

@LENKAKOPP

**MASTERING
LINKEDIN
LEAD GENERATION**

**LENKA
KOPPOVA**

**LENKA
KOPPOVA**

I'M ON A MISSION TO HELP AMBITIOUS
ENTREPRENEURS LEVERAGE SOCIAL
MEDIA TO ACHIEVE THEIR GOALS!



5 STEPS TO A BADASS LINKEDIN STRATEGY

**BADASS
SOCIALS**

- 1. YOUR BUSINESS** You, your WHY, brand, personality, voice, values...
- 2. YOUR GOALS AND KPIS** What do you want to achieve?
- 3. YOUR CUSTOMERS** Who are your ideal customers? Customer journey...
- 4. YOUR CONTENT** Different content buckets, types of content, calendar...
- 5. YOUR ACTION PLAN** How are you going to execute your strategy?



**IT'S NOT ABOUT
YOU!**



**IDEAL
CUSTOMERS**



WHO ARE THEY?

**IDEAL
CUSTOMERS**

CUSTOMER PERSONA

**WHAT ARE THEIR
CHALLENGES?**

**WHERE DO THEY
HANG OUT?**

**WHAT'S THEIR
BUYER JOURNEY?**



MAP OUT THE CUSTOMER JOURNEY

- AWARENESS
- CONSIDERATION
- CONVERSION



LET'S TRY THIS!

LINKEDIN LEAD GENERATION STRATEGY

**BADASS
SOCIALS**

1. AWARENESS

- Create a badass profile
- Showcase your expertise
- Leverage word of mouth

2. CONSIDERATION

- Engage, engage, engage
- Grow your network
- Be proactive with your lead generation

3. CONVERSION

- Think: What's the next step on customer journey?
- Measure and analyse

1. AWARENESS = BUILD A STANDOUT PRESENCE!

- CREATE BADASS PROFILE
- SHOWCASE EXPERTISE
- LEVERAGE WORD OF MOUTH

**BADASS
SOCIALS**

YOUR LINKEDIN PROFILE

HELLO

- PROFILE PICTURE + COVER IMAGE
- KEYWORD OPTIMISED HEADLINE
- ACTIONABLE SUMMARY
- CUSTOMISED URL



John Espirian • 1st

Relentlessly helpful technical copywriter | B2B copywriting for websites & blogs

Newport, Newport, United Kingdom

Message

More...

The relentlessly helpful
technical copywriter

Espirian.co.uk

University of Nottingham

See contact info

See connections (500+)

Too busy to write your own web content that explains how your products, services and processes work? Get in touch: support@espirian.co.uk. I'm a highly recommended B2B content writer who can help you gain and retain customers. SME clients such as Virgin Media and Sky hire me to write guid...



A quick LinkedIn intro



John Espirian • 1st

Relentlessly helpful technical copywriting | content writing for B2B websites, blogs & case studies

Espirian.co.uk

Newport, United Kingdom • 500+


MESSAGE

MORE...


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technical copywriting


John Espirian • 1st
Relentlessly helpful technical copywriting | content writing for B2B websites, blogs & case studies
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[MESSAGE](#) [MORE...](#)

I write B2B content that explains how your products, services and processes work. I specialise in writing websites, blogs and case...

[10 TIPS for Writing](#) [10 TIPS for Proofreading](#) [+2](#)


John Espirian • 1st
Relentlessly helpful technical copywriting...
6d • Edited


 Don't talk about yourself in the third person

In all your content, use "I", "we", "us" and... see more




Should I write my About page in third person?



Am I The Rock?

Yes  Write it in **THIRD** person

No  Write it in **FIRST** person

81 likes • 72 comments

 Like  Comment  Share

 Leave your thoughts here... 




Ana Hoffman • 2nd


Discover how to get BIG website traffic for small marketing budgets at Traffic Generation Café

San Francisco Bay Area


Connect

More...

 TrafficGenerationCafe.com

 Herzog University of St. Petersburg, Russia

 See contact info

 500+ connections

I never thought internet marketing would be my career of choice, but when I got my head around SEO, I knew I found my passion. That passion became the centerpiece of my newly popular blog, Traffic Generation Cafe. TGC primarily focuses on free traffic generation strategies, like SEO, social media, ...



MEGAN ROSE

FREELANCE WRITER



Megan Douglas, Copywriter • 2nd

Writing the words you need | Copywriter | Content Writer

Stevenage, United Kingdom

Connect

Message

More...



Megan Rose Freelance



University of Durham



See contact info



500+ connections

Words aren't "just" words. Especially when it comes to your business, charity or other non-profit organisation. I hone in on the key messages you're trying to communicate, find the right voice for your business, and get your message across clearly. I can help you with copywriting and content for:...



Portfolio



What my clients say...



.....ANDY FOOTE..... • 2nd

The reason I'm not smiling? I've seen too many awful LinkedIn profiles today.

Greater Chicago Area

Connect

Message

More...



LINKEDINSIGHTS.COM



The University of Dundee



See contact info



500+ connections

Your LinkedIn profile probably isn't awful, but I know that I could improve it in 10 insightful ways you'd call brilliant. Very confident in my transformational abilities because I've helped hundreds of busy, brand aware professionals just like you, change their LinkedIn presence from mediocre to something ...



Cindy Gallop



Cindy Gallop • 2nd

I like to blow shit up. I am the Michael Bay of business.

Greater New York City Area

Follow

More...



MakeLoveNotPorn



University of Oxford



See contact info



500+ connections

Brand and business innovator, available as consultant for clients who want to change the game in their sector, and who are looking for radical, breakthrough, innovative and transformative ways to do so. My consulting approach can be summarized as 'I like to blow shit up. I am the Michael Bay of business.' ...



Redesigning the business of advertising - Cindy Gallop - ...



TELL A STORY

**SHOW,
DON'T TELL**

**BAD
ASS**

**SHOW YOUR
PERSONALITY**

BE AUTHENTIC



TOP 10 GLOBAL BUZZWORDS

- | | | | |
|---|-----------------------------|----|-----------------------|
| 1 | <i>Motivated</i> | 6 | <i>Responsible</i> |
| 2 | <i>Passionate</i> | 7 | <i>Strategic</i> |
| 3 | <i>Creative</i> | 8 | <i>Track record</i> |
| 4 | <i>Driven</i> | 9 | <i>Organizational</i> |
| 5 | <i>Extensive Experience</i> | 10 | <i>Expert</i> |



LET'S TRY THIS!

YOUR LINKEDIN PROFILE



- LINK TO YOUR BUSINESS PAGE
- ENDORSEMENTS AND RECOMMENDATIONS
- CLEVER FORMATING OF YOUR TEXT
- CLEAR CTA



PERSONAL PROFILE
VS
BUSINESS PAGE



Lenka Koppová

Award-winning Social Media Strategist and Trainer helping entrepreneurs to grow by using social media the right way.

Experience



Founder

Cambridge Social Media

Jan 2018 – Present · 1 yr 2 mos
Cambridge, United Kingdom

Cambridge Social Media was designed to help freelancers, small business owners and entrepreneurs in and around Cambridge navigate the world of social media and leverage social media to grow their businesses and, ultimately, achieve their goals.

Cambridge Social Media is a platform for freelancers, small business owners and/or entrepreneurs (call yourself what you want) who want to learn more about social media (and everything related to it) in a safe and friendly environment.

... See more



Cambridge Social
Media Day 2018



Social Media Marketing Consultant

Lenka Koppova Social Media

Jan 2016 – Present · 3 yrs 2 mos
Cambridge

As a business owner, you have hands full with running your business. Making sure everything is taken care of and that you're providing the best possible services. Marketing isn't on the top of your priorities. You know you have to do it, but where to find the time for it?

... See more

Have you heard of the #CSMDay2019?



CAMBRIDGE SOCIAL MEDIA DAY 2019



Cambridge Social Media

Marketing & Advertising · Cambridge, England · 83 followers

✓ Following ...

A two-day social media event filled with knowledge and networking for entrepreneurs from Cambridge (and beyond).

[Visit website](#)

1 person from your school was hired here

[See 1 employee on LinkedIn](#)

Home

About

Jobs

People

Ads

All

Images

Documents

Videos

Sort by: Top



Cambridge Social Media

83 followers
3w • Edited

♥ Less than 70 days to go until the #CSMDay2019. Do you have your ticket already? 🇬🇧

...see more

DAY 1

#CSMDAY2019 SPEAKERS

DAY 2



ANDY LAMBERT



TERESA HEATH-WARING



LUCA SENATORE



Community hashtags

#csmday2018
8 followers

#csmday2019
12 followers

#cambsmmeetup
9 followers

See what people are saying about Cambridge Social Media

8 followers

Header

Page info



Buttons



About

Overview



Locations



Hashtags

Featured groups

Manage languages

Update page information



* indicates required

Name*

Cambridge Social Media

22/100

Tagline

A two-day social media event filled with knowledge and networking for entrepreneurs from Cambridge (and beyond).

112/120

[Manage information in another language](#)



PROOFREAD!



In LinkedIn job title Search results	
independant	622,410
manger	344,056
stationary	187,067
buisness	166,066
commerical	105,833
aquisition	77,372
devlopment	50,414
acheivement	15,448
entreprenuer	9500
pubic	1955
resourcing	331
poofreader	23



LET'S TRY THIS!

1. AWARENESS = BUILD A STANDOUT PRESENCE!

- CREATE BADASS PROFILE
- SHOWCASE EXPERTISE
- LEVERAGE WORD OF MOUTH



**BADASS
SOCIALS**

SHOWCASE YOUR EXPERTISE

- SHARE REGULAR UPDATES
- USE TEXT ONLY OR MEDIA POSTS
- SHARE NATIVE VIDEOS + CAPTIONS
- UPLOAD DOCUMENTS AND SLIDES





**STAY ON THE
PLATFORM!**



**WHAT CONTENT
SHOULD YOU SHARE?**



EDUCATE

ENGAGE

**WHAT CONTENT
SHOULD YOU SHARE?**

ENTERTAIN

INSPIRE

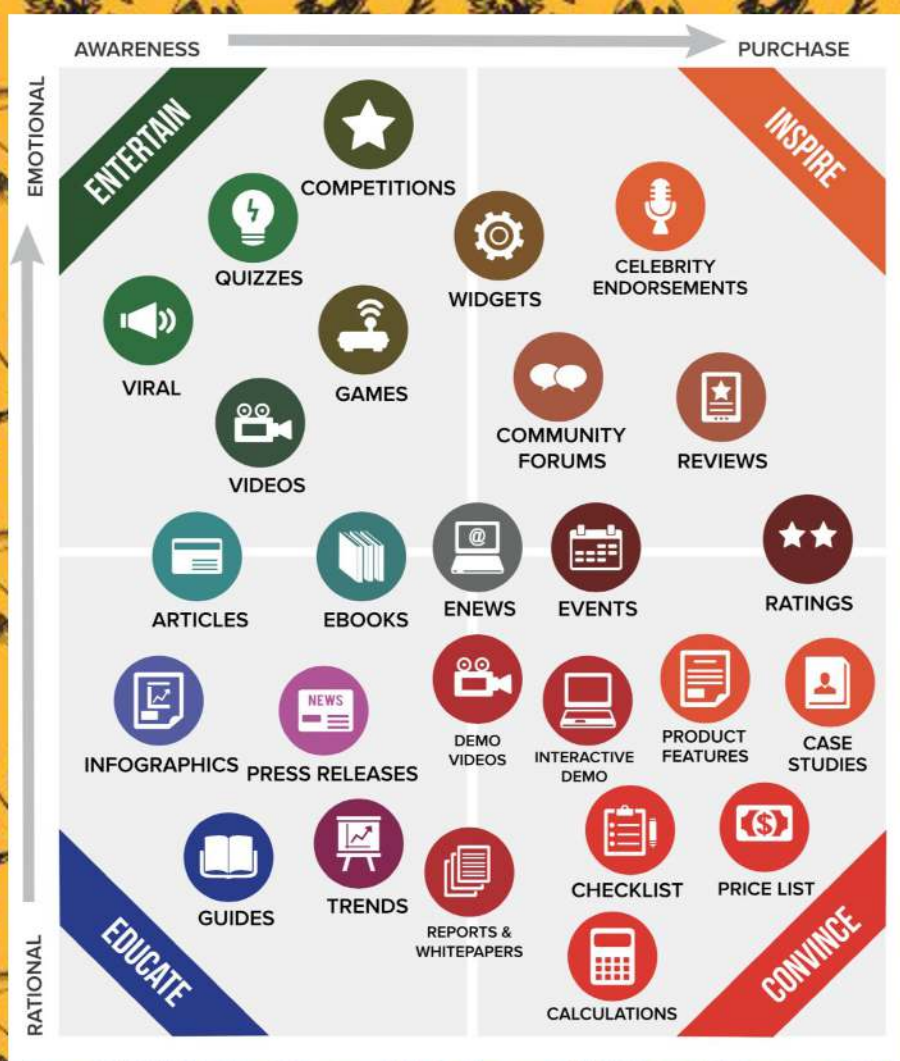
- 
- MICRO BLOG POSTS
 - TIPS & TRICKS
 - FAQs ANSWERS

WHAT CONTENT SHOULD YOU SHARE?

- QUESTIONS & POLLS
- CONVERSATION
STARTERS

- EVENTS
- BEHIND THE SCENES
- FUN STUFF

- QUOTES & TRIVIA
- PERSONAL STORIES
- SUCCESSES



BUYER JOURNEY = THEIR ACTION

- AWARENESS = SEE & LIKE A POST
- INTEREST = READ & COMMENT ON POST
- CONSIDERATION = DM WITH QS
- CONVERSION = GO OFF THE PLATFORM
- LOYALTY = SHARE & RECOMMEND

HAVE A
STRATEGY



LET'S TRY THIS!

1. AWARENESS = BUILD A STANDOUT PRESENCE!

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**BADASS
SOCIALS**

LEVERAGE WORD OF MOUTH

HELLO

- CLAIM YOUR NICHE
- BECOME THE GO-TO EXPERT
- TOP-OF-MIND AWARENESS
- ASK FOR REFERRALS



**GET THE RIGHT
REFERRALS!**

**THE KNOW,
LOVE & TRUST
FACTOR**

**ADD VALUE TO
YOUR AUDIENCE**

BADASS SOCIALS

**DON'T BE AFRAID
TO HAVE AN
OPINION.**

**TAKE LINKEDIN
OFFLINE!**

**BE PRESENT.
CONSISTENTLY!**

2. CONSIDERATION = BE THE SOLUTION!

- ENGAGE, ENGAGE, ENGAGE
- GROW YOUR NETWORK
- = PRO ACTIVE LEAD GENERATION

**BADASS
SOCIALS**



LISTEN!



**LISTEN, BEFORE YOU
START TALKING**

**ANSWER PEOPLE'S
QUESTIONS**

LISTEN!

**TO BE INTERESTING,
BE INTERESTED!**

**UNDERSTAND YOUR
AUDIENCE**



ENGAGEMENT PODIUM

1. COMMENT
2. LIKE
3. SHARE



**LET'S
TALK!**

- COMMENT ON OTHER PEOPLE'S POSTS
- REPLY TO COMMENTS WITH FOLLOW-UP Qs
- SLIDE INTO DMs

GROW YOUR NETWORK

HELLO

- FOLLOW VS CONNECT
- SEARCH FOR RELEVANT CONVERSATIONS
- CONNECT WITH DECISION MAKERS
- DO YOUR RESEARCH, BUT DON'T BE CREEPY!



FOLLOW

VS

CONNECT

HELLO



The Doctor is **in**
doctorlinkedin.com



David Petherick • 2nd

Doctor LinkedIn™ makes you visible, legible & credible on LinkedIn® ✓ Profile Writer ✓ International LinkedIn Speaker

Edinburgh, City of Edinburgh, United Kingdom

- Doctor LinkedIn™
- The University of Edinburgh
- See contact info
- 500+ connections

Follow

Message

More...

I help you tell your story, and write your LinkedIn Profile to help you engage, connect, & convince. I make you visible, legible & credible. Globally. All work comes with a unique 100% 1,000 day satisfaction guarantee. ✓ LINKEDIN TIPS: 30 Tips for a Better LinkedIn® Profile <https://mzs.es/flas...>

HOW TO SEARCH ON LINKEDIN?

- SEARCH PEOPLE
- SEARCH CONTENT & HASHTAGS
- SEARCH FOR WORK

BECOME
SEARCH
NINJA



**WHO'S AT THE
TOP?**



**PEOPLE WITH
A BIG NETWORK**



**PEOPLE WHO ARE ACTIVE
ON THE PLATFORM**



- FIND RELEVANT PEOPLE
- FIND INTERESTING CONVERSATIONS
- REACH THE RIGHT AUDIENCE



**SEARCH
FOR WORK**

**WE'RE HIRING,
JOIN OUR TEAM**

**LOOKING FOR,
RECOMMEND,
RECOMMENDATIONS**



LET'S TRY THIS!

PRO ACTIVE LEAD GENERATION

- KNOW YOUR IDEAL CUSTOMERS
- SEARCH, FOLLOW, ENGAGE
- SEND PERSONALISED CONNECTION REQUEST
- BUILD RELATIONSHIP

DON'T SELL
BE SOCIAL!

3. CONVERSION = YOUR SERVICE, THEIR TIMELINE

- WHAT'S THE NEXT STEP?
- MEASURE AND ANALYSE

**BADASS
SOCIALS**



WHAT'S THE NEXT STEP?

- **AGREE A NEXT STEP**
- **KEEP IN TOUCH**
- **FOLLOW UP**

BUYER JOURNEY = THEIR ACTION

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HAVE A
STRATEGY

MEASURE AND ANALYSE

**BADASS
SOCIALS**

- HAVE A PLAN AND BE STRATEGIC
- UNDERSTAND GOALS AND METRICS
- BE AGILE AND STAY UP-TO-DATE
- CONNECT THE DOTS...

REFINE YOUR
STRATEGY

SET UP
SMART GOALS

MEASURE!

HAVE SOME FUN
= GAMIFICATION

REVIEW YOUR
KPIs REGULARLY

Your image posted on July 16, 2018 (28 comments, 19 likes)



1,277 views

1 reshare



15 people from Jagex viewed your post



38 people who have the title Salesperson viewed your post



209 people viewed your post from Cambridge, United Kingdom

Cambridge Assessment

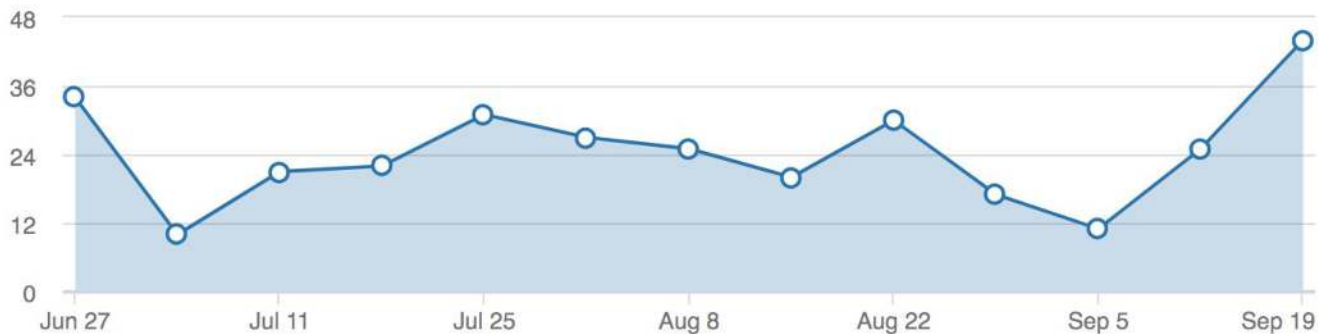
Cambridge Assessment International Education

Taylor Vinters

Deloitte

Who viewed your profile

277 profile viewers in the past 90 days **+76%** since last week



Hide trends



LET'S TRY THIS!

5 STEPS TO A BADASS LINKEDIN STRATEGY

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THANK YOU!

**BADASS
SOCIALS**