



## LinkedIn Campaign InfoGuide

This InfoGuide will help you understand, plan and operate your own LinkedIn campaigns.

### LinkedIn Campaigns

The marketing definition of “campaign” is a series of activities designed to produce a particular result. We market to people for purposes such as selling a product or service, building relationships for future business or inviting people to events.

Email marketing and online ads have been around for a long time. People have grown accustomed to them and tune them up. People change their email address and fall out. Pay Per Click (PPC) requires targets to click on ads.



Enter LinkedIn. This marketing campaign style connects you directly with your target audience on LinkedIn. Once connected, you can send them unregulated LinkedIn messages for free. Engagement on LinkedIn can be ad hoc, whenever you want/need, or they can be part of a structured LinkedIn Campaign.

### LinkedIn Campaigns Applications

- **EXECUTIVES** connect with peers and open deals “from the top”
- **MARKETERS** build an audience for corporate messaging
- **BUSINESS DEVELOPERS** target specific industries and audiences
- **SALES PROFESSIONALS** hunt for prospects and get appointments
- **EVENT HOSTS** invite past attendees and others to attend events
- **PARTNER MANAGERS** find and engage one another leading to larger deals
- **INVESTORS** connect with Founders of startups for a fresh flow of deals
- **RECRUITERS** build a growing network of passive candidates



### Invitation and Messaging Campaigns

**Invitation Campaigns** help build your LinkedIn network and get connected with just the right people on LinkedIn. Once someone accepts and connects, look deeper at them and, in many instances, send them a note about how you can help them. Connecting is the first step in campaigns.

**Messaging Campaigns** can only be sent to your LinkedIn connections. There are few limits on the length and frequency of the messages you may send. They can include longer notes with clickable links, email addresses, web sites, pictures and even attachments.



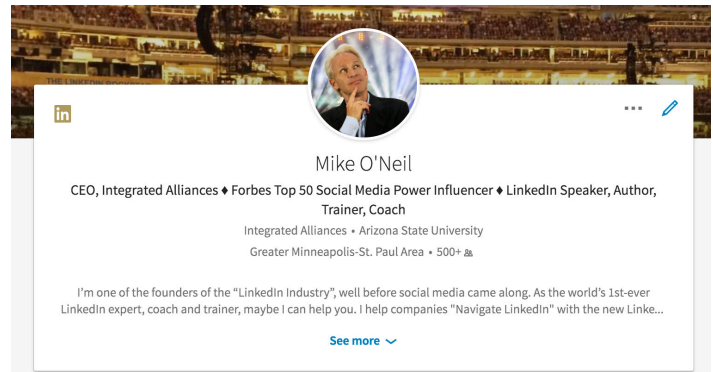
## The Right LinkedIn Account

LinkedIn Sales Navigator is now required to effectively operate LinkedIn campaigns. Get a free trial. Select Sales Navigator Professional and choose the month to month option for now.

## LinkedIn Profile Updates

LinkedIn has a new profile design for 2017 and your profile views differently on LinkedIn.com vs Sales Navigator vs Mobile. What matters most is what shows at the TOP, without scrolling.

Focus on your headshot, headline text and the first 200 characters of your Summary.



## Campaigns and Tagging

Tagging with Sales Navigator is central to campaigns. They work like they do in a CRM system. Attach to a person's profile and filter to run campaigns. Tag deal stages, track what you've sent and note the type of a relationship you have.

### Working with a List

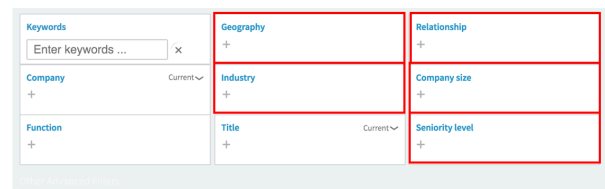
Chances are you already have lists that might serve as good sources for LinkedIn campaigns. Most will be candidates for campaigns that start with invitations. Common list sources include business cards, CRM system, email marketing lists, event attendees, etc.

Purchased lists from Data.com, InfoUSA, D&B are good when you need to filter on something LinkedIn does not provide, like annual revenues. Take your list to LinkedIn Sales Navigator, look up each person, invite them to connect and end them messages

### Working from a LinkedIn Sales Navigator Search

Find NEW prospects using the Sales Navigator Lead Builder and campaign to them. Start by creating your ideal customer persona and mapping it into LinkedIn using 20+ filters.

From your search results, click on their name, evaluate each, one by one. Invite those that are a good fit to connect on LinkedIn.



## Message VS. Invitation Text Message

Write your invitation and messaging text - compelling, tightly worded and within the LinkedIn norms. End with a nice signature line that includes contact information.



**Invitations** have a 300-character limit so be concise. Customize your text and briefly state why you wish to connect.

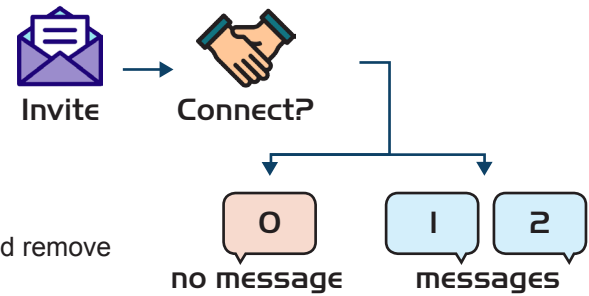


**Messages** can be up to 2000 characters and can include an email address, web sites, phone, images and even attachments.

## Campaign Process

The goal of invitation campaigns is to get the target to accept your connection request. The goal of the subsequent messages is to build a relationship by providing them something of value and asking them to take some action in response.

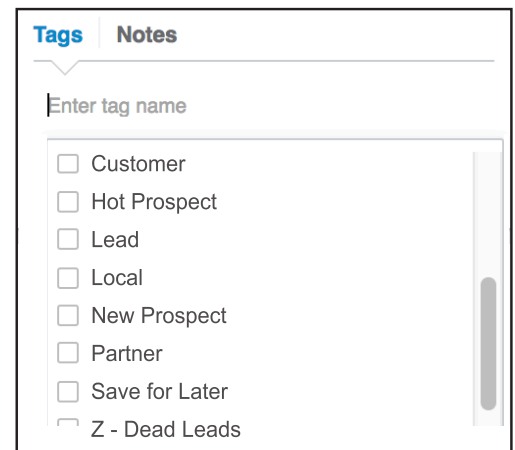
When they respond, one way or the other, adjust the tags accordingly and remove them from further “campaigning.”



## Campaign Qualification

Now that you have updated your profile, created tags, found your target audience in Lead Builder, and written your invitation and messaging texts, you are ready to begin your campaign.

- 1) Run the Search
- 2) Look at each individual, assess them one at a time
- 3) Invite the best targets with your templated message
- Once connected...**
- 4) Re-qualify, Save as a Lead, send templated message
- 5) Use tags to track and monitor the process



## Campaign Timing

Campaigns can be one-time, sequential, periodic or even on-going. Multiple campaigns might be running in parallel. For example...

- The Q1 campaign winds down as the Q2 campaign starts up
- A special event comes along and people need to be invited
- Special company news needs to be disseminated



Campaigns seldom send to any one person more than once a month and the LinkedIn tagging system can help with this.

## Managing LinkedIn Campaigns

LinkedIn Campaigns have many moving parts. LinkedIn Inboxes will get very cluttered very fast. Plan your campaigns using at least a 3 months window - written down.



When you get going, important messages will be hard to find, leads could easily get lost. You need a system to manage TWO busy LinkedIn Inboxes.

Store links (URLs) to your most important messages (responses and leads) in a Google Sheet and get to them with just one click. Also track campaign sending operations in Google Sheets - search URLs, sending statistics.

Store LinkedIn messages in the cloud with Google Docs. They are backed up automatically and they copy/paste quite nicely in LinkedIn campaigns.

## Integrated Alliances LinkedIn Campaign Manager

Want to take advantage of LinkedIn campaigns like these but don't have the time? The IA LinkedIn Campaign Manager program is a concierge-level service for executives, business owners, coaches, revenue producers, high profile individuals like speakers and rock stars.

We develop your ideal searches and craft engagement plans. Then the IA team executes the invitation and messaging campaigns on your behalf and manages your LinkedIn Inboxes using the IA's special systems.

You relax as we get you connected with your ideal targets and start conversations with them.



## Integrated Alliances

Integrated Alliances (IA), est. 2003, is the original LinkedIn training and services firm. IA helps marketers, executives and sales teams drive new revenues. IA Founder Mike O'Neil is a 2-time Forbes Top 50 Social Media Power Influencer, keynote speaker, published author, LinkedIn trainer, LinkedIn expert and social media industry visionary. He is a leading expert on LinkedIn Sales Navigator.


Learn how the IA LinkedIn Campaign Manager Program can help you meet your goals by calling **720-897-8254** or visit [www.schedulewithmike.com](http://www.schedulewithmike.com).

Planning an event? Mike O'Neil presents rousing keynote addresses and educational sessions as well as livening up your expert panel. Topics include:

- Navigating LinkedIn in 2017
- Take a Campaign Approach to LinkedIn
- Become a Socially Savvy Sales Rep
- Rock The World with LinkedIn



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