



THE ULTIMATE
CHECKLIST

FOR LINKEDIN
GROWTH HACKING

OCTOPUS

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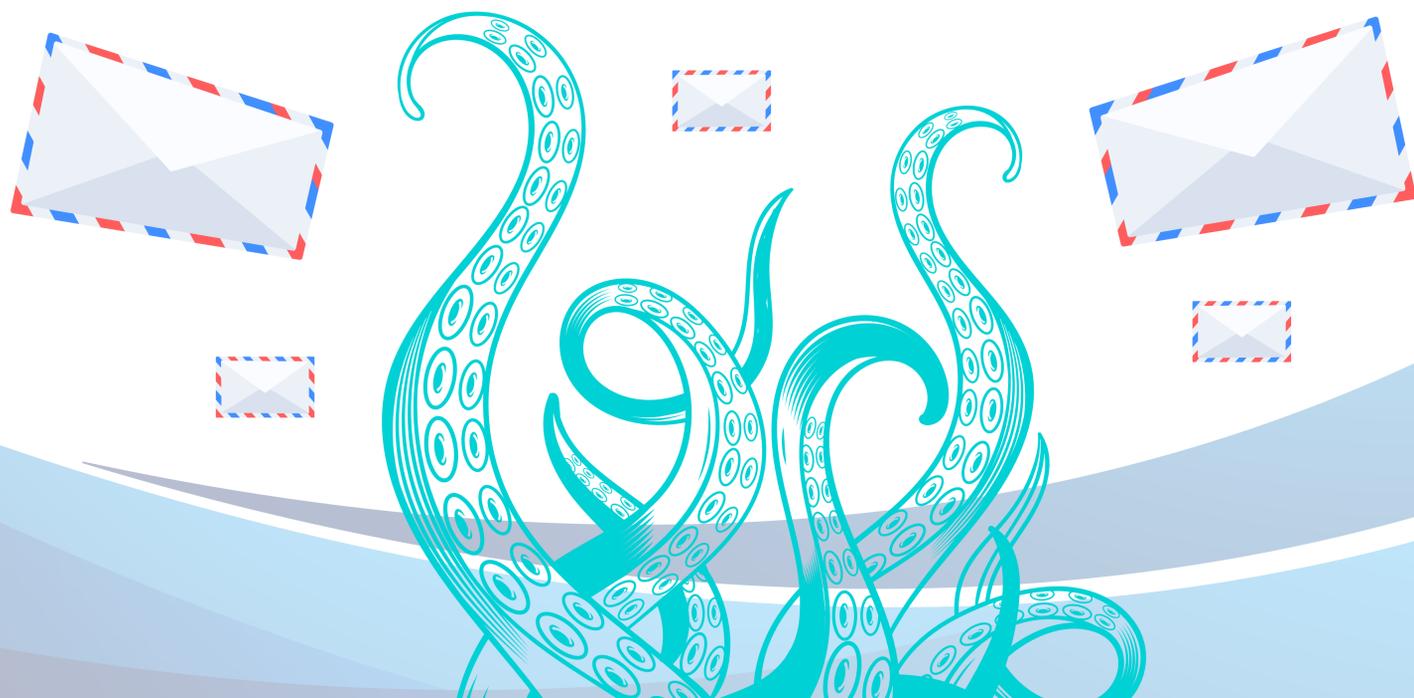
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Introduction

LinkedIn, a business-employment oriented social media platform, offers *sellers* and *buyers* an excellent opportunity to connect through the 'social selling' process. As a business owner or B2B marketing professional, you know that every business relies on efficient marketing for robust growth. Social selling via social networks like LinkedIn is now part and parcel of the modern B2B marketing strategy. That's why you'll need a guide on how to tweak your LinkedIn game and achieve optimal results.

Our marketing professionals further refined this guide with inputs from their experiences, experiments, and trials of using LinkedIn for growing our own business. The steps explained in this guide are 100% practical, coherent, and results-oriented.

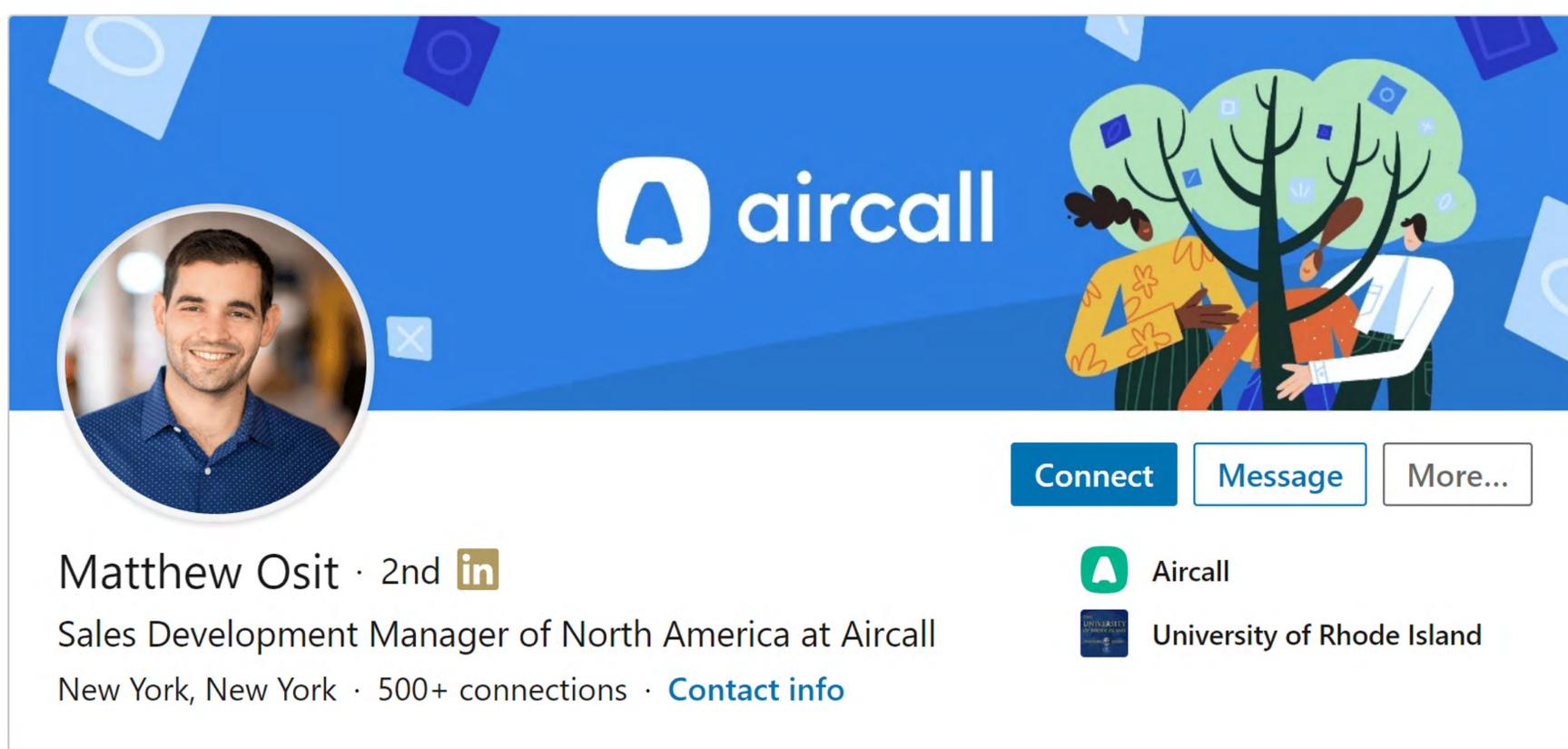
Make this checklist a part of your marketing functions, and you'll be amazed by how fast your business can grow with LinkedIn.



Optimize Your LinkedIn Profile

Your LinkedIn profile is your first impression. It can make or break your persona, which is why you have to make it stand out. A good profile will impact your potential connections and prospects, increasing your chance of getting leads.

• **Profile picture:** LinkedIn users with profile pictures get far more engagement, **21 times more profile** views and nine times more connection requests. Make sure that it's set in a professional background with you in your formal attire. The pose should ideally be front and center, while the layout of the picture should be a headshot. Make sure to publish a photo with a smile; it will make you look friendly and go a long way toward establishing rapport with your prospects.

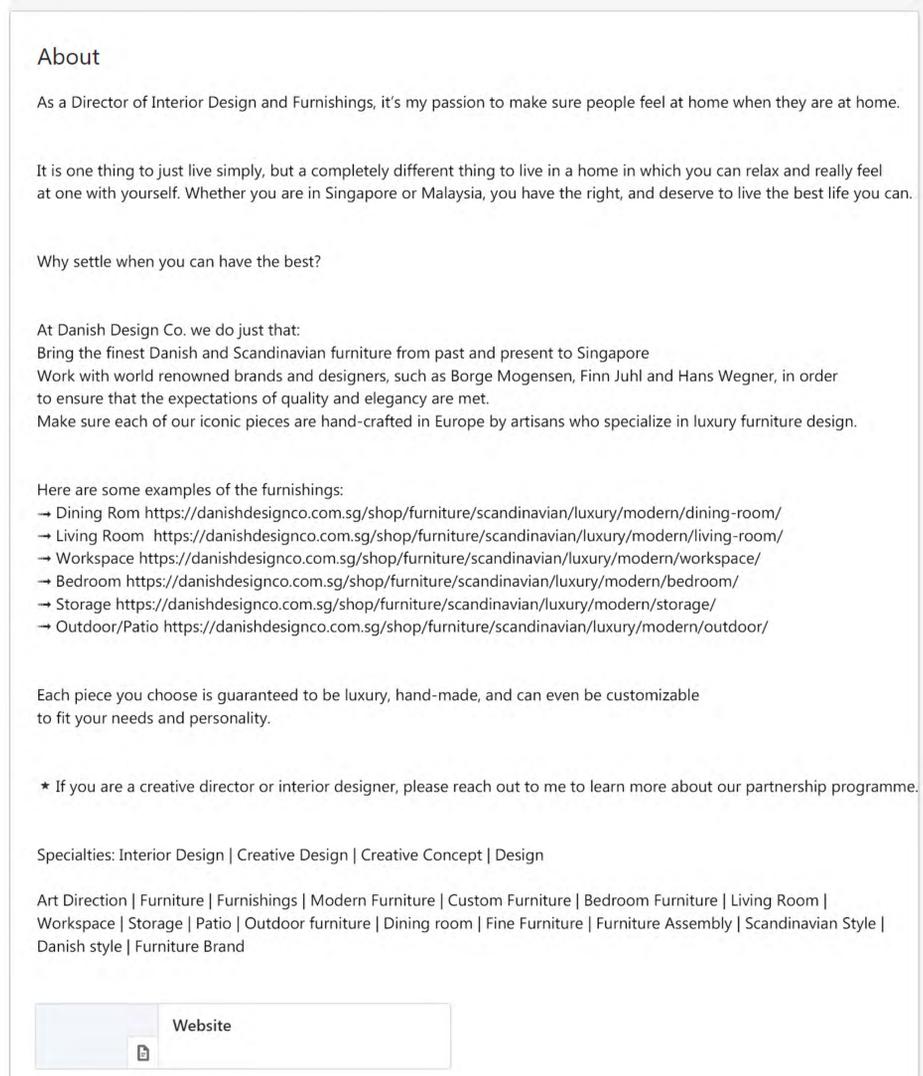
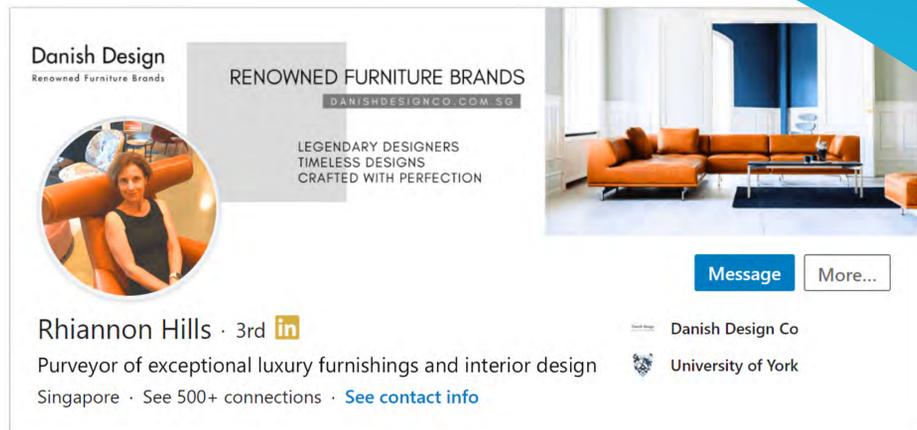


• **Background image:** Create a custom image relevant to your business. This will underscore your professionalism. Use a photo editing software if you're good at it, or hire a freelance designer to do the job for 5-10 USD. Your background image will set a contrast for your profile photo and add a professional touch to your overall profile.

• **Headline and summary:**

Write an attention-grabbing headline that shows the viewer the benefit of connecting with you. For the summary, make it as compelling as possible without being too wordy. Showcase your skills, your industry, and why you're a standout expert in your field. Make your brand identity clear from the start.

• **Other Sections:** Work on other miscellaneous fields and sections of the profile, such as recommendations, certifications, work history, and add essential keywords to further boost your visibility in LinkedIn searches.



Pro Tip:

Boost your profile credibility by launching auto-endorsing campaigns with Octopus CRM. The software will auto-endorse skills of your contacts; 5-15% of them will notice it, open your profile and endorse your skills in return. A great strategy to gain 99+ endorsements within 1-2 months!

Outreach to Your Target Audience

Connecting and messaging people on LinkedIn is undoubtedly one of the most widely used techniques to gain leads. Fortunately for you, 90% of marketers do prospecting wrong. Below you'll find incredibly useful tips on the most effective outreach strategies on LinkedIn:

- First things first, identify your target audience. What businesses they run and why they would need your product. That will give you a better idea of who you should be contacting. Prospects are **71 percent more likely** to respond to a sales professional if the individual making contact cites relevant information about the target's current position.

The screenshot shows a LinkedIn search results page for 'Chief Marketing Officer' in the United States, Marketing and Advertising industry, with 11-50 employees. The search results are filtered to show 1.5K+ total results, with 121 jobs changed in the past 90 days, 4 mentions in the news in the past 30 days, and 956 posts on LinkedIn in the past 30 days.

The search filters are:

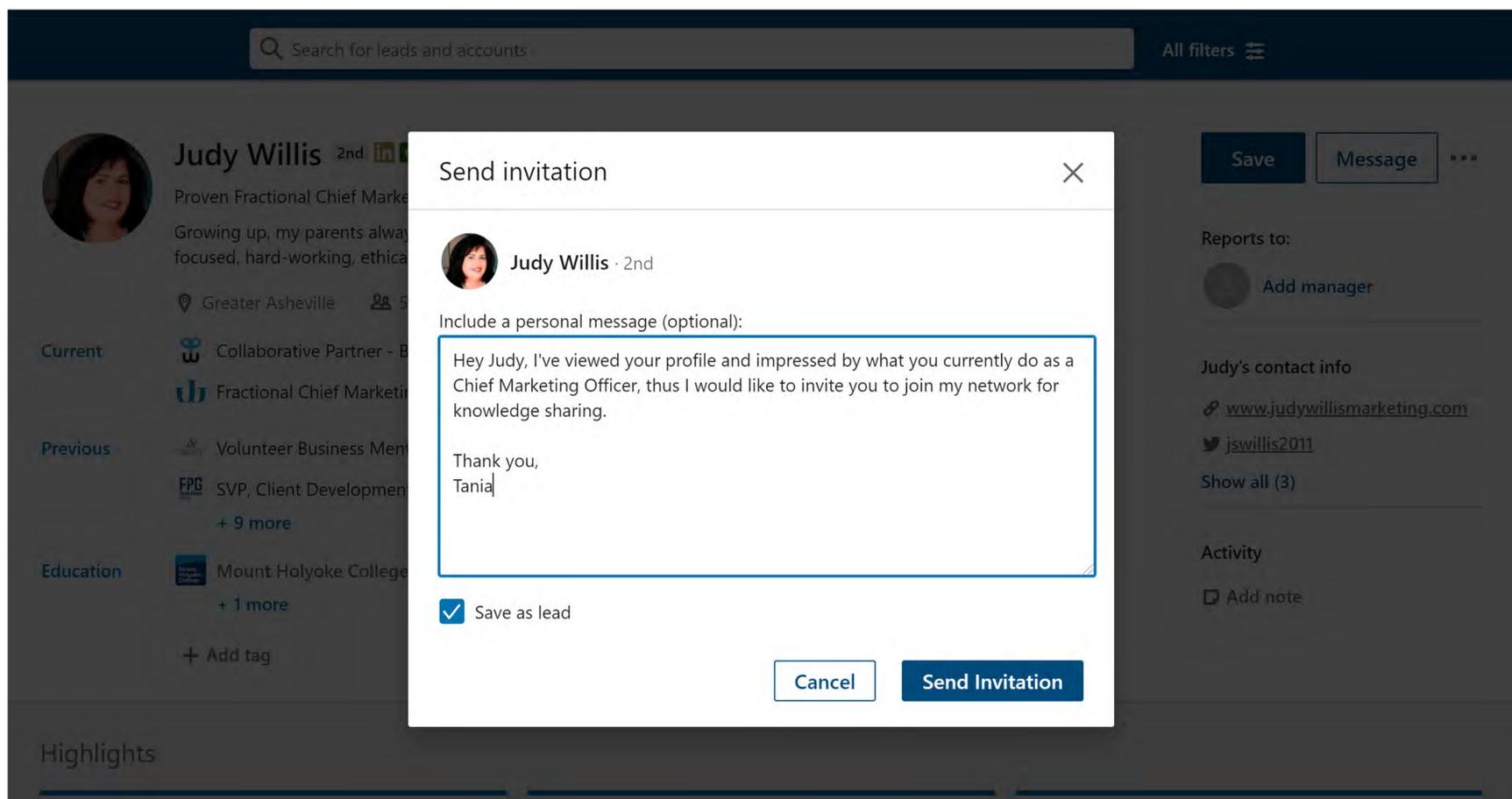
- Keywords: Enter keywords ...
- Filters: Clear (4)
 - Custom Lists: +
 - Past Lead and Account Activity: +
 - Geography: Region ▼
 - Included: United States X
 - Relationship: +
 - Company: +
 - Industry:
 - Included: Marketing and Advertising X
 - Company headcount:
 - 11-50 X +
 - Seniority level: +
 - Function: +
 - Title: Current ▼
 - Included: Chief Marketing Officer X
 - Tags: +
- View all filters

The search results show three profiles:

- Paramita Bhattacharya** (3rd): Chief Marketing Officer at Blurb. 8 months in role and company. San Francisco Bay Area. Past role: Global Head of Marketing - Nokia Technologies at Nokia (2017-2019). Show more ▼
- Judy Willis** (2nd): Fractional Chief Marketing Officer at Judy Willis Marketing, LLC. 9 years 4 months in role and company. Greater Asheville. Past role: Chief Marketing Officer, Building & Industrial Markets at Low & Bonar (2017-2018). Show more ▼
- Frank Ramirez** (2nd): Chief Product & Marketing Officer at Dream Launchers LLC. 4 years 6 months in role and company. Greater Seattle Area. Past role: Internet-Mobile-Services Product Management & Marketing Leader at Microsoft (Management Consultant) (2010-2011). Show more ▼

Each profile includes a 'Save' button, an 'Add tag' button, and a '1 shared connection' indicator.

- Send 100 regular connection requests (personalized!) per week. Due to recent invite limitation on LinkedIn, you cannot send more than 100 connection requests per week, which is a super small number, yet an effective way to reach out to your target audience.



- Send 500+ connection requests by email per week on LinkedIn. [Use Octopus CRM to bypass the weekly invite limit](#) and continue sending 500+ connection requests per week (100-120 invites per DAY!) without any risk to your LinkedIn account.

[Watch this video](#) to learn more about sending connection requests by email on LinkedIn.



- After your connection request is accepted, shoot a "thank you" message, endorse skills to warm them up and wait 4-5 days before making a sales pitch. Follow up with light reminders in the case of no responses.

The screenshot shows a LinkedIn profile for Lisa (Chappell) Agrella, a Global Sales Operations leader. The profile includes a 'Message' button and a 'View in S' button. The 'Skills & Endorsements' section is visible, listing three skills: CRM (90), Sales Operations (86), and Strategy (72). Each skill has a checkmark icon and a list of endorsements. For CRM, it is endorsed by James Madden and 1 other. For Sales Operations, it is endorsed by Samir Qureshi and 9 others, and by 40 of Lisa's colleagues at Hewlett Packard Enterprise. For Strategy, it is endorsed by Matt Greenly and 8 others, and by 33 of Lisa's colleagues at Hewlett Packard Enterprise. A 'Show more' link is at the bottom of the skills section. On the right side of the profile, there is a dark banner with the text 'Your dream job is closer than you think' and a 'See jobs' button.

Pro Tip:

With Octopus CRM, this entire process is automated with integrated sales funnel campaigns. Sending automated, personalized connection requests and bulk follow-ups, doing autoendorsements and profile views have never been so easy!

And you can check your LinkedIn marketing stats generated by our analytics engine to make a detailed assessment of your campaign (something you cannot do manually on LinkedIn).

Moreover, you can rest assured that the automation will appear as authentic outreach, thanks to the big number of variables you can use such as "first name", "last name", "location", "mutual connections", "company" and more!

Use Multiple LinkedIn Accounts to Maximize Your Reach

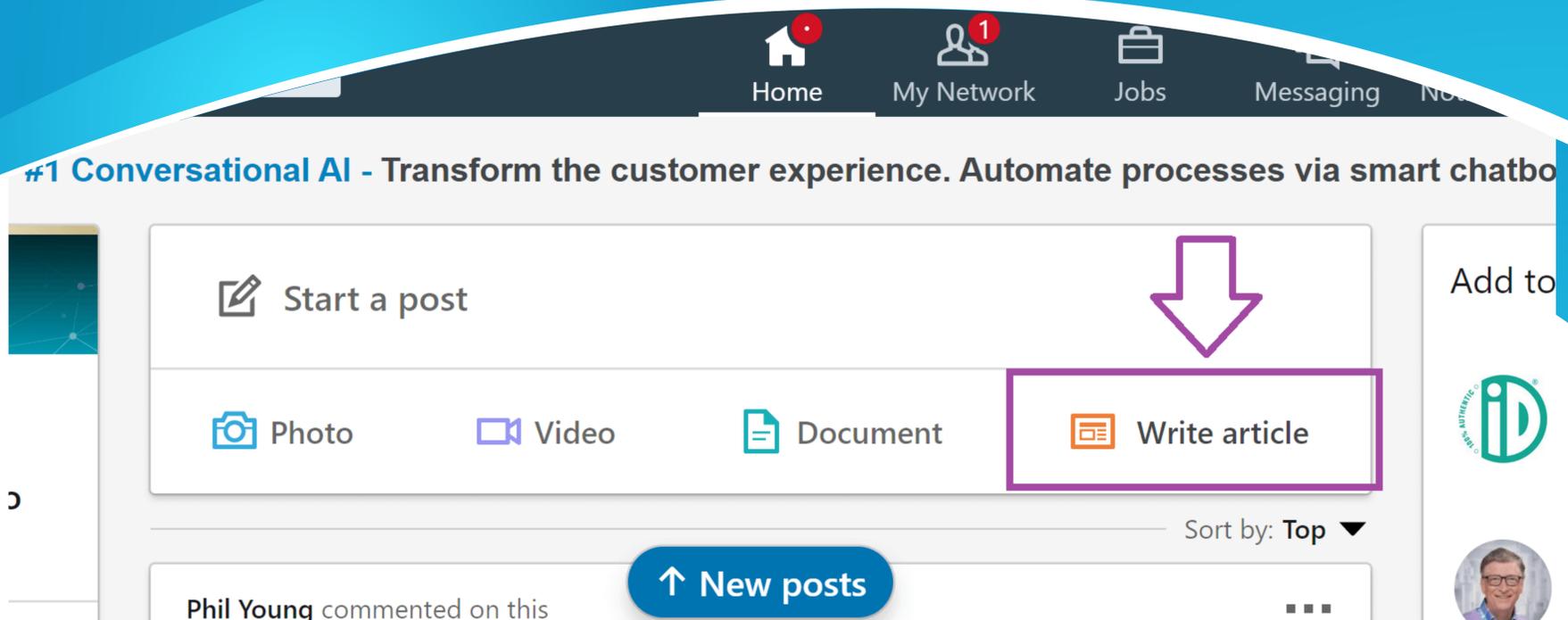
Your outreach will be limited if you market with a single account. You're limited to 15-20 requests per day (or 100-120 connection requests per day if you use Octopus CRM), making it essential to work on LinkedIn with team members or multiple accounts. And that's exactly the reason why 75% of Octopus CRM users prospect from more than one LinkedIn account.

- Start with five accounts if you're a small business; 50 if you're a medium-sized company; and even 100-200+ accounts if you're a large corporation (as has been the case with our clients).
- Creating fake accounts is not recommended due to possible bans and security rules. LinkedIn will quickly ban your account and request to upload a government-issued ID of the person to prove the account is genuine.
- In case you're a one-person business or simply don't have a big team in your company, there is a way out here. You can either rent or borrow accounts from your friends. You cannot even imagine how many people offer their accounts for use for a small fee of 10-15 USD per month on various freelance platforms or facebook groups.

Pro Tip:

You can use Octopus CRM with multiple LinkedIn accounts. To switch accounts, all you need to do is to re-log into another LinkedIn account, click on the chrome extension and the profile data and stats in the CRM will get updated for you automatically.

**Publish 2-3 Articles
on LinkedIn Per Month**



LinkedIn is all about being active on the platform. The more active you're, the more visible you'll be on LinkedIn's feed. Publishing 2-3 articles a month will help you engage with your connections, get new connections from prospects, and boost account activity. Remember that **98 percent** of marketers use LinkedIn for content marketing.

Engaging with your network helps build relations with your connections and quickly convert them from prospects to customers. The articles need to be highly professional and full of informed perspectives on the topics of your expertise. A great article will fuel further engagement via discussions within your network.

- Publish at least 1-2 articles each week on [LinkedIn Pulse](#). This will keep you in front of your audience, and they'll remember you when you reach out to them.
- Hire freelancers on platforms like Upwork and Fiverr for help with article writing.
- Share articles already published on your website blog with your LinkedIn network.
- Engaging with the articles published by your connections to establish rapport.

Use LinkedIn Groups

Joining LinkedIn groups pertaining to your industry will help you to connect with more of your target audience. This allows you to grow your network more efficiently, while simultaneously increasing the flow of leads. The best thing about groups is that these are highly engaging places where you can organically connect with your audiences.

- Join groups relevant to your profession, industry, interests, and target audience's industry.
- Engage with people in these groups via posts, articles, shares, discussions, and likes. The increase in activity will help you to get prospects and leads.

Remember that people who engage in LinkedIn groups get **four times more profile views** in comparison to those who don't.

Pro Tip:

In addition to amazing filtering capabilities of LinkedIn Sales Navigator, Octopus CRM gives you additional flexibility by allowing you to target LinkedIn users with premium LinkedIn accounts only.

Post Daily Status Updates

Keep your network in the loop about your company achievements, the latest industry trends and other content by updating your status with at least one piece of content daily. Make your name synonymous with credible industry news and establish yourself as a knowledgeable authority on such matters. Consequently, grow your influence inside and outside of your network on LinkedIn.

A campaign of effective social selling requires diligent and consistent sharing of credible information in the form of articles, infographics, links, and posts relevant to your industry, business, and products. It is also a good idea to give your opinion on the latest news and trends in your industry. But, remember a simple rule:

- 70 percent of your status updates should be insightful pieces of information regarding the most recent advancements and events in your field or industry.
- 30 percent can be promotional content, but don't be too salesy. Think about sharing some intriguing case studies, new announcements about your products, additions of recruits to your workforce, or success stories from your clients.

Sharing professional content on LinkedIn gets **15 times higher** impressions as compared to job postings. Daily posting, if done right, will result in the growth of your network. It will help you acquire new leads, nurture relationships with your existing clients, and gain authority.

Pro Tip:

Octopus CRM allows you to automate your entire LinkedIn marketing campaign and simultaneously track your daily stats, including connection requests sent, leads, endorsed prospects, received messages, recent views and many more.

You can even track recent activity from your accounts and measure campaign conversion rates.

Export Data from LinkedIn

	B	C	D	E	F	G	H	I	J	K
	First name	Last name	Company	Position	Email	Phone number	Premium	Location	Company website	Processed at
2	https://linkedin.cc	Shadi	Haddad	Modibodi	Marketing Manag	jcn83@outlook.com	FALSE	Australia	http://www.modibodi.com	Nov 26, 2019 4:2
3	https://linkedin.cc	Lauren	Bolton	GenesisCare	Digital Marketing	services@einstein-support.com	FALSE	Australia	http://www.genescare.com	Nov 26, 2019 4:2
4	https://linkedin.cc	Adeline	Tan	Amazon	Head of Marketin	tim_stuart@yahoo.com	FALSE	Sydney, New Sou	http://www.amazon.com	Nov 26, 2019 1:1
5	https://linkedin.cc	Andrew	O'Shea	Big Mobile	Chief Sales Mark	giorgo75@gmail.com	FALSE	Australia	http://www.bigmobile.com	Nov 26, 2019 1:1
6	https://linkedin.cc	Bettina	Brown	News Corp Austr	General Manage	kevin.parady@gmail.com	FALSE	Australia	http://www.news.com.au	Nov 26, 2019 1:1
7	https://linkedin.cc	Megha	Chandan	Nude by Nature	NPD Manager	reed@aventigroup.com	FALSE	Australia	http://www.nudebynature.com	Nov 26, 2019 1:1
8	https://linkedin.cc	Sonya	King	Bayer Pharmace	Marketing Manag	moatti_sc@alumni.stanfordgsb.org	FALSE	Parliament Hous	http://pharma.bayer.com	Nov 26, 2019 1:1
9	https://linkedin.cc	Jo	Feeney	McDonald's	Director of Marke	marcrjandrew@gmail.com	FALSE	Double Bay, New	https://corporate.mcdonalds.com	Nov 26, 2019 1:1
10	https://linkedin.cc	Sarah	Roberts	BAI Communicat	Global Head of M	marc@marcwayshak.com	FALSE	Australia	http://www.baigroup.com	Nov 26, 2019 1:1
11	https://linkedin.cc	Katy	Daniells	OrotonGroup	Digital Marketing	hakeem.webb@ncfainc.org	FALSE	Manly Vale, New	http://www.orotogroup.com	Nov 26, 2019 1:1
12	https://linkedin.cc	Natalie	Ritchie	Viewpoint	Marketing Manag	charlyreny@gmail.com	FALSE	Australia	http://viewpointcs.com	Nov 26, 2019 1:1
13	https://linkedin.cc	Nicola	Norris (Worth)	The Shepherd C	Director of Fundr	leanne@feelgoodco.com	FALSE	Australia		Nov 26, 2019 1:1
14	https://linkedin.cc	Linda	Hengen	Westpac	Project Marketin	jackdisruption@gmail.com	TRUE	Sydney, New Sou	http://www.westpac.com.au	Nov 26, 2019 1:1
15	https://linkedin.cc	Helen	Evans	Wrays Intellect	Marketing Comm	nicola.pallotta@outlook.com	FALSE	Australia	http://www.wrays.com.au	Nov 26, 2019 1:1
16	https://linkedin.cc	James	Goodwin	Wisr	Chief Marketing	mick.das@demandmatrix.com	FALSE	Surry Hills, New	http://www.wisr.com.au	Nov 26, 2019 1:1
17	https://linkedin.cc	Madelaine	Gibbs	Malwarebytes	Marketing Manag	govhuntinka27@gmail.com	FALSE	Surry Hills, New	https://www.malwarebytes.com	Nov 26, 2019 1:0
18	https://linkedin.cc	Marnie	Goss	Current Client: 1	Marketing, Digita	grant.findlay.shirras@gmail.com	FALSE	Australia		Nov 26, 2019 1:0
19	https://linkedin.cc	Liz	Ross	Dovetail	Product Markete	karim-tawfic@hotmail.com	FALSE	Sydney, New Sou	https://dovetailapp.com	Nov 26, 2019 1:0
20	https://linkedin.cc	Jean	Magalhães	Google	Product Marketin	angederoc@icloud.com	FALSE	Australia	https://careers.google.com	Nov 26, 2019 1:0
21	https://linkedin.cc	Marie-Cécile	HERITAGE	InterContinental	Director of Sales	ac@ph3.bio	FALSE	Australia	http://www.ihgplc.com	Nov 26, 2019 1:0
22	https://linkedin.cc	Pamela	Siobhain Bishop	Blooms The Che	General Manage	lnowner@gmail.com	FALSE	Australia	http://www.blooms.com.au	Nov 26, 2019 1:0
23	https://linkedin.cc	Claire	Chomel	Deputy	Global Digital, S	bgeorge@rsnetwork.com	FALSE	Australia	http://www.deputy.com	Nov 26, 2019 1:0
24	https://linkedin.cc	Leo	Rizzo	ReadiOne	Marketing Profes	arunisgood@gmail.com	TRUE	Australia		Nov 26, 2019 1:0
25	https://linkedin.cc	Heather	Barclay-Hollis	SiteMinder	Marketing Direct	forrest.adsit@gmail.com	FALSE	The Rocks, New	https://www.siteminder.com	Nov 26, 2019 1:0
26	https://linkedin.cc	Nathan	Walsh	Salesforce	Senior Specialist	lmarsico@tacticssoft.com	FALSE	Australia	http://www.salesforce.com	Nov 26, 2019 1:0
27	https://linkedin.cc	Elissa	Hudson	HubSpot	Senior Marketing	jayventures2007@gmail.com	FALSE	Australia	https://www.hubspot.com	Nov 26, 2019 1:0
28	https://linkedin.cc	Lizzie	Babarczy	Openpay	Head Of Marketi	houcem.hamza@gmail.com	FALSE	Australia	http://www.openpay.com.au	Nov 26, 2019 1:0
29	https://linkedin.cc	Enrico	Pucci	IPS Pty Ltd	Director Of Sales	varunkumarmalik@gmail.com	FALSE	Australia		Nov 26, 2019 1:0
30	https://linkedin.cc	Jenny	Thompson	SafetyCulture	Product Marketin	gerparis@gmail.com	FALSE	Sydney, New Sou	http://www.safetyculture.com	Nov 26, 2019 1:0
31	https://linkedin.cc	Prashant	Mohan	Sharesight	Chief Marketin	tashlev.biren@gmail.com	TRUE	Australia	https://www.sharesight.com	Nov 26, 2019 1:0

Data from LinkedIn can also be used elsewhere. As a quick example, email addresses of your connections can be further leveraged for email marketing. This serves as an easy way to target prospects from other avenues to increase the chances of lead generation.

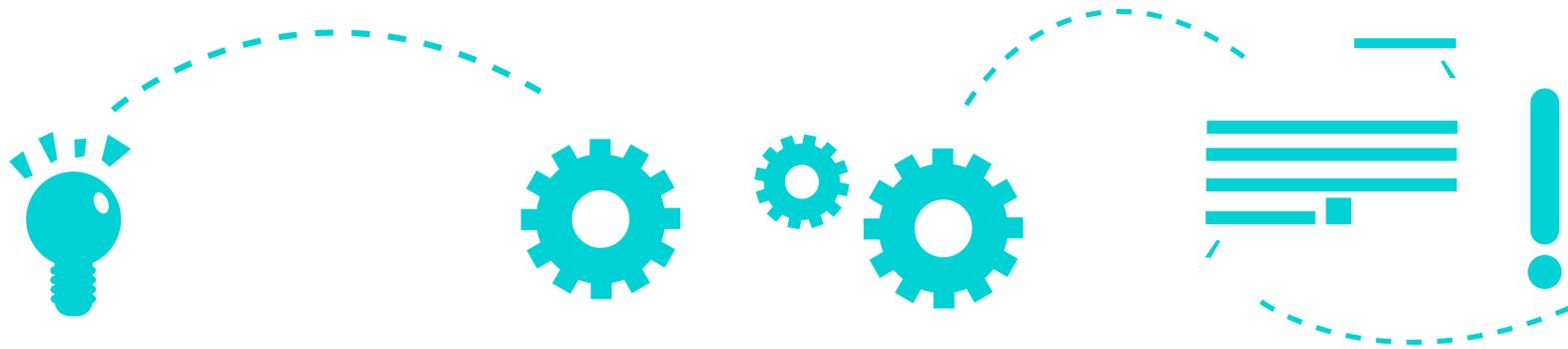
- Forward your leads data to your sales teams for further follow-ups and cold calling.
- Use exported data for retargeting on Facebook, Google, and other platforms.

Pro Tip:

Unfortunately, you can no longer export your LinkedIn connections data directly from LinkedIn. Luckily, Octopus CRM is the leading LinkedIn-marketing automation service that allows your leads data to be converted and exported as CSV files with a few clicks.



**Repeat and Don't
Give Up!**

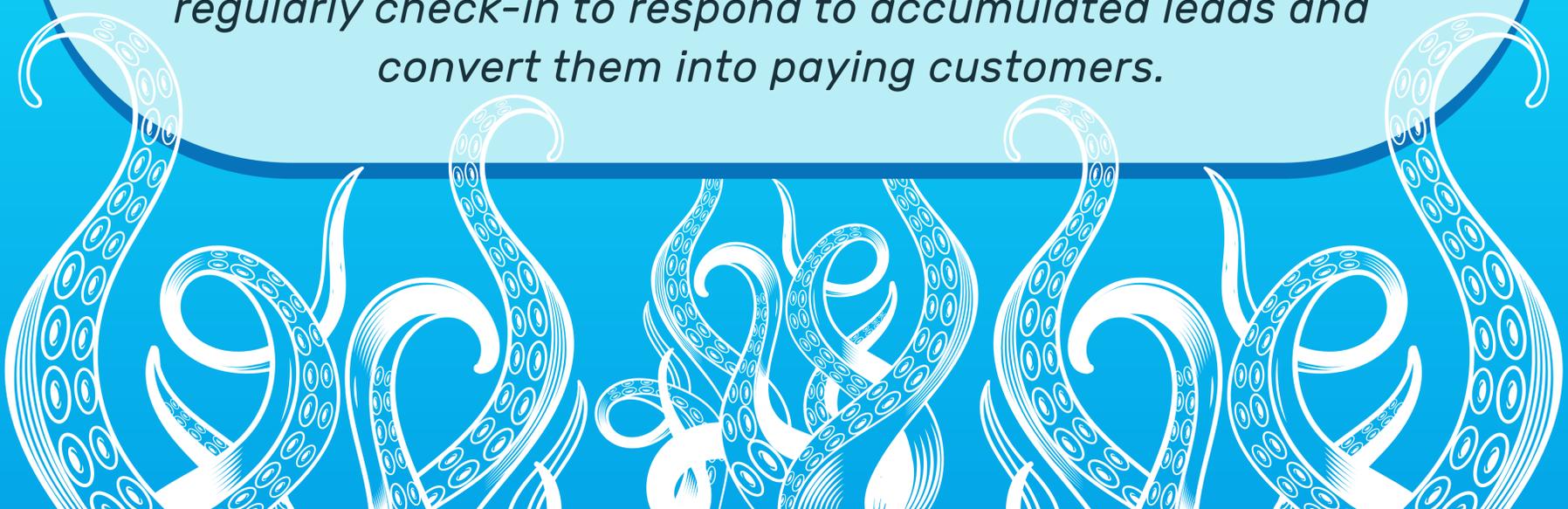


The entire process of LinkedIn marketing can be arduous and time-consuming. The campaign can get repetitive and difficult to monitor if not checked consistently. However, if done correctly, LinkedIn growth will ultimately prove to be an invaluable resource for your businesses in acquiring clients and consequent revenue generation.

Repeat the steps explained above, and never give up. Success doesn't come from what you do occasionally, it comes from what you do consistently.

Pro Tip:

By using Octopus CRM, you're essentially putting your entire LinkedIn social selling campaign on autopilot. All you have to do is to spend 10 minutes on launching your LinkedIn lead generation campaigns and then regularly check-in to respond to accumulated leads and convert them into paying customers.



Conclusion

LinkedIn is providing you with a tremendous opportunity to connect with your potential clients. Depending on how you target your prospects and improve the outreach in your business, the long-term returns of this strategy could result in millions of dollars in revenue, strong business connections with big companies and being respected as a prominent figurehead in your industry.

If you follow this checklist and the accompanying tips and tricks, you'll be on your way to making the most out of LinkedIn's marketing opportunities. The steps that make up this checklist are based on the results of those marketers and business owners who have enjoyed huge successes on the platform.

And to let you get maximum from LinkedIn, we highly encourage using Octopus CRM to streamline and automate your LinkedIn growth hacking to insurmountable efficiency. It cuts down the work you'd do manually by more than 90%, letting you focus on the results that it generates as metrics and statistics.

[Try Octopus CRM for free](#) and launch your first LinkedIn lead generation campaign today!