



# The LinkedIn Game



Dan Kelsall

# INTRODUCTION

So, you want to become one of those LinkedIn influencers?

Fuck that.

What's an influencer anyway?

This little book isn't about that. It's about using LinkedIn to drastically increase your brand awareness by raising the profile of your key people, attract more leads and, thus, win more business.

The thing is, people don't trust new products and services anymore. They don't like adverts. They hate being sold to.

As cliché as it sounds, people buy people, right?

The smart move is to build trust with your audience through individual personalities. Get your ideal customer bought into your team, and then use that trust to introduce your product or service to them later.

It's a longer term strategy, but with greater returns. And the beauty of it is, there are no pushy sales. No cold calling. No crappy email campaigns.

Just content.

But not just any content. We're in the midst of a content marketing overload, where almost every brand out there has suddenly realised the value of marketing this way and is now pushing out more blogs, vlogs, infographics and 'Look how good our product is' videos than ever before.

The problem is, most of that B2B content is rubbish. We're drowning in it.

It's more important than ever that your content stands out.

If you get it right, if it resonates with your target audience, if it's not boring as hell, your customers will come to you.

You'll need a few tricks up your sleeve first.

I'll show you how to get started, give you a few tips and hacks that have worked for me and my colleagues, make some dodgy analogies, and swear a lot in the process.

Sound good?

**Dan Kelsall**



# GETTING STARTED LIKE A BAWSE

Okay, so you've made it to the first section. That means I haven't pissed you off enough to delete this PDF. As much as you probably just want me to cut to the chase and show you how to get stupidly good engagement on your LinkedIn shiz, there's a bit of planning you need to do first if you really want this strategy to work for you. You're going to be doing four things. So, here goes.

## 1. Identify your personas.

The first stage is all about figuring out which individuals are going to represent your business. These are the personalities that will be responsible for representing your brand and building an engaged audience (containing a high percentage of your perfect customers) through decent content. They're using their personality, but they're also building a persona that's relatable to your target audience. It's sort of like being a superhero, but they don't fly; they just post stuff on LinkedIn. So, in hindsight, it's nothing like being a superhero.

## 2. Set objectives.

It's absolutely pointless posting for no reason. It doesn't matter how viral you go, if you're getting nothing from it, it's noise for the sake of noise. Why are you reading this ebook? What are you hoping to achieve on LinkedIn? It's important to note that each of your personas can have a different objective, a different target audience and an entirely different tone of voice. In fact, they should do, because it'll all feed into your broader, company objective.

## 3. Grow your followers.

This is the one and only time you should have to do this. Followers are separate from connections, although each time you connect with someone they become a follower...unless they unfollow you, that is. Before you begin posting stuff, you want to have a minimum of 1000 followers. The best way to grow your followers and to grow the right audience is to connect with people that meet the criteria you set out when you identify your target audience. More about your target audience checklist later. It'll take a few hours but it'll be worth it. There are tools out there like LinkedIn Helper, but I'd recommend not bothering for the time being as there have been a few horror stories of blocked accounts and limited reach for those using it recently.

## 4. Plan your content.

So, we've established that you know your customer. Ish. And I'm sure you think you know exactly what tone of voice works, what content they react to, and when to post. But if you did, you wouldn't be averaging 3 likes, zero inbound enquiries or reading this shitting thing, would you? For stage 4 of preparation, we're going to talk about planning your content for your first month. It will seem random as hell when you're first planning it, but it's the best way to start to measure the impact of a variety of content and begin to figure out the sort of things your perfect customers will react to. The biggest hurdle for most people, and for most of the staff that you plan on involving in this, is what I call the 'I'm-not-comfortable-with-people-knowing-the-real-me barrier'. There's a good chance you, and others, will be shit scared of putting honest, polarising opinions out on a 'professional' network. But that, my LinkedIn pals, will be the difference between this working, and falling on its proverbial backside.

Make sense? No? It will begin to. Don't panic, Janice.

# 1. Identify your personas



# FINDING YOUR PEOPLE

Right, first you need to identify the people in your business that are going to lead this. The people who will grow their LinkedIn personas and build trust with your audience.

But how do you do that?

Well, there are a few things you need to consider before sauntering into the office, pointing the finger at people, willy nilly, and shouting, “You’re my guy!”

What does an ideal persona look like?

**Uno. They’re a believer.**

What’s a believer? A believer is someone that believes in your product, loves your brand and lives and breathes your values. “But all my staff are like that.” That might be true if you’re a really small setup, but if you have more than 10 members of staff and you believe that, you’re dumb.

**Dos. They’re long term.**

The danger of investing a load of time into growing the persona of someone in your team is that, if they leave, you just chucked all that work down the pan. Sure, you should invest in your staff, but this isn’t about that. These personas that you’re gonna create are valuable, and they’re the cornerstone of this marketing play. Make sure your personas are long termers, like your founders, directors or management team. If they don’t have time to write, get a content writer to ghost for them.

**Trés. They’re articulate.**

Don’t misconstrue what we’re saying here. They don’t need to be a wordsmith. In fact, they don’t even need to be good at spelling. The occasional fuck up can attract grammar nazis, which isn’t necessarily a bad thing. (We’ll explain later). What they need to be able to do though, is construct posts in the right way, and have a decent story to tell. We’ll show you what we mean.

**Cuatro. They’re not afraid of risk.**

Seriously, it doesn’t matter what industry you’re in, if you’re not prepared to push boundaries, polarise opinion and try things that your competitors won’t, your content will be...how do I put this? Dog shit. That goes for the rest of your personas too. You need people who aren’t afraid of posting potentially risky stuff with their own name and mugshot above it. Good content rocks the boat. They need to be comfortable with that.

# IN A WHILE, PROFILE

You'll see loads of shit on LinkedIn about 'optimising your profile'. Oh, and loads of morons trying to sell their 'profile optimisation' services. You don't need them. It's really not that complicated. The tips below will help you (and your staff) create a profile that gives readers a cheeky nibble on your personality. Gives them a taste of who you are. That, my little LinkedIn sprogs, is all it needs.

## The Profile Picture

Try not to overthink this. Yeah, we all want to look like Brad Pitt, but, truth is, most of us don't. Your profile picture just needs to say a bit about you. Honestly, unless it's a picture of your genitalia, someone who isn't you or a snap of half-splattered roadkill, it won't make much difference to your success rates. And give it a rest with the filters. Whilst some look good with a black and white hue, others look like they were caught by the police in the '50s loitering outside a school. Take a headshot, smiling if you smile, not smiling if you don't, and wear some clothes. Some quirky photographer types will disagree with me on this, but I've ghost-posted for a number of different profiles and I've seen no real difference between a block colour background and a black and white filter.

## Your Job Title

Just put down whatever your actual job title is. Now, you'd think that is pretty self-explanatory, but a quick scroll down your LinkedIn feed will show you more Ninjas, Wizards, Rock Stars and Experts than you can shake a stick at. I say this, but I'm the Head of Hype etc., which is made up because no one's actually sure what my job is. There's also a bit of a trend for whacking a few emojis in there too. Edgy, right? No. No it's not. You can also write a short, sharp statement about what you do, which is perfect if your job title is something like 'Tug Master' and requires a bit more of an explanation. You just need to make sure that any future employers or potential clients understand exactly who you are when their eyes catch the amazing content you're going to produce after reading this guide.

## The Summary

KISS. No, keep those crusty lips away from me. 'Keep It Simple Stupid'. No matter what you write on your summary, keep it short. Keep it simple. No normal person is going to read a ten paragraph, jargon-heavy blurb about your vast knowledge of volcanic rock and the fact that you volunteer at a blind pigeon sanctuary on bank holidays. Four lines, max, detailing what you do, and what you can do for other people. And write it in your tone of voice. We're after personality here, not a bit of corporate spiel that's drier than a sawdust sandwich. Oh, and if you're looking for inbound leads, it'd be useful to pop some contact details on there.

## Job History

Again, I can't stress enough how important it is to keep this simple. Vistors to your profile don't stay that long. They're not going read all about how your company was founded in 1885 by a man with one leg who started off selling twigs and rabbit feet and built it into a global pharmaceutical empire. They just want to know what you do, or your company does, (1 line), what's in it for them (1 line) and the best way to contact you. That's it. 2-3 lines each for your last couple of jobs. Everything else should just be a company logo, job title and your time in the role.

## 2. Set objectives

# GIVING THIS THING SOME PURPOSE

OK. So, you've identified the people that are going to lead this. They're probably shitting themselves at the fact that you're expecting them to use their own personal account. The truth is, most people aren't regularly active on LinkedIn because they're scared of what other people think. Even some of the best content marketers feel that way. It's a lot easier to post something on behalf of a brand than posting something that screams, 'everyone look at me', on your own account.

That's why it's so important to map out the things you're looking to achieve from their posts.

"If you know where you're going, who gives a fuck what people think?"

Mahatma Ghandi, 1996.

It's important to map out the following before you start:

## **Their overall objective**

What are you looking to achieve from this persona?

## **Their ideal audience**

As I said earlier, you need to identify the perfect audience for each persona so that you can know whether those engaging with posts are the right people.

## **Their audience checklist**

Your audience checklist for each persona is made up of 3-5 points that allow you to identify whether a user sits within their ideal audience, and to then be able to calculate the percentage of those people that are engaging with their content. So, you'd tick off things like, 'UK-based', 'CEO', '250 employees' etc. The higher the percentage, the better. Obviously.

## **Their monthly goals**

As with any good strategy, you need some short term goals so that people understand the value of what they're doing, early. X% growth of their network, X number of inbound leads or X number of PR enquiries are all examples.

## **Their success measures**

How do you measure success on each account? Number of leads closed? Number of new followers? Number of funding offers? You need to show the things that, if achieved, mean that the activity on that account was successful.

## **Persona type**

If any of your staff are unsure, why not show them an example of the tone of voice, posts and engagement that you'd like them to mirror by finding someone on LinkedIn with a similar vibe.

# AN EXAMPLE OF A PERSONA PLAN

## 🎯 Objective

Generate inbound leads and grow brand awareness with new customers



### Audience

Small restaurant owners

UK based

10-20 staff

Active on LinkedIn



### Target Checklist

1. Restaurant owner

2. UK based

3. Ideal company size

4. Clear activity on LI



### Monthly Goals

1. Grow network of restaurant industry professionals by 10% each month

2. Generate 2 new ideal customer leads per week



### Success Measures

1. 25% of leads closed

2. Content and network growth driving 10% more traffic to the website each quarter

## Persona Type:



**Mitch Sullivan** • 1st  
The world's 51st best recruitment blogger  
FT Recruitment • St. Marys College  
Milton Keynes, United Kingdom • 500+ 28

## Current Stats (incl. last 4 posts)

Followers (March 18): 1,756

Content Like Average: 120

Content Comment Average: 16

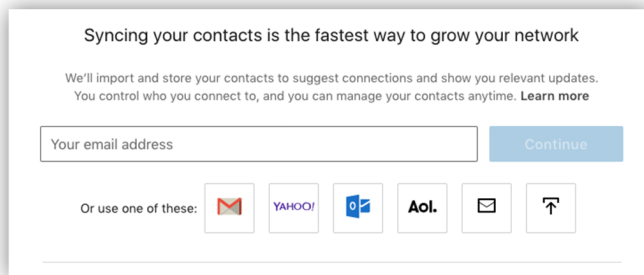
Content View Average: 10,260



### 3. Grow your followers

# YOU CAN'T SELL WITHOUT AN AUDIENCE, SUSAN







After identifying your target audience, you now need to connect with them. Lots of them. Connecting with people is an easy way to gain followers and the only way you'll really lose those followers is with shit content that they can't relate to. It's a bit rubbish because tools like LinkedIn Helper let you connect en masse with a personal message, but since LinkedIn locked down its data and APIs, it's a surefire way to get your account blocked. You're aiming to get to over 1000 targeted connections prior to posting content. To do that, your options are as follows:



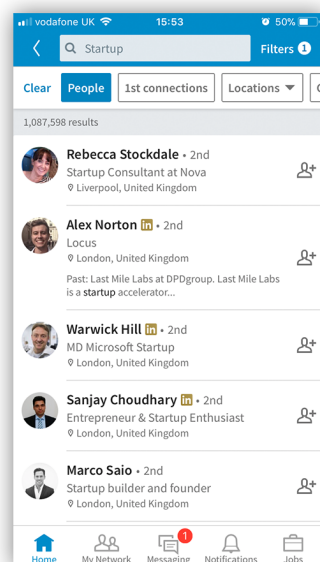
Syncing your contacts is the fastest way to grow your network

We'll import and store your contacts to suggest connections and show you relevant updates. You control who you connect to, and you can manage your contacts anytime. [Learn more](#)

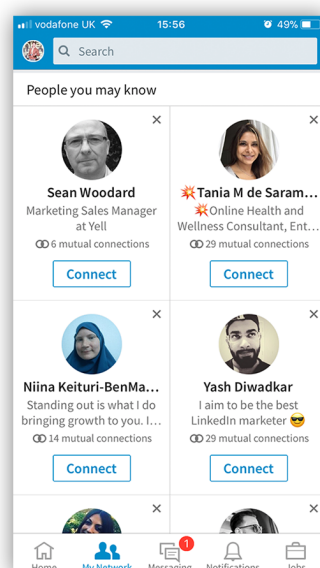
Your email address  [Continue](#)

Or use one of these:      

**1. Sync your contacts.** This will present you with the option to connect with those who use their email for LinkedIn. This way you can connect with your clients, colleagues and other relevant people.



**2. Search for job titles relating to your ideal target audience and get connecting.** Don't go overboard with the searches or LinkedIn will put a cap on your account. Just pick the top 5 search terms and connect with as many people meeting each search term as possible. It's not as accurate, not as personalised and it may piss a few people off, but you'll only have to do this once. From this point onwards, good quality content will grow your network quicker than connecting ever will.



**3. Quick connect.** This is the shittiest way to do it, and the least targeted, but it'll get you over 1000 connections pretty quickly. You can upload a .CSV file with the emails and names of your clients, which should, in theory, prompt LinkedIn to make suggestions based on that information. In reality, suggestions are normally about as relevant as a chocolate-coated banana is to a cricket bat because, if you didn't know already, LinkedIn algorithms are programmed by the cast of *Geordie Shore*.

## 4. Plan your content

# POSTING SHIZ

There are loads of different types of posts on LinkedIn and it can be easy to get wrapped up in trying to emulate other people that appear to be ‘crushing it’. However, posting a video of a cat trying to climb out of a bath with some generic bollocks about failure isn’t necessarily the right way to go.

Different posts will suit different people. You’ll notice some users shouldn’t be let near a camera when flicking past some of the shitty vlogs on offer now LinkedIn has gifted us a video upload function.

Below I’ve outlined the types of post types you should try, and how best (in my humble opinion) to use them.

## The Only LinkedIn Posts Worth Your Time

### 1. The text-only post

Now, you’ll hear from a lot of self-proclaimed LinkedIn experts that text-only posts are favoured by the mysterious ‘LinkedIn algorithm’. The truth is, from the brands I’ve worked with on LinkedIn, text-only posts have, generally, worked better than other types of content. However (and I cannot stress this enough), that doesn’t mean that text-only posts will be the best performing content for YOU. Try everything and find what works for you as an individual.

### 2. The text and image post

If you’re going to go to the trouble of creating a really solid piece of written content, the worst thing you can do is upload some pixelated stock image that you nicked off Google. If you’re going to put an image with it, make it personal and impactful. If you’re going down the selfie route, only do this if you’re somewhere really interesting, or with someone really well known. No one gives a shit about the fact that you and Bob went to the Accounting Processes Convention 2018 together.

### 3. The article

I’m pretty tired of hearing stuff like ‘LinkedIn articles are dead’. They’re not. In the following pages I’ll show you the results from one of my articles, and I’ll disprove that. Articles take much longer, and there needs to be a real strategy behind them. But they are not fucking dead. Like most marketing stuff, they’re only dead if you don’t know what you’re doing.

### 4. The video

You’ll have noticed that LinkedIn has kindly given us the ability to upload videos. The problem is, video posts don’t seem to do well on the engagement front for most people. This could be to do with the fact that the feed algorithm doesn’t deal with video very well, or the fact that you require more time/effort from your audience to watch a video, or it could also be because the vast majority of video content is drier than a week-old pasty with eczema. Video takes practice and, as I painfully found when trying to build a video startup, unfortunately, some people just aren’t cut out for the camera. As a tip, the written content that accompanies the video, the title and subtitles are critical to a video’s success.

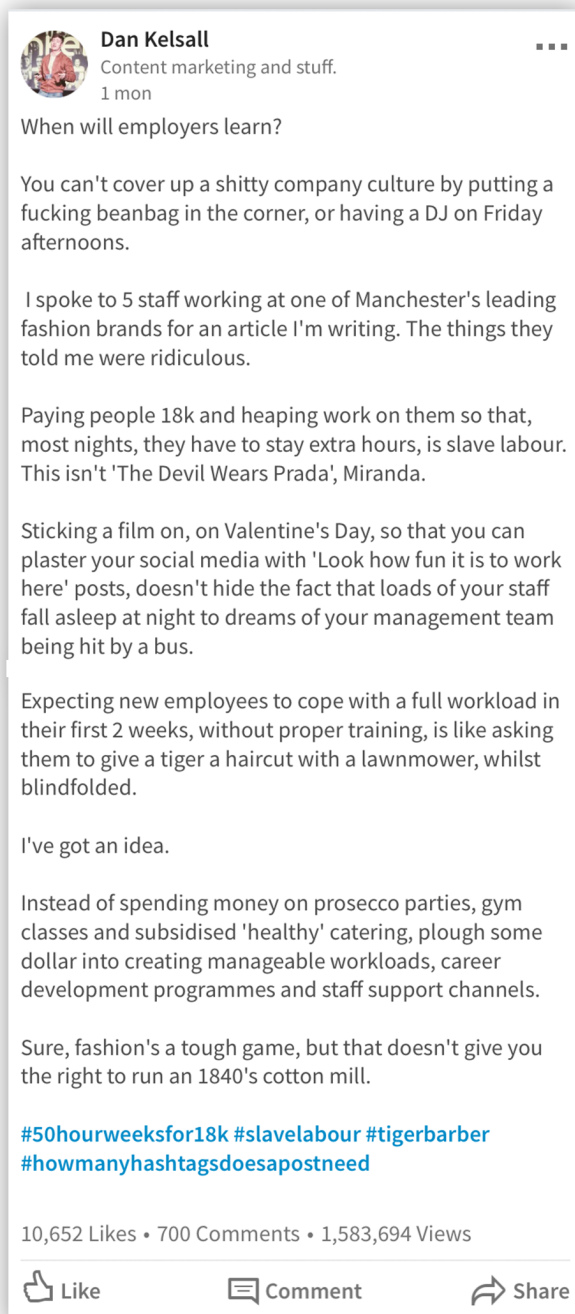
# SEXY TEXTY

The fabled text post. The medium that rocketed Oleg, BAMF and Brigitte to LinkedIn superstardom. Or infamy, depending on which way you look at it.

It's important to keep in mind the original strategy here. We're aiming to speak to our target market, but first we need to expand our reach. We need to produce posts that people react to. People react to emotion, and what sort of things get people emotional?

Humour. Controversy. Inspiration. Relatability.

Check out this post that I did recently.



The reason this did so well was due to several factors. Firstly, it used humour to highlight an issue that many people could relate to.

Humour? Tick.

Relatability? Tick.

Secondly, the language, subject matter and sharp tone polarised opinion and set off several debates in the comment section.

Controversy? Tick.

I used a combination of 3 engagement triggers to drive views and likes through the roof in the first hour of posting.

The stats on the post speak for themselves.

10,652 likes, 700 comments and 1,583,694 views.

But, more importantly, I closed 4 pieces of freelance work from a 1,300 character post.

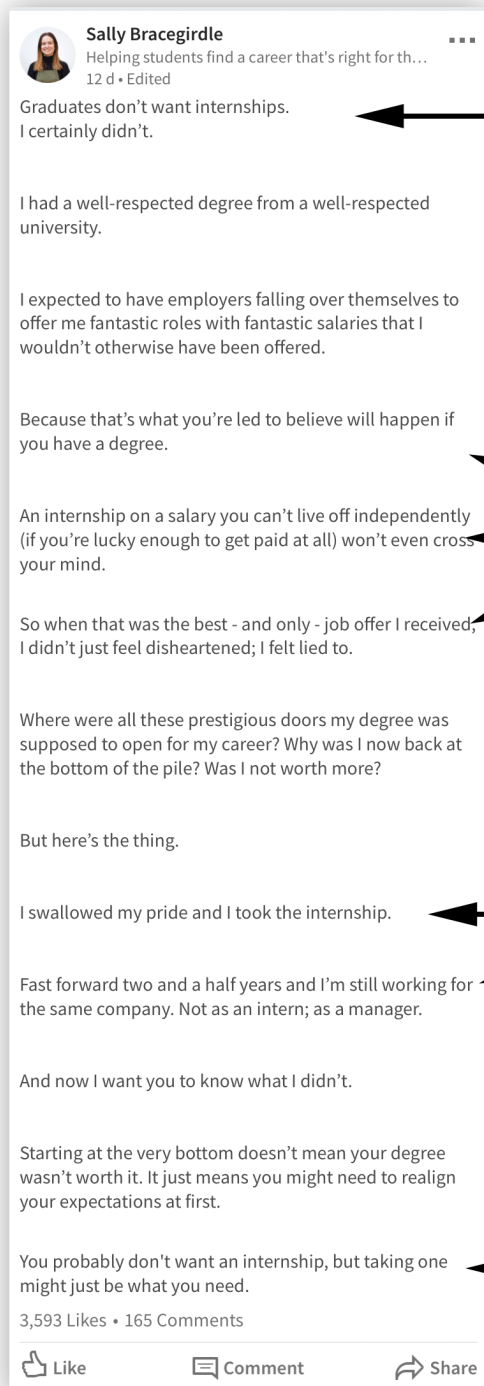
The important thing is, I don't care about alienating people who don't like swearing, don't agree with my point or don't like my content style, because they'd never use my services anyway. Brands need to think in the same way.



# SEXY TEXTY 2

Let's look at another text post that did well. This was from my colleague, Sally, and was her first post since we began using this strategy, achieving 3593 likes and 165 comments. She was out of the gates like a LinkedIn thoroughbred.

As Head of Student Engagement, Sally's target is final year students based in the UK. 14% of those engaging with this post sat in that target segment. To reach them, it was important for her to tell a story that they could relate to, and that spoke to them in a way that they could understand. She chose internships as her first subject because, firstly, many students coming out of university will be looking for their first job and won't have a clue what to do and, secondly, she rocketed from intern to manager in just 2 years. That makes her story relatable, and inspirational.



**HOOK:** Sally used controversy in her hook to draw readers in. Like Sally, you should open with a short, punchy statement. Something that polarises opinion immediately.

**RELATABILITY:** Because she went down the internship route herself, she was able to use her own experiences and feelings of that time to tell a relatable story.

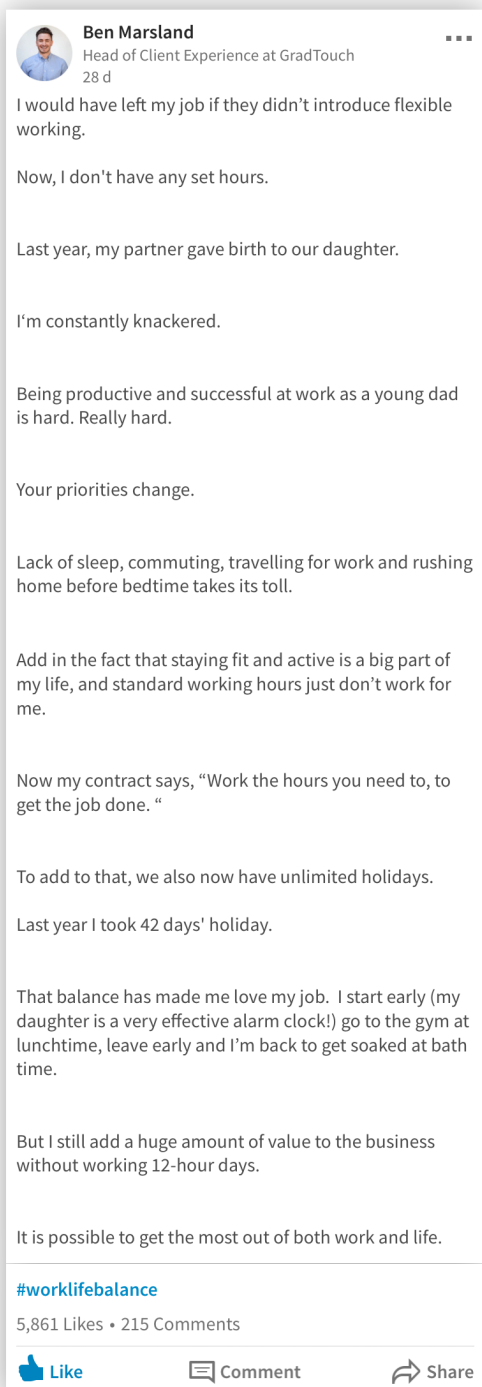
**TWIST:** She introduced a twist, telling readers that she took an internship despite not wanting to. Then she inspires her target audience with her progression from intern to manager in 2 and a half years.

**CLOSE:** She closes her post with a summary that is both relatable and offers hope to any students in the same position. What a legend.

# SEXY TEXTY 3

One more text post example for the road. Ben was another part of the GradTouch family that rarely used LinkedIn, other than to share company updates, or connect with potential customers.

This was only Ben's second post after starting to use this strategy, but it achieved a massive 5,861 likes and 215 comments. Why? Because it spoke about a hot topic in a relatable, honest way. Simple language, a personal story and a subtle hint at the way GT are leading the way when it comes to flexible working. It caused debate in the comments (as every good post should), was shared hundreds of times and drove tons of views to Ben's profile, where potential customers could easily find details and info about GT's products.



**HOOK:** Again, controversy. "This guy's prepared to walk out of his job if they don't give him flexibility?" You can't help but click. Your hook is so important because people spend milliseconds on your post as they scroll through their feed. If the first couple of lines don't make them click 'see more', you've lost them.

**STORY TELLING:** You have to tell people a story. It's pointless opening with a controversial hook if you don't back it up with substance. Ben's story here speaks to any parent.

## MAKE THE UNBELIEVABLE SOUND

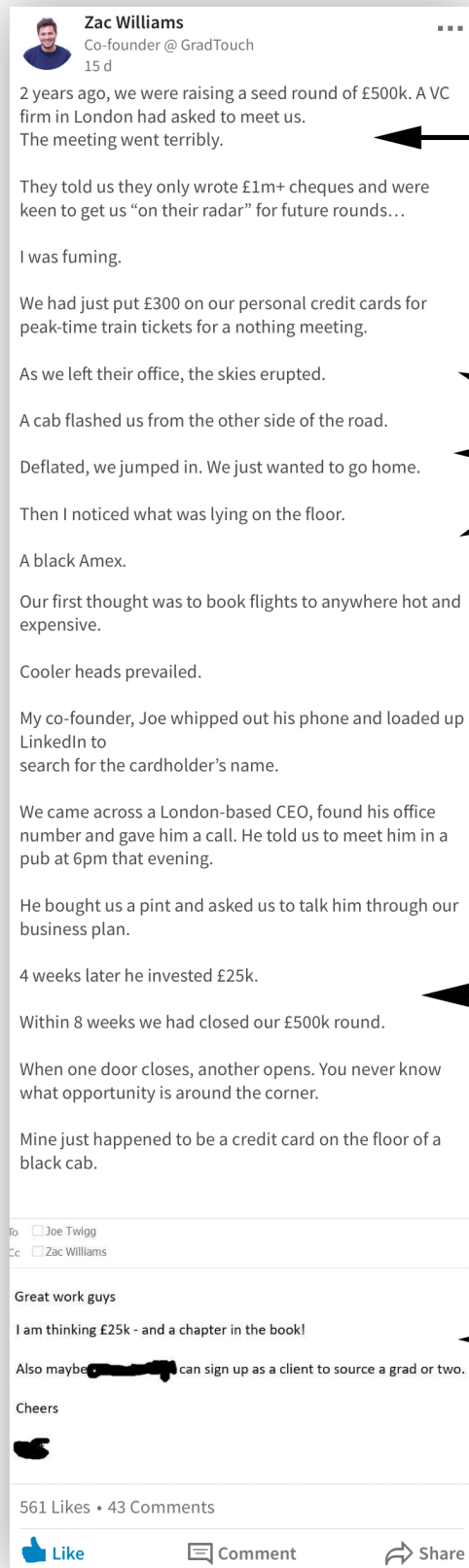
**ACHIEVEABLE:** Most companies wouldn't have ever considered giving employees total freedom. But Ben tells them it's possible. It caused debate, but it also attracted potential clients to us who wanted to know, "how can we do that for our employees?"

**CLOSE:** A strong close here. Try to keep your close to a single punchy line. People try questions, but you risk looking a dick if you ask, "what do you guys think?", and you get zero answers in the comments.

# GETTING VISUAL

For posts with images, most people presume you can let the image speak for itself. Less text, more image. Or that's what the visual marketing gurus will tell you. The thing is, I've found that most image posts fall flat, but text posts that are laid out in a similar format to the ones previously mentioned can sometimes benefit from a supporting visual. Below, Zac used a screenshot of an email from an investor to back up his crazy Amex card story. 561 likes, 43 comments and 1 huge customer later and we're on our way to profiting from this clever post.

And the best part? Not one, single mention of our product. Not. One.



**HOOK:** Admission of failure. Zac opens with a line about a meeting going terribly, which contrasts the usual 'look how good we are' spiel in most B2B social posts.

**STORY TIME:** Everyone loves a good story. Especially when something went badly. Zac draws readers in with emotive statements and an honest narrative. He knew startup people would find this situation particularly relatable.

**UNBELIEVABLE TWIST:** There are a number of reasons this twist worked. People love an underdog. Startup founders the World over dream of the luck Zac experienced. People want to feel hope, and this story reassured them that their break could be round the corner. The engagement spread the story, and put Zac's profile in front of a potential client.

**VISUAL:** Zac used a screenshot of an email with said investor to back up his crazy story.

# ‘CAUSE I’M THE REAL ARTICLE

Like I said, articles aren’t dead.

But they do need a strategy to do well.

You need to think about a way to generate clicks, because where it might take seconds to scan a LinkedIn post, your audience have to take time out of their day to read an article. In the fast-moving world of LinkedIn, that isn’t an easy feat.

How do you do that? Well, in order of priority:

## Title.

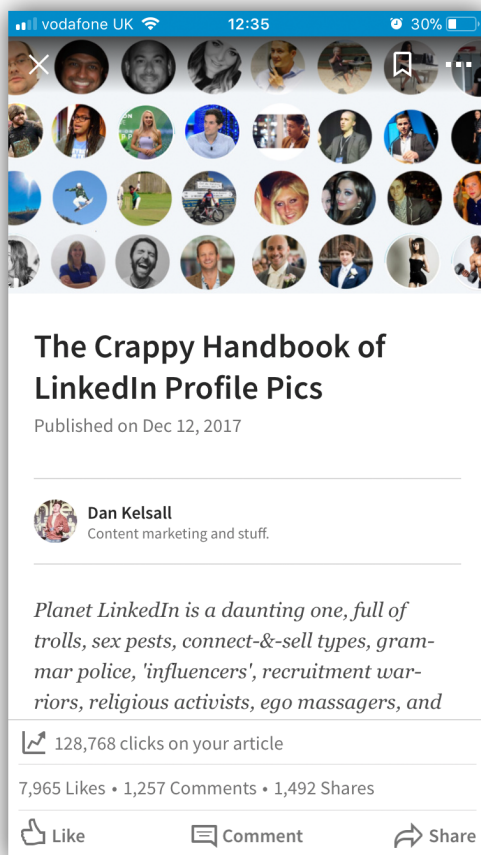
This is the one thing, above all else, that will draw people in. If your title is more boring than a joint birthday party for Theresa May and Andy Murray, nobody will give a shit about reading it. It doesn’t matter how good your content is.

## Content.

If the actual body of the article reads like it’s written by a five-year-old without a personality, don’t bother. There isn’t a person on this earth that cares about your top ten favourite tax reports.

## Header Image.

Bin off the stock images. If you can design a little, design something, or use a photo that you’ve taken that’s impactful, supports the content, and relates to your target audience.



Given that my potential readers are on LinkedIn, the title ‘The Crappy Handbook of LinkedIn Profile Pics’ was bound to draw people in.

However, there was much more of a strategy involved here than just a controversial title.

I purposely used the pictures of people within my ‘2nd degree network’ both in the article body, and the header image, because I knew people within my ‘1st degree network’ would know them, tag them, and that, because of this, the content would spread faster than herpes at a cold sore kiss-a-thon.

It worked, and the results speak for themselves. It’s easy to wonder what the point of taking the piss out of LinkedIn profile pictures was, but the humour, writing style and reach attracted 3 repeat freelance gigs, and grew my followers by 1,500.

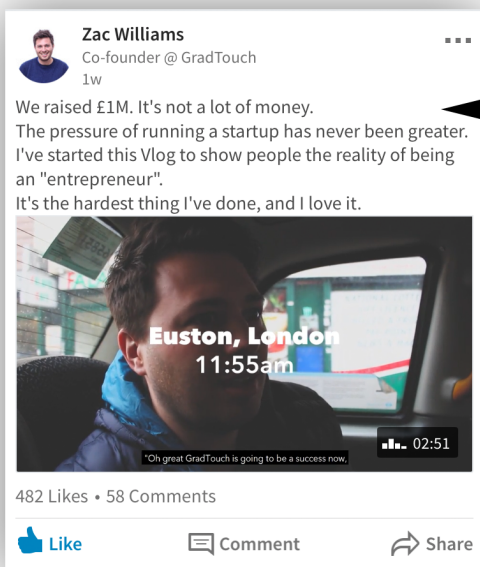
Who said LinkedIn articles are dead?

# VIDEO KILLED THE RADIO STAR

Like I said, video doesn't work for most people on LinkedIn. That's why your feeds are full of shite selfie videos of morons giving half-arsed advice from their cars or recruiters trying to 'revolutionise' job adverts with some wooden, on-the-move spiel.

It's a tough gig and the camera can make even the best of us nervous. But, in the words of Gary Vee, "document, don't create." Rather than having to think up scripts and content for video, give people what's really valuable to them. A glimpse into your life, warts and all.

GradTouch had a pretty successful go at doing that with one of Zac's trips to London. It's rare that videos reach 50+ likes, so the fact that Zac's first attempt hit almost 500, shows how much his audience value his content.



**HOOK:** Every video needs an accompanying post, and that copy should be just as engaging as any other post. Zac's hook here is that £1M isn't a lot of money for a startup.

**SHORT VIDEO:** By giving an honest insight into Zac's day, the video gave other entrepreneurs something of value, but also showed the rest of the World that entrepreneurial life isn't all unicorns and pixie dust. People like honesty, and that's exactly what Zac gave them.



# The rules

# THE FIRST RULE OF LINKEDIN CLUB IS...

To finish this section, let's go through a few rules that are worth scanning before you (or a colleague) post on LinkedIn.

## **1. Always polarise opinion.**

Never sit on the fence. Before you post, don't just ask, "will my target audience like this?", ask, "will this piss off those that I don't want to sell to, and will it cause a debate?" We want noise!

## **2. Be prepared for some backlash.**

This is the internet. The more viral a post goes, the more likely you are to get horrible comments, snarky messages and phone calls to the office from people telling you they want to kick your teeth in. Take it as a sign of success.

## **3. Get personal.**

Always ask the question, "am I writing something that no one else could say?" The more personal the story, the more draped in your own brand of humour the writing, the more you say something that people want to say but dare not, and the more relatable the content, the better the results will be.

## **4. Don't worry about language.**

You don't have to swear, but the comments from disgusted LinkedIn Police will help to extend your reach. You can spend an hour checking through an article for spelling errors and grammatical fuck ups, but condescending remarks from Grammar Nazis will spread your content to their own network.

## **5. Be authentic.**

In 'real life', I'm a swearsy Mary, I'm blunt and take the piss out of things. When I post on LinkedIn, I'm not trying to be some other version of myself. I'm not trying to be 'professional', because, well, I'm not. In every piece of content you need to be honest and open, because if all you do is post bollocks about how successful you are, people will see through the bullshit and this strategy won't work for you.

## **6. Push boundaries.**

If your content isn't pushing boundaries, if your posts aren't saying things that your competitors won't, why the hell are you bothering? No one cares about dry listicles, humble brags or 'Here's my advice' videos from your car. What boundaries can you push? What lines can you cross?

## **7. Don't mention your product, service or brand in your posts.**

So long as you have your brand, website and/or contact details on your profile, people will come to you. That is, if your content's good enough, and if it speaks to enough of your target audience. People hate being sold to. That's why every time someone posts about how amazing their product is, it's lucky if it gets a 'like' from their own mother. People will want to buy from you because they trust you, they like your content, and they believe you know what you're talking about.

## **8. Measure everything.**

Going viral for the sake of going viral is pointless. You need a strategy behind it and you need to be ready to follow up. Measure everything. Inbound leads. Network growth. Target audience percentage. Website traffic. Your following on other social media channels. You need to know what's working and what isn't.

# Measuring success

# YOU'LL KNOW IF YOU'RE SUCCESSFUL

Once you've started posting, you need to keep track of the metrics that you set in each persona plan. You need to be on top of their stats to know whether you're onto a winner or whether you're still flailing in the LinkedIn sea like an octopus on ketamine.

The things you should be measuring for each persona are:

## **1. Are your posts attracting engagement and is that engagement increasing?**

It's difficult to say what constitutes 'good' engagement. You'll get a lot of content people telling you that engagement is just a vanity metric. Those are generally the people that get 200 views, 2 likes and a whopping fuck all when it comes to inbound enquiries. Engagement does matter, but the amount will depend on your industry and audience. IMO, a viral post is one that achieves 100k views or more and/or 1000 likes. A viral article is more like 20k clicks and/or 1000 likes. You don't have to achieve this every time and, with some audiences, I'm not even sure it's possible, but each post can make an impact and drive the right people towards your brand.

## **2. From those engaging, what percentage meet your target audience criteria?**

This can be a tough task, especially now that many plugins and LinkedIn tools are likely to get your account blocked. If you go viral, manually scouring through 5000 likes and checking out each individual profile is ridiculous, so comb through the first 500 and make an assumption based on the percentage of that 500 that sit within your target audience. It's not ideal, but it's better than nothing. From the accounts I've managed, a 10-20% target audience score is pretty solid.

## **3. Are you achieving your monthly goals?**

After making sure a decent percentage of a persona's target audience are engaging with their content, you need to make sure this is leading to their monthly goals being fulfilled. If you expect 2 leads per month and you're getting zero, you need to go back to the drawing board and check whether your goals are achievable. If your goal was to garner 10 leads and your product is a 50k car, I'll shave off my own hair and eat it if you manage that with a couple of LinkedIn posts a week.

## **4. Overall, is your content doing the job?**

You'll know this by checking your success measures. They're the ultimate test as to whether what you're doing on LinkedIn is working. You can achieve 1 million likes, a 99% target audience percentage and attract 300 leads per day, but if you don't make any money, was it really successful? It entirely depends on what you're hoping to gain from it. If it's just brand awareness, it's difficult to measure.

## **5. Are your followers higher than your connections?**

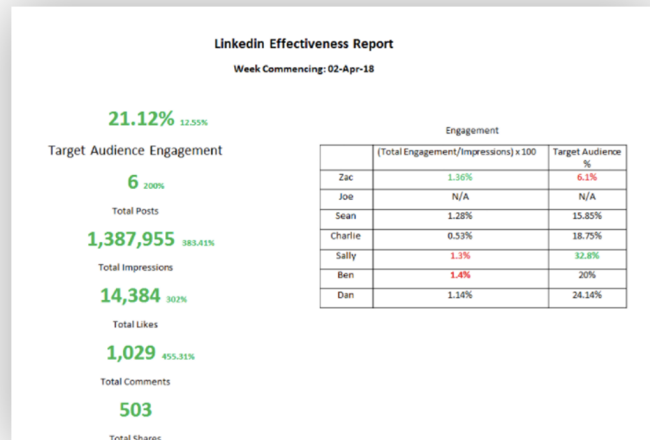
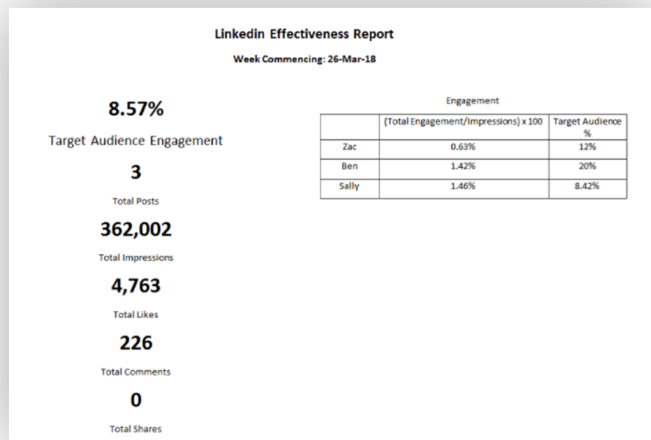
This is a bonus measure, but it's worth keeping track of followers (# found under 'Activity') and connections (# found under 'My Network'). If you're gaining more followers than you have connections, that means people are purely interested in your content and what you have to say. However, if your follower numbers drop below your connection numbers, people are actively unfollowing you, which, if you've connected with the right audience, means they're not liking the cut of your jib. Address it.

# THE NUMBERS

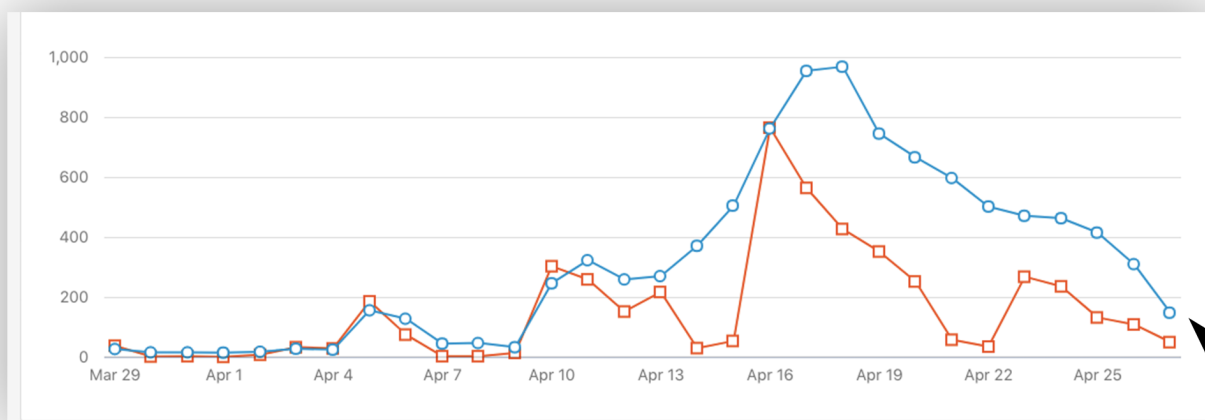
Below, I've included some numbers from weekly reports, our company page and our accounts overall. Over 5 million impressions, and 67,000 likes. Our target audience percentage is a little low, but will improve as we learn more about the stuff our audience likes. This is the difference in engagement in just over 4 weeks. Add to that the fact that we're receiving more inbound leads than ever before, and you can see the clear benefits of this strategy. As I said before, depending on your industry, you might not get this level of engagement but, if you follow the steps I've laid out, you will get leads.

Week commencing 26.03.18

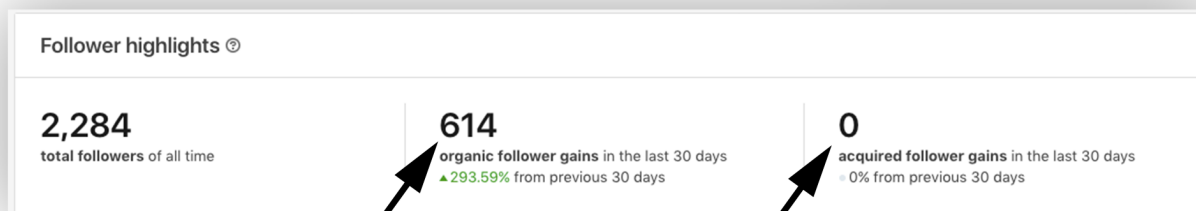
Week commencing 02.04.18



## Page Visitors



You will experience dips when content doesn't perform as well as previous posts



Increase in 4 weeks

We didn't pay for a single follower

## Total Figures

Posts	Impressions	Likes	Comments	T/A Engagement %
25	5,469,025	67,541	4,129	9.09%



# STUFF THAT'S FREQUENTLY ASKED AND SAID

**“The controversial or humorous stuff won’t work for my brand.”**

Says who? If you work in a really stiff industry, let’s say Law, and there are regulations stopping you from saying certain things, I get it if you’re a bit nervy putting your thoughts and feelings out on a ‘professional’ social network. But I guarantee you can push boundaries more than you think. You don’t have to do what I do. In fact, in some industries, you probably shouldn’t. The whole reason I’m controversial and swear a lot is because, firstly, that’s how I am, but more importantly, it’s my job to push boundaries as far as possible. That way, I’m able to learn what works and what doesn’t, to the extreme. In something like Law, nobody tells it like it is, nobody makes jokes about their profession and nobody produces any really original content. That leaves a huge opportunity for you. In industries like that, even adopting a casual tone of voice can have a massive impact against the content coming from your dry competition.

**“What happens if I get negative comments and messages?”**

I 100% guarantee that if your content gets enough engagement you’ll get a load of keyboard warriors coming after you with their shitty opinions. It doesn’t matter how nice, funny or logical you are, someone will always have a problem with it. Ironically, if those people used their opinions alongside a strategy like this, it would probably work for them. But instead, they waste their time posting passive aggressive comments that, generally, nobody gives a shit about. You can ignore them or, like me, you can have a bit of fun winding them up. Up to you. However, if you start getting a load of negative comments from a large percentage of your target audience, it’s probably time to rethink your content a little.

**“How long will it take to start seeing results?”**

How long’s a piece of string? It depends on your industry, audience, content...so many factors. Don’t give up if your first few posts bomb. Keep tweaking your content, keep telling your story, and keep tracking results.

**“None of my staff want to post on their personal account.”**

Then lead the way. Get this strategy working for you first. You’ll be surprised how quickly people get on board once they start seeing massive engagement and an increase in leads.

**“The way you measure stuff is very manual and time consuming. Isn’t there a better way?”**

Yep, there’s always a better way. In fact, at GradTouch, we’re working on putting together a way of automating the whole process (as I know other people are too). But if you haven’t got a LinkedIn strategy working for you yet, why would you spend money on it? I’ve proven with a number of clients that you don’t need to spend money to get LinkedIn working for you. If you’re getting 2 likes a post, don’t know who your audience is, and your content’s crap, no fancy tool will save you.

**“Should I pay for ads?”**

At this stage, why would you? LinkedIn ads are expensive, and even more costly if you get ‘em wrong. When you’ve got a chance to test and perfect your content, and grow your personal brand organically, why would you spend money on ads? LinkedIn is arguably the one network where you can still go viral with ease. If nobody’s reacting to your content now, putting money behind it won’t make an iota of difference.

To close...

# GOOD LUCK, LINKEDINERS

So, there you have it.

A brief guide to my LinkedIn strategy.

It's not perfect, not even remotely, but it's working. It's getting results.

That's why I wanted to share it with as many people as possible so that you too, can use the incredible personalities in your business to build trust with your audience.

B2B has changed.

Prospects don't want to be force-fed heavily-branded, 'we're better than our competition' shit.

If you're not getting inbound leads, your sales are down, and you're having to bash the phones to scrape by, step back a minute. Take your marketing away from your brand, product and service. Get to know your customer, and produce content that adds value to them, creates debate, and makes them laugh.

You'll be surprised at how quickly things will start to improve.

A candid picture of me walking off because apparently that's what you put in ebooks.



Vol. 2  
**coming soon**