



ITEL's Tips for Lead Generation through Linked In

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In the past 7 years of having owned and operated a successful APAC telemarketing and lead generation agency, I have watched lead generation evolve dramatically into what is now a relationship based selling approach, unmatched in recent history. My passion is helping sales people **win** business and I believe a whole gamut of tools are needed to consistently to drive results, not just telemarketing

One great tool that I have noticed being underutilized by organizations and their executives is the social marketing phenomena of LinkedIn. Below are a few tips that will help you in your quest to social marketing success which are absolutely FREE!

1. The Power Of In Mails:

Look at your inbox today and tell me: how many emails did you get today? If you replied below 30 you're doing well, if you replied 30-100 you're struggling and if you replied over 100 perhaps you need a better spam filter or need to remind your co-workers to stop cc'ing you on everything that they send.

Be honest: how many emails did you read and how many did you just delete without even opening? The reality is that we are 7 TIMES more likely to read emails if you they come from a LinkedIn In mail. So if you're trying to make a new connection or have an important thing to say, use the power of LinkedIn to get your message across.

2. Use Your Status Updates:

LinkedIn status updates are great to use as an announcement platform for new your connections and to get new promotions, products and services out there. It's also a great way to tell your connections about new business you have won or projects that you are working on to build your credibility or to stimulate interest.

3. Get Recommendations:

People prefer to work with people that others have had a great experience with, especially in the professional services industry. In most ways it takes away a lot of the risk and helps the decision making process for selection. The best way to get recommended is to recommend others. Give and you shall receive as the great masters have stated.

4. Get Connected

Make sure that you invest in time with connecting to people in the right groups. The easiest way to do this is by enforcing a strict regiment: make sure you add everyone that you speak to on LinkedIn. After a while you will see that there are often only a few degrees of separation between you and any particular prospect.

5. Answer Other People's Questions

Involve yourself with topical discussions that are relevant to your expertise. You would be surprised as to how many people could be reading your answer. This is the best way to gain credibility so targeted prospect select you.



6. Integrated LinkedIn with Blogs

You can easily integrate your blogs site to LinkedIn which will automatically update your status.

7. Data Mining, Data Mining and More Data Mining

The opportunities are huge to find the right person in the organization or industry segment. LinkedIn is a great way to search for your ideal customer through connections. **LinkedIn Groups** are also a great way to connect with people that you may not be connected to. So look very carefully at all the resources sitting right in-front of you before you go out to purchase your next prospect list!