

LinkedIn Marketing In Just 10-Minutes A Day



By Neeraj Shah

LinkedIn Made Easy



A plan you can actually follow

The best marketing plan is one that you enjoy and can sustain long-term. Here is a proven 10-minutes daily LinkedIn Marketing plan to help your ideal future clients know, like and trust you. Use this simple framework to build a lucrative pipeline of high-value clients on LinkedIn. Here's a simple 5-part guide you can use to do that.



Step 1

Review and Accept Connection Requests (1 minute)

Firstly, accept requests from people you know personally. Then consider, “should I accept my other connection requests from strangers?”

There are two things to consider. Firstly, the more connections you have, the more people will see your content, which is great. However secondly if you connect with complete strangers it’s not really an accurate representation of your network. Tricky.

I suggest accepting connections from people who write you a personalised message, who fit your target market or who are industry colleagues. We adopt the ethos that every friend and business contact was a stranger once!

Rajvi Ghosh

Company name redacted

👤 Riddhi Doshi and 4 others

Ignore

Accept

Mayank

Sales Manager

👤 Prabodh Deolekar and 100 others

Ignore

Accept

Hi Neeraj, We have launched a tool to find phone numbers of different decision ... See more

Reply to Mayank












Step 2

Connect With Someone New (1 Minute)

LinkedIn will continually prompt you to connect with people you may know. Aim to connect with at least 3 people per day, and expand your network.

Pro-tip: Write a personalised note explaining why you are interested in connecting.

People you may know with similar roles See all

 Ruchi Mohunta Clarity Coach - helping teens and adults fin... 17 mutual connections Connect	 Noora Ikonen Visual content creation, Photography & Interi... 1 mutual connection Connect	 Ahmed Barakat Entrepreneur 1 mutual connection Connect	 aditi joshi  Co-Founder at Tagz & Talezz Advertising &... 105 mutual connections Connect
 Swati Vaidya Founder Architect at I Design Architects an... 50 mutual connections Connect	 Amit Bane Wealth Creator Asset Builder Leader ... 26 mutual connections Connect	 Ujjwal Singh Founder at Scale Delight / Performanc... 364 mutual connections Connect	 Mehul Joshi Founder of Tagz & Talezz Advertising... 17 mutual connections Connect



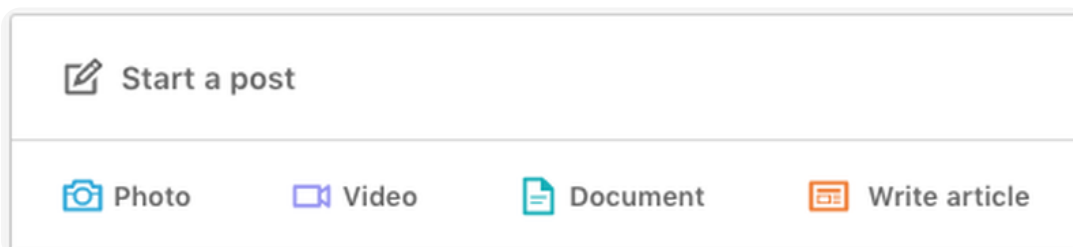
Step 3

Contribute & Engage (3 Minutes)

You can publish your own content on LinkedIn. There are only 2 million people out of 700 million that are on LinkedIn creating content. This is a great opportunity for you to position yourself as a thought leader.

You can write an article, or upload an image or video and publish it as a post on LinkedIn for your connections to see. The more useful content you share, the more you will stay top of mind.

Pro-tip: If you don't have content to post then leave thoughtful comments on the posts of your perfect prospects. This is a simple way to get your prospects to know, like and trust you.



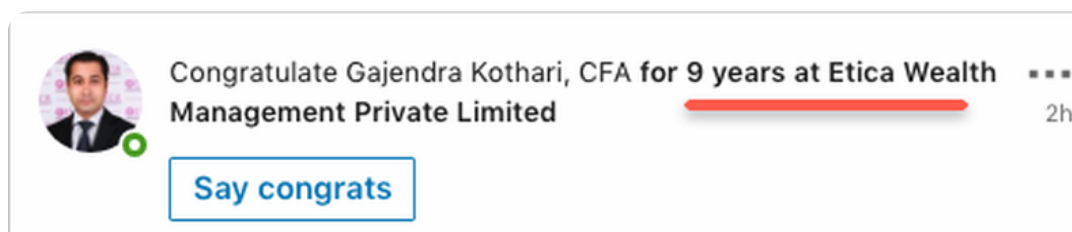


Step 4

Congratulate someone in your network. (1 Minute)

Say congratulations to someone on a new role, a work milestone or wish them a happy birthday. LinkedIn will prompt you with these notifications and it gives you easy 'ways to keep in touch'.

Pro-tip: Send a voice message or an animated GIF to congratulate or wish someone. This will make you memorable.



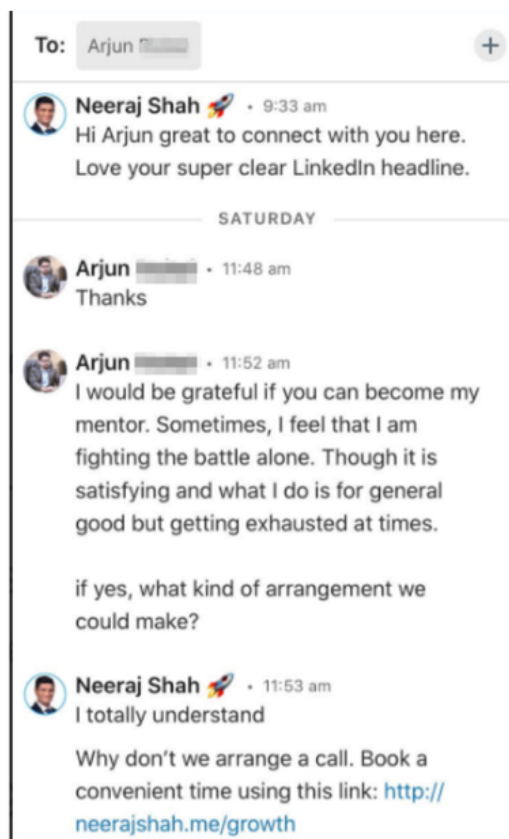


Step 5

Call or email someone and organise a catch-up (4 Minutes)

The secret of social media is to get off social media as soon as possible and onto a phone call or into a meeting. LinkedIn is a great tool but you can't always land that deal without meeting in person or at least a phone conversation.

A great conversation starter is "...what project are you working on at the moment?" Always think of ways you can help, and actually ask "how can I help?"





Step 6

Are you ready to grow your business digitally?

Are you ready to set up your digital business to not just survive but positively thrive in the coming recession?

Join me on the **Entrepreneur Summer School** running from August 31st to 25th September.

Follow a personalised learning path that will allow you to engineer your digital business for resilience and high growth in the coming months and years ahead.

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Book a Free Entrepreneur Summer School Navigation Call:

<https://calendly.com/geniusu-global/entrepreneur-summer-school-next-steps-rrcall>



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Entrepreneur Summer School August 31st - September 25th