



Set Meetings With
LinkedIn

Step By Step Guide



HERE IS HOW TO

Set Meetings With LinkedIn!

A step by step guide for how to activate
LinkedIn to engage prospects.

Are you struggling to get in front of your potential customers?

This document will help.

Whether you need a set a few meetings or a few hundred, this
guide will help you identify as well as get in front of each contact.

Most importantly: This ***guide was designed for you to do it.***
With a little time and patience, you can execute this end to end
all on your own.

If you need any help please email me. No question is to big or
small.

We are thrilled you're taking the step to use LinkedIn to set sales
meetings and can't wait to hear the results!

All my best,
AnDrae Jones
Sales Specialist at MKG Marketing
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Update Your LinkedIn Profile

The first thing your LinkedIn connections will do when you reach out to them is look at your profile. Make it sing...

State the Problem: What problem do your customers face. Single, central problem.

Desired Outcome: If they were to work with you, what's the outcome? How would they feel? This should not be the "how" you do what you do. Just the end result.

Why You: Who are you and why should they trust you? This is not about outlining all your services and solutions. What makes you special in particular?

Stat or guarantee. What proof do you have to say you've helped people achieve this?

How do you help your clients get there? This is your plan. Three quick steps to help them achieve success.

Call them to action. How can they get started RIGHT NOW. Ideally you have an obvious next step. Something they can take action on to start to see your value.

Example LinkedIn Bio

If you're like most of the Healthcare and Technology professionals the team and I at MKG Marketing speak with you are possibly a little frustrated (maybe at a loss) when it comes to navigating the digital marketing landscape.

With so many digital marketing channels and tactics to choose from, it's near impossible to keep them all straight.

Which is why specialization is key.

Especially, if you want to produce tangible and profitable returns on your marketing and advertising spend.

Enter...

MKG Marketing - Your Next Digital Marketing Agency.

Founded in 2011 and with offices in Seattle, Portland, and New Orleans - we specialize in helping Technology and Healthcare brands grow big.

We decided to focus on the services that provided the most bang for the client's buck.

👉 Search Engine Optimization (SEO)

👉 Pay Per Click (Paid Search, Display, and Social Media Advertising)

👉 Web and Campaign Analytics

Over the years we've worked with several brands, helping them achieve profitable outcomes including:

✅ Increased SEO traffic and web conversion by 19% year-over-year, a six and four-figure improvement on both metrics. - Informatica

✅ 46% year/year increase in traffic from Organic Search (7 digit difference) - NETGEAR

✅ Increased pipeline value, driven from PPC by 74% Year-over-Year, a \$1.7 million increase. - ExtraHop

AND... with the launch of the MKG Podcast, we're focused on assisting marketers to grow their business even further.

This said I'd love to connect and organize a time to chat, if...

➡ You want to see how we'd approach your brand without committing your whole advertising budget upfront.

➡ You have a service, product, or resource that helps marketers grow their businesses - then let's chat about being a guest on the MKG Podcast.

SECOND

Define Your Call to Action

How can they get started RIGHT NOW. Create something they can take action on immediately to begin to see or feel your value.

Jump start questions:

1. What are common questions clients ask you?
2. Generate a few case studies around how you solved this exact problem outlined in your LinkedIn bio.
3. What's one thing you do for your client as soon as you kick off an engagement? Could you outline what you do and make it something they can do?

The goal is to be helpful. Yes, you want their email address or phone number so you can follow up and sell them. But at this stage your goal is simply to be helpful.

Your marketing team might have assets, demos or other helpful widgets ready to go. Start with them.

Now: **Go be helpful!**

THIRD

Access Company Account

Before you can set objectives, create your audience, or select your ad format and placements you will need access to your company's LinkedIn Account.

INSTRUCTIONS FOR YOUR EMPLOYER

1. Login to LinkedIn.
2. Make sure you're connected to the colleague who is making the request.
3. Use this link to jump to [Campaign Manager](#)
4. Under Accounts, select your company name
5. In the upper right corner of the navigation, click on the gear
6. Select Manage Access
7. On the right, click Edit
8. On the left, Add user to account
9. Type requesters name, select name, and change select Campaign manager
10. Save Changes

INSTRUCTIONS FOR YOU

1. Login to LinkedIn.
2. Use this link to jump to [Campaign Manager](#)
3. Click on your profile in the upper right hand corner of the blue navigation
4. Select Manage Sponsored Messaging Sender Permissions
5. Toggle your company On

LET'S DO THIS!

Build The Campaign

Let's set up your very first LinkedIn messaging campaign!

Mise en place

*Mise en place, is French for "everything in its place". Chefs use this term in cooking. This is what you'll need **prior** to starting each step.*

GET STARTED

Login to LinkedIn.

In the top right corner, there's a grid icon. Click on it to get a drop down menu. Then select Advertise.

Under Accounts, you should now see your company account. Click on it.

In the top right, click on "Create Campaign."

On the left you will see a menu of where you are in the process. This will help you know which step to follow in this workbook.

Next, you'll select your Objectives. This is based on your actual goal of the campaign. Your options are Awareness, Considerations, or Conversions. Under conversions, select Lead Generation.

This will take you to the next section within Step 1...

AUDIENCE

Mise en place

Audience Attributes

Before you begin, you'll want to know who you're targeting.

Look back on closed sales to identify common attributes.

Where are they located? What is the size (revenue or headcount) of the organization? What is their job title? What industry does their company operate in?

INSTRUCTIONS

Under "Where is your target audience?" Locations is set to "Recent or permanent location". Click on the down arrow, and select "Permanent location". This will make sure you only serve LinkedIn message campaigns to people who live in that location.

Next, select the location the ad will show in. It always defaults to United States. If you want to be more specific, click on the plus sign to "Add location". This will bring up a search box. Type in the locations you wish to add.

If you want most of the United States except for specific Cities or States you can exclude those instead of typing each one out individually.

Now you will select audience attributes. We recommend selecting the company, job experience (seniorities and titles are useful), and demographics. You'll also want to select a few Interests and Traits. This is a targeting option that shows what they are interested in on LinkedIn as well as the LinkedIn audience network.

Just like in location, you can also exclude attributes as well.

Be sure to pay attention to Forecasted results so that your targeting isn't so narrow that the 30-day lead prediction is 0 (not good!).

AD FORMAT SCHEDULE

INSTRUCTIONS

Here you will select the ad format to use. For this guide you'll chose Message ad. This allows you to send InMails.

PLACEMENT

INSTRUCTIONS

If you check this box it would allow you would run ads *outside of* LinkedIn. Given we are driving to a form within LinkedIn, you should **NOT** check that box. Skip and move on.

BUDGET & SCHEDULE

Mise en place

Daily Budget

Assuming you're going to test this for 30 days, how much would you like to spend for the whole month?

From there, you'll divide that by 30 days. If you don't want to run your ads on the weekends, remove those days from your equation so instead of 30 days it could be *20 business days* only.

INSTRUCTIONS

Once you have your daily budget, click on the drop down menu under Budget and change to "Set both a daily and total budget".

Here you'll put both your daily budget you calculated from the Mise en place as well as the total budget.

You'll want to set a start AND end date to ensure you stay within budget. We recommend running for 30 days.

For the bid type, LinkedIn will make a recommendation based on your audience. Start with their recommendation.

CREATING AN AD

Mise en place

2 Ads

300x250 pixel ad (marketing should have a few of these).

Landing Page (optional)

If you have or are going to have a landing page, test having the conversion point gated vs. ungated.

You'll need the URL for the banner ads.

Landing Page Tagging (optional)

If you have landing page you'll want to tag the page, thank you page, and event button.

UTM Tagging (optional)

If you have a landing page, you'll want to include UTM parameters on the end of the URL so that Google Analytics can tell you when people come from your ad, to your landing page, and download the asset.

INSTRUCTIONS

Name the ad. Make it unique as you will want to test multiple ads. Make it understandable. If you are running multiple ads, you'll want to know from the title which ad it is and what makes it the same and different. For instance:

Asset name - ad size - subject line

eg. Google Location - 300x250 - 2x Conversion Rate

1. SENDER

Identify who is going to send the ad. Remember: Whoever sends the message campaign will get all the responses as well. Whoever sends it should be prepared to respond.

2. MESSAGE

This is essentially an email. A short and sweet email. Less than 500 characters is recommended.

For the subject line, you need to grab their attention. Start at the end. By opening this message how will you help them?

For the Message text, lead with the problem they're facing. Then, how your offer will solve this problem. The steps they need to take to get to the outcome.

INSTRUCTIONS

2. MESSAGE (CONT.)

Example:

Hello %FIRSTNAME%,

Being a %JOBTITLE% is more difficult than ever. With the new normal of working from home, you can no longer see your contacts. You can't attend conferences. You can't show up at their work with a cup of coffee. Your avenue of selling has come to a screeching halt.

It doesn't have to stop.

With this guide, you will learn how to start conversations with the right prospects.

Click the link, download the guide, start making connections.

Please let me know if you questions.

*Best,
Kerry*

^ Look familiar?

CREATING AN AD

INSTRUCTIONS

3. FORM DETAILS

Keep this simple. This isn't about collecting all their information in this first engagement. Name and email.

Next

BEFORE you select next, change "Draft" to "Active".

Once you have a two ads to test, click next.

LAUNCH CAMPAIGN

INSTRUCTIONS

Launch Campaign.

Give it a few days to run before you look at ANYTHING. It takes time for campaigns to ramp up. \$10 per day at \$0.50 per send is only 20 messages a day. Depending on your customer profile, not everyone checks their LinkedIn everyday. Some people may delete it without reading it. You're going to need more than 20 messages and a single day to know if this is working.

A computer monitor is shown against a solid orange background. The monitor's screen is white and displays the text 'THANK YOU' in large, bold, black capital letters. Below this, the text 'Please contact me with any questions.' is written in a smaller, black, italicized font. A thick, light-orange line graph is overlaid on the screen, starting from the bottom left, rising to a peak, dipping to a trough, and then rising again to an arrowhead pointing towards the top right corner of the screen. The monitor's bezel is black, and its base is a light beige color. A keyboard and mouse are visible on the desk in front of the monitor, though they are out of focus.

THANK YOU

Please contact me with any questions.

AnDrae Jones
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