LINKEDIN ROCKET LAUNCH PLAYBOOK

LinkedSelling

LinkedSelling's Disclaimer

The methodology behind the LinkedSelling system is for specific guidance on matters of building authority and generating high-ticket sales opportunities as quickly and systematically as possible...

With the aim of allowing your business to get maximum ROI on their LinkedIn ad spend.

The application of this process will result in an influx of high-ticket lead, high-quality targeted clients, and increased revenue. Other side effects may include business growth, increased stability, increased cash flow, less business stress, and more time with your family.

******Note: it's possible that the ENGINEERED process we share will allow you to:***

1. Build trust and real relationships at **light speed.**
2. Systematically attract thousands of **high-ticket prospects** into your funnel.
3. And convert many of them into **bona fide sales appointments**...

WARNING: This system may allow your business to scale and generate large volumes of high-quality sales opportunities every month. Use that power wisely. Enjoy! ;-)

In the LinkedIn Ads Rocket Launch Playbook, you have the complete blueprint to build a strong marketing foundation upon which you can construct a lead generation skyscraper...to attract your very best prospects to you business, and generate a consistent flow of high-quality leads and appointments.

Review this document step-by-step, and you will:

- Develop the ideal targeting segments that will engage your high-ticket prospects,
- Build a LinkedIn Ad specific funnel that will generate sales opportunities at scale without breaking the bank,
- Generate thousands of leads and hundreds of appointments by following our copy examples,
- And have a clear understanding of how to maximize your ad budget on LinkedIn and get the most return on your money.

The Ultimate Guide to Targeting with LinkedIn Ads:

LinkedIn's advertising offers the opportunity to get your message in front of over 600 million people. And based on the criteria and data LinkedIn has, it makes it particularly appealing to B2B companies.

You can target by industry, job title, or seniority among other filters.

To get a full run-down on the targeting options available on LinkedIn, CLICK HERE to review our Ultimate Guide to LinkedIn Ads blog post.

The 3-Pillar LinkedIn Ads System:

START HERE: Place Your LinkedIn Insights Tag

Before you launch your LinkedIn ads campaign, we first recommend you place the LinkedIn Insights Tag on your website.

This small snippet of code will allow you to utilize Conversion Tracking, create Matched Audiences (for retargeting), and look at your Website Demographics – which will allow you to refine your targeting based on the EXACT type of prospects who are visiting your site already.

Once you've placed your insights tag, it's time to review the 3-Pillars of a successful LinkedIn ads Campaign.

Pillar 1: The RTA Funnel

The Report-to-Appointment (RTA) Funnel is a simple version of a lead magnet funnel with a quick conversion from an opt-in to an appointment or high-leverage buying opportunity.

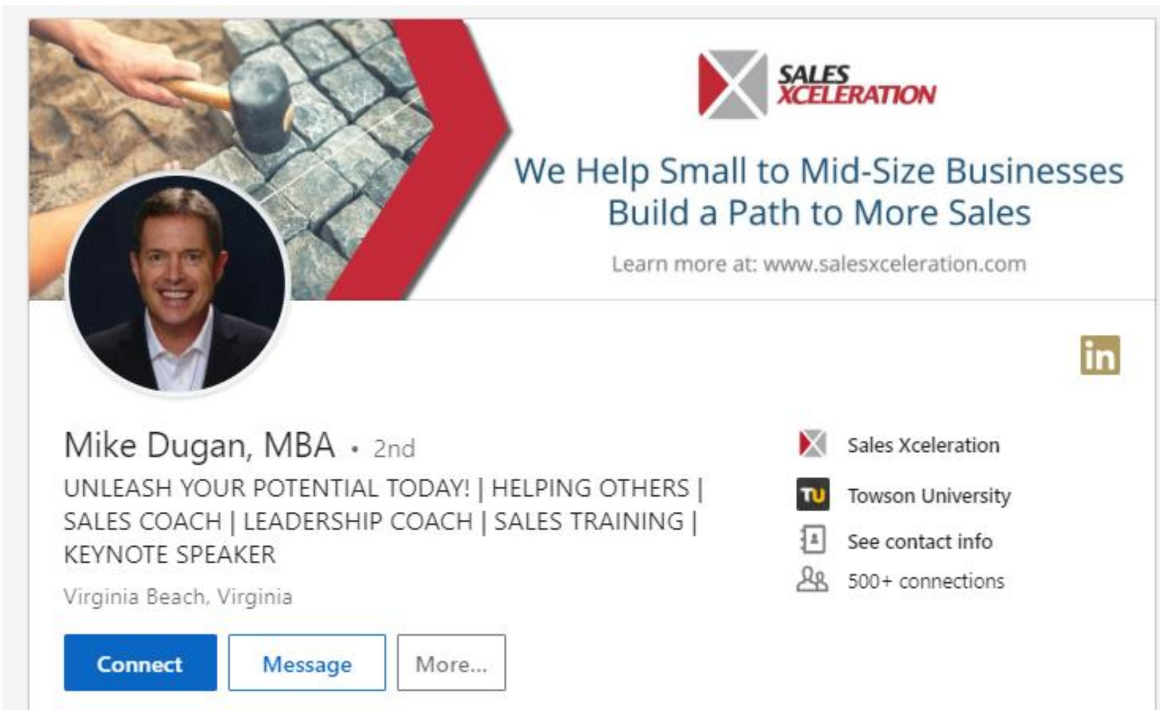
Since LinkedIn's CPCs (cost-per-click) are generally more expensive than Facebook and other platforms, you want to simplify your funnel to drive prospects into higher-leverage opportunities sooner.

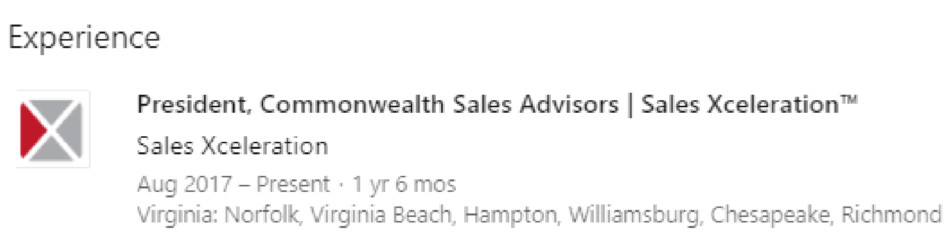
Rather than creating unnecessary hoops that lose people at every turn, with the higher-quality audience on LinkedIn, you'll want to give them what they are looking for sooner.

Here is a short diagram of what the RTA Funnel looks like –

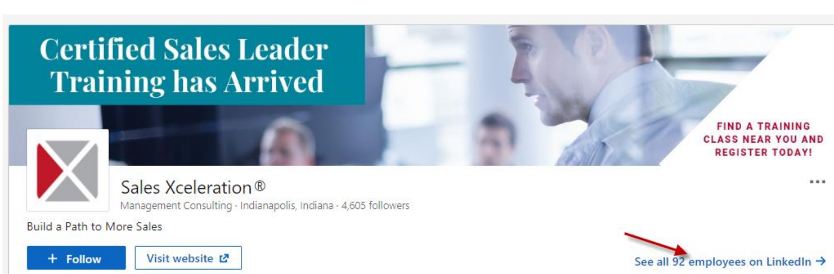
Now let's look at an example of one of our top-performing RTA Funnels for every step in the campaign.

We wanted to target people like Mike…meet Mike!



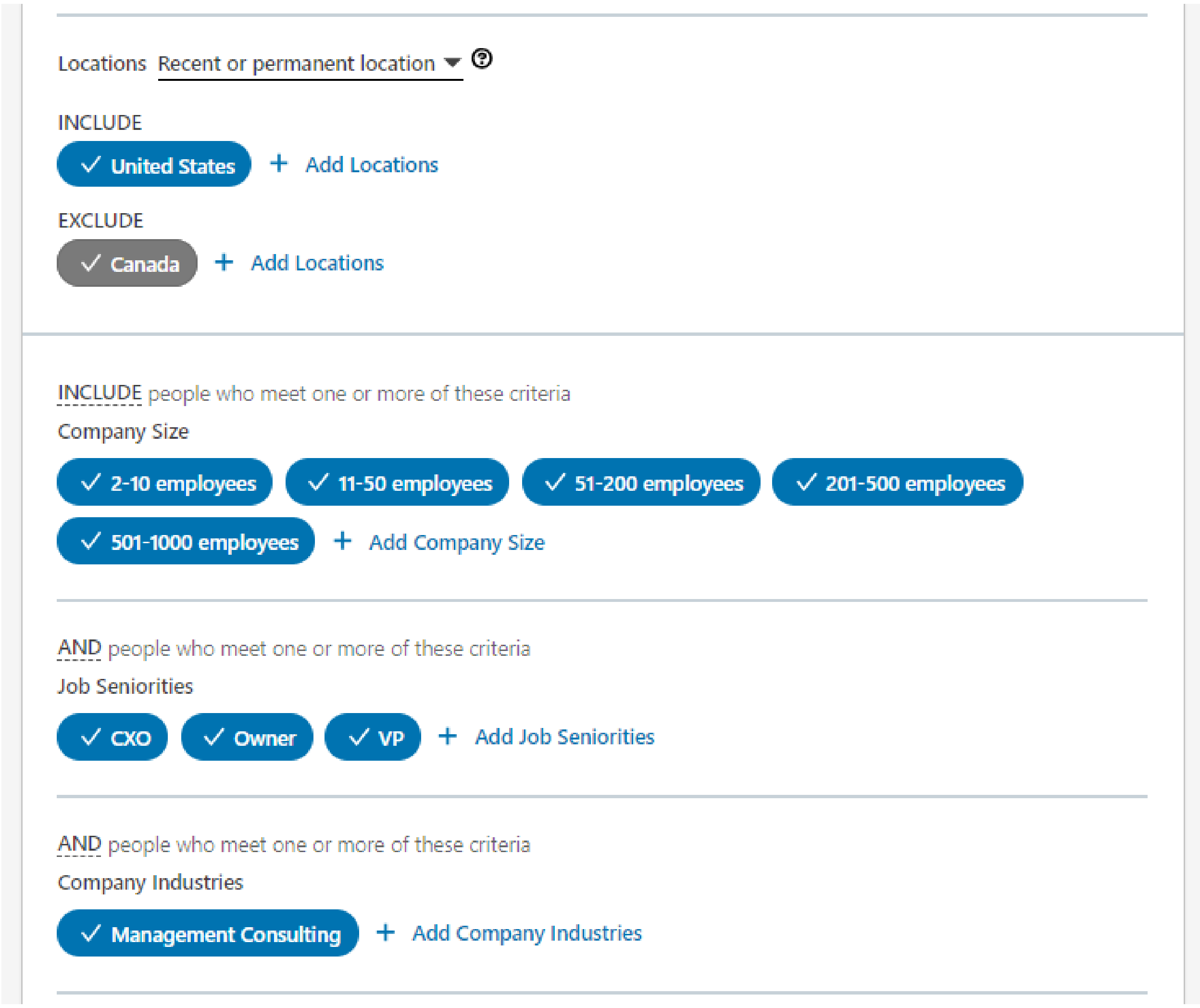


Mike is the CEO of a Sales Consulting firm call Sales Xceleration which has near 100 employees.



For our agency this is a perfect lead and the exact type of people our sales team wants to speak with. So….how did we find him?

Mike came from one of our RTA campaigns with this specific targeting criteria –



Now, what type of report is going to get Mike to opt-in?

We know that our prospects have an interest in bringing in new clients and that they are looking to grow.

We offer them what we call our Client Acquisition Report.

Next up our ad copy.

When we first launched this campaign our image ad was the winner after a few months of this campaign we added back in the video to refresh the creative and the video ad took over.

Pillar 2: The DTA Funnel

The Direct-to-Appointment (DTA) Funnel is a straight-forward funnel that converts prospects directly to requesting an appointment, consultation or demo.

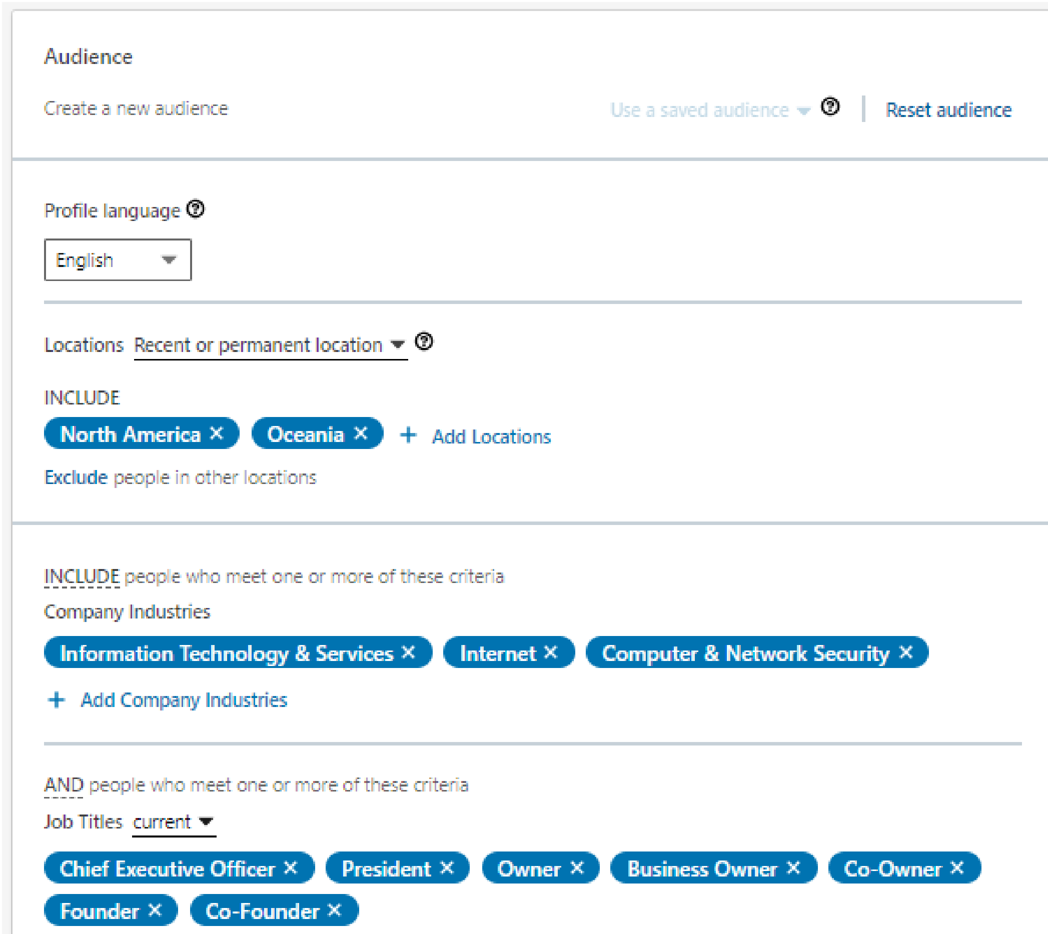
Rather than creating unnecessary hoops that lose people at every turn, with the higher-quality audience on LinkedIn, you'll want to give them what they are looking for sooner.

Here is a short diagram of what the DTA Funnel looks like –

Now let's look at an example of one of our top-performing DTA Funnels for every step in the campaign.

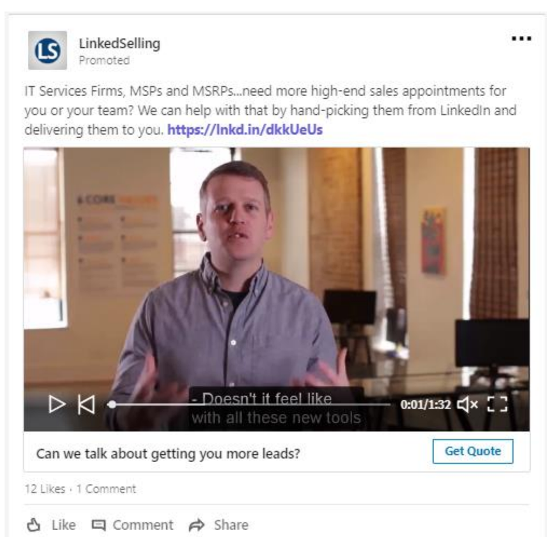
Meet Jeff! Jeff runs a Tech firm – another niche we often target for our outbound marketing campaigns.

Now, in this type of campaign we want Jeff to book a call directly with our sales team. We cut out the first step of the report opt-in. So we want to make sure we have a really solid audience. Something like this…



This example resulted in 620,000 prospects. We could go further and target companies of a specific size, but for right now this is a good start for our team.

Next up our ad copy.



With a Direct-to-Appointment ad showing to a cold audience, you'll want to include a video with your advertisement rather than just an image.

And remember to call out your target audience in your ad copy as you can see in the example above.

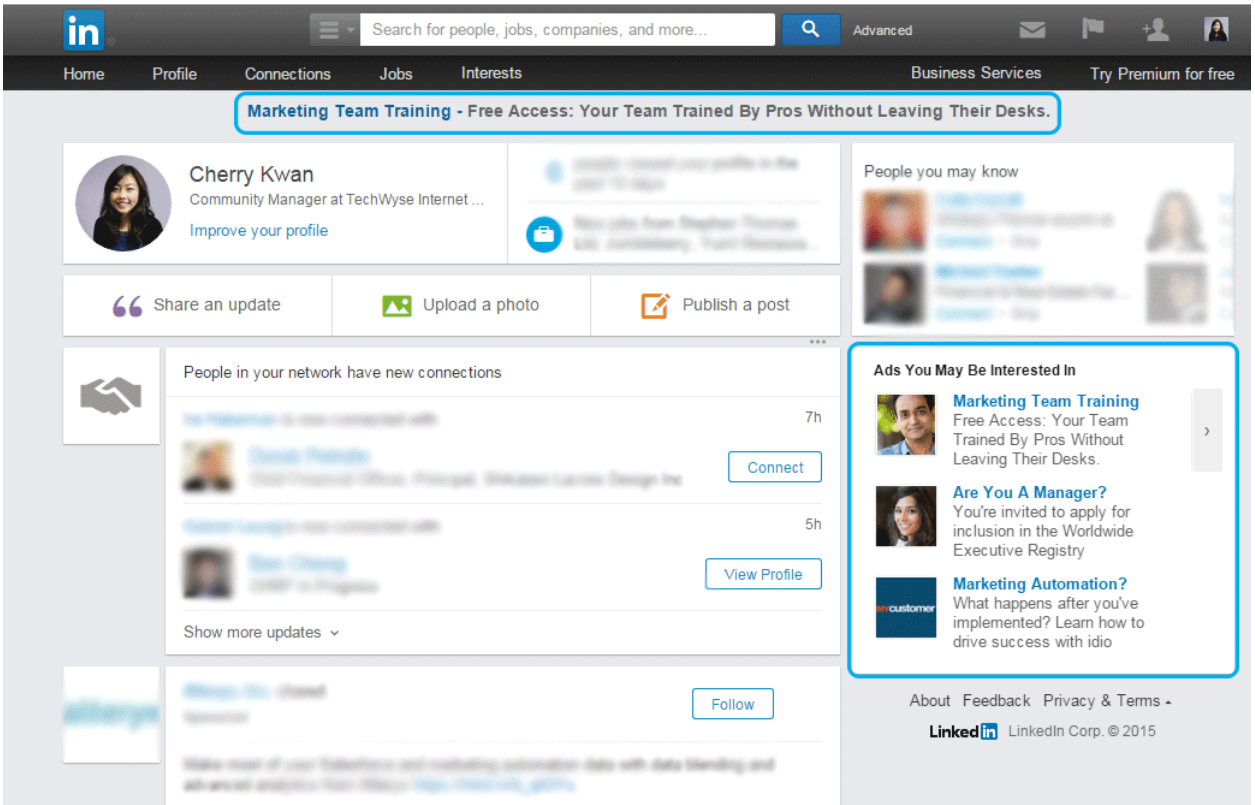
Pillar 3: Dynamic Retargeting

The third pillar is what we refer to as Dynamic Retargeting.

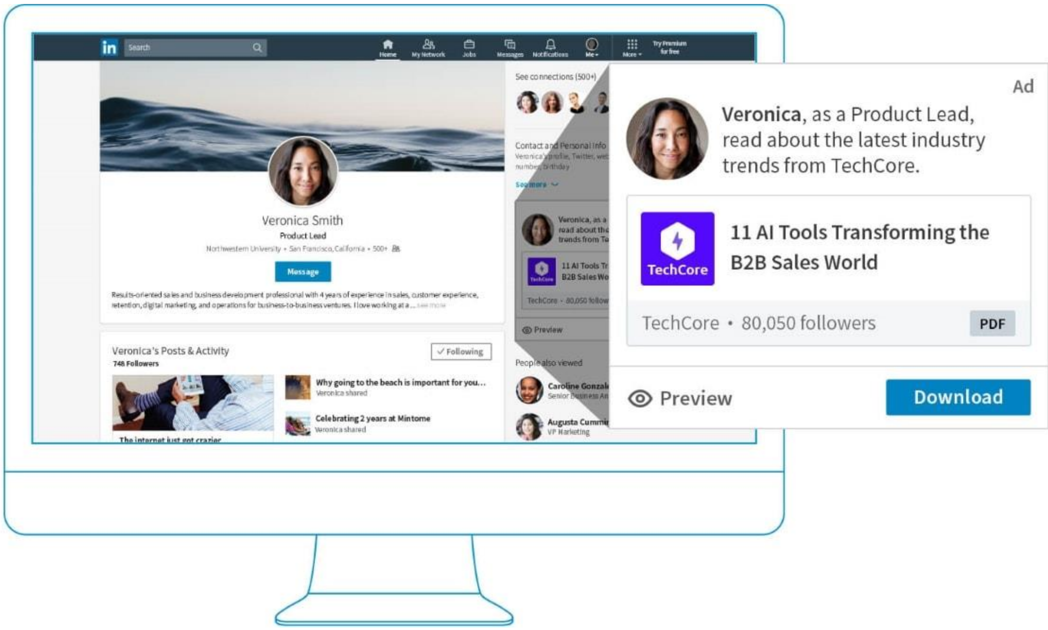
This is low-hanging fruit that everyone that has an email list or drives any amount of traffic to their site should start with.

We prefer to use 3 types of ad products for our retargeting (outside of the Sponsored Content we've shared for the two previous pillars.

1. Text Ads



2. Dynamic Ads



3. Sponsored InMail.

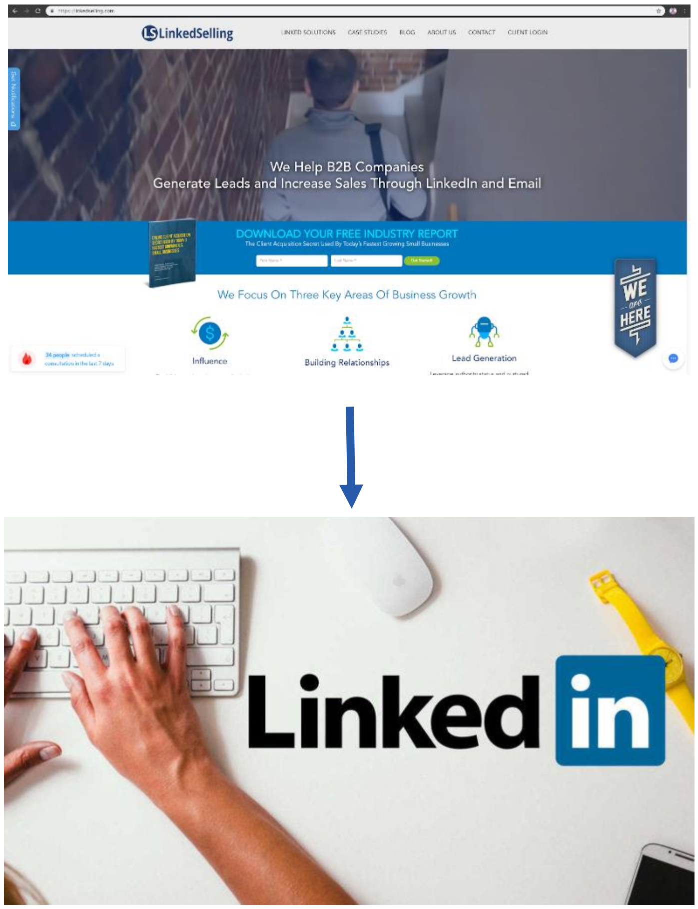
We recommend Sponsored InMail as where you are likely to see the best return. So let's dive a little deeper and share how we utilize Sponsored InMail.

First a prospect visits our site…

The may look around for a bit. Some will opt-in for a report, or fill out our contact form. But others will just take a peak and move on. ☹

But with a Sponsored InMail campaign we have the chance to follow-up with this prospect in a way that feels very personal with an opportunity to get them into an appointment or consultation.

The way Sponsored InMail works if you are targeting a matched audience of your website visitors is that the next time a page visitor logs into LinkedIn after visiting your site…

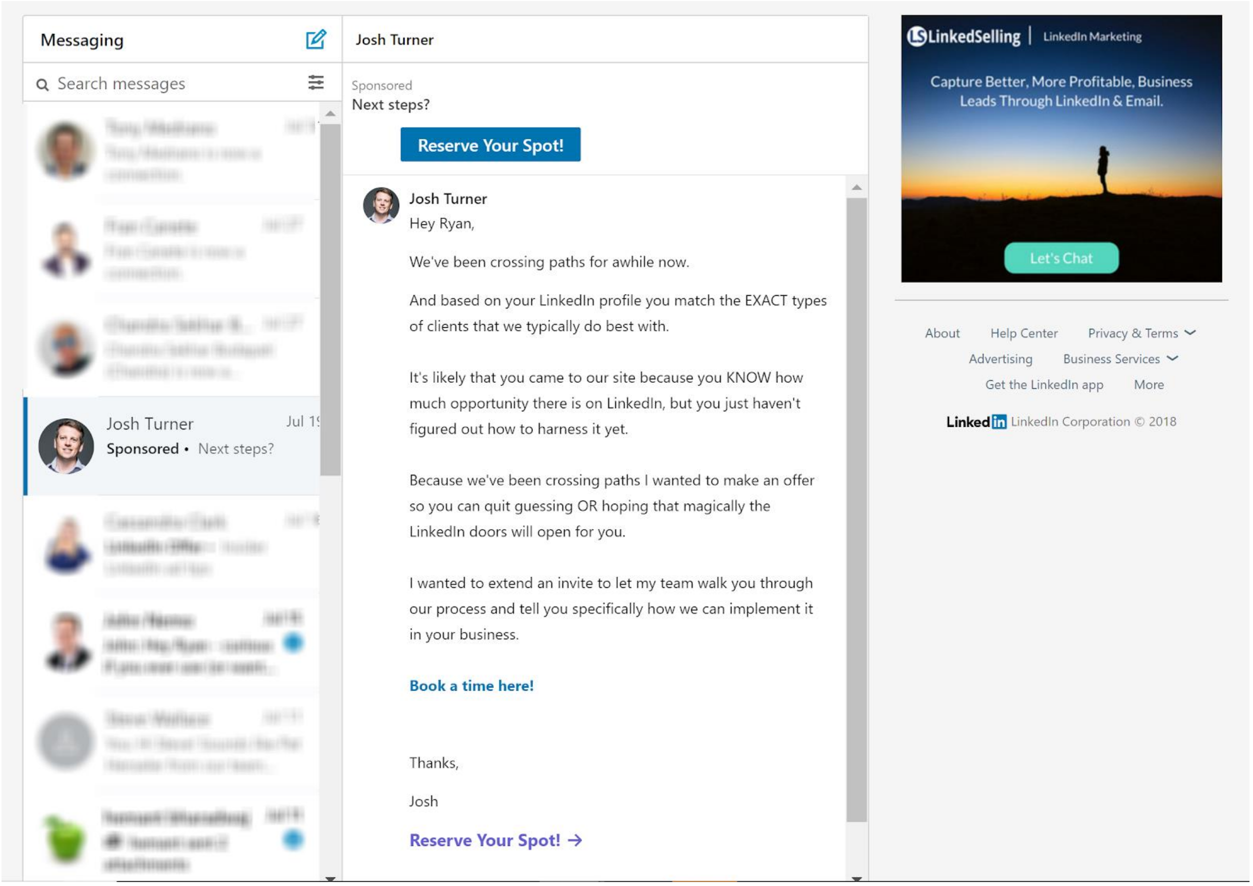


Your message is waiting at the top of their inbox.

Sponsored InMail will send automatically and you can send this from your company or an individual within your company (preferred).

Sponsored InMail is NOT the same thing as a regular InMail that you may have access to as a premium user of LinkedIn. These will send automatically, they aren't limited by a monthly allotment, you can hyperlink text, and include a banner ad.

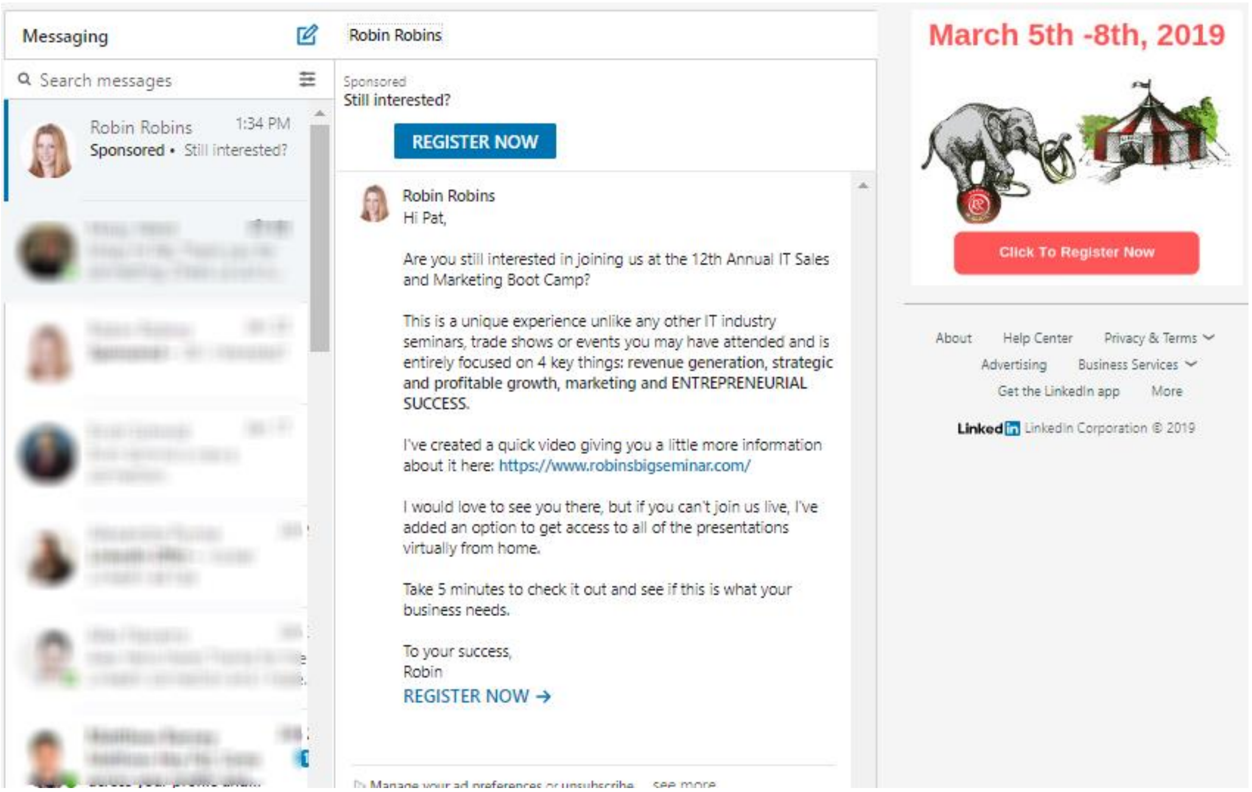
Here's an example of how this looks.



As we mentioned Sponsored InMail can be one of the most successful and low-cost products on the LinkedIn Ads platform, especially if used as part of your retargeting plan.

We often see ad clicks for less than a dollar and are able to book appointments for pennies on the dollar.

Here’s an example for a client of ours who has utilized LinkedIn ads to sell tickets to their live event.



Post Opt-in Follow-Up

With the RTA, DTA and Dynamic Retargeting playbooks, you'll want to make sure in every case that your follow-up directs your prospects into a high-leverage buying opportunity.

That doesn't mean just a sales letter directly.

It should tie in with the reason they opted in in the first place.

Because the RTA Funnel is the option that is least direct with it's appointment request, we've included a swipe file of our email follow-up once a prospects requests our Client Acquisition Report.

Message 1:

Subj: [DOWNLOAD] Your Client Acquisition Report is ready

Hello - Josh here,

I saw that you requested access to the Client Acquisition Report and here it is:

Click here to learn the online client acquisition strategy the fastest-growing small businesses use today.

It details a study we conducted of over 1300 small business owners to find out what's working for them now. You'll learn things like…

...Why 88% of those business owners actually struggle with cash flow, and why 12% don't

...What successful business do differently, including where and how they're getting consistent leads

...Why the #1 lead generation channel for B2B marketers is often ignored or underutilized

It opened our eyes! I hope you find it useful as well.

Access the report here.

Best,

Josh

P.S. If you're interested in learning about our systems here at LinkedSelling, the best 2 ways I can help you get more leads and clients using LinkedIn are:

1. Our outsourced service where we build and run your LinkedIn campaign for you, take all the heavy lifting off your plate, and generate high quality leads every single month. Click here to set up a time to talk with our Director of Client Strategy.

2. Check out our free Advanced LinkedIn Masterclass, if you are looking to learn our latest strategies to implement on your own, with the support of my team. This is more of the DIY option.

Click here to register

Message 2: 1 Day Later

Subj: Why 90% of Leads Don't Buy...

Here's a little secret that most business owners intellectually know—but very few actually practice because we're always in "reactive" mode when it comes to our business.

It's the fact that the difference between a contact and a contract is the ability to forge long-term relationships with your prospects.

For example…

A prospect that's not ready yet, may be able to refer you more clients than you could get yourself, or when that prospect is ready, you'll be top of mind because you already have that relationship!

Here's another…

A prospect you've been chatting with for a year and is ready to hire you for a 6-figure contract will take precedent over a "bottom-feeder" client who just heard of you—and wants to hire you for peanuts.

Unfortunately, most of us only focus on "quick wins" and we survive on peanuts in order to get immediate cash flow.

The truth is that 90% of your leads aren't ready to buy from you right away.

They either don't need you right now, or don't know you enough.

What's missing?

Trust and relationship… your best clients will need 10-12 contacts -or more- to build this up.

And yet, most business ignore these prospects after 2-3 contacts if they don't get business from them right away.

The good news? Building trust and relationships "greases the slide" toward eventually hiring you, it gives your business more strength and predictability, AND you can be more selective about who you want work with.

Point blank: you're shooting yourself in the foot if you only focus on your business efforts on prospects who are ready to hire you—right at this moment. Like an investment account that grows and compounds over time when you slowly add to it, you need to make regular "deposits" by investing in networking, community and relationships.

Now you might be thinking to yourself:

"Who has time to do all of this relationship building and follow up? I'm too busy serving my current clients and I need to keep the cash to keep coming in so that I can pay the bills."

That's why you need to focus on getting the right business systems in place that allow you to implement long-term marketing initiatives—like investing in relationships.

So, if you feel like you're constantly stuck in reactive mode—constantly trying to "feed the beast" with new leads and prospects but haven't been investing in long-term initiatives like relationship building, then make sure you watch out for my next email that's coming in a few days .

It could relieve you from the pressure and strain you're feeling right now in your business—of constantly working with people who may not be your ideal client, but who you have to take on anyway because you need the immediate cashflow.

Talk soon,

Josh

P.S. If you're interested in learning about our systems here at LinkedSelling, the best 2 ways I can help you get more leads and clients using LinkedIn are:

1. Our outsourced service where we build and run your LinkedIn campaign for you, take all the heavy lifting off your plate, and generate high quality leads every single month. Click here to set up a time to talk with our Director of Client Strategy.

2. Check out our free Advanced LinkedIn Masterclass, if you are looking to learn our latest strategies to implement on your own, with the support of my team. Register for that here.

Message 3: 1 Day Later

Subj: Is it time to talk?

Not too long ago, we got our entire team together in St. Louis for our yearly company retreat and there was one question that drove the conversation the entire time:

"How can we make an even bigger impact on our clients who not only want results NOW but who also understand the value of long term relationships with their prospects?"

We've noticed that the lion's share of the 6 and 7 figure deals that our clients have gotten as a result of our work from the LinkedSelling Agency have come from entrepreneurs who understand the long game and develop sincere relationships with prospects….

They understand that large contracts are only possible when offered amidst a certain level of trust.

If you'd like to see what we came up with, and how we'd apply it to your business, take a second to book a quick call with our Director of Client Strategy.

And we spent 3 days coming up with better ways of helping our clients in this area. To better serve you and to ultimately make the largest impact for yourbusiness.

So we are looking for a handful of business to work with who want us to not only drive leads through LinkedIn for them, but also develop long-term relationships with the prospects who aren't ready to buy right away.

That way they'll either hire you for big money in the future, refer a bunch of clients to you in the meantime, or both.

Look, anybody can drive leads to their business by shelling out a couple grand on Facebook ads or pay-per-click in the hopes that it'll get a couple clients who happen to be ready to work with you now.

But where a lot of people drop the ball is the long-term relationship-building process because they lack a System for following up and nurturing leads that don't buy right away.

That's because it's easier to just focus on the "quick wins" of getting the 3-4% of clients who are ready to work with you now--at the expense of better clients who would be ready 3-6 months from now if you stayed in touch.

We can take this burden off your shoulders by helping you:

***1)** Target a well defined prospect on LinkedIn who is a perfect fit for what you offer. Our process is hyper-focused and laser targeted to go after you exact ideal client—the kind of big-time clients that could lead to $50,000, $200,000, or even multiple 7-figure deals. We'll build an instant database of prospects—so that, within weeks, you have hundreds of high-value prospects that you are connected to.*

***2)** Get these prospects to agree to talk to you without appearing pushy, scammy, or cheesy. Let's face it, all that "internet marketing" mumbo jumbo isn't necessary and just doesn't work for your business. It can also be off-putting to the types of businesses you want to work with and lacks the intimacy and nuance required to reach out to your prospects. We get that, because we do it every day for our clients across the world. With this system, you'll get to target your prospects in a way that's actually helpful to them and that positions you as one of the good guys/gals.*

***3)** Follow up and nurture prospects who aren't ready to work with you so they don't forget you. If you are like many businesses out there, you probably don't have a system for following up and nurturing prospects that have "raised their hand"…but unfortunately your prospects forget about you. Sales is as much about timing as anything. And with our system, when the time is right you'll be the one they think of.*

I invite you to claim your free 1-on-1 planning call with my Director of Client Strategy to discuss your ideal client and how you can create a database of ideal prospects who need your help… using a multi-touchpoint outreach and nurture process on LinkedIn.

Instead of having to "hope and pray" that your prospects will not only find YOU and hire you—or having to weed through tons of tire kickers and dud leads…

…you'll be actively targeting your ideal prospects who need your help.

That means you'll get to cut all that "junk work" you're doing right now that's wasting your time and eating you alive: all that social media and content marketing that could be helping you build an audience…

…but that isn't doing anything to help you put money in your pocket right now or for the long-term.

If you're not attracting the clients you want—or want add to the clients you're already getting—just hop on a quick planning call with my Director of Client Strategy and we'll help you get "unstuck" in your business.

Thanks,

Josh

P.S. I've already spent 1.2 million dollars in consultants, advertising, testing and people to create the scalable lead and client generation systems responsible for growing my company by 300% every year for 3 years. Why would you want to try duplicating all that?

Just schedule a complimentary one-on-one planning call and discover how you can just use what I've already spent a fortune and years to test and tweak. Just let us do everything for you and relax.

If you'd like to discuss our 3-Pillar LinkedIn Ads System with an expert today and learn what type of ROI your business could expect on LinkedIn, book a time today at: www.LinkedSelling.com/LinkedIn-ads