



THE 30 MINUTE LINKEDIN HACK

A GUIDE TO GENERATE MORE LEADS & ATTRACT MORE CLIENTS



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THE 30 MINUTE LINKEDIN HACK

LinkedIn is a goldmine for social selling for many small business owners and sales teams. With this powerhouse platform, one can generate more leads and attract more clients or customers.

The one thing that holds people back from diving full force into LinkedIn is the perceived time investment.

Far too many business owners think that they have to spend hours a day on LinkedIn to see any results. Wrong!



OUR
30 MIN
FREE
GUIDE

What To Do Before Implementing Your 30 Minute Strategy

Before you can jump right into accelerating LinkedIn results, you must be prepared. Without an optimized profile or clear set of goals, the 30 minutes will be a waste. Here's what to do first:

Most of us don't have eight hours to spend on LinkedIn, but thankfully you don't need hours. When you approach LinkedIn with sound strategies, you can accelerate your results in as little as 30 minutes per day. And that's all it takes to see incredible results on LinkedIn.

By spending 30 quality minutes on LinkedIn each day, you can maximize your efficacy without detracting from all of the other important things you must do.



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STEPS FOR A PRODUCTIVE 30 MINUTE ROUTINE:

Create Your End-Goal

Why are you using LinkedIn? Define what you are trying to accomplish by outlining your objectives. While LinkedIn can be used to recruit talent, it can also be used to:

- Build and strengthen your brand awareness.
- Promote your content.
- Source partners and suppliers.
- Increase website traffic.
- Follow business news and trends.
- Obtain referrals.
- And more

Decide what you want to achieve most because this will guide how you spend your 30 minutes.



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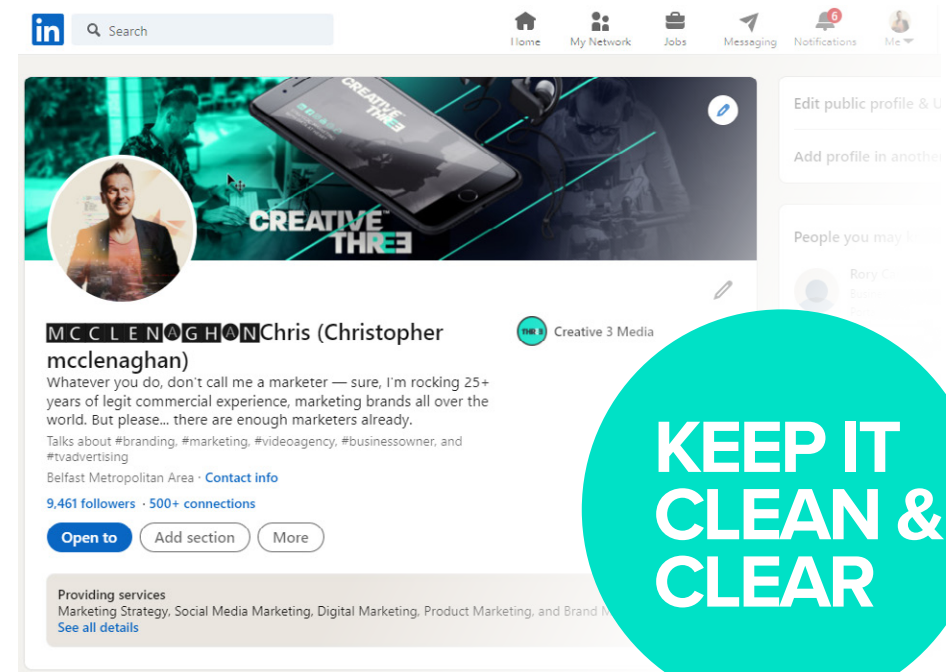


OPTIMISE YOUR PROFILE - OR AT LEAST FIX IT

Having any profile is not enough, you must ensure that your LinkedIn profile is complete and optimized for your goals. If you are job seeking, then it makes sense for your profile to read like a resume, but this is not the case if you're looking for partners or clients. Instead, your profile should showcase your unique value proposition.

To optimize your profile, include the following:

- Get a clean, clear headshot.
- A relevant cover image that's right to your industry.
- A value-packed headline with industry keywords and problems that you solve.
- Specific value you offer in the Experience section.
- Skills that include top industry keywords.



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THE 30-MINUTE PER DAY LINKEDIN STRATEGY

Once you've completed your profile and defined your goals, it's time to start accelerating your LinkedIn results with this 30-minute strategy:

Source New Leads (5 mins)

Start your 30-minute LinkedIn routine by identifying new leads. Here are the top places to look:

Notifications. Who's already connecting with your content? Head to their profiles to determine if they are potential prospects. If so, then you can proceed with an introductory message.

Profile Views. Head over to "Who's Viewed My Profile" to see who is already looking at your profile. Again, these people have already shown interest and may be potential clients. See if there are any worth reaching out to.

Advanced search. Look for more prospects in your niche. Keep in mind that this technique tends to provide a lower ROI, so limit your time spent here. Sometimes it can still help you expand your network and reach. Decide what you want to achieve most because this will guide how you spend your 30 minutes.



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Send Personalized Connection Requests (5 mins)

Once you find new prospects, you want to convert them to connections. People are used to seeing generic connection requests, and they will gladly ignore them. To make connections that stick, you must send a personalized message. Doing so does not take as long as you may think. Simply head to the person's profile and learn a little about them before adjusting your message for personalization. Demonstrate an interest in their life and mention any commonalities you may have. And remember, DON'T SELL here.



Relationship Maintenance (5 mins)

Nurture the network you currently have to maintain the relationships. Use messages to strategically connect. Use these messages to ask questions about their professional life and show your interest. Add value by sharing relevant content and positioning yourself as a resource. Messages should be professional, but they are not emails. Again, DON'T SELL here, as that will turn off your leads. Nurturing relationships is about building trust and eventually moving those prospects to a call or meeting off LinkedIn.

Share Quality Content (5 mins)

Your LinkedIn strategy should not just be about selling. To build relationships and gain the trust of your audience, you must provide value. The way to do this is by consistently posting quality content. A quick post will only take a few minutes. You can share a quote with your commentary, upload a blog post you already had, or curate content from others in your industry.



Provide Value Through Engagement (5 mins)

In addition to sharing your own content, you should also spend a few minutes engaging with other people's posts. Head to the professional groups you are in, your connections' pages, and industry influencers for content to engage with. Leave a thought-provoking or helpful comment that provides value.



THE BIG VIDEO BONUS

If you really want to truly see growth and engagement with your content then trust us when we say the word VIDEO.

In one year, LinkedIn video posts generated more than 300 million impressions on the platform. They also earn an average of three times the engagement of text posts. Plus, early findings from LinkedIn's beta program show that LinkedIn native videos are five times more likely than other content to start a conversation among LinkedIn members.

Impressive engagement stats aside, video marketing has been shown to boost revenue across social platforms. Brands that use video marketing grow their revenue 49% faster than companies that don't.



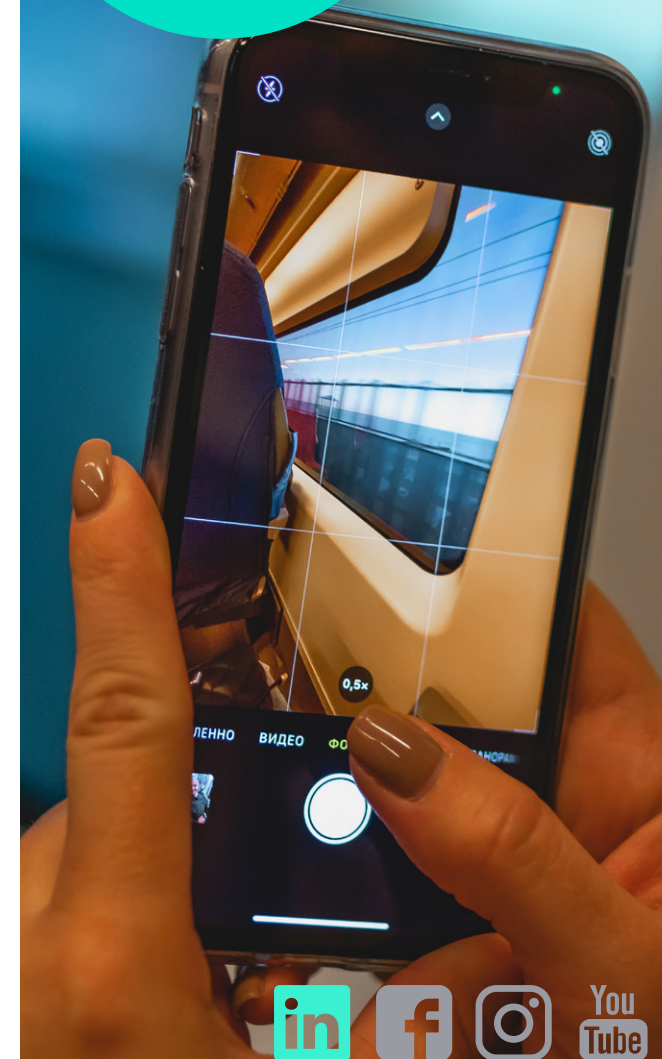
We've a whole other linkedin video guide on this alone. Make sure to download it from our website.

BONUS STEPS IF YOU HAVE A EXTRA ZEAL

As you can see, with just 30 minutes a day, you can skyrocket your LinkedIn results and cover all of your bases. The steps above will cover all your bases in just half of an hour. However, there is more that you can do. Whenever you find that you have a few free minutes, try to do the following:

- **Monitor trigger events.** A “trigger” event is a change with a prospect that presents an opportunity for an engagement. Spend a few minutes looking for trigger events like promotions, job changes, endorsements, moves, etc. if you see a trigger, engage in a warm way.
- **Give special attention to HOT prospects.** Nurturing prospects is all about warming them up, but once they’re hot they need some special attention. Provide exceptional value to them with curated content. Send a quick message with content they may find useful and explain why you think it may be of interest to them.
- **Connect with other leads on LinkedIn.** You will be able to attract leads from other social media sites, networking, conferencing, etc. Maintain the relationship by bringing it to LinkedIn. Send connection requests to anyone you meet at other events. Include a reminder about where you met with a friendly personal message.
- **Request referrals.** Referrals are powerful tools for generating leads. However, you must be careful when requesting an introduction from someone else in your network. Explain the reason for the introduction request in a kind way. Make the process simple by offering your own introduction, and always give them an opportunity to say no that won’t hurt your existing relationship.

SPEND AN
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BOOSTER
MINS



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TIPS FOR RESULTS WITH 30 MINUTES PER DAY

It does not have to take hours per day for you to accelerate your LinkedIn results. With the framework above, you can see impressive results fast. Here are some tips for implementing your 30-minute per day LinkedIn strategy:

- **Set a timer.** You can do all of the steps above in an endless loop for hours. The key to sticking with a 30-minute strategy is to limit your time. This will also ensure you are more effective during the few minutes you dedicate to each task.
- **Create a to-do list.** To prevent yourself from getting overwhelmed when you log on to LinkedIn each day, create a quick checklist of the steps you need to accomplish.
- **Be consistent.** You must be consistent with LinkedIn to see results. Limiting your time to 30 minutes should make it more manageable to stay consistent. Try to do your 30 minutes at the same time each day so that you get into the habit of your LinkedIn routines.
- **Spend time on personalisation.** It's true, you'll be able to send more connection requests and more messages if they're generic. But the key to building strong leads is to connect on a personal level. Your LinkedIn strategy should focus on quality over quantity, so spend the effort to craft personal messages even if it means you can't send as many each day.



ACCELERATE YOUR LINKEDIN RESULTS TODAY

- LinkedIn is an excellent tool for finding and nurturing leads, and it doesn't take nearly as much time as you may think. Yes, you need to be consistent to see results with LinkedIn, but you can do so in as little as 30 minutes per day. By creating a 30-minute LinkedIn routine, you can find, nurture, and strengthen your leads daily without sacrificing the time you need for other tasks.
- For more LinkedIn social selling tips, how-tos, and guides follow us on www.linkedin.com/company/creativ3-ni

ALWAYS
LOOK TO
ADD VALUE



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CREATIVETM THREE



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