

How to use LinkedIn for lead generation



Automation

- Increase connections with a specific target audience
- Automate targeted messages to build relationships
- Invite 250+ connections a month to follow your company
- Generate new targeted leads



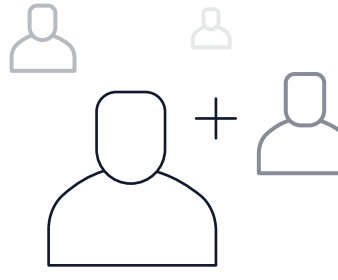
Content

- Repurpose your content – personal post, company post, direct messages, articles and newsletter
- Share personal perspectives
- Never go hard sell
- Keep it consistent, varied, and valuable
- Use relevant hashtags
- Maximise engagement in the first hour to increase post reach

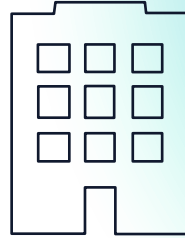


Measurement

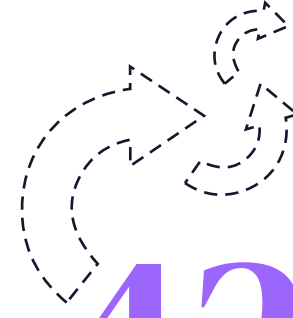
- Connections
- Engagement – likes, shares, comments, impressions and leads
- Best performing content
- Prime posting days and times
- New page visitor demographics
- Website referrals from LinkedIn

830 

million members

58 

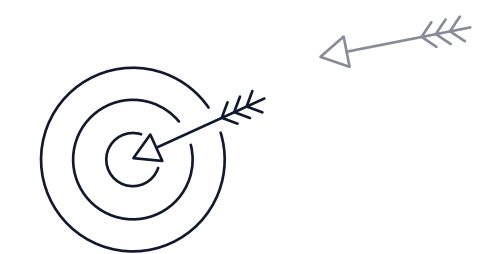
million companies


43.7%

growth year-on-year

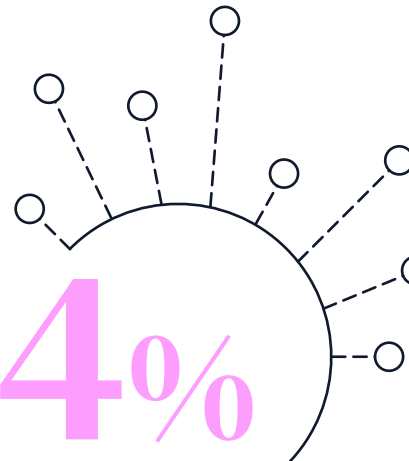


**Top platform
for B2B lead
generation**




82%

say it's most effective
channel to achieve
content objectives


94%

of B2B marketers use
LinkedIn as first channel
to distribute content


22%

increase in
engagement in 2022