

How to be more effective on LinkedIn

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In sales & marketing since 2000



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Why use LinkedIn?

- 1- [277% more effective](#) than Twitter and Facebook
- 2- Laser-focus targeting
- 3- Up-to-date data
- 4- Higher open rates than email
- 5- Enhanced engagement opportunities
- 6 - Raise brand awareness without being pushy

Profile tips

- 1- Get to know your ideal client** - titles, challenges, what keeps them up at night?
- 2- Spend time on your headline** - Include the problems you'll solve
- 3- Optimize your 'About' section** - Share your story in the first person
- 4- Make your photo stand out** - Use colour, be approachable

<https://www.dux-soup.com/blog/is-your-linkedin-profile-attracting-or-repelling-your-ideal-client-5-profile-tips-for-the-year-2023>



Profile tips - Headlines

LinkedIn Acceleration
THE ULTIMATE
LINKEDIN PROFILE CHECKLIST
Grab Your Free Checklist NOW
TheUltimateProfileChecklist.com



Tracy Enos (LinkedIn Expert) · 1st

Does Your LinkedIn Profile Bring the H.E.A.T? 🚀 We Do LinkedIn Profile & Company Page Makeovers & Sales Navigator Coaching 🔥 Award Winning Author of "LinkedIn Publishing to Profits"

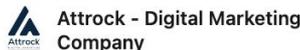


I HELP BUSINESSES GROW THEIR WEBSITE TRAFFIC AND GENERATE LEADS
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AS SEEN ON TechCrunch HUFFPOST YOURSTORY Social Media Today AND MANY MORE...

Gaurav Sharma · 2nd

Helping Businesses Grow Their 🚀 Traffic, Leads, & Sales 💰 with Content Marketing, SEO, CRO, 🌐 Affiliates, Sales Funnel 💰 and Email Campaigns 📧 | Recognized as Top 100 Content Marketing Influencer | Founder of Attrock

Talks about #seo #content #salesfunnel #leadgeneration and





Profile tips - About

About

We help Business Professionals, Entrepreneurs, and Business Owners Grow Their Businesses to 6-Figures or More Through Our LinkedIn Marketing Frameworks. We have successfully consulted 1000's from the Solo-Entrepreneur to the \$50M SaaS companies generating millions in new business.

SERVICES INCLUDE:

-  LinkedIn Profile Makeovers
-  LinkedIn Consulting
-  LinkedIn Coaching
-  Speaking for Your Organization
-  Virtual LinkedIn Trainings
-  Podcast Guest - LinkedIn & Brand Development Topics

 **Available**
Remote



Building your network

- 1- Finding your target audience - Use [Boolean search](#), [LinkedIn lists](#), Sales Nav
- 2- Make your connection message [personalized & relevant](#)
- 3- Automate and [follow up!](#)

Tip: Test with manageable list sizes of 250

Tip: Save/tag your lists for campaigns

Activities and shared experiences 📌

Changed jobs in last 90 days 290K+

Mentioned in news in last 30 days 1K+

Posted on linkedin in 30 days 1M+

Have shared experiences with you 190K+



Using InMails

	Email Marketing*	LinkedIn Sponsored InMail**
Bounce Rate	0.6%	0%
Unsubscribe	0.3%	0.1%
Open rate	21.6%	57.5%
CTR	2.6%	3.6%

- 1- Paid messages to 'out of network' contacts
- 2- You can send [free InMails](#) to OpenLink profiles
- 3- Focus on InMail content - important! Question, Statistic, Bold statement, reference recipient, use personalization, inject personality
- 4- Scale. Dux-Soup can automate 100s of InMails a day

InMail Credits

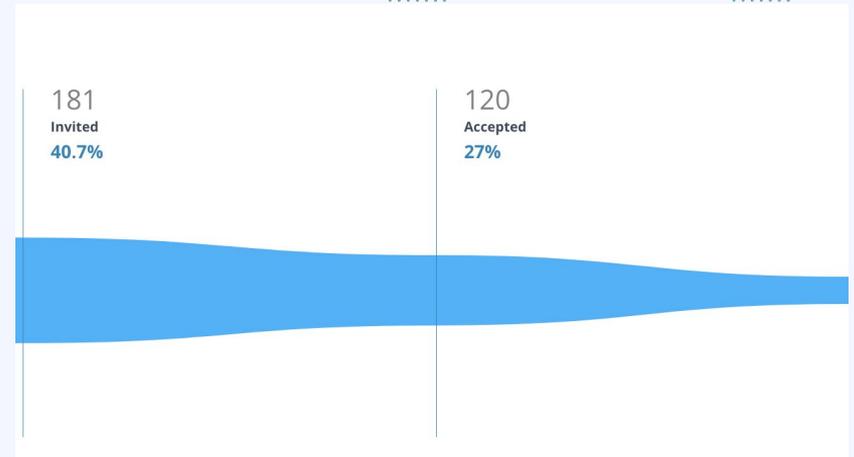
Account Type	InMails per month	Maximum credits
Premium Essential	5	15
Premium Pro	15	45
Sales Navigator	50	150
Recruiter Lite	30	90

Source: <https://www.linkedin.com/help/linkedin/answer/a543695>



Use Groups

- 1- Research your target audience
- 2- Join groups to connect with members (66% connection acceptance)
- 3- Use Sales Nav to [connect with people in groups you're not a member of](#)



Use Groups - Sales Nav advanced search

Groups

shoe

Shoe Lovers

Shoe Export Import

shoe design

Handbag & Shoe Startups

Handbag and shoe professionals

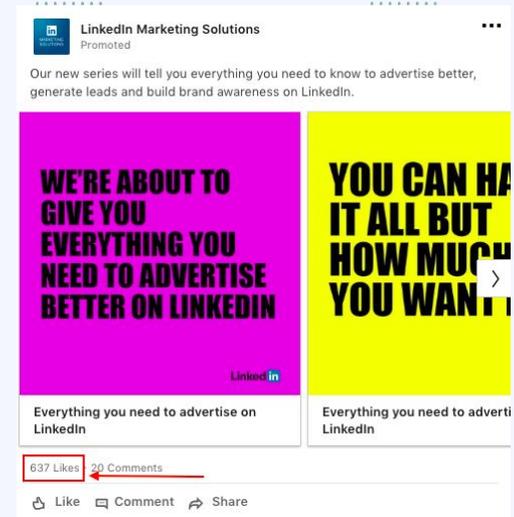
The Shoe Lovers

Big Shoes Network

LUXURY SHOES

Content Strategy

- 1- Post quality content
- 2- Find the likes on your content and connect
- 3- Find likes on other relevant content and connect
- 4- Automate to save time



Conclusion

- 1- Use LinkedIn
- 2- Get your profile up to date
- 3- Grow your network to raise awareness
- 4- Try InMails (for free!)
- 5- Join Groups and interact with members
- 6 - Post good content



Your Contacts

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[Free Dux-Soup Trial](#)

