

5 Tips for Generating Leads from LinkedIn



Source: [Power Formula](#)

Most people see being on LinkedIn as useless; waiting in hopes for better socializing opportunities. Some of us are there because almost everyone else is. Perhaps, a LinkedIn contact might prove worthy or actually lead to a real job opportunity, but seriously – is there any proof of a substantive, tangible benefit you might have received for your effort of maintaining a LinkedIn profile?

Probably, no! But this is just the beginning.

Good news is that it is possible to generate leads and benefit your business in both the long and the short run. By reading this post, you will explore some of the [LinkedIn B2B lead generation](#) methods that have proven to work out in well.

Here is why it actually works:

- [71 percent of marketers](#) are known to use LinkedIn. Besides this, 62 percent want to find out more about LinkedIn while 66 percent of the marketers aim to increase their activity on LinkedIn in the coming year, according to the [Social Media Examiner Report](#)
- [81% of B2B marketers](#) consider LinkedIn a crucial medium to spread the word about new product launches

- LinkedIn has about [400 million members worldwide](#) and hence a vast variety of people are present for every possible kind of job in even niche markets
- Generating [80% of B2B leads](#), LinkedIn is said to be the power tool in lead generation

LinkedIn is very simple and only requires some time and effort. But as long as you have a vision to succeed, things will surely work out.

Let's get started.

Here are five crucial tips to generate leads from LinkedIn.

1. Being Prepared By Being Specific

Make sure to have the basics figured out as it can hurt to try to find leads prematurely. Being specific is an essential point of being successful on LinkedIn. If you confuse people who visit your profile by not defining what you do, who you are and what you have to offer, you are sure to drive them away. Make sure to add relevant [headlines](#), work experiences (both past and current), summary along with specialties so that others know how you can be of use to them. To ensure this, follow these [LinkedIn profile tips](#).

Don't forget to add your contact details and a web page if you have any, or allow them to contact you in real time. Even 15 minutes of a single phone call can generate a flood of leads.

2. Track the People Who Visit Your Profile and Get in Touch As Soon As Possible

The screenshot shows the 'Profile Stats' section of a LinkedIn profile. The main heading is 'See Who's Viewed Your Profile'. Below this, it says 'Get a brand new perspective with more real names, profile views and search insights'. There is a note: 'Your profile view setting must be changed to see profile stats:'. Two bullet points follow: 'from Anonymous: Profile characteristics (eg. industry and title)' and 'to Visible: Your name and headline (why?)'. A sub-note says 'You can change this setting back at any time.' At the bottom, there are two buttons: 'Yes, Change Your Setting' (highlighted in yellow) and 'No, Thanks'. On the right side, there are two preview boxes. The first is titled 'How you will appear' and shows a profile picture of 'Omar Shahine' with the title 'Principal Group Program Manager'. The second is titled 'How anonymous users appear' and shows a generic profile picture with the title 'Group Program Manager'.

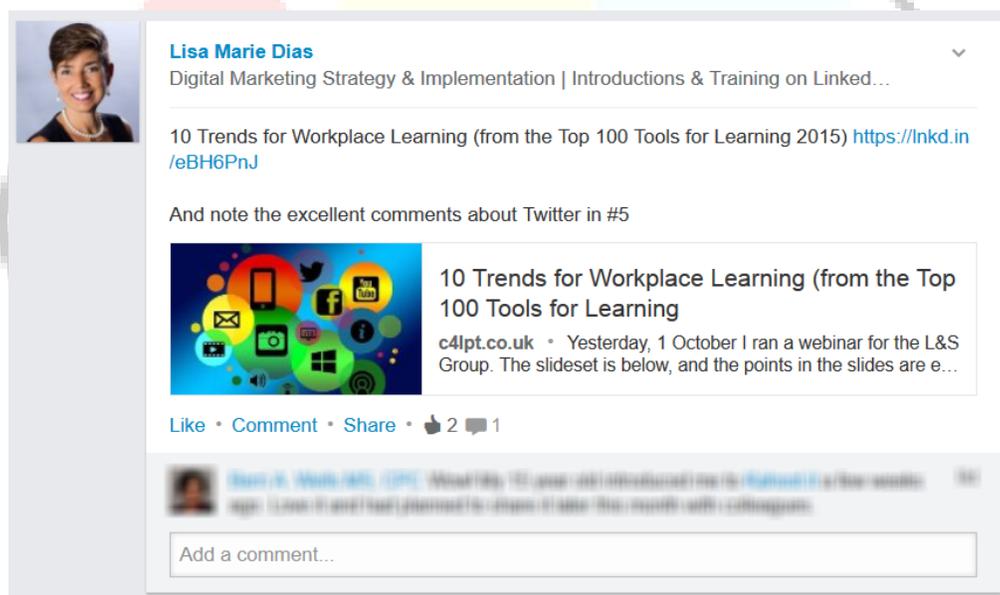
Source: [OmarKnows](#)

LinkedIn lets you know how many people have viewed your profile in the last few days. Each one of them is a prospect for your business as said by John Rampton, an expert in digital marketing who is named one of the [Top 50 Online Influencers in the World by Entrepreneur Magazine](#). Rampton shares his personal experience: he follows people who have gone through his profile. This has helped him achieve greater success in his business.

To see who has been through your profile, go to [“Who’s Viewed Your Profile,”](#) under “Profile” in the menu bar. You might have to upgrade your account for more features but be regular in keeping up with who has checked you out. You may also contact them by acknowledging their view on your profile and asking them how you can be of service.

Still wondering how to contact strangers on LinkedIn? Here’s a golden rule: since you know that they have viewed your profile, do not consider them as strangers. Start off by communicating with them through an [InMail](#). Even a short question is good to go, for instance, *“Hi, I noticed that you viewed my profile lately. Please let me know how I can help you!”*

3. Make Use of Themed Series to Share Your Updated Content and Be Visible



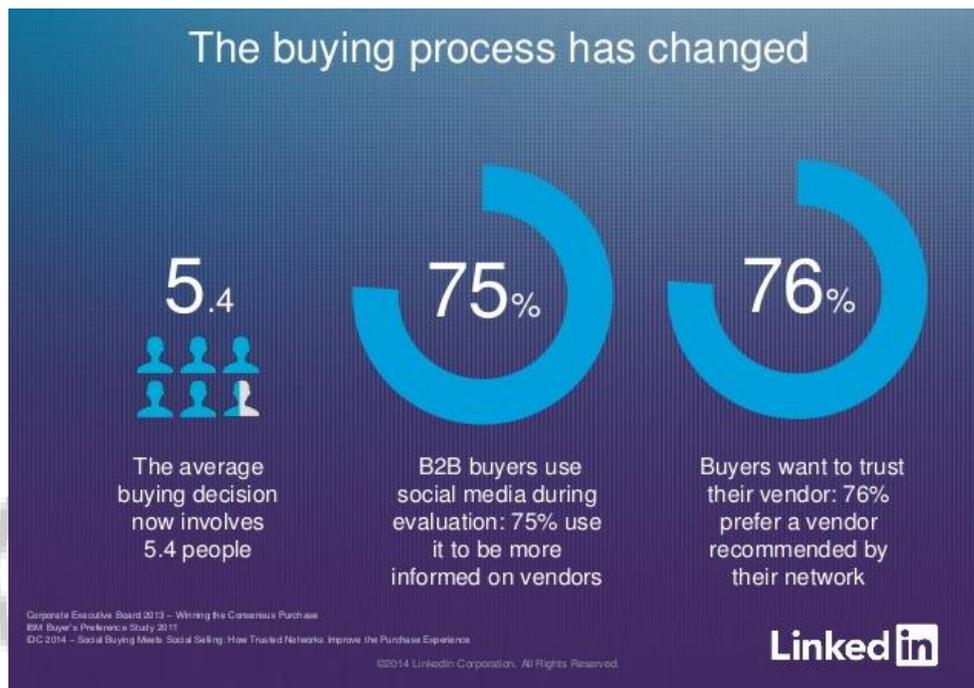
Source: [Lisa Marie Dias](#)

There is a feature for sharing updates which is also ideal for posting short comments or links to an article but there is also a “Publish a post” feature for long articles and blogs. Each time you post something; it will appear on the feed of your peers and will get your profile more views and connections while establishing your position as an expert that might lead to the interest of a new client. After having your [company page](#) developed, it is recommended that you share it with everyone in your list and let them

know why you will be a good choice to keep an eye out for. You can start a themed content, and share a tip at a time which will interest people and might even start up a conversation.

4. Send Messages but Don't Spam

The most effective way for driving your sales is through direct messaging on LinkedIn as stated by Chris J Reed, the CEO and Founder of [Black Marketing](#). According to him, you can use the data provided from LinkedIn to contact exactly who you want but make sure not to spam everyone as it can backfire easily. Before sending out short and impactful messages for increasing leads, ensure that you have a well-developed company and personal profile, and a well-revised marketing content plan.



Source: [LinkedIn Sales Solutions](#)

InMails on [Premium](#) and [Sales Navigator](#) is the best way for messaging. It is also wise to keep up with your 1st connections when they change jobs as they can become potential clients or customers.

5. Never Say No to Extra Features on LinkedIn



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When we look for inspiration, the sky's the limit. That's why a group of our top designers met the US Navy's elite flight demonstration team – better known as the Blue Angels – at their hangar in Pensacola, Florida. As the pilots took the Nissan GT-R for a test drive, our team studied the fighter... more



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Source: [LinkedIn](#)

There are various extra handy tools available on LinkedIn for a mere price that can be pivotal to your success. A good way of gaining users is by [Sponsored Updates](#) which even allows you to target specific people. Opting for a premium account will enable effective interactions and control on the site while allowing you to use extra features and filter options that can provide better insights on what kind of people are viewing your profile.

Wrapping It Up

Whatever kind of business you are running can be sure to benefit with its presence on LinkedIn. It is indeed the best way for generating new leads such as, new customers, investors, business partners, sponsors, and affiliates. Just make sure to have proper planning and no spamming in order to reach your target audience. About [fifteen minutes](#) a day will be more than enough time to make efficient use of your LinkedIn account. Make sure to implement the above-discussed points after careful evaluation and study. What's next? Reap the rewards of a successful business! You will be sure to get amazing results.