

LinkedIn Lead Generation Targeting Information

You will be guided through sharing detailed information about your business, goals, and brand voice in a separate questionnaire.

The purpose of this form is to:

- Tell us about your ideal client segments.
- Give us the information we need to craft your 3-part outreach messaging sequence. (These messages will be sent to your target clients via your LinkedIn Profile)

The information provided here helps us kick off your campaign. Your LinkedIn Manager will work with you going forward to refine your messaging and targeting.

Your Target Client Segments

What is a Target Client Segment?

Most companies have a few Target Client Segments.

For example, a Leadership Consultancy may have 3 key 'Target Client Segments':

1. Sales teams looking to refine their leadership
2. Corporates with graduate schemes
3. CEOs who wish to develop the management style of their senior team

The decision makers within each segment are likely to be different. The Leadership Consultancy may want to use different messaging when reaching out to each segment.

Tell us about your Target Client Segments

This form guides you through telling us about your **3 most important** Target Client Segments.

Please start by telling us about your MOST IMPORTANT segment; we will target this segment in your first month (we can only target one segment at a time.)

We can switch to a new segment every 3-4 weeks. Many companies find they get stronger results from one particular segment. Once we have established which segment gets the best results, you may ask us to focus on that segment only.

Firstly, how many Target Client Segments does your company have?

1

If you have more than 3 segments, please select 3. We will ask you about your additional segments later.

Segment 1 Target Clients

Segment 1 title

For example, 'small business owners', 'corporate marketing managers', 'HR managers' etc.

Segment 1: List the JOB TITLES of the individuals in this segment who typically make the decision to hire or work with your company.

Think of as many job title variations as possible!

Please list as many JOB TITLES as possible.

Open this list (opens in new tab): [LinkedIn Industries List >>](#)

Which of these industries do Segment 1 target clients work in?

Segment 1: Please list as many relevant industries from the list as possible:

We can only target industries from the LinkedIn Industries List. Please only list industries from the list!

Please only list industries from the list. We can **only** target these industries!

Segment 1: Company headcount

Nothing selected



Identify approximate size of Segment 1 companies in terms of company headcount

Segment 1: Geographic Location: where are these target clients based geographically?

Please list the country or countries (or more specific geo-locations) your ideal clients are based in.

Please note: targeting small geographical areas (e.g. individual counties such as Hertfordshire etc.) may not pull in enough results. If possible, please provide a wide geographical targeting criteria.

Segment 1 Sales Messaging

The information you provide in this section helps us craft the message sequence to be sent to this segment via your LinkedIn Profile. You will have the chance to approve the messaging before anything is sent out.

To begin, imagine you are speaking to this segment of Target Clients.

In TWO sentences, explain to them:

- What your business does
- How it helps THEM

Example

Remember the Leadership Consultancy example from earlier?

One of their Target Client segments was: Sales teams looking to refine their leadership

Here's an example of how their 2 sentence explainer might look:

I run a London-based Leadership Consultancy. We help sales teams refine their leadership skills, to help them boost their sales performance.

Remember

- Keep it short, sweet, and to the point
- Max TWO sentences

Segment 1: In TWO sentences explain to this segment of Target Clients: 1. What your business does; 2. How it helps THEM

Segment 1 Pitch

It's time to pitch to this segment of Target Clients. Use this formula to put your pitch together:

In your FIRST line, summarise what your business offers and how it will help the prospect.

Example: I help marketing, sales, and product directors at leading companies to increase their sales by 67-400% through incentives and loyalty programmes.

In your SECOND line, provide something for the prospect to look at (your website, a presentation, a video etc.)

Example: You can see how we've helped leading companies like yours to drive profits via customer engagement here: [LINK](#)

In your THIRD line, write a call-to-action outlining the next step you want the prospect to take (e.g. phone call, face-to-face meeting etc.)

Example: I'd like to speak to someone in your organisation to find out if we'd be a good fit to help you increase your sales. Could you point me towards the best person to speak to about this?

Segment 1: Use the formula above to write your pitch to this segment of Target Clients. Paste your pitch text here:

If there are any industries (from the LinkedIn industries list) that you specifically do NOT want to be pulled into any of your segments, please note them down here (optional)

For example, clients in the recruitment industry often want to avoid pulling in other recruiters so may put 'recruitment' here. We will add additional filters to your search to specifically filter out any industries you mention here.

Corporate Signature

Your Corporate Signature will be used to sign off your direct messages sent via LinkedIn. A Corporate Signature usually includes:

YOUR NAME

YOUR JOB TITLE

YOUR BUSINESS NAME

YOUR WEBSITE

YOUR PHONE NUMBER

YOUR EMAIL

Please add your Corporate Signature below

LinkedIn Profile Credentials

Your LinkedIn Profile URL

Your LinkedIn Personal Profile email address

This is the email address you use to login to LinkedIn

Securely share your LinkedIn Profile password:

Instructions:

Generate a one-time link to securely share your LinkedIn Profile password with us.

1. Open this link (opens in new tab): [fty.me >>](#)

2. Enter your LinkedIn Profile password.

 **Important:** Please check your password is correct and there are no typos!

3. Click "GENERATE LINK"

4. Click "COPY LINK"

5. Paste the secure link here:

IMPORTANT INFORMATION >>

What to expect!

- Users targeted and added to your sales funnel will be ideal potential clients
- When a user connects, they will appear in your LinkedIn inbox
- We are dependent on LinkedIn users listing the correct industry and relevant keywords on their profile.
- Occasionally, a LinkedIn user who has listed themselves in your target industry and used misleading key words on their profile, may be pulled into your funnel
- Don't worry if you spot the odd irrelevant user in your funnel - it will not have any negative affects. If this happens more than occasionally, let us know.

☐ Have you read and understood the above message? Please tick here.

✗ AUTOMATION TOOLS ✗

It is important that you don't use any automation tools on your LinkedIn account while you work with 100 Pound Social.

This includes automation chrome extensions. If you have installed any, please remove them now. Even if you do not actively use them, they can be recognised by LinkedIn.

☐ Please tick here to confirm that you will not use any automation tools on your LinkedIn account while you work with 100 Pound Social

Review