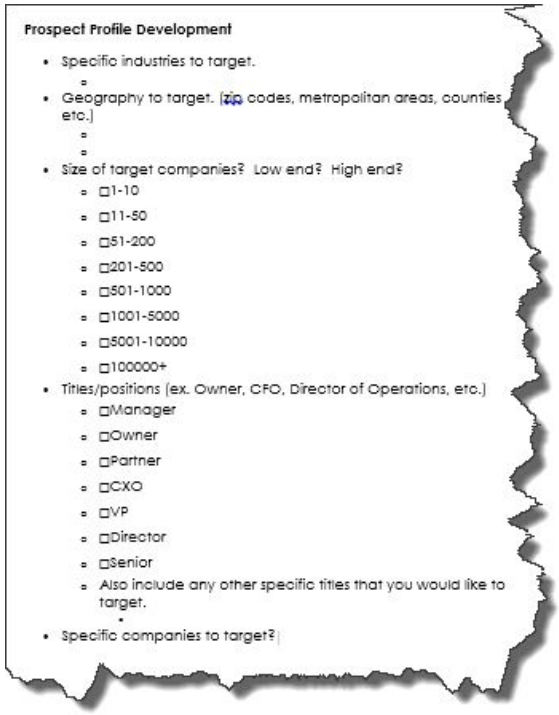
THE LANGUAGE OF LinkedIn™ CAMPAIGN MANAGEMENT

The Language of LinkedIn Campaign Management serves as a general reference glossary for Certified Consultants. In this guide, you will learn about the key terms, phrases and definitions used to run a successful LinkedIn Marketing Campaign.

Campaign Basics

- **Kick-Off Meeting** - The Kick-Off Meeting is the initial meeting between the client and the Account Manager/Certified Consultant to kick-off the campaign and dig into the client's business and prospects.
- **Set-up Phase** - The Set-up Phase is the initial 3-4 weeks of the campaign where you put the foundation in place and research the client's targets & business in preparation for the database build. The Set-up phase begins once the Kick-Off Meeting takes place and you get access to the client's profile.
- **Prospect Profile** - The Prospect Profile is the summary of key criteria that outlines the most important demographics and details of a client's prospects.



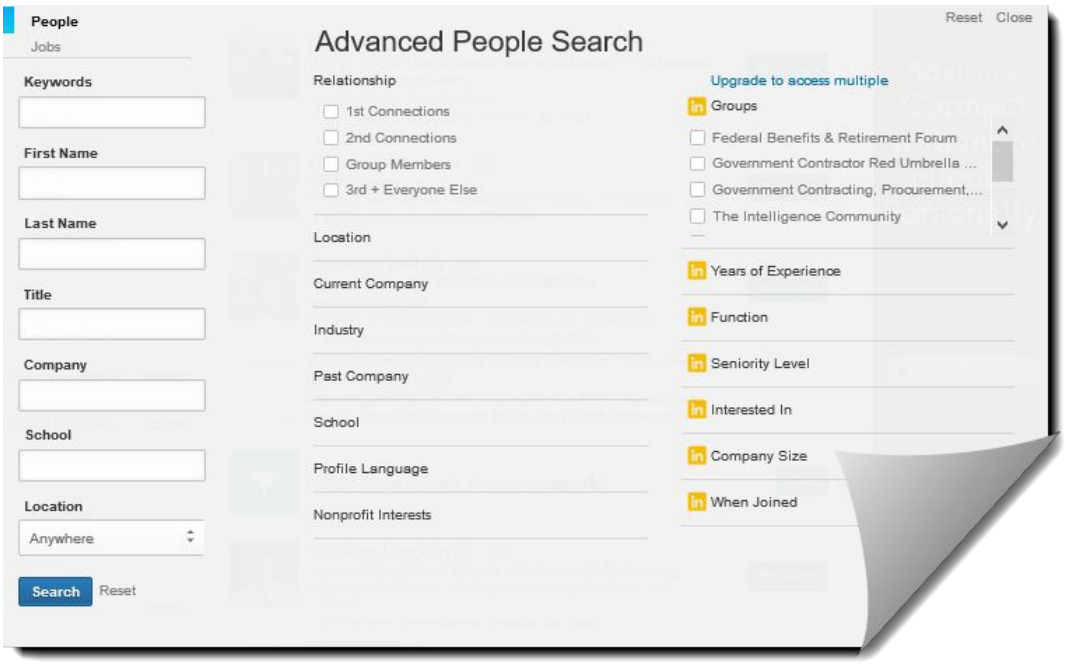
Prospect Profile Development

- Specific industries to target.
- Geography to target. (zip codes, metropolitan areas, counties etc.)
- Size of target companies? Low end? High end?
  - ☐1-10
  - ☐11-50
  - ☐51-200
  - ☐201-500
  - ☐501-1000
  - ☐1001-5000
  - ☐5001-10000
  - ☐100000+
- Titles/positions (ex. Owner, CFO, Director of Operations, etc.)
  - ☐Manager
  - ☐Owner
  - ☐Partner
  - ☐CXO
  - ☐VP
  - ☐Director
  - ☐Senior
  - Also include any other specific titles that you would like to target.
- Specific companies to target?

- **Profile Optimization** - Profile Optimization is the strategic tailoring of a LinkedIn profile to make it more enticing to prospects.
- **Database Build** - The Database Build is the main focus of the Set-up Phase where you send out hundreds, maybe even thousands of connection requests.
- **Ongoing Phase** - The Ongoing Phase is the monthly repeatable playbook of generating leads utilizing the LinkedSelling LinkedIn Marketing Campaign system. The Ongoing phase occurs after the Set-up Phase and starts when you finish with the database build, the client has had a chance to review their new connections that have been added, and you are ready to start the messaging campaign.

LinkedIn Basics

- **Premium Account** - Any paid LinkedIn account that offers advanced features, including but not limited to: extra search filters, unlimited searching, expanded profile views, etc.
- **Free Account** - A free LinkedIn account for anyone who wants to create and maintain a professional profile online.
- **Personal Profile** - Your profile is your LinkedIn page that describes your career history, education, interests, and other related content you may want to publish with your network.
- **Advanced People Search** - The LinkedIn Search engine that allows you to prospect and filter for people, jobs, companies, groups and more.



- **Profile Link** - The unique URL to a personal LinkedIn profile.

- **Messaging Link** - The unique URL to a LinkedIn message thread.
- **LinkedIn Groups** - LinkedIn Groups are online communities within the LinkedIn community that focus either on professional interests or specific segments of Business executives and professionals.
- **Group Discussion Thread** - A Group Discussion Thread is an online conversation that takes place within a specific LinkedIn group that is generally started when a group member shares a piece of content or asks an engaging discussion question.
- **LinkedIn Inbox** - The hub for most communications on LinkedIn; where you go to send and receive LinkedIn messages & InMails.
- **LinkedIn Message** - Messages sent via LinkedIn.
- **InMail** - InMail messages are sent directly to another LinkedIn member you're not connected to. If you have a Basic (free) account, you must upgrade to a Premium account to use InMail.

Campaign Management

- **DNM** - DNM stands for “Do Not Message.” Clients mark the connections who they don’t want entered into a messaging campaign with this acronym.
- **Tracking Sheet** - This is a customized CRM system used to track engagements and messages between a client and his connections/prospects.
- **LinkedIn Prospecting** - Researching the best ways to find and connect to the client’s most high value prospects on LinkedIn.
- **Messaging Campaign** - A multi-touchpoint nurture campaign sent via LinkedIn messages that culminates in a request for a phone call or a similar call to action.
- **Messaging Campaign Playbook -** The outline of the types of messages you will send a prospect.

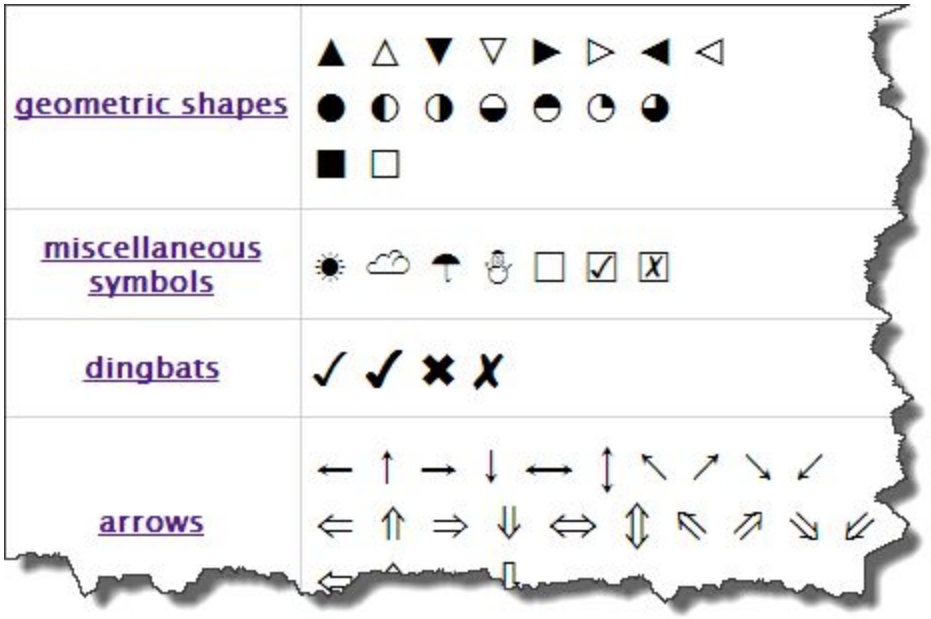
Messaging Campaign Playbook		Week 1	Week 4	Week 7	Week 10	Week 13	Week 16
Batch of 50 Prospects	Group 1	Message 2	Message 3	Message 4	Message 5		
Batch of 50 Prospects	Group 2	Message 1	Message 2	Message 3	Message 4	Message 5	
Batch of 50 Prospects	Group 3		Message 1	Message 2	Message 3	Message 4	Message 5
Batch of 50 Prospects	Group 4			Message 1	Message 2	Message 3	Message 4
Batch of 50 Prospects	Group 5				Message 1	Message 2	Message 3
Batch of 50 Prospects	Group 6					Message 1	Message 2
							Message 1

- **Messaging Script -** The copy used in a campaign message.
- **Cold Messaging** - Similar to a cold email; a LinkedIn message sent to a non-first degree connection that culminates with a call-to-action.
- **LinkedIn Nurture Campaign** - A multi-touchpoint series of messages that typically culminates in a request for a phone call.
- **Feedly** - A tool that allows you to easily manage feeds of content that focus on a specific topic or publication.

- **Content Curation** - Process of finding and gathering content used for status updates and to share in LinkedIn groups.
- **Connection Requests** - An invitation to connect with another person on LinkedIn.
- **Group Management -** Moderation of a client's LinkedIn group to ensure that content and discussions are relevant to the group focus.
- **Inbox Management** - The process of handling messages that come in via a client's LinkedIn Inbox.
- **Group Engagement** - The process of nurturing and promoting interaction and discussion among members of a LinkedIn group.
- **Status Updates** - Allows LinkedIn members a way to stay in front of and engage their first degree network by posting relevant content that speaks to their target prospects.
- **Group Posts** - The way to start a conversation in a LinkedIn group by either posting a link to an article or asking a discussion question.
- **Group Announcement** - Messages sent directly to the email inbox of the members of a LinkedIn Group.
- **Company Page** - Allows LinkedIn members to learn about a company's business, brand, and job opportunities.
- **Group Invites -** Invitations to a client's LinkedIn group.
- **Campaign Management Software -** Digital platform that allows you to track, schedule and automate your entire LinkedIn marketing campaign.

Business Basics

- **B2B** - Business to Business. A company that sells a product or service for a company's use.
- **B2C** - Business to Consumer. A company that sells their product or service directly to consumers.
- **Referral Partner** - A term that refers to a company or an individual that sends prospective leads to the primary website via their website, blog, Web page, group, email or through any other Internet-based link-sharing method.
- **Call to Action** - The portion of your message or copy that directs the prospect to take an action. i.e. Set up a phone call, register for a webinar, etc.
- **Unicode Symbols** - Small icons or symbols that can be used in a LinkedIn profile or headline. i.e. arrows, line breaks, etc.



- **Hand-off** - When the client profile you are using will not take the requested phone call, but instead “Hands it off” to a salesperson or other contact in their company.
- **Search links** - The url of an Advanced Search you previously completed on LinkedIn.
- **Boolean search** - A search phrase that combines words and phrases using the words AND, OR, NOT (known as Boolean operators) to limit, broaden, or further define your search.
- **Lead** - A LinkedIn connection that agrees to a phone call with your client.
- **ROI** - Return on Investment. How much did they invest in the program; and how much did they sell of their product or service as a result.
- **Deal** - A LinkedIn prospect that your client closed a sale with.