



Image: Canva

According to [Hootsuite](#), when it comes time for B2B companies to gain leads via social media, 89 percent of marketers trust LinkedIn to get the job done.

If you're looking to increase leads this year, one of these three, top-secret techniques might be the right formula for you.

Lead Generation Forms

Unlike the more common LinkedIn advertising options, i.e., paid, this technique allows you to collect information about the lead prior to them accessing your offer. You may customize the form to gather the information needed to make an educated decision before contacting anyone.

Once submitted, the form is stored in LinkedIn for downloading and vetting. If the lead meets your target-market criteria, you now have their contact information to send an email, to add to your newsletter list, or to give a call.

The most important step in this process is creating something of value for your target. Stumped? Consider the pain points for which your audience needs solutions and then create that item, e.g., ebook, webinar or podcast series, checklist, etc. If you're still stumped, use [AnswerThePublic.com](#) to find the most common questions people ask about a topic.

For example, I entered "payroll taxes." There were over 79 questions asked that I could

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tackle in an ebook, a blog series, infographics, tip sheets, videos, podcasts or webinars, and more.

Learn more about setting up the ads, creating the form, and accessing leads on [LinkedIn's Business site](#).

Sponsored Content

This advertising technique posts your sponsored content within the target market demographic's personal news stream. To most effectively use this option, write a concise and engaging headline, use a relevant photo, and include a clear call to action.

In addition, define your target market using a maximum of three criteria like location and two others, such as demographic, company, job experience, or interest. If you're unsure, utilize LinkedIn's pre-defined audience templates, including event planners, doctors, recent college graduates, millennials, and more.

The goal with this technique is to drive people to your website's landing page where you collect information while giving them something of value, such as registering for an event, downloading a document, and/or accessing a workbook.

Learn more about sponsored content on [LinkedIn's Business site](#).

Scripts and Forms to Vet Leads

If you're like me, you get several connection requests per week. In order to bifurcate the wheat from the chaff and to vet the contact, ask them to complete a simple form. I often keep this draft message in my inbox so I can respond easily. Here's the process.

1. Use a free-form building tool, like SurveyMonkey or Typeform, or an email service provider's landing page, like Mailchimp, to create a simple form that submits information to you. Include the fields you need to determine if the person is worth the connection and is a potential lead, such as first/last name, email, company, revenue, industry, phone, and an optional, "What can I help you with?" field.
2. Craft the script, such as:
 1. Thanks for the connection request and your interest in working together. I'd like to jump on a call with you to learn more. In preparation, can you fill out this quick

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survey [insert link]? It's a few basic questions so I can get a better feel for your business and how we might best work together. Thanks

The people who take the time to complete the form and who are in your target market, are worth a conversation.

The first two techniques require an advertising budget. The good news is, it doesn't have to be a lot of money, e.g., \$100. The third technique takes diligence on your part but doesn't cost money. It does cost time.

In the end, your goal to gain new leads needs to be defined before you begin. Start by asking:

- Who are you trying to attract?
- What services, industry, or revenue targets must they meet?
- How do you plan to continue your conversation once you connect?
- What are you going to offer them to begin building a relationship?

The more you know about why you're doing this, the more likely you'll gain the leads you seek.

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