Kennected Shares Insight: How To Generate B2B Leads On Linked In

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Kennected, a LinkedIn lead generation platform, recently published a number of articles on how to generate leads on LinkedIn. With LinkedIn having become one of the largest professional networking sites around, many marketers have been trying to figure out how to use the site to its full potential. The site is unique in that it provides access to millions of professionals, which in turn makes it an excellent tool for those looking to generate leads. This, however, is only true when the site is used correctly, and Kennected has set out to provide tips on using LinkedIn as an effective marketing and lead generation tool.

When it comes to generating leads, there are many ways to maximize success. Often, it is enough to join the site, be active and start conversations, but getting leads and finding people to do business with is usually far more complicated than these simple steps. Kennected has a number of tips that businesses can apply if they want to see an increase in leads.

The first step is to turn the company?s page into a lead generation page. ?The company page should invite conversion,? says the Kennected article. ?The user needs to be captivated by the first few sentences and images or else they won?t view the rest. The goal is to make them click ?see more.? Lead generation is all

about guiding them through this process, after all. So once the company page has been optimized, it will become more likely to convince people to view the company?s actual website. LinkedIn users can also create showcase pages to promote their individual brands that are extensions of the company. It is a good way to segment inbound LinkedIn traffic. Once these pages are optimized, the business owner can move on to using LinkedIn?s advanced search. This is the part where they go out and find prospects. This is because prospects will not come to find the business?it?s always the other way around.?

LinkedIn offers users access to an advanced search function that makes it easier to identify and contact people who might be interested in doing business. Lead generation starts with identifying the target audience, and LinkedIn?s advanced search tool is a great way to narrow down the search. One can filter by location, current company, industry, school, past employment, language and non-profit interests.

Another very powerful marketing and lead generation tool that LinkedIn offers is LinkedIn Groups. There are groups for almost any niche imaginable, and the correct use of these groups is an excellent way to find leads. Publishing content is another great way of generating LinkedIn B2B leads. It provides free value and gets people interested in what the business has to offer. LinkedIn is a great space for those who are serious about B2B marketing, and it can offer a great deal of exposure along with the potential to provide value to the community.

If the process of lead generation becomes tiresome, one can automate parts of it via tools like Kennected, which allows users to automate lead generation efforts with personalized follow-ups. ?This tool lets users upload CSV to define their target audience,? says Kennected?s site. ?The online tool will then use the same search query for the process of automation. Once the target audience is found, Kennected lets users set up an invite message. Kennected is unique because it lets users create personalized messages with placeholders and send up to 100 new invitations. Kennected also helps users automate follow-ups by setting up messages and adding an automated follow-up cadence for those who connected but haven?t responded. The online tool can set up to six follow-up messages for each person so that even if it is automated, it is still personalized and doesn?t feel like spam. Use Kennected and LinkedIn to get ahead of the competition or improve lead generation efforts significantly.?

For more information on the platform as well as how Kennected creates leads, contact Devin Johnson of Kennected. Many have already used the platform and seen great results. One can find out more and get started with Kennected by visiting Kennected?s website today.

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For more information about Kennected, contact the company here:KennectedStephen Twomey(317) 623-4343 201 S Capitol Ave Suite 800, Indianapolis, IN 46225

Kennected

Kennected is the leading platform for generating leads online via LinkedIn. Scale your prospecting automatically, and start spending more time closing deals.

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