

# HOW TO

FREE  
GUIDE  
SERIES

Ensure your activity  
on LinkedIn builds  
your brand

Weekly activity checklist  
for lead generation



*Brand exposure, business growth & lead generation*

[BusinessCoachingHub.co.za](http://BusinessCoachingHub.co.za)

## Important Notice

This guide contains links to valuable resources and additional information that provides further details and examples of the activities mentioned. To ensure these links are active, you need to **download** this guide.

If you would rather have a PDF copy of this guide emailed to you, then send me an email at [carlos@businesscoachinghub.co.za](mailto:carlos@businesscoachinghub.co.za) requesting a copy of the LinkedIn Activities Checklist and I will gladly share it with you.

These are the activities I perform daily, weekly, and monthly since March 2019 for brand expansion, business growth, and lead generation on LinkedIn so, I want to ensure as many business owners as possible are aware of and can implement what they believe will benefit them.



*Carlos Batista*

**Business Transformation & Growth Specialist**

[BusinessCoachingHub.co.za](http://BusinessCoachingHub.co.za)

## Introduction

The activities shared in this guide are a result of constant optimization, trial, and error, and testing of new features on LinkedIn which got me to the point where I can generate prospects and leads without the need for a marketing or advertising budget.

Being a transformation and business growth specialist, my focus is on ensuring everything I teach my clients and use in my own business not only produces results and is measurable but, requires no marketing or advertising budget.

The business environment we find ourselves in because of the global pandemic requires business owners to be agile as well as innovative to remain sustainable. Spending money on marketing and advertising is what everyone else does. I prefer to be innovative and use the resources available in a targeted and effective manner requiring no investment other than time.

What I am about to share with you are the exact activities I perform on LinkedIn for my own business which are responsible for me not only surviving the lock down due to the global pandemic but are also responsible for my consistent business growth.

## Why You Need To Know This

In recent years LinkedIn has emerged as an excellent resource for generating more leads. The increase in online traffic due to the impact of the global pandemic means now more than ever your presence on LinkedIn provides you with the potential to help grow your business and not only survive but thrive beyond the pandemic.

As the most useful social network for businesses and professionals, LinkedIn is powerful for connecting with potential clients. But the real power comes from the lead generation, market research, and global marketing that comes from this tool.

LinkedIn's power lies in its networking power. It works the same way on this site as it would in real life.

Sadly, there is a very small percentage of profiles on LinkedIn that have been optimized correctly to take advantage of its power.

This means that when you optimize your profile to your ideal clients, you will feature among the top 10% in your industry and in your network, which means more exposure and opportunities to generate leads.

Your LinkedIn profile gives you a presence on the platform but, it does not guarantee that your ideal clients will find you.

Before we get into detail of the weekly activities, why would you want to leverage LinkedIn for your business? Well, consider these statistics:

- ◆ LinkedIn has over 740 million users in more than 200 countries.
- ◆ There are 60+ million senior level influencers on LinkedIn.
- ◆ There are 40+ million decision making positions on LinkedIn.
- ◆ LinkedIn is preferred by 90% of B2B & B2C marketers.
- ◆ LinkedIn generates 80% of B2B leads.
- ◆ LinkedIn has 3X more conversions than Twitter & Facebook.
- ◆ 97% of B2B marketers use LinkedIn for their marketing strategy.

When you are approaching LinkedIn from the perspective of lead generation and sales, it is best if you view the professional networking platform as an investment for the future, because implementing any one individual action isn't going to increase the leads that your business receives overnight.

Instead, you must put in a sustained effort toward building your business credibility, engaging with other members of the platform, and maintaining a high level of activity if you want potential leads to notice you.

Actively participating on LinkedIn will inevitably help your company stand out from the crowd. Spending just an hour every day on LinkedIn can result in huge dividends for your business, not only with an increase in the volume of leads that you obtain but as well as the quality of the leads.

When it comes to being able to increase highly targeted leads for your business, you won't be successful unless you are deliberate about it. The best way to do this is to optimize your LinkedIn profile to address the needs of your prospective clients by telling them how you can assist them.

While people keep their eyes on the big-name platforms for signs of saturation, user alienation, and stagnation, LinkedIn continues to own and grow its valuable niche. If you're in B2B or B2C marketing, I have no doubt your LinkedIn business strategy can out-market and out-perform your competition when applied effectively.

If you are finding it a challenge to grow your business using LinkedIn, then there is a good chance that your weekly activities are not what they should be and you're not sure how to change that.

That is where this guide can help you ensure that the valuable time you spend on LinkedIn is on activities that will help you achieve your business growth goals.

***Let's get into it...***

## Daily Activities

The main purpose for all my activity on LinkedIn is to build meaningful relationships with my connections and followers. This can only be done by adding value to them. To receive value, you first need to add value.

The first part of my daily LinkedIn activities is administrative in that:

- ✓ I check **My Network** for new connections and connection requests.
- ✓ Check my **Messaging** for any messages that require my attention.
- ✓ Check my **Notifications** for any activity that may require my response such as birthday celebrations, new positions, or connections that have shared my posts.
- ✓ Check my **Company and Showcase Pages** for page notifications that require attention.
- ✓ Check the statistics on my last post/s to confirm that I am reaching the correct target audience.

The second part of my daily LinkedIn activities is in network growth by using LinkedIn's powerful search algorithm to find and connect with my ideal clients. Find and join relevant groups and follow any company pages that can benefit my presence on LinkedIn when I comment on their posts or share my posts with them.

The final part of my daily LinkedIn activity relates to posting content that adds value to my connections and followers. Examples of the content I post are:

- Image posts with text ([see example here](#)).
- Document posts ([see example here](#)).
- Articles ([see example here](#)).
- Links to a website ([see example here](#)).
- Video posts ([see example here](#)).

*(Note: to view the posts above you need to be logged in to LinkedIn)*

## Weekly Activities

There are certain activities that only require attention once or twice a week and these include:

- ✓ Informing my connections of an online event I am hosting ([see example here](#)).
- ✓ Informing event attendees that they need to register for the online event to receive the Zoom login information ([see example here](#)).
- ✓ Message new connections providing them with valuable content that includes:
  - Informing them about my newsletter on LinkedIn that they can subscribe to for free ([see newsletter here](#)).
  - Tell them about my company page on LinkedIn where they can access free tips, tools, resources, and guides ([see company page here](#)).
  - Tell them about the Business Owner's Resource Centre where they can access training, tips, tools, guides, and templates for free ([see here](#)).



## Bi-Weekly Activities

The main and one of my most important activities on a bi-weekly basis is the publishing of my newsletter on LinkedIn. This is a powerful feature as the newsletter is sent to all 4,815 subscribers (*as of the 28<sup>th</sup> of April 2022*) via email by LinkedIn.

Subscribers are also notified on LinkedIn of the new publication so it can also be read on the platform.

Email marketing is highly effective when done right and with LinkedIn sending the email, there is very little if any chance of landing up in the spam box.

You can view a sample of the email sent by LinkedIn by [clicking here](#).

When the newsletter is published, it not only gets sent to all subscribers but is also shared on LinkedIn which attracts 60 to 100 new subscribers every week.

## Minimum Requirements

The following are the minimum requirements to conduct the activities mentioned in this guide:

- A standard free LinkedIn account (no premium or sales navigator required).
- A profile that is optimized to your ideal clients.
- A company page followed by your ideal clients.
- Activation of the developer tools for access to the newsletter feature.

The **LinkedIn Optimization Masterclass** is a great training program to learn step-by-step how to leverage LinkedIn for lead generation at no cost. You can find out more by [clicking here](#).

The **LinkedIn Advanced Features Training Program** will show you exactly how to take advantage of the latest features released by LinkedIn. You can find out more by [clicking here](#).



## Final Thoughts

All the activities outlined in this guide are conducted on a standard free LinkedIn account. There is no need for a premium account or for sales navigator.

While it may seem time consuming, it only takes 30-60 minutes a day to complete these activities. I am active on LinkedIn 5 days a week; however, 2 to 3 days can achieve success for your business.

There can be no arguing the power of effectiveness of LinkedIn for business growth or lead generation but, overnight success does not happen overnight. You need to invest time and effort in building long term valuable relationships with your network.

Invest in them and in time, they will invest in you.

For more valuable **Free Guides** for business owners visit our guides page by [clicking here!](#) No email is required and you can download all the free guides you want.

***"Your Success Is My Focus!"***



*Carlos Batista*

**Business Transformation & Growth Specialist**

[BusinessCoachingHub.co.za](http://BusinessCoachingHub.co.za)