A GROWTH HACKER'S HANDBOOK OF

LINKEDIN SOCIAL SELLING, MARKETING AUTOMATION AND LEAD GENERATION

5000+ LEADS - 17 FULL HOUSE EVENTS - **10.000+ NEW CONNECTIONS -** 3 STEP BY STEP PLAYBOOKS

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w w w . g r o w - f o r c e . c o m

What makes this book good for your business?

Imagine if you were to watch Game of Thrones (or any series) from the fourth season onwards. Would you be able to understand what's going on?

Well, no. You missed so many events, characters and plotlines. To be able to understand and enjoy the conversation, you need to know what happened earlier.

LinkedIn is no different. Right now, this is the golden era of the platform for B2B businesses, and everybody is so hyped up.

But to get the most out of it, you need to know what happened earlier on LinkedIn. And we've been on the LinkedIn train for four years now.

We followed every trend, algorithm update and the latest tools related to the platform. We tried lots of experiments and failed many times.

Our success was dependent on the platform.

Then LinkedIn became our best lead generation resource, both for ourselves and some of our clients.

We generated more than 5,000 leads on LinkedIn last year alone.
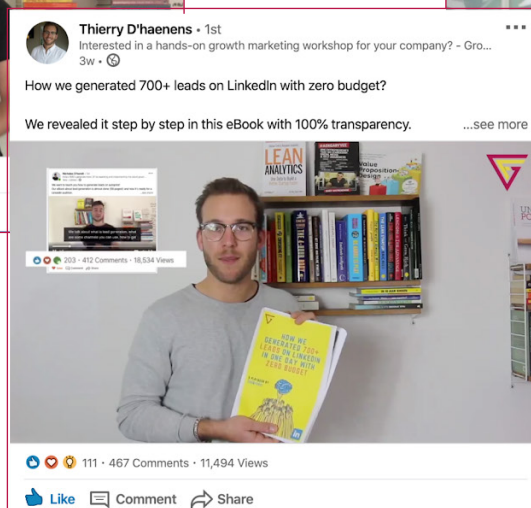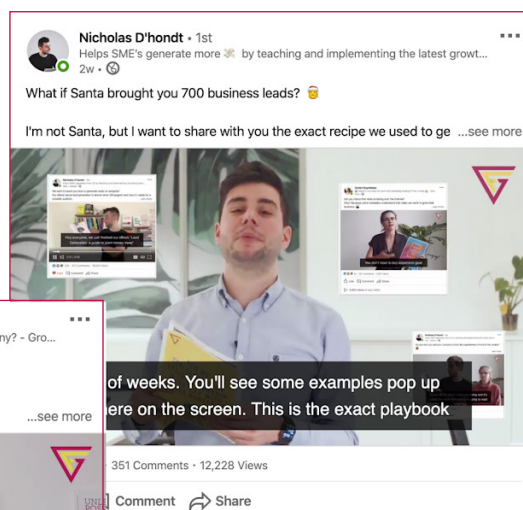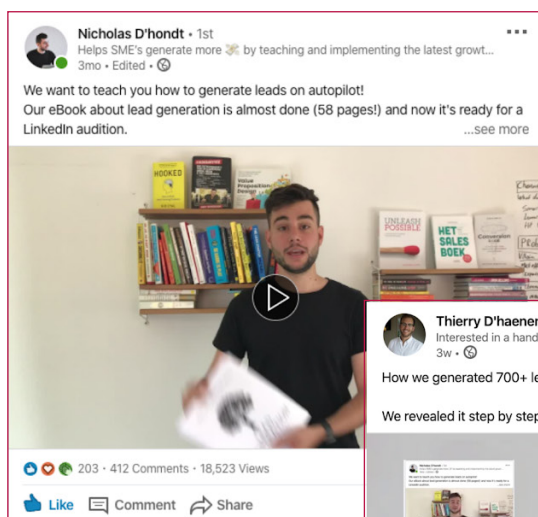
Now, we want to explain to you what happened in the earlier seasons on LinkedIn. So you can grasp what's going on now.

After you catch up, you'll get the latest playbooks we used to generate leads. We'll teach you step by step, complete with guided videos and real-life examples.

Are there quick wins on LinkedIn? The short answer is yes.

Because you won't repeat the mistakes we made, since we already made them for you. These are the best practices that worked for us and our customers.

Your growth depends on how fast you can process and implement these strategies for your own business

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Chapter 1:

How to optimize your LinkedIn profile and create a conversion funnel

Your profile is a meeting room. It is the suit you wear for the big meeting or elevator pitch to a potential investor.

You need to wear your best suit and prepare your best speech for your profile visitors. And we call this LinkedIn profile optimization.

When someone visits your profile, we'll make sure to guide them in the right direction.

The main goal here is to prove that you are the ultimate solution. It's important to emphasize how you will solve their problems. And of course, to show how credible you are.

Before we start with LinkedIn profile tips, I want to introduce you to the conversion funnel model.

It'll help you visualize and understand the mentality behind the profile page.

LinkedIn Conversion Funnel

It's pretty similar to any sales landing page or mail. You can apply the same strategies you know in this part.

ATTENTION

About

Struggling with optimizing your conversion rate?
Do you have your landing pages in place?
Do make assumptions based on website analytics or website behavior?   **Interest**

If those questions giving you a hard time, I can help you with that.

I help founders, marketers and growth teams create predictable sales funnels and increase adoption, retention, and referral.

I do this by teaching you how to automate lead generation, optimize lead & customer flows, brainstorm about growth experiments, get you involved with the best tools and implement the growth marketing process in your company.   **Desire**

I know it's a lot at once. But you can fire all the growth-related questions to me.

Schedule a free 15-minute call using the link below.

Talk soon.

Visit our website   Book a call

Call to action to the desired goal
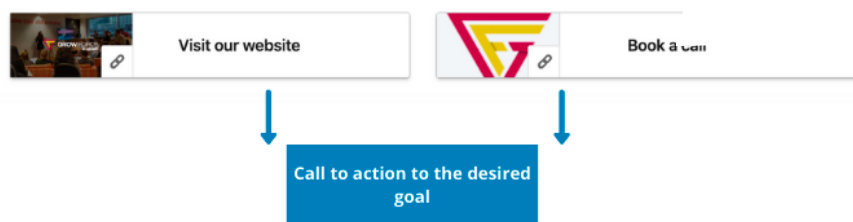
Attention: top section

Capture the attention of the visitor with your cover and profile photo. It's an opportunity to show your (business) personality.

Add a clear value proposition that explains how you help your customers. This way, you can get more clicks to your profile.

Interest and desire: middle section

Talk about the business problems or needs of your target audience. Keep them interested. Show that you understand their pain.

In the second (desire) part, the goal is to convince them. Here you can explain how you may approach their problem. And maybe how you have already solved it many times.

Action: bottom section

Now, it's time to direct them to the right action. Here you need to know your end goal, call them to take action.

Onwards, to some real-life examples.

#1 What makes a good LinkedIn profile picture?

Let's talk about judgment. It's often considered a bad thing, but is it?
It's something we do before we even think.

We're inclined to judge by nature to protect ourselves. To choose the right friends, and to make business and life decisions.

So, it's crucial to reflect your business personality and paint a good picture on LinkedIn. But let's first have fun with bad examples.
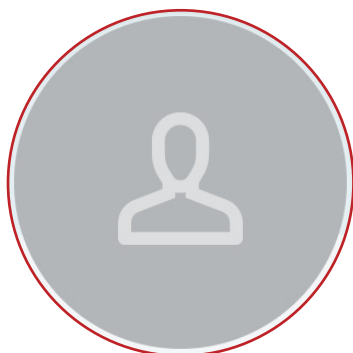
The bad
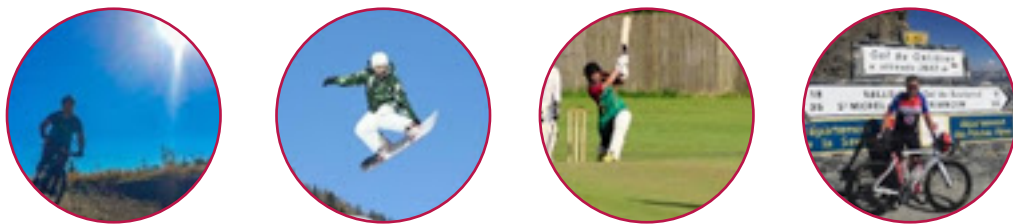
Cool pictures but I'm not sure if you can help me grow my business with a cricket bat.

I appreciate your traveling passion, but we'll not meet unless
I'm looking for a travel blogger.

Would you like to buy law services from Mr

Nobody?I don't think so. Here is a list of don'ts:

- Don't take a selfie
- Don't use filters
- Don't crop a group picture
- Don't have a distracting background
- Don't show your hobbies

The good

Look at this screen, and tell me which profile picture immediately got your attention.

Showing 22,261 results

Amaury Timmermans • 1st
Sparking positive energy vibes with QIQO - a hot energizing drink. 100% natural and 0% sug...
Antwerp Area, Belgium

👥 Michael Humblet, David Van der Auwera, and **8 other shared connections**

Message

Amaury Blondeau • 2nd
Architect at MMXV Architecture
Antwerp Area, Belgium
Current: Zelfstandige at **Amaury** Blondeau

👥 **Amaury Timmermans** is a shared connection

Connect

Amaury Luyckx • 2nd
Managing Director at Polytra N.V. part of Fracht Group
Antwerp Area, Belgium
Summary: **Amaury** distinguishes himself with his capability...

Connect

Amaury Clesse • 2nd
Contract Manager Benelux bij Grosfillex Group
Antwerp Area, Belgium

👥 **Amaury Timmermans** is a shared connection

Connect

Clearly, the first search result got your attention. Ok let's find why?

Amaury Timmermans · 1st
Sparking positive energy vibes with QIQO – a hot energizing drink. 100% natural and 0% sugar.
Antwerpen, Flanders, Belgium · **500+ connections** ·
Contact info

QIQO
Stanford University Graduate School of Business

Message   More...

There are two lessons that we can learn from Amaury.

1. You can manipulate the elements to create a compelling picture.

When I saw this profile, I thought he was online, and I could message him by clicking the picture. So it's well played.
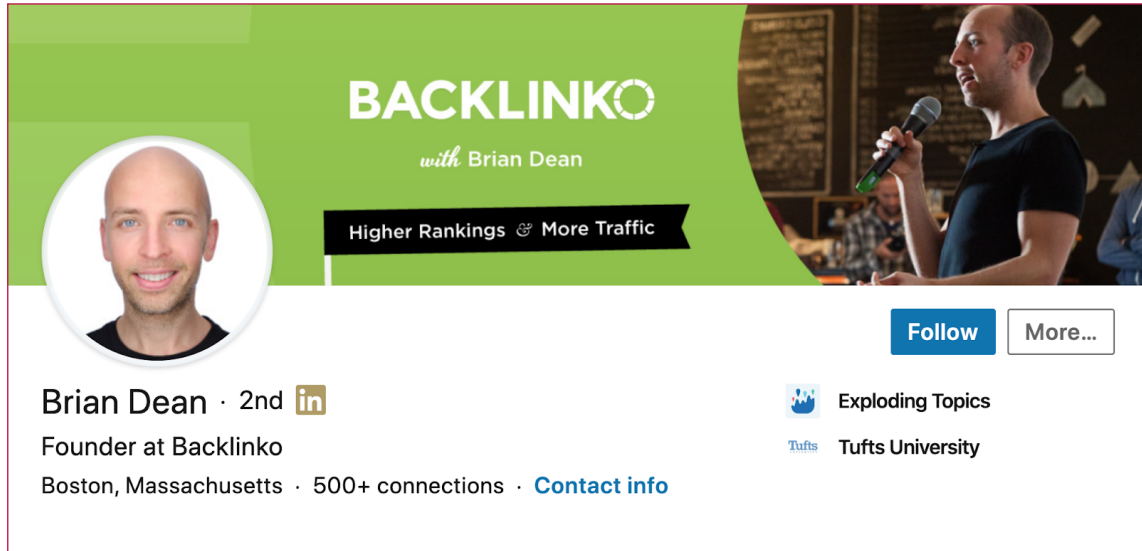
You can do the same by hiring a freelancer. Or if you have an Adobe savvy friend, that's ok too.

2. You can be flexible with your picture

Amaury sells a product that is inspired by nature. Usually, it's odd to pose with a parrot but here it's aligned with his value proposition and general theme.

Another good example here is from Brain Dean.

A headshot with a clear background and smile.

So here are the best practices to have a credible and attractive picture:

- Look approachable
- Take a headshot
- Cheese
- Be creative like Amaury to stand out
- Pick an up to date photo
- Wear your business clothes

#2 Write a compelling one-liner for your headline.

Nine out of ten people pick their job title as their headline. It's a waste.

It's like publishing a Facebook ad and writing your company name as ad copy.

Let's go over a broad title like "Head of content.". There are thousands of "Head of content" people on LinkedIn.
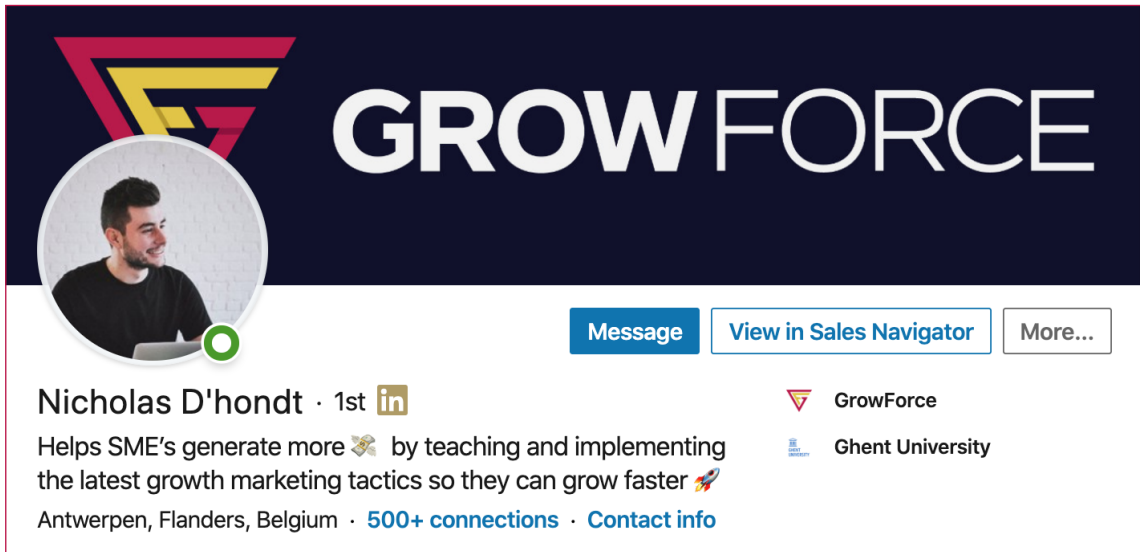
What does it mean to people that don't know anything about content? Nothing.

Even if they know about content marketing, it's still broad, because every individual has their own strengths and set of skills.

So it's crucial to write a concrete statement that describes what you do.
A one-liner (value proposition) that explains how you help people to grow.

Like this:

Here Nicholas uses all 120 characters for his one-liner. It's super targeted (SMEs), and he explains how he's solving the problem.

But it's also possible to fit your title to your headline. Like this:

This one-liner helps you to stand out in search. Plus, when you add somebody as a connection, they'll see your one-liner.

And you'll learn how to add thousands of people (automated). We'll get there soon.

#3 Three smart ways to use your cover photo
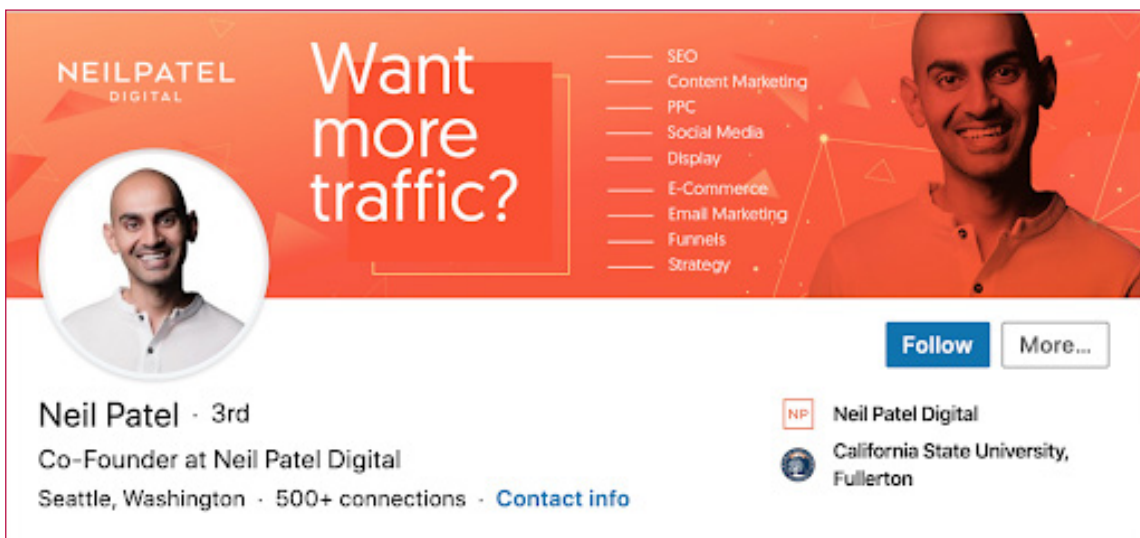
You can explain many things and get creative with your cover photo. Here you'll see what works very well on LinkedIn.

Show your services

The cover space is huge. Here Neil Patel uses it to showcase all of his expertise and services.

If you have a broad range of products, skills or services, you can do the same.

Or you can show a single product too. If you're selling your personal book, it's a good idea to exhibit it on your cover.
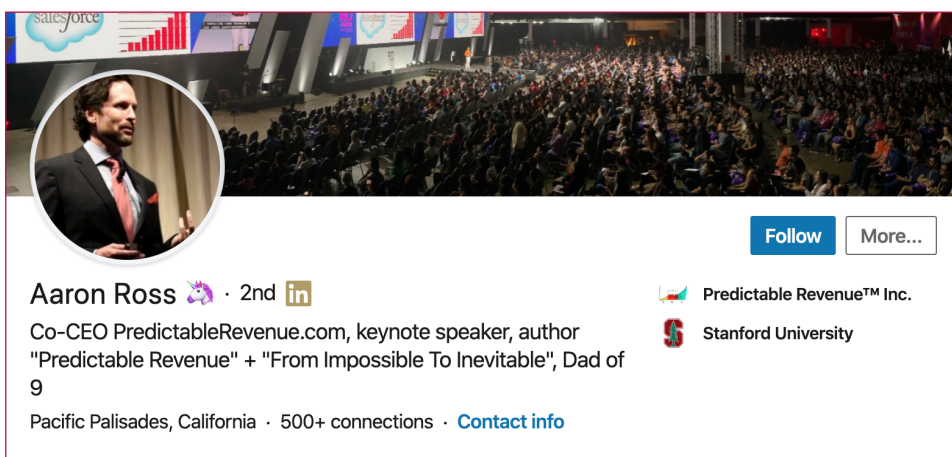
Prove what you wrote in your headline

Trust in business is a currency. If you can prove what you wrote in your headline, it'll increase your credibility.

Aaron Ross's profile is a good example. He's a good public speaker and he confirmed it in his cover photo.

As you can see, he's a hell of a keynote speaker.

Boost your credibility and expertise

Vaibhav's profile is the perfect combination of many things.

- He shows logos for credibility
- He fitted his titles in the cover photo (this is a good trick if you can't fit your job title in the description)
- He's in front of the crowd speaking
- Plus he placed his website on the cover
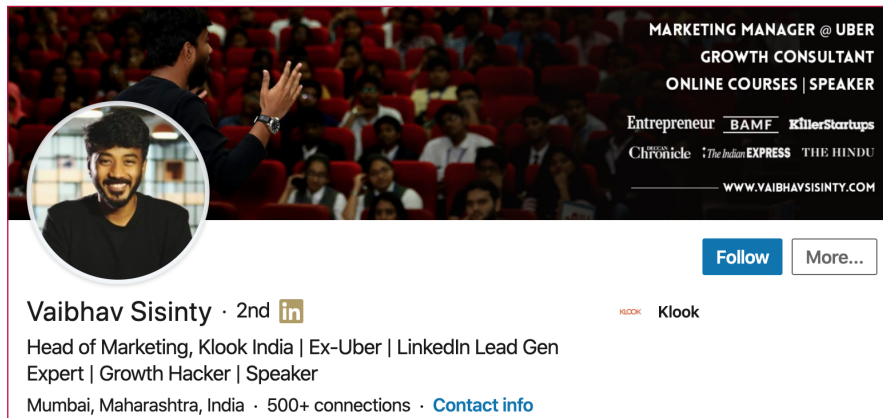
#4 Two methods for writing a magnetic "About" copy

If the visitors scroll down to the "about" part, that means one thing. They're interested.

There are two possibilities:

1. They are interested in your services.

Your profile is not a place to solely chest pump your awards and experiences. This section is not about you; it's about your customers.

So, the best way to use this section is to describe your customer's problems. Then explain how you solve those problems.

Here, Thierry kept it concise and talked about his customers. Then delivered a solution with a call to action.

No time wasted with unnecessary information. This is what we practice and what worked for us so far.

2. They are interested in your personality and services

If you're going to apply this method, you need to know how to tell a story, because you'll attempt to sell yourself and services with storytelling.

This is more effective than the first method if it's done right.
Look how Karen Abbate did:

I love selling brands. I hate selling myself. So here's six quick things about me and my work. In, out, nobody gets hurt.
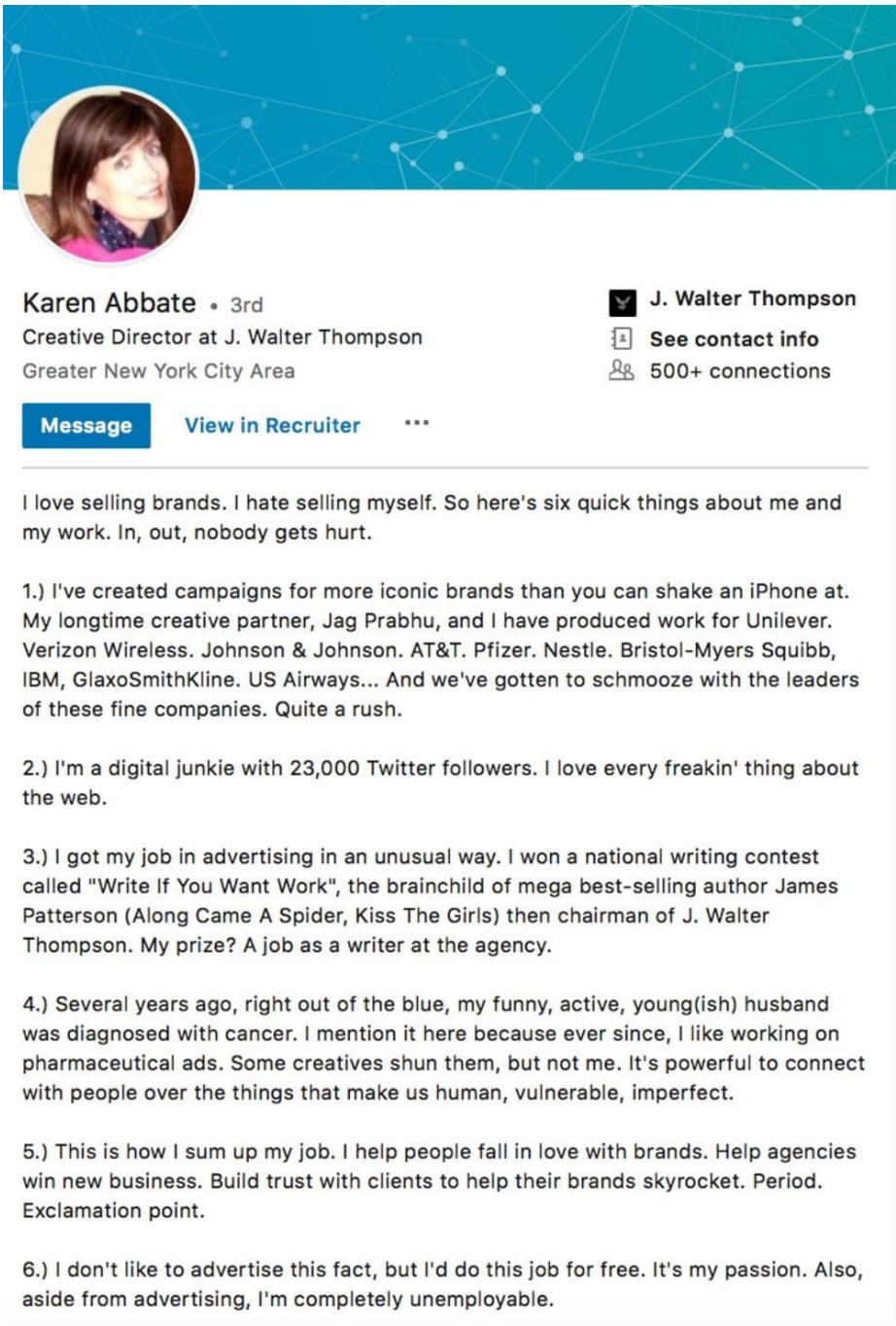
1.) I've created campaigns for more iconic brands than you can shake an iPhone at. My longtime creative partner, Jag Prabhu, and I have produced work for Unilever. Verizon Wireless. Johnson & Johnson. AT&T. Pfizer. Nestle. Bristol-Myers Squibb, IBM, GlaxoSmithKline. US Airways... And we've gotten to schmooze with the leaders of these fine companies. Quite a rush.

2.) I'm a digital junkie with 23,000 Twitter followers. I love every freakin' thing about the web.

3.) I got my job in advertising in an unusual way. I won a national writing contest called "Write If You Want Work", the brainchild of mega best-selling author James Patterson (Along Came A Spider, Kiss The Girls) then chairman of J. Walter Thompson. My prize? A job as a writer at the agency.

4.) Several years ago, right out of the blue, my funny, active, young(ish) husband was diagnosed with cancer. I mention it here because ever since, I like working on pharmaceutical ads. Some creatives shun them, but not me. It's powerful to connect with people over the things that make us human, vulnerable, imperfect.

5.) This is how I sum up my job. I help people fall in love with brands. Help agencies win new business. Build trust with clients to help their brands skyrocket. Period. Exclamation point.

6.) I don't like to advertise this fact, but I'd do this job for free. It's my passion. Also, aside from advertising, I'm completely unemployable.

It's hard to resist Karen's story after that killer first sentence. Plus, the first sentence is the most crucial element of your "about" section. Here's why.

About

I love selling brands. I hate selling myself. So here's six quick things about me and my work. In, out, nobody gets hurt.

1.) I've created campaigns for more iconic brands than you can shake an iPhone at. My longtime creative partn ... see more

You see, only the first two sentences are displayed. So, make sure to start with a captivating introduction.

There is another option to tell more about you, and it's in between those two examples you saw.

About

I'm managing partner of GrowForce and co-founder of Plann3r.

GrowForce is your guide on the growth marketing path. We'll help you to grow your business faster and smarter.

Plann3r allows you to plan meetings in a faster and more efficient way.

On average you lose 30 minutes a day on scheduling meetings. This easily adds up to a loss of €11.000 each year! We believe there is a better way. With Plann3r, planning a meeting, from selecting the participants to getting the meeting automagically planned in your agenda, doesn't take you more than 30 seconds.

If you want to talk about how we can help you or your business, don't hesitate to send me a PM.

If you want to read about how business professionals like you are using Plann3r, read this blog post! https://goo.gl/EMDLxe

==== About Me =====
The best way to describe myself is to say I'm an iEntrepreneur. Technology defines my life. I love exploring new technologies and creating digital solutions to existing problems.

My primary skills are growth hacking, entrepreneurship, and software development. One of the areas where I like to differentiate myself is management. I enjoy being part of and managing good teams to make sure we deliver the very best we can.

If you have any questions feel free to contact me!

PLANN3R Personalised meetings pages? 😎	Question about Growth Hacking? 🤔
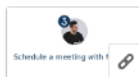
Here Nicholas did both. And in the end, he briefly talked about his story.

#5 Add your call to actions

You dragged your prospects to the very bottom of your profile. Now it's time to lead them to the desired action.

First, determine your action. What do you want to offer? Examples can be:

- A call.
- A free trial.
- An eBook.
- A ticket to an event.
- and so on

Find your end goal and convince your visitors with your call to action.

How to create CTAs on LinkedIn?

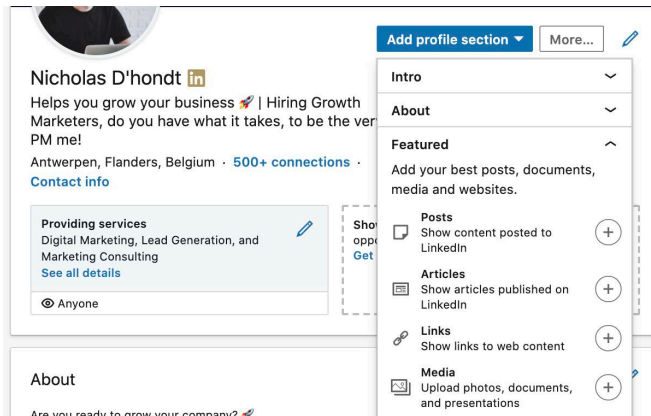Go to your profile page. On top of the page, you'll be able to add a profile section. Here you need to pick featured.

You can add a combination of clickable links, PDF's and even LinkedIn posts to claim credibility. These links and posts will appear directly underneath your summary.
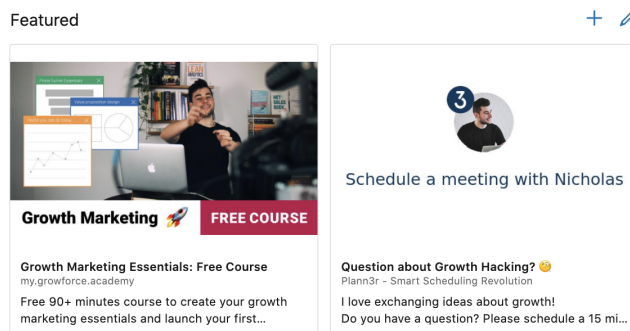
#6 Bonus tip: Optimize your LinkedIn Profile for Search Engine Optimization

Like Google, LinkedIn has a search engine. People often use it for a job search but you can also search for people, groups, content, and companies

Ask yourself this question: which keywords are people searching for when they look for people like me?

Make a list of keywords, not more than 5-6.

Then add these keywords to your
- Headline.
- Summary.
- Experience.
- Skill set.
- Job descriptions.
- Accomplishments

This strategy will increase your LinkedIn profile visibility.
Voila, you have now optimized your LinkedIn from head to toe.

Takeaways of Chapter 1

- Take a decent picture that reflects your credibility and business self.
- Use your cover image to show yourself, your expertise, credibility and skills.
- Write a compelling one-liner for your headline that shows how you help businesses to grow.
- Explain how you help your customer in the about me section with persuasive copywriting.
- Add call to actions that align with your end goal.
- Optimize your LinkedIn profile for SEO by using the right keywords in your profile.

Related content you'll like:

- Watch **our LinkedIn masterclasses** to see this chapter in action. It's free.

  https://gro.wf/LinkedInMasterclass

- **If you don't want to do it by yourself, we can create the perfect profile and conversion funnel for you. You can schedule a call and learn more about our LinkedIn Sprints.**

  https://gro.wf/LinkedInSprint

- **If you want to see some great profile examples you can visit Nicholas' profile, David's or Thierry's.**

Chapter 2:

How to surround yourself with thousands of potential customers with marketing automation and expand your network

The viral posts you've seen on LinkedIn aren't going viral just by luck. Those posts are fruits of hard groundwork. And the base of that groundwork is to expand your network.

Imagine you have 5,000 active connections on LinkedIn. What will happen when you post?

Likes, comments and shares will happen. This will boost your credibility and in time people will see you as a thought-leader.

More connections = More reach = More visibility = More opportunities.

So in this chapter, we'll make sure you'll get enough people in your circle. You'll learn three things:

1. Why LinkedIn Sales Navigator
2. How-to operate a Boolean search
3. How-to send automated connection requests and messages to people.

Why LinkedIn Sales Navigator

Because it's the best option on the planet to find prospects. Every business person on the platform is one click away from you, and pretty much everyone has a LinkedIn profile.

You have a regular LinkedIn search, but it looks like this.
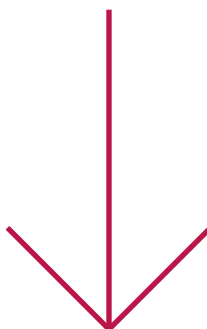
All people filters

Profile language

- [ ] English
- [ ] French
- [ ] Turkish
- [ ] Dutch
- [ ] Spanish

Schools

Add a school

- [ ] KU Leuven
- [ ] Vlerick Business School
- [ ] Ghent University
- [ ] University of Antwerp
- [ ] Anadolu University

Contact interests

- [ ] Probono consulting and volunteering
- [ ] Joining a nonprofit board

Connections

- [ ] 1st
- [ ] 2nd
- [ ] 3rd+

Connections of

Add connection of

Locations

Add a country/region

- [ ] Belgium
- [ ] United States
- [ ] Turkey
- [ ] India
- [ ] Brussels Area, Belgium

Current companies

Add a current company

- [ ] Google
- [ ] Microsoft
- [ ] LinkedIn
- [ ] Amazon
- [ ] Facebook

Past companies

Add a previous company

- [ ] Microsoft
- [ ] IBM
- [ ] Google
- [ ] Accenture
- [ ] Oracle

Industries

Add an industry

- [ ] Marketing & Advertising
- [ ] Information Technology & Services
- [ ] Internet
- [ ] Computer Software
- [ ] Human Resources

Services

Add a service category

- [ ] Marketing
- [ ] Marketing Consulting
- [ ] Digital Marketing
- [ ] Social Media Marketing
- [ ] Lead Generation

First name

Last name

Title

Company

School

And here are the search filters of the LinkedIn Sales Navigator.

As you see, it's absurd to compare these two. But of course, LinkedIn Sales Navigator is not free. The price tag is $79.99, but it's worth it.

However, you don't have to pay to apply the things in this chapter. Because LinkedIn offers a one month free trial to every user. And you can do the following strategies with regular search too.

So, you'll be able to follow the rest.

If you know how to use LinkedIn Sales Navigator, you can find anyone with a targeted LinkedIn Sales Navigator search. Later in this chapter, we'll talk about more complex search options, like Boolean Search.

But for now, let's discover some features together.

5 LinkedIn Sales Navigator features you should know

The goal of this chapter is to get you ready for the LinkedIn Sales Navigator. It could look confusing if you see the interface for the first time.

So here, you'll learn the essential features of the tool. Then when you go on your first date with the Navigator, you'll have some things to do!

(Skip this part, if you already familiar with LinkedIn Sales Navigator)

1. Get an overview and notifications for better prospecting.

You can save individual contacts or organizations in your pipeline. Then you'll be able to see their activity in your Sales Navigator news feed.

You can stay up to date on any minor or significant changes in their life, role or organization. This can help you to create more opportunities and personalized approaches.
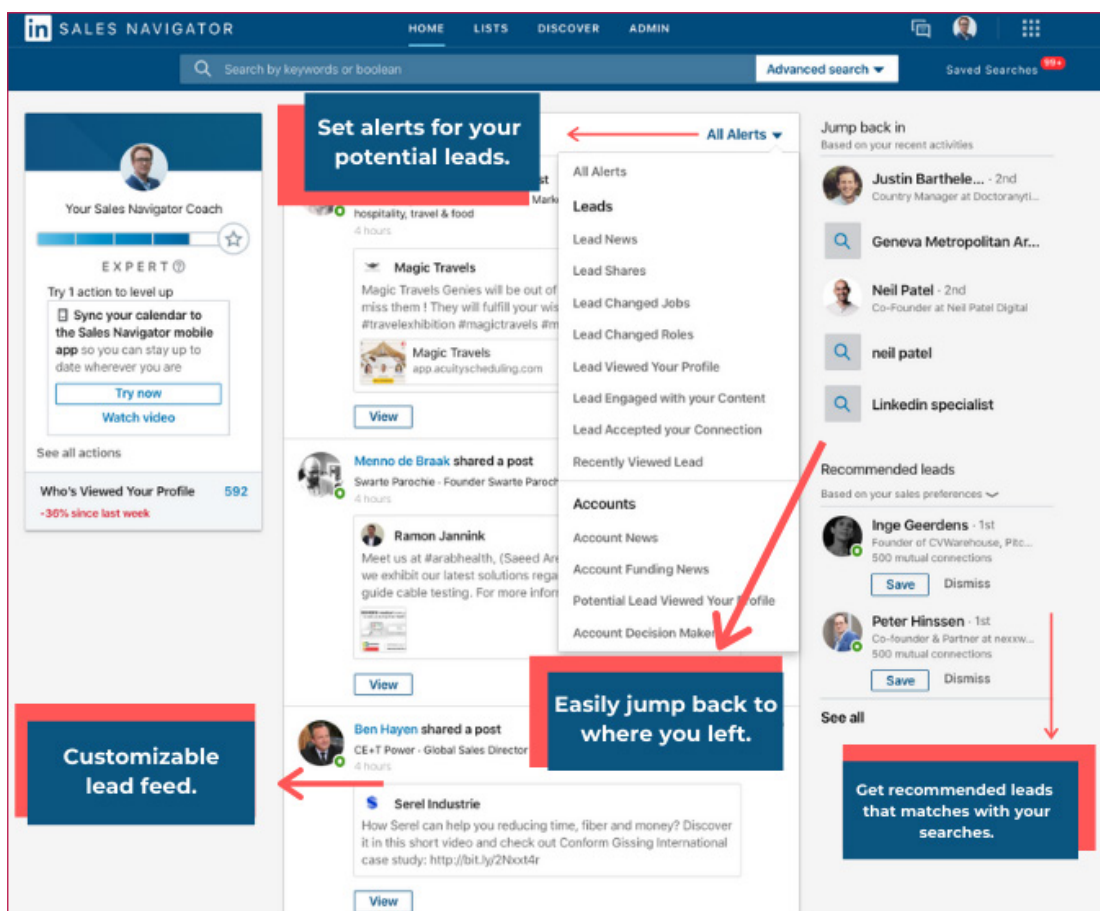
Also, you can jump back and continue where you left off. Or check recommended leads that LinkedIn suggests and discover similar people.

2. Set alerts by type

This can help you a lot to generate leads or hire new talents.

For example:

You can set an alert by job type, and Sales Navigator will notify you if one of your leads changes their job status. This can provide you with new angles to start a conversation.

3. Save searches to save time.

You filtered and figured out your target audience for the next campaign. Well, you'll want to save it, right? It's a dull job to do it over and over again.

LinkedIn Sales Navigator lets you save up to 15 searches. Also, it tracks when new prospects add up to the saved criteria. Then it notifies you daily, weekly or monthly.

4. Use spotlight filters to narrow down your search.

What you can do with this feature is up to your imagination. As you see in the picture, we have 1,000 people.

Let's say you have limited time and resources.

483 of them posted on LinkedIn in the past 30 days. So we know they're active on the platform and more reachable. Then it would be smart if you prioritize those 483 people first.

or

107 share similar experiences with you, that's also interesting. Maybe you can analyze their profile and create a personalized approach.

You see, filters are useful.

5. Filters that could even help you find a kidnapped CEO

This is the main reason that you would use LinkedIn Sales Navigator. There are 24 filters available at the moment. They're all very specific and have different usages.

And LinkedIn is trying to improve its filters all the time. So you can expect more in the future.

Here are the filters we frequently use:
- Company Headcount
- Seniority level
- Function
- Title
- Years in current position
- Years at current company
- Posted content keywords
- Posted content in the last 30 days

But there is a more powerful way to pinpoint anyone you want to find. It's called Boolean search. If you can combine Boolean search and these features, you can get outstanding results.

And we want you to get outstanding results. That's why you'll learn how to use the Boolean search next!

Pinpoint your leads — a quick guide to Boolean search strings.

Let's demystify what Boolean search is first.

In a nutshell, it's a structured search process that uses keywords or operators to limit, broaden or refine the search results. So you'll learn how to talk with your search bar, that's it.

Search string modifiers or operators are defined by:

- OR
- AND
- NOT
- "" - Quotation Marks
- ( ) - Parenthesis

By using these five elements, you can pinpoint your buyers, influencers or new talents.

Now let's see what the functions of the modifiers are, and how you can use them.

We'll use the terms Copywriter, Art director and Creative director in our examples.

OR: Copywriter OR Creative director

Use OR (capital letters) to see results that include one or more items in a list. In most cases, you'll use OR to broaden your search results.

This search will bring the people that listed themselves with both titles.
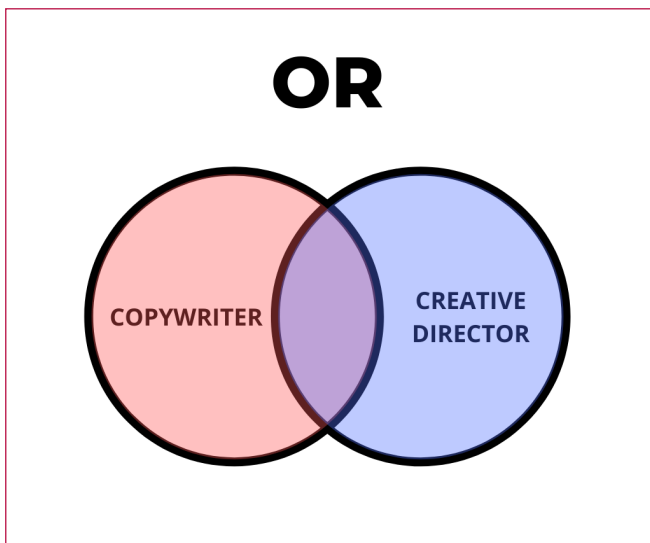
AND: Copywriter AND Art director

Use AND (all capital) to filter results that include all items in a list. Meaning you'll see the people who fall in the cross-section of the Venn diagram.

If you add more ADD operators to your search, you'll end up with fewer people. But your search will be more relevant because you want both skills in one pack.

AND

COPYWRITER   CREATIVE DIRECTOR

NOT: Copywriter NOT Creative director

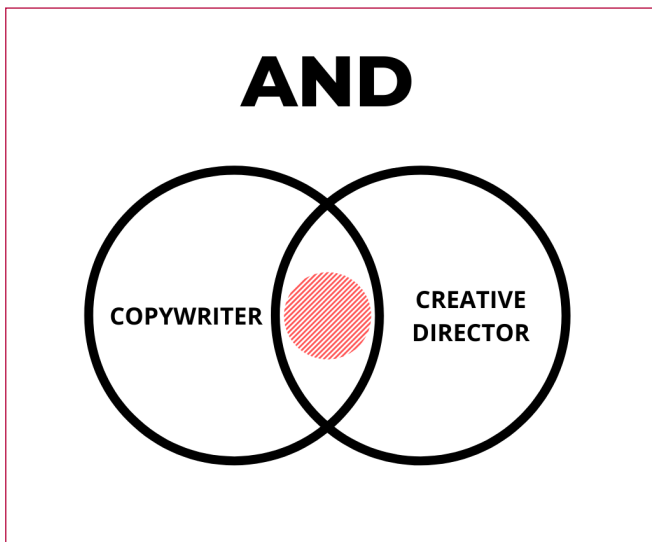Now, you ask the database to bring you only copywriters and exclude all Creative directors. This will help you to remove similar but irrelevant results.

NOT

COPYWRITER   CREATIVE DIRECTOR
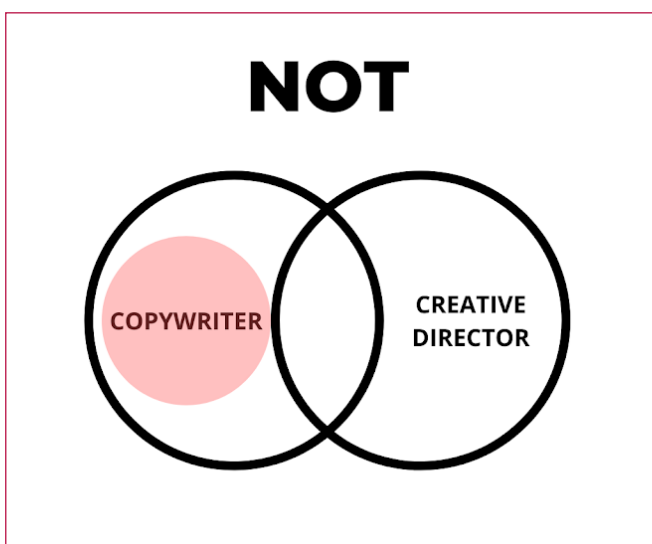
Parenthesis ():

Parenthesis are essential for writing more complicated search strings. By using them, you tell the database what to solve first.

An element within the brackets is given priority over other elements around it.

"Creative director OR Copywriter AND Art director"

What is happening in this search?

Do you want to find someone who has either the keyword "Creative director" or the keyword "Copywriter"? Also, has the keyword "Art director' too?

Or do you mean the result has to have "Creative director" or the combination of "Copywriter" and "Art director"?

You see, without parenthesis, the database couldn't predict your intention.

Look at this:

(Copywriter OR Creative Director) AND Art Director

Here you requested that you want to find someone who has a "Copywriter" or a combination of "Creative director" and "Art director."

Copywriter OR (Creative Director AND Art Director)

Now the results will change because parenthesis enclosed a different set of words.

Quotations "": Difference between "Creative Director" and Creative Director

Quotation marks can help you to get specific.

When you type Creative director, the database will fill the space between two words with 'OR'.

As a result, strings will bring you the people who have creative director, creative or director keywords on their profile.

If you want your term to be recognized as a whole, then you have to enclose it with quotation marks. This way, the database will bring you the exact phrase "Creative director".

An example of a Boolean search

We'll use Boolean for a very niche query to show you how effective it is.

You have a new medical product. You're looking for a new freelance medical sales copywriter that can help you with your new landing page.

Let's check what pops up when you write the term on LinkedIn Sales Navigator.

It's not accurate at all. The results are too broad, and now you need to filter it or skim the list manually.

Now let's try it with Boolean search to see if we can get better results.

The exact search query is: freelance AND medical AND sales AND copywriter.

I used AND because I want to narrow down my options and need all qualifications together.

Here we ended up with 5,411 results, and as you can see from the first two candidates, it's pretty on point.

You see, the Boolean search will help you to find your target audience very fast. But what will you do after you find your target audience?

It'll be useful if you could add them and start a conversation. But it can be painful to add thousands of people and send them messages manually.

This is why you'll learn how to automate this dull process now. And how to expand your network even when you're sleeping.

3. Expand your LinkedIn network on autopilot with Phantombuster

Here you'll learn how to expand your network 24/7.

It's time to show you some interesting stuff with Phantombuster (our favorite marketing tool by far).

You have a 14-day free trial. You can do all these experiments in 14 days and if it's worth it, decide to buy it later.

What can Phantombuster do?

This marketing tool can extract data from LinkedIn and a bunch of other platforms. It can help you to add people automatically, message, like, follow, even extract emails and more.

But at this stage, the goal is to add your potential customers and likeminded people to your network.

You'll see, in the next chapters, their presence will help you to generate leads and increase your popularity on LinkedIn.

So, here you'll learn how to message and add all the people from your LinkedIn Search Navigator result.

And you'll get there in three steps of automation.

1. Extract the data from your LinkedIn Search Navigator results
2. Scrape all the profiles and enrich the data you extract
3. Send automated connection requests and messages to your audience

I know all those words **SCRAPE**, **EXTRACT** and **DATA** might look scary to you. But it's a child's play with Phantombuster.
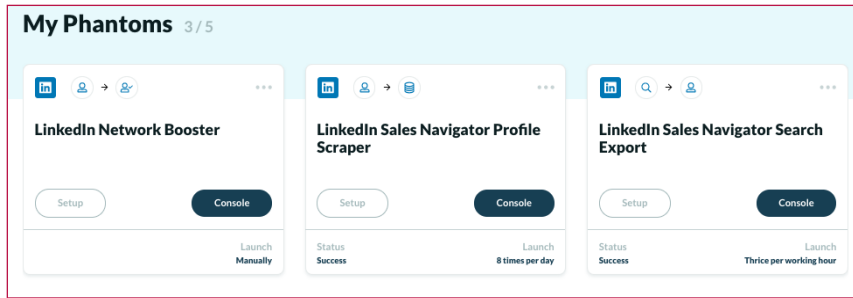
You'll do some clicks and copy-paste actions, and that's it.

Plus, we'll show you how to do it, step by step with images. So let's start to do all this awesome stuff.

Overview: You'll use these three features in the Phantombuster's toolbox. In order of:

Linkedin Sales Navigator Search Export > LinkedIn Sales Navigator Profile Scraper > LinkedIn Network Booster

In this scenario, we'll be a SaaS product that has SEO solutions for Content Creators. We know that the "Head of Content" understands the problem well. And she can have the power to influence decision-makers.

Or she's already a decision-maker.

Step 1: Extract the data from your LinkedIn Search Navigator

You need to know who your target audience is to reach the right people. Here (according to the scenario), your goal is clear. You'll find the "Head of Content" people in Belgium.
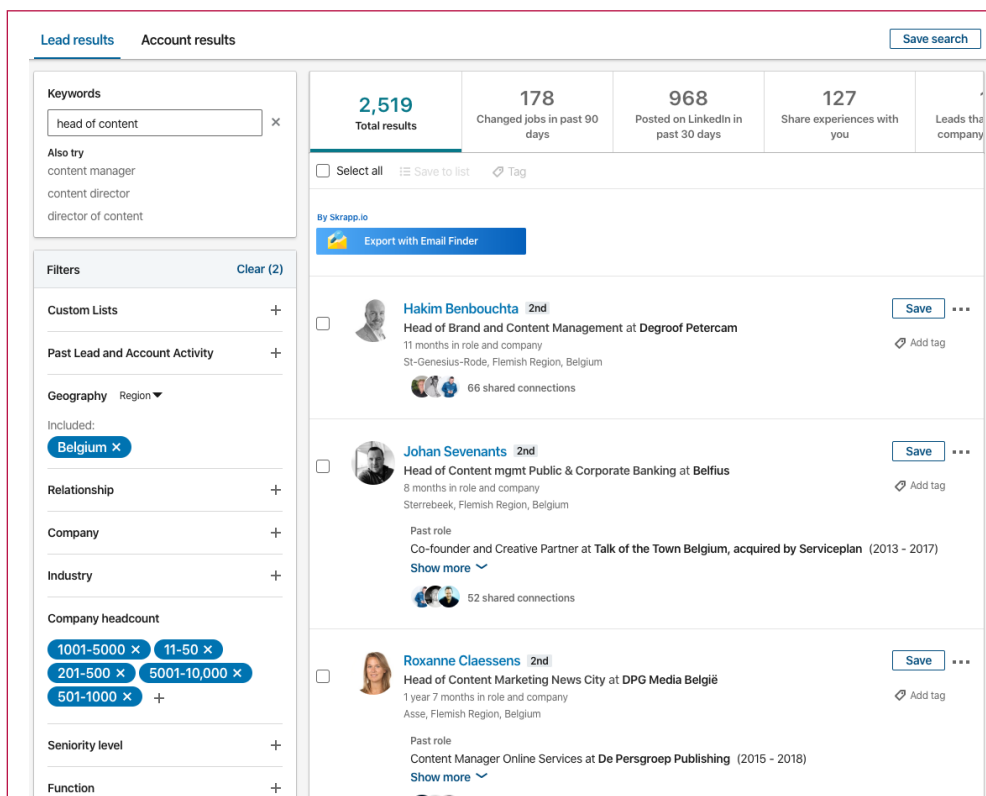
After you played with filters, there were 2,519 people left. Now we'll export their data with Phantombuster. You'll use the LinkedIn Sales Navigator Search Export phantom for that.

On this screen, you need to fill four spaces.

LinkedIn session cookie: If you press the button (Get Cookie from LinkedIn), Phantombuster will direct you to a Chrome add-on.

Download it. It's 100% safe and this way you can fill the first space automatically.

LinkedIn search terms: Here, you'll paste the page URL of your LinkedIn Sales Navigator Search Result. That's it.
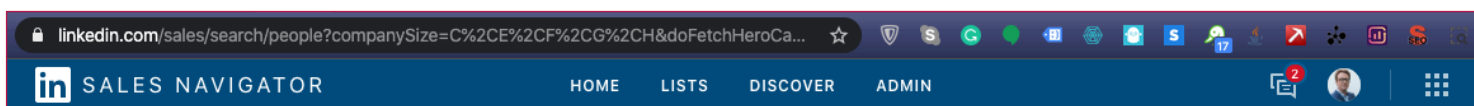
Numbers of results to scrape per launch: Here, you'll decide how many people you want to extract per launch. Don't go over 1,000 people at once.

If you do, LinkedIn can flag it as suspicious activity, and they can suspend your account. Read the guidelines of Phantombuster here by clicking the question mark.

Important note: By the time you're reading this eBook, limitations might have changed. So 1000 people could be 500 people now. To learn about the limits, always read the guidelines from Phantombuster and act accordingly.

Name of resulting CSV file: Name your file. In this case, it's "Head of Content".

After you have pressed the save button, you'll see this screen next.
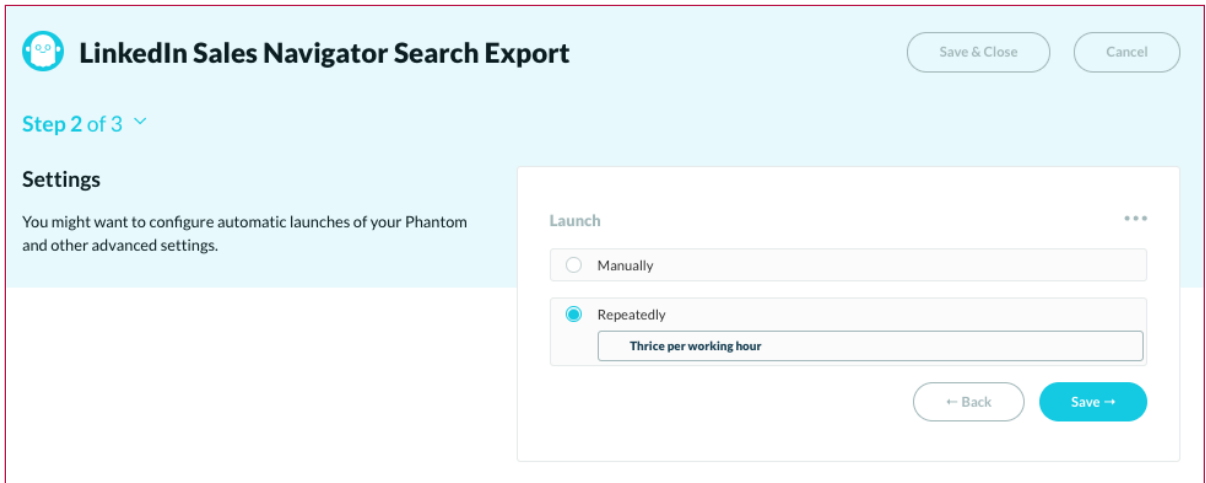
If your search result goes beyond 1,000, you have to choose repeatedly to avoid the manual process.

Here you have over 2,500 profiles to export. So, you'll choose thrice per working hour to get all the data from your search results. (3 x 1,000 = 3,000).
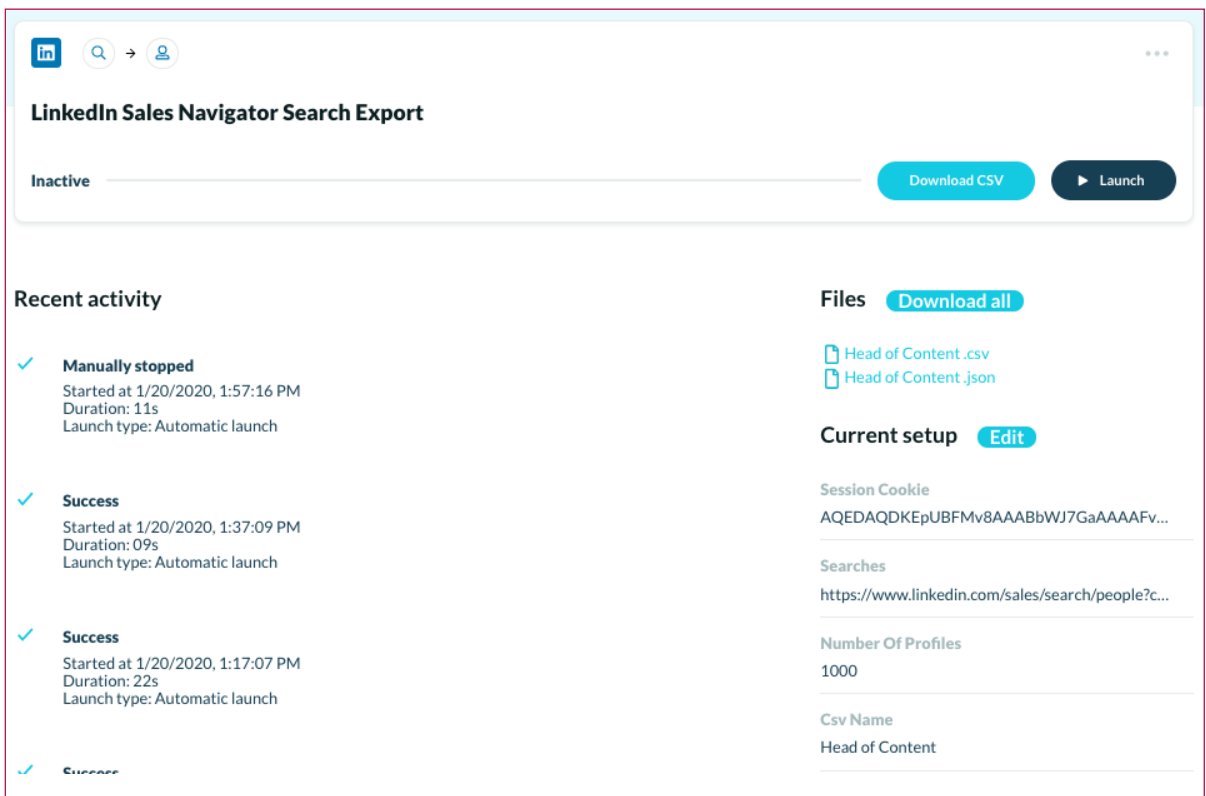
In the next screen, you'll just press launch and let Phantombuster handle the rest.

Here we already did and exported all the data (2,500 people) we need.

Step 2: Scrape all the profiles and enrich the data you extracted.

First, you have to enrich the data you have from the first export. Because you still don't have the personal LinkedIn Profile URLs of your prospects.

Since your goal is to message and add people, you need their profile URLs first. Here you'll use **LinkedIn Sales Navigator Profile Scraper** to scrape those URLs.

You already know about session cookies.

Now for the **Spreadsheet URL of profiles to scrape,** you have two options.

Option 1: Download the .CSV file from the first export result.

Create an Google sheet in your Google Drive and paste the .CSV into that sheet. Then make sure your spreadsheet is publicly available. If you don't know how to, you can follow these steps.
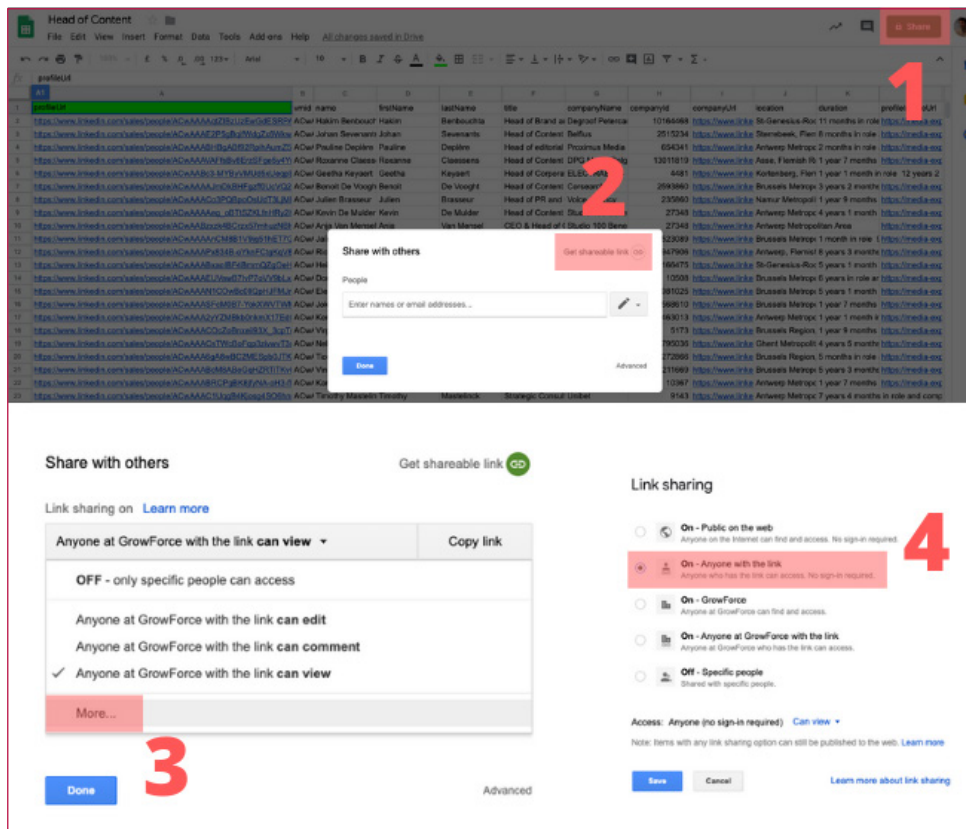
After you make it public, copy the URL of your spreadsheet and paste it to the **Spreadsheet URL** field.

Option 2: Copy the link address to get updated results from the LinkedIn Sales Navigator Search Export.
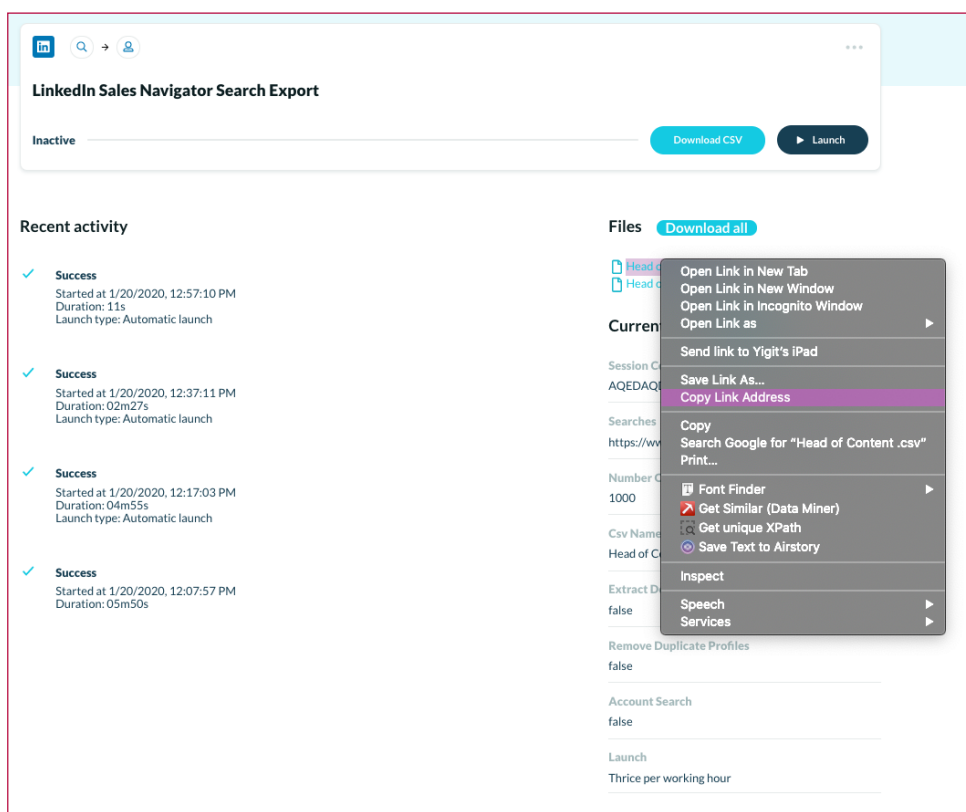
Then paste it to the same **"Spreadsheet URL of profiles to scrape"** field.

You may say, "why this option?"

Well, if you are exporting in **STEP 1** bigger volumes in the first step, you'll have to wait for hours to get your final .CSV file.

By copying the link address, you can start with **STEP 2** at the same time. You don't have to wait for your final .CSV file because this link will add the data and update itself.

Column name from which to get profile URLs:

Here you need to tell Phantombuster which column it should grab from the spreadsheet. In this case, Phantombuster needs to grab profileUrl.

Number of profiles to visit per launch: Don't scrape more than 10 profiles per launch here. Anything above 10 is dangerous. Then, of course, name your file however you want.

As you see, there are several boxes above the save button. If you want to enrich your data with extra features, don't hesitate to tick them.

After you hit the save button, you'll see this screen.
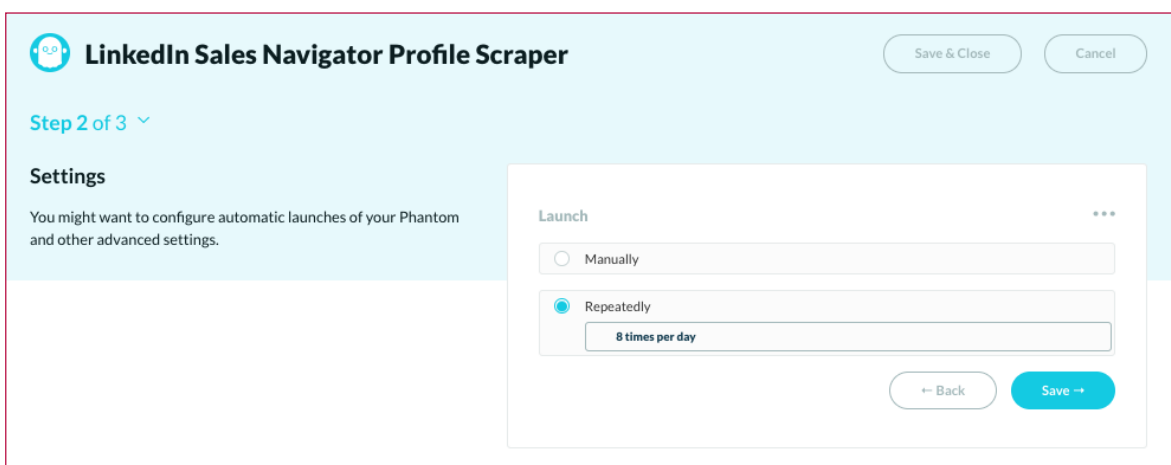
Pick repeatedly and up to 8 times per day. This is the limit.

So you'll scrape 8x10=80 people per day. Now you'll use that enriched data to add people and send them messages.

Step 3: Send automated connection requests and messages to your audience.

This is the last step of our little automation chain. You'll use the **LinkedIn Network Booster** phantom here.

For the Spreadsheet URL of people to invite: Here we'll use the copy link address strategy.

Because you can scrape 80 people in a day.
That means you can scrape 2,500 people in 31 days.

So it's best to let the list update itself every day, so you can add and send messages to incoming waves — all automated.
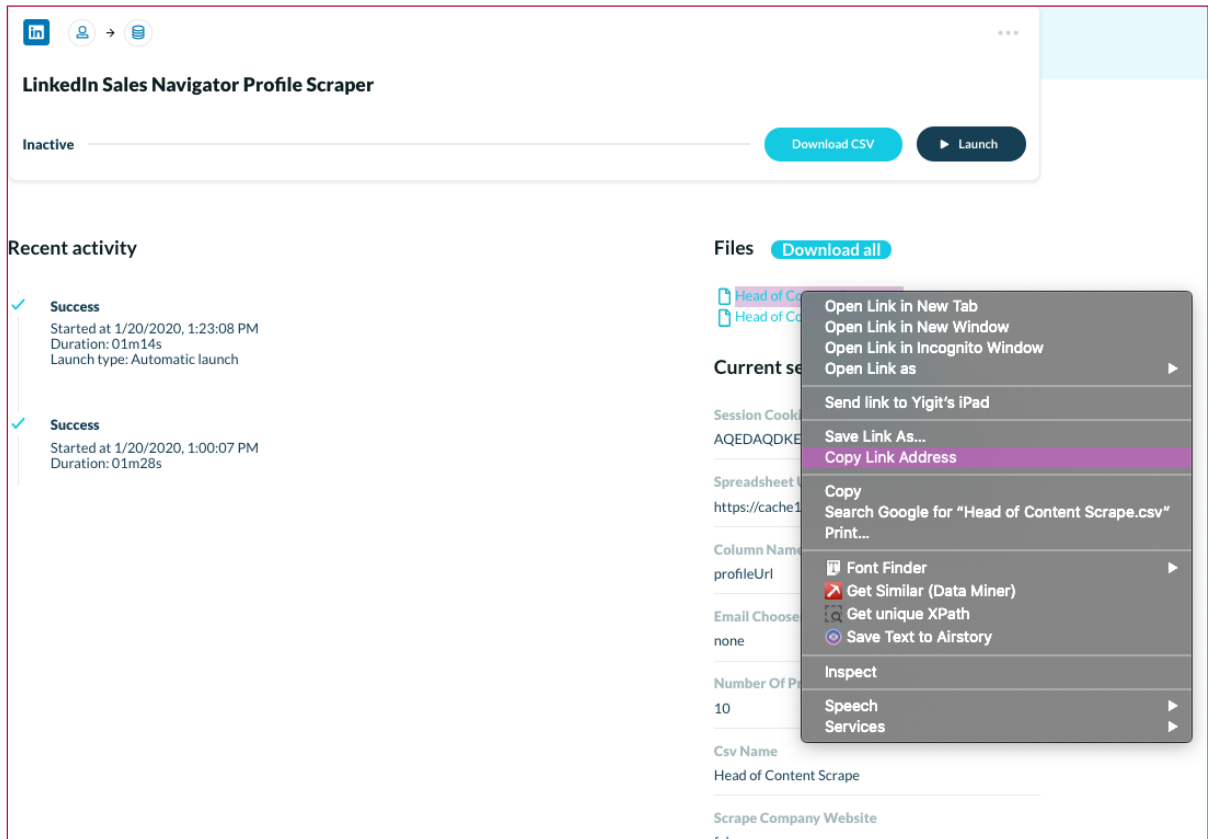
Copy the link address and paste it in this field.

Personalized message templates.

You can send a personalized automated message with your connection request. If you can write a good one, it can increase your acceptance rate.

With Phantombuster, you have lots of options for personalization. You can customize your message by using #firstName#, #fullName#, #company#, #jobTitle#, and #school#.

Make sure your message is under 300 characters. (Custom fields included).

Here you can send various messages that carry different intentions. One thing for sure, don't try to sell or push anything at first sight.

Here are a few eye-openers to inspire you.

Honest message (considering "head of content" as the target):

This is a straight forward message about your intention. People usually accept this kind of invitation because you're not trying to sell anything to them.

Hey #firstName#,

I hope you're having a great day.

I'm trying to learn more about content marketing and expand my LinkedIn network. Right now, I'm looking for smart and like-minded people on LinkedIn to follow, learn from and exchange ideas.

I thought it would be great to be your connection,

2. A bit salesy but not too pushy:

This message is pretty personal and honest. Here you ask for their permission to send them a free trial, blog post, or whatever the desired goal is.

Hey #firstName#,

Sorry to message you out of the blue. I have this idea that solves X problem for content marketers. I'm trying to connect with some like-minded people to talk and get feedback.

Would love to know what you think of the idea. Please let me know if you're interested.

3. Promise valuable content for them:

The next chapters in this book are all about LinkedIn content. You'll see that content will be the key for LinkedIn lead generation.

So this could be the right approach for you.

Hey #firstName#,

I'm trying to be more active on LinkedIn and connect with like-minded people. I'm planning to share unique content about "X'' every week. As a content marketer, I thought you could find some value in them.

Would you like to stay in touch and exchange ideas?

Onwards to **advanced settings.**

Column name from which to get profile URLs: You'll take this from your

scrape .CSV file. In this case, it is **linkedinProfileUrl.**

Number of invites per launch: 10 is the maximum number of people you can add per session. You already know why from **STEP 2.**

Name your file and hit the save button.

Choose 8 times per day.

Press LAUNCH and YOU DID IT.

From now on, Phantombuster will add and send messages to 80 people daily. All on autopilot!

Now you'll start to make new friends and spark new conversations on LinkedIn.

And this is exactly what you need for the upcoming chapter, because you'll learn how-to post on LinkedIn to transform your new connections into your customers.

Takeaways of Chapter 2

- Learn how to use LinkedIn Sales Navigator filters.
- Use Boolean search operators to spot your target audience.
- Add and send messages to your prospects on autopilot with Phantombuster to expand your LinkedIn network.

What's next for you?

- **Watch our Phantombuster masterclass and learn how to use Phantombuster for advanced LinkedIn automation. This masterclass is the collaborative work of GrowForce and Phantombuster, so expect actionable advice.**

  https://gro.wf/Phantombusteradvanced

- **If you don't have time to learn all of these things, we can create a tailor made LinkedIn strategy and implement all steps for you. You can schedule a call and learn more about our LinkedIn Sprints.**

  https://gro.wf/LinkedInSprint

Chapter 3:

How to reach thousands of people on LinkedIn without paying a dollar.

How can you make people like you? Easy, give them what they want. People on Linkedin are not different. They're already settled on the platform for a while and like to consume certain types of content.

We've been posting and observing for a long time now. So you'll learn our best practices. The knowledge we found through our experiments.

At the same time, you should keep LinkedIn happy. For that, you have to understand how the platform works.

What happened after the latest update? What happens if you include a link in your post? All these things might seem small, but they're essential for keeping engagement at maximum volume.

Let's first understand how the LinkedIn algorithm works. And how you can use it in your favor.

The 6 most important LinkedIn algorithm signals

LinkedIn is now a content platform. People are browsing on the platform to consume business content, find answers to their questions and seek new opportunities.

And like every content platform, LinkedIn tries to show related quality content to the users. Also, they want to make sure to keep them on the platform as long as possible.

Keep that in mind, while you're reading the rest. It'll help you to understand the algorithm more.

"LinkedIn wants to make sure to keep users on the platform as long as possible."

1. Personal connections

If you have more connections, you can reach more people with your content. This is exactly what LinkedIn wants from you, to have more friends and more reasons to come back.

To understand which posts are related to whom LinkedIn takes implicit and explicit signals.

It considers whom you've interacted with directly, through comments, shares or likes. Also, it checks the information on profiles like skills, job title or interest, etc.

Then it melts them in the same pot and tries to understand your profile.

2. Interest relevance

You have some people on your network that you have never seen a single content post from. Why? Simply put, you don't enjoy the same thing.

LinkedIn knows that by looking at the groups, hashtags, people and pages, that they follow.

3. Engagement probability

LinkedIn wants to spark conversation and interactions among users. Therefore, interaction is the most pivotal factor that affects the LinkedIn algorithm.

The algorithm learns from your actions in the past. Then it evaluates the posts you'll possibly like, share, comment or react.

You already learned how you could find and add relevant people on autopilot. So beating the first three signals will not be a problem for you.

4. The first 30-60 minutes of your content

Stage 1
Every time you post, the LinkedIn feed algorithm scores it, by determining whether it's a low or high-quality post.
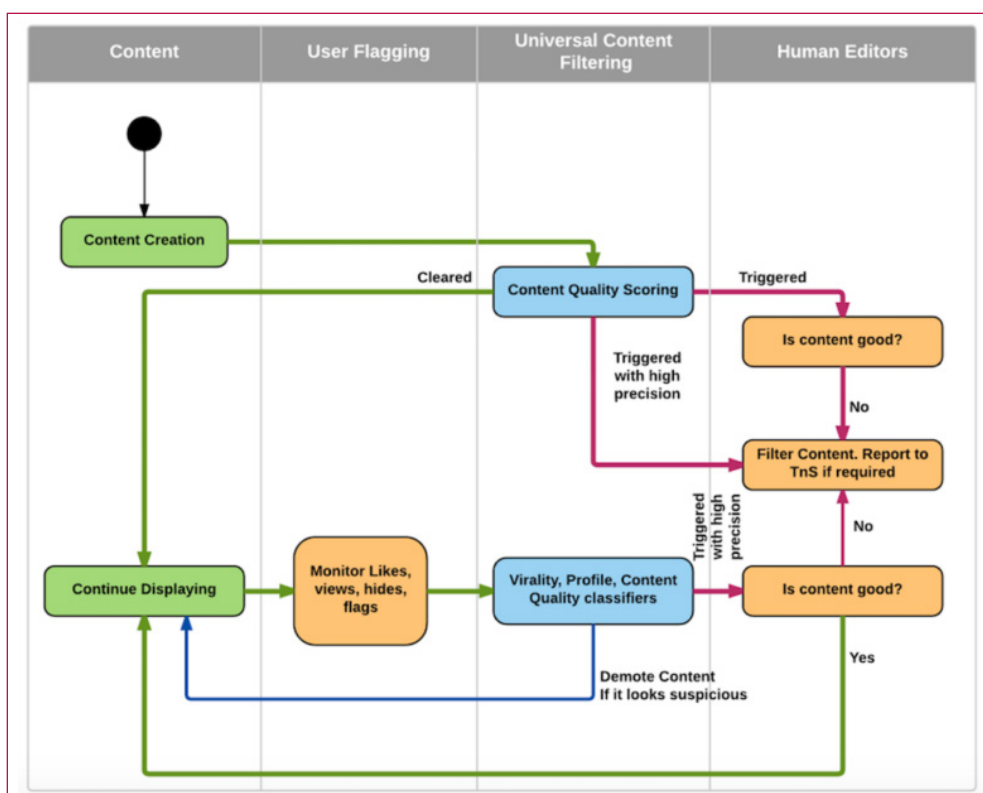
Stage 2

If it's marked as high-quality content, it appears in the feed for a short time. Meanwhile, bots observe how your audience engages with your content.

Stage 3

If people in your network liked, commented or shared your post, the algorithm decides to take your post to the next level.

Here the more engagement brings better results.

Stage 4

At this point, real people will review your content. They'll check why your post is performing so well, and see whether there is anything spammy.

If not, they'll keep showing your post in related channels, and it'll keep getting engagements. It continues like that for 48 hours (this is our observation), and it then reach starts dropping.

5. Post at the right time

As you can see, more engagement = virality. It's a good idea to post when people on your list are active.

According to [Hootsuite:](#)

- The best time to post on LinkedIn is 7:45 a.m., 10:45 a.m., 12:45 p.m., and 5:45 p.m. EST.
- The best day for B2B brands to post on LinkedIn is Wednesday (followed by Tuesday).
- The best days for B2C brands to post on LinkedIn are Monday and Wednesday.

Yes, these numbers are backed by data, but every audience is different. If it's not working for you, then stop and start testing with your guts.

6. Don't include a link in your post

What happens when you include a link to your post? People click and drift away from LinkedIn. LinkedIn doesn't want that and penalizes your post by showing it to fewer people.

But there is a way to add links and avoid the penalty. Put your link in the first comment and voila. That's it.

11 proven tips to maximize your engagement on LinkedIn

All these tips are used by our team of growth marketers and tested many times. If you want to skyrocket your engagements on LinkedIn, you can experiment with the 11 upcoming tips.

1. Write in a conversational rhythm and tone.

People on LinkedIn are not always too serious, they're pretty loose and like to read something in a conversational tone.

Easy reading moves you effortlessly through the words. It feels like you're almost in a conversation.

Part of this feeling comes from your writing flow. Understand the harmony between long and short sentences, then write like you're writing to your friend.

Soon you'll write like you're talking.

Here is a legendary example from the author Gary Provost that explains the importance of flow. I love this.

This sentence has five words. Here are five more words. Five-word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones. It's like a stuck record. The ear demands some variety.

Now listen. I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length. And sometimes when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important.

So write with a combination of short, medium, and long sentences. Create a sound that pleases the reader's ear. Don't just write words. Write music.

–Gary Provost

2. Use simple words

Big words don't make the writer look smart but they annoy the reader.

So be simple. Our brain always wants to preserve more energy. As a result, it chooses the easier option.

So, never **indicate** when you can **show**.
Or **obtain** when you can get.
Or **eliminate** when you can **get rid of it.**

You get the idea.

Plus, there will be lots of non-native speakers and readers in your network. So, be simple and get more engagement.

If you want to grade your text you can use the Hemingway app to calculate your readability score.

3. Use the power of whitespace

Long paragraphs are scary. When you see a huge paragraph, the first reaction of your brain is to run away from there.

Let's make a comparison between short and long paragraphs. The content of two posts you're going to see is identical.

Yiğit Durdağ
Want to make your brand visible with data-backed content? Head of content a...
now ·

"Just a bunch of kids that are too excited about marketing trends."
4 years ago, this is what people thought when I explained them I'm a growth marketer. Well, I understand that. I think it's reasonable to doubt something new and so hyped. Especially when it offers you to grow faster than your competition.

But it's been two years, we gave 8 six-week academy courses, 25 inspiration sessions and helped more than 150 companies. Here are my observations. Growth marketing has matured. It's here to stay. And people are starting to realize its power. Look at @Bart. He came to one of our courses and started implementing the growth marketing mentality in his company. Gut feeling vs. data-backed campaigns.Execute and hope vs. experiment, analyze and understand. Scattered sales and marketing teams vs. full automated sales engines. To me, the decision is obvious. And I'm happy to see that people are switching sides.

Would you like to see what's over the fence? Feel free to come to our next inspiration session! We love to introduce you to the world of Growth Marketing! You can find the link in the first comment.

#Growthmarketing #digitalmarketing #marketing #sales #growth

It is painful and hard to read, right?

But you can transform the same piece into snackable bits by using whitespace. Also, you'll get the power of rhythm and flow together.

Nicholas D'hondt • 1st
Helps SME's generate more 💸 by teaching and implementing the latest growt...
1mo • Edited • 🌐

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You see, that one is easy on your brain. This strategy hooks you with that wavy rhythm and sparks curiosity. You ask yourself, "what is the next line about?" And keep reading until the end.

4. Start your post with an attention grabber.

On LinkedIn, your first sentence is your headline. When your audience is browsing on LinkedIn, they'll see your post like this.

You see, only the the first or second sentence are displayed. So, your opening sentence will determine whether they continue to read or scroll down.

You can hear what David Ogilvy said here,

"80 cents of your dollar should be spent on writing headlines."

Your first line should trigger the reader and make them click for more. Let's see which strategies you can use to write a compelling first line.

Make them curious

Ask questions about their pain points

> **Nicholas D'hondt** • 1st ・・・
> Helps SME's generate more 💸 by teaching and implementing the latest growt...
> 4mo • Edited • 🌐
>
> Is your company struggling with lead generation?
>
> Well, then I believe you wouldn't say no to one-on-one free consulting se: ...see more

Get specific and narrow down your audience

> **David Van der Auwera** • 1st ・・・
> Partner @ GrowForce: The Reference Sales Strategy and Growth Marketing A...
> 1w • 🌐
>
> Attention Content Creators!
> It seems that LinkedIn could be allowing short form content (posts) to be indexed by search engines... ...see more
>
> Google 🔍 site:linkedin.com "Gary Vaynerchuk" inurl:posts -inurl:pulse 🎤 🔍
>
> 🔍 Alle　📷 Afbeeldingen　🏷 Shopping　📰 Nieuws　▶ Video's　⋮ Meer　Instellingen　Tools
>
> Ongeveer 1.130 resultaten (0,26 seconden)

Introduce new X feature (Also use the power of emojis)

> **David Van der Auwera** • 1st ・・・
> Partner @ GrowForce: The Reference Sales Strategy and Growth Marketing A...
> 3mo • 🌐
>
> 🔥 New LinkedIn feature alert 🔥 : LinkedIn Events
>
> As an event organizer, you can now use the LinkedIn Events feature to cre ...see more
>
> Create new event　　　　✕

Make a bold statement

> **David Van der Auwera** • 1st ・・・
> Partner @ GrowForce: The Reference Sales Strategy and Growth Marketing A...
> 4mo • 🌐
>
> Have you ever heard the story of the guy, who brought a diamond ring to the first date?
>
> ...see more

Note: You can write even shorter sentences and leave 4-5 blank spaces to leverage the power of the read more effect. Here is an example:

Do you know how to do the read more trick?

Leave some whitespace like this. Then continue to write your awesome post.

5. Use emojis for a better reading experience

This is something we learned by experimenting, emojis increase engagement. They make your text fun and easier to follow.

You can add some characteristics to your content by using them as storytelling elements or pointers.

6. Add related hashtags and tag people to increase engagement

When you use hashtags, you tell LinkedIn that the content you shared is relevant to that specific topic.

Then if your post got enough engagement, Linkedin starts to send a notification to the people who are interested in that hashtag.

Like this:

Tagging people can also increase your engagement. If you mention a name in your post, they'll receive a notification plus an email (unless they turned it off).

Try to mention the people that you are already in touch with to start a conversation to maximize your engagement.

PS: You can tag people by typing "@" and then begin typing a name in the box. You'll see a list of potential people you can mention.

7. Trade valuable content with comments

We generated 5K+ leads on LinkedIn with this strategy, reached thousands of people and new connections.

And we implemented the same strategy to different customers. It worked every time.

Here's how it goes,

You'll create a lead magnet (eBook, cheat-sheet, blog post, etc.) that solves your audience's problems.

And you'll launch it on LinkedIn. Here are four simple steps:

1. Create a post with your eBook (video works better)
2. Make people comment to get the lead magnet.
3. Collect their comments using Data miner or Phantombuster.
4. Send automated messages to commentators and ask for an email to send the ebook.
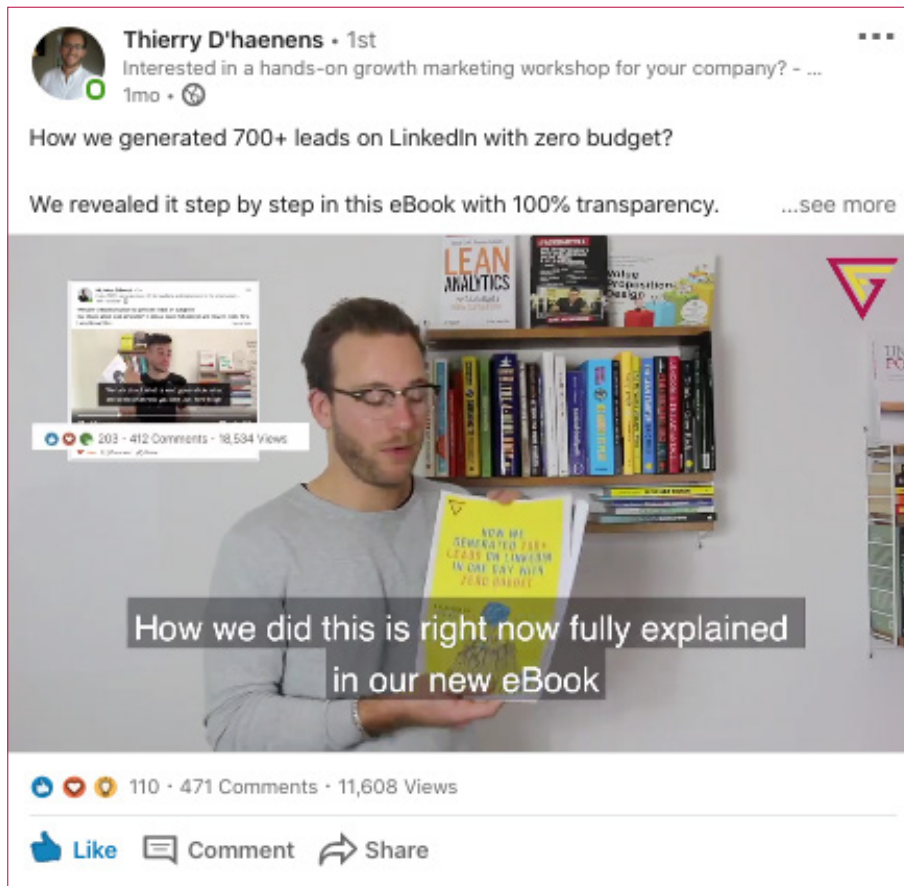
If you can come up with a great resource that your audience needs, your post will explode with likes, comments and views.

Later in this eBook, we'll show you how we've done it with a step-by-step playbook, full of real-life examples and results.

8. Get personal

Yes, LinkedIn is a business platform where you talk about your product, accomplishments, promotions and milestones. And people on LinkedIn like that talk.

But they really love personalities they can relate to as well. Therefore, being one of them and talking about your stories, daily challenges, breakdowns or personal milestones influences people.

But of course, you need to be deliberate about your timeline. If you share a lot about yourself, then it could look selfish.

The key here is the balance. Also, you can mix things up, here Nicholas delivers a challenge about his personal life. At the same time, he passes the business idea to his audience.

Nicholas D'hondt • 1st

Helps SME's generate more 🦈 by teaching and implementing the latest gro...

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#Growthmarketing #digitalmarketing #marketing #sales #growth

Or this one from Dave Gerhardt. You can even be funny as long as it's fun.

Dave Gerhardt • 2nd

CMO at Privy | Brand Builder | Category Creator

1mo • 🌐

Happy New Year 🥰 😇

👍❤️👏 831 • 110 Comments

👍 Like   💬 Comment   ↗ Share

9. Plant your seeds

You already started to add people on autopilot. It'll leverage your engagement, and you'll reach your audience's audience.

All of this automation is good and can bring you valuable connections.

But what if you can reach the audience of a marketing guru like Gary Vee? Or a person who can influence your target audience?

What if you can be friends with that person? Your credibility and influence would skyrocket too.

This is the ultimate goal of the seed strategy.

We called it "seed" because it's a long term plan. It can take months, even years.

It's simple. You'll make a list of influencers. They can be:

- Business geniuses that you follow.
- Influencers that your audience love.
- The people that you want to become in the future.

Make a list of 10-20. There are no limits, but over 20 is not practical because it'll take a lot of time.

You'll start to follow the people on your list. You'll comment on their LinkedIn posts. You'll criticize their latest blog post and reply to their tweets.

If they have an online course, buy it. A book? Buy it and read it.

The goal here is to create more common interests and to be able to talk over them like genuine friends. This is not your job; it's a friendship.

In the long term, anything can happen; a podcast, interview, or even a speaking invitation in a summit. Or a mention in a post that can bring you hundreds of leads.

Plant your seeds today and make real friends in your market.

10. Always ask questions and ask for a comment.

People engage more when they're challenged and forced to think. It seems small but even asking "What do you think?" at the end of your post can bring you comments.

The same thing. People never do if you don't ask. That's why calls to actions are so vital in marketing. Always ask for comments and feedback; it works.

Yiğit Durdağ
Want to create an inbound marketing strategy to educate your customers? …
1mo • 🌐

How rap music growth hacked the music industry?

I scraped the music platform Genius's database yesterday to understand why.

Here are some results I found from the famous rap artists.

Young Thug has 540 featuring songs.
Future has 442
Kendrick Lamar has 293
Drake has 243
Travis Scott has 217

Now I can see why rap music got so popular in the last ten years.

Imagine that your brand has 540 podcasts with the people in your business. Or you had 217 interviews on Youtube with those
people.

Everybody would know your brand.

That's why I think Gary Vee could be the greatest marketer in the market.

Would you like to read a broader analysis of the topic with more data?
If so, let me know in the comments. So I can write a blog post about it.

If you have more ideas to add, please share it under the post.

#contentmarketing #growthmarketing #marketing #content #music
#rapmusic #musicindustry

😊 💡 🌐 52 • 14 Comments

👍 Like   💬 Comment   ➦ Share

📈 **3,169 views** of your post in the feed

11. Master the art of storytelling

You wrote an awesome article in your blog and you want people to read it. And you write the following;

The new blog post is out!
It's called six neuromarketing strategies that will work forever.
Follow the link to read it and transform your prospects into your customers.

You see, it's boring and sloppy. You wrote your new article for nothing. You're lazy at writing and you hope that your post will generate you leads.

Well, wrong.
How is that as a starter?

If your audience is conscious of your sales effort, you can sell subconsciously. Want to know how to sell subconsciously? Follow this.

Better right?

Now you already give them a promise and value. Plus, it's all about them. Then you can briefly explain those six neuromarketing tricks and finally direct them to your blog post.

The difference?

Here you already gave some value and put in an effort. Plus, you earned their trust and interest. Now it's easy for them to click your blog post.

We got used to the "We wrote this go and read" approach and it's not working anymore.
Here is a storytelling approach that is used by screenwriters. It's called Hero's Journey and it can help you to structure your writing.

Normally it's a 12 stage journey but here we'll tweak it and end up with five stages for LinkedIn writing.

5 phases of Hero's Journey

The first phase, Trial:
Here, you face a challenge about your business or personal life.

The second phase, Problem:
What problems has that challenge brought to you? How it affected your life and business?

The third phase, Guidance:
How did you try to solve that problem? How did you realize or who helped you? It could be a person, book or bird. Where did you get your inspiration?

The fourth phase, Solution:
The problem is solved. How does it feel right now and what are the echoes of the solution? How did it affect your business?

The fifth phase, Transformation:
You've changed. Now you're stronger and capable. Tell other people about your experiences and how they can solve their problems.

Try to stick to that structure. Remove or add one more step, tweak it for your needs and writing style.

All these are great ideas to increase engagement, but do you have any thoughts on what to post?

You can replicate what influencers are posting right now. Or steal the style of the most popular posts on LinkedIn.

But soon, you'll run out of inspiration and ideas. Therefore you need a strategy to build a continuous content flow, tailored for your growth.

Let's create a game plan for you.

Takeaways of Chapter 3

Always keep the signals of the algorithm in mind.

- **Personal connections:** add more connections on LinkedIn to have a broader range of engagement.
- **Interest relevance:** try to be friends with people that share the same interests with you.
- **Engagement probability:** Engage first, then expect engagement.
- **The first 30-60 minutes of your content:** Try to reach as much as people in the first 30 minutes to benefit from the virality effect.
- **Post at the right time:** Find what time works best for you.
- Don't include a link in your post: Always add it in the first comment.

Then use the proven strategies

- **Write in a conversational rhythm and tone:** don't write a post, write a song.
- **Use simple words:** never write "obtain" when you can write "get"
- **Use the power of whitespace:** breakdown the long paragraphs to shorter pieces.
- **Start your post with an attention grabber:** surprise the reader with the first line.
- **Use emojis for a more fluid reading experience:** add 1-4 emojis to your long posts.
- **Add related hashtags and tag people to increase engagement.**
- **Trade valuable content with comments:** offer value, ask for comments and provide value.
- **Unveil the human element:** get personal and talk about your story.
- **Plant your seeds:** make a list of your idols or influencers in your market.
- **Master the art of storytelling:** use the 5 phase hero's journey schema to tell a story.
- **Ask for interaction:** Finish your posts with questions, make people think and engage with your content.

Related content you'll like

- **Learn additional strategies with "How to Dominate LinkedIn In 30 days" masterclass to generate more engagement on LinkedIn.**

  https://gro.wf/LinkedInDomination

- **You liked the idea but you need someone to write these posts for you? You can contact me here.**

  https://gro.wf/LinkedInSprint

- **Video content is the best way to get more engagement on LinkedIn. If you want to start with video marketing, you can read this eBook.**

  https://gro.wf/VideoMarketingeBook

Chapter 4:

How to create a content marketing plan for a year in one hour.

There are two types of LinkedIn profiles.

Publisher and library.

A Publisher profile is a profile that posts about any topic on LinkedIn.

They post business posts about their niche. Or they post about broader topics. Sometimes funny videos, quotes and even memes.

If you could scroll down in their profile, you'll not see consistency among their posts, nor a connection. They publish whatever they like and brings them likes.

On the other side, we have the library profile.

A Library profile is a profile that posts in a specific range.

They post business posts about their niche and share learnings about their field. Every idea they post is united and comes from one big topic.

If you scroll down in this profile, you'll get the impression that you can find anything about the "X" topic.

In this chapter, you'll learn how to be a library profile. In other words, a thought leader.

- First, you'll learn how to create a library content model
- Second, you'll learn how to get inspired by using Reddit, Quora and Facebook
- And finally, you'll learn how to create a consistent content strategy

How to create a library profile?

You are here, so you probably know your audience. And you might already have an idea about what they like.

What they like to read, consume, see, hear, and so on. All of this information will help you to create a topic cluster for your strategy.

What is a topic cluster, you say?

It originated from the content and SEO (search engine optimization) universe, but it's also handy on LinkedIn.

It means a group of smaller topics that are built around one broader topic. It's always better to read and see at the same time. So check this:
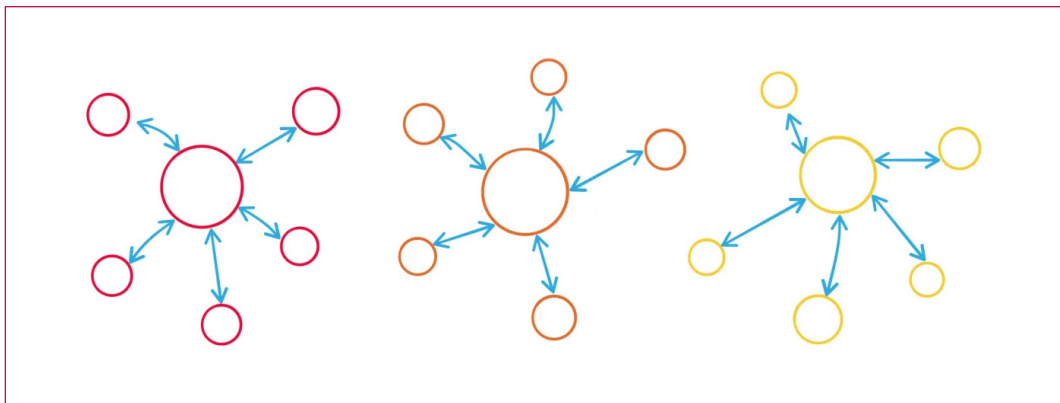
It's essential to plan this before you start. Because once you do it, you'll have a roadmap forever and never ask, "Okay, what should I post next?"

For the sake of this example, our subject is LinkedIn Marketing.

Let's see which sub-topics we can cover.

LinkedIn profile optimization
Linkedin content creation
LinkedIn Sales Navigator
LinkedIn ads
LinkedIn growth marketing tools
LinkedIn trends in 2020
LinkedIn updates

Linkedin Sales Navigator

- How to use Boolean search
- How to use the feed of sales navigator
- How to use filters
- and on and on.

You see, you'll have dozens of topics to cover. You can also use the same approach for your blog; it'll boost your SEO.

At the end of the session, you'll have something like this. I used MindMaster to do this. It's an online mind mapping tool to create such maps.
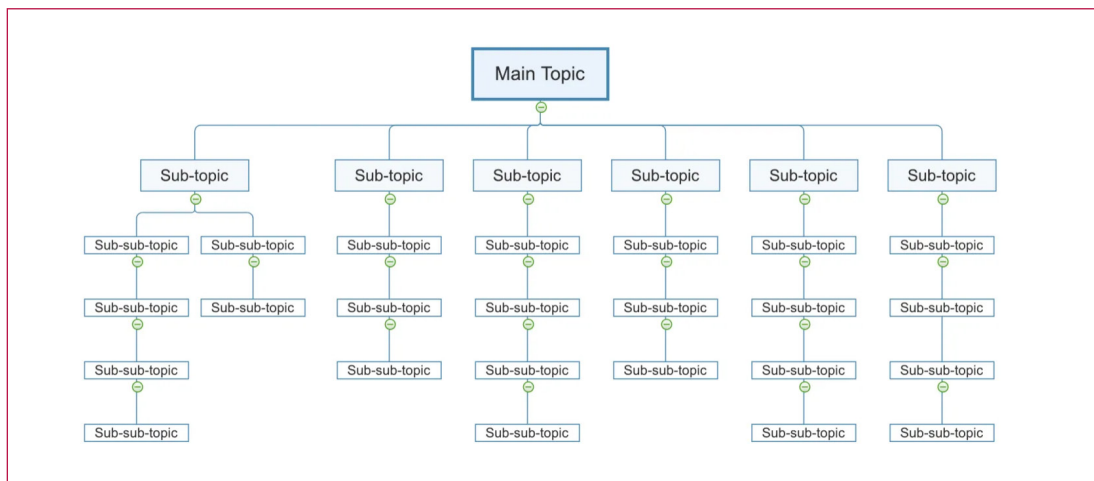
You can use whatever suits you best. But you should aim for the most popular topics to make sure that it's worth it. And this leads us to the next thing.

How to use Reddit, Quora, Facebook communities to generate content ideas.

People are already asking and talking about your topics on the internet. You only have one thing to do — hunt for those questions.

This part will also help you to get your daily or weekly inspiration. If you can use one of the platforms above correctly, you'll have infinite content ideas.

Every platform has different dynamics. Here you'll learn how to navigate and find your trophies.

We'll not use Google, because you probably already know how to use it. Just type your keywords and Google will complete your query with popular searches. That's all you need to know.

Note: You can use the same strategy to feed your blog. But we'll not approach it from a SEO perspective.

How to create a content marketing plan for a year in one hour.

www.grow-force.com

How to use Reddit to find content ideas

You can find almost everything on Reddit. In that case, we want to find a marketing subreddit.

A subreddit is a community within Reddit on a particular topic where you can post links or create a text post and discuss it with like-minded people.

This is the home page. All you have to do is to type "marketing" in the search.
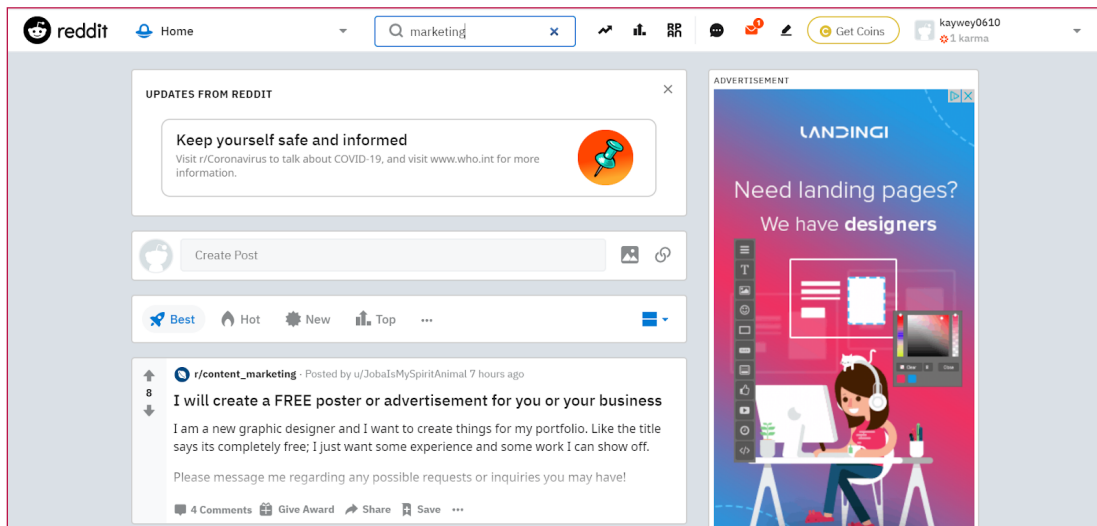
Here you'll see some subreddits about marketing. You can click view more to see more subreddits and join them. (We recommend you to do that, more subreddits = more ideas.)
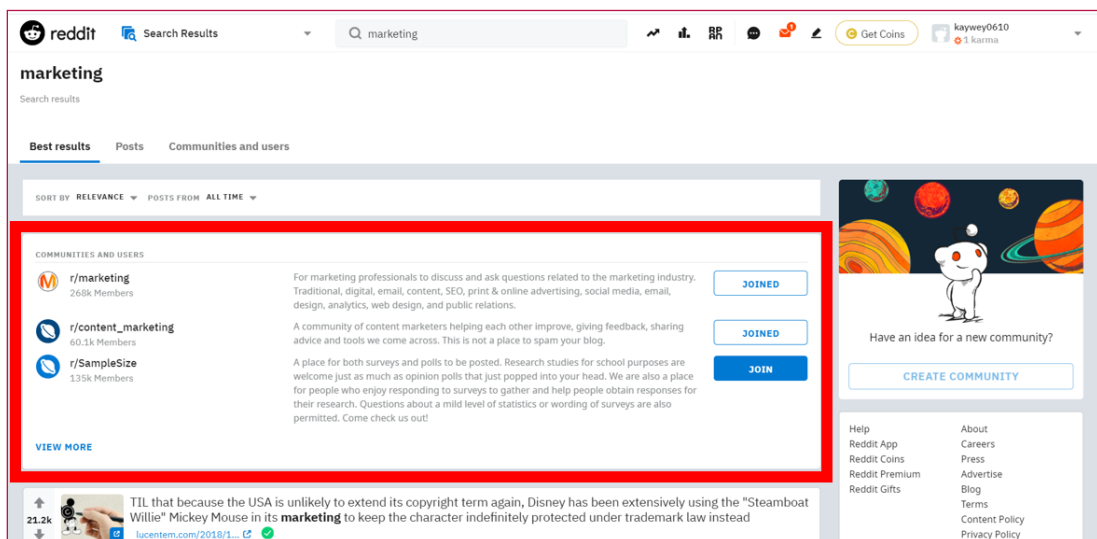
Here is a marketing subreddit with thousands of people. Let's join and take a look.

If you want to see the most popular topics, you can filter it. In this case, we wanted to see the most popular posts from this week.
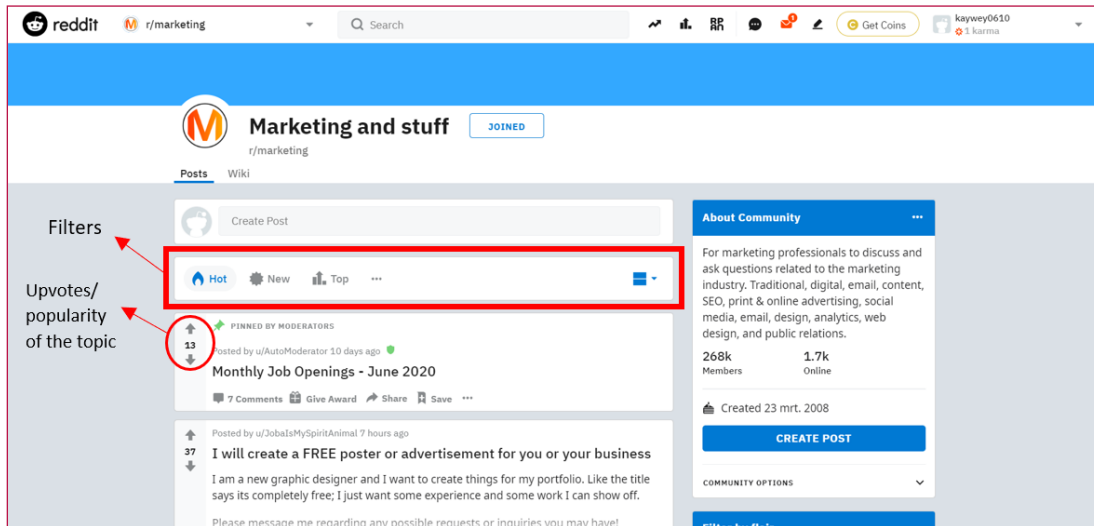
As you see, it got hundreds of upvotes. That means it's popular and people like to engage with such topics. You see, you already have one topic to cover.

Let's take it further and perform a search within the subreddit. Remember, our topic was LinkedIn marketing. Let's see what will happen when we type LinkedIn.
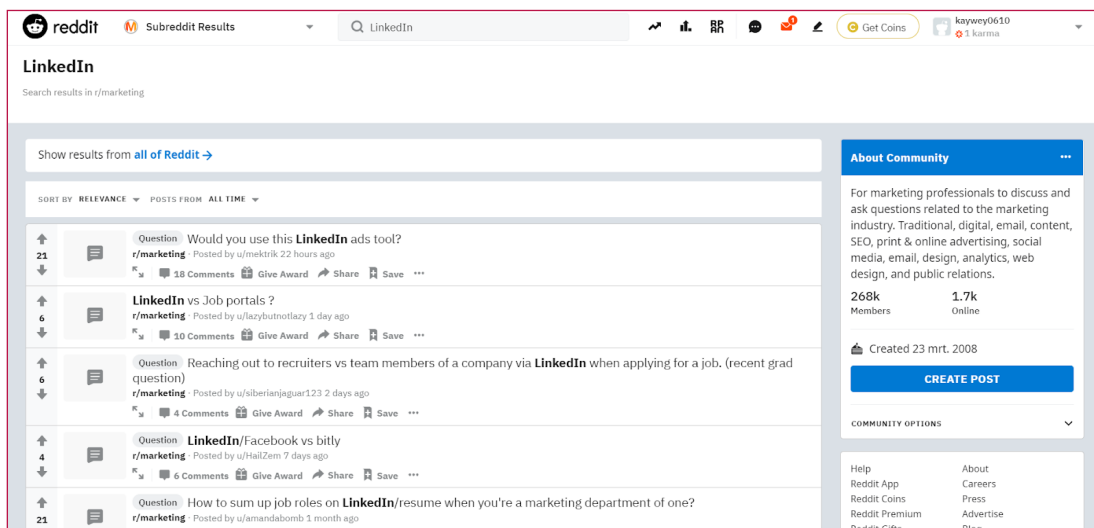
Lots of ideas and comments. Go into those posts to see what people are discussing. Sometimes the comment section can be a goldmine for your content plan.

That's it for Reddit. You now have the essentials, and you can dig deeper to find your inspiration from different subreddits and searches.

How to use Quora to find content ideas

Quora is a question platform. People ask questions about any topic and can find answers from experts or regular people.

Similar to Subreddits, Quora has "Spaces" for their communities. You can apply the same search techniques here. Let's search for marketing again.

You can't filter the questions in Quora. But you can see how many people follow a specific question. This is a good indicator of a popular topic.

At the end of the By Type section, you can click "Spaces" to find communities related to marketing.

You can follow the spaces and receive notifications from them. Spaces will send you notifications about the popular questions and answers.

But how can you measure if the question is popular?

Followers and answers are some key metrics. But you can click the three dots and then click "View Stats and Log" to see how many views that topic has.

Product Marketing   Marketing Strategy   +5

What are some examples of great marketing?

✎ Answer   📶 Follow · 3k   → Request   💬 8   ⌄   f   🐦   ➤   •••

Ad by Socinova.com

Wondering if $99 social media marketing works?

Yes, it does. We're doing it for 6 years now! Click now to see h...

⤢ Learn More

	Answer Anonymously
	☐ Answer Later
	☐ Follow Privately
	☐ Notify About Edits
	Merge Questions
	View Stats and Log
	Report

100+ Answers

Mukund Kumar, former Co-Founder at TEA News Network
Updated Jul 25, 2018 · Upvoted by Pratik Bhatia, MBA, Marketing, ICFAI Business School, Mumbai (2019) and Simran Kaur, MBA Commerce & Marketing, Lancers Convent (2017)

ID Idly-Dosa Batter.

Like this:

Product Marketing   Marketing Strategy   +5

What are some examples of great marketing?

Question Log

Answer added by Ashwin suriya (அஸ்வின் சூர்யா).

It's often too tricky to communicate your's brand rich history without s...

#978361582 · Thank · Report · 30 Jan 2020 10:46 AM

Question Stats

👥 3,089 Public Followers

👁 13,580,967 Views

📶 Just Followed

↳ 45 Merged Questions

🔒 Question Locked

As you see, the amount of views on this question is amazing. That means people are looking for this topic. You can dig deeper into comments to look for inspiration and find a goldmine.

Little known Quora trick to find the best weekly impressions

Here you'll learn our secret strategy to finding the most popular topics in seconds.

First, you need to navigate to the Ads Manager from your profile.
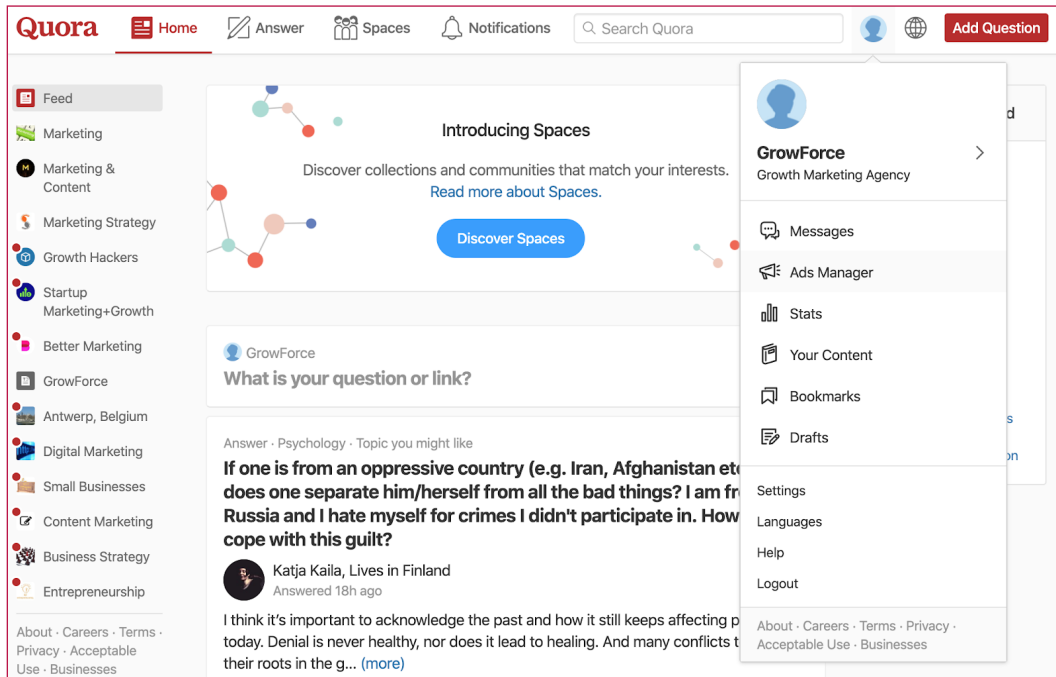
Then click to create a campaign.

Here you'll fill in the required spaces to proceed. You can put thousands of dollars into your campaign because you're not going to publish anything in the end. (You can feel richer for free)

How to create a content marketing plan for a year in one hour.

www.grow-force.com

Press continue to proceed to the next screen.
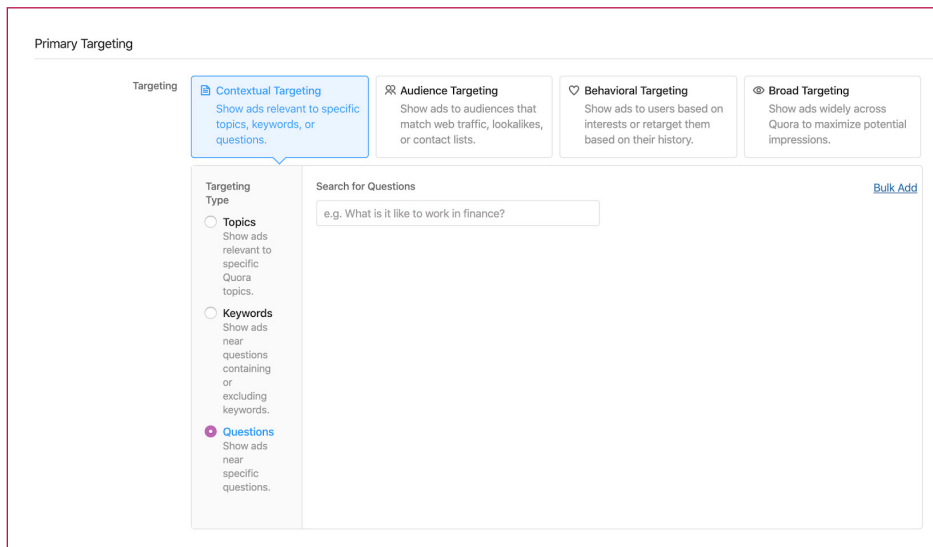
Here choose the questions and click the bulk add button at the upper right corner.
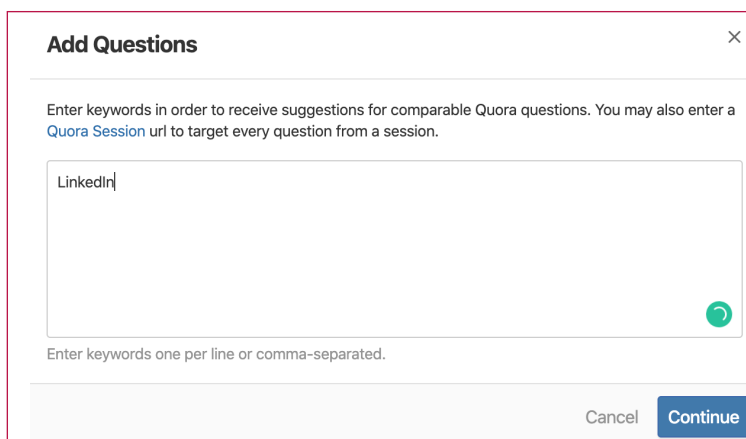
On the next screen, you'll see this box. Here you can write more than one keyword, but in this case, "LinkedIn" is what we're looking for. Press continue.
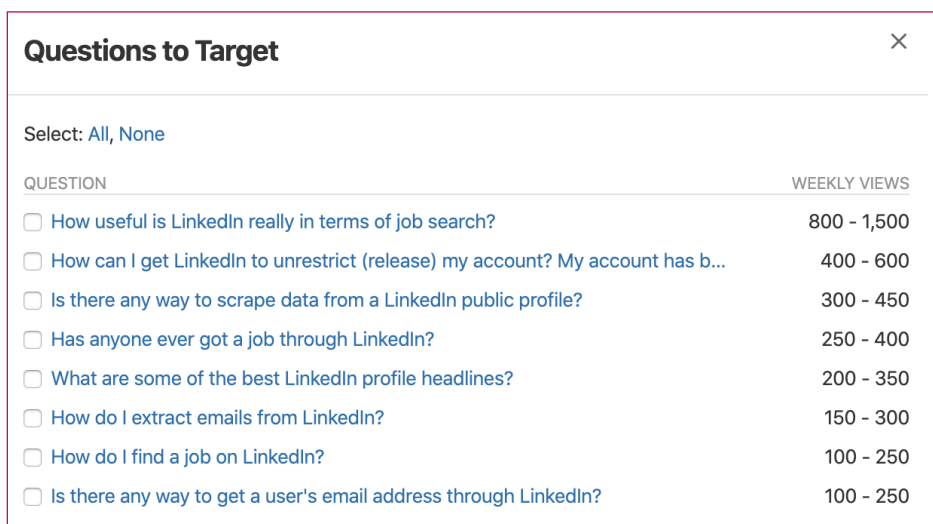
And bingo. You have the most popular topics with the highest volume (weekly). You can easily create tens of content pieces for LinkedIn out of those results.

Note: Don't forget to check the answers; you can find ideas and even lead generation tactics from the answers section.

How to use Facebook to find content ideas

The strategy is the same for Facebook. Probably you know everything about the platform, it's old enough.

So I'll not waste your time with the simple stuff.

Here what you should do is look for groups with the desired keyword. Then join the group and monitor the best posts weekly.
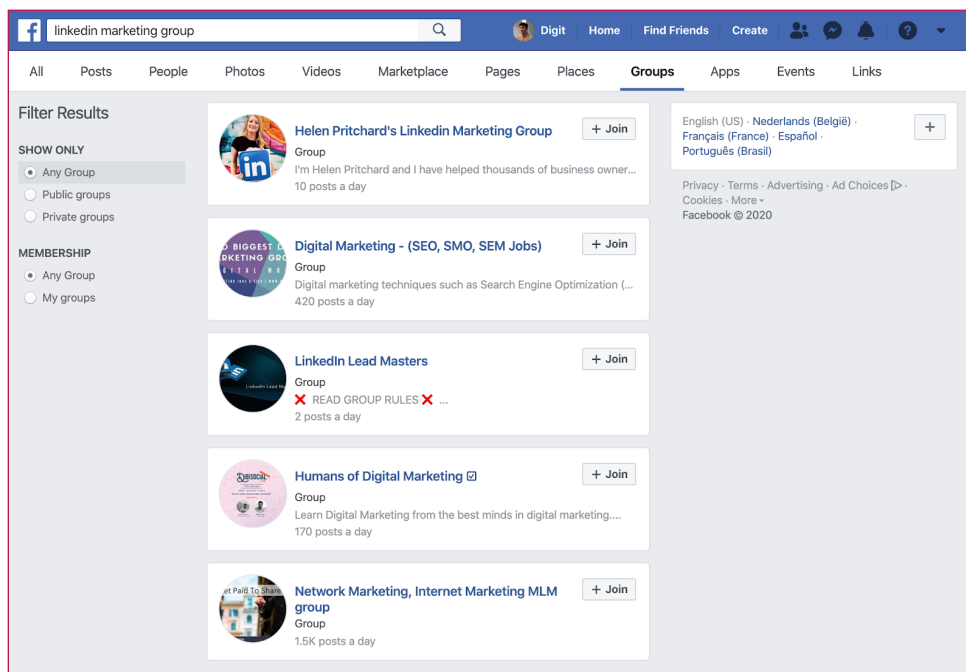
That's it for this part.

These platforms are out of LinkedIn, but it's essential to engage with your audience. If you have the time and energy, try to be active in the communities you find. It'll help you to create a thought leader profile.

BONUS: Type your keywords into https://answerthepublic.com/ and watch what happens.

The only content model you need to generate quality leads.

You have dozens of content pieces that are invisible to you. But after you understand this strategy, you'll start to figure out how to see them.

For most business people, I know content is a painful topic, but really, it

isn't. Here is the only thing you need to understand: the potential of content.

No content is limited to single-use.

Let's say you have a comprehensive blog post or long format content.

You can squeeze it and extract tons of content out of it. How?

- Make a carousel (slider) content that sums up your blog post
- Divide it into five parts and write a long-form post on LinkedIn
- Part 1
- Part 2
- Part 3
- Part 4
- Part 5
- Shoot the video of the blog post
- Write a bit more about it and transform it into a lead magnet
- Create an infographic out of it. It doesn't have to be limited to pie charts. You can sum up key takeaways, as we do in this eBook

Or you have raw footage of video from an interview or seminar or workshop.

- Extract fun, informative and interesting moments then create 1-3 minute LinkedIn posts
- Repurpose them into 15-30-45-60 sec videos
- Write a long-form content about your experience
- Create slides out of it
- Write five key takeaways posts
- Make gifs out of the raw footage
- Go even smaller and capture some photographs from the footage and write about it
- And many many more

You see what I am doing here? I tear down huge content into pieces until I have nothing in my hands.

Here we made a map for you, this content plan has four phases. (We got the inspiration from Gary Vee and interpreted it to our needs.)

LINKEDIN CONTENT PLAN

PILLAR CONTENT
- RAW VIDEO FOOTAGE
- LONG FORM VIDEO CONTENT (BASIC EDITING)
- LONG FORM WRITTEN CONTENT.

MICRO CONTENT
- CREATE 1-3 MINUTE CLIPS
- LINKEDIN VIDEO POSTS
- SNIPPET OF BLOG POSTS
- LEAD MAGNET GIVEAWAY

REPURPOSED
- 60, 30, 15 SEC VIDS
- LINKEDIN POSTS
- LITTLE BITS FROM BLOG POSTS

REPURPOSED 2
- IMAGES
- PHOTOS
- TEXT POST
- QUOTES
- GIFS
- INFOGRAPHICS
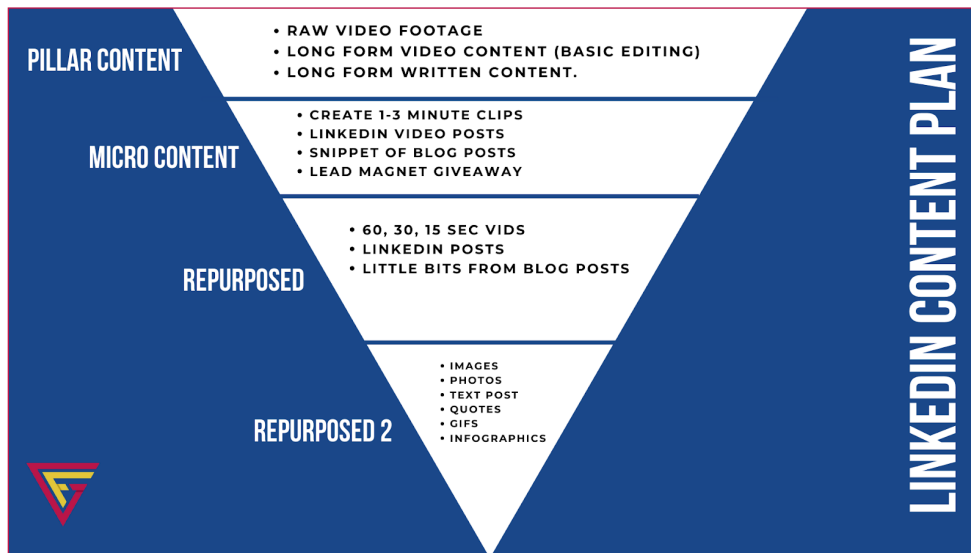
You can apply this to all of your social media channels. And you can get 30 pieces of content out of 1 piece of pilar content.

But one thing here is crucial. If you are invited somewhere as a speaker, record it. Workshop? Record it. An interview or show? Don't miss it.

You get the idea. You should document your business moments or daily moments that are related to business.

On the other hand, you should produce long written content. If you have a team, that's a good start. If you don't have a team, you can find a freelance copywriter in your industry.

This is the ideal plan. Start with one and the rest will follow.

Takeaways of Chapter 4

- Create a topic cluster to build your library profile.
- Use Google, Reddit, Facebook and Quora to find popular topics.
- No content is limited to single-use. Cut bigger content pieces to shorter bits and use the power of repurposing.

What's next for you?

- **Understand the buyer's journey with "Lead generation: A guide to plant money trees" and create the right type of content to qualify your prospects.**

  https://gro.wf/MoneyTrees

- **If you want to borrow our content strategist's brain, you can do so by scheduling a call. He can do all of that stuff for you.**

  https://gro.wf/LinkedInSprint

- **In case you want to go one step further and create content for your blog, here is a quick keyword research guide**

  https://gro.wf/GFKeywordResearch

Chapter 5:

Content best practices on LinkedIn for maximum engagement.

This part is designed to inspire you. We have tried and observed many content approaches and these 5 practices bring the best results by far.

Educational content to nurture your prospects.

Educational content is the core of every lead generation strategy. Because your prospects always have a problem and therefore have a lot of questions.

If you can solve their question with your fulfilling content, they will eventually trust you, like you, respect you, and after a while, they will feel like they owe you.

This is pretty similar to the psychology of gift-giving.

This trade of information will make your bond stronger, and the receiver is more likely to give something back.

So when they decide to buy a product to solve their problems, they'll knock on your door.

But the content you provide is also important. If your content is an old fashioned approach to a topic that has already been solved, it won't work.

Here are three dynamics of great content.

Personality:

Gary Vee does the trash talk (a vlog where he flips the objects in garage sales) regardless, and he has millions of followers. He does he.

And you'll do you. If you're funny, show it. A football fan? Then give examples from the football world. Show your personality.

Get into details:

Give your audience a piece of actionable advice. Don't just point out the problem, show the solution.

Be genuine:

90% of the content on the internet is the same. Don't parrot what is out there and approach the subject from your perspective.

Types of educational contents you can write or record a video about:

- **How-to videos:**

If your product or service is complicated to understand, you can explain how-to-use it by writing long text forms. Or shooting videos.

If you don't have a product, show how you can solve their problems with your unique solution.

Keep your videos short and concise. Always start with your brand name and wrap up with a call to action.

- **Provide new strategies and thoughts in your industry.**

As a growth marketing agency, we always write about new trends, playbooks and the latest tools.

That helps our prospects to believe in us and encourages us to follow us. How can you demonstrate your expertise?

Choose the topics you can highlight your personality and expertise with, then share your experiences with your network.

- **Product video or text.**

Product videos are great to demonstrate what your service is capable of. You can record one or multiple videos (or text) to show your features and solutions to your LinkedIn network.

Create carousel content to make it snackable

Carousel (slider content) is a super snackable content. It deserves the attention because it's engaging to both visual learners and readers.

Since it's easy to consume and packed with valuable information, people share it more.

Here is one example from us:

Here, we've broken down our [20 growth marketing trends in 2020 blog post](#) into several pieces. We've created three engaging carousel posts out of one piece of content.

Want some inspiration?

You can narrate almost anything.

- Five little known neuromarketing tricks that turn prospects into leads
- Six habits that you must develop as an entrepreneur
- Ten tips to boost your engagement on LinkedIn
- Or four ways to generate more leads with "X product"

You can use Canva.com to create your own designs. It's pretty easy with templates. Or you can hire a freelancer for $10-20.

Note: You need to transform your images to PDF format to be able to post a carousel.

Testimonial content to boost your credibility

Your best customers can sell better than your best salespeople. That's a fact.

When happiness and satisfaction are genuine, it's hard not to believe it. So if you have satisfied customers, record a testimonial or interview them.

They'll always be happy to help you, so don't hesitate to ask.

Imagine you had three testimonials, and from each, you have 30 minutes of raw footage.

In these exemplary testimonials, you've asked the following questions:

- What are the three benefits you've experienced as a result of buying/joining [our product/service]?
- Why would you recommend this to someone who might be on the fence?
- What has exceeded your expectations since working with us?
- What is the biggest learning or take away from the course?

And so on. From each question, you can create different content. Or even multiple content pieces.

This is how we do it.

From this 30-minute footage, you can cut tens of 30-90 second videos and create testimonial posts on LinkedIn.

Like this (you can click to the link to watch it):

For each post, we add one copy at the beginning of the video to show what the video is about, and a CTA in the end for conversions.
Lucky you if you have a video marketer. Or else you need to cut and paste by yourself.

The first seconds of the video above look like this:

No more
gut feelings

The last seconds of the video above look like this:

GROWFORCE

Want to discover how marketing can become tangible for you?

www.grow-force.com

David Van der Auwera • 1st
Partner @ GrowForce: The Reference Sales Strategy and Growth Marketing ...
2h • Edited •

"Just a bunch of startup marketeers that are too excited about hyped marketing tools "

This is what traditional digital marketeers thought when I first explained the "growth mindset".

I think it's reasonable to doubt something new and so hyped.

Above all, growth marketing offers you to grow faster than your competition.

Two years later, we gave numerous six-week academy courses, 25 inspiration sessions and helped more than 150 companies.

Here is what I think.

Growth Hacking has matured into Growth Marketing and it's here to stay.

Look at Bart. He came to one of our courses and started implementing a growth marketing mindset in Hashting

Gut feeling vs. data-backed campaigns.
Execute and hope vs. experiment, analyze and understand.
Scattered sales and marketing teams vs. full automated growth teams.

I'm happy to see that people are switching sides. Would you like to see what's over the fence?

Feel free to join one of our next inspiration sessions! We would love to introduce you to the world of Growth Marketing!

You can find the link in the first comment. 👇

#marketing #growthmarketing #growthhacking #growth #GrowForce

Bart Baeyens
Co-founder at Hashting

so it should be trackable,

Elevate your personal influence.

You might have a fun personality and team but people don't always know the people behind your logo. And if they only know your logo, it's not good, because they'll probably perceive you as a lifeless organization without a face.

A cold and distant picture.

Meanwhile, if your competitor is out there, showing her face and expertise on LinkedIn, she'll have the upper hand.

Then your prospects will trust her instead of you. People are more likely to trust somebody they know personally rather than a logo.

That's why the majority of successful online companies have a face. And people on LinkedIn seem to understand the importance of having a personal brand.

Just scroll down for a bit and you'll see tons of posts like that. Because it's working very well.
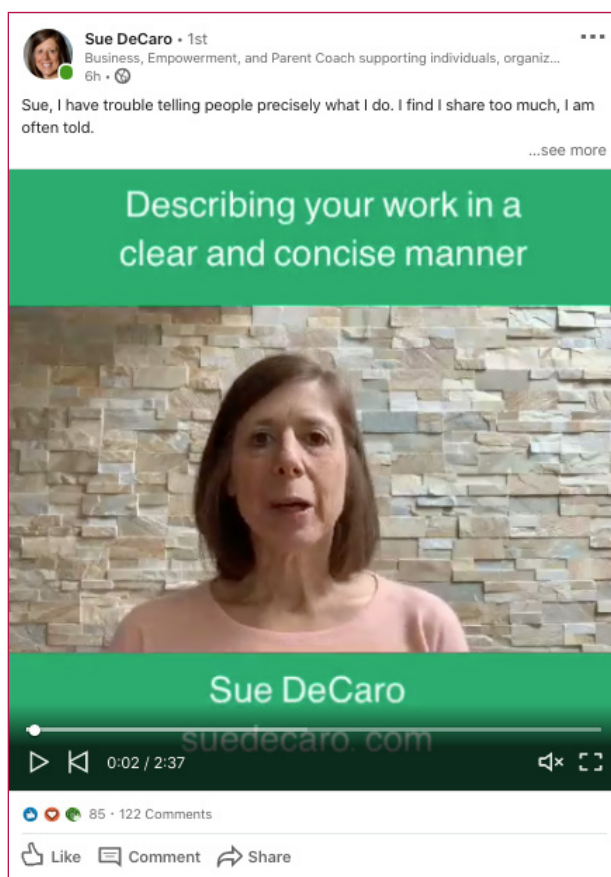
LinkedIn: Sue DeCaro

Sue's outline is great for two reasons.

- It immediately tells us what the video is about and it can be a thumb stopper when you're scrolling.
- During the entire video, she highlights her website

Since our visual memory holds the information for a much longer time, that means you'll remember it for a while after staring at the same screen for minutes.

Video works best because it's a medium where you can show your personal traits. And even the smallest gesture or moment could make people see through you and like you.

What type of content?

Anything that you can use to emphasize your expertise.

If you're a Facebook Ad expert, talk about trends and best tips. Good at time-management? Then talk about how you manage your time.

Or if you are a master of habits, share how you develop good habits.

Or just about life, personal experiences and your kids? These are welcome too.

This is the game of value. The one that provides the most value gets the leads.

But the game is also to make people see your posts. And for that, we have one hack in our armory; a hack that will change your engagement numbers forever.

Read on to find out.

Takeaways of Chapter 5

Create educational content to nurture your prospects: Show your personality, get into details and be genuine.

- Shoot how-to videos.
- Share your latest strategies and thoughts.
- Make a product video.

Create carousel content to make it snackable: Engage both visual learners and readers with content that is packed with information.

Create testimonial content: Your best customers are more effective than your best salespeople. Shoot testimonials and make short LinkedIn content out of them.

Elevate your personal influence: Show your face. People want to know who is behind the logo. And they want to give their money to someone they know.

Related contents you'll like (and help you with digestion)**:**

- Watch our **Video Marketing masterclass** to learn how to get best results with video content on LinkedIn.

  https://gro.wf/VideoMasterclass

- **And if you haven't downloaded it yet, you can consider downloading this video marketing eBook.**

  https://gro.wf/VideoMarketingeBook

Chapter 6:

The Secret weapon of virality: How to use LinkedIn pods to go viral on LinkedIn.

Let's demystify that LinkedIn Pod first:

You can think of it as a private group of LinkedIn users. But they're focused on one thing: engaging, liking, and commenting on other people's content.

So when you're a member of LinkedIn pods, you'll be able to share your post with others. Then you'll have instant engagement from everyone else in the pod.

Why is it so effective?

It could be the secret strategy to go viral on LinkedIn.

Remember, we talked about why the first 30-60 minutes of your post is essential in the third chapter.

If your post has lots of engagement in these first minutes, then LinkedIn will mark your post as "potentially good content" and then starts to show it on your connections feed.

That's why you need that bulky and instant engagement from pods. And there are two different types of pods: manual and automatic.

Let's first discover how you can benefit from manual pods.

The Secret weapon of virality: How to use LinkedIn pods to go viral on LinkedIn.

www.grow-force.com

Manual LinkedIn pods

You can find manual pods all over on the internet. There are groups on Linkedln, Reddit, Facebook, and probably in other forums, we don't even know.

You can type on Google "Manual LinkedIn pods" and trace the one that fits your taste.

These pods usually exist on platforms like FB and LinkedIn. Here is a group that I'm a member of on LinkedIn called Game of Content.
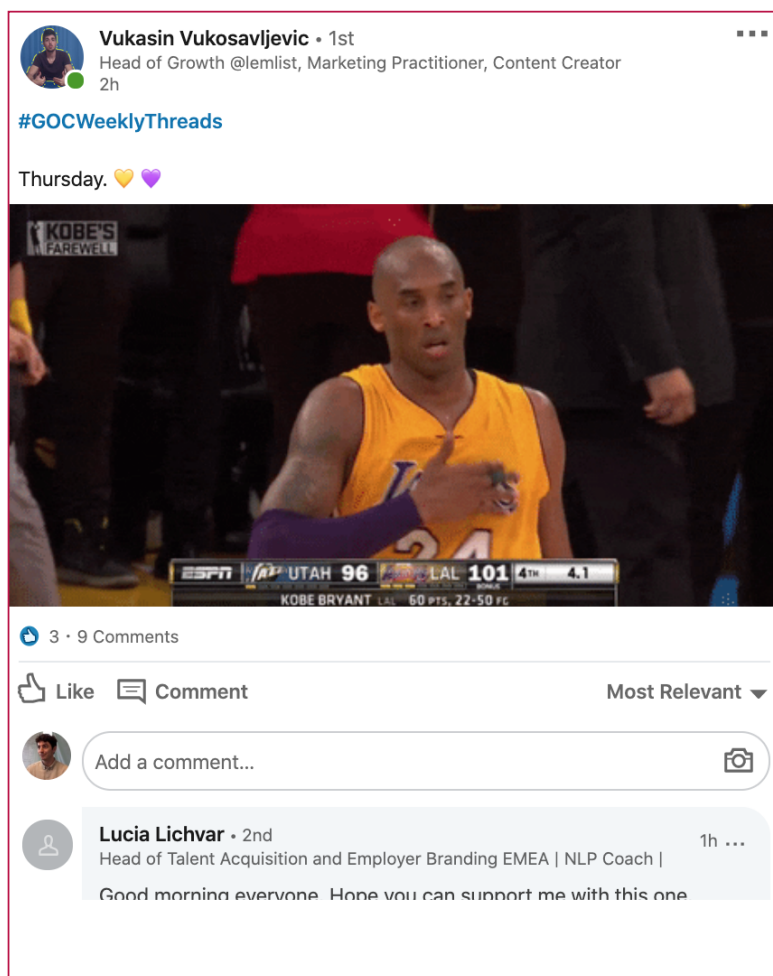
Every day there is one giant thread for engagement. And people in the group comment their post link and wait for engagement.

So you need to link it manually and like other posts in the same fashion.

Or you can create your own engagement pod.

This is our GrowForce Engagement Pod. You can join it for free through https://gro.wf/pod
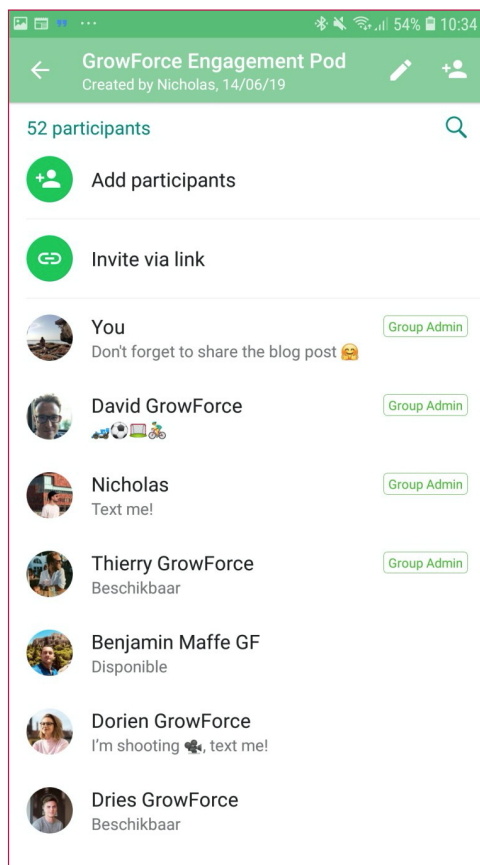
You can invite your friends or colleagues in a WhatsApp or Slack group to create your pod. Or you can go further and announce that you want to create a LinkedIn pod in a specific subreddit.

But be careful with the notifications and chat options. For example, in our pod, chatting is not allowed to prevent the notification festival.

Our members just post the links, and that's all.

Downsides of manual pods

It's not super consistent. Sometimes you can get ten likes and some other times 60. But it works.

You should contribute to the pod manually. That means clicking every link and liking each of them. It takes seconds, but I'm lazy, you're lazy.

Now let's check what the other option is.

Automatic LinkedIn Pods

Automatic LinkedIn Pods solves all the problems above. It helps you to engage with a bigger audience and, yes, all automatic.

And it also helps you to find people that have relevant interests as you. You can filter pods by location and find the best pods for your industry.
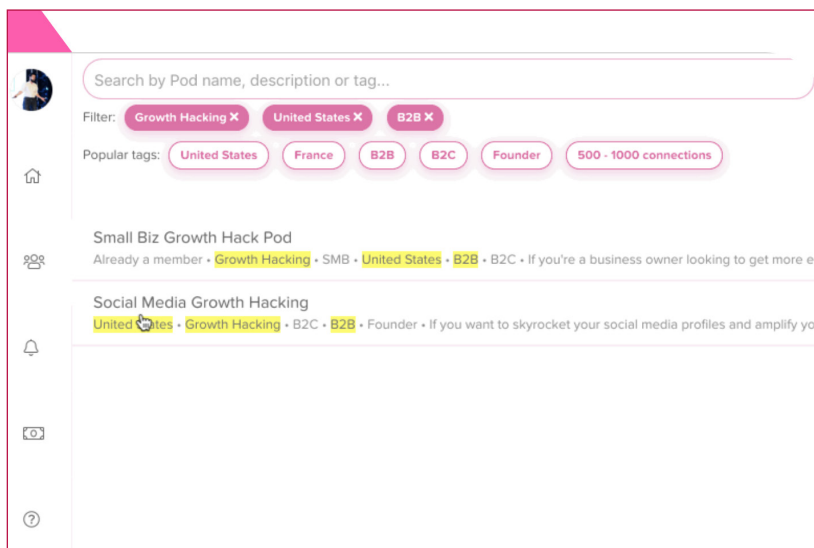
Lempod is the most popular option with a broader audience. It's an add on that you can download from Google Chrome Store.

You pay $5 for each engagement pod you want to join. And you can post only one post in 24 hours.

The only downside is sometimes you might find yourself liking and commenting on the posts that you don't like.

But it's quite effective, though!

IT'S TIME.

Now we'll share our proven playbooks with you. We generated over 5,000 leads with these three strategies. They worked every time for our customers, and for us.

Chapter 7:

Three proven playbooks that brought us over 5,000 leads on LinkedIn

These playbooks are our products, and we implement them as a service to our customers. Here we'll keep it 100% percent transparent and share every detail with you.

You'll see lots of new growth marketing tools along the way, but we got your back because we prepared how-to videos and image tutorials for each step that used tools and add-ons.

Stick with the plan, follow the footprints, and you'll get results.

Here we go with the first playbook. Let's kick it!

Playbook #1: Comment and Collect Strategy.

People create lead magnets and post them on LinkedIn. The outcome is often somewhere between 1-5 likes and 2 comments (from colleagues), it's heartbreaking.
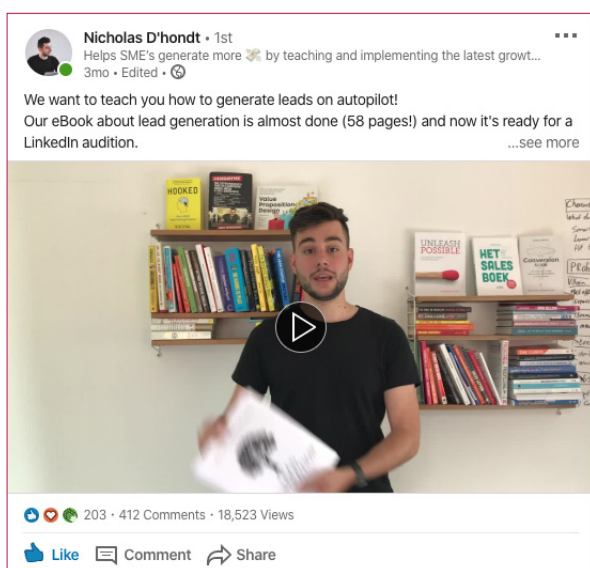
We wrote an eBook and posted it on LinkedIn like everyone else. As you can see in the picture below, it ended up with more than 18.5K views and 400+ comments.

And we did it 6-7 times more after that one time. It's not because everybody was waiting for our eBook, we worked for it.

So what did we do differently from the last guy?

That last post you see above on LinkedIn was the only visible step among the hundreds of ninja steps we took.

Now we'll show you how we built up that momentum and ended up with thousands of leads.

Here is a reverse-engineered schema of our LinkedIn lead generation campaign. Take a look at it, and then we'll break it down, step by step.

1. Optimize your LinkedIn Profile (You already know how. You can find the details in Chapter 2)
2. Find your target audience via LinkedIn Sales Navigator (You already know how. You can find the details in Chapter 2)
3. Send automated personalized messages and connection requests to your target audience. Get ready to generate leads. (You know that too. You can find the details in Chapter 2)

4. Create a valuable lead magnet for your target audience
5. Find or create a LinkedIn Pod. (You can find the details in Chapter 6)
6. Post your lead magnet with a twist
7. Scrape your hot, hot, hot quality leads
8. Send them your eBook and add them to your nurture flow

(Optional) Celebrate your first LinkedIn lead generation victory with your marketing team. We like celebrations.

We already went over some of these steps in the earlier chapters. If you have questions, you can always go back.

So we'll assume you already optimized your LinkedIn, found your target audience on LinkedIn Sales Navigator and added your prospects on autopilot.

These steps are the foundation for your engagement.

Then you'll create your lead magnet. It should be something that provides a remarkable amount of value to your prospects. Let's see what the options are.

STEP #4: Create a valuable lead magnet that your business craves for

You probably have some good ideas about the type of lead magnet you're going to offer. But please do a little market research before you go into production.

Check if your intuitions are valid before you start.

Spend some time on Reddit, Quora or forums where your audience is lurking. See if people approve your idea with their questions.

You never know, with a little research, you might end up targeting a hotter topic.
Here are some tips for your lead magnet:

Fill a gap in your business: People are bored of copycat content. Come up with a unique idea and approach it from a different angle. People are thirsty for new angles.

Focus on your strengths: If you're not good in long-form text, then don't write an eBook or keep it short.

You can always reach out to me from here and work with us.

Or hire an eBook ghost-writer on Fiverr.

Quick Win: People love quick solutions. Give them something applicable right away, show them mouthwatering results. Like this one. (I believe you can win with this guide).

There are so many options, but most Lead Magnets fall under these categories:

1. Guide/Report
2. Cheat Sheet/SpreadSheet
3. Toolkit/Resource list
4. eBook
5. Video training
6. Free trial
7. Printable
8. Swipe file
9. Quiz/Survey form
10. Assessment/Test form
11. Sales material

The title of your book might be the most important thing. Hear out David Ogilvy: "80 cents of your dollar should be spent on writing headlines".

So make sure to come up with something compelling, interesting or triggering. Here, these are our brainchilds.

[Lead Generation: A guide to plant money trees](#)
[Video Marketing: A book that nobody's going to read in 2021](#)

Ok, now since you know about the LinkedIn pods, we'll skip the next step (Step 5).

Let's talk about something you don't know all that well yet.

STEP #6: Post your lead magnet with a twist.

This will be the day that you reap the fruits of your hard work. We'll show you how we've done it and give you some tips to make sure you get your first quality leads.

The content strategy

After we wrote our [eBook about lead generation](#), we thought about this question for a while, "How can we get the most out of this content?"

Most people in the marketing business build a landing page then invite people to fill the lead gen forms. We decided not to launch our campaign like everyone else.

How about a LinkedIn audition first? What if you can create exclusivity for your connections by saying:

Hey LinkedIn connections,

We just finished our eBook about lead generation, and this is the audition. You'll be the first reader.

And we'll publish it after your valuable feedback.

People love to be first or special. Remember the iPhone all-nighters that waited in the endless lines?

Or people who were dying for the limited collection of Adidas Yeezy's? It's instantly more valuable when it's exclusive.

Plus, with this strategy, you'll also have an opportunity to interact with your connections when they're interested in your solution.

Lead generation on LinkedIn = video content

Please don't freak out because of the word "video." Creating video content is much easier than you think and the ROI of the video is incredible on LinkedIn.

There are many reasons why and we wrote [a book which covers it all](). But briefly:

- It reflects emotions
- It'll bring you closer to the targeted audience
- It'll make your brand humane. People will see your face instead of a lifeless company logo
- LinkedIn loves video. Ultimately, it's a business content platform now
- It builds trust

I know what some of you are thinking. Look, you don't have to be an actor or actress, plus, you have countless takes for a 30-second video.

Convince yourself or one of your colleagues.

NO OBJECTION. YOU NEED THOSE LEADS.

You can see our video below. We shot it with an iPhone 7 and a tripod, nothing else. You don't need a Hollywood set-up to speak about an eBook to your leads on LinkedIn.

The little twist that opens the gates for LinkedIn lead generation

Just leave a comment below, and I'll send it to you. This is the catch. There are no landing pages for our eBook, and we didn't attach it anywhere.

You'll see, these comments will make you visible to a lot of people. Then LinkedIn agents will see the engagement, and then it'll give you a nitro boost.

Nicholas D'hondt • 1st
Helps SME's generate more 🍗 by teaching and implementing the latest gro...
3mo • Edited • 🌐

We want to teach you how to generate leads on autopilot!
Our eBook about lead generation is almost done (58 pages!) and now it's ready for a LinkedIn audition.

It is called Lead Generation: A guide to plant money trees.
As the name befits, we compiled a lot of our knowledge about lead generation in this eBook.

We wrote about:
👉 Introduction to lead generation
👉 3 types of leads
👉 The biggest challenge for lead gen
👉 How to generate leads
👉 When to use which lead generator
👉 How to create a conversion path
👉 Tools we love to use for lead gen

The ebook started out as a blogpost but our team kept on adding more information until it got a bit out of hand and became a 58 pages ebook. 🙈

Find yourselves a comfortable spot and a cup of coffee.

After an hour of reading, I'm pretty sure, this evening, you'll start to come up with some tangible strategies for your business.

Do you want free early access to the ebook?

Just leave a comment below and I'll send it to you! 👇
Can't wait to hear your opinions!

Now all you need to do is send the eBook to hundreds of commentators. But wait, there are too many of them, and you need their emails. Then let's get you those emails.

We'll show you how you can do it on autopilot!

STEP #7: Scrape your hot, hot, hot quality leads.

You're about to do something naughty. Even though you can send your eBook on Linkedin, you'll tell your connections something like this:

Nicholas D'hondt • 7:12 PM
Hey Raphaël,

Thanks for your interest in our Video Marketing eBook!

What is your best e-mail address, so we can make sure you receive it?

I'm looking forward to hearing your thoughts on the eBook!

Talk to you soon!
Nicholas

Raphaël ▬▬▬▬▬
Hi there !

▬▬▬▬.com would be perfect
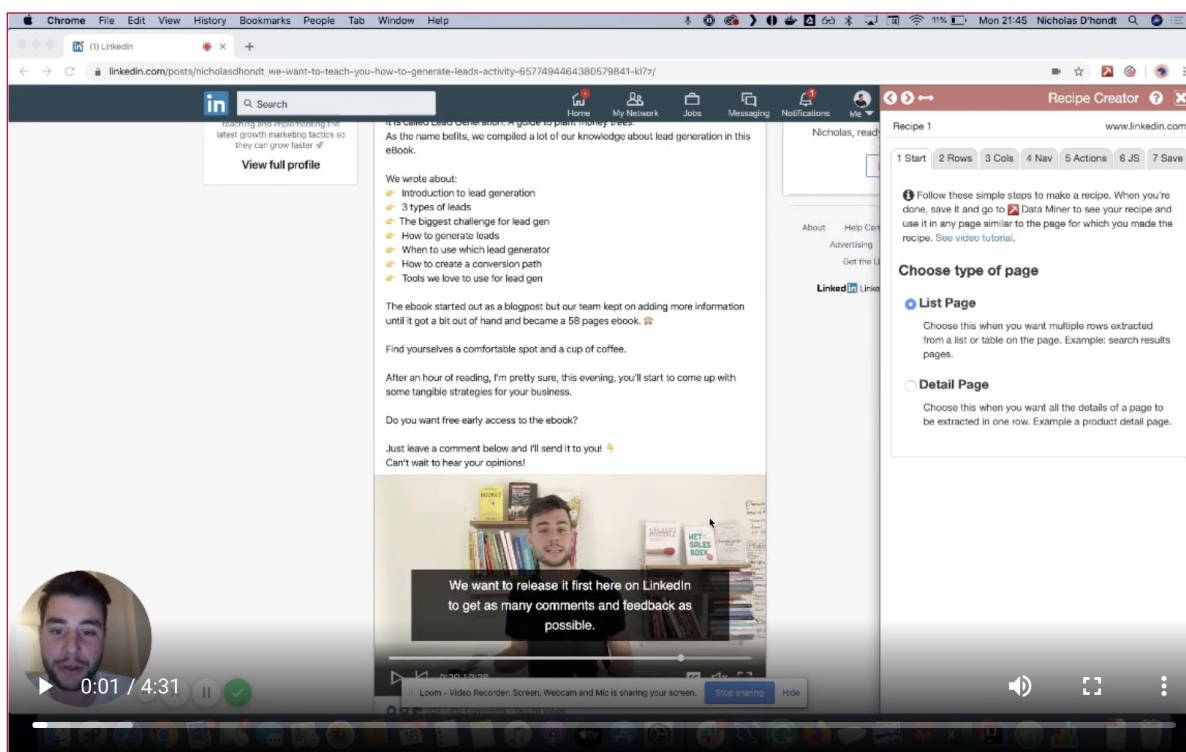
Thanks a lot ⚡

All of them will give their mail address because they've already commented before.

But before that, you need to scrape each LinkedIn profile in the comment section.

For that, we're going to use a tool called DataMiner. It's free and easy to use, once somebody shows you how.

And Nicholas is going to show you how:

How to use scrape LinkedIn comments with Data Miner

Note: Dataminer sometimes doesn't work on LinkedIn pages. We don't know the reason, but the solution is to create a new user in Google Chrome.

After you scraped the comments, we'll have all the profile URLs. Now you'll take that CSV and paste it in a Google Spreadsheet on your drive.

Then we'll send them automated LinkedIn messages. I think you're already familiar with Phantom Buster, so this time we'll use the baby below.

If you want to also send automated connections here, you can use the LinkedIn Network Booster phantom.

You apply all the rules that we used for LinkedIn Network Booster before.

After this step, there is a bit of a dull process that's waiting for your VA (virtual assistant) or intern. You need to add emails manually from your inbox to your spreadsheet.

But see it as a victory lap. You got this. You growth hacked your way with numerous tools and strategies. Nobody in the digital marketing business will dare to question your skills.

STEP #8: Send them your eBook and add them to your nurture flow

It's time to send the eBook (or lead magnet) to your hot leads. It's essential to send it right away. And nurture them while they're thinking about you.

Don't garnish your first email with your other services or call to actions. Just send them a friendly email, like you are friends on LinkedIn (yes, you are).
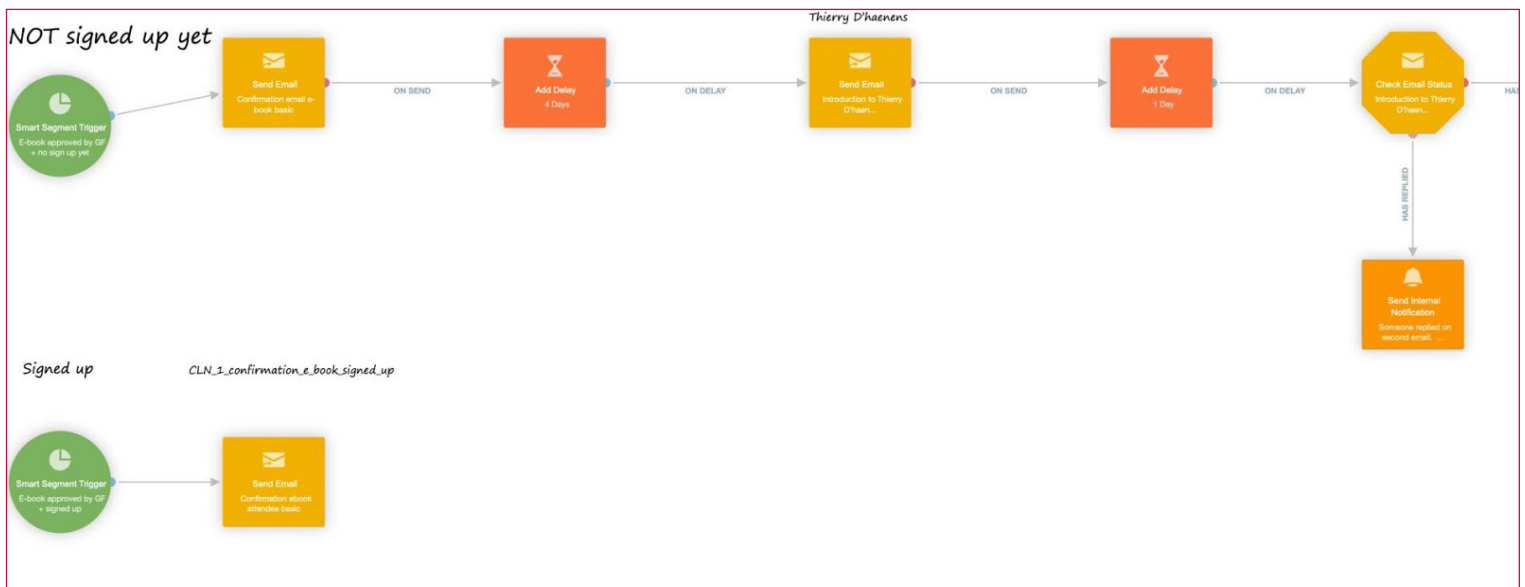
You can see the email we've sent below:
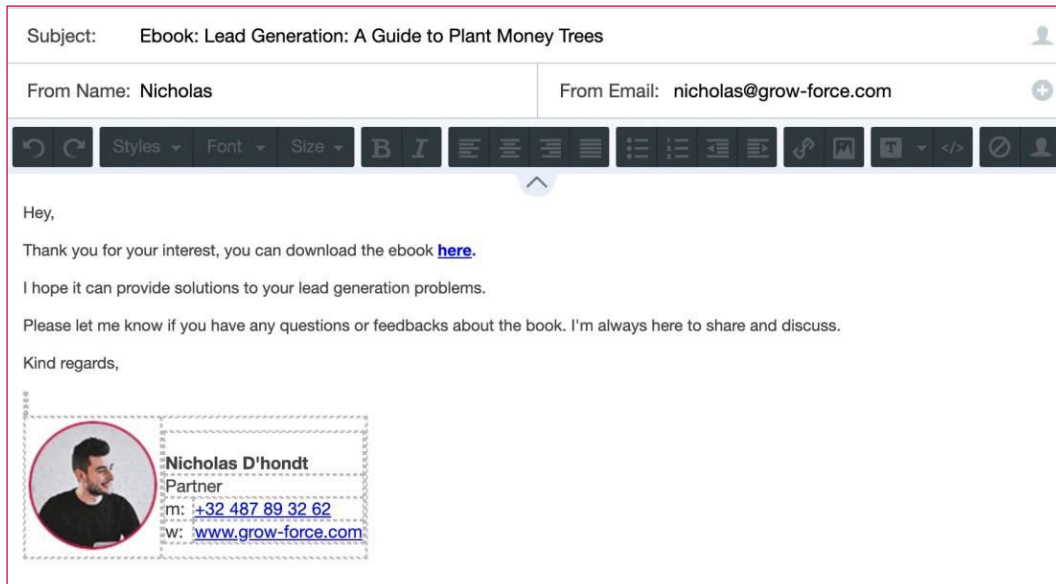
The tool we used above is Autopilot. You can connect it with almost any CRM, personalize, structure and track your email campaigns.

It's relatively easy to learn and use it. The end schema of an email campaign in Autopilot looks like this:

After you sent the eBook, you should also have an email nurture flow.

Ideally, your leads will read the eBook in a week, and then you need to remind them about your company.

How will you follow up? What is your end goal?

There you'll send a bunch of follow-up emails to your leads about your services. And hopefully, you'll become partners.

You'll get results 100%

We follow the same steps with our customers and generate hundreds of leads every time. So, don't hesitate to invest your time in it. If you have any questions about the process, you can always call and fire them.

But in case your marketing team is busy or lacks the time needed to go over these steps, we have a solution for you. It will save you lots of time and boost your growth in a week.

What is a Lead Booster?

With Lead Booster we implement this proven lead generation playbook to your company. End-to-end.

Here are the steps we'll take together.

Monday: Getting to know your company

It's a one-day deep dive to understand your company. We'll analyze your data, structure, target audience and implement the tools.

Tuesday: Pitching the ideas

We'll discuss the skeleton of your project. We'll choose a data-backed lead magnet together and lock it.

Wednesday: Execution day 1

You'll get the skeleton of the campaign (lead magnet) with the table of contents.

Thursday: Execution day 2 + Creating Marketing Materials

Production of all the content material with a landing page.

Friday: Distribution day

We'll set up your campaigns on LinkedIn and Facebook. After you get hundreds of leads, you'll get all the generated material from GrowForce.

Keep in mind what you see above is a glimpse of the plan.

We provide so much more in 5 days. If you want to know about the steps, you can schedule a call with one of our growth consultants.

If you want to grow big in a week, you can visit the link and start right away.

Playbook #2: The Dracula Strategy

With Linkedin came new influencers and experts. Whatever industry you are in, it has, for sure, an influencer that inspires your audience.

These people are super influential. For Growth Marketers, they're precious resources to spot audiences that are active on LinkedIn.

What if you can tap into this audience and surround yourself with them? It would be easier for you to start conversations, get engagement and create new business opportunities, right?

This is what our Dracula strategy is all about. Generating leads on LinkedIn by leeching on the network of influencers.

Three bites of Dracula

The Dracula strategy is an easy to execute strategy compared to the first playbook. You have three steps to follow.

1. Find the vessel
2. Feast on the comments
3. Steer the attention

Step #1: How to find a vessel?

You need to find the most famous person in your industry. You know that type, when they post content, they get engagement showers.

And that's what we're looking for. Mainly comments.

This person is an influencer or is your competitor in your industry. And thanks to LinkedIn, finding them is easy.

All you have to do is to know your audience's problems. Or some keywords that they're already searching for on Google. Our keyword will be "LinkedIn marketing" this time.
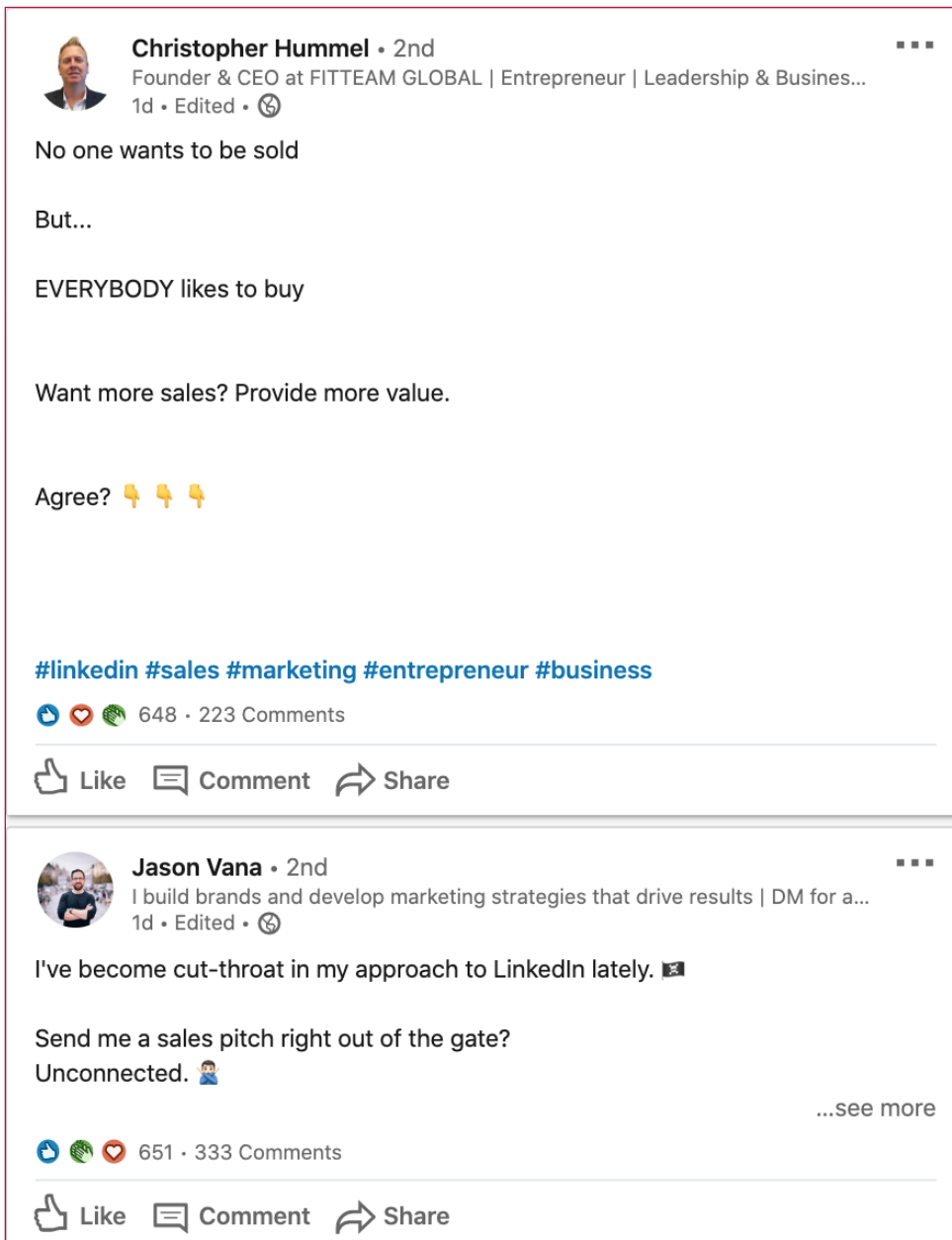
Now I want to show you how to use LinkedIn search to find your vessel.

Go to search and click on content.
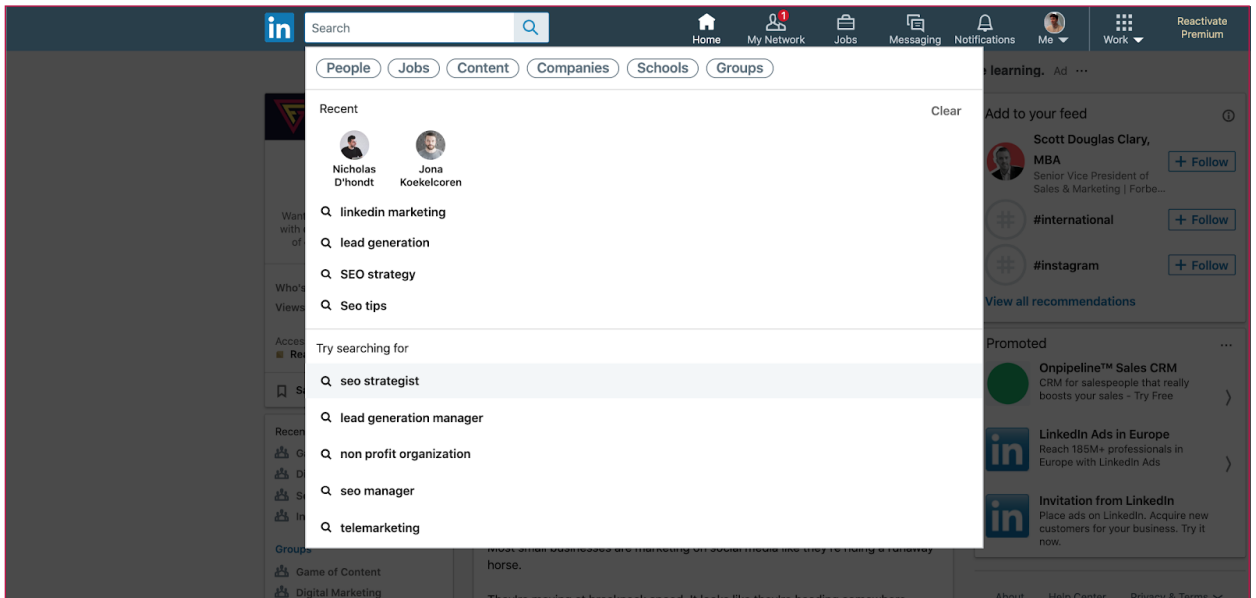
Then type your keyword and click. Oh, I think we found our vessels here.

These people were there back to back on the first screen. I scrolled a half screen and found others.

We have 900ish comments here. 900 people that potentially will be interested in your LinkedIn Marketing service or product.

These people share content daily. They could be gold mines for your business, and this is the beauty of growth marketing here. Even if you don't have the resources and an army of employees, you can still outsmart your competitors.

This was our 30-second quick search. You can go more in-depth with different keywords and find influencers in your niche.

But you got the idea. Now we're hungry, let's head to the feast. Shall we?

Step #2: Feast on the comments.

Here you'll scrape all the profiles in the comment section of the LinkedIn post.

You've already learned how to use Dataminer from the last first playbook. In case you skipped it, Nicholas can show you real quick:
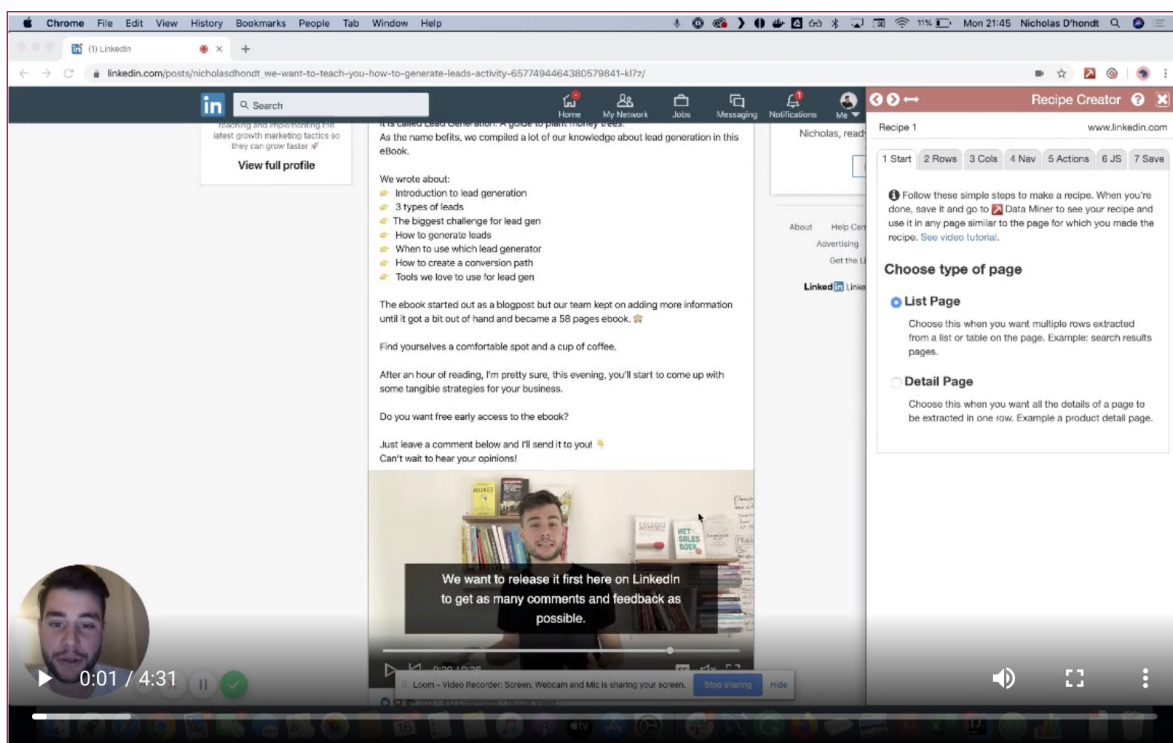
[How to use scrape LinkedIn comments with Data Miner](#)

Note: Dataminer sometimes doesn't work on LinkedIn pages. We don't know the reason, but the solution is to create a new user in Google Chrome.

After you scrape the comments, you'll have all the profile URLs. Keep in mind that you can also scrape the people who liked the post if you want to reach more people.

But people who commented are more qualified because they're engaged with the topic and have an active user status on LinkedIn.

Now, what are you going to do with all these comments?

Step #3: Steer the attention

What is your goal? You can redirect the attention of those people however you like.

- Do you want to promote your software?
- Do you want to use these people as a traffic source?
- Do you want to make people download your eBook?
- Or do you want to send your presentation?

You can do anything you want. In our last campaign, we've sent our latest blog post to 1,300 people. We used it as our content distribution channel.

We provided a free playbook. But in the playbook, there were CTAs to our products and other eBooks. And it performed well.

We got a little organic traffic jam to our website, had dozens of qualified leads and two customers. All with zero budget.

If you're a small business with no to low site traffic, you can do the same.

There are two approaches to send messages.

#1: Pull approach

Here is my pull message.

Yiğit Durdağ · 2:27 AM

Hey Jason,

I saw you commented on Ilya's post about LinkedIn lead generation. I'm also trying to learn more about lead gen and expand my network with likeminded people like you.

Recently I wrote a new article about how I generated 700+ leads on LinkedIn, let me know if you want to read it.
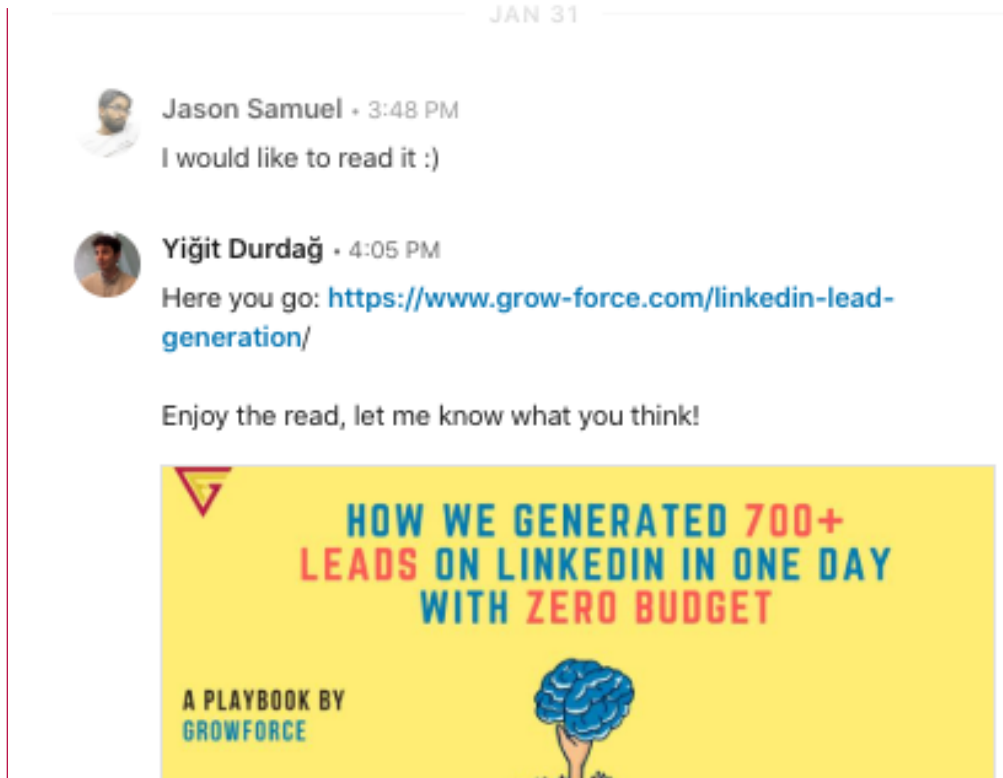
———————————— JAN 31 ————————————

Jason Samuel · 3:48 PM
I would like to read it :)

Why is this message effective?

"I saw you commented on "X" post about LinkedIn lead generation."

It makes my message more credible and personal. We share similarities, and I'm using it to my advantage.

"I'm also trying to learn more about lead gen and expand my network with like-minded people like you."

I'm straightforward here. It's true I want to learn more and expand my network with people that share the same goals.

Recently I wrote a new article about how I generated 700+ leads on LinkedIn, let me know if you want to read it.

This is where I pull. Yes, I wrote something for him, but I'll not throw it in his face. I'll not enter his territory before he lets me in.

Here you give an option to the other party to accept you. And once you let them decide and don't cross the boundaries, people are kind.

This respectful approach is a good first step to maintaining a relationship and starting the conversation.

Here is the result.
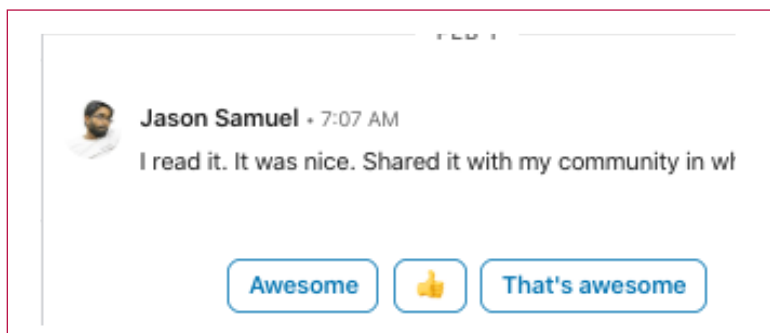
After this point, you can proceed to the next steps. You can ask him if he wants to join the weekly newsletter etc.

With this approach, you need to follow up manually to send the link afterwards.

#2: Push approach

With the push approach, you don't need to follow up manually because you'll share the link with the first message, like this.

Hey Jason,

I saw you commented on Someone's post about LinkedIn lead generation. I'm also trying to learn more about lead gen and expand my network with like-minded people like you.

Recently I wrote a new article about how I generated 700+ leads on LinkedIn, if you would like to read here is the link.

https://www.grow-force.com/linkedin-lead-generation/

This looks a bit more spammy and can backfire. But then you can automatically send all of the links and don't have to look back.

Inspiration for your next campaign.

Here is a message template we shared before, which is pretty personal and honest. Ready to be sent.

Hey #firstName#,

Sorry to message you out of the blue. I have this idea that solves X problem for content marketers. I'm trying to connect some like-minded people to talk and get feedback.

Would love to know what you think of the idea. Please let me know if you're interested.

You can customize this message a bit to your taste and needs. Then you can send your free trial, eBook, service, product, landing page, briefly anything you want.

Or you can push the link in the same message. Our personal favorite is the pull approach, though.

It definitely takes more time with manual work. However, it's definitely not a waste of time but an investment.

Add them as your connection and send the message with Phantombuster.

Here you'll use the phantom LinkedIn Network Booster once again. You already have the profile URLs from the dataminer scrape sheet.

All you need to do is to connect that spreadsheet to the LinkedIn Network Booster and customize your message.

Don't forget the daily limit. Set it to 10 people per launch and 8 times a day.

This is it. The Dracula Strategy is a flexible one. What you can do is all up to your end-goal and creativity.

If you want to see more growth hacks like this, you can check this article to get inspiration for your next marketing campaign.

Now to the last one. Things will get physical in the next playbook!

Playbook #3: How to organize full house events with LinkedIn Event Invite feature.

Events are deadly sales weapons.

Because you have the opportunity to show every feature and benefit of your services, and above all, you have the chance to show your face.

If you're a good salesperson and your service is solving problems for your prospects, it's hard to not close deals.

Events are particularly useful if you have a complicated product or service. And this is the case for us.

We provide growth marketing as a service and have a 6-week growth marketing academy. But since growth marketing is a new approach, sometimes it is challenging to explain what we do to our prospects.

That's why we organize inspiration sessions.

These are a free 1-hour power presentation where we explain the core mentality of growth marketing. And we give a glimpse of what you can do with it.

After the sessions, the crowd usually stays to ask questions and wants to learn more. Then, of course, we follow up with emails and eventually transform some of them into our customers.

Complicated or not, whatever your product is, you can do the same. You can create your own inspiration session, event, keynote, or whatever suits you.

And the best thing is that you can automate it on LinkedIn. You can do the 5 man work without lifting a finger.

Automate your event invitations in three easy steps

When you invite someone to your event on LinkedIn, they'll receive a quite prominent notification (that looks similar to a connection request).

This is a huge opportunity for event organizers. Because receiving an event invitation on LinkedIn is not yet common.

Therefore it creates a low-friction, high-attention way of inviting your network to your event.

But there is a downside because you don't have a lot of filter options by default.

For example, I want to invite all marketers in Gent who work for SMEs & Corporates. I would have to go through my entire list to be able to do so.

But this playbook will teach you how to make proper segmentation and then automatically invite your relevant connections to your event.

And these are the three steps:

1. Preparation with magic bookmark tool
2. Make a segmentation of your connections in the LinkedIn Sales Navigator
3. Automatically invite your audience to the event
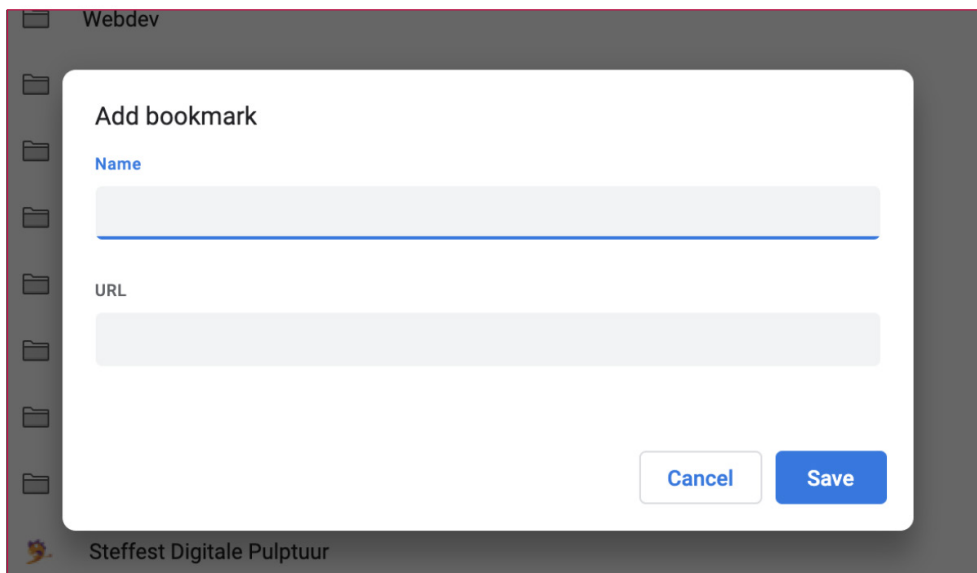
Step #1: Preparation with magic bookmark tool.

Before getting started, there is some set-up you need to do. We'll add a bookmark to your browser (Chrome in this guide), that will execute some magic invitation code for you.

Open your bookmark manager then click to add a new bookmark.

Click on Add new bookmark
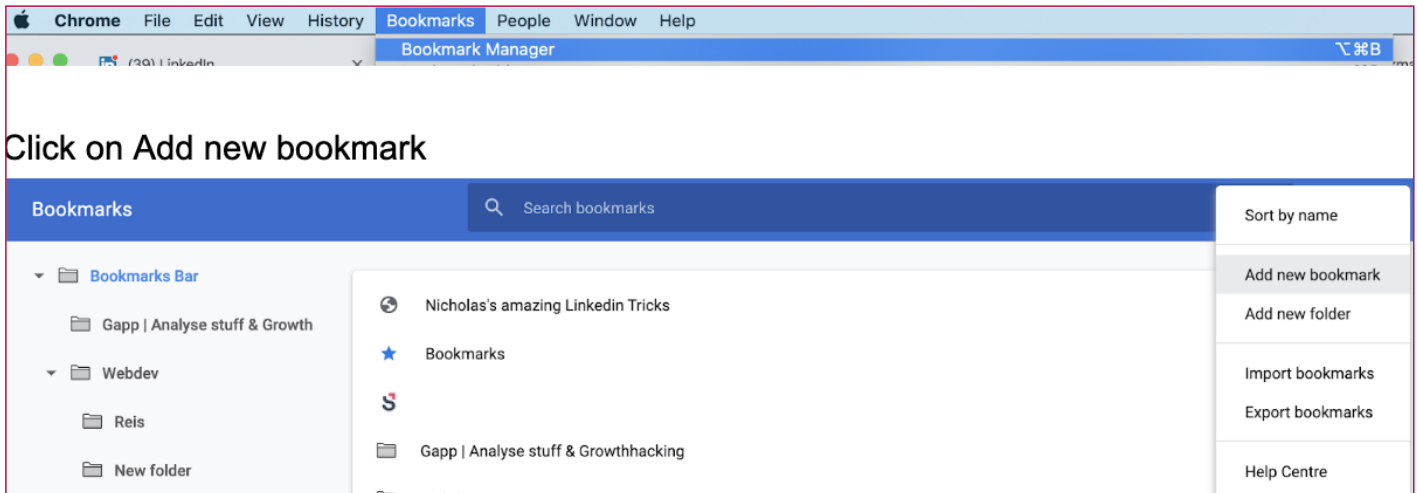
Copy the Name and URL into the pop-up

Name: Grow-Force LinkedIn Event Inviter

URL

```
javascript:(function()%7Bfunction%20wait(m-
s)%7Bvar%20start%20%3D%20new%20Date().getTime()%3Bvar%20end%20%3D%20start%3Bwhile(end%20%3C%20
start%20%2B%20ms)%20%7Bend%20%3D%20new%20Date().getTime()%3B%7D%7D%3Bfunction%20parseLine%20(l
ines%2C%20lineNumber)%7Bconsole.log(%22LineNumber%3A%20%22%20%2B%20lineNumber)%3Bif%20(lineNumb
er%3E1)%7Bdocument.querySelector(%22.ember-checkbox%22).click()%3B%7Dvar%20firstName%20%3D%20lines%
5BlineNumber%5D.split(%22%2C%22)%5B0%5D.replace(%2F%5C%22%2Fgi%2C%20%22%22)%3Bvar%20lastName%
20%3D%20lines%5BlineNumber%5D.split(%22%2C%22)%5B1%5D.replace(%2F%5C%22%2Fgi%2C%20%22%22)%3Bc
onsole.log(firstName%20%2B%20%22%20%22%20%2B%20lastName)%3Bdocument.querySelector(%22.invitee-pick
er-content__typeahead-field%20input%22).value%20%3D%20firstName%20%2B%20%22%20%22%20%2B%20lastNa
me%3Bdocument.querySelector(%22.invitee-picker-content__typeahead-field%20input%22).dispatchEvent(new%20
Event('input'%2C%20%7B%20bubbles%3A%20true%20%7D))%3Bif%20(lineNumber%20%3C%20lines.length)%7BsetTi
meout(parseLine%2C1500%2Clines%2C%20%2B%2BlineNumber)%3B%7D%7D%3Bdocument.getElementById(%22in
vitee-picker__modal%22).outerHTML%20%3D%20%20document.getElementById(%22invitee-picker__modal%22).out
erHTML%20%2B%20%22%3Cinput%20type%3D'file'%20name%3D'file'%20id%3D'file'%20accept%3D'.csv'%3E%22%3
Bdocument.getElementById('file').onchange%20%3D%20function()%7Bvar%20file%20%3D%20this.files%5B0%5D%3
Bvar%20reader%20%3D%20new%20FileReader()%3Breader.onload%20%3D%20function(progressEvent)%7Bconsole.
log(this.result)%3Bvar%20lines%20%3D%20this.result.split('%5Cn')%3BparseLine(lines%2C%201)%3B%7D%3Breader
.readAsText(file)%3B%7D%7D)()
```

This is a little code that I wrote for you. It'll help you to automatically invite all of your prospects with one click.

Step #2: Make a segmentation of your connections in the LinkedIn Sales Navigator.

You'll use the Sales Navigator to make a list of people you want to invite. Important! In the relationship field, you have to select: 1st Degree Connections.

Select the relevant people you want to invite.

Create a list and add them to the list.

Check your just created lead-list.

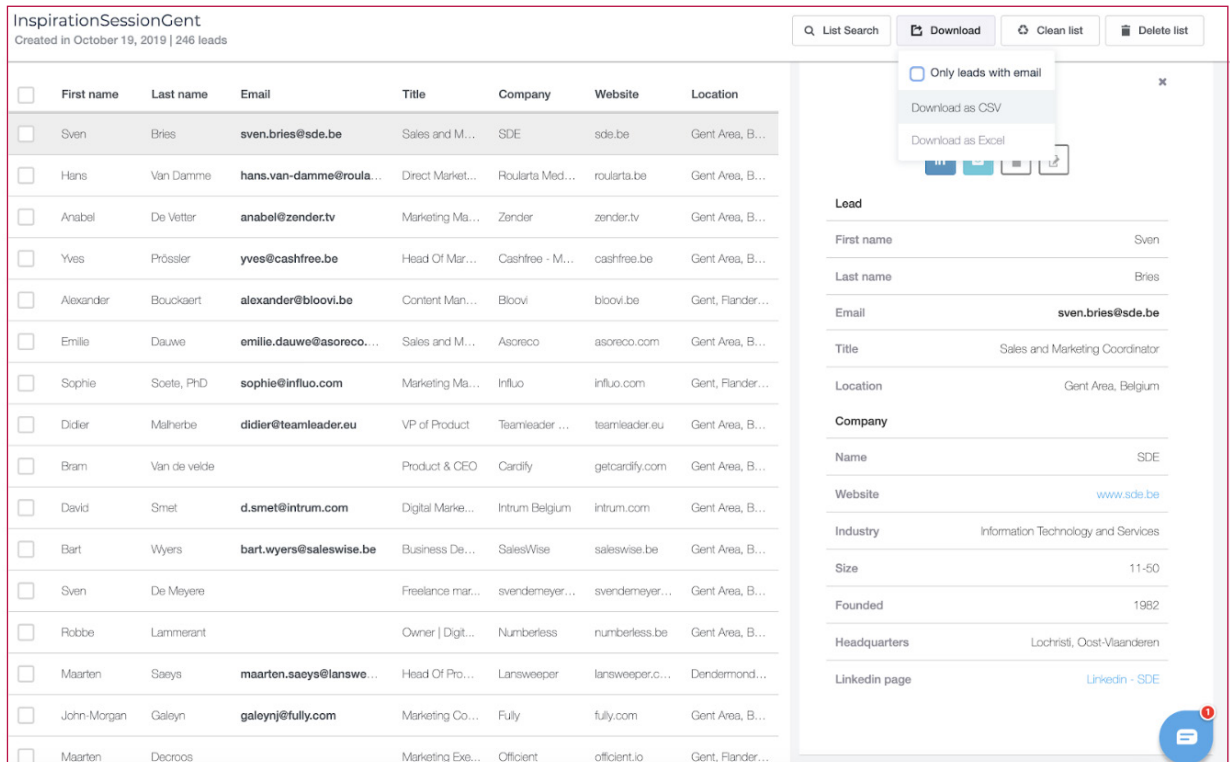Export lead list with Skrapp.io

Skrapp.io is a tool that can help you to find the email addresses of your prospects.

You'll not need the email addresses for the rest of this guide. But it could be handy to also retarget your invitees through email. This extra step can increase the effectiveness of your campaign.
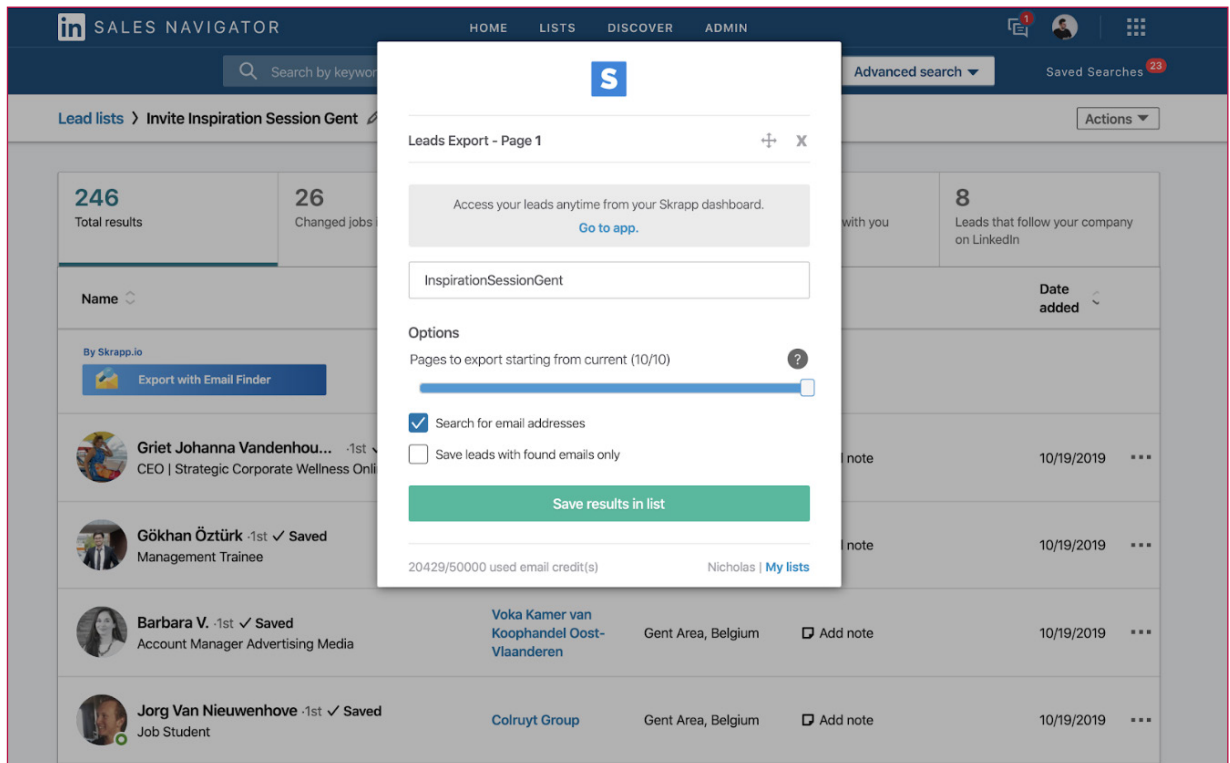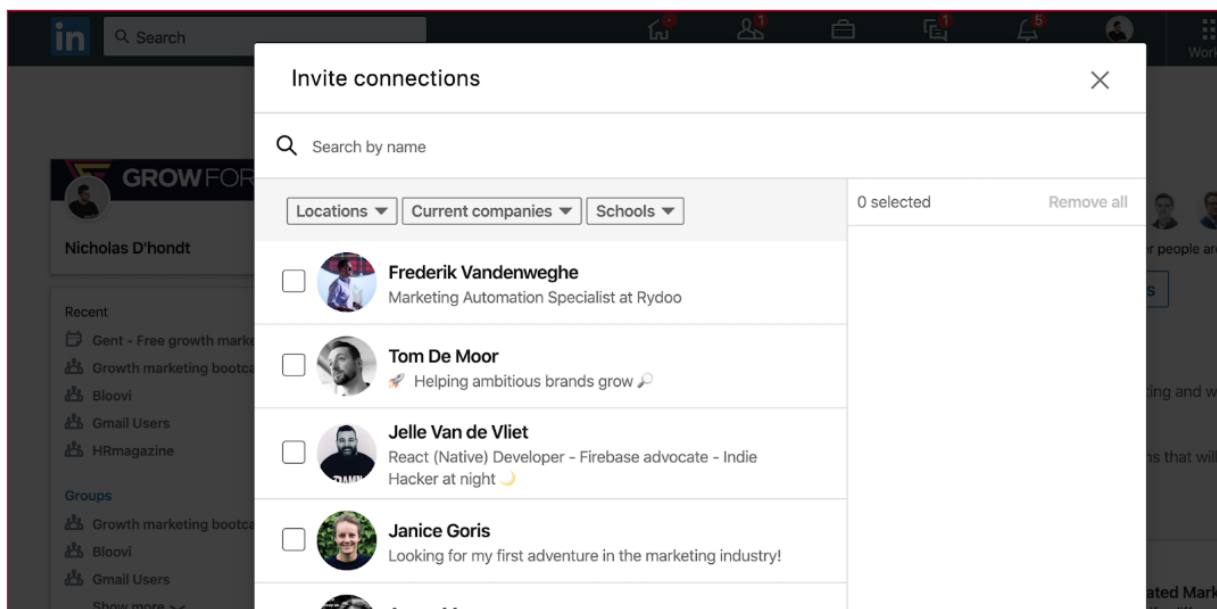

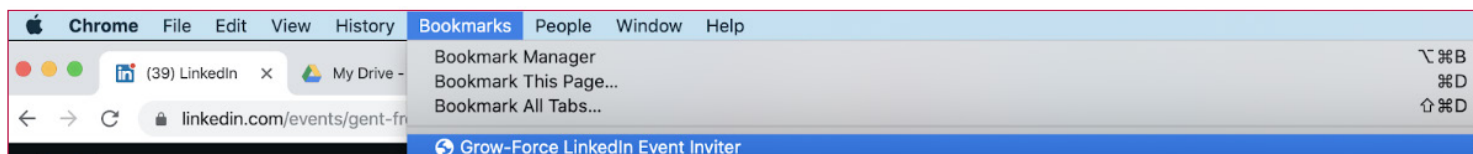Export your leads to csv.

Create your event on LinkedIn, if you haven't done it yet. Then go to your event on LinkedIn.
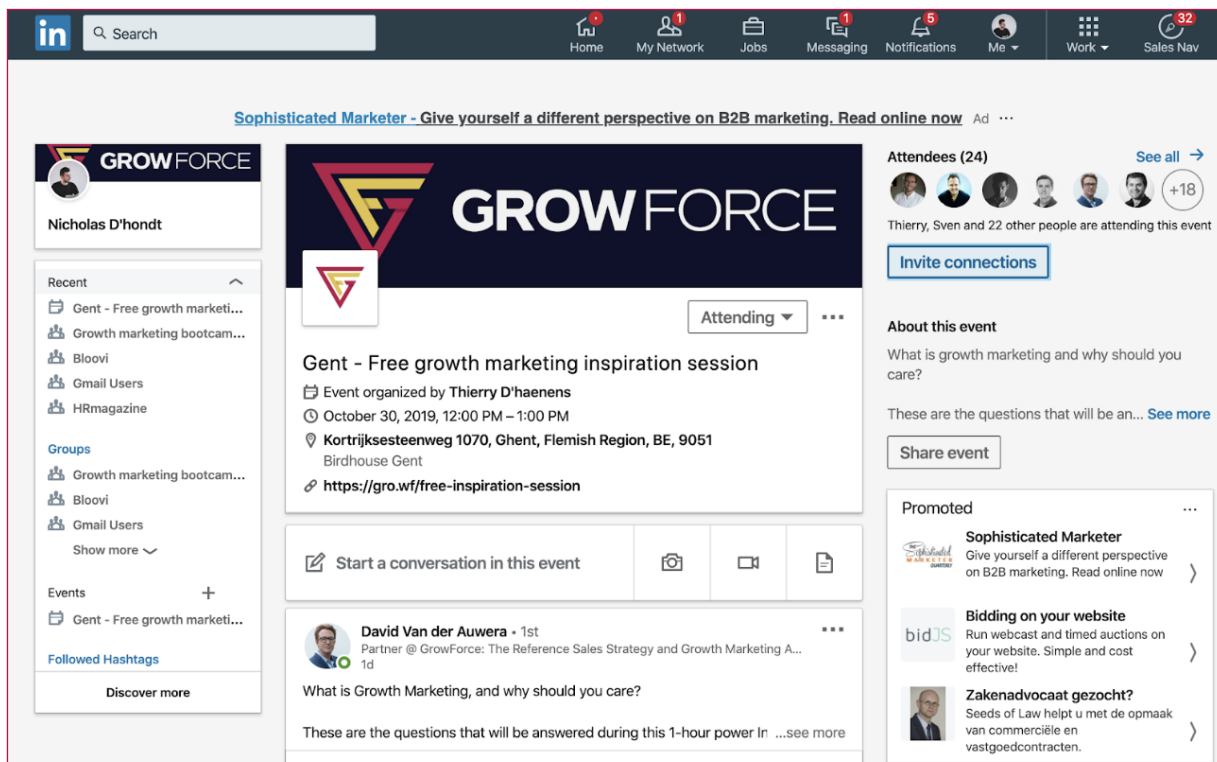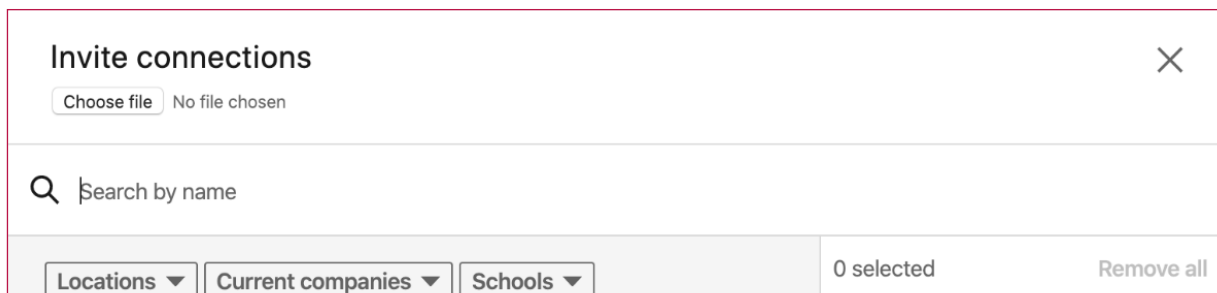

Click Invite Connections.

Click on your bookmark that you made in Step 1.
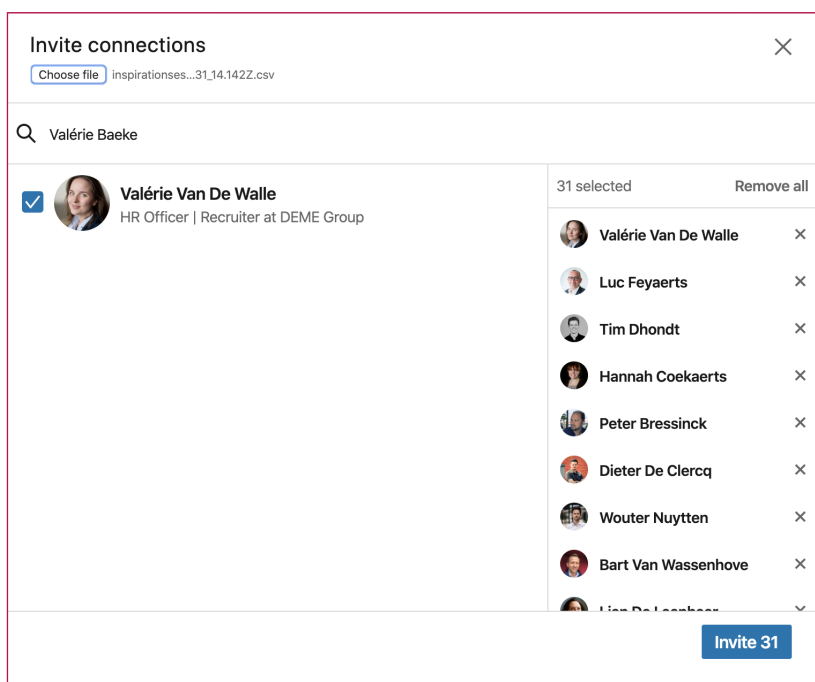
Like magic, a Choose File button will appear.

Now just upload your csv you exported with skrapp and watch the magic unfold.
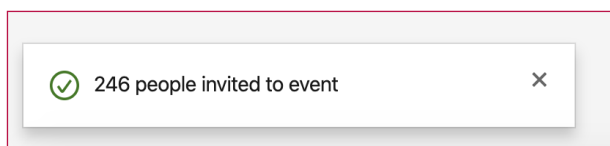
When the script is done selecting everyone, just click the blue invite button.

You've done it, that's it. Now, if you can, follow up with email. Or, you can send them automated messages on LinkedIn to follow up with Phantombuster. All up to you.

Also, keep this in mind; adding your target audience to your network is a vital step here because you can only invite the first degree connections to your event.

We have a winner

You made it to the finish line. But remember this was only a warm-up lap.

This eBook can prepare you for the LinkedIn marathon, but you need to digest and implement all the steps as you read.

Whenever you need help, come here and talk with the book. The structure of this eBook is designed to help you overcome obstacles one by one.

I'm sure you'll find your way to generate leads on LinkedIn and grow your business. You can implement all these steps in 2-3 months.

But what if these 2-3 months are too long for you?

You might want to run a sprint instead of a marathon to grow faster in a shorter time.

There we know somebody who can prepare you for the gold medal in that LinkedIn Sprint.

It is us, GrowForce.

What is a LinkedIn Sprint?

In LinkedIn Sprint, we create a tailor-made plan for you and implement our proven playbooks according to your needs.

Here are some of the benefits of this short and powerful run:

- You'll work one-and-one with a professional LinkedIn coach.
- It's a collaborative process. We'll work together and transfer all know-how to you or your team, no secrets held.
- All the LinkedIn profiles of your company (including team members) will reach perfection. We'll transform them into conversion channels.
- Awareness and acquisition without advertising costs or having to pay a single dollar. All the processes will be automated.
- Free organic reach with targeted content, curated for your audience.
- Advanced experimentation with LinkedIn ads and Sales Navigator.

2-3 months? How about getting tangible results in 3 weeks?

We're not talking about far-fetched goals here. We've done everything we've written in this eBook and in time, we got faster, stronger and better on LinkedIn marketing.

So if it sounds too good to be true, we can **hop on a call** and talk until you're comfortable to start.

Thanks for reading!

I hope you'll do great things on LinkedIn and grow your business.