

HOW TO

FREE
GUIDE
SERIES

Convert your connections
to leads & clients
using LinkedIn events

No cost lead generation strategy



Leverage LinkedIn events for business growth

BusinessCoachingHub.co.za

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The content and strategies shared in this guide are a result of 12 months of optimization, trial, and error which got me to the point where I can hold weekly events that deliver leads and clients every time. 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.

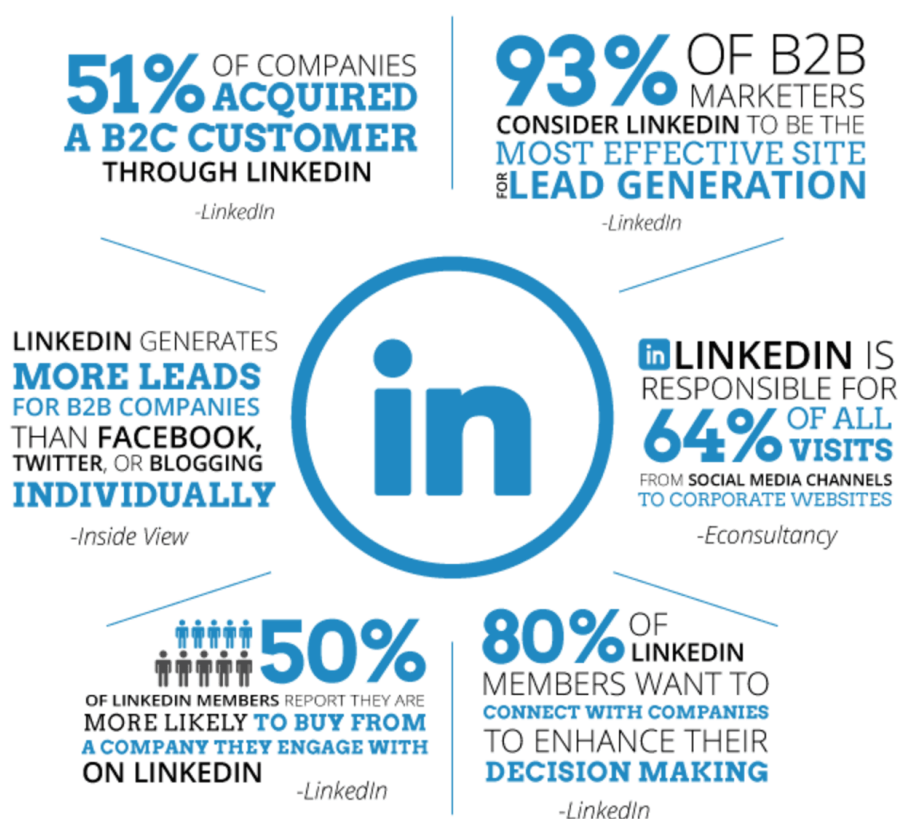
What I am about to share with you has produced more than 2000 leads that resulted in training program sales, new coaching clients, radio interviews, joint ventures, and referrals from the 30th of January 2021 to the 29th of November 2021 all with no marketing or advertising cost. Let's get into it...

What Are LinkedIn Events

LinkedIn events provide you with an easy way to create and join professional events such as meetups, online workshops, webinars, and more. This feature gets its power from the fact that you can invite your ideal clients increasing your success rate.

The growth of online traffic due to the pandemic means more of your potential clients are online and as a business owner, LinkedIn is the platform you should be leveraging for lead generation. If your profile is optimized for your ideal client, then your connections will be your ideal clients. There will be more information on that later in this guide.

LinkedIn has a 3X higher conversion rate than Twitter and Facebook and is preferred by more than 80% of marketers for their lead generation activities. LinkedIn is the only platform that allows you to search and connect with your ideal client without a premium account, special tools, or investing any money.



Using LinkedIn event in combination with an optimized profile will provide you with the opportunity to leverage the statistics mentioned above.

How Do I Use LinkedIn Events



LinkedIn events are a great way to get your prospective clients attending an event where you get to share your knowledge, expertise, and content which in turn creates trust that can lead to sales.

I have successfully used LinkedIn events over the last 18 months to showcase the power of LinkedIn for business growth which has resulted in an increase in sales of my most popular training program the [LinkedIn Optimization Masterclass](#).

Once you have created your LinkedIn event, you can grow your attendance as it is listed in the 'Events' tab of your LinkedIn company page, it is recommended by LinkedIn, you can share it to page followers, and you can invite your connections.

The last method mentioned above is the most powerful and the method I use the most for my weekly events. If your connections on LinkedIn consist of your ideal clients, the event attendees are highly targeted increasing your success rate in converting leads to clients.

By using all the event tools available to you on LinkedIn you can invite up to 1000 connections to your event, notify the attendees of the event to keep them up to date, start a chat in the event page, and even run a poll before or after the event. You also have the capability to share the event on Twitter and Facebook for more exposure.

You can also share the event link on your newsfeed, and this can attract new connections. My experience over the last 18 months has shown that I can generate 5%-10% per event I create.

You can generate leads in two ways. The first is by having an event registration form on your website. You can view an example of this [here](#). The second is by choosing to use the registration form available on LinkedIn when you set up the event. This will then allow you to download a list of attendees with their email addresses.

Here is a list of events that work well on LinkedIn:

Community and brand-building events

Consider fireside chats, panels, interviews or Q&As, where your goal is to drive quality conversations around the content.

Events for targeted audiences

Rather than going live to your entire Page audience, target specific segments. LinkedIn Events can be a powerful vehicle for account-based marketing efforts, verticalized events, and product demos for specific functions.

Talent branding events

Raise targeted awareness of your organization's employee or student experience with career conversations, campus tours, and recruiting events and so much more...

How Do I Get Potential Clients To Attend

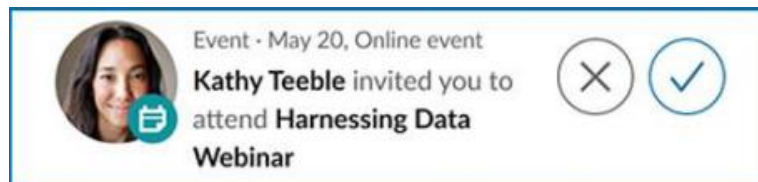
This has been the most successful strategy I have used to convert connections to leads then to clients. My 18000+ connections on LinkedIn consist of my ideal clients due to my targeting which means that everyone showing interest in and attending my webinars are my ideal clients. This in turn means I have a much better chance of converting event attendees to paying clients.

This either occurs by me making a special offer at the end of the webinar or, event attendees reaching out to me after the event for additional products or services.

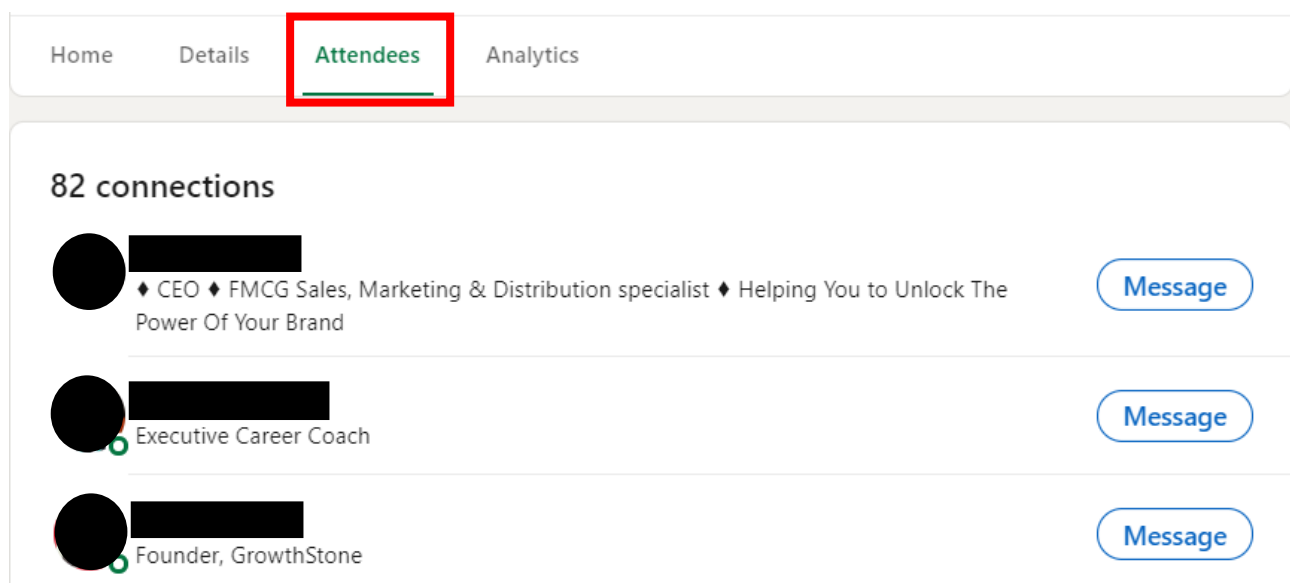
This is where having an optimized LinkedIn presence is a must. If your profile and company page have not been optimized with your ideal client in mind, then there is a good chance that your event attendees will not consist of your ideal clients. This will also impact the number of people who register for and attend your event.

The [LinkedIn Optimization Masterclass](#) provides you with the easy to follow step-by-step training to help you effectively optimize your presence on LinkedIn, then leverage it for business growth without the need for a marketing or advertising budget. You can find out more by [clicking here](#).

With an optimized LinkedIn presence, you can invite your connections (up to 1000 per week) and they receive a message that looks like the image below:



They can then accept or decline directly on the message and you can view their acceptance on the event page in LinkedIn. You can message event attendees directly from the event page as well by visiting the 'Attendees' tab on the event page. Below is a screen shot of what this looks like:



LinkedIn Event Statistics You Should Know

Here are some statistics from LinkedIn that will show you the power of this platform for business growth.

1. LinkedIn live streams increased by 437% in 2020.
2. 4 out of 5 people on LinkedIn drive business decisions.
3. There are 61 million senior-level influencers.
4. There are 55 million companies on LinkedIn.
5. 96% of B2B content marketers use LinkedIn for organic social marketing.
6. 33% of B2B decision makers use LinkedIn to research purchases.
7. LinkedIn now has over 722 million users.

Here are some key statistics related to events on LinkedIn.

1. You can expect 30%-50% of attendees who showed interest in the event to register for the event.
2. You can expect 20%-50% of those who registered to attend the event.
3. You can expect 10%-30% of those who stay to the end of the event to make a purchase.
4. The best day to hold an online event is Thursday.
5. The best time to hold the event is 11am.
6. Majority of attendees register during the last 2 days leading up to the event.
7. You can expect around 20% of event attendees to sign in 10-15 minutes late.

The information above is based on my experience over the last 18 months hosting 36 events (January to November 2021).

When you host the event, the structure of your content is critical to how successful you will be in keeping attendees engaged up to the end where you present the special offer. My rate of success in holding attendees to the end has never dropped below 80% for the last 36 events mentioned above. Below is a screenshot of the events I have held and continue to hold.



Event ended

How To Leverage LinkedIn For Lead Generation...At No Cost!

Event by Business Coaching Hub

Online

Apr 29, 2021, 11:00 AM - 12:00 PM (your local time)

Registration link · <http://www.businesscoachinghub.co.za/event/>

What Makes A Successful LinkedIn Event



Scheduling and marketing the event on LinkedIn to your ideal clients is the easy part provided you have a strong foundation to launch the event from. This means having your LinkedIn profile and company page optimized to your ideal clients which includes finding and connecting with your ideal clients. This is all possible with a standard LinkedIn account without the need for a marketing or advertising budget.

The elements that make up the ideal foundation to launch a successful LinkedIn event in order are:

1. An optimized LinkedIn profile with focus on your ideal client.
2. An optimized company page with followers consisting of your ideal clients.
3. Connections made up of your ideal clients.
4. A content strategy that establishes you as an authority in your field.
5. A communication strategy that does not come across as a sales pitch.
6. Scheduling your LinkedIn event effectively then attracting your ideal clients to attend.
7. A follow-up strategy for the leads generated by the event.

The above-mentioned elements on LinkedIn will have a positive impact on your LinkedIn Social Selling Index Score (SSI) that will have your profile feature amongst the top 5%-10% of competitors in your industry as well as your network.

This may sound like a lot of complex work but, the [LinkedIn Optimization Masterclass](#) will provide you with all the training you need to achieve success on LinkedIn. You can find out more about this training program by [clicking here](#).

Recommended Resources



- LinkedIn Optimization Masterclass – [Click Here For More Info!](#)
- Webinar Authority – [Click Here For More Info!](#)
- WordPress Success – [Click Here For More Info!](#)
- Start Your Own Coaching Business – [Click Here For More Info!](#)
- Zoom Master – [Click Here For More Info!](#)
- Launch Your Online Course – [Click Here For More Info!](#)

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“Your Success Is My Focus!”



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