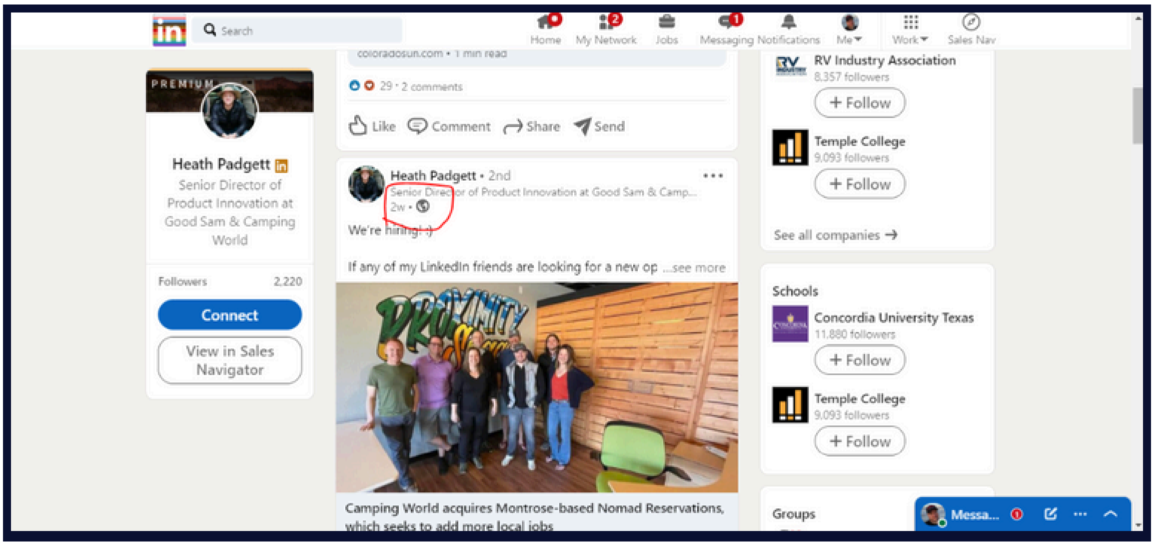

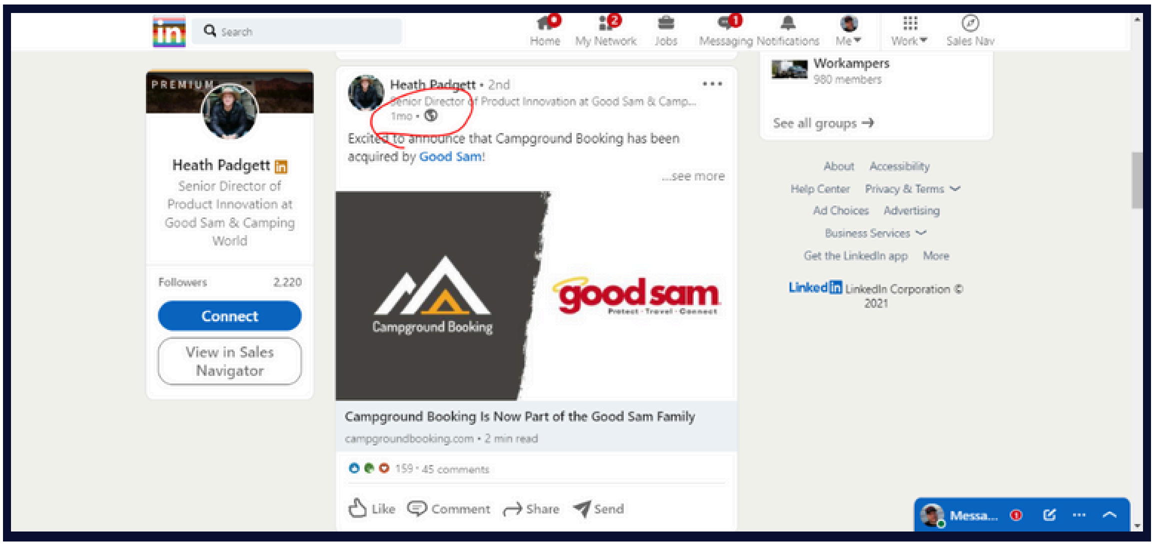

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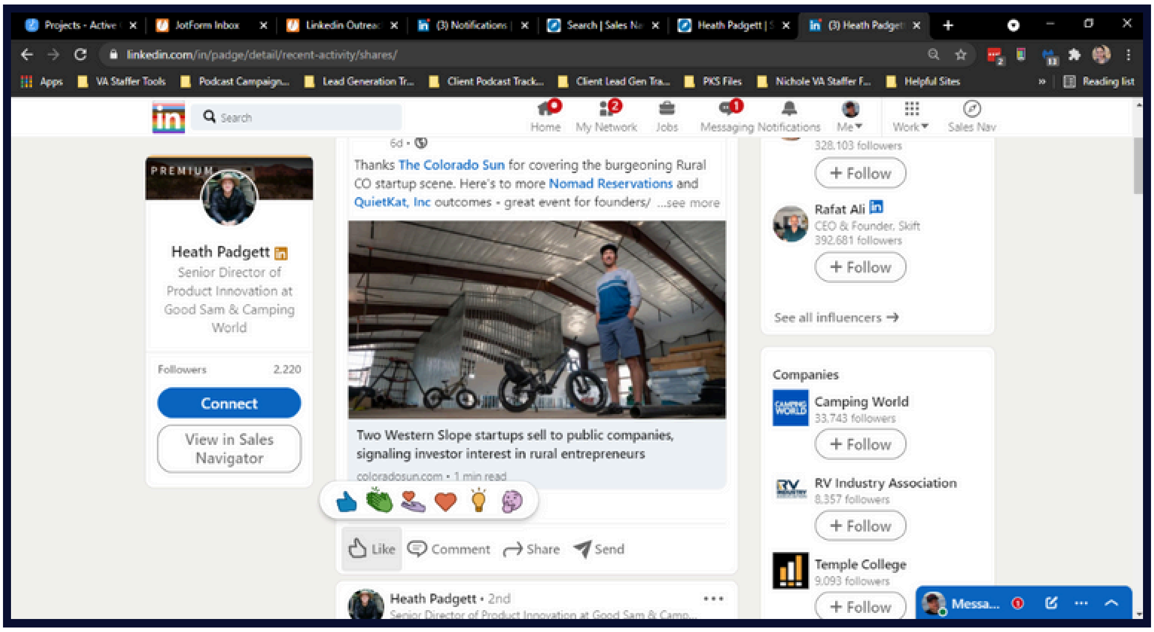
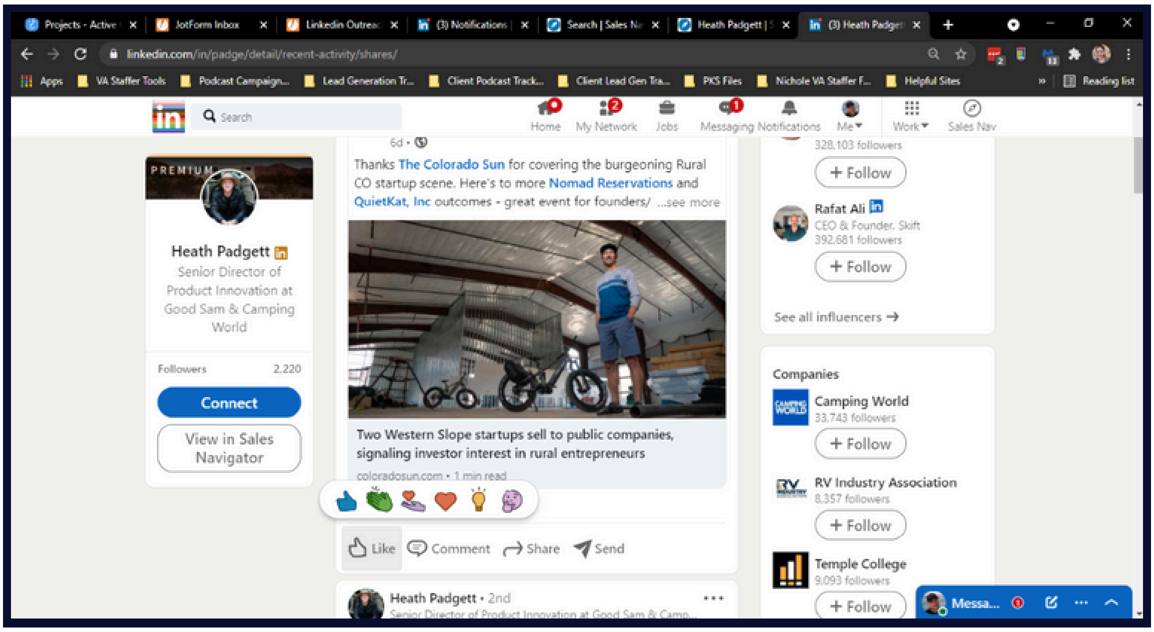
11. Then start engaging the lead by reacting to their 3 most recent posts.
    a. You'll be able to find out of he's posting daily, weekly, bi-weekly, or monthly



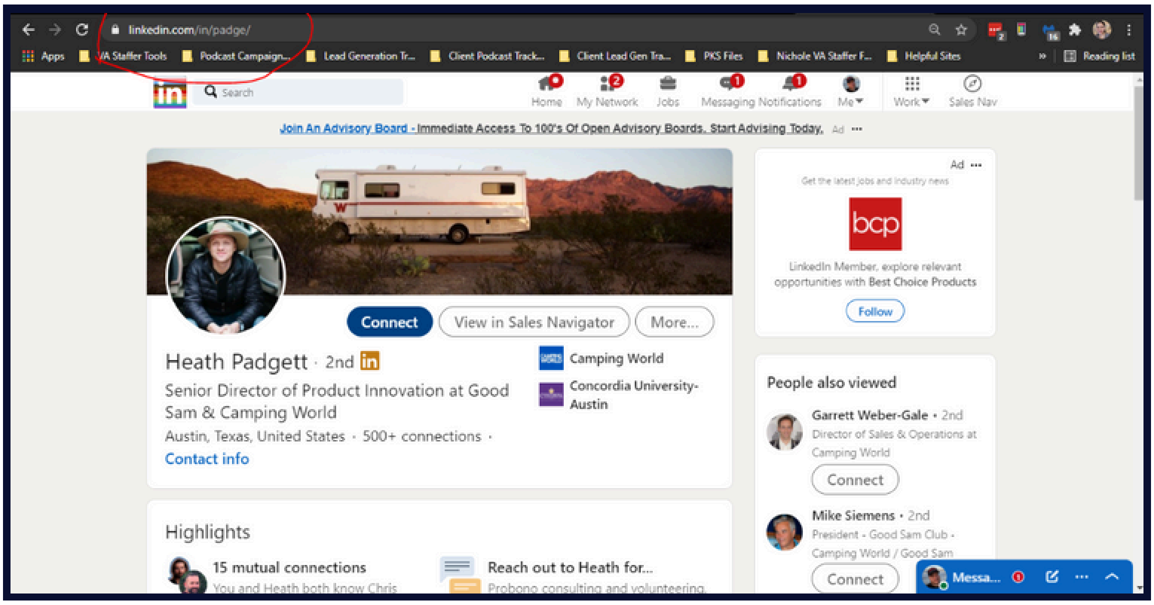
12. Once done with the engagement, send out Connection requests
    a. Click on Connect
    b. Add a note - copy paste the connection message of the client and do some minor edits (if there's a need)



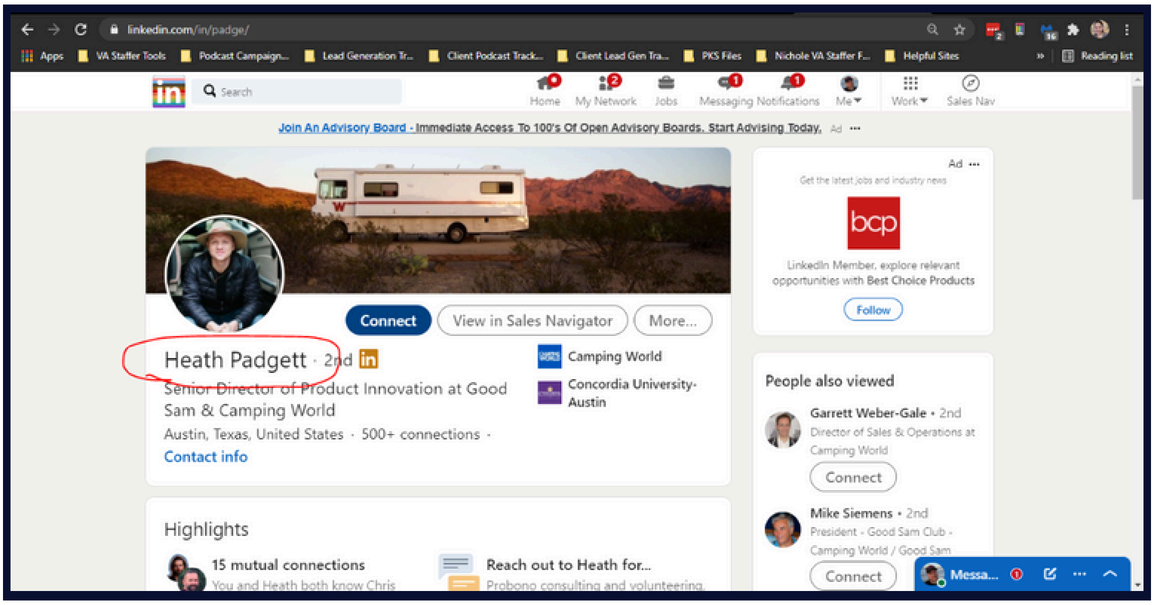
Then you're good. Proceed to the next lead and just repeat the same process.

DATA SCRAPING

1. Find out what details or personal information the client is looking for. Most of the details that we scrape for clients are:
    a. LinkedIn Profile



    b. Name

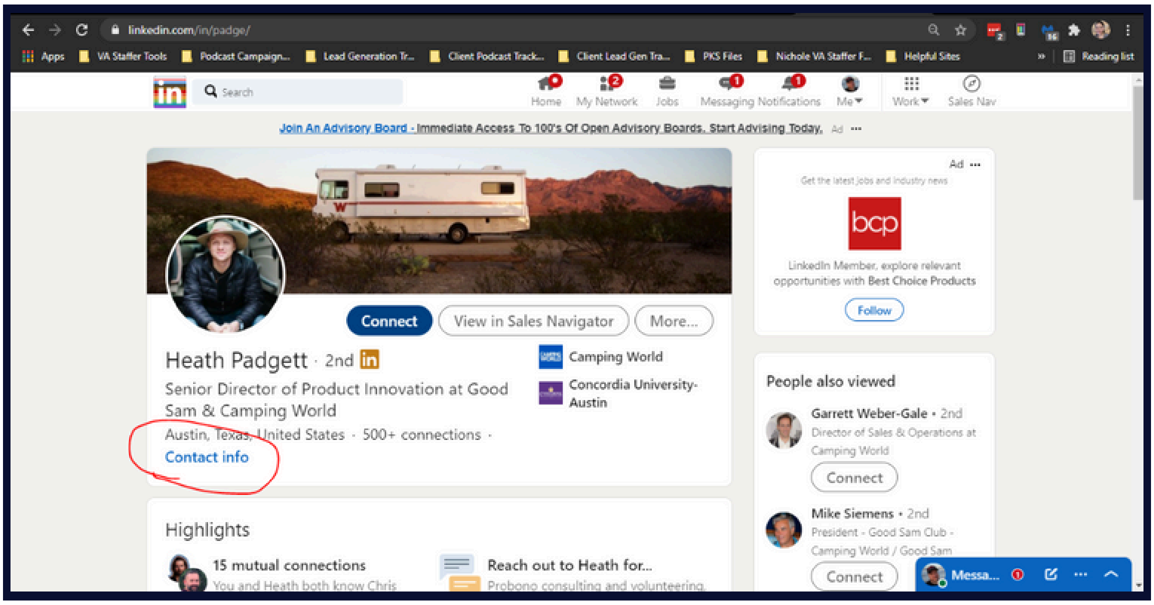


DATA SCRAPING

c. Contact Details:

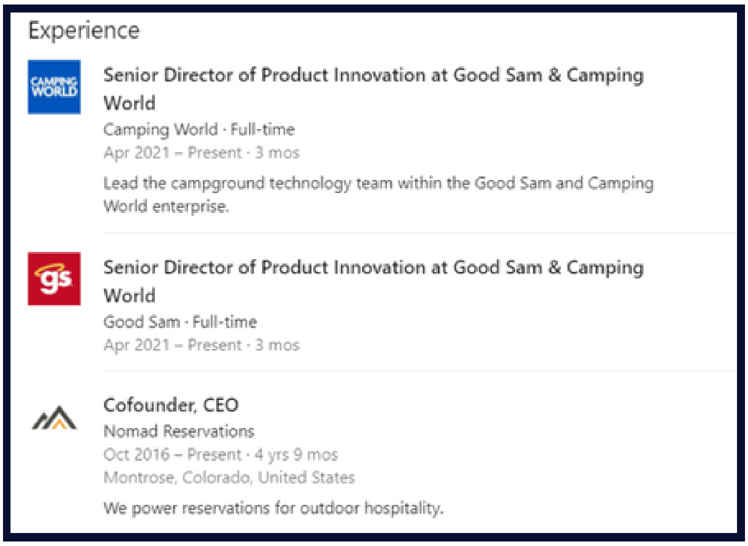
i. Email Address
ii. Phone Number
iii. Personal Website
iv. Company Website
v. For these four details, it's not all the time that the contact info will show up but here's what you can do to get these details:

1. Once connected go back to the profile and check the details again
2. Regardless if connected or not lead's contact details is public
3. Regardless if connected or not lead's contact details is private - You will need a plug-n for this (3rd party tool like Zoomnfo)



d. Position / Title

i. If you can see more than 1 positions with Present tagging, pick the closest position that is line with your client's target



DATA SCRAPING

e. Company

Experience

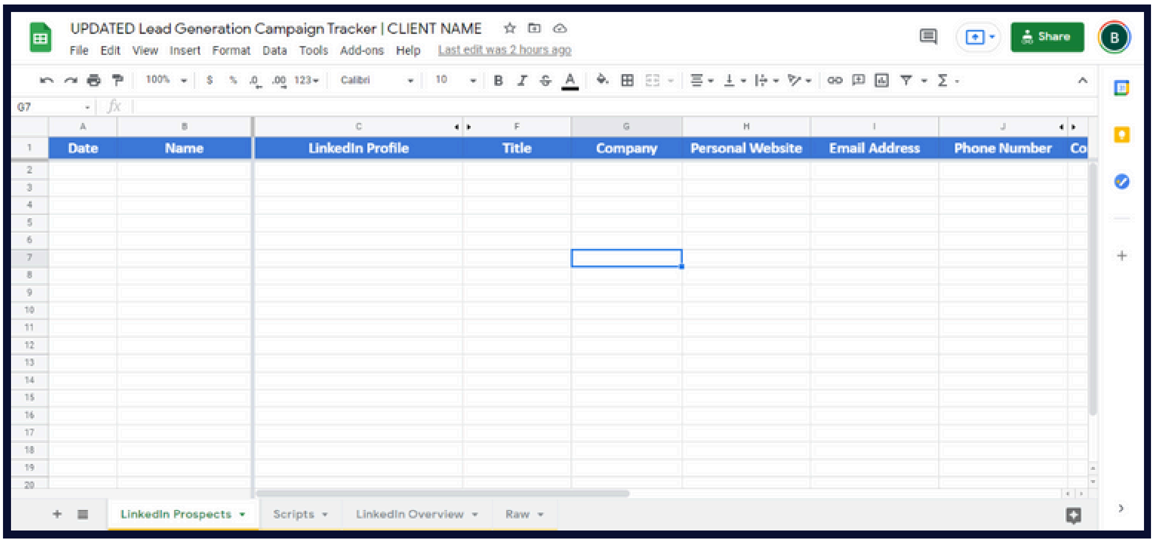
Senior Director of Product Innovation at Good Sam & Camping World
Camping World · Full-time
Apr 2021 – Present · 3 mos
Lead the campground technology team within the Good Sam and Camping World enterprise.

Senior Director of Product Innovation at Good Sam & Camping World
Good Sam · Full-time
Apr 2021 – Present · 3 mos

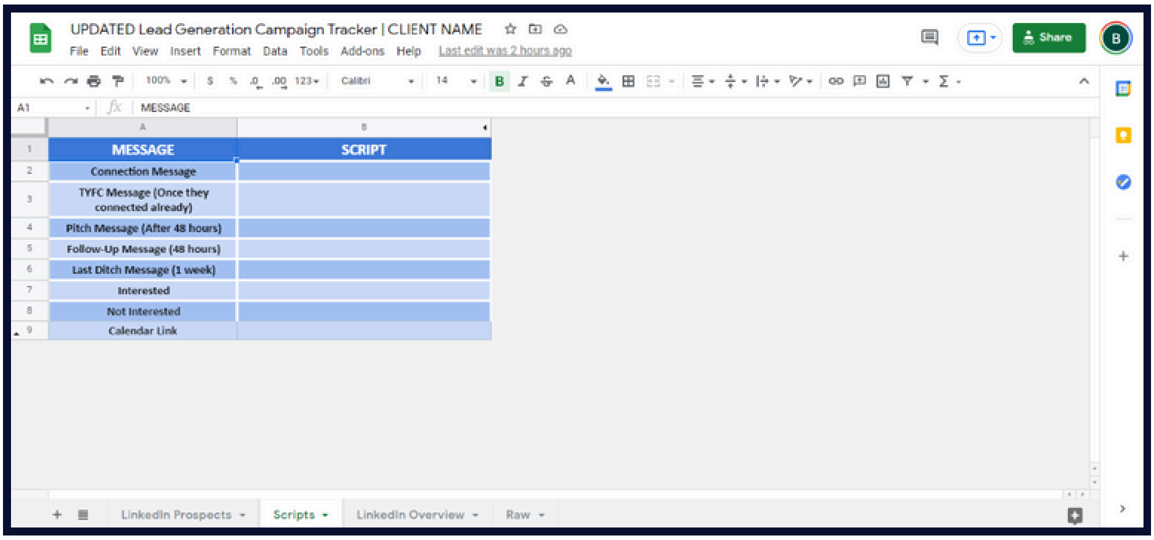
Cofounder, CEO
Nomad Reservations
Oct 2016 – Present · 4 yrs 9 mos
Montrose, Colorado, United States
We power reservations for outdoor hospitality.

DATA DUMPING ON THE TRACKER

1. Go to client's Lead Gen Tracker
    a. LinkedIn Prospects tab:
        i. This is where you'll dump all the details you find about the lead including when was the connection date.



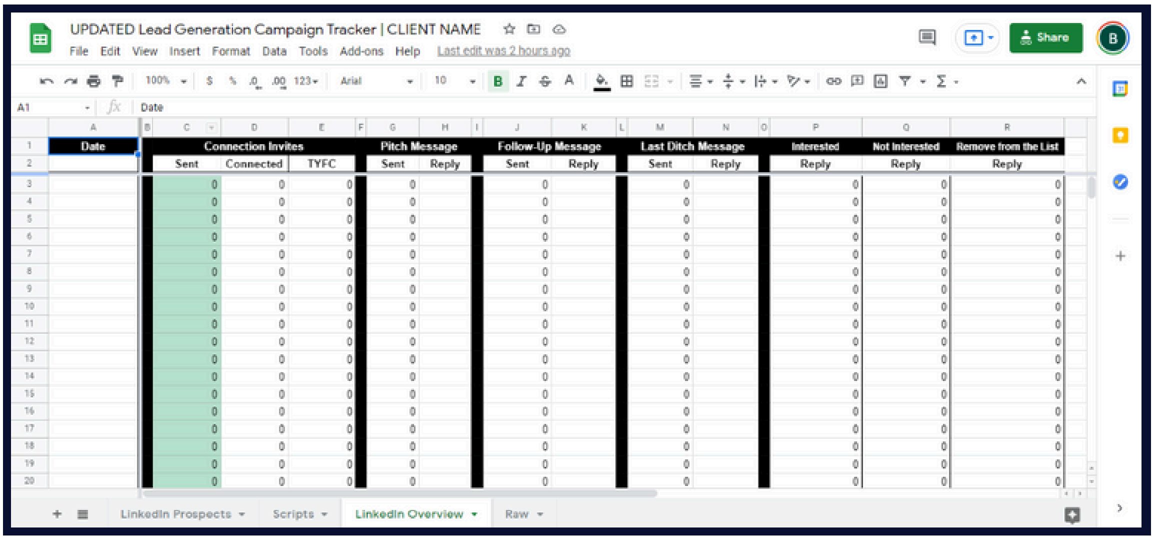
    b. Scripts tab:
        i. This is where all of the scripts are placed, for easy access.



DATA DUMPING ON THE TRACKER

c. LinkedIn Overview

i. This is where the total count of Connections and Messages are shown



SCAN CALENDAR

BOOK A STRATEGY CALL

Jeff J Hunter
Founder VA Staffer
Pre-Trained, Pre-Vetted Executive Assistants