

**Thought Leaders**  
BUSINESS LAB

EPISODE 259

# LinkedIn for Lead Generation

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## LinkedIn and email strategy for business

- ◆ Email is more powerful, but LinkedIn is a great supplemental channel to find leads.
- ◆ Use LinkedIn to find leads. For example, for an e-commerce business, find CEOs who would be perfect customers. Create a list of the contact information of these leads.

Then, reach out with a personal message. Each person receives a different message.

- ◆ The message could be as simple as mentioning you came across their LinkedIn or Instagram profile and noticed they were on a podcast or had a speaking event recently.

It can touch on anything significant in their lives like snowboarding, but ties in with your business as well.

## Cold outreach

- ◆ Email and LinkedIn are two profitable marketing channels that have been proven to work best with this cold outreach strategy.
- ◆ From this initial message, you can pique the interest of the lead enough to make a sales call. Connor's team gets a 33% close rate when they get someone onto a call with them.

## Personalisation is very important

- ◆ A personalised touch can stand out in the sea of emails that people get. It certainly stands above copy-and-paste and spam emails, DMs and personal messages that have generic opening lines.
- ◆ Sam shared that she was impressed by Connor's email because it contained information that showed he had done his research on her podcast. This personalisation piqued her interest and made her continue the conversation.
- ◆ If you don't personalise your messages, your domain suffers because at a certain point your emails go straight to the spam folder. So, businesses with this method create a new domain every month or two so they get the responses they hope for.
- ◆ Personalisation takes more work, but it can be done at scale.



## Check LinkedIn directories to find leads

- ◆ There are many channels to start your search. You can search through the directories in your niche. For example, Connor's team looks for directories of CBD and pet stores because these are their niches.
- ◆ If you have the budget, you can buy lists of qualified leads in your niche.
- ◆ If you don't have the budget, LinkedIn is the best way.

Start your research by thinking of your audience and what they would put in their LinkedIn profiles.

## Find your leads on multiple platforms

- ◆ You can reach out to them directly through LinkedIn, but Connor suggests to also reach out through emails.
- ◆ There are tools like **Prospect** that find email addresses attached to social media profiles.
- ◆ Since you don't know where the person will respond, it's better to use multiple channels to reach out to them.

## Importance of follow-up emails

- ◆ Follow up every day until you've sent about 6-7 messages. You may think you're annoying people, but most of your prospects are really busy. Your message may intrigue them but they don't have the time or forget to act until after 2-3 follow-ups.

## Personalisation is a filter and feedback tool

- ◆ As you research information to personalise your message, you'll realise:
  - if a person is a good fit to be a lead for your business.
  - which of your offers is valuable to them.
- ◆ Personalisation isn't limited to just words. You can send funny videos to get great responses.
- ◆ If you do it right, the first email can have an open-rate of 60% or more.



## How to write follow-up emails

- ◆ The first email is always referenced so it's extremely important to personalise that.
- ◆ The second and third emails can be automated using different templates.
- ◆ The fourth and fifth should be personalised again.

## Tips on subject lines in emails

- ◆ Strategies for subject lines vary.
- ◆ One of the easiest is to put a question and the recipient or company name.
- ◆ You can also mention the personal info you got from your research. For example: "I saw your podcast with \_\_\_ and I got this (value) out of it."

## Importance of case studies, results and testimonials

- ◆ Use the personal information as a jump-off point to showcase that you see a business opportunity.
- ◆ Include in the first email a short paragraph or bullet points about your results. It can be a great feedback from a previous client.
- ◆ The first email can be long so you can introduce yourself, your business, success rate and call to action. But it should still be easy to digest by a busy person.

## The “strategy call”

- ◆ Avoid using “strategy call” in the first email. You can paraphrase it to:
  - “Are you open to hopping on to a quick call this week?”
  - “Are you open to exploring this more?”
- ◆ When the lead replies positively, then you can use the term strategy call with add-ons like “I want to make sure that what I do will be a good fit for you. I don’t want to waste your time.”



## Make sure your email domain is healthy

- ▼ Before you think of the individuals you will reach out to, make sure that your email domain has not been tagged as spam by email servers like Gmail.
- ▼ If your domain is unhealthy, you will just be wasting your time sending out emails because these will always go to the spam folder of your targets.
- ▼ When your main business domain is healthy and works well, create a second email domain and use this for future emails. This way, your main business domain remains healthy as a tool for communicating with current clients.
- ▼ One of the best ways to check your domain's status is the open rate, which should be 60-90%. A rate of 30-90% is still okay, 20-30% is the yellow zone, and below 20% is in the red.

## How to send emails

- ▼ If you're emailing even just 100 people, it will be hard to keep track of what you need to do for each lead.
- ▼ So, use CRMs like [PipeDrive](#) and [Outplay](#) to manage the content and schedule of the messages.
- ▼ Respond to lead replies quickly. Don't wait until the next business day. Send your response within 8 hours from receipt of an email from a lead.

## Resources

[Prospect](#)  
[Outplay](#)  
[PipeDrive](#)

## Connect With Ryan O'Connor

[worthecommerce.com](#)  
Connect with Ryan on [LinkedIn](#)  
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