B2B GROWTH MARKETING BIBLE

A COMPLETE GUIDE TO LEAD GENERATION MASTERY

FUNDAMENTALS OF B2B MARKETING | VALUE PROPOSITION AND STORYTELLING | CONVERSION RATE OPTIMIZATION | LINKEDIN SOCIAL SELLING AND MARKETING AUTOMATION

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FOREWORD

This is it!

You took the first step on your B2B Growth Marketing Journey. Awesome to see how you're ready to take your business to the next level.

To do that, go through this book, step by step, and implement what you learn along the way.

You won't get results unless you put in the work. So test all strategies, implement, and experiment. This is absolutely crucial to your success!

For each step you take, you'll learn tons about your audience and business, and by the end of this book, you're going to rock B2B growth marketing.

BUT that's not all...your sales pipeline is going to be filled to the max. We know this because these are the exact strategies we use.

Now, get ready to transform your business! Enjoy the process. Nicholas, David & Yigit

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PART 1

THE FUNDAMENTALS OF B2B MARKETING STRATEGY AND LEAD GENERATION

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CHAPTER 1

WHO IS A POTENTIAL LEAD?

A lead is a person interested in your company's product or service. It's usually a business' goal to generate as many leads as possible. And indeed, more leads equal more opportunities to convert into a paying customer.

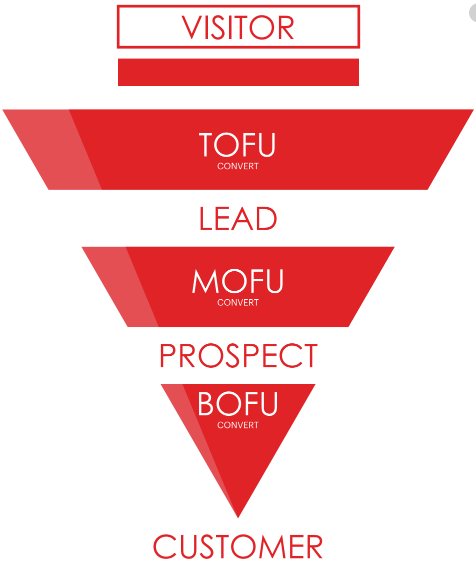
A lead typically expresses his/her interest by:

1. Engaging with your social media posts
2. Visiting your website to get more information about your business
3. Downloading materials about your business.
4. Contacting your business for more information or details
5. Asking for a quote

In all of the above steps, leads are willing to leave their contact information for you to reach them.

Leads vary in degree of interest in your business from cold to hot. A cold lead is someone that only just discovered your business and is now aware of your existence. This kind of lead needs more input on your business to see your added value. Such leads are to be nurtured over time and fed with more information and resources.

A hot lead on the other hand is someone who has already visited your website multiple times, read your articles or feels a solid engagement towards your social media accounts. It is clear that s/he wants to do business with you. Such a lead is most likely to convert.



What is B2B lead generation?

Lead generation is the process of generating initial interest in the products or services your business offers. The aim is to collect the leads' personal infor- mation so you get to contact them with more information on your products or services.

In B2B lead generation, your leads will be the contact details of representa- tives from other businesses.

The process of lead generation involves converting a stranger to a lead by introducing them to the (appropriate) content of your business. This content necessarily has to be relevant to the interest and profile of the prospective lead.

The common practice of lead generation involves:

- Seducing your prospective leads to read your blog posts
- Making them (want to) claim a free trial of your service
- Inviting them to attend your webinars/workshops
- Creating a landing page for lead magnets
- Maximizing engagement on your social media

The main purpose of lead generation is to welcome the lead into your busi- ness by providing them with valuable information. The idea then is to nurture your leads and to gradually make them value your product or service.

Please note that, if you call your potential lead out of the blue, without giving them any information about you or your business, asking them to buy from you, only a miracle will lead to purchase.

Why is lead generation important for your business?

Most of your potential customers look for solutions online. These are solu- tions you have the answer to. So if you don't address their problems online, you'll lose the opportunity to inform your potential customer about your busi- ness.

Compare the process of lead generation to luggage checks at airports. The luggage scanners have all kinds of sensors that detect liquids, metals, chemi- cals, etc. Similarly, a lead generation process helps you distinct a future customer from someone who is not likely to convert.

Not only does it allow you to recognize the potential for conversion of a lead, but it also identifies which stage of the pirate funnel they are in.

Subsequently, this will allow you to direct the right campaigns and personalize them towards each lead.

With this process, you'll be able to put in the right efforts to the right lead, so that your budget is optimized for maximum conversions.

Now would be a good time to open our growth marketing dictionary. In case you don't understand any of the terms in this book, you can refer to it in order to get more information.

CHAPTER 2

THREE TYPES OF LEADS

Most companies rely on a single type of lead generation and overlook other types of leads. Here are some frequently heard counter-arguments against the use of multiple lead types:

"We don't want to push our product. We want them to find us." "If the product is good enough, it will sell itself."

"Inbound marketing is a waste of time, only direct selling works."

If you think this way, you may miss out on more significant opportunities. This derives directly from the fact that each type has a different funnel, audience, conversion rates, deal size and methods. You can generate more leads by mixing inbound and outbound marketing with a final successful customer success touch.

Now we will explain each type one by one, followed by an illustration of how you can implement these into your lead generation strategy.

Inbound leads - nets

Think of your content as a fishnet. If the context and placement are right, you can attract lots of leads towards your nets. Many big companies use inbound marketing strategies to grow, such as Hubspot, TED, Marketo, and GoPro.

The first step to create a lead magnet content is to find out what is loved by your market. Next, you help your prospects with free information to earn their attention and convert them into a lead.

Once you publish quality content, it is easy to generate large volumes of leads. A single, in-depth pillar blog post can produce leads to your website forever. Literally. Later in this book, we will show you some examples of inbound marketing to implement in your company.

Outbound leads - spears

These leads are the opposite of inbound marketing. Outbound prospecting goes one to one and is mostly used to arrange meetings with customers that aren't coming to you. Also, the world's most famous inbound companies, including Google and Facebook, use outbound marketing.

Outbound marketing is still alive and has tons of advantages. With spears, you can avoid inbound lead dependency. Also, you can increase the size of the deal with outbound marketing. More specifically, you can target for bigger companies and avoid the smaller ones.

Customer success leads - seeds

"Customer success is not about increasing customer satisfaction but creating revenue growth." Aaron Ross - From Impossible to Inevitable

Which strategy could bring you more leads than a happy customer? Probably none. Word of mouth and good relationships still have the biggest impact on your potential customers.

As you can expect from the term seeds, it's not a one-night success story. It obviously takes time to help your customers to succeed and build relation- ships during the journey.

If you pour enough water into your seeds, you will see that your customers will tell others about your service. In the long run, you will get customers or part- ners through your network. With these referrals, you are going to witness the highest and fastest close rates.

CHAPTER 3

THE BIGGEST CHALLENGE FOR LEAD GENERATION - FINDING A NICHE

Maybe you have the best product, marketing team, sales team and knowledge about the market. However, setting a niche strategy that differentiates your product from the market is the biggest challenge. Otherwise, you could get lost among other competitors.

What is a niche?

A niche is a small part of a broader market that has its own specific needs. Small might sound scary. However, with a niche, you do not limit your audi- ence and growth, neither are you limiting your business.

It is important to distinguish your product from fierce competition in the market by focusing on small, precise and well-defined portions from your audience. Look at it as your product's superpower to connect with your audi- ence.

Why is finding a niche so important?

"*When you speak to everyone, you speak to no one.*" – Meredith Hill

You could do multiple things well, but the most reliable thing to do would be focusing on that specific segment where you have the best chances. If you focus on solving one single problem, you can then build a reputation with tangible results. Eventually, you can generate interest in others who are facing the same issues.

Here are some companies that focused on their niche very clearly:

- Salesforce.com began with the automation of the sales force and then added more niches.
- Facebook started with Ivy League Universities, the best and most significant in the United States, before releasing access to everyone.
- Paypal started with eBay users.
- Amazon started selling books.
- Zappos only sold shoes.

Be a big fish in a small pond in 5 steps!

Quite likely, you could have tons of ideas in your head about your own niche. To specify these ideas, you can follow these five steps:

1. Find a frequently occurring pain point among your niche

Your product might be marketing training, but what is the specific problem of your customer? Is it lead generation? Is it outbound marketing or video mar- keting? How can you solve this problem with your very own product or service?

At the same time, the pain point has to be recognizable enough. If you narrow down your solution too tightly, it will be hard to find customers after a while. You have to find a pain point for which people are willing to pay for a solution and you will find prospects spontaneously.

Find your niche in 3 steps

Now it's time to walk the talk. This exercise will help you to find your primary niche. Every piece of information is essential, so gather your team around the table. Do not expect to find the perfect niche in one day. It could take weeks. Give yourself time and take this very seriously. Your niche is going to be the backbone of your business.

1.Make a list

List five to ten niches where you could work with. Then answer the following questions with your team:

- What was the pain point or problem your customers want to have solved?
- How do they decide to solve it, what triggers them to decide to buy?
- Specific results they desire?
- What is the solution they want?
- Deal size or financial results (how much money did you make, or how much did you lose?)
- On a scale of 1 to 10, how much do you want more projects like these?

Identify your niche by some specific measurements like:

- Where does the most demand come from?
- Where does the most revenue come from?
- Which niche is your team more passionate or excited about?

2.Rate your niches in the niche canvas

Now you have enough niches on your list. It is time to narrow your list down and compare them. You are going to analyze your primary niche using these criteria:

Customer 1 - Name

Popular point of pain	
Person in Power	
Business / Personal Pain	
Differentiated Solution	
Tangible Results $$	
Social Proof	

Niche: What is the market or case of your target? Is it inbound marketing, customer services, or traditional advertising?

Pain point: What needs to be solved? Lead generation? CRM reports?

Decision maker: Who is in charge of making decisions? Who has the most power in the team? Find that person.

Personal issues: What kind of problems does he have? What are the expecta- tions of his executives? What embarrasses him in front of the CEO?

Solution: What does he need to solve the problem? Do not forget: your cus- tomers want to buy an indispensable solution, not a nice-to-have service. Position your product as a necessity for that specific case.

Results: What are the tangible benefits that customers get? For example, "Sales closed increased by 45%." Demonstrate the (financial) gains of your product.

Proof: Get ready to demonstrate that your offer is real. That will help your niche to make decisions. When possible, it is better to show than talk about it.

- Free trials
- Case studies with details
- Testimonials, especially in video format.
- Lists of logos or brand names
- Stories
- Demonstrations

Take some time with your team to rate and choose 1-3 niches for your strategy.

3. Get Started

Try your first lead generation campaign with the primary niche. Find some prospects and try to interview them to validate your steps in the niche canvas. In this phase, you can develop your niche from the reactions you collect from campaigns and comments.

"*Speed of learning creates speed to growth.*" -Aaron Ross

Think, execute and analyze fast. Don't overthink; your results and learnings will lead you to growth. If everything goes according to plan, keep your niche. If not, go back to your niche canvas until you are comfortable.

You can get ten customers without knowing why, but if you get two and under- stand how you did that: congratulations, you hit the gold (niche) mine! Now you can repeat and achieve hyper-growth.

If you are struggling with identifying your niche audience and need some help/guidance, don't hesitate to [schedule a free non-binding consultation with us!]

CHAPTER 4

THE BUYER'S JOURNEY: HOW TO CHOOSE A LEAD GENERATION STRATEGY OR CHANNEL

Your customers are different from each other. Some of them don't even know that they need you. A part of them knows they have a problem and are looking for a solution, and maybe others are comparing you with your competitors.

In short, everybody is on the same journey but in different stages. We'll discover what those stages are.

Awareness stage

In this stage, leads either get to know your product or service or they have at least realized that they have a need to fulfill. Most potential buyers will then google terms in order to find solutions for their pain points.

Your goal in the awareness stage is to increase brand and product awareness by providing solutions to these pain points. As you respect the next three elements, you will come to a solid strategy.

- **Brand values**

People want to know about your company and what your services are. You must not forget that they do not only buy your service, they also want to support a company they like and trust. To make this happen, give your audi- ence a transparent and trustworthy impression of your brand and purpose.

Do not put sales pressure on your audience. Create valuable content that answers your audience's questions, give them basic information on your product in exchange for their contact details or other valuable information. Make sure your content reflects your brand purpose and language.

- **Prove to your customers that your solution is the best for them**

A nice-to-have product? Nobody buys that. Companies do not invest in some- thing that is not a need. Show your customers why your service is a necessity for them to have. Prove to them how your product helps others.

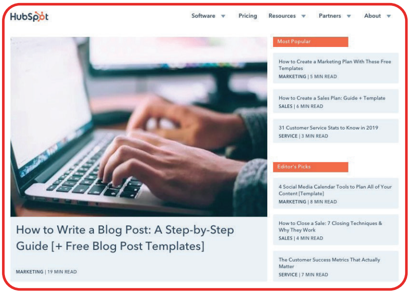
Create informative and educational content that exposes your audience's problems. Introduce your service as the best solution.

- **Create a FOMO feeling**

What would happen if they miss out on the opportunity to use your service? What is it like to use your product to approach daily challenges? How does your product facilitate the (corporate) process that needs a fix? Emphasize the experience of your service with appropriate content and demonstrate the added value of your features.

Type of content we love to use in the awareness stage:

Blog posts



Blog posts are inarguably the most popular content form of the awareness stage. This is the type of content that makes your brand name appear on the first pages on search engines. Evidently, a more prominent appearance on Google is possible with a good S.E.O. (search engine optimization) strategy.

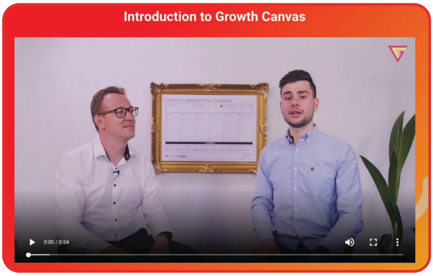
Why are blog posts so famous?

- They provide thorough, educational copy that answers specific questions;
- You can position your company as an expert amongst your competitors;
- They increase your S.E.O and domain authority;
- If their content is elaborated properly, it can create a continuous influx of leads.

The best way to find topics for your blog posts is to think like your customer. Create a list of all the possible questions your audience might ask before they purchase your product.

If your product is a chatbot, you do not want to start with a blog post that explains what your product is capable of. First, you need to educate your customers with topics such as "Why businesses need chatbots in 2020" or "How top three retailer giants doubled their sales with chatbots".

How-to videos



Naturally, people are always eager to do those things that take less energy and attention. Nowadays we consume more video content than ever before. How-to videos provide you the chance to answer questions and share your knowledge with your audience. There are

- 30% of people use YouTube to look for how-to type videos;
- People prefer watching over reading;
- Videos build trust because of the human nature of the communication;
- How-to videos can be helpful to your audience, especially if the product is complicated or follows a learning curve;
- Videos are good for S.E.O. and can help you to climb up the Google rankings.

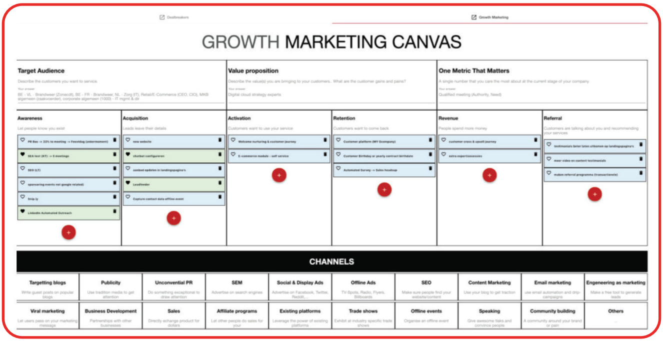
Fact: viewers retain 95% of a message when watching it in a video compared to 10% when reading it in text.

Do not forget to post your videos via multiple channels such as YouTube to create more fuzz around them and always add CTAs that lead visitors to your related videos.

Ebooks and other downloadable resources

These resources are also known as lead magnets. They carry valuable con- tent that often, in order to be downloaded, requires more information about the contact in exchange. Here is a list of the resources:

- Ebooks
- Guides
- Tips sheets
- Templates
- Checklists
- Slideshare/Powerpoint presentations
- Educational webinars
- ....

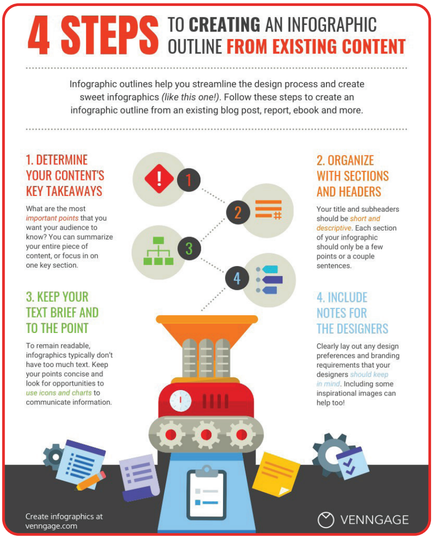


Upthrust.eu free growth marketing canvas

With these resources, you can provide tremendous value to demonstrate your expertise yet again. The goal of this type is to cover as much value as possi- ble with only one piece of content. This is the content that gives an impres- sion of what could happen when they decide to use your service.

You can link these resources to your blog posts, videos and campaigns to gain contact information and lead them towards the purchase stage. If your content is comprehensive enough, it can go viral within your niche and this way also boosts your awareness.

Marketo established its brand's customer base by publishing highly-detailed ebooks and free resources. They could then very easily sell these ebooks, exactly because of the level of expertise.



Infographics

Infographics are informative, well-ordered and visually attractive graphics that deliver a lot of information within seconds. The brain processes visual content faster than the text. This makes infographics easier to understand. Moreover, people tend to share infographics more than any type of content.

A comprehensive type of content that contains a lot of numbers or data can easily be transformed into an infographic. It also works the other way around: you can turn an infographic into a blog post without too much effort.

Evaluation stage

At the evaluation stage, leads are aware that your product or service can fulfill their needs. They are however still determining whether you are the best fit or your competitor is better.

Your leads will put all other options on the table and start to do substantial research. Afterwards, they will compare different services and then try to figure out which works best for them and their specific purpose. This is the moment your content comes into play to nurture leads and build a relation- ship of trust with your audience.

Herein lies a huge opportunity to capture potential buyers. According to Salesforce, 68% of companies have not identified their sales funnel nor have they attempted to measure one.

In this stage, we advise you to create content or marketing campaigns that:

- Engage with your buyer
- Prove your expertise
- Use social proof
- Highlight your strengths and compare your product with the rivals. Offer free and exclusive resources

Content we love to use in the evaluation stage:

Case study

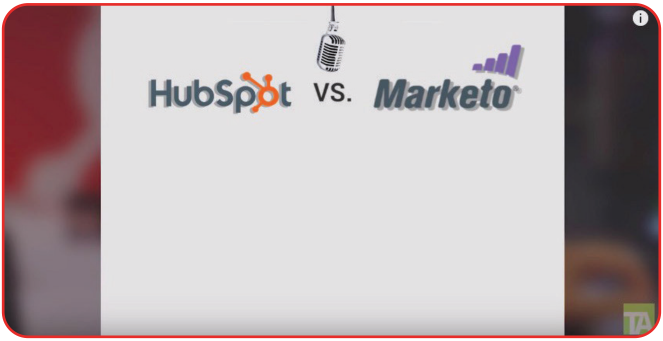
By this time your buyers are far more interested to see tangible results and real cases. They want to see your service or product put into action. How does it solve your customers' problems and meet their needs?

This type of content is highly effective because it enables your audience to link with someone who encounters the same issue. In other words, your customers become your sales team.

For the complete case study on how we increased leads by 200% for a B2B SaaS company, visit

Comparison video/text/chart

Eventually, your customers will compare your product with your competitors'. There are two very good reasons for you to do it for them. On the one hand, you make things easier for them and on the other, you highlight the areas in which you excel.



Identify your competitors and distinguish those features of your own product that make a real difference. Determine what delivers the most value to your prospects: is it the cost, convenience, quality, technology? If you already found your niche and pain points, things get easier and more time-efficient. The predominant goal, however, is to show your very own unique genius.

To avoid this comparison to come across like a sneaky sales effort, do not make it look like a commercial of the product. Provide a fair comparison chart that shows the value of your product and why it stands out in the fierce com- petition. However, you better don't show every single detail.

Demo Video

As we mentioned before, it is easier to consume and understand video than most other types of content. A demo video contains information about your product features and ideally, it shows how you can solve the problems of the prospect.

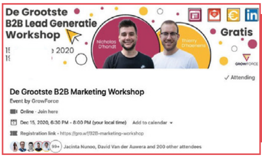
Your content needs to highlight the most important information, show the positive results and explain how exactly your product or service solves that specific problem. You can pick one of these content types to start with:

https://www.youtube.com/watch?v=9RJZMSsH7-g

- Case studies
- Use cases
- Reports
- Whitepapers

Live Webinars

A live webinar is a perfect opportunity to spark a conversation and establish credibility between you and your prospects. You can show the benefits of your product and simultaneously answer frequently asked questions among your audience.



We regularly organize live webinars to keep our audience engaged with the latest growth strategies. You can find all our upcoming webinars here.

You can link a webinar session to the related awareness stage content with a CTA to invite your prospects. But keep in mind that preparation is necessary before you start a webinar. Otherwise, things can go wrong and all your efforts can backfire. Here is a quick checklist to create a successful webinar session:

- Make a list of topics;
- Gather insights based on your analytics;
- Analyze which of your blog posts have been the most popular;
- Find out which questions you regularly receive from your clients;
- Spot the common problems among the community (Quora, Reddit, FB groups).

At the end of the session, spare some time for a Q&A to clear the mist of questions. You can record the session to send a follow-up email to spot which of your prospects are more interested in the product.

Besides this, it helps you to build a brand image and distinguish your product from the competitors. Slack presents its features clearly and demonstrates how to use the application in a good way. Music, voiceover and style are all elements that play an essential role in this. If you want to create an attractive demo, you need to hit all the notes.

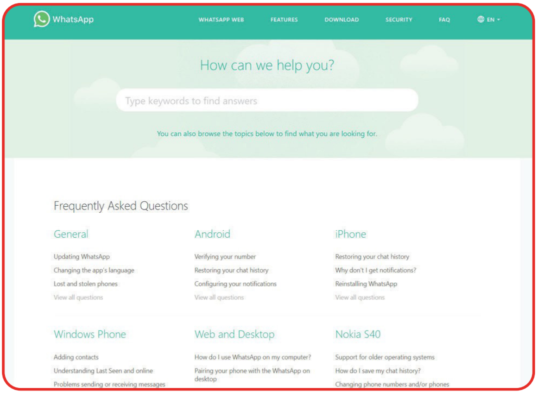
FAQ (frequently asked questions)

FAQ is a must-have for any company, especially when your service or product has a learning curve or a complicated use. You may think the product's demo video is clear, but people at this stage often seek further details and more advanced explanations.

FAQ in general:

- Cover a wide range of intent (transactional, informational, locational);
- Get updated based on the latest data insights;
- Drive internal page views to other relevant pages;
- Answer your audience's questions;
- Feed the blog content.

Once you make a list of the FAQ, you can reuse them in a blog and social media channels or add them into your email sequence. You can even create a video series to answer most Frequently Asked Questions.



Purchase stage

The purchase stage is the beginning of the sales cycle. Your leads are now qualified and ready to make the purchase decision. The options have been narrowed down, the leads are looking for the most convincing solution and the best offer.

This is the last push. With the right type of content, compelling offers, persua- sive call-to-action and determined salespeople, you can convert the leads into your customers.

Content we love to use in the purchase stage:

Free trial

A free trial is one of the most potent strategies for this stage and can signifi- cantly increase your lead conversions. Providing a free trial lets the leads feel the hands-on experience.

This way, people can understand what they will buy before they are committing.

Most people prefer to go to real shops to feel and try the product. The free trial strategy is the same for online B2B buyers: it takes away doubts and makes leads feel more comfortable during the purchase stage.

During the trial, you can help the leads with your services and persuade them to buy your product with supplementary offers. If it does not result in a win, you can still learn a lot from the process and develop a better sales strategy.

Companies like Netflix and Amazon exploit the power of a free trial very well.

They offer all premium features free for a month knowing that it will be hard for their leads to let go of the benefits when the trial period is over.

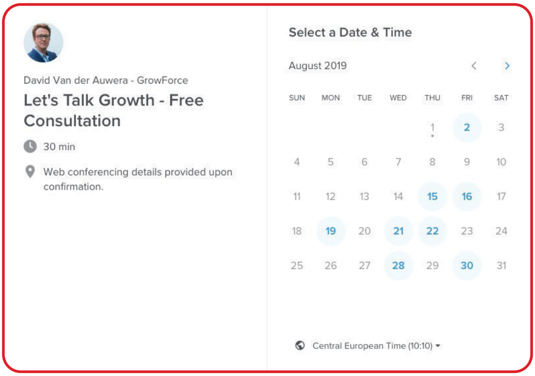
Free consultation

A free consultation is an opportunity to show personalized attention. This is the first face-to-face conversation between you and your potential buyer.

Why is it so effective? First, you answer questions by showing personal inter- est and you discuss their thoughts. The most important thing, now you know each other on a personal level, is that you take the first step to help to solve their problems.

According to the psychology of gift-giving, this trade of information makes the bond even stronger and the receiver is more likely to give something back.

This kind of communication often leads to a smooth take-off and puts you one step ahead of your competitors.



There are a number of tools out there to set up one of these sessions, two of our favorites are Plann3r and Calendly.

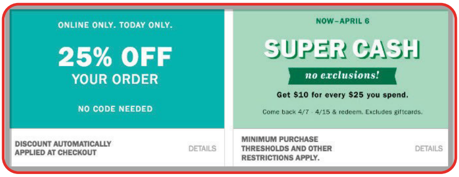
Live demo

The live demo is the twin of the free trial. It means a session between your salespeople and customers. Sometimes clients prefer not to wait for a free trial or simply want to see the service in harness to resolve their questions.

With a live demo, you give a potential client a view of how your service func- tions. That would help them make a quicker decision at this stage. If you send a copy of the session, they can share it with their team and report back to decision-makers.

Deals: promotion, coupons and discounts.

Discounts are one of the best-known strategies to convert people during the purchase stage. A simple promotion code can be the offer that your potential buyer is waiting for to take action.



Source: Voucherify

If your leads are hot and ready, consider using promo codes to create a FOMO feeling. “The last ten days for an x% amount discount” or “the last two days to buy with a 30% discount” can trigger a purchase at this level. Try to send out a randomized code that looks like B938MKY - this way it feels like it is generat- ed for a specific client.

Video testimonials

Video testimonials provide potential buyers with the ability to see actual clients and their real opinions about your service. A satisfied customer can be more effective than your company’s most persuasive salesperson.

Videos trigger emotions. The human brain is full of mirror neurons that recog- nize and reflect feelings to the viewer. When a customer is genuinely satisfied with your service, your potential buyers will be able to feel it, too.

People sometimes trust unknown people on the internet more than their family or friends. So, if you have a compelling video testimonial, it could lead the potential customers to make the purchase decision.

Besides this, video testimonials have twelve times more share value than text content and you can use them as mailing material for your campaigns. Includ- ing social proof, strategies on your mailing sequences can lead to higher conversion rates.

The most critical thing in video testimonials is to catch a natural frame. A suitable space, relaxed atmosphere and flowing speech can deliver feelings. On the other hand, a robotic speech from a script may seem fake.

Here, you can watch this testimonial to witness the mirror neurons’ magic.

Source: https://www.youtube.com/watch?v=u-a3CFVmHXQ

Estimate

When a lead requests a quote, this implies he is very close to making a deci- sion. So make sure to add more info to your offer and to emphasize additional benefits such as a discount or an advantageous payment plan to convert that hot lead into a customer.

Mix up everything and experiment

Every product goes through different phases and has varied strengths. Keep in mind that these are the most used content types, so you have to follow that list strictly.

You can mix up the strategies and use awareness stage content in the evaluation stage. A comprehensive case study report could also be a highly influential resource for the purchase stage, so feel free to try new things. At Upthrust.eu, we experiment, fail, understand and eventually win our way towards hyper-growth.

Do you want to create a solid buyer's journey for your customers that is different from your competitors? Schedule your free nonbinding consultation today, so that we can create a journey that all your visitors will want to take.

CHAPTER 5

HOW DOES YOUR CONVERSION PATH LOOK LIKE?

A conversion path is a series of clicks that a visitor follows from the start point to the final destination. The goal is converting a visitor to a known lead. As mentioned above, this can be done by offering valuable content in exchange for their personal details.

The most effective way to increase your conversion rates follows an opti- mized path. So how can you optimize yours? Briefly, this path consists of a content offer, call-to-action, landing page, thank you page and a kick-back email.

A conversation path is comprised of:

1. A content offer
2. Call-to-action
3. Landing page
4. Thank you page
5. (Kickback email)

1. Content Offer

Content is the engine of your conversion path. You already know your niche profile and content types of the different stages. The content you create should focus on the pain points they are trying to resolve or mention what they want to reach in the endgame.

Relevancy should play a vital role in your content creation process. You may have more than one persona or lead from different stages. Ensure that your content hits the right persona.

Educational content will mostly play a starring role on your website. Because the majority of the visitors probably wouldn't even know how your company helps them.

2. Landing page creation

The landing page is the place where your product and message meet your customers. For most businesses, it is the place where conversions and sales happen. It could be your homepage or some other page created for a particu- lar campaign, product or feature.

A landing page should have a single purpose and message. First, you need to find out what you want to achieve. Do you want to traffic to your blog, make people sign up for free trials or newsletter subscriptions? Think thoroughly and decide on your offer.

We'll show you how to structure an irresistible landing page in the second book, so read on.

3. Call-to-action creation

CTA is the button on a website that tells the visitors to take specified action to the next step. Without a good CTA, visitors can get confused and leave the conversion path. If clicked, CTAs often lead to the landing page to carry visitors one step closer to the end of the conversion path.

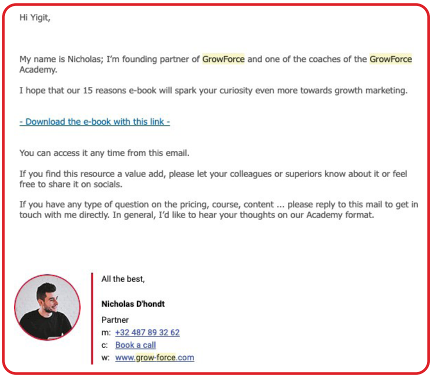
4. Thank-you page creation

Many business owners misinterpret the thank-you page. A thank-you page is often considered the end of the conversion path. However, it can also be a spark for further connections. Depending on your needs, you create a thank you strategy to guide your prospects in the desired direction.

5. Kickback email

This is the last action step of the conversion path. A kickback email should automatically be sent after the qualification. It is the extension of the confir- mation on the thank-you page.

In this mail, you can inform the new leads about the content you send and welcome them to your community. Thank the visitors for joining your club of customers and add a CTA that activates the content: a free trial, ebook, case study or a discount. Don't drown the leads with extra information or material: give them some time to digest, it is all quite new to them. We prefer to send additional content using follow-up mail sequences.



Hi Yigit,

My name is Nicholas; I'm founding partner of GrowForce and one of the coaches of the GrowForce Academy.

I hope that our 15 reasons e-book will spark your curiosity even more towards growth marketing.

- Download the e-book with this link -

You can access it any time from this email.

If you find this resource a value add, please let your colleagues or superiors know about it or feel free to share it on socials.

If you have any type of question on the pricing, course, content ... please reply to this mail to get in touch with me directly. In general, I'd like to hear your thoughts on our Academy format.

All the best,

Nicholas D'hondt
Partner
m: +32 487 89 32 62
c: Book a call
w: www.grow-force.com

BEFORE YOU MOVE TO THE SECOND BOOK!

We have gone over all the prerequisites and talked about the fundamentals. By now, you hopefully have a much better understanding of concepts such as the buyer's journey and lead generation.

Make sure to internalize what you've learned so far. Work on your niche, draw a buyer's journey map for your brand, do the work, and train your muscles.

If you want us to take care of the groundwork, you can schedule a call and chat with our consultants.

In the following part, we'll show you how you can retain your visitors on your website with a compelling value proposition and our storytelling framework.

PART 2

THE TWO CORE COMPONENTS OF GROWTH: VALUE PROPOSITION AND STORYTELLING

TABLE OF CONTENTS

THE TWO CORE COMPONENTS OF GROWTH: VALUE PROPOSITION AND STORYTELLING

No matter how good your product or lead generation strategies, the average online visitor has the attention span of a goldfish. Truth be told, if they don't understand the value you're offering in about five seconds, they'll leave your website. As a result, conversion drops and hardwon traffic goes to waste.

Fortunately, the solution is easy! Deliver your value with a clear message or even better: tell it with a story. Find your core value, transform it into a sen- tence and then transform the sentence into a story.

This guide will help you create your value proposition and will teach you how to tell your story with frameworks and examples. By the end, you'll be able to create a consistent language and unified story that involves all of your sales and marketing content such as:

- Value proposition
- Landing pages
- Home page
- Sales presentations
- Lead magnets
- Sales pitches
- Sales calls
- PR material
- Emails
- Social media content
- Blog content
- Any marketing or sales collaterals

We'll guide you through these following stages:

Step 1.
A good value proposition persuades visitors to stay with you. With a compel- ling value proposition, you summarize your value and make your primary benefit crystal clear for your visitors.

Step 2.
A good story makes visitors buy. With storytelling, you create a journey that resonates with your buyers, increases credibility and keeps them reading until they buy.

Step 3.
In order to structure your landing page and put all this into practice, we'll share our blueprint with you and explain all the steps you need to follow.

CHAPTER1

HOW TO WRITE A GREAT VALUE PROPOSITION

Imagine you're at a business networking event and there's this guy Joe. You two only just met when he starts talking about how last weekend, he went fishing and caught that colossal 17 kg carp.

You're looking for an excuse to flee from this terrible conversation. You lie to Joe that you need to make a phone call, go to the toilet or any other reason to switch conversation partners.

Now zoom out. If you don't come up with a great value proposition, you're Joe for your potential customers. People will try to flee from your website or sales pitch. In case it wasn't clear yet: you do not want to be Joe.

People attend business networking events to look for partners to grow their business, right? They're on the hunt for the right people to solve their prob- lems.

The same goes for your target audience. They're actively looking for a product or service that fully understands and then solves their problem.

Just imagine Joe would've said: "I'm the developer of product X that solves problem Y and I believe that I could help you increase your ROI by 20%." You would have stayed, right?

In what follows, you'll learn how to make your target audience stay and listen to what you offer. You'll learn more about all of these topics:

- How to write a value proposition
- How to use 2 different customer value proposition canvases
- How to create a landing page with your value proposition
- How to evaluate your value proposition
- 7 value proposition examples to inspire you

By the end, you'll be able to write a clear and compelling customer value proposition to increase your conversion rate.

If you're a visual learner, sign up for our free growth marketing course and watch the exact same content!

What is a value proposition?

A great value proposition is a short and compelling summary of the primary benefit you offer your prospects. It's the unique identifier that solves a prob- lem your competitors can't.

Without this unique competitive advantage, your target customer doesn't have a reason to work with you. That's why it's also called unique customer value proposition.

Sometimes it's easier to understand something when you view it the other way around. Let's therefore define what a value proposition definitely isn't.

A slogan or tagline: a slogan is a catchphrase or a group of words combined in a commercial or inspiring way to identify a product.

An incentive: a value proposition statement is not designed to encourage a prospect to act right away.

A positioning statement: a positioning statement is a subset of a value prop- osition, e.g.: "America's #1 Bandage Brand. Heals the wound fast, heals the hurt faster".

A brag: no, you don't talk about your achievements and how successful you are.

Now before you learn how to write a value proposition, we want to show you three major pitfalls brands come across over and over again

Three deadly sins of a value proposition statement

1. Providing too much information, being too feature-driven

It's great to be in love with your product. However, if you show this enthusiasm by providing too much information, you'll probably confuse your potential customers.

Therefore, trying to fit all your benefits and features into your value proposi- tion, isn't the best idea.

2. Not describing the value from the buyer's perspective.

When craving pizza, go to a pizza place. I personally would never go to those allrounder restaurants when I want to eat a specific dish.

Apply this same philosophy to your value proposition.

You may have a blizzard of features (dishes). But they're not all important let alone essential to your customer. Think about the most critical challenge your target audience is facing on a daily basis. Convince them you're the ultimate solution to their problem.

A great value proposition moves people away from their pain and gives them a glimpse of relief.

3. Failing to identify what is different from the competition

If your offer is nearly the same as your competitors', people don't have a reason to choose you. You just get lucky or you don't. You might think you don't really offer a unique value, but believe us: you do. The next chapter demonstrates how you'll find this for your business.

Onwards now!

How to write a value proposition?

The writing sure is the most fun part, but we're not there yet.

Before you start writing, you have to adapt a customer-centric state of mind.

1. Know your ideal customer

What is the tone of voice? Browse forums, Amazon reviews or communities where he's hanging out and find out the language he speaks. You might as well stumble upon an insider word or notice whether your audience is using "gimme" instead of "give me", for example. These seemingly negligible details will without a doubt help you to write a better value proposition.

What's the pain point? On the internet, people talk about their frustrations and problems all the time. Conduct market research to find their pain point on websites like Quora, Reddit or other more specific forums.

Furthermore, interview your current customers to understand the major pain in your potential customer's life.

2.Provide specific and concrete benefits.

Focus on a major pain point and resolve it with a specific solution. Hard facts such as numbers and percentages are effective triggers. Include measurable qualitative or quantitative benefits to grab your customer's attention.

How much will he save? How efficient will he become? How will the people on the team be happier? Get specific to write a good value proposition.

3. Find your unique strength

To tell the ideal customer why they should buy your product over your compet- itor's, you should know your competitors inside out. In what way does your product provide more value? What feature is your absolute strong suit? What is your unique strength: technology, innovation, ... ?

It's true that, sometimes, brands really don't have a unique differentiator. Then create one. Or embrace a mutual feature more than the competition and focus your efforts on it.

For example, you can claim you have the most responsive customer support. You can then create a customer community and so on. Whatever you do, find and exploit your uniqueness.

Now enough with the theory, it's time for some action.

Two value proposition canvases to write a compelling value proposition

You'll see two different value proposition templates to practise the things you've just learned.

- The first one is pretty basic but really effective for warming up your value proposition muscles.
- The second one is called Buyers Challenge Canvas, a template we've created ourselves. This makes you write a great value proposition almost without any effort.

Basic value proposition template

(Product) is a **(description)** that **(what it does)** for **(target audience)** who need to (**do something, solve a problem).** Unlike **(alternative)**, it **(differentiator).**

For example,

Buyers Challenge Canvas is a smart tool that helps brands to write their own compelling, unique value proposition. Unlike other old methods, it has a holistic approach and helps you to clarify your statement in 10 minutes.

What you get is a very basic but really clear value proposition. And that's what is most important. After you get to the essence of your value proposition, change all the words you want and then polish it with some copywriting magic.

Write one to five value proposition examples right away to use this fresh information. If you've read until here, make it count!

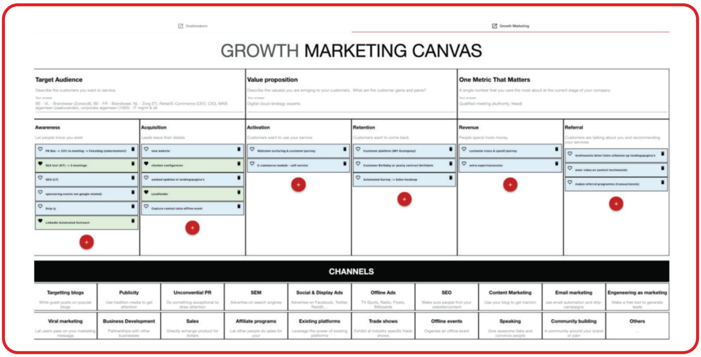
Onwards to our more advanced value proposition canvas. You'll immediately get why we're so proud of this.

Buyers Challenge Canvas

As you see, there's three spaces to fill in this canvas. It's already pretty clear without any further explanation, but we'll still cover it to make it rock-solid.

The more people involved in this process, the better results you get. A brain- storming session with the full team is highly recommended.

How do you fill this in?



Want to fill your own buyer challenge canvas? Create your free account at: https://drive.google.com/drive/folders/17Kj4sLxpmdADQ6E_IJA9N8QLz_bJpfyc?usp=sharing

What challenge is the buyer trying to tackle?

We made it super simple with a verb and object. Generate core words and then play with these.

Example: "At Upthrust.eu, we help (businesses) to (grow)"

Expected buyer outcome

Here you see the three core benefits of the reasons people care about a product. If you can pull all the triggers, you'll have a stronger value proposi- tion.

Don't stick to everything without thinking it through. It still has to seem and read naturally.

Functional target, increase or reduce-> risk, revenue, churn, cost and so on

Example: "We increase revenue at a lower cost"

Emotional target, increase or reduce-> emotions, convenience, etc.

Example: "We transfer the know-how to upskill your marketing and sales team"

Social target, increase -> social status

Example: "We give access to an exclusive community"

ROI calculator

Metrics ->%... or certificate, quality labels, etc.

Marketers often forget this part, even though it's the most important one in order to create an effective value proposition.

Potential buyers obviously are deeply interested in the outcome of their invest- ment. In this final step, show your audience the hard facts and benefits.

Quantitative: 20% increase of leads in a month, 40% increase in ROI or save up to 40% time, etc.

Qualitative: Get X certificate or quality labels, etc.

Aaaand don't forget the context!

Context is the glue between the first and the second part. It's crucial to be aware of who your audience is and in which industry you are in. Knowing and using this information changes your approach.

Write tens of examples, then mix and match them until you're proud of at least one of them. A good value proposition always comes with a firm copywriting exercise, so don't hold on to your darlings and go rethink those favorites.

You'll now learn how to divide your value and offer for the rest of your marketing collateral using the power of storytelling.

If you have questions about your value proposition or want to take an expert opinion on your value proposition, schedule your free call with our value proposition expert.

CHAPTER2

BRAND STORYTELLING: 7-STEP STORYHOUSE FRAMEWORK TO PERSUADE YOUR CUSTOMERS

When you were younger, you always wanted to hear just one more story before you went to sleep. So did everybody else. The essence of stories was imprinted into our minds since we were kids and that makes us all master story-listeners.

You can instantly tell when a story is good. You then decide whether you keep listening, reading or watching. The same goes for your website visitors: they can tell if a brand has a good story. If not, they'll stop reading and you'll lose them as a result.

Why is that?

People don't buy from brands they can't relate to. And to be relatable, you should firstly have a story and then secondly of course tell it. Create a brand story that resonates with your visitors.

Brand storytelling has nothing to do with fairytales. Once you apply our story- house framework to your brand, people will stay to listen. When you start using the framework, you'll be able to create a consistent marketing message and collateral.

Alright then, let's first start with our 5 rules of the storytelling game.

5 rules of the storytelling game

Before you get to know the framework, we introduce you to the mindset of storytelling. These 5 rules will help you to communicate a clear message by demonstrating the do's and don'ts of good storytelling.

#1 Lose the fancy hat

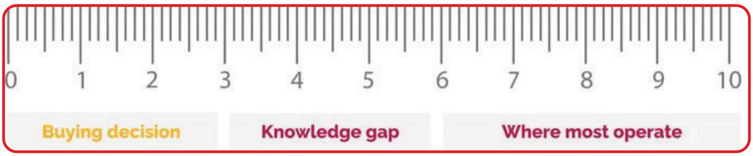
A lot of people are so into the thing they're doing that after a while this leads to the common problem of not seeing things objectively anymore.

When you're obsessed with your product or service, it's hard to take a step back and be objective. You're way too deep in the rabbit hole. You know everything about it. You're more knowledgeable compared to 99% of the population. But as you'll sell your product to this exact population, your knowledge can cause you problems.

What kind of problems, you might ask?

- While you're writing a text for your brand, you might falsely assume everyone is as knowledgeable as you are. This will unmistakably lead to a knowledge gap;
- Your business jargon could rebound to your website copy and content;
- In short, your bright mind could prevent your visitors from understanding your brand.

That's why we made the ruler of knowledge. Let us help you out with it!



We've divided the scale above from 0-10 into 3 parts:

- Buying decision
- Knowledge gap
- Where most people operate

Go and browse some random websites and you'll immediately notice that they operate between 6-10 by using complex and confusing language, which can go down to 4-5 if they're asked to tune that down a little bit.

This, however, isn't enough yet. Customers make their buying decisions between 1-3, so they need to break that down even more until they're on the same level. It has to be child- and teen-proof and accessible for everyone.

Make sure you use simple words that even a 10-year-old kid could understand. That's the line.

#2 It's never about you

Make it about them. They're the hero of the story and you're only the guide that helps them beat their challenges. Don't steal the spotlight. Talk about them, focus on the word "you".

There's no room for two visitors in the storyhouse. Always keep in mind they'll walk out that door as soon as you take over their position.

#3 Remain clear

Don't ever be vague. Always express what you mean directly and don't tiptoe around your message. Tell the things you want them to know, nothing more. Be balanced and deliberate. Anything less will most probably lead to misunderstandings and confusion.

#4 Be willing to leave out stuff

Your product or service may include many different features. Still choose one or a maximum of two features to concentrate your message on. Too much information at once leads, again, to confusion. Less is more, you know. Always rethink and rewrite your material.

#5 Put in the work

Writing and execution is everything. You can't find ideas only by abstract think- ing, so put them on paper. You'll find many other ideas on the way. This prac- tice will also help you to understand your own story even better and will also help you to explain it more efficiently.

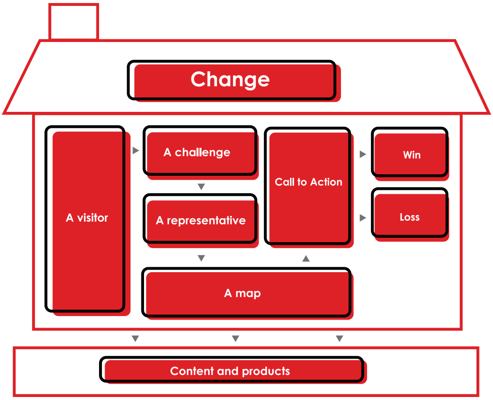
Writing and talking are very much alike. When you talk, you find yourself talking about things you didn't even realize existed in your mind. Likewise, when you put your brand story on paper, you'll unfold even more different aspects of your business.

Now to the main event, be my guest in the storyhouse.

Want your brand story to stand out from the competition? Schedule a free non-binding call with our expert brand storyteller.

The storyhouse – 7-step framework of storytelling

Storyhouse is the journey of transformation. Every brick has a purpose and is designed to help its visitors, in this case your potential customers.



#1 Visitor

What do your visitors need? What are they lacking? Why did they decide to visit you in the first place?

In this first step, these are the questions you want the answers to. Here is our take on these questions. You'll notice that in most cases, people are driven by two things.

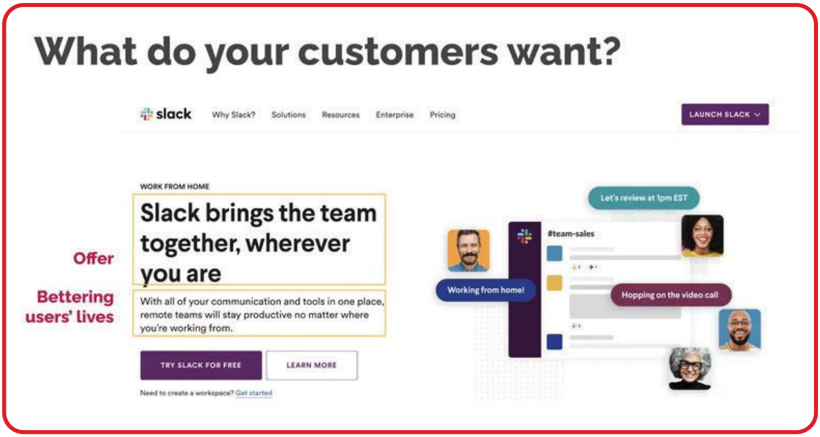
Triggers: survive and thrive	Identity transformation
Make money	Become something
Save time	A better self
Gain status	Find the lost key
Save money	
Desire for meaning	

They're either looking to survive and thrive or to transform their identity.

We assume you already know the benefits of your product. And if it fits one of the blocks in the image, your work will be rather easy.

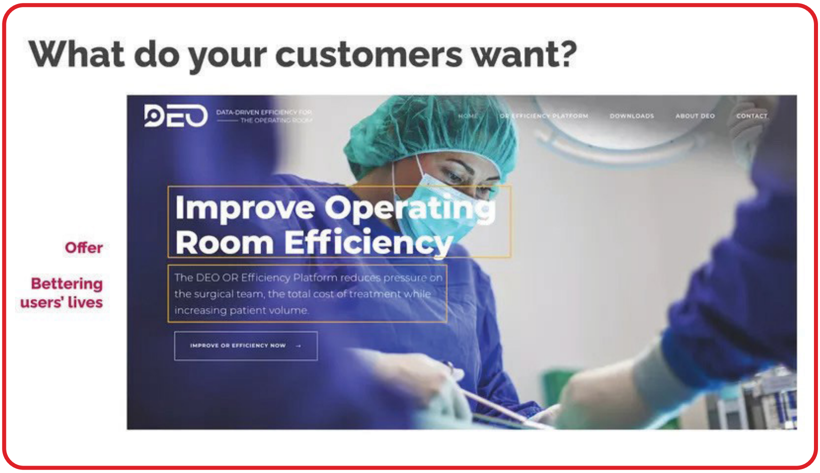
All you have to do now is put yourself in your visitors' shoes. What do they desire? What is the thing that keeps them from falling asleep? Ask these kinds of questions and internalize their pain points.

Here are some good examples.



Slack

Their page and header are both crystal clear. What do they offer? They 'bring the team together, wherever you are' -> they offer to better their users' lives. Customers want to stay productive and have all of their communication in one place and that's exactly what slack offers.



DEO

This example comes from a medical company and is very precise on how they can make life easier for their prospects. Right off the bat, it's highlighted they improve operating room efficiency. It talks about reducing the pressure on the surgical team, reducing cost (remember we talked about saving money) and increasing patient volume. Lastly, it also taps into the triggers about thriving and surviving that we talked about earlier.

#2 Challenge

Typically, the customer will arrive at the house with a challenge. As the visitors walk through the house with a challenge, something stops them from getting to the end of the house. It could be several things getting in their way.

External	Internal	Philisophical
What's the physical challenge	How's this challenge making customers feel	Why is it wrong for customers to feel like that?

Now, let's define these three challenges with an imaginary customer: Jack. He's the marketing manager in a B2B business and for the last two months, he wasn't able to hit the monthly revenue target.

External: the physical manifestation of the challenge, the visible part of the problem. Jack is struggling to achieve targets and he needs to resolve this.

Example: your product could help him to increase his revenue by 10% from the first month.

Internal: the emotional, inner manifestation of the challenge, the invisible discomfort. Jack is ashamed of himself, he thinks he's letting down his team, boss, wife and friends. He lost his confidence and is worried about his future.

People buy emotionally. This means that if you can solve their internal prob- lems, they'll be way more likely to buy from you. Pronounce the emotional benefits of your product in this part.

Example: your product could help Jack to prove to his boss he's a good manag- er and could help him to be a confident marketer again.

Philosophical: the highest manifestation of the challenge. This concerns Jack's purpose and world-view. He wants to be part of something bigger, greater than him. He might want to feel a sense of belonging to a group of people like him.

Example: your product could bring like-minded people together with their communities. Or maybe your service donates 5% of its revenue to clean the oceans or fight against plastic production.

These three aspects combined together create the villain that is attacking the house. It's our job to hand the visitor an appropriate weapon.

Here is a good storytelling example:

Sneakers

The phrase 'You'll never be late again!' suggests you're tired of always being late. It talks about being fed up. It's asking questions to agitate the pain point of the customer.

#3 Representative

The representative is your business. Previous experiences with the matter help beat the villain. As the visitors' guide, you need to show you're credible and the only go-to solution.

You can demonstrate this in several ways.

Express empathy	Demonstrate authority
Can I trust this person?	Cain I respect this person
Tell customers you understand their problems-create bond	Show you're competent and have the knowledge, experience to help

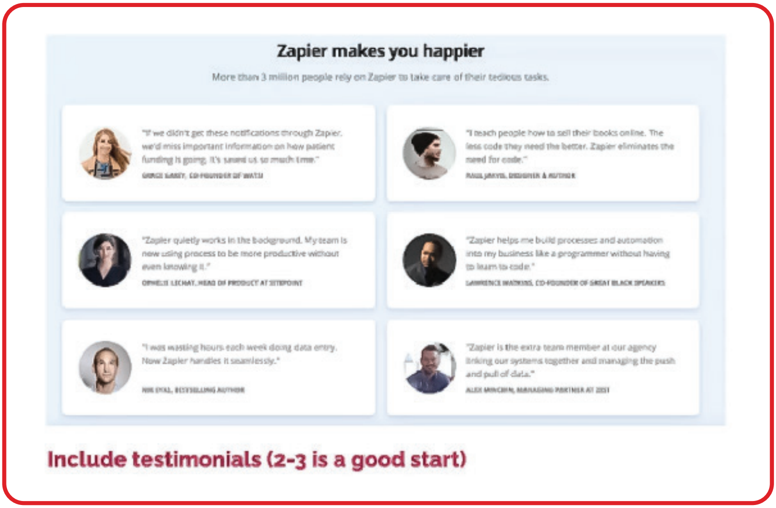
If there's still other things you want to do, go for it, but be careful not to overdo it. You're the guide that walks the visitor through the house. Keep in mind they're the hero. Don't try to steal their show.

Express empathy: Tell them you were in the same place as them a while ago. Make them feel you know their challenges and the way out. Because you've felt the same, then survived and thrived, they're likely to listen.

Demonstrate authority: prove your credibility. If you've solved similar chal- lenges before, then show your visitors how. Use testimonials, visualize other brands (logos) you're working for, awards, etc.

Here's a good example:

Zapier



Normally, including 2-3 testimonials is a good starting point. Be careful about how you display your testimonials, though. Many people tend to show them as some sort of carousel. The problem with this is, however, that if we see a carousel of testimonials, our brains automatically think they are ads simply because we're wired like that. So have about 2-3 testimonials and put them all on the same page.

#4 The map

A map gets presented to the visitor to show the steps they should take to succeed. Your prospects want to work with you and at the same time know what your process looks like. Draw a detailed plan to remove fears and doubts they might have.

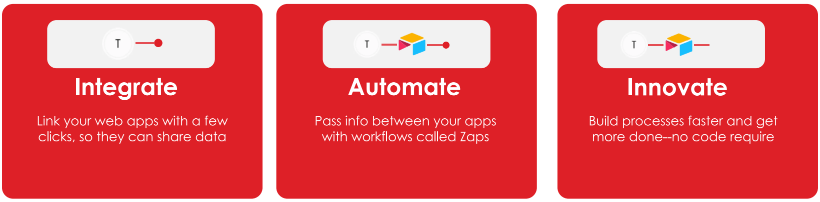
Step-by-step map	Agreement map
Steps a customer must take to buy a product. how to use, or the steps a company take	Remove fears and increase the perceived value of offering.

Examples: DEO

In this example, we show how the business works step-by-step.

- Step 1: Data gathering
- Step 2: Roadmap implementation
- Step 3: Measuring roadmap impact.

Zapier



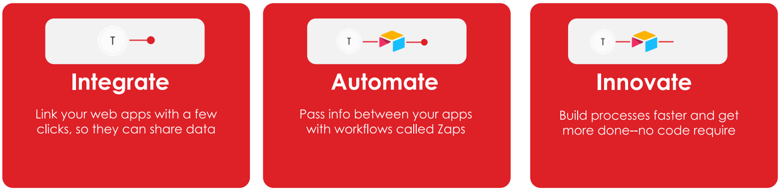
Alternative example of a 3-step plan by Zapier (step-by-step map)

Zapier handles things a little differently, but it's still a perfect one. It helps you integrate, automate and innovate so you get to connect all their different apps.

In short, your visitor needs to see how easy it is using your product. What happens when you decide to use it? Show them step by step and help them to buy and use your product.

#5 Call to action

Until now, you have told your visitors about themselves, their challenges, you and your product. Now it's time to tell them how to take action. People usually don't take action unless you tell them.

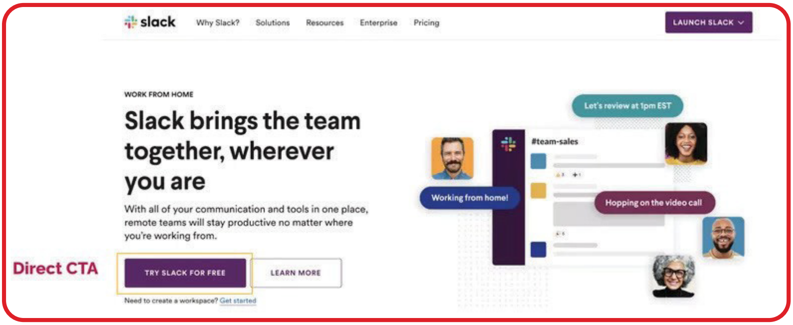


Alternative example of a 3-step plan by Zapier (step-by-step map)

Repeat your call to action over and over again and find something you give for free, it doesn't matter what. This free thing is your lead magnet. It can be a free trial, whitepaper, ebook or a free consultancy. You get the idea.

Additionally, be overly clear in your call to action. Avoid being vague. Give people something they can accept or reject.

Example: Slack



This example includes a direct call to action in the front and center where they've written 'Try slack for free'.

#6 Winning door

This door tells your visitor what they'll be like after buying your services. Think of this as those before- and after-pictures.

Make your customers feel how transformative this process will be for them. See the boxes below. These are the main pillars of transformation. Your busi- ness benefit will surely fit one of them.

Power and position	Feeling whole	Self-realization
Offer access	Reduced anxiety	Inspiration
Create scarcity	Reduced workload	Acceptance
Offer a premium	More time	Be part of something bigger

Another tip: if your product reduces workload, don't just talk about the work- place benefits. Remember internal challenges? Spending more time with your kids is also a result of having less workload. And it's more transformational without a doubt.

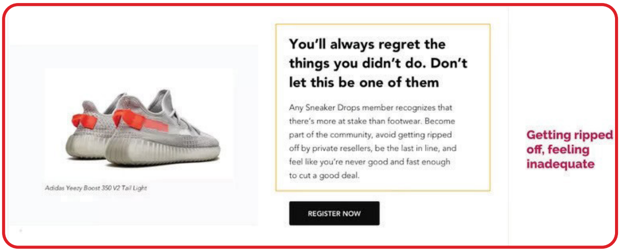
Example: from a stay-at-work mom to stay-with-the-kids mom

In addition to the box above, also use the next bullets as a starting point:

- Increased revenue
- Better employee satisfaction
- Job satisfaction
- Reduced costs

What exactly does success look like? Spread these transformative results all over your website. Since people tend to scan and skim through websites, don't hesitate to repeat it multiple times.

Example: sneaker company



They talk about how 'You'll always regret the things you didn't do'. Regret is a very powerful feeling. They also talk about getting ripped off by private resellers, being the last in line and feeling like you're never good or fast enough to cut a good deal. This feeling of inadequacy is also touching the internal challenge.

7# Losing door

What if your customers don't engage? What's at stake? People are more likely to be motivated to avoid losing €100 than to gaining €100. So make sure to sprinkle a little bit of 'failure' language around.

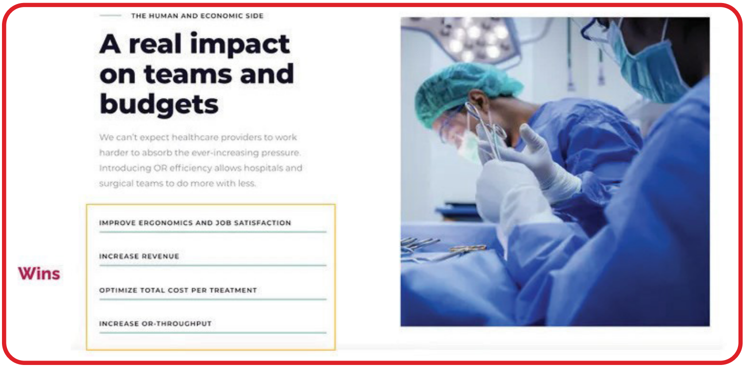
Examples of how to use failure language are words such as getting ripped off, losing to competition or talking about financial instability and being stressed.

Examples: Slack

Here, they talk about:

- Being more organized
- **Being looped in, not out (especially this)**
- Give focus a chance

DEO



They spelled out what can be gained. This message talks about increasing revenue, optimizing total cost per treatment, improving job satisfaction, etc. These are all things most people can relate to. They are very specific and clear in listing the wins.

So all in all, you should experience the same feeling as a customer running through your website. You should get a sense of satisfaction or at least a pleasant feeling of understanding and relief.

Now, this was the last room of our storyhouse. We sincerely hope you found this brand storytelling journey interesting and innovative! You're now even more ready to transform your visitors into customers.

But coming to this you might still wonder what the content part at the bottom of the house stands for. We'll wrap up by answering that.

Content products, the backbone brick of the house

As you write and structure the 7-step framework, you'll rediscover and rede- fine your brand. This is a fertile process because all of these bricks can trans- late into different content products such as sales pitches, ebooks, new prod- ucts, whitepapers and so on. So once you start building your storyhouse, you'll find new things to decorate it with along the way.

Okay, are you ready to implement all these learnings into your landing page?

Do you want to create a solid 7-step storyhouse for your business? Schedule a free non-binding call with our expert brand storyteller.

Upthrust’s 14-point landing page checklist for higher conversion rates

A landing page or home page is the most critical asset of your online pres- ence. It’s the place where your visitors determine whether to stay or leave. We’ll show you how we build landing pages. This will be the perfect exercise for you to immediately put your freshly acquired value proposition and story- telling skills into practice.

—Above the fold— This is the area you see when you open the page.

#1 Connect with your target audience buyer challenge

Communicate your visitors’ challenge in the very first phrase shown on your page. Talk about their biggest problem above the fold, give them a reason to stay and scroll down.

In other words, stun them with your value proposition.

#2 Adapted language, buyer focussed

Talk as if you were their friend.

When they read your sentences, they should feel like they’re sitting on a bench with a close friend talking about their problems. That’s why earlier, we sug- gested you go browse on specific subreddits, Quora groups and other related niche communities. Spend some days in these places and you’ll talk and write like you’re one of your customers very soon.

For example, if your potential customers are millennials, use “gimme” instead of “give me” to make them feel like they’re talking with a friend.

They’ll easily choose you, their friend, over your competitors.

Note: never use complicated words when there is a simple alternative. Really try to keep your copy at the elementary level. This is always easier for the brain to understand, even for someone who is highly educated.

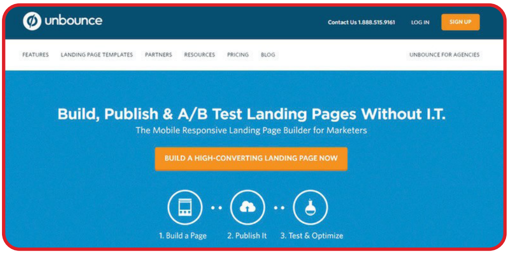
#3 Call to actions

Right after you talked about their pain points and presented your offer, call your visitors for action. Remember that their attention span is short, so do this before they leave your page.

Blend your value proposition and call to action to make it more effective. Avoid “click here” or “contact us.”

Instead use for example “start building a landing page”. Or do it like Unbounce and attract with “build a high-converting landing page now”. Have a single-fo- cus call to action. If your product is too complicated, include a secondary CTA, such as “learn more about x.”

The design of your CTA is critical, too. Find attractive colors complementing each other and make sure these colors match your brand identity.



#4 Visual Focus

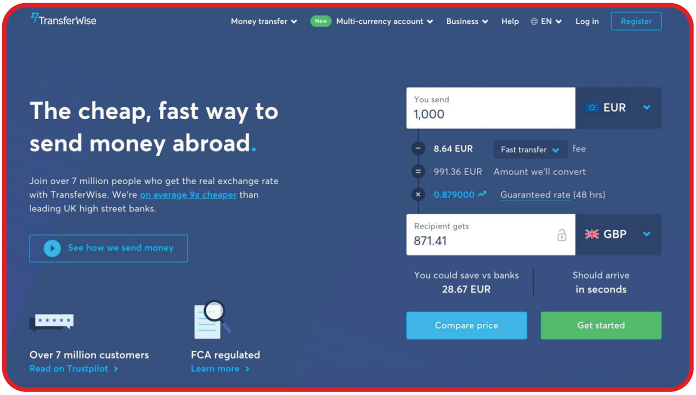
The background image is the first visual your visitors get to see. You won't want to waste this precious estate with a static color background image. It's a perfect element to add some feelings and human factors to your message.

It works best when you align this image with your value proposition. This image could be the image of your product, the result of the process or the process itself.

Here are some ideas:

- For a personal brand, show your face;
- For a product, show a happy customer or the ease of use of the interface;
- For a service, show a happy customer or share a moment from the community.

Think of how you can demonstrate the feeling your product gives your visitors in the end. Transferwise for example shows its visitors how easy it is to use the product.



#5 Short forms

Make your forms short and sweet for higher conversion rates. Ask for an email address and stop there. You now have everything to start a conversa- tion.

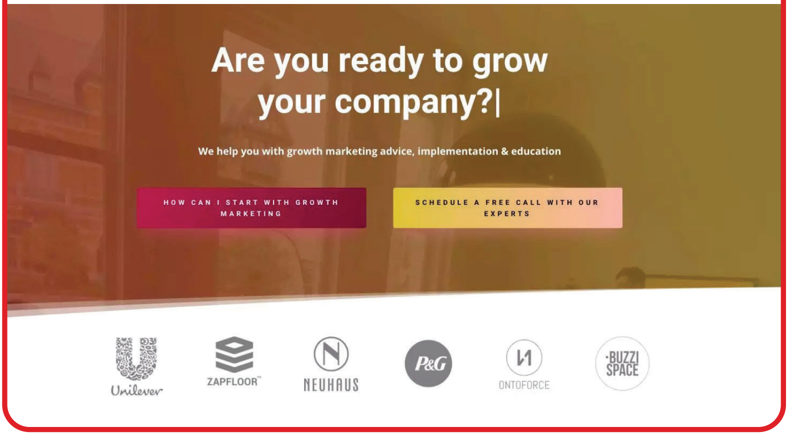
Long forms are intimidating and have lower conversion rates in general. As long as it's not essential for you to know, don't ask people for their company, city or dog's name.

#6 Social Proof

People don't know you. Still, social proof is a shortcut to building an instant trust bond between you and your visitors. There are tons of social proof strategies, here are some of the most effective ones:

- Figures about how many people purchased your product, for example "3043 people bought this course";
- Written testimonials from your customers;
- Video testimonials: a happy customer sells better than your best salesperson;
- Security or trust badges;
- Logos of brands you've worked with
- etc.

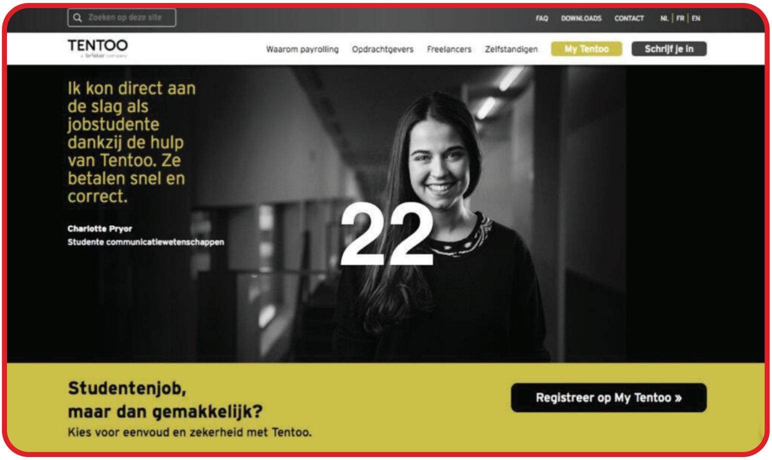
You can even fit logos above the fold as we have done here.



#7 1:1 attention ratio

By now you already know that attention is the only currency you have. You need to guide this attention towards your offer as directly as possible. So get rid of all clickables, navigation elements, search bar and all other kinds of distractors.

There used to be 22 clickables on the landing page of Tentoo (one of our favorite customers).



You should always keep the attention laser-focused on your holy goal, namely conversion.

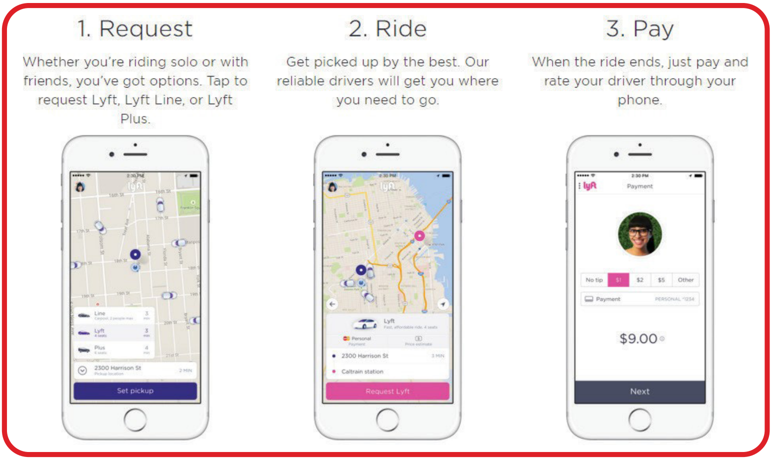
—Below the fold— This is the area you see when you start scrolling.

#8 Explain all the steps and show how your product works

Every product has a different complexity. Some of them have a remarkable learning curve, others are as straightforward as chewing gum. In this step you show how your service works and how customers can implement your prod- uct.

Don't assume your product doesn't need explaining. Help your customers to truly understand it proceeding step by step, even if your product is an actual pack of chewing gum. Not joking.

This provides them with a plan and makes them feel safe in your supportive hands. You're now placing stepping-stones to help your customers to cross the river of uncertainty. Try to keep it under five steps. You don't want to overcomplicate your product instead of facilitating it.



#9 Use bullet points to present your features or benefits

Let's demonstrate this for you:

Example 1

With landing page software X, you very easily design a landing page by using templates and drag-and-drop features. You get it, no coding skills are needed. You can also run A/B tests and connect your landing page to your favorite marketing tools to get the best out of it. If you encounter any problems, our customer support is on the line to help you 24/7.

Truth be told, the text above is written as carelessly as possible.

Example 2

With X:

- No coding skills are required;
- Design easily with the drag-and-drop features;
- Use 100+ templates
- Run A/B tests to find out what works best for you;
- Connect X with your favorite marketing tools;
- 24/7 fast online support.

You see, the first one is superfluous and boring, while the second one is effortlessly flowing and snackable. And do you know what's even better? Transforming the features into benefits.

In order to do so, sort out all of your features and abstract the emotional benefits from each one.

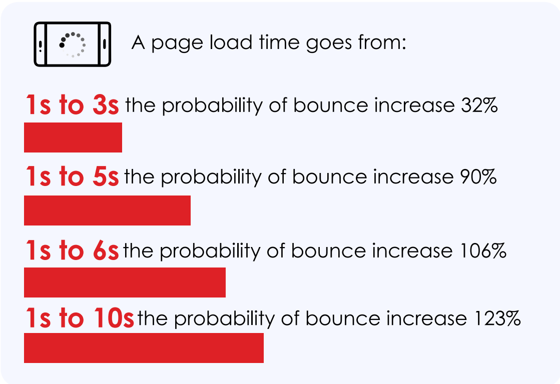
For example:

- No coding skills required – don't depend on that IT guy who rarely keeps his deadlines.
- Use 100+ templates – save hours and spend your time doing your favorite things.

Always use bullet points instead of long sentences to make your points con- cise and attractive.

#10 Page speed optimization

Fun fact (not really): people will get annoyed if your page loads slower than 3 seconds. they'll bounce and you'll never see each other again.



A decent loading speed of your landing page is a passive component but it's super important for two reasons. First of all, as we just mentioned, you'll lose precious visitors. Secondly, it'll make you rank higher on search engines.

You can go to Google PageSpeed Insights to find out your page speed. Follow Google's suggestions to make your page faster.

#11 Clear communication (what, why, how)

Make sure your visitor immediately comprehends what he can get, how he can get it and why he needs it.

Map out the structure of your landing page with these three communications pillars. The order can be flexible for each product, but it should look more or less like this:

Why? You're embarrassed because you have a sweating problem.

What? Sweatnot helps you to get rid of those sweaty palms.

How? Click the CTA, buy it and start using it in three easy steps.

#12 Mobile-friendly – responsive

If there were a constitution of landing pages, mobile-friendliness would be one of the major laws. Seriously, always triple check your landing page and optimize it for your mobile visitors.

#13 Create urgency

It's generally known that scarcity increases conversion rates, but this absolutely needs to seem natural and rational. It's the robust psychological trigger called loss aversion, more commonly known as FOMO. Almost everything is limited edition these days and above that only available for a limited amount of time, so be careful how you use it.

#14 Repeating the call-to-action

Hey, do you remember me? It's me again, call to action, I'm here to transform you into a customer. Without exaggerating, don't hesitate to repeat your CTA two or three times more on your landing page. Visitors always get distracted and can easily drift away without clicking on your call to action. So simply add some more.

Now what does your landing page have to look like?

If you follow this next scheme, your conversion rates will increase, turning you into a happier marketer.

- Header
    - Value proposition
    - Matching visual
    - Tagline
    - Form
- Call to action
    - Section 1
- Description + video if possible
    - Section 2
- How to use the service or product
    - Section 3
- Social proof
    - Section 4
- Call to action -> link to the header

Do you want to create a solid 7-step storyhouse for your business? Schedule a free non-binding call with our expert brand storyteller.

Bonus: thank you-page ideas

As you may remember, we briefly discussed the thank you-page in our first book. Now we'll introduce you to some easily applicable ideas. By implementing the strategies below, you'll increase conversion and guide your leads to take extra steps in your conversion funnel.

Confirmation and access

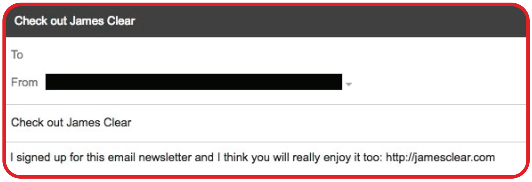
This is an absolute must-have for your thank you-page. Whichever content you provide your lead with, always welcome them with a confirmation message and teach them how to access it. This way, you'll immediately guide them towards your content and encourage them to consume it right away.

Ask for a referral

One of the ways to achieve growth is by asking for referrals on your referrals page. Use individuals' influences to create word-of-mouth marketing. Here is a witty example executed by James Clear, who made his referral almost effortless to forward by including a pre-written email:

Ask for social sharing

Bear in mind that your visitors may not think about sharing until you show them. If you believe your content provides a lot of value, it will be a piece of cake to set up these buttons. Consider adding social sharing buttons.

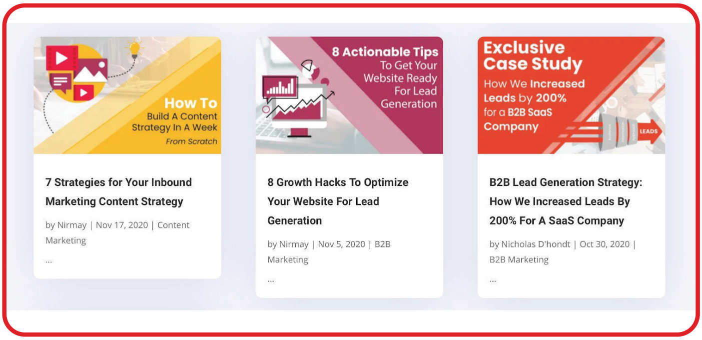


Offer a discount

Giving a promotion is a smart way to push the lead to the upper stage of the process. An as mentioned before, adding scarcity to your offer really creates extra stimulation.

Link to the most popular content

If a visitor makes it to the thank you-page, this means one thing: they think your content is valuable. So why not steer them towards your most converting piece of content and provide them more value? If you don't have that outstanding piece yet, lead them to your blog page.



Conduct a survey

A survey is an excellent way to find insights about your audience's goals, pain points, needs and ambitions. Later, this insight will help you to plan campaigns better.

Use these strategies in a balanced way for better results. If you overuse, your page will cause your visitors a headache.

How to evaluate your landing page?

Five-second test

This is a funny one. You now already know that the attention span of a visitor is typically 5 seconds and then it'll decrease. By doing this test, you show your landing page to a real-life audience and ask them to answer these questions:

1. 1Which product or service does this website offer?
2. 2What is the unique thing about this product or service?

Ask colleagues, friends, family members or even complete strangers. Undertake these steps:

1. Find a volunteer;
2. Open your landing page;
3. Show them the page;
4. Count to five (Shh, don't do it out loud, they only have 5 seconds);
5. Ask them the two questions above.

Start browsing famous brands' websites to understand how effective this strategy can be. It will also help you to create a better value proposition and landing page.

UsabilityHub

We hear you, you may not have that many (unbiased) people around. But you have UsabilityHub! UsabilityHub is a tool that shows your value proposition to a digital crowd. It works according to the same principle as the five-second test and asks the same questions.

The bottom line of the second part!

This was a lot of information to take all at once.

Our advice: make 100% sure to apply value proposition and storytelling frame- works into your website. Don't rush for lead generation campaigns nor use fancy tactics before getting the fundamentals right.

If you need help with the application of value proposition or storytelling, schedule a free consultation with our experts. We'll help you find the missing elements and optimize your materials for lead generation campaigns.

In the following part, we'll teach you about conversion rate optimization to make sure you capture the most amount of leads with your marketing cam- paigns. By understanding the fundamentals of CRO, you can get the best ROI from your marketing efforts. Onwards!

All about the B2B lead generation strategies and tactics that gained the most leads for us and our B2B customers.

PART 3

CONVERSION RATE OPTIMIZATION:

HOW TO INCREASE YOUR CONVERSIONS WITH DATA AND BEHAVIOR-DRIVEN EXPERIMENTS

OUTSMART — OUTGROW — OUTBID

YOUR COMPETITORS WITHOUT SPENDING ANY MONEY

TABLE OF CONTENTS

WHY SHOULD YOU READ THIS?

84% of landing pages have navigation bars. But studies show that removing navigation can boost conversions by up to 100%.

Surprising but reasonable:

By removing the navigation bar, you remove all the clickable actions on the page.

Now your visitors have one focus: the call to action button on the landing page. And they're more likely to click that button.

As you see, people make decisions based on reasons.

They buy things, leave their items in the shopping cart, click the download button or leave your site without touching anything, all for a reason. Once you understand the reasons, you can affect the results and you will be able to:

- Make decisions based on your visitors' data and behavior.
- According to that data, you can do experiments to increase your conversions.
- Eventually, you can make more money without spending any money. Because all you need to do is optimize your website for current visitors.

This is why conversion rate optimization is seen as the most critical activity by top marketers. And in this part, you'll learn everything you need to start.

Onwards.

CHAPTER 1

WHAT IS CONVERSION RATE OPTIMIZATION?

Conversion rate optimization (CRO) is the process of increasing the percenta- ge of website visitors who complete the desired action.

In other words, CRO is optimising a website or page that is designed to sell. But this design doesn't have aesthetic concerns, it is based on your customer needs and opinions.

CRO takes out the guesswork and eliminates the HiPPO (Highest Paid Person's Opinion) driven decisions. It allows you to make decisions that are based on data. This way, you can avoid lengthy discussions and make faster decisions.

There are two kinds of conversions type in CRO.

1. Micro conversions

Aka secondary goals which are lower-level commitments such as a newslet- ter subscription, eBook download or page views of specific pages and so on

2. Macro conversions

In other words, your primary goals include checkout, sales call or member sign up(for freemium software or social media platform) and so on.

It seems like macro conversions are the primary goal of CRO. But micro conversions are like the first few dates between you and your customers.

On these dates, you'll get to know each other and eventually determine the next steps of your relationship.

The goal of CRO is to track and increase micro and macro conversions.

How do you calculate conversions?

The conversion rate is a ratio that tells you what percentage of visitors to your website has been converted.

Here is the formula:

$$\text{Conversion Rate (\%)} = \frac{\text{Total Goal Completions}}{\text{Total Website Visits}} \times 100$$

Let's say you have a business too called ToolDog that sells (obviously) the subscription of the tool. You had 20,000 visitors last month, and 2,000 of your visitors bought a product from you.

2,000/20,000 *100 = 10. Then your conversion rate would be 10%

CHAPTER 2

THE THREE MAIN BENEFITS OF CRO

Many business owners and marketers don't appreciate the power of CRO. But it's a no-brainer marketing activity that every business should apply.

You'll see why in three steps:

Benefit #1: You get customers for free

CRO increases the conversions from the traffic you already get to your website. You don't have to spend more money on advertising to increase your conversion rates.

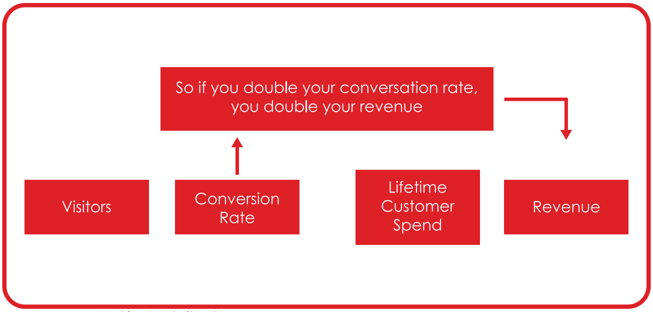


Image source: Making Websites Fun

Let's see how it will impact ToolDog. The monthly subscription on average is $100, and after the first CR0 analysis, ToolDog came up with the idea that increased the conversion rate by 50%.

This means 1,000 more people bought a subscription and ToolDog produced a gross revenue of $300,000.

It's the free money on the table that you can generate from the same amount of traffic. In other words, your marketing budget won't change, and you'll get more customers. So your customer acquisition cost (CAC) will decrease.

Benefit #2: Increases the profit

Profit=Revenue-Costs

When your conversion rate increases, all your costs don't increase. Your advertising and fixed costs will remain the same.

ToolDog made extra $300,000 gross profit and now you'll deduct

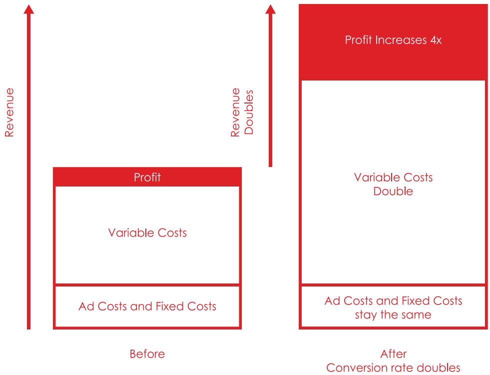


Image source: Making Websites Fun

the variable costs such as:

- • Cost of additional employees.
- • Cost of more customer support people.
- • Cost of extra distribution.

And the rest of the money is yours to grow your business, which leads us to the third benefit.

Benefit #3: Increases your traffic and helps you to beat the competition.

And now you know you can invest this money in advertising.

Once you start to invest and continue to apply new CRO strategies to your site, you'll create a growth loop. Eventually you'll get more traffic, conversions and more profit.

Adopting CRO often brings a breakthrough to startups and SME's and trans- form them to big companies. This transformation can also help you kill the competition in the advertising space.

As you gain more profit, you'll have chance to outbid and outgrew your them.

But don't forget the other side of the coin. If your competitors start CRO before you do, you could be the loser in the story.

Now these are the last words of the theory class. But before we move on to the action-packed scenes, I want you to take a look to that mini CRO dictio- nary below.

This will help you to read more efficiently and remove the "Hmm, what was that?" process.

Call to action (CTA): a button or signal that tells visitors to take the desired action.

Click-through rate (CTR): a rate that measures how often users click a link compared to how many impressions the link has.

Bounce rate: a metric that shows how many users leave your site without interacting.

Conversion funnel: a series of steps that a person takes to complete your primary goal.

Social proof: evidence that a product or service is popular with a large number of people.

Usability testing: a method of evaluating a website readiness before release by testing it with real users.

Above the fold: the top portion of a webpage that is visible without users having to scroll.

Below the fold: the portion that is not immediately visible when the page loads.

Analytics: quantitative tools for measuring visitors' behavior.

Heatmap: qualitative report that shows where people click on a page.

Heatmaps: a graphical representation of data such as clicks and scrolls.

Now to the most famous term of CRO. We'll talk about A/B testing separately because it deserves special attention in the CRO world.

WHAT IS A/B TESTING?

Imagine you have two headlines for your new landing page. Half of the team members think headline A will perform better and the other half thinks B is more powerful.

In this situation, you could run an A/B testing to see which headline works best.

With A/B testing tools, you can create two (or more) versions of a page to show your visit and test what works best.

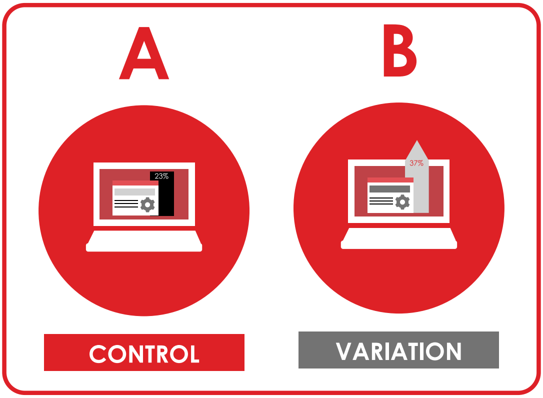


Image from: Optimizely

At the end of the test, you can measure the conversion rates and see which headline brings the best results. Then you can comfortably double down your marketing efforts with the winner version.

The example was about headlines. But you can change and run different versions of any element in your page to what performs best.

Here are some of the elements:

- Headline
- Subheadings
- Copy
- Call to action
- Page length
- Images
- Video / Images / Text
- Or you can add an element that doesn't normally exist. And the list goes on.

It might sound like you'll do heavy coding and mess around with technical stuff. But not at all.

There are a variety of drag and drop tools that are super easy to use and don't require a single line of coding.

Here is the list of our favorite tools

Google optimize: Free A/B testing tool from Google. It's a good discovery tool to dive into the A/B testing world and play around with.

Optimizely: an affordable, simple but powerful set of A/B and CRO tools. You can go for it without a doubt.

Unbounce: the most popular A/B testing and landing page builder tool. Super intuitive and easy to use.

A/B tasty: reasonably priced, intuitive and complete A/B testing and optimisation platform.

Instapage: Our favorite landing page tool with insightful A/B testing features.

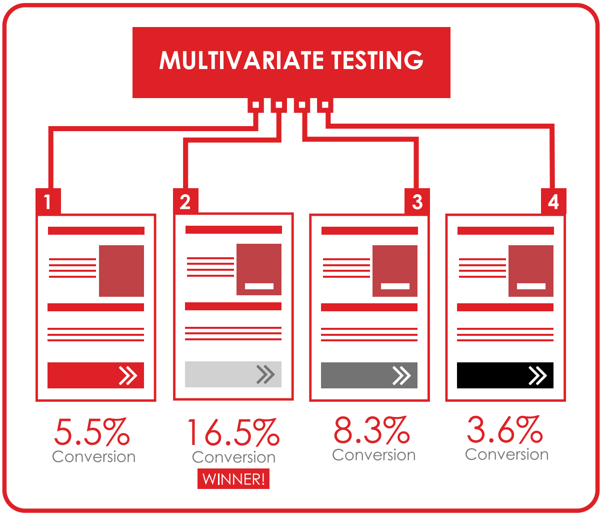
Before we jump on the benefits, we'll briefly discuss another type of A/B testing used a lot by CRO experts.

Multivariate Testing

This testing method allows you to run several A/B tests simultaneously.

This means you can test your headline, prices, and buttons while testing your body copy at the same time.

Here is a visualization to make it easier to digest.



At the end of the test, the multivariate testing will show you which version of each page element performed best and got more conversions.

In case you want to get to know other A/B testing types, we're dropping the names below:

- Multipage Funnel Testing
- Redirection Testing
- Multi-Armed Bandit

A/B testing looks good, right? But we'll add some more goodness on top of that to stimulate your appetite.

Additional material to increase your conversion rates.

You can check our 14 point landing page checklist to learn more about the strategies we use.

Also you can read this value proposition guide to how to write a great one. We made it easy with templates and canvasses.

THE FOUR MAIN BENEFITS OF A/B TESTING

There are many side benefits of A/B testing, but these four are the main pillars.

#1 You'll learn more about your target audience

This is what most marketers are trying to achieve by filling persona sheets. But let's face it, these buyer personas are a product of market research and gut-feeling.

But A/B testing supports everything with proof. It's a great opportunity to validate your personas or reiterate them.

This is not only beneficial for your CRO campaigns.

You can reflect your learnings to improve your content, sales, marketing or any part of your company, from sales presentations to social media presence.

#2 You'll avoid making mistakes

You might feel like you don't need CRO when something is already converting well. But when you do your next campaign, you might unintentionally remove the parts that are working.

However, when you do CRO, you'll know what you're doing and can iterate what's already working and increase your conversions.

#3 You'll be less stressed, thanks to a data-driven approach (the best benefit)

Months of labor went into your new campaign or launch idea. Are you ready to pull the trigger?

Whether you're the business owner or marketing manager, this responsibility could put a lot of weight on your shoulders. And you don't have to make this hard decision alone.

Because you can test it first, run A/B or usability testing first before you take the big leap. It can reduce the risk and tension at the same time.

You can continue testing until you are comfortable with the outcome. And even- tually, when you launch a campaign, you'll be less likely to be surprised by poor results.

At Upthrust.eu, we never say let's do it; instead, we say let's test it. And that's a healthy perspective if you want to grow your business without losing hair.

#4 You'll get quick and valid feedback from your target audience

This is a big one. You'll get instant feedback as soon as you launch your campaign. This allows you to move fast and create actionable steps that could change the future of your business.

To get the most out of A/B testing, you should know what you're doing. That's why you'll learn about quantitative and qualitative approaches next.

Hey there, happy reading. I'm Nicholas, CRO expert at Upthrust.eu. If you have any questions or ideas you want to share until this point, you can call me.

HOW TO UNDERSTAND YOUR VISITORS' BEHAVIOR: QUALITATIVE AND QUANTITATIVE RESEARCH

To fix a problem, you need to find the problem. That's why everything starts with deep CRO research, so you can create a hypothesis and run experiments to increase efficiency.

In this section, you'll wear your analyst glasses and learn how to investigate to come up with a meaningful CRO strategy.

Where to start?

There are two types of research methods and they're equally important. They exist because of each other.

Quantitative and Qualitative

Quantitative research can tell you "where the problem is" meanwhile, qualitati- ve research can tell you "what the problem is".

Quantitative (what?)

data is information about quantities, It is expressed in numbers and graphs. Therefore it is measurable and used to test or con- firm theories and assumptions.

The most effective CRO tools that you can use for qualitative analysis:

- **Google Analytics:** helps you measure everything that happens on your site and gives you insights to improve your campaigns. All for free.
- **KISSmetrics:** connects all data to one person by providing an overview of the entire customer journey. Google Analytics tells you what's happening. KISSmetrics tell you who's doing it.
- **Adobe Analytics:** helps you create a holistic view of your business by turning all customer interactions, including offline data, into actionable insights.
- **Woopra:** no more guessing what customers did on your site or app. Know how engaged each customer is and precisely what actions they performed — all in real-time.

The most effective CRO tools that you can use for qualitative analysis:

- **UsabilityHub:** show your ideas to a digital crowd (based on your target audience) and validate them before you launch a campaign or product.
- **Hotjar:** get session recordings and heatmaps to see users' on-page behavior.
- **Instapage:** see how people behave on your landing page.
- **Survey monkey:** create surveys to understand your customers.
- **Inspectlet:** analyze user behavior with eye-tracking heatmaps and screen capture.
- **UserTesting:** get real video feedback from your visitors while they're browsing your website

Now an example:

Your Google analytics can tell you that visitors have a high exit rate on your pricing page. - Quantitative

Your session recording tool can show you how visitors behave on the pricing page and can help you to understand the reason. - Qualitative.

As you see, two methods are assisting each other to find and fix problems. Quantitative research brings up the major issues in the bigger picture.

Then qualitative goes deeper into the source by observing the behaviors of your visitors.

QUANTITATIVE	QUALITIVE
User Funnel Analyses	User Experience
Device Analyses	Heatmaps
Product Analyses	Session Recordings
Segment Analyses	User Surveys
Channel Analyses	

Now we'll give you real-life examples to make it more vivid. So you can see how little changes can make vast differences.

These tools can be confusing at the start. If you're trying to do some tests and feel like you're stuck, you can ask me anything at nicholas.dhondt@upthrust.eu

CHAPTER 4

FOUR EXAMPLES OF CONVERSION RATE OPTIMIZATION

We picked these case studies from different industries and business models.

Some of these studies make perfect sense when you first see it. You could say, “Aha, I would do the same to increase my conversions.”

Meanwhile, to understand some of them, you should know about your custo- mers’ behavior. So CRO could be a mixed bag.

The more you test and know about human behavior, the better results you’ll get.

#1 An image of a person that increases sign-ups by 102%

In most cases, a human element can increase engagement and conversions. Because we tend to reflect the feelings when we see an image or video.

So if we see a happy person, it could evoke happiness and trust in us. It hap- pens in seconds and automatically.

Here 37Signals(Now it’s Basecamp) tried different landing pages but didn’t get the results they wanted. Eventually, they decided to show a smiling picture of a woman to make the page warmer and inviting.

And they increased their conversion by 102.5%.

Now that’s a radical change from a crowded page to another format. And 102.5% is an outstanding result, but should you stop testing?

Well, they didn’t. They tested the page with different people and smiles. You see, there is always a room for improvement in CRO.

#2 A proactive live chat that increases conversions by 211%.

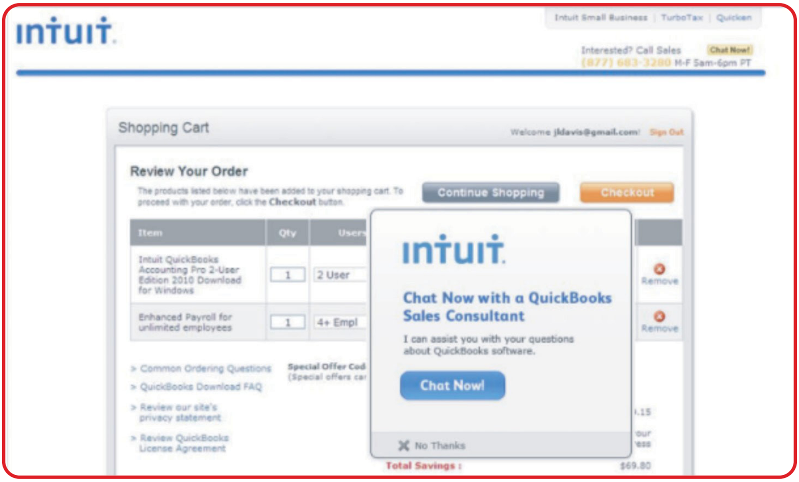
Intuit is accounting software and the name of their product is QuickBooks.

Customers were upgrading the product after the initial buy. After research, they found that the buyers were frustrated because they realized the product they bought didn't match their needs.

This was affecting both customer happiness and sales. So they made some changes in the product sales funnel.

"Review the order" and "Product Comparison Pages" had the highest purchase intent, so they decided to implement a live chat to help their prospects.

And this new strategy brought a game-changer: 211% increase in conversions.



#3 A fictional story that shows the importance of micro conversions.

People like to see big numbers to understand the importance of CRO. So it's hard to find a study case about micro-conversions.

So we'll improvise here to show why micro conversions are as crucial as their macro relatives.

Let's say you're selling a B2B service. Let's face it, it's harder to sell than B2C, eCommerce or SaaS products.

You need to show your expertise, prove that you know the job, and show that you worked with big brands who were happy with you.

So it could be a long nurture journey. We know it because that's what we're doing with every piece of content we publish.

BUT the last detailed case study we published, had a 70% bounce rate.

Well, It's not just a piece of content, it can take weeks to create one quality piece. It's an investment.

Inside that piece of content we have:

- Social proof
- Trust signals
- eBook download pop-up related to that subject.
- Schedule a call, call to action in between lines.
- CTA for newsletter sign-up

It's part of our sales funnel. If we can understand why the bounce rate is high and fix it, we can nurture our prospects then open the floodgates for macro conversions.

The solution

CRO Experts visited the page and saw it took 3 seconds to open it. Then they found out the page had too many high-res images (the image size should be under 300kb). After they reduced the sizes of images, the bounce rate drop- ped to 10%.

I believe all the pieces you saw started to come together with these examples. Now, you have some ideas about where to look and how to approach prob-lems.

To lay what you learned into a strong foundation and consolidate every piece, we'll share the 6-step framework we follow.

But before you apply the framework, you should know the difference between tactical and strategical CRO.

You might be fired up because of the examples you saw. You can take our free CRO scan and start to increase your conversions.

CHAPTER 5

TACTICAL VS. STRATEGICAL CRO

Here are the main differentiators between the two methods.

Tactical CRO focuses on the solution by asking "What happens if I do this?" Strategical CRO focuses on the problem by asking, "How do we do it?"

Tactical CRO is using best practices, shortcuts and competitors' research for short-term wins.

Strategical CRO uses data and insight (including past experiments) to create long-term wins.

So you can say, strategical CRO requires profound research and requires more time than tactical CRO.

You can try doing tactical CRO by yourself and still can get good results. (We'll share our five best practices at the end of this book). But keep in mind, these are best practices and they don't work for every company.

But for strategical CRO, you could be a one-person orchestra. Or you could hire an orchestra .

Because it deserves special attention and a dedicated team. Here are the required people and skills needed:

- Conversion rate optimization manager: in charge of creating an end-to-end plan.
- Data analyst: uses the right tools to analyze the data and behavior of your visitors.
- Web graphic designer: designs the page based on insights gathered.
- Copywriter: writes customer-centric copy that could increase conversions.
- Web developer: runs A/B tests and makes campaigns more efficient by using optimized code.

Now let's check out the process step by step.

CHAPTER 6

6-STEP SYSTEMATIC CRO FRAME-

#1 Identify your potential customer

You can't sell if you don't know who you are selling to.

You need to know how they talk, so you can speak their language.

You need to know what they like, so you can design your page according to things they like.

You need to know what they don't like, so you can avoid doing the things they don't like.

You get the idea.

The more information you have about your customers, the better conversions you can get.

#2 Do your research and analyze your data.

You already know. The research is the beginning of everything. You also know the quantitative and qualitative CRO tools that you can use.

As you gather more data, you'll start to see similarities and patterns. For example, if 70% of your visitors transformed into customers after visiting your pricing page, voila.

#3 Identify high-opportunity areas.

Thanks to research, you know where to focus now. It's a pricing page.

But seeing this as a page would be not strategic. That's why you need to label your funnel as landing → browsing → consideration → purchase.

This order is not untouchable.

You can change it, create new funnels and so on. Remember the live-chat example that brought 211% conversion? It was successful because they managed to identify the opportunities.

#4 Determine the goal/metric of your campaign.

Increasing sales is the end goal. That is what most businesses want to achie- ve with CRO.

But what if you want to increase more profound things, like loyalty or lifetime value? What if you need to increase micro-conversions first? The table below can help you determine your campaign goal.

BUSINESS GOALS

PROFITABILITY	REVENUE	LOYALTY

KEY PERFORMANCE INDICATORS

Conversion Rate	Avg. Order Value	Qualified Session %
Lifetime Value	Retention Rate	Return Rate %

PERFORMANCE INDICATORS

Sign-Up Rate Product View Rate

Add to cart Rate

Payment Completion Rate

Avg. Revenue per user

Unit per Transaction

#5 Create your hypothesis

Remember, CRO is a scientific approach.

A hypothesis is a three part statement that will help you test your idea in a specific timeline. Here is an example of a hypothesis:

I believe changing the background image and using a real person on the landing page will result in 20% more downloads because it evokes trust in the visitors.

Here are those three parts:

1. A specific change based on the insights you gather from your research.
2. That will have an effect and improve the conversion metric by X value.
3. Because of the rationale that you believe will cause the desired result.

So the schema is “I believe________ will result in   because of.

Doing that will bring you a systematic process in all your campaigns.

#6 Run A/B tests

You already know why it is essential to run A/B tests. But from a strategical point of view, here, you’ll do it to validate your hypothesis.

If it’s false, you’ll try to understand what went wrong and came up with a new hypothesis.

If it’s true? Run A/B tests again.

You saw it recently, even changing the picture of a person with another person brought more than 4% increase in conversions. Who doesn’t want more conversions? You can optimize your page until you’re happy with your conversion rate.

Now, we’ll give you the five best practices that you can apply this evening to increase your conversions. Please try at least two, it’s smart to use everything you learned when it’s fresh.

CHAPTER 7

THE FIVE BEST CRO PRACTICES THAT CAN GIVE YOU RESULTS RIGHT AWAY

You might be a tech-savvy person. Or you might get nervous when the thought of learning a new thing hits you. Both are fine.

Because these 5 CRO practices are foolproof strategies. If you can make a video call on your mobile phone, you can apply them in minutes, they're that easy.

You don't have to write a single line code. You don't have to pay anything (almost every tool has a free trial). And you don't have to give lots of your valuable time to get results.

#1 Set up an Exit intent

It happened to you hundreds of times. You wanted to leave the site and drag- ged your cursor to X and you saw a POP-UP that says

"Hold on, I have one last offer for you."

This is an exit intent. It's one of the best tactical CRO practices because it gives you a chance to transform a loss to win.

Here are three exit-intent tools you can use to set your CRO campaign in minutes:

- Sumo
- Notifia
- Optinmonster

Just follow the instructions. All of them are drag & drop and already come with tens of templates.

#2 Set up a heatmap

Do you have an existing campaign? Set up Hotjar.

Do you have a landing page? Set up Hotjar.

The "About me page is the second most visited page on your site. Definitely set up Hotjar.

Hotjar is free up until 1.000 visitors to a specific page. And it is more than enough to give you meaningful insights about how people behave on your website.

#3 Place pop-ups in your blog posts.

This is another free and simple way to increase your conversions. You can set up smart pop-ups that pop when a visitor scrolled x% of a page.

Tip: Make sure your offers match with the content. For example, we offer a free LinkedIn eBook in all our LinkedIn marketing articles.

You'll do fine with the same three tools here:

- Sumo
- Notifia
- Optinmonster

#4 Show social proof

People trust other people. They're more likely to buy a product that is already bought by thousands.

That's why many booking sites show you "40 more people are looking at this room".

- Proof
- Optinmonster
- TrustPulse

#5 Implement a Chatbot

Chatbots are everywhere. And they're everywhere because they can increase conversions, customer happiness and many more things.

They could be your 24/7 customer support or help people to find what they're looking for. Or if you can build a sharp one, it could help you to sell.

Chatbots are surprisingly easy to set up. All you need to do is write some copy on chat bubbles and put them in the right order. The two chatbot tools we love to use are:

- Drift
- Intercom

WHY STARTING WITH CRO COULD BE A GAME-CHANGER FOR YOUR BUSINESS

Thanks for investing your time in reading this eBook.

I hope you enjoyed the read and learned new things. And I also hope these things can help you to make the right decisions about your business.

We keep CRO apart from other marketing activities. Because It's not connected to creativity, It's not about spending more money, It's not gut-driven. It's not a hack.

It's a science of getting the most conversions from what you currently have.

Like we mentioned in three benefits of CRO before, once you increase your conversion, the rest will follow. It'll open the floodgates of customers and new opportunities.

You might have some questions after reading this.

You can call Nicholas. He's passionate about numbers and experiments and can answer your questions.

You might be thinking that starting with CRO is a good idea.

Again you can call Nicholas for a discovery call. He could tell you whether it's a good or bad idea for your business.

Schedule a call with an CRO expert of Upthrust.eu

In the next part, we'll teach you how to master LinkedIn social selling, marketing automation and lead generation. You will be actively using all the skills you've gained so far, in the previous three parts.

It's time to get those leads. Chop-chop!

PART 4

A GROWTH HACKER'S HANDBOOK OF

LINKEDIN SOCIAL SELLING, MARKETING AUTOMATION AND LEAD GENERATION

5000+ LEADS
17 FULL HOUSE EVENTS
10.000+ NEW CONNECTIONS
3 STEP BY STEP PLAYBOOKS

What makes this part good for your business?

Imagine if you were to watch Game of Thrones (or any series) from the fourth season onwards. Would you be able to understand what's going on?

Well, no. You missed so many events, characters and plotlines. To be able to understand and enjoy the conversation, you need to know what happened earlier.

LinkedIn is no different. Right now, this is the golden era of the platform for B2B businesses, and everybody is so hyped up.

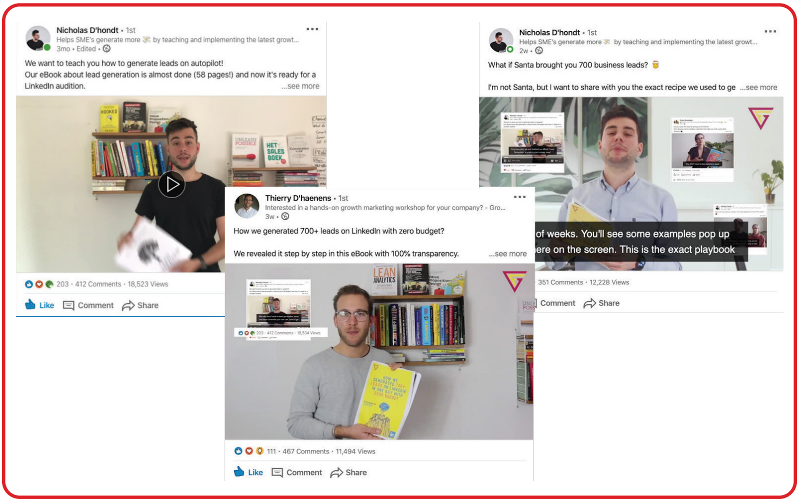
But to get the most out of it, you need to know what happened earlier on LinkedIn. And we've been on the LinkedIn train for four years now.

We followed every trend, algorithm update and the latest tools related to the platform. We tried lots of experiments and failed many times.

Our success was dependent on the platform.

Then LinkedIn became our best lead generation resource, both for ourselves and some of our clients

We generated more than 10,000 leads on LinkedIn last year alone



Now, we want to explain to you what happened in the earlier seasons on LinkedIn. So you can grasp what's going on now.

After you catch up, you'll get the latest playbooks we used to generate leads. We'll teach you step by step, complete with guided videos and real- life examples.

Are there quick wins on LinkedIn? The short answer is yes.

Because you won't repeat the mistakes we made since we already made them for you. These are the best practices that worked for us and our customers.

Your growth depends on how fast you can process and implement these strategies for your own business

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CHAPTER 1

HOW TO OPTIMIZE YOUR LINKEDIN PROFILE AND CREATE A CONVERSATION FUNNEL

Your profile is a meeting room. It is the suit you wear for the big meeting or elevator pitch to potential investor.

You need to wear your best suit and prepare your best speech for your profile visitors. And we call this LinkedIn profile optimization.

When someone visits your profile, we'll make sure to guide them in the right direction.

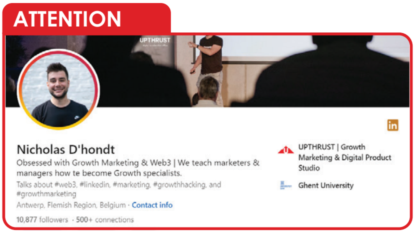
The main goal here is to prove that you are the ultimate solution. It's impor- tant to emphasize how you will solve their problems. And of course, to show how credible you are.

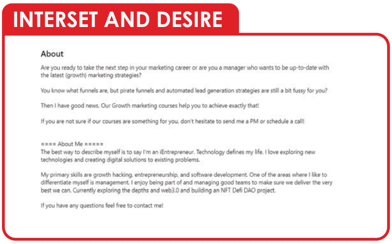
Before we start with LinkedIn profile tips, I want to introduce you to the con- version funnel model.

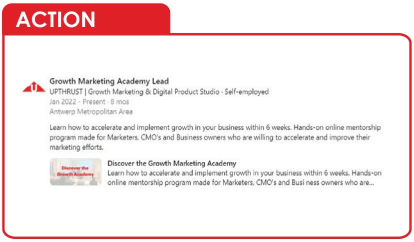
It'll help you visualize and understand the mentality behind the profile page.

LinkedIn Conversion Funnel

It's pretty similar to any sales landing page or mail. You can apply the same strategies you know in this part.







Attention: top section

Capture the attention of the visitor with your cover and profile photo. It's an opportunity to show your (business) personality.

Add a clear value proposition that explains how you help your customers. This way, you can get more clicks to your profile.

Interest and desire: middle section

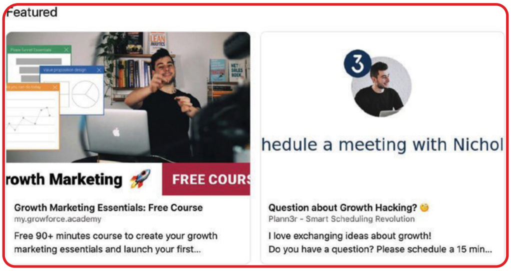
Talk about the business problems or needs of your target audience. Keep them interested. Show that you understand their pain.

In the second (desire) part, the goal is to convince them. Here you can explain how you may approach their problem. And maybe how you have already solved it many times.

Action: bottom section

Now, it's time to direct them to the right action. Here you need to know your end goal, call them to take action.

Here Thierry placed his call to action right under the experience section. But you can also place your call to actions under "About me", as Nicholas did:



Or you can do both. Onwards, to some real-life examples

#1 What makes a good LinkedIn profile picture?

Let's talk about judgment. It's often considered a bad thing, but is it? It's something we do before we even think.

We're inclined to judge by nature to protect ourselves. To choose the right friends, and to make business and life decisions.

So, it's crucial to reflect your business personality and paint a good picture on LinkedIn. But let's first have fun with bad examples.

The bad




Cool pictures but I'm not sure if you can help me grow my business with a cricket bat.



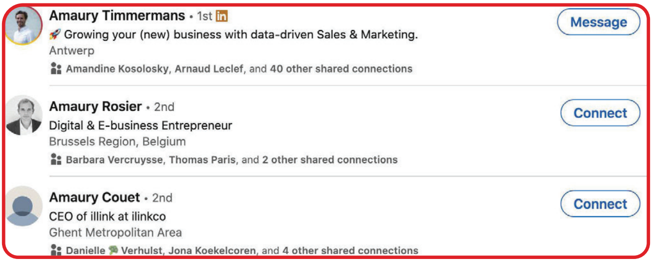

I appreciate your traveling passion, but we'll not meet unless I'm looking for a travel blogger.

Would you like to buy law services from Mr Nobody? I don't think so.
Here is a list of don'ts:

- Don't take a selfie Don't use filters
- Don't crop a group picture
- Don't have a distracting background
- Don't show your hobbies

The good

Look at this screen, and tell me which profile picture immediately got your attention.



Clearly, the first search result got your attention. Ok let's find why?

Here is a lesson you can learn from Amaury.

You can manipulate the elements to create an attention grabber picture

When I saw his profile, the colorful frame directly took my attention. Little changes like this could add up and as a result, create a perfectly optimized LinkedIn profile.

You can do the same by hiring a freelancer. Or if you have an Adobe savvy friend, that's ok too.

So here are the best practices to have a credible and attractive picture: Look approachable

- Take a headshot Cheese
- Be creative like Amaury to stand out Pick an up to date photo
- Wear your business clothes

#2 Write a compelling one-liner for your headline.

Nine out of ten people pick their job title as their headline. It's a waste.

It's like publishing a Facebook ad and writing your company name as ad copy.

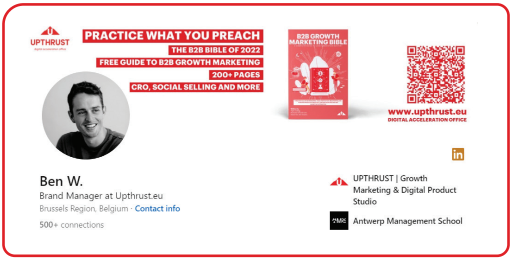
Let's go over a common title like "Head of Content". There are thousands of "Head of Content people on LinkedIn

What does it mean to people that don't know anything about content? Nothing.

Even if they know about content marketing, it's still broad, because every individual has their own strengths and set of skills.

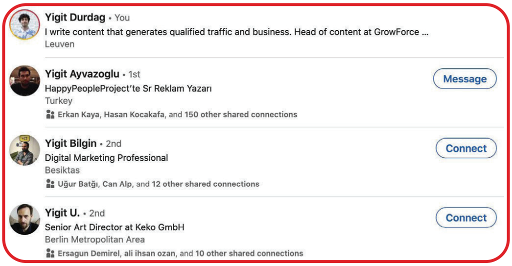
So it's crucial to write a concrete statement that describes what you do. A one-liner (value proposition) that explains how you help people to grow.

Like this:



Here Nicholas uses all 120 characters for his one-liner. It's super targeted (SMEs), and he explains how he's solving the problem.

But it's also possible to fit your title to your headline. Like this:



This one-liner helps you to stand out in search. Plus, when you add somebody as a connection, they'll see your one-liner.

And you'll learn how to add thousands of people (automated). We'll get there soon.

#3 Three smart ways to use your cover photo

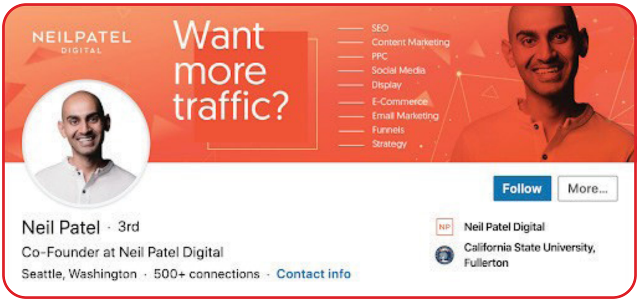
You can explain many things and get creative with your cover photo. Here you'll see what works very well on LinkedIn.

Show your services

The cover space is huge. Here Neil Patel uses it to showcase all of his expertise and services.

If you have a broad range of products, skills or services, you can do the same.

Or you can show a single product too. If you're selling your personal book, it's a good idea to exhibit it on your cover.

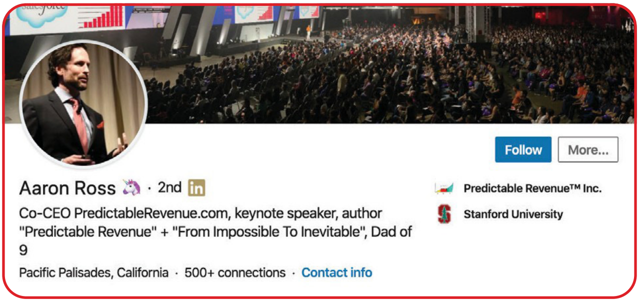


Prove what you wrote in your headline

Trust in business is a currency. If you can prove what you wrote in your headline, it'll increase credibility.

Aaron Ross's profile is a good example. He's a good public speaker and he confirmed it in his cover photo.

As you can see, he's a hell of a keynote speaker.



Boost your credibility and expertise

Vaibhav's profile is the perfect combination of many things.

- He shows logos for credibility
- He fitted his titles in the cover photo (this is a good trick if you can't fit your job title in the description)
- He's in front of the crowd speaking Plus he placed his website on the cover

#4 Two methods for writing a magnetic "About" copy

If your visitors scroll down until the "about" section, that means one thing. They're interested.

There are two possibilities:

About

Struggling with optimizing your conversion rate?
Do you have your landing pages in place?
Do make assumptions based on website analytics or website behavior?

If those questions giving you a hard time, I can help you with that.

I help founders, marketers and growth teams create predictable sales funnels and increase adoption, retention, and referral.

I do this by teaching you how to automate lead generation, optimize lead & customer flows, brainstorm about growth experiments, get you involved with the best tools and implement the growth marketing process in your company.

I know it's a lot at once. But you can fire all the growth-related questions to me.

Schedule a free 15-minute call using the link below.

Talk soon.

1. They are interested in your services.

Your profile is not a place to solely chest pump your awards and experiences. This section is not about you; it's about your customers.

So, the best way to use this section is to describe your customer's problems. Then explain how you solve those problems.

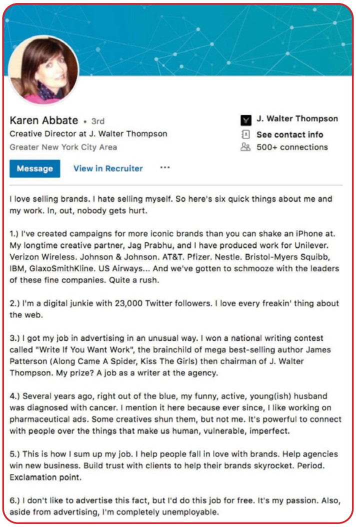
Here, Thierry kept it concise and talked about his customers. Then delivered a solution with a call to action.

No time wasted with unnecessary information. This is what we practice and what worked for us so far.

2. They are interested in your personality and services

If you're going to apply this method, you need to know how to tell a story, because you'll attempt to sell yourself and services with storytelling.

This is more effective than the first method if it's done right. Look how Karen Abbate did:



Karen Abbate • 3rd
Creative Director at J. Walter Thompson
Greater New York City Area

J. Walter Thompson
See contact info
500+ connections

Message View in Recruiter ···

I love selling brands. I hate selling myself. So here's six quick things about me and my work. In, out, nobody gets hurt.

1.) I've created campaigns for more iconic brands than you can shake an iPhone at. My longtime creative partner, Jag Prabhu, and I have produced work for Unilever. Verizon Wireless. Johnson & Johnson. AT&T. Pfizer. Nestle. Bristol-Myers Squibb, IBM, GlaxoSmithKline. US Airways... And we've gotten to schmooze with the leaders of these fine companies. Quite a rush.

2.) I'm a digital junkie with 23,000 Twitter followers. I love every freakin' thing about the web.

3.) I got my job in advertising in an unusual way. I won a national writing contest called "Write If You Want Work", the brainchild of mega best-selling author James Patterson (Along Came A Spider, Kiss The Girls) then chairman of J. Walter Thompson. My prize? A job as a writer at the agency.

4.) Several years ago, right out of the blue, my funny, active, young(ish) husband was diagnosed with cancer. I mention it here because ever since, I like working on pharmaceutical ads. Some creatives shun them, but not me. It's powerful to connect with people over the things that make us human, vulnerable, imperfect.

5.) This is how I sum up my job. I help people fall in love with brands. Help agencies win new business. Build trust with clients to help their brands skyrocket. Period. Exclamation point.

6.) I don't like to advertise this fact, but I'd do this job for free. It's my passion. Also, aside from advertising, I'm completely unemployable.

It's hard to resist Karen's story after that killer first sentence. Plus, the first sentence is the most crucial element of your "about" section. Here's why.

About

I love selling brands. I hate selling myself. So here's six quick things about me and my work. In, out, nobody gets hurt.

1.) I've created campaigns for more iconic brands than you can shake an iPhone at. My longtime creative partr ... see more

You see, only the first two sentences are displayed. So, make sure to start with a captivating introduction.

There is another option to tell more about you, and it's in between those two examples you saw.

About

Are you ready to grow your company? 🚀

We help you with growth marketing advice, implementation & education.

If you want to talk about how we can help you or your business, don't hesitate to send me a PM or schedule a call!

==== About Me =====
The best way to describe myself is to say I'm an iEntrepreneur. Technology defines my life. I love exploring new technologies and creating digital solutions to existing problems.

My primary skills are growth hacking, entrepreneurship, and software development. One of the areas where I like to differentiate myself is management. I enjoy being part of and managing good teams to make sure we deliver the very best we can.

If you have any questions feel free to contact me!

Here Nicholas did both. And in the end, he briefly talked about his story.

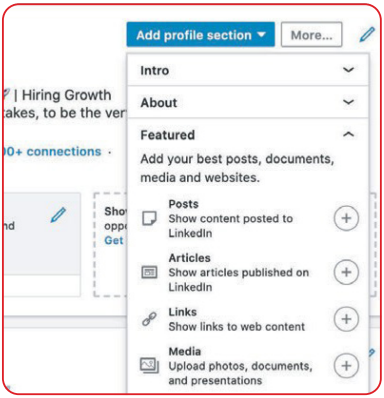
#5 Add your call to actions

You dragged your prospects to the very bottom of your profile. Now it's time to lead them to the desired action.

First, determine your action. What do you want to offer? Examples can be:

- A call.
- A free trial.
- An eBook.
- A ticket to an event.
- and so on

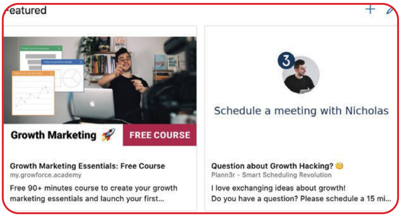
Find your end goal and convince your visitors with your call to action.



How to create CTAs on LinkedIn?

Go to your profile page. On top of the page, you'll be able to add a profile section. Here you need to pick **featured.**

You can add a combination of clickable links, PDF's and even LinkedIn posts to claim credebility. These links and posts will appear directly underneath your summary.



#6 Bonus tip: Optimize your LinkedIn Profile for Search Engine Optimization

Like Google, LinkedIn has a search engine. People often use it for job search but you can also search for people, groups, content, and compan

Ask yourself this question: which keywords are people searching for when they look for people like me?

Make a list of keywords, not more than 5-6. Then add these keywords to your Headline.

- Headline.
- Summary.
- Experience.
- Skill set.
- Job descriptions.
- Accomplishments

This strategy will increase your LinkedIn profile visibility. Voila, you have now optimized your LinkedIn from head to toe.

Takeaways of Chapter 1

- Take a decent picture that reflects your credibility and business self.
- Use your cover image to show yourself, your expertise, credibility and skills.
- Write a compelling one-liner for your headline that shows how you help businesses to grow.
- Explain how you help your customer in the about me section with persuasive copywriting.
- Add call to actions that align with your end goal.
- Optimize your LinkedIn profile for SEO by using the right keywords in your profile.

Related content you'll like:

- Watch our LinkedIn masterclasses to see this chapter in action. It's free.
- If you don't want to do it by yourself, we can create the perfect profile and conversion funnel for you. You can schedule a call and learn more about our LinkedIn Sprints.
- If you want to see some great profile examples you can visit Nicholas' profile, David's or Thierry's.

CHAPTER2 :

HOW TO SURROUND YOURSELF WITH THOUSANDS OF POTENTIAL CUSTOMERS WITH MARKETING AUTOMATION AND EXPAND YOUR NETWORK

The viral posts you've seen on LinkedIn aren't going viral just by luck. Those posts are fruits of hard groundwork. And the base of that groundwork is to expand your network.

Imagine you have 5,000 active connections on LinkedIn. What will happen when you post?

Likes, comments and shares will happen. This will boost your credibility and in time people will see you as a thought-leader.

More connections = More reach = More visibility = More opportunities.

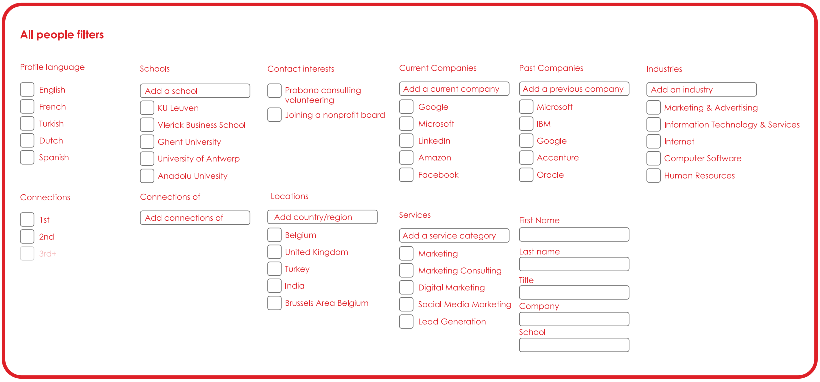
So in this chapter, we'll make sure you'll get enough people in your circle. You'll learn three things:

1. **Why LinkedIn Sales Navigator**
2. **How-to operate a Boolean search**
3. **How-to send automated connection requests and messages to people.**

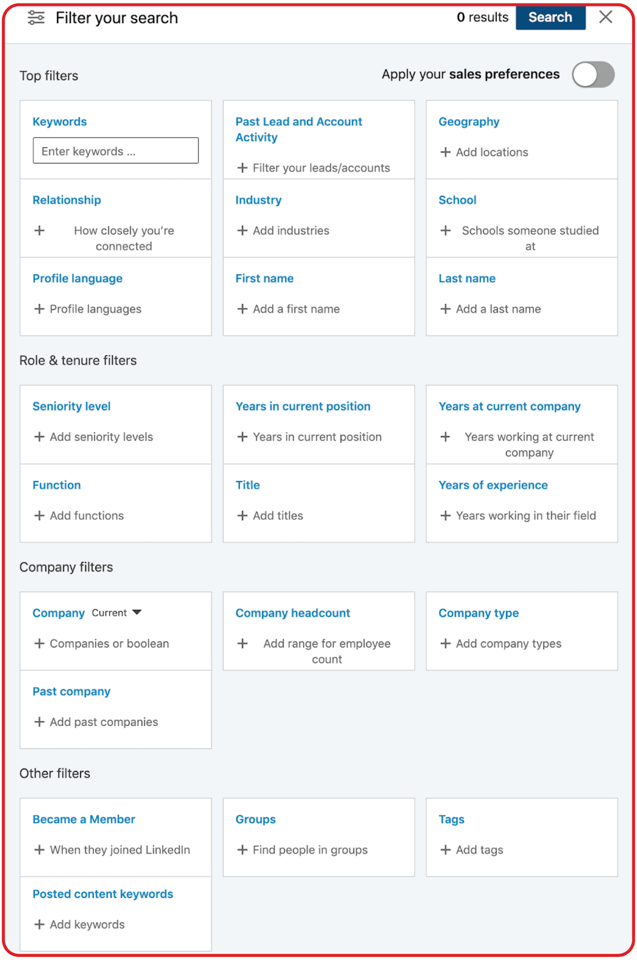
Why LinkedIn Sales Navigator

Because it's the best option on the planet to find B2b prospects. Every business person on the platform is one click away from you, and pretty much everyone has a LinkedIn profile.

You have a regular LinkedIn search, but it looks like this.



And here are the search filters of the LinkedIn Sales Navigator.



As you see, it's absurd to compare these two. But of course, LinkedIn Sales Navigator is not free. The price tag is $79.99, but it's worth it.

However, you don't have to pay to apply the things in this chapter. Because LinkedIn offers a one month free trial to every user. And you can do the following strategies with regular search too.

So, you'll be able to follow the rest.

If you know how to use LinkedIn Sales Navigator, you can find anyone with a targeted LinkedIn Sales Navigator Search. Later in this chapter, we'll talk about more complex search options, like Boolean Search.

But for now, let's discover some features together.

5 LinkedIn Sales Navigator features you should know

The goal of this chapter is to get you ready for the LinkedIn Sales Navigator. It could look confusing if you see the interface for the first time.

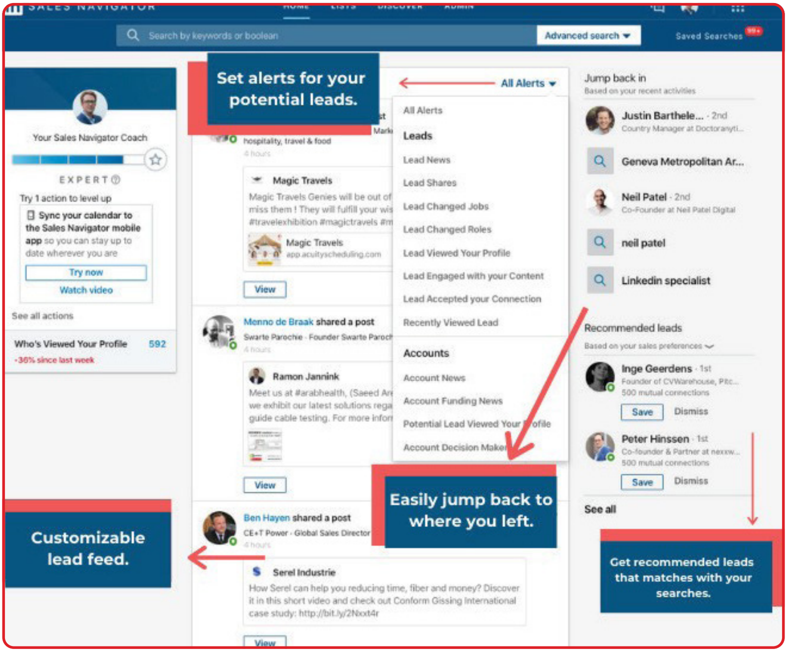
So here, you'll learn the essential features of the tool. Then when you go on your first date with the Navigator, you'll have some things to do!

(Skip this part, if you already familiar with LinkedIn Sales Navigator)

1. Get an overview and get notifications for better prospecting.

You can save individual contacts or organizations in your pipeline. Then you'll be able to see their activity in your Sales Navigator news feed.

You can stay up to date on any minor or significant changes in their life, role or organization. This can help you to create more opportunities and personalized approaches.



Also, you can jump back and continue where you left off. Or check recommended leads that LinkedIn suggests and discover similar people.

2.Set alerts by type

This can help you a lot to generate leads or hire new talents.

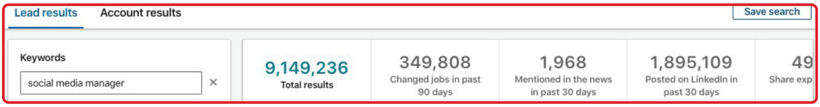
For example:

You can set an alert by job type, and Sales Navigator will notify you if one of your leads changes their job status. This can provide you with new angles to start a conversation.

3. Save searches to save time.

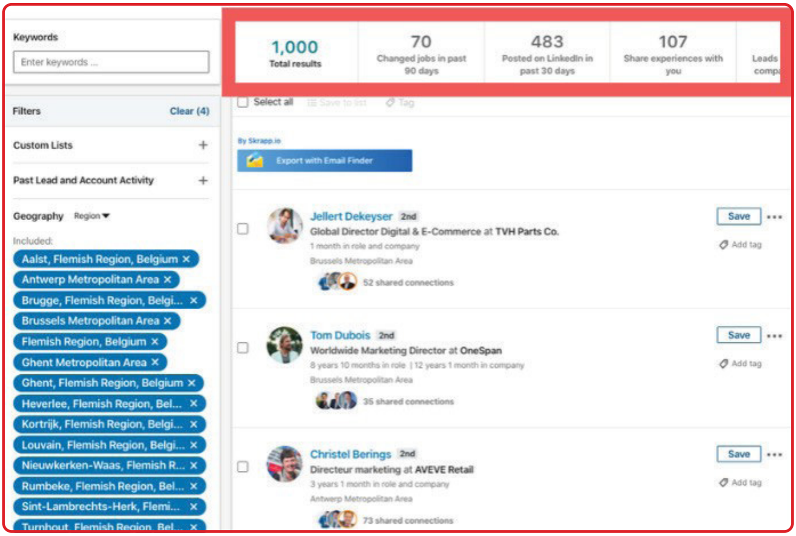
You filtered and figured out your target audience for the next campaign. Well, you'll want to save it, right? It's a dull job to do it over and over again.

LinkedIn Sales Navigator lets you save up to 15 searches. Also, it tracks when new prospects add up to the saved criteria. Then it notifies you daily, weekly or monthly.



4. Use spotlight filters to narrow down your search.

What you can do with this feature is up to your imagination. As you see in the picture, we have 1,000 people.



Let's say you have limited time and resources.

483 of them posted on LinkedIn in the past 30 days. So we know they're active on the platform and more reachable. Then it would be smart if you prioritize those 483 people first.

or

107 share similar experiences with you, that's also interesting. Maybe you can analyze their profile and create a personalized approach.

You see, filters are useful.

5. Filters that could even help you find a kidnapped CEO

This is the main reason that you would use LinkedIn Sales Navigator. There are 24 filters available at the moment. They're all very specific and have different usages.

And LinkedIn is trying to improve its filters all the time. So you can expect more in the future.

Here are the filters we frequently use:

- Company Headcount
- Seniority level
- Function
- Title
- Years in current position
- Years at current company
- Posted content keywords
- Posted content in the last 30 days

But there is a more powerful way to pinpoint anyone you want to find. It's called Boolean search. If you can combine Boolean search and these features, you can get outstanding results.

And we want you to get outstanding results. That's why you'll learn how to use the Boolean search next!

Pinpoint your leads — a quick guide to Boolean search strings.

Let's demystify what Boolean search is first.

In a nutshell, it's a structured search process that uses keywords or operators to limit, broaden or refine the search results. So you'll learn how to talk with your search bar, that's it.

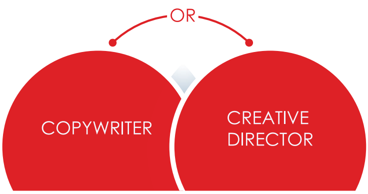
Search string modifiers or operators are defined by:

- OR
- AND
- NOT
- “” - Quotation Marks
- ( ) - Parenthesis

By using these five elements, you can pinpoint your buyers, influencers or new talents.

Now let's see what the functions of the modifiers are, and how you can use them.

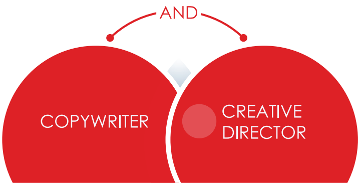
We'll use the terms Copywriter, Art director and Creative director in our examples.



OR: Copywriter OR Creative director

Use OR (capital letters) to see results that include one or more items in a list. In most cases, you'll use OR to broaden your search results.

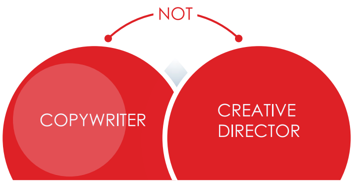
This search will bring the people that listed themselves with both titles.



AND: Copywriter AND Art director

Use AND (all capital) to filter results that include all items in a list. Meaning you'll see the people who fall in the cross-section of the Venn diagram.

If you add more AND operators to your search, you'll end up with fewer people. But your search will be more relevant because you want both skills in one pack.



NOT: Copywriter NOT Creative director

Now, you ask the database to bring you only copywriters and exclude all Creative directors. This will help you to remove similar but irrelevant results.

Parenthesis ():

Parenthesis are essential for writing more complicated search strings. By using them, you tell the database what to solve first.

An element within the brackets is given priority over other elements around it.

"Creative director OR Copywriter AND Art director"

What is happening in this search?

Do you want to find someone who has either the keyword "Creative director" or the keyword "Copywriter"? Also, has the keyword "Art director' too?

Or do you mean the result has to have "Creative director" or the combination of "Copywriter" and "Art director"?

You see, without parenthesis, the database couldn't predict your intention.

Look at this:

(Copywriter OR Creative Director) AND Art Director

Here you requested that you want to find someone who has a "Copywriter" or a combination of "Creative director" and "Art director."

Copywriter OR (Creative Director AND Art Director)

Now the results will change because parenthesis enclosed a different set of words.

Quotations “”: Difference between “Creative Director” and Creative Director

Quotation marks can help you to get specific.

When you type Creative director, the database will fill the space between two words with ‘ ‘.

As a result, strings will bring you the people who have creative director, creative director keywords on their profile.

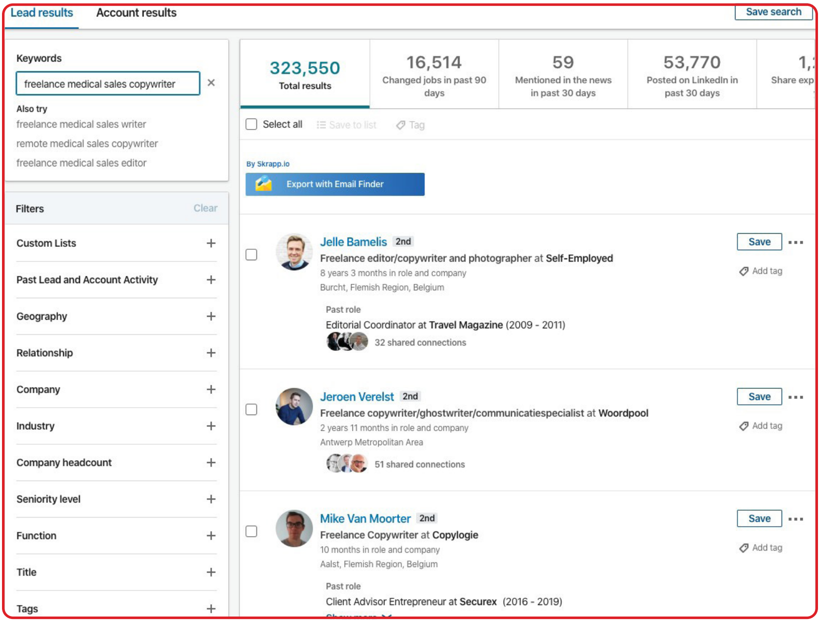
If you want your term to be recognized as a whole, then you have to enclose it with quotation marks. This way, the database will bring you the exact phrase “Creative director”.

An example of a Boolean search

We’ll use Boolean for a very niche query to show you how effective it is.

You have a new medical product. You’re looking for a new freelance medical sales copywriter that can help you with your new landing page.

Let’s check what pops up when you write the term on LinkedIn Sales Navigator.

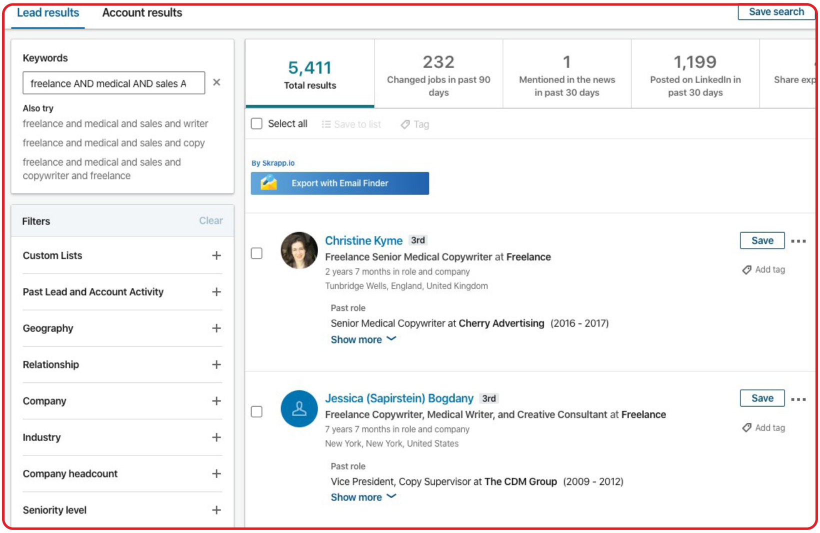


It’s not accurate at all. The results are too broad, and now you need to filter it or skim the list manually.

Now let’s try it with Boolean search to see if we can get better results.

The exact search query is: freelance AND medical AND sales AND copywriter.

I used AND because I want to narrow down my options and need all qualifica- tions together.



Here we ended up with 5,411 results, and as you can see from the first two candidates, it's pretty on point.

You see, the Boolean search will help you to find your target audience very fast. But what will you do after you find your target audience?

It'll be useful if you could add them and start a conversation. But it can be painful to add thousands of people and send them messages manually.

This is why you'll learn how to automate this dull process now. And how to expand your network even when you're sleeping.

3. Expand your LinkedIn network on autopilot with Phantombuster

Here you'll learn how to expand your network 24/7.

It's time to show you some interesting stuff with Phantombuster (our favorite marketing tool by far).

You have a 14-day free trial. You can do all these experiments in 14 days and if it's worth it,

What can Phantombuster do?

This marketing tool can extract data from LinkedIn and a bunch of other platforms. It can help you to add people automatically, message, like, follow, even extract emails and more.

But at this stage, the goal is to add your potential customers and likeminded people to your network.

You'll see, in the next chapters, their presence will help you to generate leads and increase your popularity on LinkedIn.

So, here you'll learn how to message and add all the people based on your LinkedIn Search Navigator searches and results

And you'll get there in three steps of automation.

1. Extract the data from your LinkedIn Search Navigator results
2. Scrape all the profiles and enrich the data you extract
3. Send automated connection requests and messages to your audience

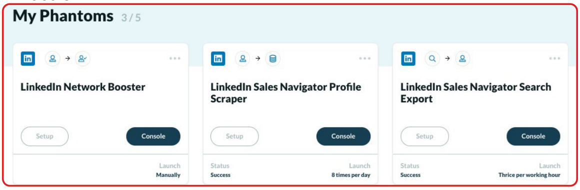
I know all those words **SCRAPE, EXTRACT** and **DATA** might look scary to you. But it's a child's play ith Phantombuster

You'll do some clicks and copy-paste action ,   that's it.

Plus, we'll show you   with images. So let's start to do all this awesome stuff.

Overview: You'll use these three features in the Phantombuster's toolbox. In order of:

Linkedin Sales Navigator Search Export > LinkedIn Sales Navigator Profile Scraper > LinkedIn Network Booster

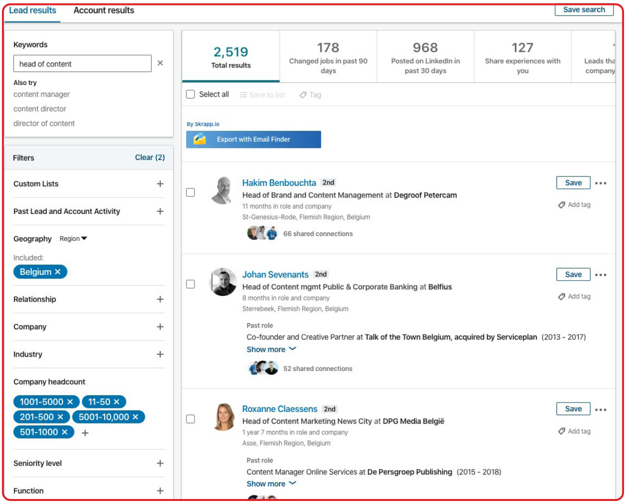


In this scenario, we'll be a SaaS product that has SEO solutions for Content Creators. We know that the "Head of Content" understands the problem well. And she can have the power to influence decision-makers.

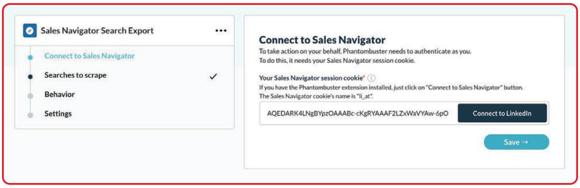
Or she's already a decision-maker.

Step 1: Extract the data from your LinkedIn Search Navigator

You need to know who your target audience is to reach the right people. Here (according to the scenario), your goal is clear. You'll find the "Head of Content" people in Belgium.

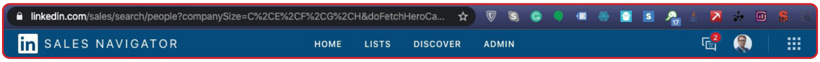


After you played with filters, there were 2,519 people left. Now we'll export their data with Phantombuster. You'll use the LinkedIn Sales Navigator Search Export phantom for that.



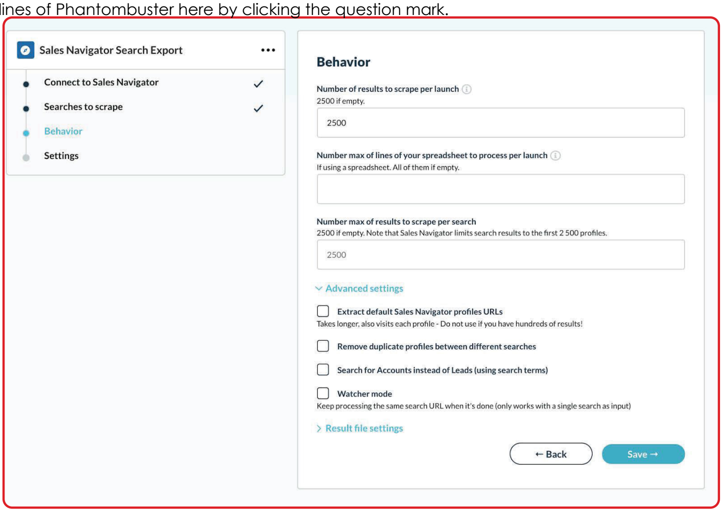
Now you have four screens coming up.

1. **LinkedIn session cookie:** you can click the 'i button to add the Phantombuster add-on and automatically get your LinkedIn session cookie.
2. **Searches to scrape:** Here, you'll paste the page URL of your LinkedIn Sales Navigator Search Result. That's it.

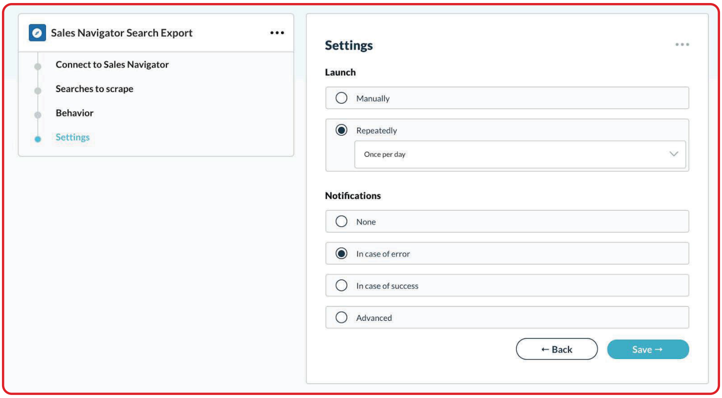


3. **Behavior:** Here, you'll decide how many people you want to extract per launch. Don't go over 2500 people at once

If you do, LinkedIn can flag it as suspicious activity, and they can suspend your account. Read the guidelines of Phantombuster here by clicking the question mark.



Important note: By the time you're reading this eBook, limitations might have changed. So 2500 people could be 500 people now. To learn about the limits, always read the guidelines from Phantombuster and



act accordingly.

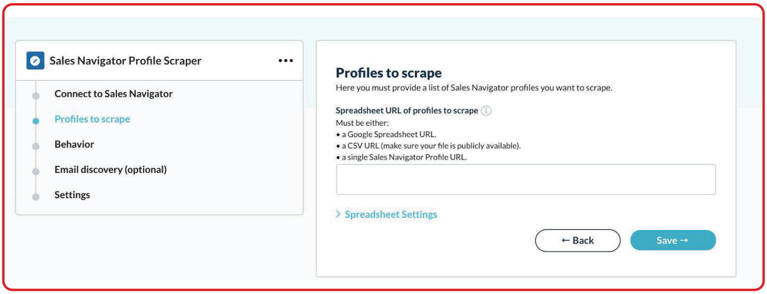
4. **Settings:** Here you have over 2,500 profiles to export, so extracting once is enough. But say, you have more than 7,500. Then you can choose repeatedly then pick 4 times per day.

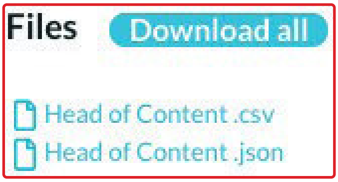
On the next screen, you'll just press launch and let Phantombuster handle the rest.

Step 2: Scrape all the profiles and enrich the data you extracted.

First, you have to enrich the data you have from the first export. Because you still don't have the personal LinkedIn Profile URLs of your prospects.

Since your goal is to message and add people, you need their profile URLs first. Here you'll use LinkedIn Sales Navigator Profile Scraper to scrape those URLs.



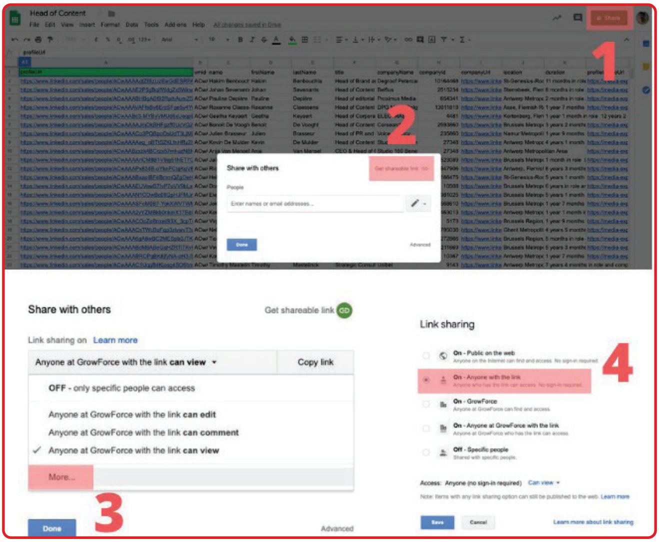


You already know about session cookies.

Now for the **Spreadsheet URL of profiles to scrape**, you have two options.

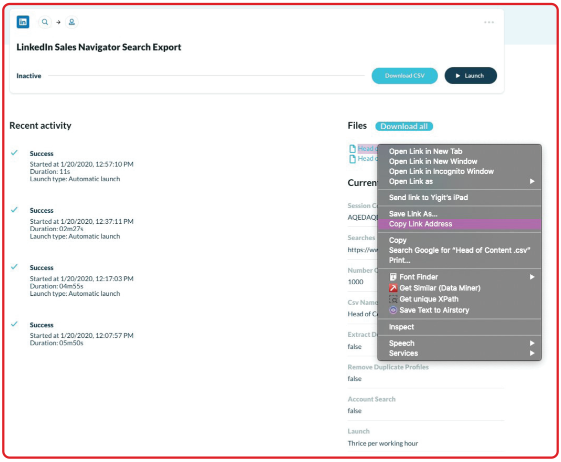
Option 1: Download the .CSV file from the first export result.

Create an Google sheet in your Google Drive and paste the .CSV into that sheet. Then make sure your spreadsheet is publicly available. If you don't know how to, you can follow these steps



After you make it public, copy the URL of your spreadsheet and paste it to the **Spreadsheet URL** field.

Option 2: Copy the link address to get updated results from the LinkedIn Sales Navigator Search Export.



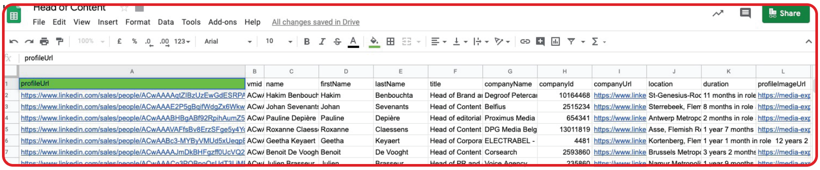
Then paste it to the same **"Spreadsheet URL of profiles to scrape"** field.

You may say, "why this option?"

Well, if you are exporting in STEP 1 bigger volumes in the first step, you'll have to wait for hours to get your final .CSV file.

By copying the link address, you can start with STEP 2 at the same time. You don't have to wait for your final .CSV file because this link will add the data and update itself.

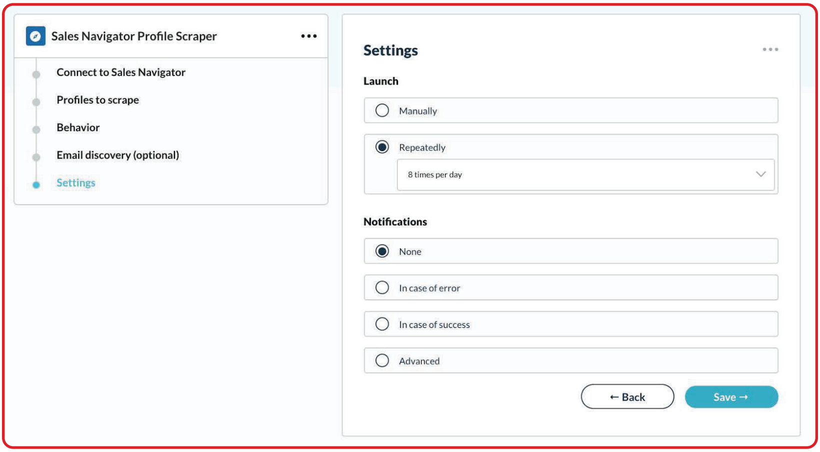
Column name from which to get profile URLs:



Number of profiles to visit per launch: Don't scrape more than 10 profiles per launch here. Anything above 10 is dangerous. Then, of course, name your file however you want.

As you see, there are several boxes above the save button. If you want to enrich your data with extra features, don't hesitate to tick them.

After you hit the save button, you'll see this screen.

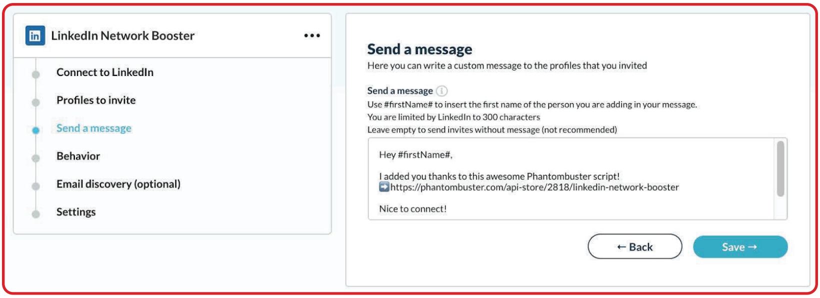


Pick repeatedly and up to 8 times per day. This is the limit.

So you'll scrape 8x10=80 people per day. Now you'll use that enriched data to add people and send them messages.

Step 3: Send automated connection requests and messages to your audience.

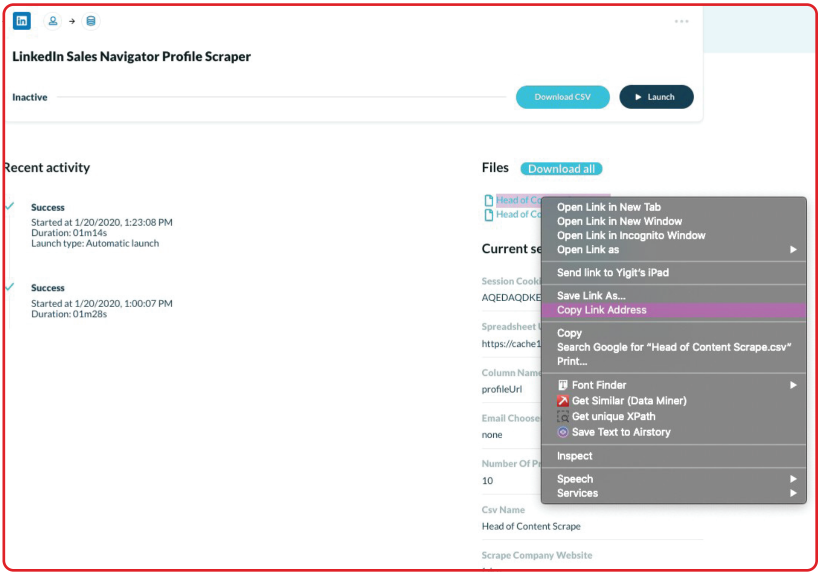
This is the last step of our little automation chain. You'll use the **LinkedIn Network Booster** phantom here.



For the Spreadsheet URL of people to invite: Here we'll use the copy link address strategy.

Because you can scrape 80 people in a day. That means you can add and send messages to 2,500 people in 31 days.

So it's best to let the list update itself every day, so you can add and send messages to incoming waves



Copy the link address and paste it in this field.

Personalized message templates.

You can send a personalized automated message with your connection requ- est. If you can write a good one, it can increase your acceptance rate.

With Phantombuster, you have lots of options for personalization. You can customize your message by using #firstName#, #fullName#, #company#, #jobTitle#, and #school#.

Make sure your message is under 300 characters. (Custom fields included).

Here you can send various messages that carry different intentions. One thing for sure, don't try to sell or push anything at first sight.

Here are a few eye-openers to inspire you.

Honest message (considering "head of content" as the target):

This is a straight forward message about your intention. People usually accept this kind of invitation because you're not trying to sell anything to them.

Hey #firstName#,

I hope you're having a great day.

I'm trying to learn more about content marketing and expand my LinkedIn network. Right now, I'm looking for smart and like-minded people on LinkedIn to follow, learn from and exchange ideas.

I thought it would be great to be your connection,

2. A bit salesy but not too pushy:

This message is pretty personal and honest. Here you ask for their permis-sion to send them a free trial, blog post, or whatever the desired goal is.

Hey #firstName#,

Sorry to message you out of the blue. I have this idea that solves X problem for content marketers. I'm trying to connect with some like-minded people to talk and get feedback.

Would love to know what you think of the idea. Please let me know if you're interested.

3. Promise valuable content for them:

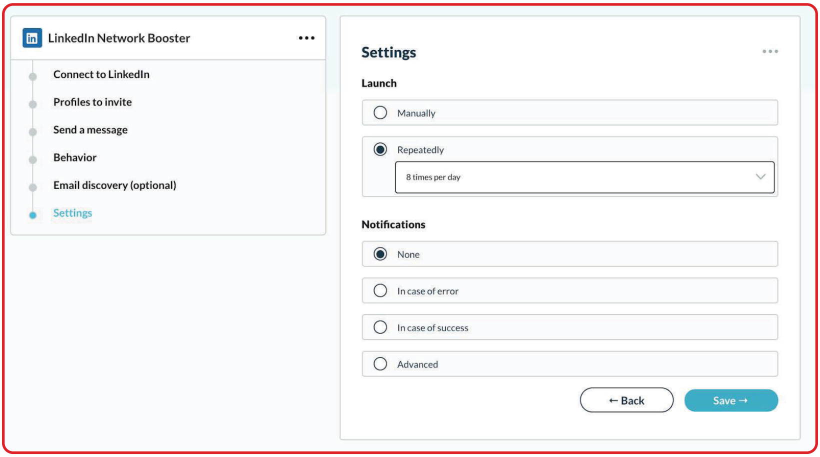
The next chapters in this book are all about LinkedIn content. You'll see content will be the key for LinkedIn lead generation.

So this could be the right approach for you. Hey #firstName#,

I'm trying to be more active on LinkedIn and connect with like-minded people. I'm planning to share unique content about "X'' every week. As a content marketer, I thought you could find some value in them.

Would you like to stay in touch and exchange ideas?

Onwards to **advanced settings.**



Number of invites per launch: 10 is the maximum number of people you can add per session. You already know why from STEP 2.

Name your file and hit the save button. Choose 8 times per day.

Press LAUNCH and YOU DID IT.

From now on, Phantombuster will add and send messages to 80 people daily. All on autopilot!

Now you'll start to make new friends and spark new conversations on Linke- dIn.

And this is exactly what you need for the upcoming chapter, because you'll learn how-to post on LinkedIn to transform your new connections into your customers.

Takeaways of Chapter 2

- Learn how to use LinkedIn Sales Navigator filters.
- Use Boolean search operators to spot your target audience.
- Add and send messages to your prospects on autopilot with
- Phantombuster to expand your LinkedIn network.

What's next for you?

- Watch our Phantombuster masterclass and learn how to use Phantombuster for advanced LinkedIn automation. This masterclass is the collaborative work of Upthrust.eu and Phantombuster, so expect actionable advice.
- If you don't have time to learn all of these things, we can create a tailor made LinkedIn strategy and implement all steps for you. You can schedule a call and learn more about our LinkedIn Sprints.

CHAPTER 3:

HOW TO REACH THOUSANDS OF PEOPLE ON LINKEDIN WITHOUT PAYING A DOLLAR

How can you make people like you? Easy, give them what they want. People on Linkedin are not different. They're already settled on the platform for a while and like to consume certain types of content.

We've been posting and observing for a long time now. So you'll learn our best practices. The knowledge we found through our experiments.

At the same time, you should keep LinkedIn happy. For that, you have to understand how the platform works.

What happened after the latest update? What happens if you include a link in your post? All these things might seem small, but they're essential for keeping engagement at maximum volume.

Let's first understand how the LinkedIn algorithm works. And how you can use it in your favor.

The 6 most important LinkedIn algorithm signals

LinkedIn is now a content platform. People are browsing on the platform to consume business content, find answers to their questions and seek new opportunities.

And like every content platform, LinkedIn tries to show related quality content to the users. Also, they want to make sure to keep them on the platform as long as possible.

Keep that in mind, while you're reading the rest. It'll help you to understand the algorithm more.

"LinkedIn wants to keep its users on the platform as long as possible"

1. Personal connections

If you have more connections, you can reach more people with your content. This is exactly what LinkedIn wants from you, to have more friends and more reasons to come back.

To understand which posts are related to whom LinkedIn takes implicit and explicit signals.

It considers whom you've interacted with directly, through comments, shares or likes. Also, it checks the information on profiles like skills, job title or inte- rest, etc.

Then it melts them in the same pot and tries to understand your profile.

2. Interest relevance

You have some people on your network that you have never seen a single content post from. Why? Simply put, you don't enjoy the same thing.

LinkedIn knows that by looking at the groups, hashtags, people and pages, that they follow.

3. Engagement probability

LinkedIn wants to spark conversation and interactions among users. Therefo- re, interaction is the most pivotal factor that affects the LinkedIn algorithm.

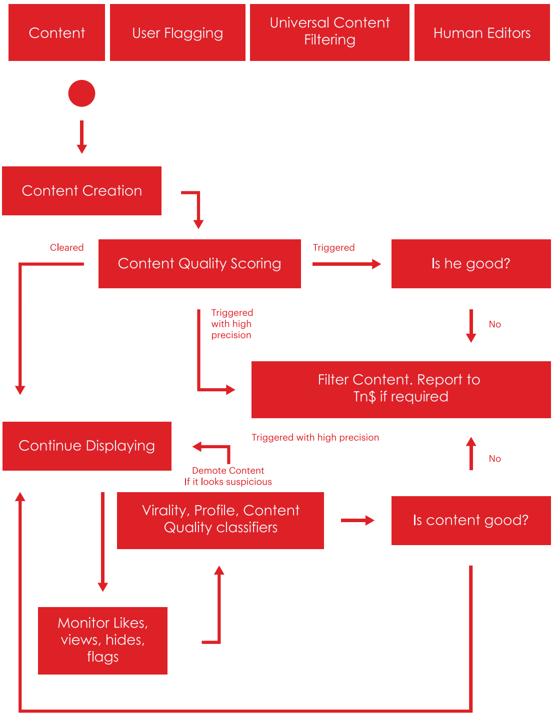
The algorithm learns from your actions in the past. Then it evaluates the posts you'll possibly like, share, comment or react.

You already learned how you could find and add relevant people on autopilot. So beating the first three signals will not be a problem for you.

4. The first 30-60 minutes of your content

Stage 1

Every time you post, the LinkedIn feed algorithm scores it, by determining whether it's a low or high-quality post.



Stage 2

If it's marked as high-quality content, it appears in the feed for a short time. Meanwhile, bots observe how your audience engages with your content.

Stage 3

If people in your network liked, commented or shared your post, the algorithm decides to take your post to the next level.

Here the more engagement brings better results.

Stage 4

At this point, real people will review your content. They'll check why your post is performing so well, and see whether there is anything spammy.

If not, they'll keep showing your post in related channels, and it'll keep getting engagements. It continues like that for 48 hours (this is our observation), and it then reach starts dropping

5. Post at the right time

As you can see, more engagement = virality. It's a good idea to post when people on your list are active.

According to [Hootsuite]:

- The best time to post on LinkedIn is 7:45 a.m., 10:45 a.m., 12:45 p.m., and 5:45 p.m. EST.
- The best day for B2B brands to post on LinkedIn is Wednesday (followed by Tuesday).
- The best days for B2C brands to post on LinkedIn are Monday and Wednesday.

Yes, these numbers are backed by data, but every audience is different. If it's not working for you, then stop and start testing with your guts.

6. Don't include a link in your post

What happens when you include a link to your post? People click and drift away from LinkedIn. LinkedIn doesn't want that and penalizes your post by showing it to fewer people.

But there is a way to add links and avoid the penalty. Put your link in the first comment and voila. That's it.

11 proven tips to maximize your engagement on LinkedIn

All these tips are used by our team of growth marketers and tested many times. If you want to skyrocket your engagements on LinkedIn, you can expe- riment with the 11 upcoming tips.

1. Write in a conversational rhythm and tone.

People on LinkedIn are not , they're pretty loose and like to read conversational tone.

Easy reading moves you effortlessly through the words. It feels like you're almost in a conversation.

Part of this feeling comes from your writing flow. Understand the harmony between long and short sentences, then write like you're writing to your friend.

Soon you'll write like you're talking.

Here is a legendary example from the author Gary Provost that explains the importance of flow. ove this.

> This sentence has five words. Here are five more words. Five-word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones. It's like a stuck record. The ear demands some variety.
>
> Now listen. I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length. And sometimes when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important.
>
> So write with a combination of short, medium, and long sentences. Create a sound that pleases the reader's ear. Don't just write words. Write music.
>
> -Gary Provost

2. Use simple words

Big words don't make the writer look smart but they annoy the reader.

So be simple. Our brain always wants to preserve more energy. As a result, it chooses the easier option.

So, never indicate when you can show. Or obtain when you can get. Or eliminate when you can get rid of it.

You get the idea.

Plus, there will be lots of non-native speakers and readers in your network. So, be simple and get more engagement.

If you want to grade your text you can use the Hemingway app to calculate your readability score.

Yiğit Durdağ
Want to make your brand visible with data-backed content? Head of content a...
now •

"Just a bunch of kids that are too excited about marketing trends."
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But it's been two years, we gave 8 six-week academy courses, 25 inspiration sessions and helped more than 150 companies. Here are my observations. Growth marketing has matured. It's here to stay. And people are starting to realize its power. Look at @Bart. He came to one of our courses and started implementing the growth marketing mentality in his company. Gut feeling vs. data-backed campaigns.Execute and hope vs. experiment, analyze and understand. Scattered sales and marketing teams vs. full automated sales engines. To me, the decision is obvious. And I'm happy to see that people are switching sides.

Would you like to see what's over the fence? Feel free to come to our next inspiration session! We love to introduce you to the world of Growth Marketing! You can find the link in the first comment.

#Growthmarketing #digitalmarketing #marketing #sales #growth

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3. Use the power of whitespace

Long paragraphs are scary. When you see a huge paragraph, the first reaction of your brain is to run away from there.

Let's make a comparison between short and long paragraphs. The content of two posts you're going to see is identical.

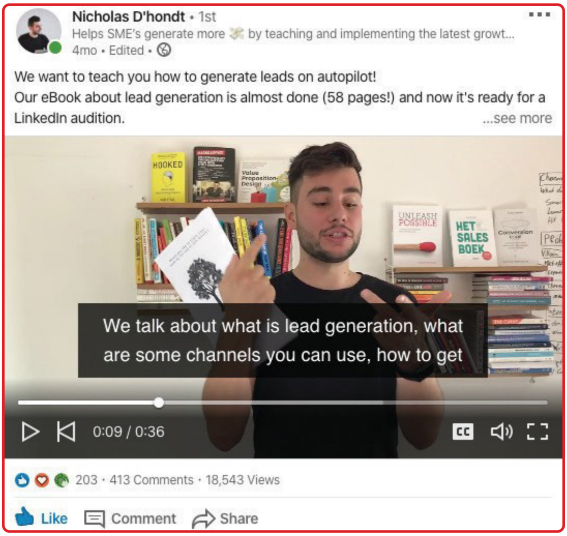
It is painful and hard to read, right?

But you can transform the same piece into snackable bits by using whitespace. Also, you'll get the power of rhythm and flow together.

You see, that one is easy on your brain. This strategy hooks you with that wavy rhythm and sparks curiosity. You ask yourself, "what is the next line about?" And keep reading until the end.

4. Start your post with an attention grabber.

On LinkedIn, your first sentence is your headline. When your audience is browsing on LinkedIn, they'll see your post like this.



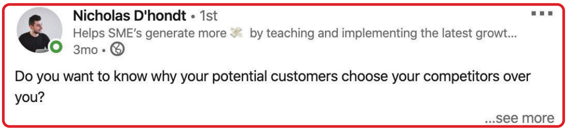
You see, only the first or second sentence . So, your opening sentence will determine whether they continue to read or scroll down.

You can hear what David Ogilvy said here,

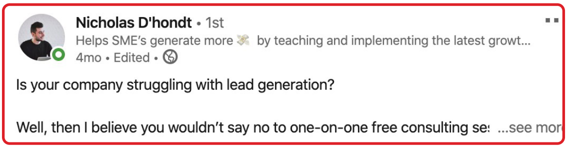
"80 cents of your dollar should be spent on writing headlines."

Your first line should trigger the reader and make them click for more. Let's see which strategies you can use to write a compelling first line.

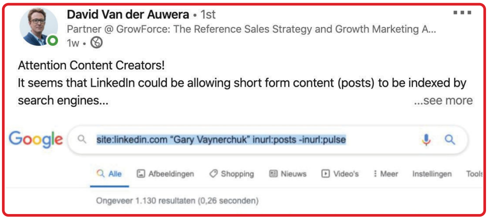
Make them curious



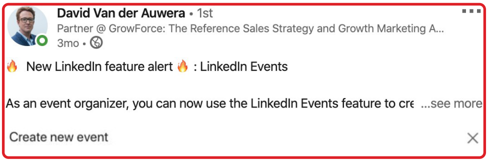
Ask questions about their pain points



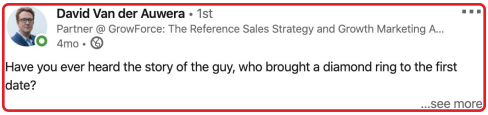
Get specific and narrow down your audience



Introduce new X feature (Also use the power of emojis)



Make a bold statement



Note: You can write even shorter sentences and leave 4-5 blank spaces to leverage the power of the read more effect. Here is an example:

Do you know how to do the read more trick?

Leave some whitespace like this. Then continue to write your awesome post.

5. Use emojis for a better reading experience

This is something we learned by experimenting, emojis increase engagement. They make your text fun and easier to follow.

You can add some characteristics to your content by using them as storytelling elements or pointers.

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3mo • Edited •

Do you want you and your company to look like superheroes in front of the camera? 🦸‍♀️

I'm not talking about The Avengers or Superman. We want to teach you how to make a captivating story that generates leads and sales without having to spend a lot of money! 💰

Our video marketing eBook (40 pages) is almost done and ready for its LinkedIn audition!

It's called Video Marketing: The Book That Nobody is Going to Read in 2021.... 🙈

Maybe you think you're not a creative person.

You're video-shy and you have a fear of getting started with video content.

Well, this eBook will break all your taboos.

What's in it for you:
👉 8 reasons why you should get started with video
👉How to tell a story in 7 steps (No creativity, a proven formula!)
👉How to map out your strategy with the GF Marketing Canvas
👉Help, Hub, and Hero types of content.
👉How to choose the right kind of content for your brand.
👉Get to know distribution channels.
👉How to start to produce your content.
👉Tools we love to use for video marketing

You'll read along and see, you don't have to be Tarantino to deliver a simple but effective message to your customers.

Do you want free early access to the ebook?

Just leave a comment below and I'll send it to you! 👇

#videomarketing #marketing #growthhacking

119 • 199 Comments • 14,320 Views

6. Add related hashtags and tag people to increase engagement

When you use hashtags, you tell LinkedIn that the content you shared is relevant to that specific topic.

David Van der Auwera • 1st
Partner @ GrowForce: The Reference Sales Strategy and Growth Marketing ...
3mo •

🔥 New LinkedIn feature alert 🔥: LinkedIn Events

As an event organizer, you can now use the LinkedIn Events feature to create an event and then manage the details of the event at any time.

Where to find this feature:

From the Interest panel on the left rail of the Home Screen, click the Plus icon next to Events.

Once you've accepted an invite to an event, the feature gives you access to a list of LinkedIn members who will be attending the event with you.

This is a great place to start interacting with other attendees, as you can invite them to connect before you meet at the event.

You can also participate in discussions with other attendees by posting and joining conversations in the event feed.

Note: Your attendees will automatically receive a notification to update them if you change the date, time or location of an event.

How will you use this feature?

#events #eventmanagement #leadgeneration #growforce

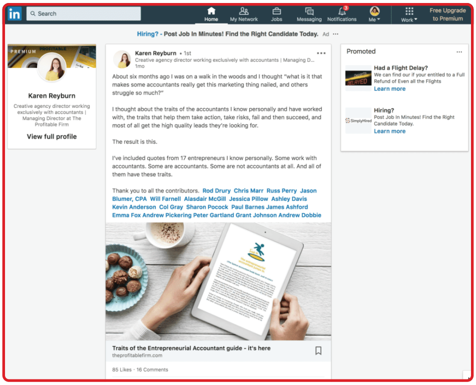
Then if your post got enough engagement, Linkedin starts to send a notificati- on to the people who are interested in that hashtag.

Like this:

David Beckett's post has been **trending in #startup**: How does a pitch coach prepare for a 3-minute pitch? I'm getting ready for the Final of @Present Your Startup tomorrow. It's a great experience to
1mo
181 Reactions • 16 Comments

Tagging people can also increase your engagement. If you mention a name in your post, they'll receive a notification plus an email (unless they turned it off).

Try to mention the people that you are already in touch with to start a conver- sation to maximize your engagement.



PS: You can tag people by typing "@" and then begin typing a name in the box. You'll see a list of potential people you can mention.

7. Trade valuable content with comments

We generated K+ leads on LinkedIn with this strategy, reached thousands of people and new connections.

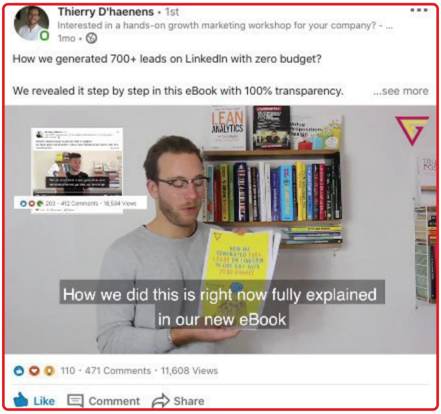
And we implemented the same strategy to different customers. It worked every time.

Here's how it goes,

You'll create a lead magnet (eBook, cheat-sheet, blog post, etc.) that solves your audience's problems.

And you'll launch it on LinkedIn. Here are four simple steps:

1. Create a post with your eBook (video works better)
2. Make people comment to get the lead magnet.
3. their comments using Phantombuster
4. Send automated messages to commentators and ask for an email to send the ebook.



If you can come up with a great resource that your audience needs, your post will explode with likes, comments and views.

Later in this eBook, we'll show you how we've done it with a step-by-step playbook, full of real-life examples and results.

8. Get personal

Yes, LinkedIn is a business platform where you talk about your product, accomplishments, promotions and milestones. And people on LinkedIn like that talk.

But they really love personalities they can relate to as well. Therefore, being one of them and talking about your stories, daily challenges, breakdowns or personal milestones influences people.

But of course, you need to be deliberate about your timeline. If you share a lot about yourself, then it could look selfish.

The key here is the balance. Also, you can mix things up, here Nicholas deli- vers a challenge about his personal life. At the same time, he passes the business idea to his audience.

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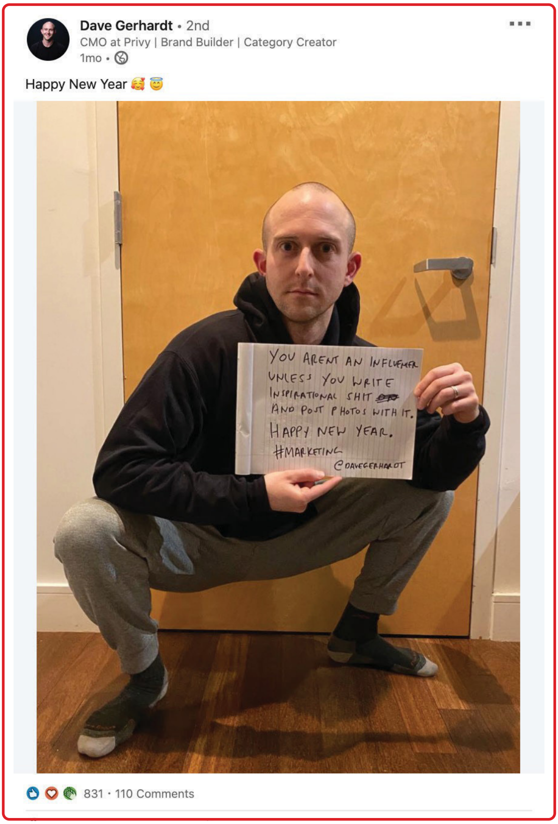
You can find the link in the first comment.

#Growthmarketing #digitalmarketing #marketing #sales #growth

Or this one from [Dave Gerhardt](#). You can even be funny as long as it's fun.



9. Plant your seeds

You already started to add people on autopilot. It'll leverage your engagement, and you'll reach your audience's audience.

All of this automation is good and can bring you valuable connections.

But what if you can reach the audience of a marketing guru like Gary Vee? Or a person who can influence your target audience?

What if you can be friends with that person? Your credibility and influence would skyrocket too.

This is the ultimate goal of the seed strategy.

We called it "seed" because it's a long term plan. It can take months, even years.

It's simple. You'll make a list of influencers. They can be:

- Business geniuses that you follow.
- Influencers that your audience love.
- The people that you want to become in the future.

Make a list of 10-20. There are no limits, but over 20 is not practical because it'll take a lot of time.

You'll start to follow the people on your list. You'll comment on their LinkedIn posts. You'll criticize their latest blog post and reply to their tweets.

If they have an online course, buy it. A book? Buy it and read it.

The goal here is to create more common interests and to be able to talk over them like genuine friends. This is not your job; it's a friendship.

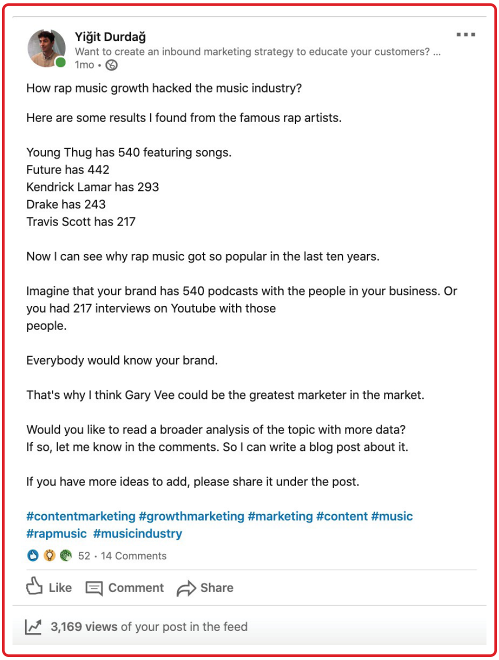
In the long term, anything can happen; a podcast, interview, or even a spea- king invitation in a summit. Or a mention in a post that can bring you hundre- ds of leads.

Plant your seeds today and make real friends in your market.

10. Always ask questions and ask for a comment.

People engage more when they're challenged and forced to think. It seems small but even asking "What do you think?" at the end of your post can bring you comments.

The same thing. People never do if you don't ask hat's why calls to actions are so vital in marketing. Always ask for comments and feedback; it works.



Yiğit Durdağ
Want to create an inbound marketing strategy to educate your customers? ...
1mo •

How rap music growth hacked the music industry?

Here are some results I found from the famous rap artists.

Young Thug has 540 featuring songs.
Future has 442
Kendrick Lamar has 293
Drake has 243
Travis Scott has 217

Now I can see why rap music got so popular in the last ten years.

Imagine that your brand has 540 podcasts with the people in your business. Or you had 217 interviews on Youtube with those people.

Everybody would know your brand.

That's why I think Gary Vee could be the greatest marketer in the market.

Would you like to read a broader analysis of the topic with more data?
If so, let me know in the comments. So I can write a blog post about it.

If you have more ideas to add, please share it under the post.

#contentmarketing #growthmarketing #marketing #content #music #rapmusic #musicindustry

52 · 14 Comments

Like Comment Share

3,169 views of your post in the feed

11. Master the art of storytelling

You wrote an awesome article in your blog and you want people to read it. And you write the following;

The new blog post is out!
It's called six neuromarketing strategies that will work forever.

Follow the link to read it and transform your prospects into your customers.

You see, it's boring and sloppy. You wrote your new article for nothing. You're lazy at writing and you hope that your post will generate you leads.

Well, wrong.

How is that as a starter?

If your audience is conscious of your sales effort, you can sell subconsci- ously. Want to know how to sell subconsciously? Follow this.

Better right?

Now you already give them a promise and value. Plus, it's all about them. Then you can briefly explain those six neuromarketing tricks and finally direct them to your blog post.

The difference?

Here you already gave some value and put in an effort. Plus, you earned their trust and interest. Now it's easy for them to click your blog post.

We got used to the "We wrote this go and read" approach and it's not working anymore.

Here is a storytelling approach that is used by screenwriters. It's called Hero's Journey and it can help you to structure your writing.

Normally it's a 12 stage journey but here we'll tweak it and end up with five stages for LinkedIn writing.

5 phases of Hero's Journey

The first phase, Trial:
Here, you face a challenge about your business or personal life.

The second phase, Problem:
What problems has that challenge brought to you? How it affected your life and business?

The third phase, Guidance:
How did you try to solve that problem? How did you realize or who helped you? It could be a person, book or bird. Where did you get your inspiration?

The fourth phase, Solution:
The problem is solved. How does it feel right now and what are the echoes of the solution? How did it affect your business?

The fifth phase, Transformation:
You' changed. Now you're stronger and capable. Tell other people about your experiences and how they can solve their problems.

Try to stick to that structure. Remove or add one more step, tweak it for your needs and writing style.

All these are great ideas to increase engagement, but do you have any thou- ghts on what to post?

You can replicate what influencers are posting right now. Or steal the style of the most popular posts on LinkedIn.

But soon, you'll run out of inspiration and ideas. Therefore you need a strategy to build a continuous content flow, tailored for your growth.

Let's create a game plan for you.

Takeaways of Chapter 3

Always keep the signals of the algorithm in mind.

- **Personal connections:** add more connections on LinkedIn to have a broader range of engagement.
- **Interest relevance:** try to be friends with people that share the same interests with you.
- **Engagement probability:** Engage first, then expect engagement.
- **The first 30-60 minutes of your content:** Try to reach as much as people in the first 30 minutes to benefit from the virality effect.
- **Post at the right time:** Find what time works best for you.
- **Don't include a link in your post:** Always add it in the first comment.

Then use the proven strategies

- **Write in a conversational rhythm and tone:** don't write a post, write a song.
- **Use simple words:** never write "obtain" when you can write "get"
- **Use the power of whitespace:** breakdown the long paragraphs to shorter pieces.
- **Start your post with an attention grabber:** surprise the reader with the first line.
- **Use emojis for a more fluid reading experience:** add 1-4 emojis to your long posts.
- **Add related hashtags and tag people to increase engagement.**
- **Trade valuable content with comments:** offer value, ask for comments and provide value.
- **Unveil the human element:** get personal and talk about your story.
- **Plant your seeds:** make a list of your idols or influencers in your market.
- **Master the art of storytelling:** use the 5 phase hero's journey schema to tell a story.
- **Ask for interaction:** Finish your posts with questions, make people think and engage with your content.

Related content you'll like

- Learn additional strategies with "How to Dominate LinkedIn In 30 days" masterclass to generate more engagement on LinkedIn.
- You liked the idea but you need someone to write these posts for you? You can contact me here.
- Video content is the best way to get more engagement on LinkedIn. If you want to start with video marketing, you can read this eBook.

CHAPTER 4 :

HOW TO CREATE A CONTENT MARKETING PLAN FOR A YEAR IN ONE HOUR

There are two types of LinkedIn profiles. Publisher and library.

A Publisher profile is a profile that posts about any topic on LinkedIn.

They post business posts about their niche. Or they post about broader topics Sometimes funny videos, quotes and even memes.

If you could scroll down in their profile, you'll not see consistency among their posts, nor a connection. They publish whatever they like and brings them likes.

On the other side, we have the library profile.

A Library profile is a profile that posts in a specific range.

They post business posts about their niche and share learnings about their field. Every idea they post is united and comes from one big topic.

If you scroll down in this profile, you'll get the impression that you can find anything about the "X" topic.

In this chapter, you'll learn how to be a library profile. In other words, a thought leader.

- First, you'll learn how to create a library content model
- Second, you'll learn how to get inspired by using Reddit, Quora and Facebook And finally, you'll learn how to create a consistent content strategy

How to create a library profile?

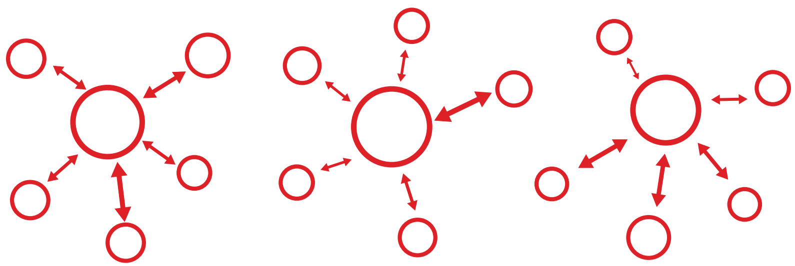
You are here, so you probably know your audience. And you might already have an idea about what they like.

What they like to read, consume, see, hear, and so on. All of this information will help you to create a topic cluster for your strategy.

What is a topic cluster, you say?

It originated from the content and SEO (search engine optimization) universe, but it's also handy on LinkedIn.

It means a group of smaller topics that are built around one broader topic. It's always better to read and see at the same time. So check this:



It's essential to plan this before you start. Because once you do it, you'll have a roadmap forever and never ask, "Okay, what should I post next?"

For the sake of this example, our subject is LinkedIn Marketing. Let's see which sub-topics we can cover.

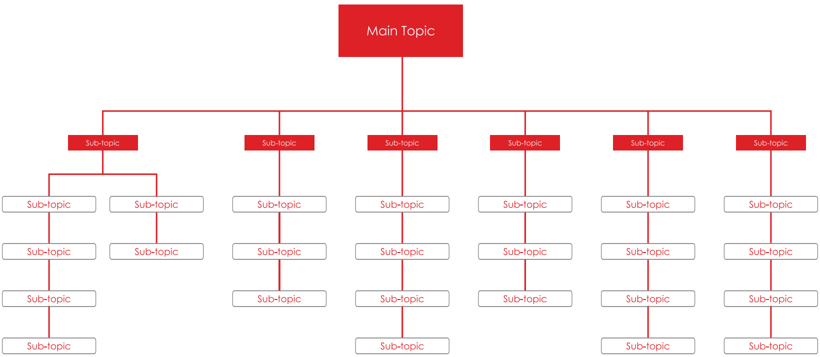
LinkedIn profile optimization
Linkedin content creation
LinkedIn Sales Navigator
LinkedIn ads
LinkedIn growth marketing tools
LinkedIn trends in 2020
LinkedIn updates

Linkedin Sales Navigator

- How to use Boolean search
- How to use the feed of sales navigator How to use filters
- and on and on.

You see, you'll have dozens of topics to cover. You can also use the same appro- ach for your blog; it'll boost your SEO.

At the end of the session, you'll have something like this. I used MindMaster to do this. It's an online mind mapping tool to create such maps.



You can use whatever suits you best. But you should aim for the most popular topics to make sure that it's worth it. And this leads us to the next thing.

How to use Reddit, Quora, Facebook communities to generate content ideas.

People are already asking and talking about your topics on the internet. You only have one thing to do — hunt for those questions.

This part will also help you to get your daily or weekly inspiration. If you can use one of the platforms above correctly, you'll have infinite content ideas.

Every platform has different dynamics. Here you'll learn how to navigate and find your trophies.

We'll not use Google, because you probably already know how to use it. Just type your keywords and

Google will complete your query with popular searches. That’s all you need to know.

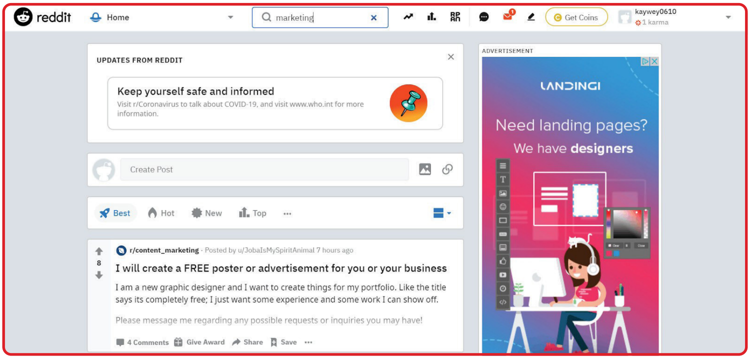
Note: You can use the same strategy to feed your blog. But we’ll not approach it from a SEO perspective.

How to use Reddit to find content ideas

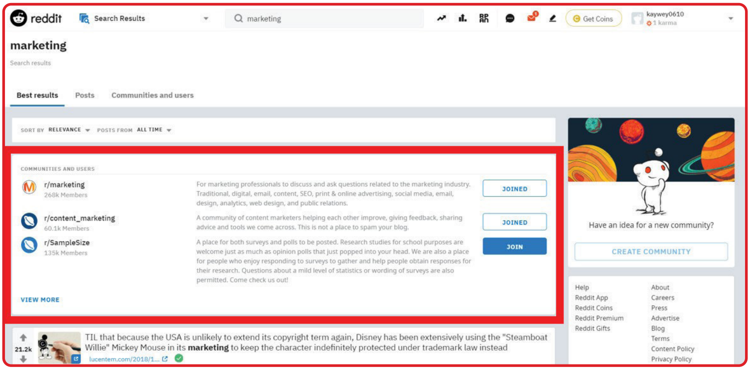
You can find almost everything on Reddit. In that case, we want to find a marketing subreddit.

ubreddit is a community within Reddit on a particular topic where you can post links or create a text post and discuss it with like-minded people.

This is the home page. All you have to do is to type “marketing” in the search.

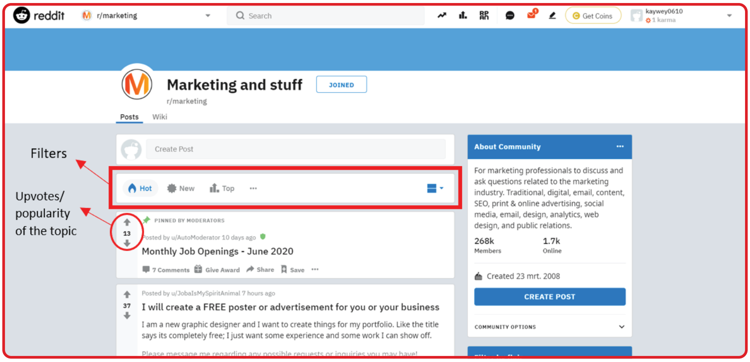


Here you’ll see some subreddits about marketing. You can click view more to see more subreddits and join them. (We recommend you to do that, more sub- reddits = more ideas.)



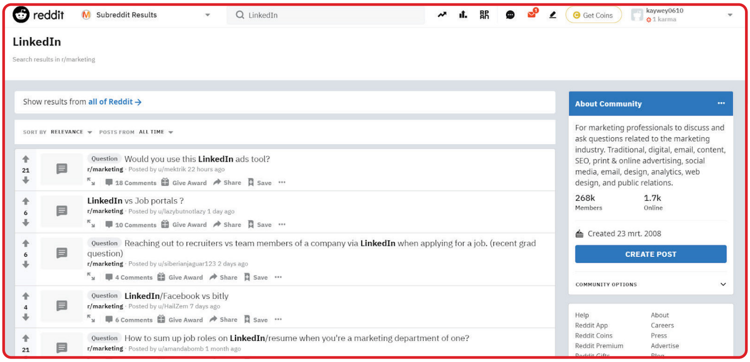
Here is a marketing subreddit with thousands of people. Let’s join and take a look.

If you want to see the most popular topics, you can filter it. In this case, we wanted to see the most popular posts from this week.



As you see, it got many upvotes. That means it's popular and people lik eto engage with such topics.

Let's take it further and perform a search within the subreddit. Remember, our topic was LinkedIn marketing. Let's see what will happen when we type LinkedIn.



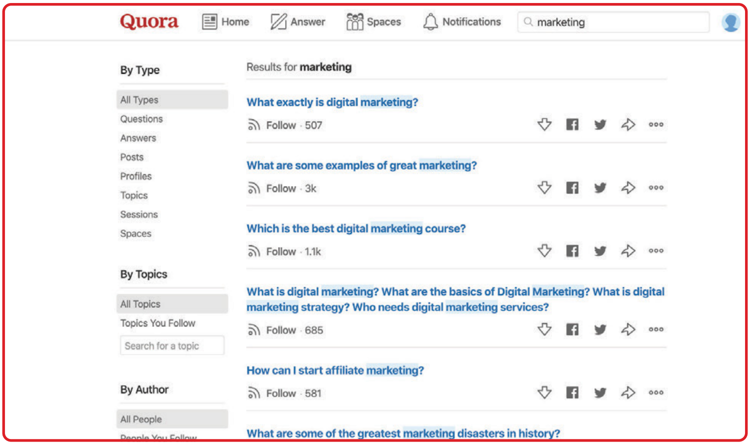
Lots of ideas and comments. Go into those posts to see what people are discus- sing. Sometimes the comment section can be a goldmine for your content plan.

That's it for Reddit. You now have the essentials, and you can dig deeper to find your inspiration from different subreddits and searches.

How to use Quora to find content ideas

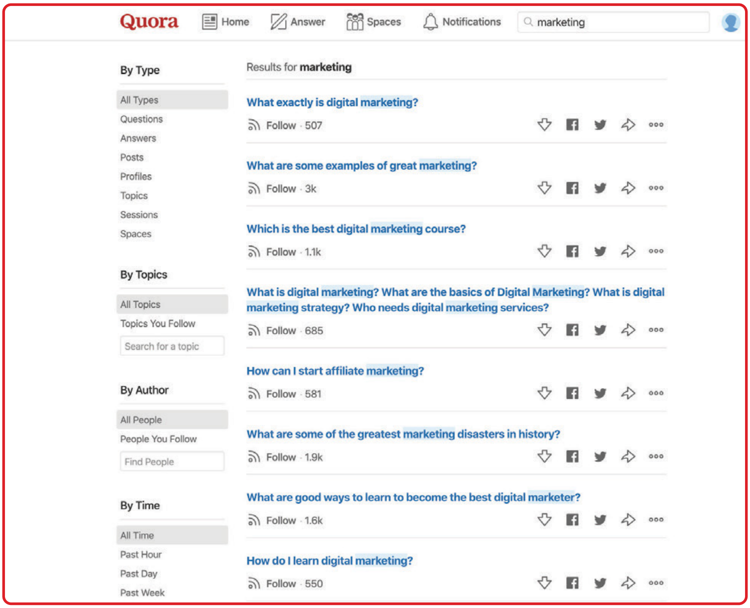
Quora is a question platform. People ask questions about any topic and can find answers from experts or regular people.

Similar to Subreddits, Quora has "Spaces" for their communities. You can apply the same search techniques here. Let's search for marketing again.



You can't filter the questions in Quora. But you can see how many people follow a specific question. This is a good indicator of a popular topic.

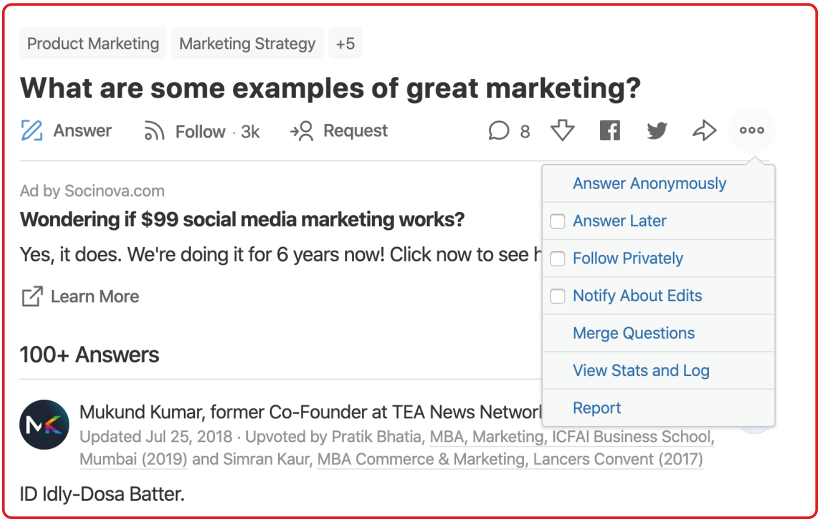
At the end of the By Type section, you can click "Spaces" to find communities related to marketing.



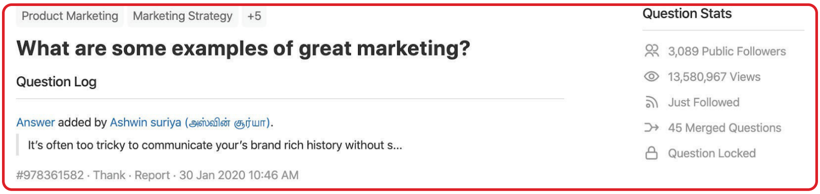
You can follow the spaces and receive notifications from them. Spaces will send you notifications about the popular questions and answers.

But how can you measure if the question is popular?

Followers and answers are some key metrics. But you can click the three dots and then click "View Stats and Log" to see how many views that topic has.



Like this:

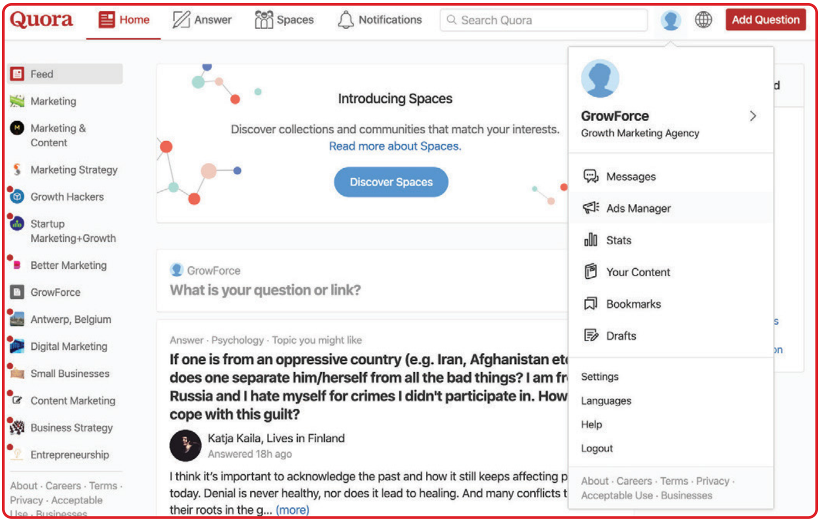


As you see, the amount of views on this question is amazing. That means people are looking for this topic. You can dig deeper into comments to look for inspiration and find a goldmine.

Little known Quora trick to find the best weekly impressions

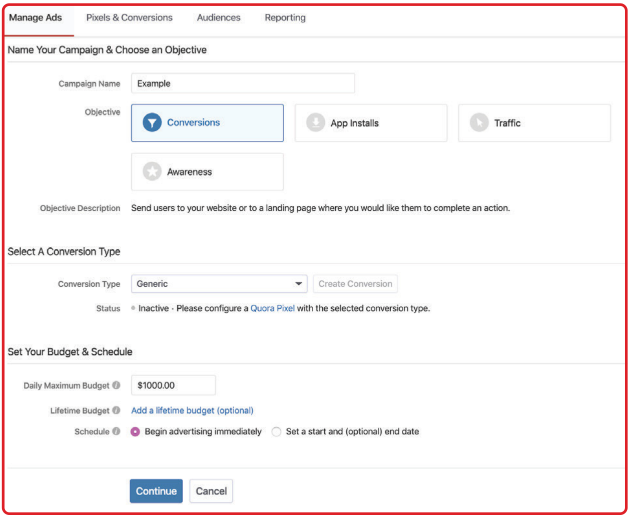
Here you'll learn our secret strategy to finding the most popular topics in secon- ds.

First, you need to navigate to the Ads Manager from your profile.

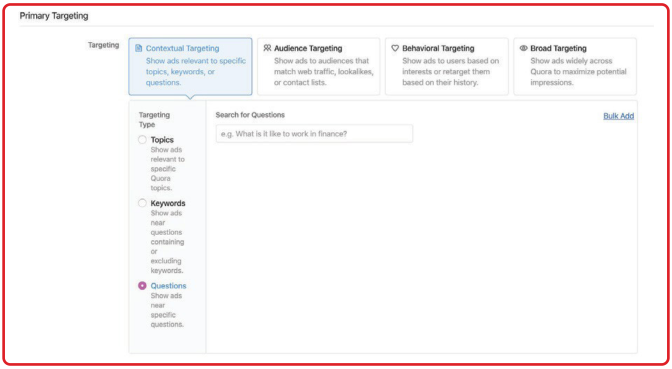


Then click to create a campaign.

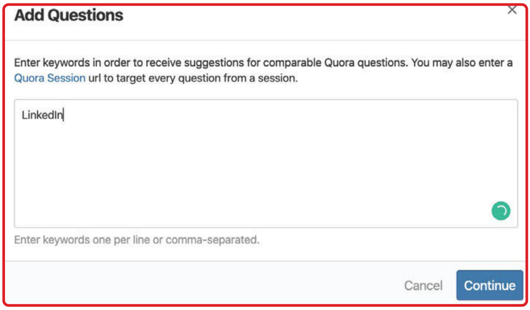
Here you'll fill in the required spaces to proceed. You can put thousands of dollars into your campaign because you're not going to publish anything in the end. (You can feel richer for free)



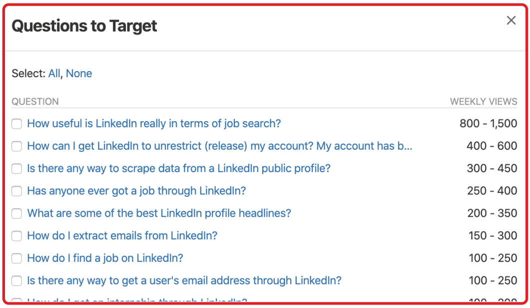
Press continue to proceed to the next screen.



Here choose the questions and click the bulk add button at the upper right corner.



On the next screen, you'll see this box. Here you can write more than one keyword, but in this case, "LinkedIn" is what we're looking for. Press continue.



And bingo. You have the most popular topics with the highest volume (week- ly). You can easily create tens of content pieces for LinkedIn out of those results.

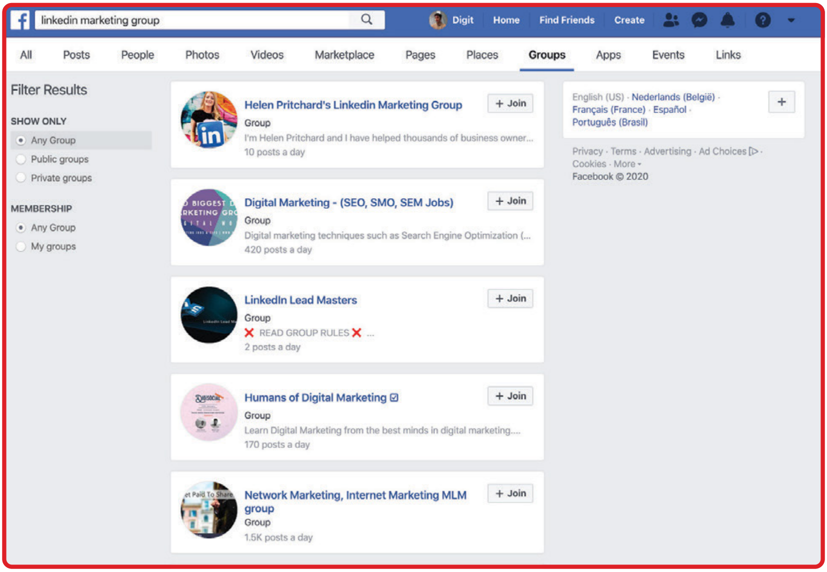
Note: Don't forget to check the answers; you can find ideas and even lead generation tactics from the answers section.

How to use Facebook to find content ideas

The strategy is the same for Facebook. Probably you know everything about the platform, it's old enough.

So I'll not waste your time with the simple stuff.

Here what you should do is look for groups with the desired keyword. Then join the group and monitor the best posts weekly.



That's it for this part.

These platforms are out of LinkedIn, but it's essential to engage with your audience. If you have the time and energy, try to be active in the communities you find. It'll help you to create a thought leader profile.

BONUS: Type your keywords into https://answerthepublic.com/ and watch what happens.

The only content model you need to generate quality leads.

You have dozens of content pieces that are invisible to you. But after you understand this strategy, you'll start to figure out how to see them.

For most business people, I know content is a painful topic, but really, it

No content is limited to single-use.

Let's say you have a comprehensive blog post or long format content. You can squeeze it and extract tons of content out of it. How?

- Make a carousel (slider) content that sums up your blog post
- Divide it into five parts and write a long-form post on LinkedIn Part 1
- Part 2
- Part 3
- Part 4
- Part 5
- Shoot the video about the blog post
- Write a bit more about it and transform it into a lead magnet
- Create an infographic out of it. It doesn't have to be limited to pie charts.
  You can sum up key takeaways, as we do in this eBook

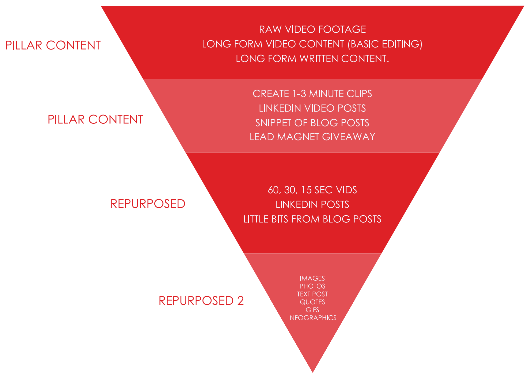
Or you have raw footage of video from an interview or seminar or workshop.

- Extract fun, informative and interesting moments then create 1-3 minute LinkedIn posts
- Repurpose them into 15-30-45-60 sec videos
- Write a long-form content about your experience
- Create slides out of it
- Write five key takeaways posts
- Make gifs out of the raw footage
- Go even smaller and capture some photographs from the footage and write about it
- And many many more

You see what I am doing here? I tear down huge content into pieces until I have nothing in my hands.

Here we made a map for you, this content plan has four phases. (We got the inspiration from Gary Vee and interpreted it to our needs.)

LINKEDIN CONTENT PLAN



You can apply this to all of your social media channels. And you can get 30 out of 1 piece of content.

But one thing here is crucial. If you are invited somewhere as a speaker, record it. Workshop? Record it. An interview or show? Don't miss it.

You get the idea. You should document your business moments or daily moments that are related to business.

On the other hand, you should produce long written content. If you have a team that's a good start. If you don't have a team, you can find a freelance copywriter in your industry.

This is the ideal plan. Start with one and the rest will follow.

Takeaways of Chapter 4

- Create a topic cluster to build your library profile.
- Use Google, Reddit, Facebook and Quora to find popular topics.
- No content is limited to single-use. Cut bigger content pieces to shorter
- bits and use the power of repurposing.

What's next for you?

- Understand the buyer's journey with "Lead generation: A guide to plant money trees" and create the right type of content to qualify your prospects.
- If you want to borrow our content strategist's brain, you can do so by scheduling a call. He can do all of that stuff for you.
- In case you want to go one step further and create content for your blog, here is a quick keyword research guide.

CHAPTER 5:

CONTENT BEST PRACTICES ON LINKEDIN FOR MAXIMUM ENGAGEMENT

This part is designed to inspire you. We have tried and observed many content approaches and these 5 practices bring the best results by far.

Educational content to nurture your prospects.

Educational content is the core of every lead generation strategy. Because your prospects always have a problem and therefore have a lot of questions.

If you can solve their question with your fulfilling content, they will eventually trust you, like you, respect you, and after a while, they will feel like they owe you.

This is pretty similar to the psychology of gift-giving.

This trade of information will make your bond stronger, and the receiver is more likely to give something back.

So when they decide to buy a product to solve their problems, they'll knock on your door.

But the content you provide is also important. If your content is an old fashioned approach to a topic that has already been solved, it won't work.

Here are three dynamics of great content.

Personality:

Gary Vee does the trash talk (a vlog where he flips the objects in garage sales) regardless, and he has millions of followers. He does he.

And you'll do you. If you're funny, show it. A football fan? Then give examples from the football world. Show your personality.

Get into details:

Give your audience a piece of actionable advice. Don't just point out the prob- lem, show the solution.

Be genuine:

90% of the content on the internet is the same. Don't parrot what is out there and approach the subject from your perspective.

Types of educational contents you can write or record a video about:

- **How-to videos:**

If your product or service is complicated to understand, you can explain how-to-use it by writing long text forms. Or shooting videos.

If you don't have a product, show how you can solve their problems with your unique

Keep your videos short and concise. Always start with your brand name and wrap up with a call to action.

- **Provide new strategies and thoughts in your industry.**

As a growth marketing agency, we always write about new trends, playbooks and the latest tools

That helps our prospects to believe in us and encourages us to follow us. How can you demonstrate your expertise?

Choose the topics you can highlight your personality and expertise with, then share your experiences with your network.

- **Product video or text.**

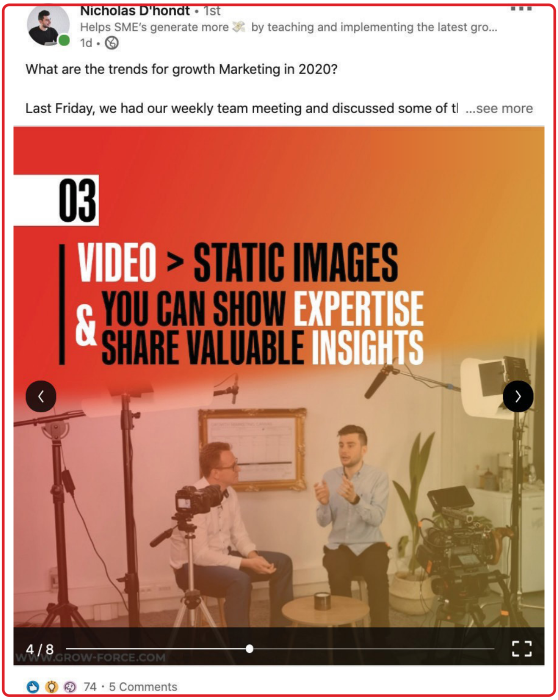
Product videos are great to demonstrate what your service is capable of. You can record one or multiple videos (or text) to show your features and solutions to your LinkedIn network.

Create carousel content to make it snackable

Carousel (slider content) is a super snackable content. It deserves the attention because it's engaging to both visual learners and readers.

Since it's easy to consume and packed with valuable information, people share it more.

Here is one example from us:



Here, we've broken down our [20 growth marketing trends in 2020 blog post] into several pieces. We've created three engaging carousel posts out of one piece of content.

Want some inspiration?

You can narrate almost anything.

- Five little known neuromarketing tricks that turn prospects into leads
- Six habits that you must develop as an entrepreneur
- Ten tips to boost your engagement on LinkedIn
- Or four ways to generate more leads with “X product”

You can use Canva.com to create your own designs. It’s pretty easy with templa- tes. Or you can hire a freelancer for $10-20.

Note: You need to transform your images to PDF format to be able to post a carousel.

Testimonial content to boost your credibility

Your best customers can sell better than your best salespeople. That’s a fact.

When happiness and satisfaction are genuine, it’s hard not to believe it. So if you have satisfied customers, record a testimonial or interview them.

They’ll always be happy to help you, so don’t hesitate to ask.

Imagine you had three testimonials, and from each, you have 30 minutes of raw footage.

In these exemplary testimonials, you’ve asked the following questions:

- What are the three benefits you’ve experienced as a result of buying/joining [our product/service]?
- Why would you recommend this to someone who might be on the fence?
- What has exceeded your expectations since working with us?
- What is the biggest learning or take away from the course?

And so on. From each question, you can create different content. Or even multiple content pieces

This is how we do it.

From this 30-minute footage, you can cut tens of 30-90 second videos and create testimonial posts on LinkedIn.

Like this (you can click to the link to watch it):

For each post, we add one copy at the beginning of the video to show what the video is about, and a CTA in the end for conversions.

Lucky you if you have a video marketer. Or else you need to cut and paste by yourself.

The first seconds of the video above look like this:

The last seconds of the video above look like this:

David Van der Auwera • 1st
Partner @ GrowForce: The Reference Sales Strategy and Growth Marketing ...
2h • Edited •

"Just a bunch of startup marketeers that are too excited about hyped marketing tools "

This is what traditional digital marketeers thought when I first explained the "growth mindset".

I think it's reasonable to doubt something new and so hyped.

Above all, growth marketing offers you to grow faster than your competition.

Two years later, we gave numerous six-week academy courses, 25 inspiration sessions and helped more than 150 companies.

Here is what I think.

Growth Hacking has matured into Growth Marketing and it's here to stay.

Look at Bart. He came to one of our courses and started implementing a growth marketing mindset in Hashting

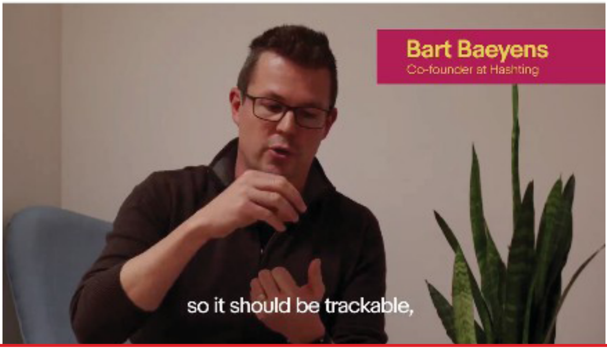
Gut feeling vs. data-backed campaigns.
Execute and hope vs. experiment, analyze and understand.
Scattered sales and marketing teams vs. full automated growth teams.

I'm happy to see that people are switching sides. Would you like to see what's over the fence?

Feel free to join one of our next inspiration sessions! We would love to introduce you to the world of Growth Marketing!

You can find the link in the first comment. 👇

#marketing #growthmarketing #growthhacking #growth #GrowForce



Elevate your personal influence.

You might have a fun personality and team but people don't know the faces behind your logo. And if they only know your logo, it's not good, because they'll probably perceive you as a lifeless organization without a face.

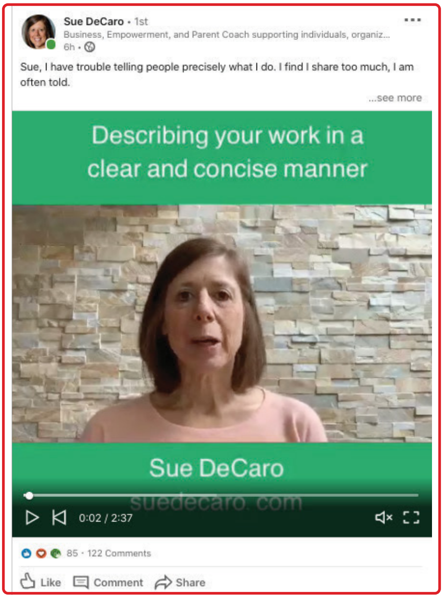
A cold and distant picture.

Meanwhile, if your competitor is out there, showing her face and expertise on LinkedIn, she'll have the upper hand.

Then your prospects will trust her instead of you. People are more likely to trust somebody they know personally rather than a logo.

That's why the majority of successful online companies have a face. And people on LinkedIn seem to understand the importance of having a personal brand.

Just scroll down for a bit and you'll see tons of posts like that. Because it's working very well.



LinkedIn: Sue DeCaro

Sue's outline is great for two reasons.

- It immediately tells us what the video is about and it can be a thumb stopper when you're scrolling.
- During the enitre video, she highlights her website

Since our visual memory holds the information for a much longer time, that means you'll remember it for a while after staring at the same screen for minu- tes.

Video works best because it's a medium where you can show your personal traits. And even the smallest gesture or moment could make people see through you and like you.

What type of content?

Anything that you can use to emphasize your expertise.

If you're a Facebook Ad expert, talk about trends and best tips. Good at time-management? Then talk about how you manage your time.

Or if you are a master of habits, share how you develop good habits.

Or just about life personal experiences and your kids These are welcome too. This is the game of value. The one that provides the most value gets the leads.

But the game is also to make people see your posts. And for that, we have one hack in our armory; a hack that will change your engagement numbers forever.

Read on to find out.

Takeaways of Chapter 5

Create educational content to nurture your prospects: Show your personality, get into details and be genuine.

- Shoot how-to videos.
- Share your latest strategies and thoughts.
- Make a product video.

Create carousel content to make it snackable: Engage both visual learners and readers with content that is packed with information.

Create testimonial content: Your best customers are more effective than your best salespeople. Shoot testimonials and make short LinkedIn content out of them.

Elevate your personal influence: Show your face. People want to know who is behind the logo. And they want to give their money to someone they know.

Related contents you'll like (and help you with digestion)

- Watch our Video Marketing masterclass to learn how to get best results with video content on LinkedIn.
- And if you haven't downloaded it yet, you can consider downloading this video marketing eBook.

CHAPTER 6 :

THE SECRET WEAPON OF VIRALITY: HOW TO USE LINKEDIN PODS TO GO VIRAL ON LINKEDIN

Let's demystify that LinkedIn Pod first:

You can think of it as a private group of LinkedIn users. But they're focused on one thing: engaging, liking, commenting on other people's content.

So when you're a member of LinkedIn pods, you'll be able to share your post with others. Then you'll have instant engagement from everyone else in the pod.

Why is it so effective?

It could be the secret strategy to go viral on LinkedIn.

Remember, we talked about why the first 30-60 minutes of your post is essen- tial in the third chapter.

If your post has lots of engagement in these first minutes, then LinkedIn will mark your post as "potentially good content" and then starts to show it on your connections feed.

That's why you need that bulky and instant engagement from pods. And there are two different types of pods: manual and automatic.

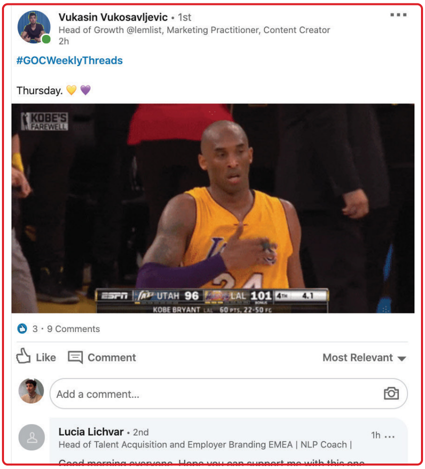
Let's first discover how you can benefit from manual pods.

Manual LinkedIn pods

You can find manual pods all over on the internet. There are groups on Linke-dIn, Reddit, Facebook, and probably in other forums

You can type on Google "Manual LinkedIn pods" and trace the one that fits your taste.

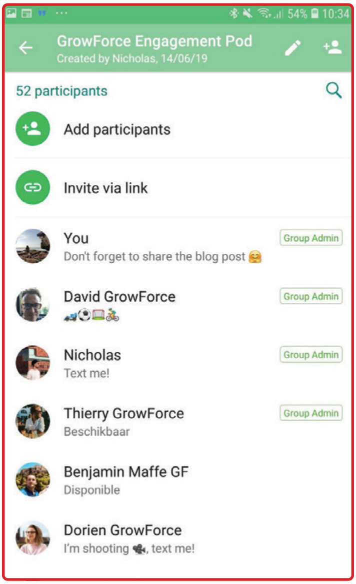
These pods usually exist on platforms like FB and LinkedIn. Here is a group that I'm a member of on LinkedIn called Game of Content.



Every day there is one giant thread for engagement. And people in the group comment their post link and wait for engagement.

So you need to link it manually and like other posts in the same fashion. Or you can create your own engagement pod.

This is our Upthrust.eu Engagement Pod. You can join it for free through https://gro.wf/pod



You can invite your friends or colleagues in a WhatsApp or Slack group to create your pod. Or you can go further and announce that you want to create a LinkedIn pod in a specific subreddit.

But be careful with the notifications and chat options. For example, in our pod, chatting is not allowed to prevent the notification festival.

Our members just post the links, and that's all.

Downsides of manual pods

It's not super consistent. Sometimes you can get ten likes and some other times 60. But it works.

You should contribute to the pod manually. That means clicking every link and liking each of them. It takes seconds, but I'm lazy, you're lazy.

Now let's check what the other option is.

Automatic LinkedIn Pods

Automatic LinkedIn Pods solves all the problems above. It helps you to engage with a bigger audience and, yes, all automatic.

And it also helps you to find people that have relevant interests as you. You can filter pods by location and find the best pods for your industry.

Lempod is the most popular option with a broader audience. It's an add on that you can download from Google Chrome Store.

You pay $5 for each engagement pod you want to join. And you can post only one post in 24 hours.

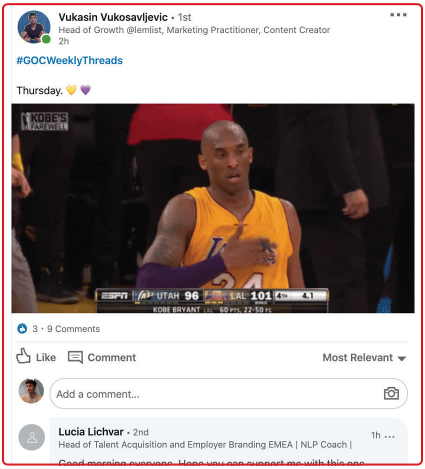
The only downside is sometimes you might find yourself liking and commen- ting on the posts that you don't like.

But it's quite effective, though!

IT'S TIME.

Now we'll share our proven playbooks with you. We generated over

0 leads with these three strategies. They worked every time for our customers, and for us.



CHAPTER 7 :

THREE PROVEN PLAYBOOKS THAT BROUGHTUS OVER 10,000 LEADS ON LINKEDIN

These playbooks are our products, and we implement them as a service to our customers. Here we'll keep it 100% percent transparent and share every deail with you.

You'll see lots of new growth marketing tools along the way, but we got your back because we prepared how-to videos and image tutorials for each step that used tools and add-ons.

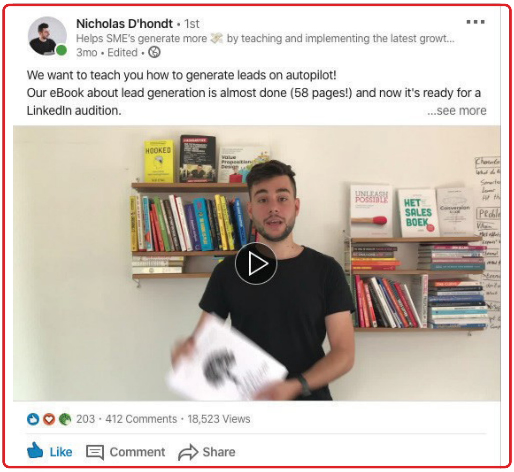
Stick with the plan, follow the footprints, and you'll get results.

Here we go with the first playbook. Let's kick it!

Playbook #1: Comment and Collect Strategy.

People create lead magnets and post them on LinkedIn. The outcome is often somewhere between 1-5 likes and 2 comments (from colleagues), it's heartbreaking.

We wrote an eBook and posted it on LinkedIn like everyone else. As you can see in the picture below, it ended up with more than 18.5K views and 400+ comments.



And after the first hit, we did it at least 10 more times. It worked every time.Not because everybody was waiting for our eBook, but because behind the scenes, we worked hard for it.

So what did we do differently than the last guy?

That last post you see above on LinkedIn was the only visible step among the hundreds of ninja steps we took.

Now we'll show you how we built up that momentum and ended up with thousands of leads.

Here is a reverse-engineered schema of our LinkedIn lead generation campaign. Take a look at it, and then we'll break it down, step by step.

1. Optimize your LinkedIn Profile (You already know how. You can find the details in Chapter 2)
2. Find your target audience via LinkedIn Sales Navigator (You already know how. You can find the details in Chapter 2)
3. Send automated personalized messages and connection requests to your target audience. Get ready to generate leads. (You know that too. You can find the details in Chapter 2)
4. Create a valuable lead magnet for your target audience
5. Find or create a LinkedIn Pod. (You can find the details in Chapter 6)
6. Post your lead magnet with a twist
7. Scrape your hot, hot, hot quality leads
8. Send them your eBook and add them to your nurture flow

(Optional) Celebrate your first LinkedIn lead generation victory with your marketing team. We like celebrations.

We already went over some of these steps in the earlier chapters. If you have questions, you can always go back.

So we'll assume you already optimized your LinkedIn, found your target audience on LinkedIn Sales Navigator and added your prospects on autopilot.

These steps are the foundation for your engagement.

Then you'll create your lead magnet. It should be something that provides a remarkable amount of value to your prospects. Let's see what the options are.

STEP #4: Create a valuable lead magnet that your business craves for

You probably have some good ideas about the type of lead magnet you're going to offer. But please do a little market research before you go into produ- ction.

Check if your intuitions are valid before you start.

Spend some time on Reddit, Quora or forums where your audience is lurking. See if people approve your idea with their questions.

You never know, with a little research, you might end up targeting a hotter topic.

Here are some tips for your lead magnet:

Fill a gap in your business: People are bored of copycat content. Come up with a unique idea and approach it from a different angle. People are thirsty for new angles

Focus on your strengths: If you're not good in long-form text, then don't write an eBook or keep it short.

You can always reach out to me from here and work with us. Or hire an eBook ghost-writer on Fiverr.

Quick Win: People love quick solutions. Give them something applicable right away, show them mouthwatering results. Like this one. (I believe you can win with this guide).

There are so many options, but most Lead Magnets fall under these categories:

1. Guide/Report
2. Cheat Sheet/SpreadSheet
3. Toolkit/Resource list
4. eBook
5. Video training
6. Free trial
7. Printable
8. Swipe file
9. Quiz/Survey form
10. Assessment/Test form
11. Sales material

The title of your book might be the most important thing. Hear out David Ogilvy: "80 cents of your dollar should be spent on writing headlines".

So make sure to come up with something compelling, interesting or triggering. Here, these are our brainchild.

Lead Generation: A guide to plant money trees
Video Marketing: A book that nobody's going to read in 2021

Let's talk about something you don't know all that well yet.

STEP #6: Post your lead magnet with a twist.

This will be the day that you reap the fruits of your hard work. We'll show you how we've done it and give you some tips to make sure you get your first quality leads.

The content strategy

After we wrote our eBook about lead generation, we thought about this ques- tion for a while, "How can we get the most out of this content?"

Most people in the marketing business build a landing page then invite people to fill the lead gen forms. We decided not to launch our campaign like everyone else.

How about a LinkedIn audition first? What if you can create exclusivity for your connections by saying:

Hey LinkedIn connections,

We just finished our eBook about lead generation, and this is the audition. You'll be the first reader.

And we'll publish it after your valuable feedback

People love to be first or special. Remember the iPhone all-nighters that waited in the endless lines?

Or people who were dying for the limited collection of Adidas Yeezy's? It's instantly more valuable when it's exclusive.

Plus, with this strategy, you'll also have an opportunity to interact with your connections when they're interested in your solution.

Lead generation on LinkedIn = video content

Please don't freak out because of the word "video." Creating video content is much easier than you think and the ROI of the video is incredible on LinkedIn.

There are many reasons why and we wrote a book which covers it all.

But briefly:

- It reflects emotions
- It'll bring you closer to the targeted audience
- It'll make your brand humane. People will see your face instead of a lifeless company logo
- LinkedIn loves video. Ultimately, it's a business content platform now
- It builds trust

I know what some of you are thinking. Look, you don't have to be an actor or actress, plus, you have countless takes for a 30-second video.

Convince yourself or one of your colleagues.

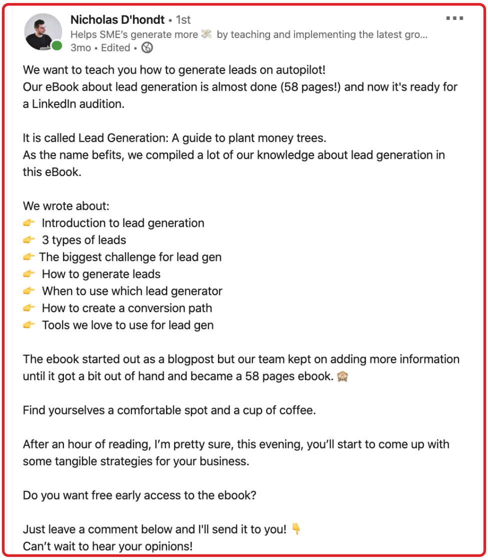
NO OBJECTION. YOU NEED THOSE LEADS.

We shot our videos with a mobile phone and a tripod, nothing else. You don't need a Holywood set-up to speak about an eBook to your leads on LinkedIn.

The little twist that opens the gates for LinkedIn lead generation

Just leave a comment below, and I'll send it to you. This is the catch. There are no landing pages for our eBook, and we didn't attach it anywhere.

You'll see, these comments will make you visible to a lot of people. Then LinkedIn agents will see the engagement, and then it'll give you a nitro boost.



Nicholas D'hondt • 1st
Helps SME's generate more 💸 by teaching and implementing the latest gro...
3mo • Edited •

We want to teach you how to generate leads on autopilot!
Our eBook about lead generation is almost done (58 pages!) and now it's ready for a LinkedIn audition.

It is called Lead Generation: A guide to plant money trees.
As the name befits, we compiled a lot of our knowledge about lead generation in this eBook.

We wrote about:
👉 Introduction to lead generation
👉 3 types of leads
👉 The biggest challenge for lead gen
👉 How to generate leads
👉 When to use which lead generator
👉 How to create a conversion path
👉 Tools we love to use for lead gen

The ebook started out as a blogpost but our team kept on adding more information until it got a bit out of hand and became a 58 pages ebook. 🙈

Find yourselves a comfortable spot and a cup of coffee.

After an hour of reading, I'm pretty sure, this evening, you'll start to come up with some tangible strategies for your business.

Do you want free early access to the ebook?

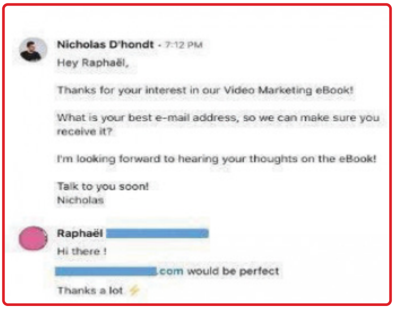
Just leave a comment below and I'll send it to you! 👇
Can't wait to hear your opinions!

Now all you need to do is send the eBook to hundreds of commentators. But wait, there are too many of them, and you need their emails. Then let's get you those emails.

We'll show you how you can do it on autopilot!

STEP #7: Scrape your hot, hot, hot quality leads.

You're about to do something naughty. Even though you can send your eBook on Linkedin, you'll tell your connections something like this:



Nicholas D'hondt • 7:12 PM
Hey Raphaël,

Thanks for your interest in our Video Marketing eBook!

What is your best e-mail address, so we can make sure you receive it?

I'm looking forward to hearing your thoughts on the eBook!

Talk to you soon!
Nicholas

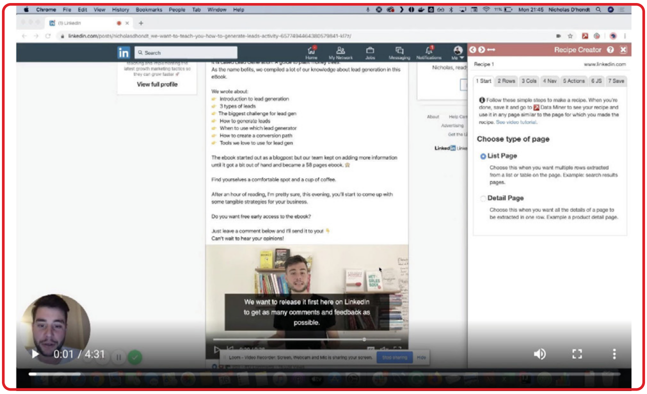
Raphaël [redacted]
Hi there !
[redacted].com would be perfect
Thanks a lot ⚡

All of them will give their mail address because they've already commented before.

But before that, you need to scrape each LinkedIn profile in the comment section.

For that, we're going to use a tool called DataMiner. It's free and easy to use, once somebody shows you how.

And Nicholas is going to show you how:



[How to use scrape LinkedIn comments with Data Miner]

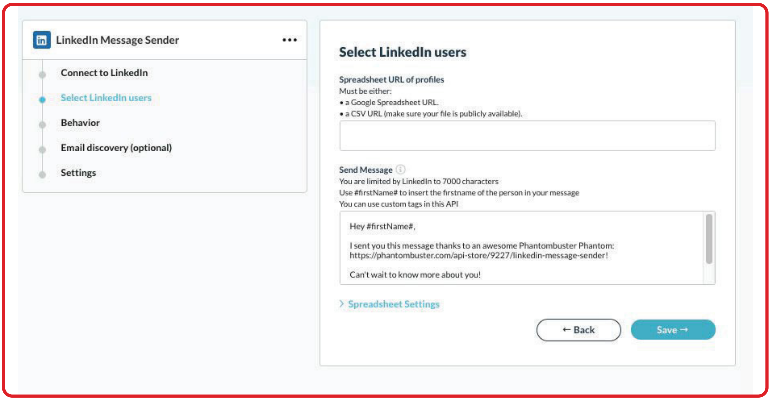
Note: Dataminer sometimes doesn't work on LinkedIn pages. We don't know the reason, but the solution is to create a new user in Google Chrome.

After you scrape the comments, we'll have all the profile URLs. Now you'll take that CSV and paste it in a Google Spreadsheet on your drive.

Then we'll send them automated LinkedIn messages. I think you're already familiar with Phantombuster, so this time we'll use the baby below.

If you want to also send automated connections here, you can use the LinkedIn Network Booster phantom.

You apply all the rules that we used for LinkedIn Network Booster before.



After this step, there is a bit of a dull process that's waiting for your VA (virtual assistant) or intern. You need to add emails manually from your inbox to your spreadsheet.

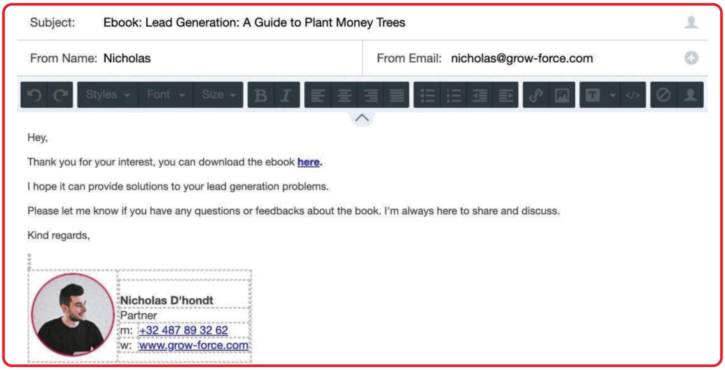
But see it as a victory lap. You got this. You growth hacked your way with nume- rous tools and strategies. Nobody in the digital marketing business will dare to question your skills.

STEP #8: Send them your eBook and add them to your nurture flow

It's time to send the eBook (or lead magnet) to your hot leads. It's essential to send it right away. And nurture them while they're thinking about you.

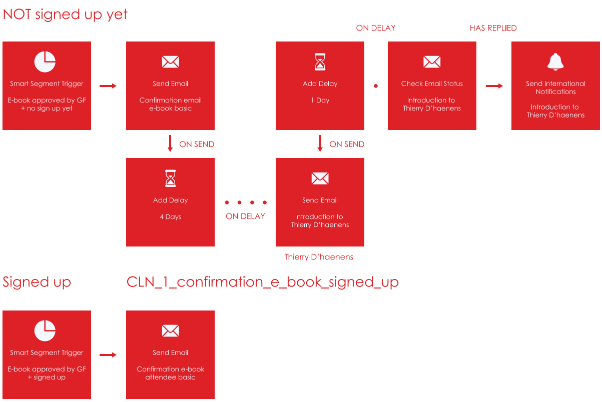
Don't garnish your first email with your other services or call to actions. Just send them a friendly email, like you are friends on LinkedIn (yes, you are).

You can see the email we've sent below:



The tool we used above is Autopilot. You can connect it with almost any CRM, personalize, structure and track your email campaigns.

It's relatively easy to learn and use it. The end schema of an email campaign in Autopilot looks like this:



After you sent the eBook, you should also have an email nurture flow.

Ideally, your leads will read the eBook in a week, and then you need to remind them about your company.

How will you follow up? What is your end goal?

There you'll send a bunch of follow-up emails to your leads about your servi- ces. And hopefully, you'll become partners.

You'll get results 100%

We follow the same steps with our customers and generate hundreds of leads every time. So, don't hesitate to invest your time in it. If you have any questions about the process, you can always call and fire them.

But in case your marketing team is busy or lacks the time needed to go over these steps, we have a solution for you. It will save you lots of time and boost your growth in a week.

What is a Lead Booster?

With Lead Booster we implement this proven lead generation playbook to your company. End-to-end.

Here are the steps we'll take together.

Monday: Getting to know your company

It's a one-day deep dive to understand your company. We'll analyze your data, structure, target audience and implement the tools.

Tuesday: Pitching the ideas

We'll discuss the skeleton of your project. We'll choose a data-backed lead magnet together and lock it.

Wednesday: Execution day 1

You'll get the skeleton of the campaign (lead magnet) with the table of contents.

Thursday: Execution day 2 + Creating Marketing Materials

Production of all the content material with a landing page.

Friday: Distribution day

We'll set up your campaigns on LinkedIn and Facebook. After you get hundreds of leads, you'll get all the generated material from Upthrust.eu.

Keep in mind what you see above is a glimpse of the plan.

We provide so much more in 5 days. If you want to know about the steps, you can schedule a call with one of our growth consultants.

If you want to grow big in a week, just reach out to us via email!

Playbook #2: The Dracula Strategy

With Linkedin came new influencers and experts. Whatever industry you are in, it has, for sure, an influencer that inspires your audience.

These people are super influential. For Growth Marketers, they're precious resources to spot audiences that are active on LinkedIn.

What if you can tap into this audience and surround yourself with them? It would be easier for you to conversations, get engagement and create new business opportunities, right?

This is what our Dracula strategy is all about. Generating leads on LinkedIn by leeching the network of influencers.

Three bites of Dracula

The Dracula strategy is an easy to execute strategy compared to the first playbook. You have three steps to follow.

1. Find the vessel
2. Feast on the comments
3. Steer the attention

Step #1: How to find a vessel?

You need to find the most famous person in your industry. You know that type, when they post content, they get engagement showers.

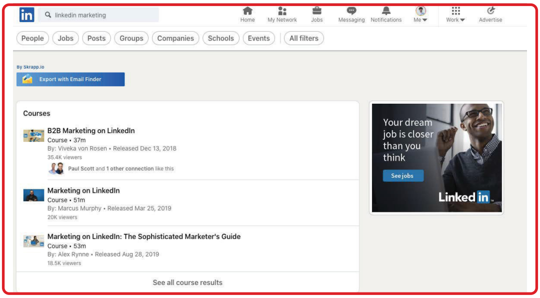
And that's what we're looking for. Mainly comments.

This person is an influencer or is your competitor in your industry. And thanks to LinkedIn, finding them is easy.

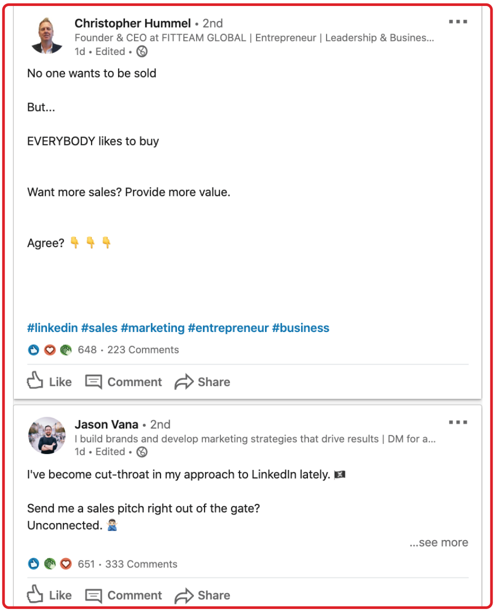
All you have to do is to know your audience's problems. Or some keywords that they're already searching for on Google. Our keyword will be "LinkedIn marketing" this time.

Now I want to show you how to use LinkedIn search to find your vessel.

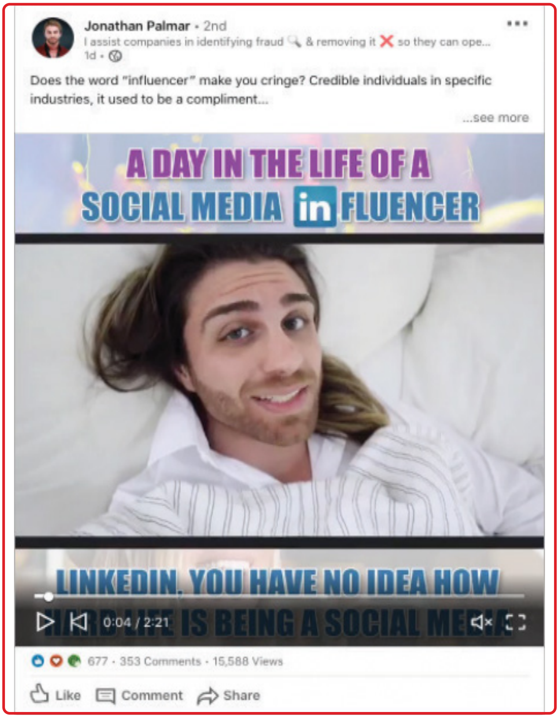
Go to search and click on content.

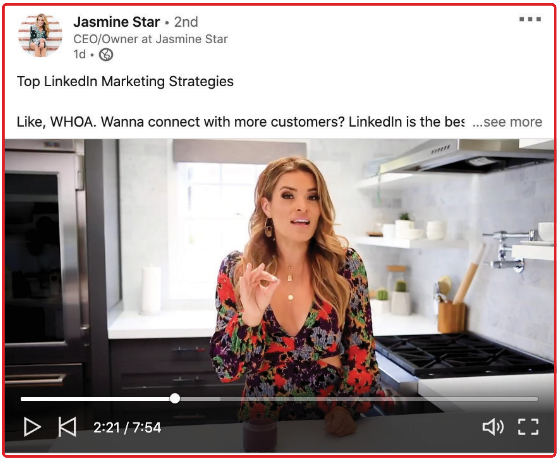


Then type your keyword and click. Oh, I think we found our vessels here.



These people were there back to back on the first screen. I scrolled a half screen and found others.





We have 900ish comments here. 900 people that potentially will be interested in your LinkedIn Marketing service or product.

These people share content daily. They could be gold mines for your business, and this is the beauty of growth marketing here. Even if you don't have the resources and an army of employees, you can still outsmart your competitors.

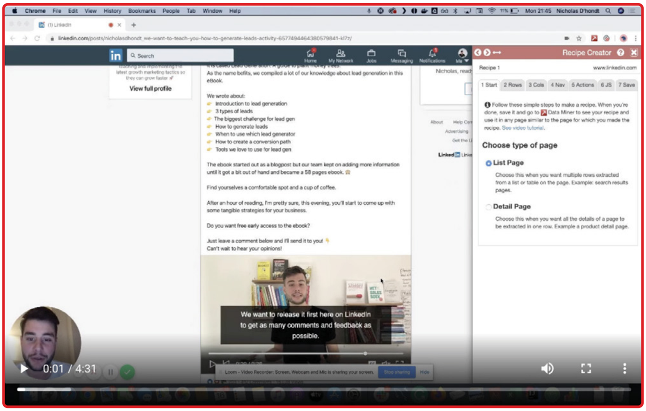
This was our 30-second quick search. You can go more in-depth with diffe- rent keywords and find influencers in your niche.

But you got the idea. Now we're hungry, let's head to the feast. Shall we?

Step #2: Feast on the comments.

Here you'll scrape all the profiles in the comment section of the LinkedIn post.

You've already learned how to use Dataminer from the last first playbook. In case you skipped it, Nicholas can show you real quick:



[How to use scrape LinkedIn comments with Data Miner]

Note: Dataminer sometimes doesn't work on LinkedIn pages. We don't know the reason, but the solution is to create a new user in Google Chrome.

After you scrape the comments, you'll have all the profile URLs. Keep in mind that you can also scrape the people who liked the post if you want to reach more people.

But people who commented are more qualified because they're engaged with the topic and have an active user status on LinkedIn.

Now, what are you going to do with all these comments?

Step #3: Steer the attention

What is your goal? You can redirect the attention of those people however you like.

- Do you want to promote your software?
- Do you want to use these people as a traffic source?
- Do you want to make people download your eBook? Or do you want to send your presentation?

You can do anything you want. In our last campaign, we've sent our latest blog post to 1,300 people. We used it as our content distribution channel.

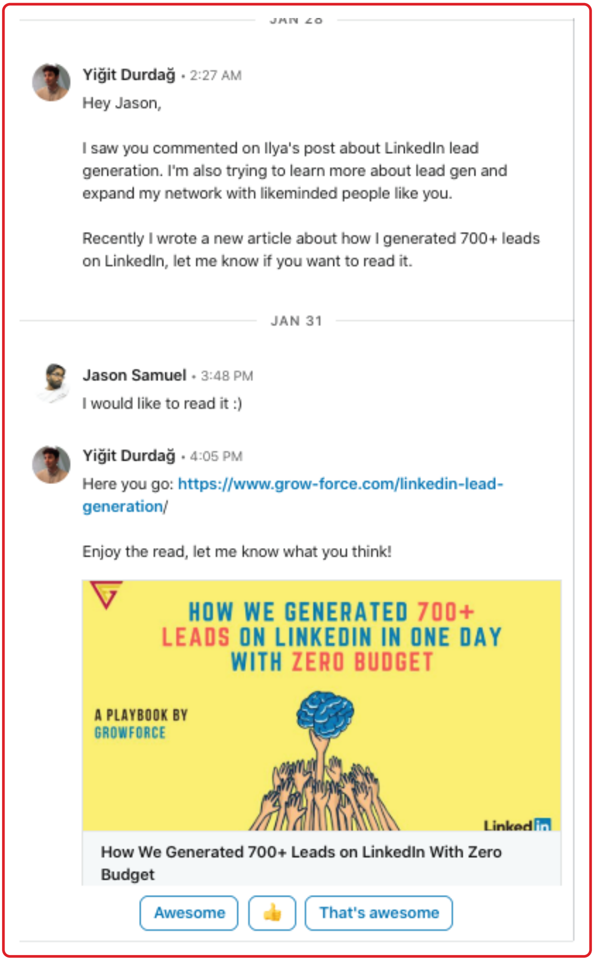
We provided a free playbook. But in the playbook, there were CTAs to our products and other eBooks. And it performed well.

We got a little organic traffic jam to our website, had dozens of qualified leads and two customers. All with zero budget.

If you're a small business with no to low site traffic, you can do the same. There are two approaches to send messages.

#1: Pull approach

Here is my pull message.



Why is this message effective?

"I saw you commented on "X" post about LinkedIn lead generation."

It makes my message more credible and personal. We share similarities, and I'm using it to my advantage.

"I'm also trying to learn more about lead gen and expand my network with like-minded people like you."

I'm straightforward here. It's true I want to learn more and expand my network with people that share the same goals.

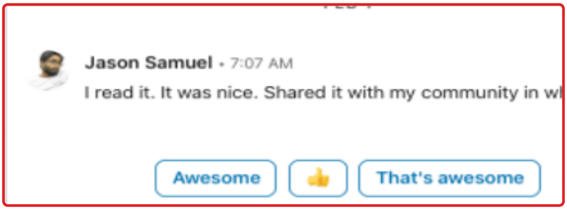
Recently I wrote a new article about how I generated 700+ leads on LinkedIn, let me know if you want to read it.

This is where I pull. Yes, I wrote something for him, but I'll not throw it in his face. I'll not enter his territory before he lets me in.

Here you give an option to the other party to accept you. And once you let them decide and don't cross the boundaries, people are kind.

This respectful approach is a good first step to maintaining a relationship and starting the conversation.

Here is the result.



After this point, you can proceed to the next steps. You can ask him if he wants to join the weekly newsletter etc.

With this approach, you need to follow up manually to send the link afterward .

#2: Push approach

With the push approach, you don't need to follow up manually because you'll share the link with the first message, like this.

Hey Jason,

I saw you commented on Someone's post about LinkedIn lead generation. I'm also trying to learn more about lead gen and expand my network with like-min- ded people like you.

Recently I wrote a new article about how I generated 700+ leads on LinkedIn, if you would like to read here is the link.

https://www.upthrust.eu.com/linkedin-lead-generation/

This looks a bit more spammy and can backfire. But then you can automati- cally send all of the links and don't have to look back.

Inspiration for your next campaign.

Here is a message template we shared before, which is pretty personal and honest. Ready to be sent.

Hey #firstName#,

Sorry to message you out of the blue. I have this idea that solves X problem for content marketers. I'm trying to connect some like-minded people to talk and get feedback.

Would love to know what you think of the idea. Please let me know if you're interested.

You can customize this message a bit to your taste and needs. Then you can send your free trial, eBook, service, product, landing page, briefly anything you want.

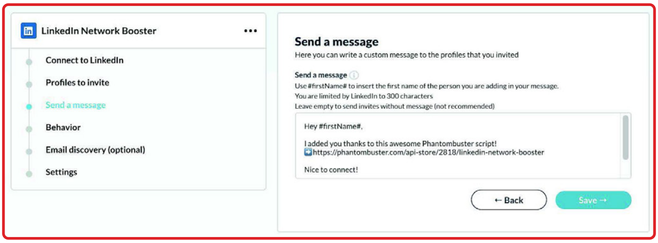
Or you can push the link in the same message. Our personal favorite is the pull approach, though.

It definitely takes more time with manual work. However, it's definitely not a waste of time but an investment.

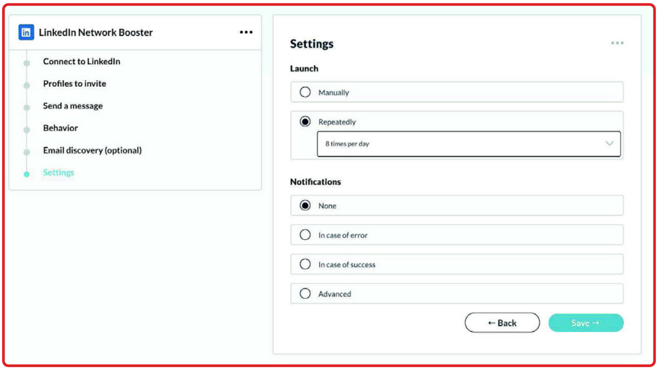
Add them as your connection and send the message with Phantombuster.

Here you'll use the phantom LinkedIn Network Booster once again. You alre- ady have the profile URLs from the dataminer scrape sheet.

All you need to do is to connect that spreadsheet to the LinkedIn Network Booster and customize your message.



Don't forget the daily limit. Set it to 10 people per launch and 8 times a day.



This is it. The Dracula Strategy is a flexible one. What you can do is all up to your end-goal and creativity.

If you want to see more growth hacks like this, you can check this article to get inspiration for your next marketing campaign.

Now to the last one. Things will get physical in the next playbook!

Playbook #3: How to organize full house events with LinkedIn Event Invite feature.

Events are deadly sales weapons.

Because you have the opportunity to show every feature and benefit of your services, and above all, you have the chance to show your face.

If you're a good salesperson and your service is solving problems for your prospects, it's hard to not close deals.

Events are particularly useful if you have a complicated product or service. And this is the case for us.

We provide growth marketing as a service and have a 6-week growth marke- ting academy. But since growth marketing is a new approach, sometimes it is challenging to explain what we do to our prospects.

That's why we organize inspiration sessions.

These are a free 1-hour power presentation where we explain the core menta- lity of growth marketing. And we give a glimpse of what you can do with it.

After the sessions, the crowd usually stays to ask questions and wants to learn more. Then, of course, we follow up with emails and eventually trans- form some of them into our customers.

Complicated or not, whatever your product is, you can do the same. You can create your own inspiration session, event, keynote, or whatever suits you.

And the best thing is that you can automate it on LinkedIn. You can do the 5 man work without lifting a finger.

Automate your event invitations in three easy steps

When you invite someone to your event on LinkedIn, they'll receive a quite prominent notification (that looks similar to a connection request).

This is a huge opportunity for event organizers. Because receiving an event invitation on LinkedIn is not yet common.

Therefore it creates a low-friction, high-attention way of inviting your network to your event.

But there is a downside because you don't have a lot of filter options by defa- ult.

For example, I want to invite all marketers in Gent who work for SMEs & Corporates. I would have to go through my entire list to be able to do so.

But this playbook will teach you how to make proper segmentation and then automatically invite your relevant connections to your event.

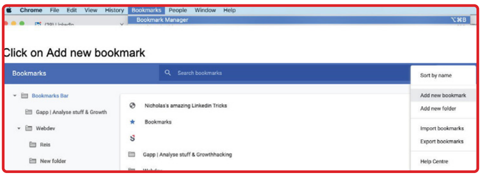
And these are the three steps:

1. Preparation with magic bookmark tool
2. Make a segmentation of your connections in the LinkedIn Sales Navigator
3. Automatically invite your audience to the event

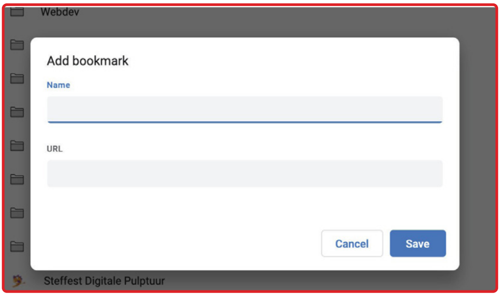
Step #1: Preparation with magic bookmark tool.

Before getting started, there is some set-up you need to do. We'll add a book- mark to your browser (Chrome in this guide), that will execute some magic invitation code for you.

Open your bookmark manager then click to add a new bookmark.



Copy the Name and URL into the pop-up



Name: Upthrust.eu LinkedIn Event Inviter

URL

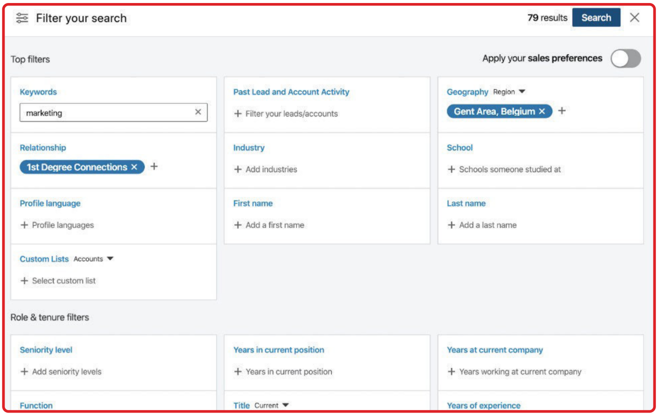
```
javascript:(function()%7Bfunction%20wait(m-s)%7Bvar%20start%20%3D%20new%20
Date().getTime()%3Bvar%20end%20%3D%20start%3Bwhile(end%20%3C%20start%20
%2B%20ms)%20%7Bend%20%3D%20new%20Date().getTime()%3B%7D%7D%3Bfunction%20
parseLine%20(lines%2C%20lineNumber)%7Bconsole.log(%22LineNumber%3A%20%22%20
%2B%20lineNumber)%3Bif%20(lineNumber%3E1)%7Bdocument.querySelector(%22.
ember-checkbox%22).click()%3B%7Dvar%20firstName%20%3D%20lines%5BlineNumber%5D.
split(%22%2C%22)%5B0%5D.replace(%2F%5C%22%2Fgi%2C%20%22%22)%3Bvar%20
lastName%20%3D%20lines%5BlineNumber%5D.split(%22%2C%22)%5B1%5D.
replace(%2F%5C%22%2Fgi%2C%20%22%22)%3Bconsole.log(firstName%20%2B%20
%22%20%22%20%2B%20lastName)%3Bdocument.querySelector(%22.invitee-
picker-content__typeahead-field%20input%22).value%20%3D%20firstName%20
%2B%20%22%20%22%20%2B%20lastName%3Bdocument.querySelector(%22.
invitee-picker-content__typeahead-field%20input%22).dispatchEvent(new%20
Event(‘input’%2C%20%7B%20bubbles%3A%20true%20%7D))%3Bif%20(lineNumber%20
%3C%20lines.length)%7BsetTimeout(parseLine%2C1500%2Clines%2C%20
%2B%2BlineNumber)%3B%7D%7D%3Bdocument.getElementById(%22invitee-picker__
modal%22).outerHTML%20%3D%20%20document.getElementById(%22invitee-picker__
modal%22).outerHTML%20%2B%20%22%3Cinput%20type%3D'file'%20name%3D'file'%20
id%3D'file'%20accept%3D'.csv'%3E%22%3Bdocument.getElementById(‘file’).onchange%20
%3D%20function()%7Bvar%20file%20%3D%20this.files%5B0%5D%3Bvar%20reader%20%3D%20
new%20FileReader()%3Breader.onload%20%3D%20function(progressEvent)%7Bconsole.
log(this.result)%3Bvar%20lines%20%3D%20this.result.split(‘%5Cn’)%3BparseLine(lines%2C%20
1)%3B%7D% 3Breader.readAsText(file)%3B%7D%7D)()
```

(You can copy the code from this URL: https://gro.wf/linkedin-event-invite)

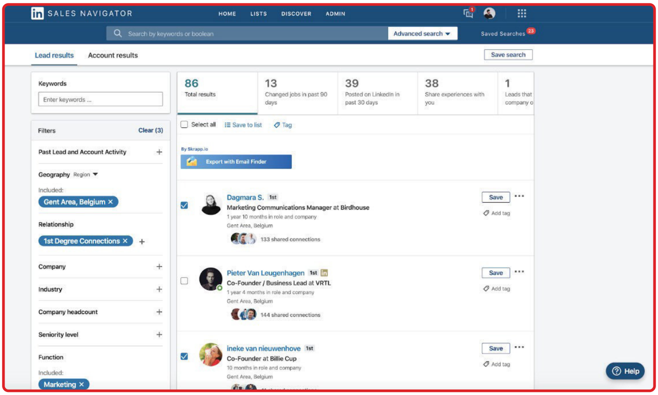
This is a little code that I wrote for you. It'll help you to automatically invite all of your prospects with one click.

Step #2: Make a segmentation of your connections in the LinkedIn Sales Navigator.

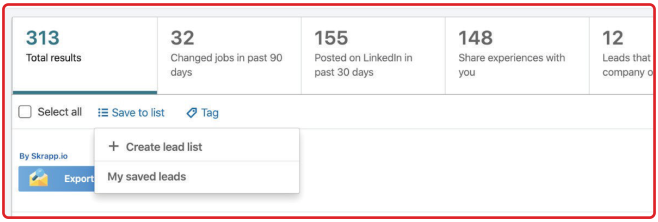
You'll use the Sales Navigator to make a list of people you want to invite. Important! In the relationship field, you have to select: 1st Degree Connections.



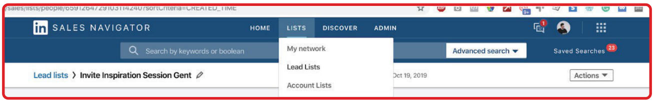
Select the relevant people you want to invite.

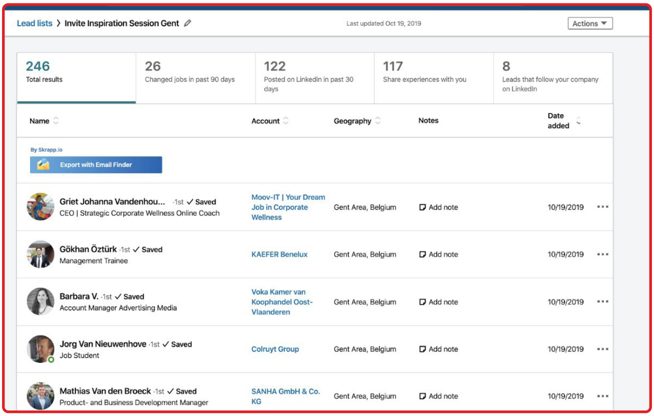


Create a list and add them to the list.



Check your just created lead-list.

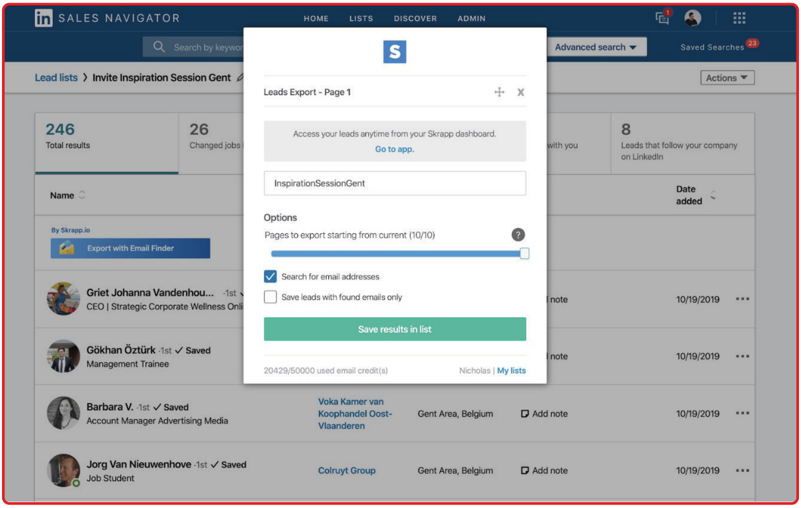




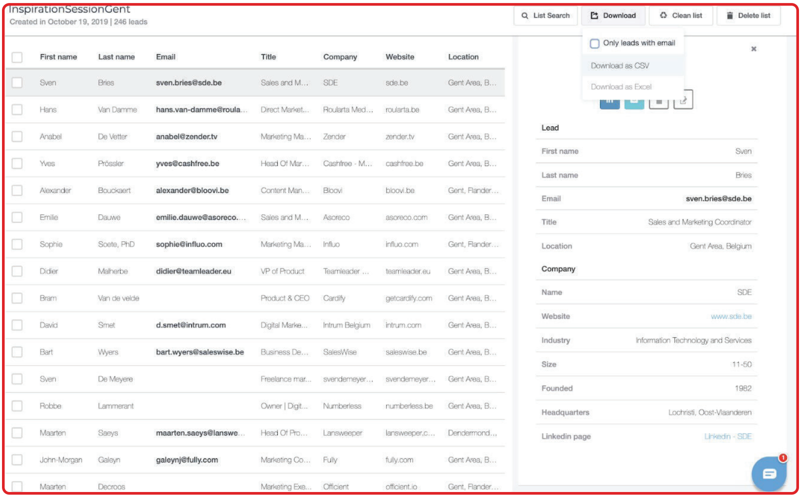
Export lead lists with Skrapp.io

Skrapp.io is a tool that can help you to find the email addresses of your prospects.

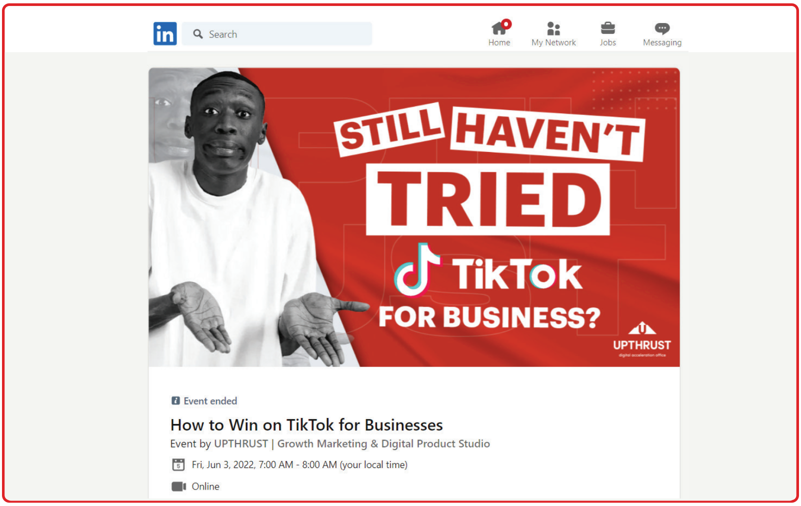
You'll not need the email addresses for the rest of this guide. But it could be handy to also retarget your invitees through email. This extra step can increase the effectiveness of your campaign.



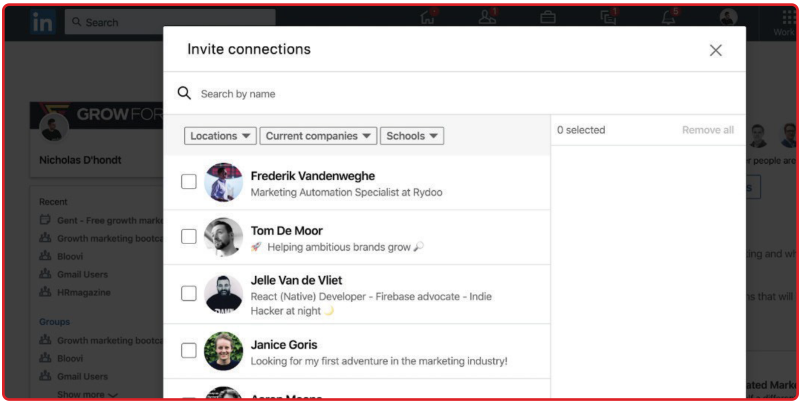
Export your leads to csv.



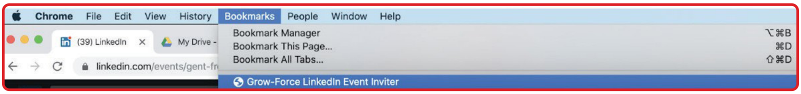
Create your event on LinkedIn, if you haven't done it yet. Then go to your event on LinkedIn.



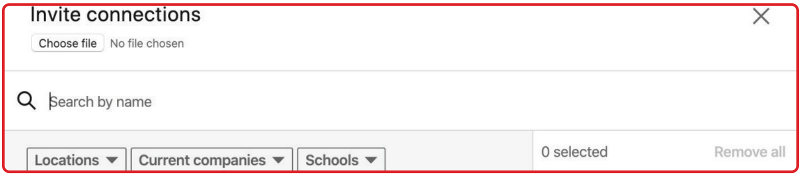
Click Invite Connections.



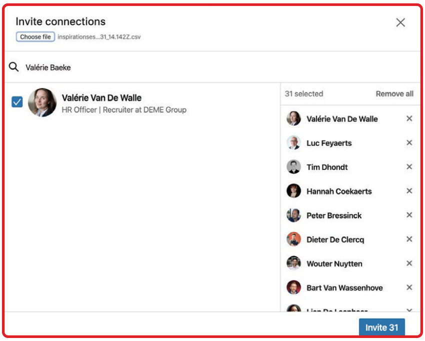
Click on your bookmark that you made in Step 1.



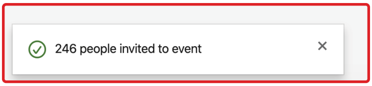
Like magic, a Choose File button will appear.



Now just upload your csv you exported with skrapp and watch the magic unfold.



When the script is done selecting everyone, just click the blue invite button.



You've done it, that's it. Now, if you can, follow up with email. Or, you can send them automated messages on LinkedIn to follow up with Phantombuster. All up to you.

Also, keep this in mind; adding your target audience to your network is a vital step here because you can only invite the first degree connections to your event.

We have a winner

You made it to the finish line. But remember this was only a warm-up lap.

This part can prepare you for the LinkedIn marathon, but you need to digest and implement all the steps as you read.

Whenever you need help, come here and talk with the book. The structure of this book is designed to help you overcome obstacles one by one.

I'm sure you'll find your way to generate leads on LinkedIn and grow your business. You can implement all these steps in 2-3 months.

But what if these 2-3 months are too long for you?

You might want to run a sprint instead of a marathon to grow faster in a shorter time.

There we know somebody who can prepare you for the gold medal in that LinkedIn Sprint.

It is us, Upthrust.eu.

What is a LinkedIn Sprint?

In LinkedIn Sprint, we create a tailor-made plan for you and implement our proven playbooks according to your needs.

Here are some of the benefits of this short and powerful run:

- You'll work one-and-one with a professional LinkedIn coach.
- It's a collaborative process. We'll work together and transfer all know-how to you or your team, no secrets held.
- All the LinkedIn profiles of your company (including team members) will reach perfection. We'll transform them into conversion channels.
- Awareness and acquisition without advertising costs or having to pay a single dollar. All the processes will be automated.
- Free organic reach with targeted content, curated for your audience.
- Advanced experimentation with LinkedIn ads and Sales Navigator.

2-3 months? How about getting tangible results in 3 weeks?

We're not talking about far-fetched goals here. We've done everything we've written in this book and in time, we got faster, stronger and better on LinkedIn marketing.

If it sounds too good to be true, we can hop on a call and talk until you're comfortable to start your LinkedIn sprint!

Now, in the next part, you'll learn how to optimize your website with the most effective and advanced lead generation strategies. There will be 40+ strategies and tactics, as you progressively implement them, you'll transform your website a conversion machine.

Onwards!

PART 5

THE COMPLETE B2B LEAD GENERATION PLAYBOOK

FROM NO LEADS TO A CALENDAR FILLED WITH SALES CALLS

TOP 25 ACTIONABLE TIPS, 23 BEST LEAD GENERATION TOOLS AND 2 REAL LIFE CASE STUDIES

TABLE OF CONTENTS

INTRODUCTION

Does your company have a solid product or a valuable service but not enough quality leads? We feel you. Being growth marketers, we know exactly how to create the black-belt B2B lead generation machine you need.

In this part, we'll take you through the 40 most powerful strategies to maximize your B2B lead generation process. Compare this journey to climbing a mountain: it takes several small steps to build this lead generation machine. Each step is a metaphorical screw in the machine, so don't skip any or it will fall apart.

By the end of this book, you will be able to:

- Optimize your company profile and website for lead generation
- Learn how to use content marketing to connect with your audience's pain points
- Program your lead generation machine to start collecting leads
- Let the tools do the work for you by automating the process

CHAPTER 1

OPTIMIZE YOUR COMPANY WEBSITE TO GENERATE LEADS

It is pretty obvious that having a blank webpage without any action is not very suited for B2B lead generation. Of course, your professional website and social media profiles have to include more than just a dull page, a few calls to action and a value proposition.

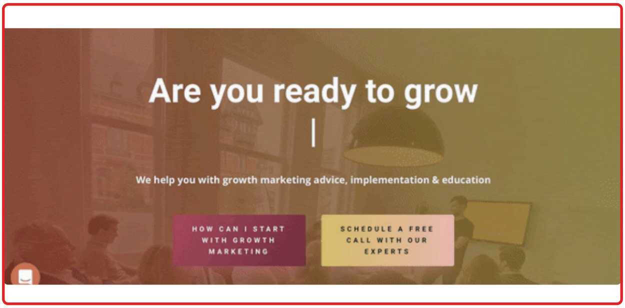
If you already have these, that's a good start. But with our following tips and tricks, we're taking your business profile to the next level. Afterwards you'll be sharing your company's profile with the confidence that your visitor will convert.

1. Have a catchy headline that includes your value proposition

It takes the average user 3-5 seconds to form their opinion on a website or a social media profile. Therefore the first impression is absolutely crucial for deciding whether or not they will continue browsing your company website. So make sure your value proposition is the first thing visitors notice.

A good value proposition is a short yet compelling summary of the primary- benefit that you offer your prospects. It's the unique identifier that solves prob- lems in a way your competitor can't.

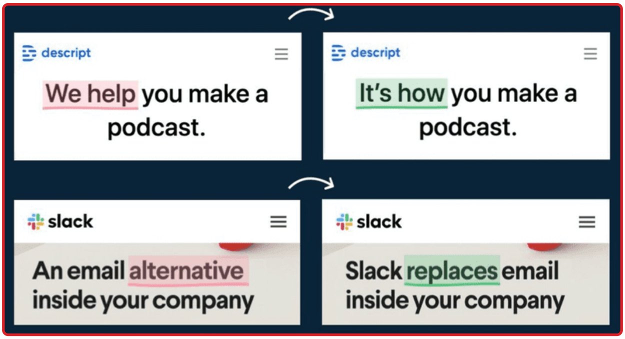
Now let's pretend that you're on a speed date with your potential customer. In- this situation, you want to immediately trigger them to check out your business page. The clearer your value proposition, the more this facilitates your lead gen eration process.



Here are our top value proposition tips:

- Less is more. Generate interest in your business in 4-6 words
- Involve your reader, don't just throw your value proposition at them
- Talk less about the product and more about its value
- Calls to action are great, calls to value are better
- Don't overdo, people love genuine lines
- Be casual in your tone and address your reader directly
- Be specific, 37.2% savings is better than more savings
- Make it sound more human and humorous
- Make it memorable rather than likable
- Be clear, don't complicate the originality of your business

For more on value proposition, check out the article on how to write a value proposition.



2. Take the 5-second test to rate your value proposition

Once you feel confident about your catchy headline and value proposition, try the 5-second test. Adopt your (potential) leads' point of view and check out your own company website and profile.

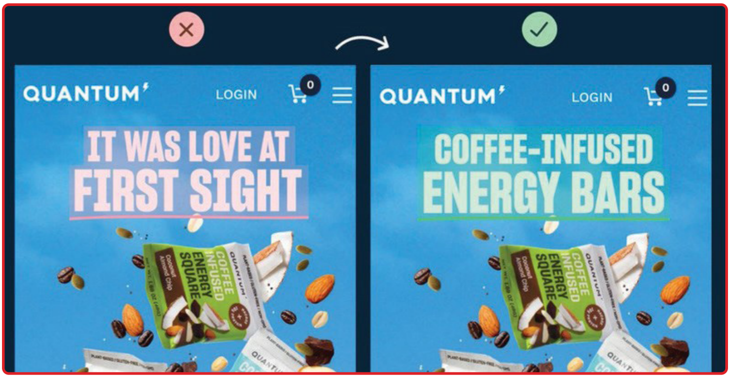
Send a screenshot of your business' website to outsiders and ask them the following questions:

- What product or service does this website offer?
- What is unique about this product or service?

The answers to these questions will tell you how your visitors perceive you, which won't necessarily be the same as how you want them to perceive you. For proper lead generation, you need these two questions and answers to be perfectly aligned.

Once you obtain the responses to these questions, identify the challenge your target audience faces and figure out a solution to that. If people's perception already matches the aim of your company's product or service, bravo. But if not, replace your headline with a rephrased value proposition to help generate leads and acquire higher conversion rates.

In addition to that, you can use tools such as UsabilityHub that allow marketers and product managers to test their designs and get feedback from real people. When you sign up, there is the option to show your website to viewers for five seconds and answer our two main questions mentioned above.



3. Reflect professionalism

Your online visitors don't only read your value proposition, they also notice your level of professionalism. No matter the size or industry of your business, being professional is quintessential for achieving both short- and long-term goals.

These are the top elements visitors base their opinion on:

- Is the website secure? Visitors are paranoid when it comes to surfing unsafe websites, let alone leaving their email addresses or phone numbers. You might have read articles telling you not to trust websites that don't start with https://. If your website URL looks like this (--1), then forget about lead generation. The very first thing you need to do is get a SSL certificate.

- Is the website mobile-friendly? According to Statista, mobile users account for more than 50% of total website visits. If your website doesn't work well on mobile phones, you already lose more than half of your potential leads;
- Are all the links on your website working? A broken link tells visitors that your website is careless enough to leave mistakes unfixed. It shows negligence, which obviously doesn't stimulate lead generation;
- Is your language flawless and your content relevant and up-to-date? Gram- matical errors show laziness and lack of detail. Outdated content tells your audience you're not keeping up with the trends in the market.

The thing with looking professional is that people aren't actively looking for signs of it. It's only until they notice something being off they tend to remember this better than things you did perfectly well. So simply don't give them an opportunity to criticize you. This, again, will help you improve your conversion rate.

4. Show social proof

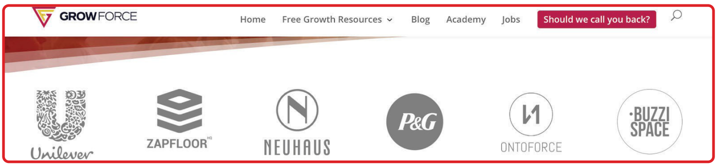
92% of people check reviews before buying from a new business. People want to know whether the company they are buying from is capable of delivering. Be proactive to showcase your work to your clients before they ask for it themselves.

When people visit your website, you need to show them they can trust your product. By identifying your top customers using them for example, your visitors will take you more seriously.

The more your customers are highly-esteemed brands, the more it shows that your business offerings aren't just empty promises. This makes a potential lead feel more confident buying from you.

A good practice is to show your top clients' company logos immediately after your value proposition. Next time your visitors read your value proposition, they'll associate it with your top clients.

Once you gain the trust of your target visitors, they will be happy to turn into leads.



Moreover, you can add elements like reviews or a '# people are looking at it right now' section for your business' software or product. Let your five star reviews and thousands of live visitors speak for themselves.

5. Create an automated webinar strategy

Business customers are always on the hunt for solutions to their problems. With increasing numbers of tasks, they are now also looking for ways to moder- ate their work.

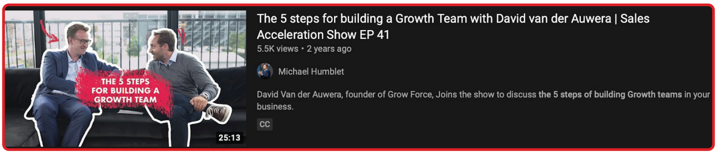
If your company offers a solution to some of the common problems your target leads face, then hosting webinars is a great way to spread awareness. Espe- cially during the pandemic, webinars have become increasingly popular.

As people nowadays are working from home more often, they also have more time to attend webinars than ever before. And a big plus, they don't even have to get dressed or leave their house. That leaves them no excuses not to attend a webinar.

Organizing webinars is one of the preferred ways for B2B clients to learn more about the companies they work with. Hosting regular webinars will greatly help you and your potential leads to get to know each other.

During a webinar, you get the chance to talk about the latest trends your com- pany follows. If you are a SaaS business, you can give a solid demo of your tools. Creating a webinar schedule helps your target audience to free time in their schedule to attend at least one session.

Or you can co-host webinars with companies that share the same audience. This isn't something you want to do with your competitors, but it's definitely worth it to try out with businesses that complement your product or service.



The process is pretty straightforward:

1. Contact influencers within the same target audience;
2. Do a 100% educational webinar;
3. Spend the last three minutes introducing your company and what you are looking for.

You can check out our previous ebook for more information on co- hosting webinar strategies: [How to hire people who are smarter than you.]

To automate webinar strategies, follow these steps:

- Schedule your webinars in advance, make sure to add some regularity. Do it once a week or once a month, depending on your own agenda;
- Add popups to your website. This serves people who read multiple articles or can be an exit intent popup. Experiment to find out what works best for you;
- Promote upcoming webinars through newsletters and social media so that people can share them with their friends and connections.

The more your target audience knows about you and your business, the more likely they are to leave you their contact information.

6. Connect with industry leaders

When you do decide to co-host webinars with other businesses, try to immedi-ately connect with the industry leaders. This also spreads awareness towards the customers and partners of your co-host.

If you manage to collaborate with the industry leaders, your audience will multi-ply. Above that, people will start associating your business with theirs. So bare in mind you have to select your collaborators very carefully.

Connect with the industry leaders in these simple steps:

- Start by making a list. If you haven't identified them yet, use LinkedIn Sales Navigator to find people of your interest based on their specific role, location and industry;
- Once you compiled this list, export contact details to a spreadsheet using data scrapers;
- Write multiple versions of personalized cold emails and run an A/B test;
- Automate emailing by feeding the contact list and emails in Phantombuster.

Not only can you co-host webinars, you can also complement each other's articles, publish blog posts or a joint eBook or make an appearance on each other's social media page. This has proven to be a qualitative practice for gen- erating leads.

By collaborating with reputable businesses, you'll spread awareness on your company towards a new audience. The more people know about you and understand your value proposition, the more leads you'll generate.

7. Observe how B2B buyers browse your site

You may have read multiple sources advising you to optimize your website in order to maximize conversions. This, however, often confuses businesses because they simply don't know how to do so.

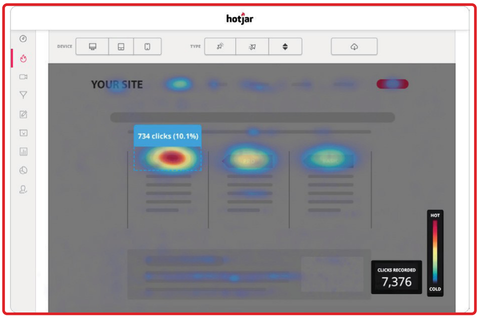
One great way is to check heatmaps of user activity on your website. A tool we recommend you to use is Hotjar. It allows you not only to observe heat- maps on your website but also records visitors' cursor activity.

Use this information to understand which of your website's elements visitors most engage with. Make these as user-friendly as possible and create better CTAs to generate more leads.

On the other hand, also try to understand which elements are not working (well). You can easily differentiate by looking for cold spots on your website or parts where visitors don't bother taking their cursor. This could be broken links, poorly phrased calls to action or unattractive colors.

Using heatmaps to your advantage will help you develop your website in a more user-friendly way and ultimately generate better leads.

Experiment with Hotjar today: it's easy to implement and takes less than 5 min- utes to set up.



8. Make sure you have more followers and connections

As superficial as it sounds, people check which connections and how many followers your company profile has on social media. The more followers you have, the more popular you appear. And guess what? Indeed, the more effective your lead generation gets. The fact is that having a huge follower base gives the impression that you must be good at what you do.

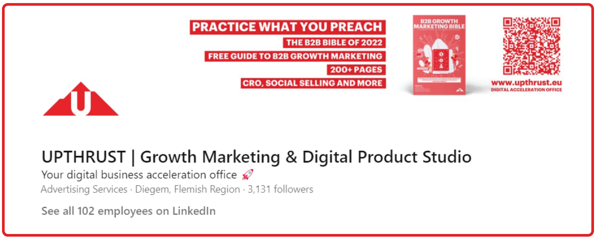
As it is crucial to have a significant and qualitative following, you want to make sure that these followers are relevant to your business offerings. They can't just be gained by follow-for-follow or like-for-like principles. Using these practices will only lead to a short-term spike in followers and tarnish your brand image.

Once you have a decent follower base, add the following metrics to your web-site. They act as social proof for your lead generation. Easy social share buttons is a good tool to set up your social media follower count on your web-site and landing page.

Useful tips to acquire more followers:

- Provide them with value;
- Make them feel connected;
- Incentivize existing followers to invite their friends and colleagues;
- Have a clear content strategy;
- Make sure you create content that people want to engage with;
- Promote your social media accounts everywhere, especially on your web- site.

If you are still in the developmental phase of a new business, try joining engage- ment pods to generate the initial momentum. However, always make sure you don't overuse these.



Upthrust.eu Originals #1 - SaaS company case study

The brand

- Creates logistic software for companies
- Previous strongest marketing channel: word-of-mouth
- Pain point: manual outreach process [X time and labor-intensive

The brand's needs

- Increase sales leads
- Schedule meetings automatically in sales reps' agendas
- Generate extra income from new clients

We came up with a strategy that included:

- Finding your target audience (prospecting)
- Preparing a lead list
- Creating an outreach strategy
- Writing nurture emails
- Automating the process
- Integrating different marketing tools

How exactly did we achieve this, you ask? Dive into the details with us in these four steps to get hundreds of quivering quality leads!

Step 1: finding your audience

LinkedIn Sales Navigator is by far the best tool to pinpoint audiences for B2B companies. Most business owners are on LinkedIn, so with over 25 filter options, LinkedIn Sales Navigator can definitely help you find the right deci- sion-makers.

Of course you have to know how to use it properly. Through a brainstorm with the client, we defined the persona, created a LinkedIn segmentation, and found over 300 highly qualified decision-makers.

Step 2: extracting the outreach information

We have put together a list of decision-makers. Now the difference between a good list and a great one lies within the level of personalization. The more personally you target, the more likely people reply to your campaign.

In this next step, we insert marketing tools to extract information from the LinkedIn database. By using smart marketing tools such as Phantombuster or Dux-soup, we extracted the information from thousands of leads in only a few minutes. Once you get to their LinkedIn information, it becomes very easy to find their GDPR-friendly business email addresses. This way you can quickly compile a qualitative list.

Step 3: creating an irresistible approach

Marketers generally boo cold emailing. Truth be told, instead of collaborating with a copywriter to create a value-driven approach, people are often creating spammy, salesy and sloppy cold emailing campaigns. And those are obviously not working.

And yet we don't boo cold emailing! Why? We believe that if you master this art, it remains one of the most efficient and effective marketing channels.

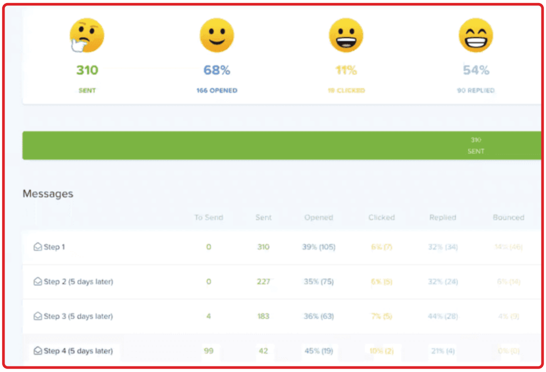
Step 4: marketing automation and integration

Following questions may arise:

- Are these emails being sent manually?
- What do we do when someone answers an email?
- How can we track the process and reply to their emails?
- Is it possible to integrate all these interactions into our CRM system?

To make this process seamless, we use the most advanced marketing tools and integrations.

For this campaign, our tools stack respectively consisted of Phantombuster, Lemlist, Zapier, and their CRM system. We connected all these. The only thing our clients had to do was just show up in the generated meetings. Here are the results.



	To Send	Sent	Opened	Clicked	Replied	Bounced
Step 1	0	310	39% (105)	6% (7)	32% (34)	14% (46)
Step 2 (5 days later)	0	227	35% (75)	6% (5)	32% (24)	6% (14)
Step 3 (5 days later)	4	183	36% (63)	7% (5)	44% (28)	4% (9)
Step 4 (5 days later)	99	42	45% (19)	10% (2)	21% (4)	0% (0)

Besides the 200% increase in lead generation, the client now also has a lead generation blueprint, which he can repeat to other target segments over and over again. All he has to do is find another highly targeted audience, replay the strategy, and reap the conversion results again.

For more details and the complete case study, visit B2B lead generation strategy: How we increased leads by 200% for a SaaS company.

Here we conclude this specific case for this B2B client of ours. Of course, every case is different, so we change our approach and create separate strategies each time. We deliver results in weeks!

If you have similar challenges and want to fill your sales pipeline with qualified leads, feel free to call us for a non-binding consultation.

If you want to learn more about how to optimize your business website or social media profile for generating B2B leads, schedule a free call with our expert.

CHAPTER 2

USE CONTENT MARKETING TO ADDRESS THE PAIN POINTS

After having the optimized profile for B2B lead generation, it is time to create interesting and relevant content for your target audience. Use content market- ing to keep your target audience and your company followers engaged and informed.

If your visitors don't know who you are, what you do or how you can provide value to them, then you have already lost their attention.

1. Invest in SEO (conversion-focused content)

Search engine optimization is the process of adapting web page content to rank higher on search engines. In other words, it means increasing the visibility of your website.

SEO helps a website get more traffic from organic (unpaid) search engine results. Numerous factors affect a website's SEO score, namely keywords used, backlinks, quality of content and images used on the webpages.

Unlike social media marketing, SEO does not deliver instantly. Especially if you have a new website, it might take considerably longer to rank higher on search engines.

Typically, seeing the results of investment of time and resources in SEO takes 4-6 months. That's quite long, you might think, but note that these results are way more sustainable than paid advertising.

However, for SEO, you need to keep your website constantly updated. People are always looking for fresh content. So if your article is about two-year-old trends, then nobody will click on it anymore. And if nobody clicks on it, then you aren't likely to rank any higher in search results.

The best practice for SEO is to understand what the keywords are your target audience is generally looking up. Use this knowledge to provide direct solutions to the problems they are trying to solve. In this process, make sure that your content is more valuable than other articles on similar topics.

Once you have your articles addressing specific pain points, make sure that you distribute and share your content on different relevant platforms. This will boost both your views and the engagement of your business website and improve your domain score.

SEO CHECKLIST

- 01 Do keyword research
- 02 Focus on a keyword that you can rank on
- 03 Identify the right word count
- 04 Check Search Engine Result Page (SERP - Top 10)
- 05 Aim to create a better article than the articles on the SERP
- 06 Do keyword research
- 07 Focus on a keyword that you can rank on
- 08 Identify the right word count
- 09 Check Search Engine Result Page (SERP - Top 10)
- 10 Focus on a keyword that you can rank on
- 11 Add your exact keyword in your title and introduction
- 12 Add similar keywords to your sub-headings
- 13 Have a relevant metadata that includes the keyword
- 14 Distribute the article immediately after publishing to generate traffic
- 15 Make sure you have sufficient keyword density throughout the article

2. Tailor content to meet your B2B leads

When you are writing blogs or articles for your business website, make sure that you optimize it to generate B2B leads. The goal here is to provide maximum value to your visitor so that they feel comfortable to leave their details with you.

Understanding the stage of your visitor and targeting them with more personal- ized content is the key to good B2B lead generation. You don't greet your best friends in the same way as you interact with strangers. Neither should you address your first-time visitors the same way as your loyal customers. Take your target audience on a journey from them visiting your website, article, posts for the first time to an umpteenth visit.

A useful practice is to identify the stage of the funnel your target audiences are in. Are they at the top (TOFU), in the middle (MOFU) or at the bottom (BOFU) of the pirate funnel? This is an important question to know the right answer to.

Sharing BOFU content such as "Buy now" with someone who has only just read your first article, is probably going to intimidate them. They might feel over- whelmed and close your website. This means a lost potential lead.

Similarly, someone at the BOFU stage should not be targeted to learn more about XYZ. Instead, they should be targeted with ultimate deal closers such as "Find the right plan for you".

Take these steps to ensure redirecting your customers to the right content:

- Create content for each step of the funnel;
- Create a hierarchy within your articles;
- Mention whichever content you assume your audience knows in the introduction. If needed share (an) article(s) that cover(s) that information;
- Link articles to the next stage at the end.

These points ensure that the right information reaches your audience. Now they won't be confused by articles that are not targeted towards them, making them more likely to convert.

3. Do competitor analysis

When you are writing articles or creating lead magnets for your B2B lead generation process, competitor analysis is essential.

Take a look at what your competitors are doing. Bear in mind that the goal is not to copy their exact moves. Instead, try to understand what is working and what can be improved.

In your lead magnets and articles, try to:

- Provide valuable information they are missing;
- Understand what they are doing well to then do it better;
- Identify their shortcomings and avoid those.

Providing better value than your competitors will naturally bring in more B2B leads for your business.

In order to rank higher on search engines, it is important to have the right keywords. While you are doing your competitor analysis, also check for the keywords that the top 10 articles have in common.

Tools like SurferSEO, Ahrefs and Semrush can save you an awful lot of time by providing you with all of this information.

4. Distribute your content on all relevant channels

Once you have published an article or blog with a focused keyword, it is important to get some traffic on your page. Gaining good traffic within 24 hours of publishing is excellent for SEO. More traffic on your website means more B2B lead generation. It tells search engines that your article or blog is hot. This way it will appear higher on the results page.

In order to direct the right traffic to your website, make sure you distribute your content on the appropriate channels.

Follow this order:

1. Identify the channels your target audience hangs out. If you need more help, this article can help you find the right channels: How to find custom- ers online using 20+ actionable strategies (in 5 platforms).
2. Within every channel, there are subgroups, communities. Try to identify the ones that are most relevant for your business. There are various websites that list subgroups, you can use Slofile for slack channels for example.
3. Then join the ones that most interest your business. Don't hesitate to join multiple channels, the more the better.
4. Adapt your content to match the tone and style of the chosen channels. If you follow this step correctly, you will have as many different copies as the number of channels you pick.
5. While you adapt your content to fit into different channels, pay attention to the value you'll provide. Different channels address different audiences and all of them are looking for value in different forms. Make sure you bring the right value to the right channels.
6. Monitor the results. Keep an eye on which channels are working best for you and which ones you need to change the content on. Based on this either scale, pivot or kill your distribution.

To get inspiration, read Harry Dry's distribution plan for Marketing Examples. Note that he doesn't limit himself to only one channel or subgroup:

OkDork	Twitter	Tech London	r/Copywriters
SaaS Marketer	ZEST.is	Demand Curve	r/Entrepreneur
Charm Offensive	LinkedIn	Marketers Chat	r/SweatyStartup
YC Startup School	Hacker News	Online Geniuses	r/EntrepreneurRide…
The Daily Carnage	Indie Hackers	Real Startup Hours	
SaaS Growth Hacks	Designer News		
Productise Comm…	Growth Hackers		
SaaS Revolutionar…			

5. Join engagement pods

You definitely need to join engagement pods if you:

- Start a new business;
- Are new on a specific social media platform;
- Haven't posted in a long time;
- Don't have enough followers.

Every company wants to create a bandwagon effect. But before you get there, you need to have attractive content, a decent number of followers and high engagement.

Having just started, your engagement will most likely be quite low. This way, unfortunately, not too many people will be able to see your posts when you distribute them on different platforms.

By joining relevant engagement pods, you get to share the links to your social posts and you'll immediately get some traffic and engagement from the mem- bers of the engagement pod.

Increase your engagement using engagement pods:

- First you need to find the right pods. You can use tools like Lempod to find the right engagement pods for your business;
- After you've joined these pods, build a rapport by engaging with other people's posts;
- Once you have a decent rapport, you can start sharing your posts. Make sure you share them immediately after you post them;
- In these posts, filter in a short summary on the value your content adds. Well-considered attention grabbers help gain more traffic, since every engagement pod contains thousands of people and a lot of posts get shared every day.

On the other hand, make sure you don't overuse engagement pods. While they help you generate a lot of engagement in the beginning, they are not always genuine. People however are very good at noticing this. If this happens repeat- edly, your audience might lose their interest.

6. Write on Quora or Reddit to get free traffic

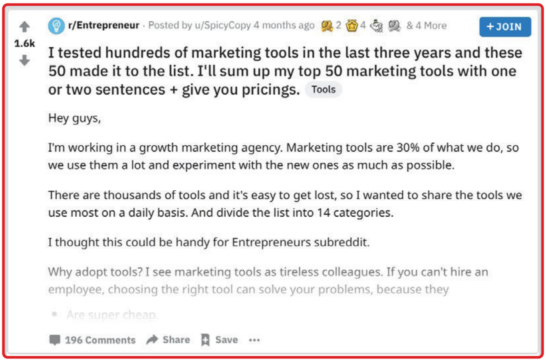
People are already asking and talking about topics concerning your product or service on the internet. The only thing for you to do is to go on the hunt for those questions to optimize your content marketing.

Quora and Reddit are two extremely popular platforms where people ask ques- tions, which usually get extensively answered by other members or experts. On Reddit, you can also post links or create a self-post and then discuss it with likeminded people.

Here is a step-by-step guide of B2B lead generation on Quora and Reddit:

1. Set up your account. Make sure that you set it up as an individual account and not as a professional one. In most cases, you don't want to make it obvious that you are trying to promote something;
2. Join subreddits (on Reddit) or spaces (on Quora) relevant for your busi- ness. Subreddits and spaces are communities of people that like to discuss a specific topic;
3. Gain reputation within these communities by answering questions, provid- ing your insights and engaging with other people's posts;
4. Once you have a decent reputation, start recommending your product or service when someone asks a question about it;
5. Post about the features that your product or service distincts it from your competitor's. Make sure people are actually looking for your product or service as a solution to a problem they are facing.

Check our examples on Reddit to see how we've provided our insights and promoted ourselves without making people feel uncomfortable. For each post, we got thousands of upvotes and traffic to our website.



Here are the [links to some of our Reddit posts.] Examine how we do it and copy-paste the same proven strategy to increase traffic to your website.

It is crucial to follow these steps meticulously. If you try to sell your company's offerings straight up, other community members might not like this directness and it won't get you the results you were after.

For a more step-by-step approach on how to find your audience or right com- munities on Quora or Reddit, visit LinkedIn content marketing: How to plan a year's worth of content in an hour. This article takes you through that process with the help of screenshots.

Don't forget to check the answers, you'll find ideas and even lead generation tactics from the answer section.

7. Invest time in podcasts

Podcasts are becoming increasingly popular. It's a great source to keep up with the latest trends by following what others in the industry are doing.

People typically listen to podcasts:

- While they are travelling or commuting;
- During work breaks;
- When driving;
- At home.

Most podcasts address certain audiences interested in a specific topic. Here's what you can achieve for B2B lead generation with podcasts:

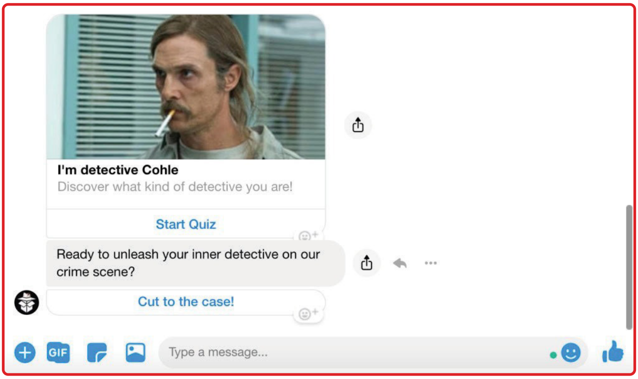
- Start your own podcast. Before you do that, make sure you have a proper content plan for a few episodes in advance. Most podcasts fail to do so and are not able to keep up;
- Find the podcasts relevant to your business and request making a guest appearance. Insert your value proposition and your pros in this podcast with- out making it sound too sales-focused. Provide them with an easy to remem- ber link to your lead magnet;
- If you start your own podcast, make sure you invite the popular kid of your industry to increase visibility and reach more people. It will also make people associate your business with that person. So make sure you select a popular key-figure with a good reputation.

Through podcasts, you can inform other businesses that you are resourceful and that they can rely on you. This is the kind of trust you need for B2B lead generation.

Upthrust.eu Original #2 - Crimibox case study

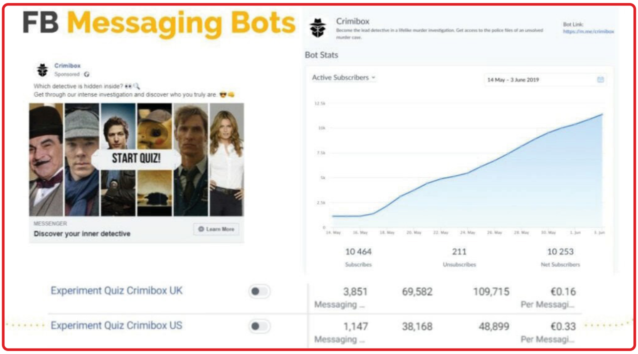
In addition to personalized landing pages, you can also create personalized marketing campaigns for your B2B lead generation. Or try to gamify your campaigns. We did a campaign for one of our clients that resulted in a lead growth from 2K to 10K in 15 days (5x conversion rate):

Crimibox successfully launched a kick-ass kickstarter project by experimenting with new Facebook features. In one of the experiments, we used Facebook Messenger and Manychat to prepare a FB chatbot quiz named "Which detec-tive is hidden inside".



The assumption: if people are interested in knowing which kind of detective they are, they are potentially interested in solving a murder case, too.

We asked several questions in a chatbot and helped them find out their inner detective. At the end of the quiz, we asked them to solve a murder case and directed them to the crime scene. This scene was a Kickstarter landing page.



Crimibox increased its subscriber number from 2K to 10K in 15 days and suc cessfully launched on Kickstarter! If you want to see more growth hacks like this, dive into these 19 actionable growth hacking examples.

Why did this campaign work? It was targeted perfectly;

It contained a brand new feature (quiz chatbot built-in Facebook Messenger); The quiz was personalized. People always fall for personality quizzes.

(Note: We didn't ask for any email addresses or contact information to avoid scaring people away.)

For the complete case study, visit: Facebook advertising tips: 2 smart Belgian case studies.

Do you want to surpass your competitors when it comes to generating leads in unconventional ways? Then let us brainstorm on these unique ways designed uniquely for your business. Schedule your free consultation with us.

CHAPTER 3

CREATE CTAS AND LANDING PAGES TO COLLECT LEADS

While having followed all of the tips above, you should've already acquired a solid company profile optimized for maximum conversions. With the content marketing strategies, you also have valuable information your potential cus-tomers can benefit from.

Your content should also start creating awareness for your company's prod-ucts or services. Benefit from all these efforts and to start generating B2B leads on a larger scale.

1. Create valuable lead magnets

The term lead magnet refers to a free item or service offered to potential customers with the aim of collecting their contact information.

Commonly used lead magnets are:

- **Free trials for subscriptions** allow the users to use a software or tool with-out paying for it. It allows the users to discover whether it is the right tool for their business. If you create a lead magnet, make sure that your free trial users see the cool features offered by your product.

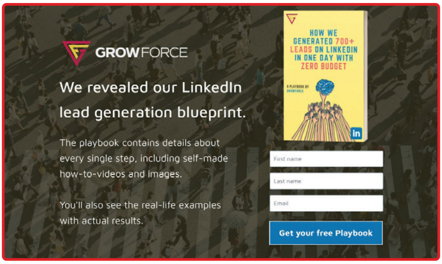
For example, we offer a free version of our growth marketing course that covers the essentials of growth marketing in order to generate high quality leads and nurture them.

- Writing **ebooks** is a great way of explaining a specific topic to your target audience. By writing an ebook, you demonstrate the resourcefulness of your business and your willingness to share knowledge. Needless to say you have to ensure that your ebooks are actually valuable and that the reader learns something new reading them.

Some ebook examples of ours that might interest you:

LinkedIn social selling, marketing automation and lead generation Lead eneration: a guide to planting money trees

How to increase your conversions with data and behaviour-driven experiments



- **Newsletters** are perfect for companies that regularly undertake new things. They require regularity. Planning your newsletter will make sure that you never run out of content to share. Ensure that you understand what kind of newsletter people sign up for and deliver those kinds of newsletters solely. People won't appreciate you sending them unrelated content. It's often even the reason they unsubscribe.

For example, we send newsletters to our database twice a month to provide them with the latest growth hacking tips and actionable strategies that they can apply to their business.

- **Brochures** can be great if you sell numerous products or services. When you send a brochure, make sure you highlight your value proposition. Also allow the possibility for people to request quotes if you don't provide prices.
- **Frameworks, canvasses and cheat sheets** is what many people look for on the internet to tackle their business problems. If you know your audience' problems, you can obtain their personal information in exchange for these tools.

We for instance love to guide businesses along their growth path. That's why we support them by sharing canvasses they can benefit from. As an example, check out our growth marketing and deal breaker canvas. Or edit your own for free at canvas.upthrust.eu.com.

GROWTH MARKETING CANVAS

Target Audience	Value proposition	One Metric That Matters
Descrive the customers you want to service. Your answer:	Descrive the value(s) you are bringing to your customers. What are the customer gains and pains? Your answer:	A single number that you care the most about at the current stage of your company Your answer:

Awareness	Acquisition	Activation	Retention	Revenue	Referral
Let people know you exist.	Leads leave their details.	Customers want to use your service.	Customers want to come back.	People spend more money.	Customers are talking about you and recommending your services.
How: Ads,SEO, Guest-blogs, Socia Media, Cold-Mails, Partnerships, News.	How: Gated content, Webinars, Chatbots, Newsletters, Lead-forms, Pop-ups, Exit-intents, Free trail signups.	How: Tutorial, Onboarding, Automated mail campaigns, Offer unique experience.	How: Email campaigns, Loyalty benefits, Notifications, Retargeting ads	How: Upsell Extra features. Improve buy process.	How: Refferal programs, Easy sharable content, Shareable expiriences, Rewards for sharing, Built-in Virability.
Metrics: CTR, Unique Vists, Reads, Engagement, Reach.	Metrics:	Metrics: CAC, Magic Moment Metric, Time spent on site.	Metrics: Churn, Repeat Rate, Average Order Value, Customer lifetime value.	Metrics: Average spent per customer, amount of services per customer.	Metrics: Viral coeffiecient, Referrals converted, New visits through referral, Referral behaviour.

DEALBREAKERS

Discovery Phase	Research Purpose	Usage Phase	Love Phase
Why aren't customers finding your service/ application/ business?	Why would customers choose your competion instead of your offer?	What are the reasons that a customer might stop using your service/ application/ products?	Why would a customer never tell someone else about your product?
Example: Your business never ran an ad on Facebook	Example: Your competition seems more trustworthy	Example: The level of service not what they expected	Example: The Experience was not special enough

Depending on your business' offerings you get a different lead magnet. Or you might even have a combination of multiple lead magnets.

The best part about lead magnets is that they attract people who are already interested in the products or services of a specific business. This implies that the leads generated by these lead magnets will be qualified for conversion.

2. Add dynamic CTAs, popups and exit intents all over the website

When you do create lead magnets for your business, make sure you have enough call to actions (CTAs). Add relevant popups and exit intents whenever possible and relevant.

A CTA is a button or text that encourages your audience to take the action you desire from them. It's usually a command that tells visitors what they should do next.

Some great examples of CTAs are linking your article, adding a download link to your ebook or asking them to schedule a call with you while your contact details are highlighted.

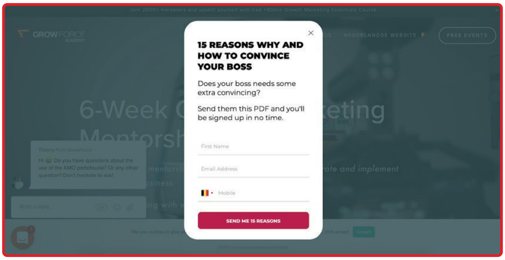
You can shamelessly decorate your pages with CTAs, so don't hesitate to use more than one. A webpage without a CTA is like a samurai without a sword. However, a samurai would need max 2 swords, one for each hand. Accordingly, only use CTAs that are relevant to specific webpages.

Use tools such as Sumo and Optimonk to create popups for your website very easily. After you have an image of the kind of popup you want, it takes less than 5 minutes to set one up. They also cover templates if you need inspiration.

Exit-intent popups are popups that website visitors to a website see when they attempt to leave a particular webpage. Its purpose is to grab the visitors' atten-tion when they are about to close their tab.

Exit-intent popups sometimes include attractive bonuses, discount codes or other incentives to make the visitor stay for longer. Try to understand the reason why people are leaving and provide them with a reason to stay or at least leave their details.

We discovered that our academy visitors found it difficult to convince their bosses to register for our course. Here's the exit-intent popup we used to gen-erate B2B leads:



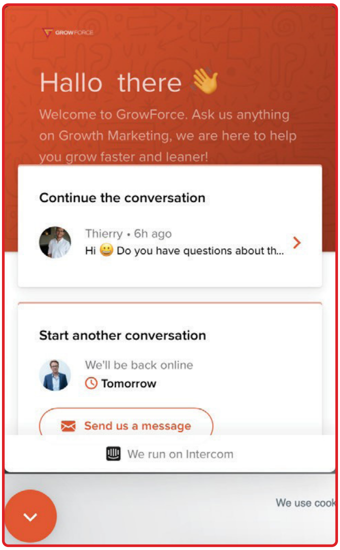
3. Chatbot

Chatbots are everywhere and there's a good reason behind that.They increase conversion, customer happiness and offer many more other advantages.

They are your 24/7 customer support or help people to find what they're look- ing for. Or if you can build a sharp one, it can even help you sell your product.

The major reason why people bounce on websites is because they don't find what they are looking for. So prioritize understanding what your website visitors are looking for and feed your chatbot with personalized automated messages.

The reason why some of the chatbots experience shortfalls is because they keep sounding like bots. You can try to make them more human by adding a picture of one of your teammates. Or maybe insert different teammates on different pages.



Including images of actual people will make your visitors feel they're talking to you. It's great to have a back and forth interaction so your visitors can learn more about you. And the more they know about you, the more likely they are to convert.

To optimize your professional chatbots, include the following things:

- FAQs and their answers;
- The possibility to redirect to a real person when needed;
- Visually appealing images, gifs and emojis;
- Options they can navigate from;
- Cool, interesting or fun facts about your business, product or service.

Chatbots are surprisingly easy to set up. All you need to do is write some copy on chat bubbles and put them in the right order. The two chatbot tools we love to use are:

- Drift
- Intercom

4. Build a free tool for your users

We already mentioned free trials as lead magnets. Your business probably sells a product. And if you are a SaaS company, you most likely don't want to give out a free trial. In this case, building a simple free tool can work wonders for your B2B lead generation process.

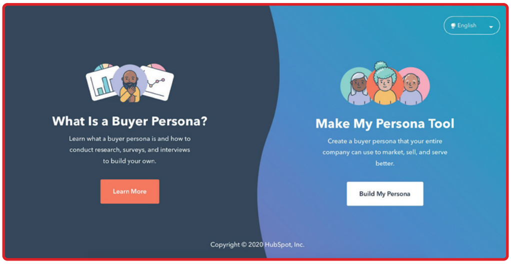
You can create a free tool, for instance, that is complementary to your mail tool or the product you are selling. For example Hubspot is a software company that sells subscription services for marketing, sales, services and CMS tools.

They realized their main customers are new businesses and startups. Since most startups build buyer personas to start from, they created a free tool that allows you to design a fancy buyer persona.

When you are actually creating this persona, you are required to provide your contact information to be able to download it. This is great for the company behind it because:

- The people making these personas are likely to start a new business. And when they are actually starting a new business, they are Hubspot's perfect cus-tomers;
- They are also willing to provide their contact information to Hubspot in exchange for the well-looking personas they created.

This is a perfect lead magnet. Moreover, they also offer a basic version of their software for free, so people can sign up and get their value before they decide to start paying for it.



Don't limit yourself to one single free tool solely. You can definitely have multiple ones. We for example provide [a free canvas creating tool](#) you can use to create your own growth marketing canvas and deal breaker canvas. Use them to decide how the different strategies of your business fall under the [pirate funnel:](#)

GROWTH MARKETING CANVAS

Target Audience	Value proposition	One Metric That Matters
Descrive the customers you want to service. Your answer:	Descrive the value(s) you are bringing to your customers. What are the customer gains and pains? Your answer:	A single number that you care the most about at the current stage of your company Your answer:

Awareness	Acquisition	Activation	Retention	Revenue	Referral
Let people know you exist. How: Ads,SEO, Guest-blogs, Socia Media, Cold-Mails, Partnerships, News. Metrics: CTR, Unique Vists, Reads, Engagement, Reach.	Leads leave their details. How: Gated content, Webinars, Chatbots, Newsletters, Lead-forms, Pop-ups, Exit-intents, Free trail signups. Metrics:	Customers want to use your service. How: Tutorial, Onboarding, Automated mail campaigns, Offer unique experience. Metrics: CAC, Magic Moment Metric, Time spent on site.	Customers want to come back. How: Email campaigns, Loyalty benefits, Notifications, Retargeting ads Metrics: Churn, Repeat Rate, Average Order Value, Customer lifetime value.	People spend more money. How: Upsell Extra features. Improve buy process. Metrics: Average spent per customer, amount of services per customer.	Customers are talking about you and recommending your services. How: Refferal programs, Easy sharable content, Shareable expiriences, Rewards for sharing, Built-in Virability. Metrics: Viral coeffiecient, Referrals converted, New visits through referral, Referral behaviour.

The reason why complementary free tools are beneficial to your business is because people become more willing to engage with it as they don't have to leave their credit card details. Plus, you'll always be able to get their information to then retarget and nurture the lead.

It acts as a foot-in-the-door technique, a compliance tactic that aims to convince a person to agree to a large request by making them agree to a modest request first. It is a well-known psychological technique used for sales and marketing.

5. Short forms

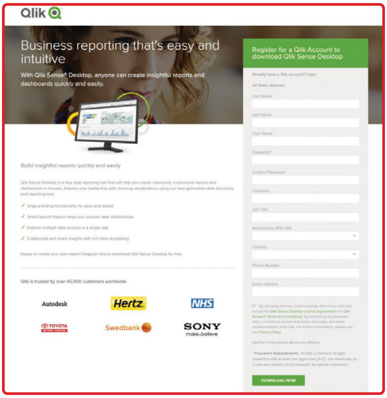
When you are creating forms for your B2B lead generation process, make sure they are relevant to the value you offer.

People only provide details about themselves when they believe they are getting something in return. A free trial or an informative ebook are perfect incentives for potential leads to leave their email addresses.

This doesn't imply randomly asking for phone numbers, birth dates or credit card details when they are not required. Frankly, if you ask for more information than required, then you'll only be scaring your potential leads away.

The details you ask for must be justified. If your lead magnet is an ebook for example, then asking for an email address is justified, because you'll obviously send them an email with the ebook. Asking for any information other than their name and email address in this case wouldn't be acceptable.

An elaborate form like this one can be rather intimidating. It'll probably make an average visitor doubt if the value is worth giving all of this private information:



Forms are most important for B2B lead generation. Make sure that they are relevant and short.

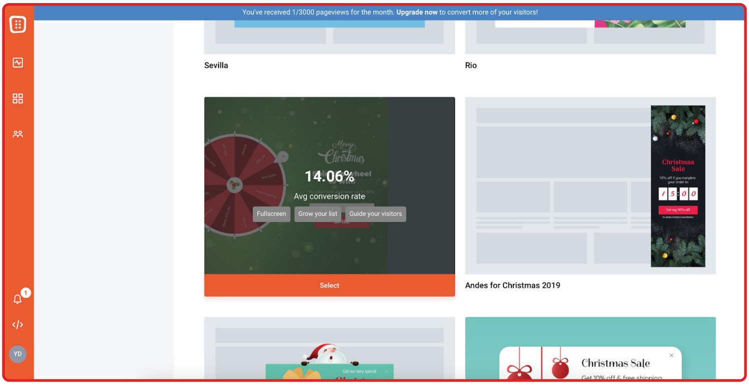
6. Add your analytics

If your company's product or service helps improve your customer's KPI, then mention these analytics on your landing page.

Considering the abundance of tools and products in the market, it's becoming increasingly difficult for businesses to select one tool or a product over the other. So give them the metric that speaks volumes.

A good practice is to include these analytics on your value proposition as well. Make sure they are quantitative and easy to be measured.

Here's an Optimonk example on how analytics can be used properly:



When you create a new campaign and browse through their many templates, you quickly notice the average conversion rate of that campaign.

Marketers like to maximize the conversion rate of their campaigns, knowing they can expect about 3-5% conversion rate at average. When they know that a particular design has proven to have a 14.06% average conversion rate, they will love it without any doubt.

Accordingly, try to distinguish the effect of metrics using your product or service lead and make sure this is crystal clear to your target leads.

People are much more likely to leave their details when they expect to get something that has proven his worth, rather than something that's just proclaimed to do so.

7. 1:1 attention ratio

When you want to focus your conversions on a specific CTA, you need to have a 1:1 attention ratio.

A 1:1 attention ratio means that there is only one call to action or a button that exists on a particular webpage. There's nothing else a visitor can click on when they browse this page.

Imagine you own a sneaker store and there's one particular pair of red sneakers that you need to sell this month. Let's call them X. Your goal is to sell as many X as possible, no matter how many other varieties of sneakers you sell.

In this case, having only pair X in your store would mean that you only attract those customers that want to buy pair X and nobody else. This would mean your buy rate for this pair would be very elevated.

The same happens on your website. If you have multiple buttons that people can click on, then it becomes less likely that visitors will click on the CTA you want them to click on.

Check out this example. The attention ratio of scheduling a free call is 1:10 in this screenshot. This means visitors have 9 other options to click on instead of scheduling a call.

Another illustration is this Shopify landing page:

As you'll notice, there is only one option for visitors to click on: Start free trial. Above that, this is repeated multiple times throughout the page, constantly encouraging its visitors to do so.

Compared to any other ratios, conversions of 1:1 attention ratios are much higher.

8. Optimize for speed

When people visit your landing page, they are interested in your business. How-ever, there is always this feeling of being targeted with sales. And this often comes with a feeling of pressure.

Every second delay in page loading time would mean that you lose 7% of your conversion rate. In addition to that, 37% of visitors bounce when your site takes five seconds to load.

How fast your website loads is directly associated with how usable it is. If your website is loading very slowly, your visitors might consider it unusable and regard it a bad experience.

Over 70% of customers say they would share their bad experience with friends and colleagues. This means that if someone has a bad experience with the speed of your website, they are likely to stop others from visiting your website, too.

To optimize your website's speed, follow these steps:

- Keep the size of your images low. While high quality images are required for a better customer experience, they are often the main culprits of reducing speed;
- Reduce the number of plugins you use. Building your first website, you get excited to see all the cool plugins you can install. Some of them are quite irreplaceable, while others aren't really doing anything. Remove the plugins you aren't using;

- Minimize the use of CSS and JavaScript codes. They drastically improve the look of your website, but do try to limit them to those absolutely necessary;
- Find a better host. It happens that your website is already pretty optimized, but that your host is a shared one that attracts a lot of visitors from other websites. This slows down your website's loading speed.

If you are not sure how fast your page loads, check it on Google Page speed insights. This tool informs you on the reason why your page loads slowly and also suggests improvements.

9. Make it mobile-friendly

A study by Statista shows that over 50% of all website traffic comes from mobile users. This is a huge amount, meaning that more than half of your potential leads will visit your website and landing pages on their mobile phones.

You might have visited your website on your phone a couple of times and con-cluded that it is a bit off, but you think it works. Careful, however, you know your own website, your potential leads don't.

Moreover, different smartphones have different layouts and aspect ratios. There are screen sizes ranging from 4-13 inches (keep in mind that tablets are redirected to mobile versions of websites, too), with aspect ratios ranging from close and squarish to very tall and narrow.

Just like t-shirt designed for a skinny woman won't fit an obese man, your web-site won't fit all of these devices unless it's dynamic enough to adjust to the screen it's viewed on.

Here are the steps you can take to make it mobile-friendly:

- Identify the information people are looking for when browsing from their phones. Make this information readily available. Don't make your visitors go in loops to find that one thing they want to know;
- Avoid text blocking images, popups and ads. Screen estate on phones is often quite low. And if you have an image, popup or ad on your website that looks tiny and non-intrusive on desktop, it'll probably take up half of the screen on mobiles;
- Optimize speed of the mobile version. When you optimize the speed of your website for desktop users, you evidently also need to do so for your mobile users;
- Keep your website's design simple and minimalistic. You might be tempted to add fancy animations that look cool on the screen you are designing on. But bare in mind they might not work on other devices;

If you're not sure how mobile-friendly your website is, check it out on Google mobile-friendly test. You can also track your progress by checking the differ-ence whenever changing something.

10. Personalize

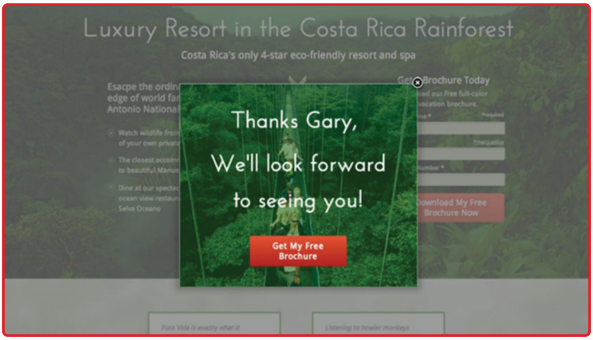
80% of customers are more likely to purchase a product or service from a brand that provides personalized experiences.

In your lead generation process, you might find yourself getting traffic from different websites and other social media channels. People are mostly logged in to some account and have specific characteristics.

You possibly used one of the data scrappers mentioned above to obtain con-tact details before sending your lead magnet. Or use this information to create more personalized lead magnets.

If you don't have the viewer's name to make it personalized, you can always ask for it. Seduce with words like: "Want to learn how X fits your business? See it in practice!" and then add a text field for your viewers to type their name.

You can also use tools like Unbounce and Instapage to create personalized landing pages.



Not sure if your CTAs and landing pages are suitable for attracting leads? Schedule your free consultation and we can take a look at it together!

MARKETING TOOLS FOR B2B LEAD GENERATION AND AUTOMATION

We already mentioned a bunch of marketing and automation tools above, but we'll now go more into detail.

At Upthrust.eu we're no more than 15 people but we're surely performing for 60 because we have the best marketing tools under our belt. The best may seem assertive and cliche, but know we're a growth marketing agency and marketing tools make up 30% of our gameplan. And that's precisely why we are constantly experimenting and trying out the newest marketing automation tools. These marketing tools are tested and cherry-picked out of a bunch of tools. Discover the tools we use on a daily basis.

These tools will help you:

- Master B2B LinkedIn Marketing;
- Generate leads on autopilot;
- Cut your time investment in half (or less);
- Generate organic traffic with SEO strategies;
- Find your audience and create outreach campaigns;
- Arm your website with the latest lead capturing tools;
- Automate daily work. So your team can focus on more important tasks.

Six LinkedIn marketing and automation tools we use daily

#1 Phantombuster – the best overall LinkedIn automation tool

Phantombuster is by far the most used tool in our tool kit. We use it anytime, anywhere. Set it up once and it does the rest for you.

Phantombuster will be the main engine for all your LinkedIn lead generation efforts. Also, the combination of the LinkedIn Sales Navigator and Phantom-buster is super effective. You can automate almost everything with Phantom-buster. Here we'll cover the three features we use most. To see all LinkedIn phantoms and features, click the link.

#1.1 LinkedIn Sales Navigator Search Export and Profile Scraper Phantoms

LinkedIn Sales Navigator is the most effective B2B tool to pinpoint your poten-tial customers. If you don't know how to use it, you're missing out on a lot. Open this article to learn all about using the sales navigator.

So here is a possible use case:

You want to surround yourself with high-quality prospects and create new opportunities. You found thousands of potential customers with LinkedIn Sales Navigator. Now you want to extract all of their data to send them connection requests and automated messages.

Running these two phantoms will give you tons of information about your leads such as names, titles, current positions, companies, bios, education and so on. You can basically make your own LinkedIn CRM.

What's next? Now you have extracted profiles, it's time to add prospects and fix a LinkedIn message automation. Alternative if you're not using Sales Navigator: find your target audience with LinkedIn search and export the results with LinkedIn Search Export phantom.

#1.2 LinkedIn Network Booster Phantom

You have extracted thousands of prospects. Why not send them automated connection requests and messages to start a conversation?

People on LinkedIn want to expand their network and the platform is not as saturated as other social media platforms. Therefore the acceptance rate is quite high, around 50-60%.

Here is in short what you'll have to do:

Use the data you extracted in the first step and write your prospects a personal-ized message. Then watch Phantombuster do the networking and prospecting for you. Besides creating lead generation opportunities, this process will also help you to:

Expand your business network;

Increase engagement if you're planning to share content. As your

network expands, the number of people seeing your content will increase too; Add prospects and like-minded people and you'll become a thought leader in the long run.

If you don't know what to write in your message, get inspired by our highly converting templates on this LinkedIn lead generation guide. You may find

your next idea to experiment within this article.

#1.3 LinkedIn Message Sender

Let's say you have 5.000 connections. If you're thinking 5k is a lot, it's not nec-essarily. One of our team members currently has 11k connections and is still adding on.

Onwards to the use case:

You wrote a great ebook that solves a major business problem for your target audience. Remember you were adding your potential customers in the first two steps. So the majority of people on your list could be interested in your new ebook, right? Right.

So then why don't you send it to them with a super personal automated mes- sage? This is what this Phantom can do for you. It sends automated messages to people who are already on your list.

Zero budget and super targeted distribution. You don't have to pay for ads and so on.

We're big fans of Phantombuster. There are countless phantoms (features) you can use for LinkedIn such as a post auto-liker, an event inviter, auto profile views, etc.

Let this tool be your gateway to marketing automation tools. Phantombuster is not limited to LinkedIn automation and offers much more in all kinds of social platforms like:

- Facebook
- Instagram
- Twitter
- Quora
- Slack
- Email
- ...

#2 Duxsoup – A cheaper and less versatile alternative to Phantombuster

We won't go into detail when it comes to Duxsoup. It's a Google Chrome add-on that can also automate some of the key actions you'll need:

- Viewing profiles
- Endorsing skills
- Connecting with prospects
- Sending personalized messages
- Sending drip/follow-up campaigns
- Savin notes & tags to profiles

Its efficiency and features however are rather limited compared to Phantom- buster. And here is the major downside: it doesn't work in the cloud, so your computer must always be online.

#3 Skrapp.io – Find emails of leads in bulk

Skrapp.io does one trick and does it very well. It delivers B2B emails of con- tacts from Linkedin's regular or sales navigator search results.

How does Skrapp.io find those emails?

Their algorithm indexes public webpages based on LinkedIn accounts and then simulates emails based on companies' email patterns. It also verifies the emails by interacting with email servers.

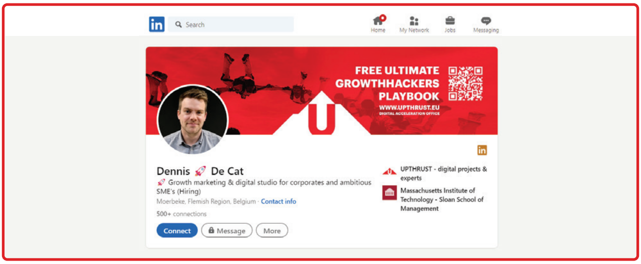
You can find thousands of high-quality prospects in LinkedIn Sales Navigator. With Skrapp.io you can then get their emails in bulk. View Skrapp.io in action to see how easy and fast it is.

If you're serious about LinkedIn lead generation, this should definitely be in your toolkit. As you know, email marketing is not retiring yet, it remains one of the most effective marketing mediums.

Of course you should be careful with GDPR. Note that Skrapp.io also has a Google add-on that scans webpages for B2B emails.

#4 Lusha – Easily find B2B contact information

Like Skrapp.io, Lusha finds you the email address, and phone number if you're lucky, of a specific LinkedIn account. It can't find bulk emails and doesn't inte- grate with search or LinkedIn Sales Navigator, but if you're manually prospect- ing on LinkedIn, it enriches contact data as soon as you browse a Linkedin profile. Lightning fast, definitely a handy tool.



#5 Data Miner – Extract any data in seconds

Let's start with a use case we've done recently. You'll understand why Data Miner is a precious tool. LinkedIn has its own influencers: these people post almost every day and get thousands of engagement and impressions.

We found one of these LinkedIn marketing influencers that had 300-400 com- ments and over thousands of likes. We extracted all the data of the people who commented on the post. (Only from those who commented because it shows they're actively interest.)

You can watch our tutorial for that specific case by clicking here.

Then we added these people to our network with Phantombuster and reached out to them offering our new ebook. The results were insane: almost everyone answered to our request and wanted to check out our ebook.

If you want to know more about this case, we wrote this step-by-step LinkedIn lead generation strategy. Go take a look. As you'll see, Data Miner is a powerful tool that helps you to extract any data you can see on a webpage. What you do with it, is up to you.

#6 Crystalknows – The app that tells you anyone's personality

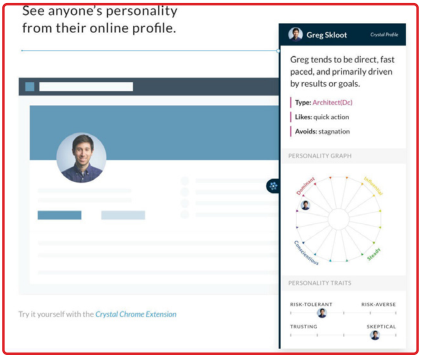
Crystal is pure magic. The first time we tried it, it shocked us. It really knew who we were and it gave us a detailed personality analysis.

It's easy to use. Download the Google Chrome plugin and browse the LinkedIn account of a person you know. It'll give you enough proof to use for your pros- pects.

Crystal tells you information such as:

- Type of personality
- What profile likes
- What profile avoids
- Overview of personality
- What motivates the profile
- What stresses the profile
- How to communicate with the profile
- etc.

On top of that, it also offers communication and selling playbooks to provide you with the best approach. It's really good fun, you should definitely try this really fascinating A.I job at least once. A round of applause to the Crystalknows team.



The two best email marketing and automation tools

Active Campaign

ActiveCampaign helps you with email marketing and marketing automation. It has the most intuitive user experience of all email tools. The interface is so well designed, it almost feels like you already know what to do next.

Tasks such as creating automated marketing processes, beautiful emails, lead magnet forms, A/B tests or sending out personalized emails become super easy, even for a complete beginner.

There are lots of features and all of them are handy. Also, you can integrate it into your favourite lead generation tools. This is the absolute winner of email tools. However, you might not use all the features of ActiveCampaign, so com- pare it with other existing options.

Lemlist

Lemlist is an emailing tool powering sales teams, agencies and B2B business- es to personalize and automate cold emails. It allows you to personalize and easily automate your emailing cold or nurture email campaigns.

It's a super intuitive and user-friendly choice. Most of our agency consultants use Lemlist to create their outreach campaigns.

Our favorite CRM tools

1. Salesflare

Make more sales with less work. We confirm this claim of Salesflare, we're a super happy customer so far.

It's the perfect CRM for small B2B companies. With Salesflare, you'll stop man- aging your data and start managing your customers. Salesflare collects infor- mation on autopilot and synchronizes your email, calendar, phone and social media for you.

It keeps track of emails, folders shared, follow-ups, opens, clicks (on your web- site, too) and directs everything towards your inbox. It's also integratable with your favorite lead generation tools and has a great drag-and-drop interface.

Lastly, you can receive notifications on your mobile phone. This feature is handy because it gives you the right time point to follow-up with your pros- pects. In short, Salesflare saves you lots of time and makes the lead generation process much simpler.

2. Hubspot CRM

Hubspot, let's say; is a famous Hubspot. It has a broad range of products and CRM is one of them.

Hubspot can handle higher volumes of contacts. So if you're a big company, Hubspot would be a better option for you. It'll help you to track, organize, nurture, follow-up your leads and update your sales team with the latest news.

If you like CRM, combine it with other Hubspot products and control all your CRM, sales, content, and customer service efforts from one place. This all-in-one solution is absolutely charming. However, there are better sales tools than Hubspot Sales Hub and also better customer service tools than Service Hub.

In some cases, Hubspot can even be more expensive and less efficient for your company to use. That's why we recommend you to do your research because most of the tools have integrations with each other.

The best tools that support marketing and sales teams

1. LinkedIn Sales Navigator

LinkedIn is the heart of the B2B business. Recently, it has transformed into a B2B content platform and even created its very own influencers and thought leaders.

This makes LinkedIn a unique database for B2B companies. LinkedIn Sales Navigator is an excellent tool to give you full access to that database. You can create segmentations with the 20+ filters and find anybody on LinkedIn (and get their emails with the help of tools like Skrapp).

If you want to get the most out of LinkedIn Sales Navigator, we recommend you to learn how to do a Boolean search.

2. Qwilr

Qwilr creates great-looking docs, quickly. You design perfect proposals, quotes, client updates and more in a flash.

It helps you to distinguish yourself from your competitors and makes your brand look 100x sexier. While others are sending boring documents, your Qwiler pages will be interactive, elegant and mobile-responsive.

It lets you choose from tens of templates and embed almost anything to your page with the drag-and-drop builder. It integrates with all leading CRM and gen- erates invoices, quotes and other docs on autopilot. We use it so much. It's a very effective lead generation software to close deals.

Leadfeeder

Leadfeeder shows you the companies that visited your website, tells you how they found you and what they're interested in. Clever, right? Transforming pros-pects into customers is easy when they have already shown interest in your company.

On top of that, it enriches your CRM data with the detail of visitors and enables your sales team to follow everything up.

Salesforce

Salesforce is the best sales automation and lead management software. It helps you to create complicated segmentations and run, track and analyze campaigns all from the same platform. It's a very intelligent tool that feeds you new and useful customer insights. This way, you get to prioritize your cam-paigns and spend your time efficiently.

Whether you're a big or a small business, Salesforce has a solution for you. It's easy to set-up, use and includes a huge library of courses and tutorials. Also, it has an active community, you can ask and learn a lot from other users. Like Hubspot, Salesforce has its own ecosystem and products.

The best lead generation tools to capture leads

1. Instapage - Landing page tool

Instapage is the best overall landing page builder. It has a broad range of features and even a squirrel can build a compelling landing page with tem-plates. No coding is needed.

You can customize every detail in your landing pages, set goals, do A/B testing, integrate it with your favorite tools, track the conversions and get insights about your campaigns. It is our go-to landing page tool. We use it for ourselves and our customers, it makes everyone happy.

2. Unbounce - Alternative landing page builder

Is Unbounce good? Hell yes! It can do everything Instapage does and lets you build a great landing page without a single developer. Pick Unbounce if you want to try out a cheaper solution with the same features. It even has a free trial! What we experienced so far is that Instapage is more intuitive and easier to use.

3. Optimonk - Pop-up and form builder

We had been using Sumo as the pop-up and exit-intent builder for years. This year we met with Optimonk and then switched to it. Optimonk's free plan welcomes up to 2.000 visitors per month and the other plans are rather cheap, too.

It's intuitive and easy to use Optimonk and it comes with beautiful templates. Sign up and start arming your website with lead generation strategies in only minutes time.

4. Sumo - Alternative to Optimonk

Sumo is an all rounder pop-up builder. It has everything to help you capture leads and build email lists. It's simple, in a good way. It's effortless to use with the drag-and-drop system and you can create high-converting forms in min-utes. Sumo has a free plan and gets the job done. It covers many fields and offers more than enough to a casual user.

5. Intercom - Chatbot

Intercom is a sweet and smart host that welcomes your visitors when you're not home. It's one of the best chatbot tools in the market. Chatbots are every-where: the majority of people receive chatbot messages when they're brows-ing. And it actually makes sense because chatbots sell, support and solve problems 24/7. Intercom helps you to create the smartest chatbots with an easy configuration. Besides that, it offers live chat and product tours.

If you are looking to provide positive experiences and relevant information to your visitors, Intercom can help you. We use it to qualify our visitors by asking the right questions and providing value. Eventually, ask for contact details. You can go and talk with it with our chatbot for a good example.

6. Plann3r - Meeting scheduling tool

Plann3r allows you to create a personalized meeting page. It lets you schedule meetings with clients, candidates and prospects on auto-pilot.

Plann3r differentiates from other scheduling tools in style. Because you can use your brand look and feel with lots of customization options and carry your brand presence with you. It is an easy to use tool that manages your schedule like your personal assistant. Plann3r integrates with your favorite lead genera-tion tools.

Two content marketing tools we love to use for SEO

1. Ahrefs

Ahrefs is our pick for all-rounder Search Engine Optimization software. It covers you in a lot of areas such as

- Helping you to find keywords with keyword explorer; I• nspiring your content ideas with content explorer;
- Checking your site for technical SEO with site audit that enables you to fix technical issues;
- Offering you accurate backlink building strategies;
- Helping you to analyze competitors and steal their keywords;
- etc.

It comes with its price but it does actually make a difference as it saves you a lot of time and increases your site performance with every feature. Also, Ahrefs has the most generous YouTube channel. You can become a pro in SEO just by watching their YouTube content.

2. SurferSEO

SurferSEO simplifies your on-page SEO efforts. It's a tool that analyzes top Google results for specific keywords and then gives you a content brief based on data. This brief gives you the exact keywords you have to use and tells you precisely how many times to use them in an article. We're using it: it's data-driv-en, easy to use and definitely delivers.

It's also handy when you're working with freelance writers. You can give them

Lastly, a tool to integrate all your favorite marketing tools

Zapier

Zapier is the glue that holds all the lead generation tools together. With Zapier, you can connect different marketing tools and configure complex workflows without writing a single line of code.

It is easy to use and will save you doing a lot of time doing the tedious (manual) work for you. Furthermore, it'll teach you how to use your toolkit smarter and more efficiently.

BOTTOM LINE

We've gone over through all the necessary steps you need to take to generate leads for your B2B business. From the first step of optimizing your company website and profile to automating the lead generation machine using the right tools. You know them all now.

By now you hopefully have a much better understanding of how lead genera- tion works and what strategies you should use. Now it's your turn to imple- ment this knowledge in your company.

Don't expect incredible successes in a short time. Experiment, fail, analyze and then ultimately understand. The more experiments and approaches you implement, the more likely your chances to understand your audience and increase your revenue.

If you're curious about what growth marketing can do for you, your team or your company, you can schedule a free growth call with us. Fire all your questions today, we're here to help you grow.

Now you have all the fundamentals + LinkedIn marketing and lead generation strategies. By the time you apply all the learnings, your calendar hopefully will be full of sales calls/appointments, and you have only one thing left to do: close sales.

In the last pages of this book, our partner Blinc Sales Institute will show you how to close leads with the RIO method. The RIO method will show you how to read your customers' minds, personalities and create a tailored approach for each case. Turn the page to read on.

PART 5

HOW TO CLOSE DIFFERENT TYPES OF CUSTOMERS

USING THE RIO PERSONALITY BASED APPROACH

Featuring our Partner Blinc Sales Institute

Special thanks to the authors of RIO – Less Contact More Impact:
Jochen Roef, Jozefien De Feyter & Carolien Boom.

Published by Lannoo Campus

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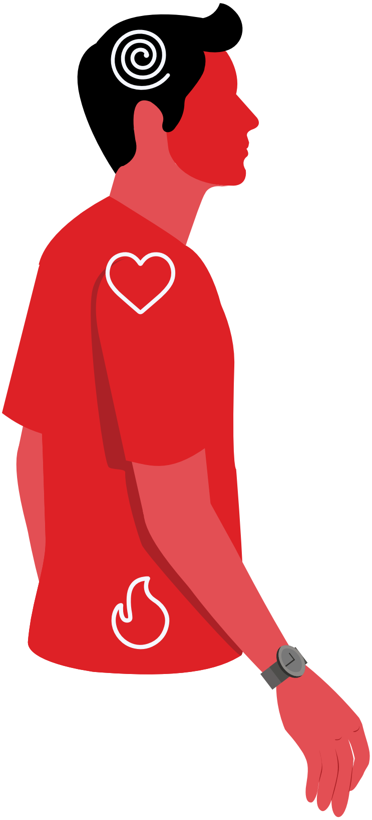
CHAPTER 1

WHAT IS RIO?



The click

RIO is chemistry in sales. It is the flow that arises between two professionals and gets things moving. It is the click, the wavelength, the alignment, the similarity or one of the many other terms given to the event in which business- people open up to each other, believe that they can mean something to each other and in which exchange arises. There is an atmosphere of respect, safety and equality. It is the situation in which one does not have to convince the other, in which opinions do not clash, but instead both parties contribute insights to a solution that is valuable.

This chemistry, which every sales professional knows is crucial in sales, is no accident. It seems to arise randomly but, in reality, does not. The click is linked to the psychological mechanisms surrounding trust, because sales is about trust, whether it be rudimentary trading or in virtual bitcoin applications. The central question is always: 'Is this situation safe?' To eliminate the uncer- tainty factor, people scan the interaction in all its facets: the environment, the people, the circumstances. Exactly how this rapid screening takes place differs from person to person and is determined by the individual's RIO 'channel of trust'.

The RIO model describes three fundamentally different ways in which clients build trust and it shows the impact that this has on their thinking, feeling and acting. RIO offers the sales professional a concrete roadmap for meeting, informing and convincing the client within his or her world. In doing so, the model makes manageable one of the most uncontrollable aspects of sales: human diversity.

RIO begins with the observation that all people are equal in their innate resources to move through life. Every human being has a heart to feel, a head to think and a belly to convert food into energy. Although these three 'tools' are ideally deployed in a balanced way during life's events, we have nevertheless developed a preference across our evolution. Our preferred tool is our 'primary RIO channel', and we thrust this one forward during uncomfortable situations such as a sales conversation.

CHAPTER 2

THREE CHANNELS OF TRUST

People with the relational channel are 'feelers'. They are gentle and tolerant people's people. Above all, they require approval and a sense of agreement. They are sensitive to others' needs, pick up on moods and connect in the group.

Relational people are natural diplo- mats who do not want to shock or bruise. In their environment they are often known as the positive, sympa- thetic helper who prefers to avoid conflicts and is always ready to welcome others with a coffee, warm heart and listening ear. Relational people excel in 'human connection'.

Informative channel of trust

People with an informative channel of trust are 'thinkers'. They get their energy from studying information and structuring tasks. Informative people hate chaos, unprofessional- ism and the expression of emotion. Informative people hold back in situations where they have no knowl- edge or skill. They need time to process information and stimuli. In their environment they are known as rational thinkers who are always prepared and masters at discovering 'inconsistencies', or data that is not 100% correct. Informative people excel in 'factual analysis'.

Outgoing channel of trust

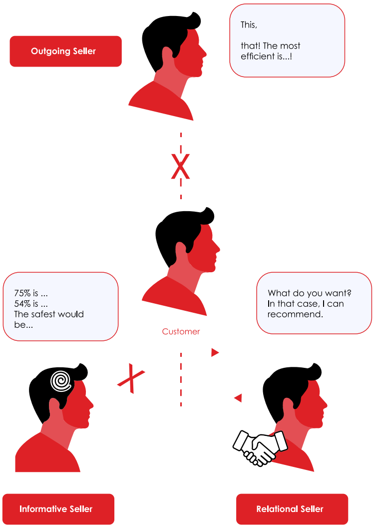
People with an outgoing channel of trust are 'doers'. They get their energy from tackling matters and generating impact. Outgoing people are extroverted and intense. They like to get things moving and get people to join them. They do not shy away from strong statements and con- flicts. 'No shine without friction.' Outgoing people are fast and impulsive.

Action is what drives them. That is why they want things to be simple and concrete. In their environment, they are known as the assertive troop drivers and truth challengers. Outgo- ing people excel in 'concrete action'.

Sales, trust and security

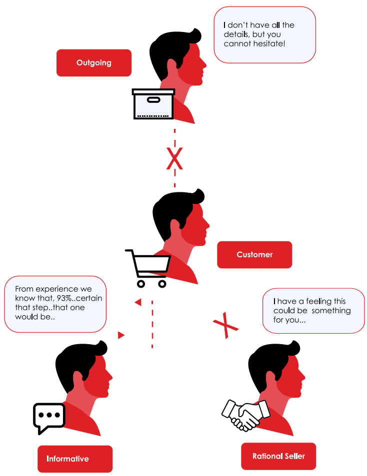
Every sales professional knows the feeling of a difficult sales conversation. Seller and customer talk past each other, arguments miss the mark, objec- tions keep coming and both parties cling to their own point of view.

RIO reveals what is taking place 'in the undercurrent' of that moment and offers insight into awkward conversations from the perspective of trust. The model is highly relevant since research by HubSpot has shown that 97% of customers distrust sales professionals. In human psychology, a lack of trust equals a lack of security. That unsafe situation leads to different expectations and defense mechanisms in each of the three RIO customer types.



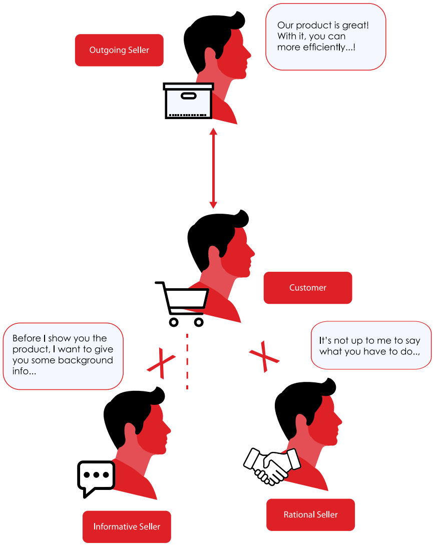
What relational customers expect

Relational customers (RCs) gauge the sales situation according to people. They scan their interlocutor for sympathy and want to experience a sense of openness and warmth. They are looking for a partner who gives them person- al attention, radiates patience and offers a tailored answer. For RCs, sincere friendliness means that people respect each other and have each other's best interests at heart. More than to the product itself, relational people are receptive to the salesperson and the pleasant atmosphere he creates. Visible signals of agreement and appreciation show the relational buyer that it is safe to open his channel of trust and interact freely. Conversely, an overly factual or action-oriented approach by the seller will lead the relational buyer to close his channel of trust. RCs decide with their hearts.



What informative customers expect

Informative customers (ICs) gauge the sales situation according to content. They scan their interlocutor for expertise and assess professionalism. They are looking for a professional who offers them information based on compe- tence and experience. Background information, accreditations and certifi- cates show them that the potential risks are covered by a discussion partner with know-how. ICs look for objective points of comparison on which to base their assessment. They do mathematical risk management and want to mini- mize the chance of a 'wrong' decision. Logic and structure equals control, which ensures that the informative customer opens up his channel of trust. On the other hand, unsubstantiated claims and instinctive estimations will lead to the informative customer's withdrawal. ICs decide with their heads.



What outgoing customers expect

Outgoing customers (OCs) gauge the sales situation according to the energy. They scan their interlocutor for dynamism, passion and charisma. OCs want to see firmness and strength. In their view, weakness and doubt are a recipe for failure. Outgoing customers are looking for solutions that are efficient and effective and salespeople who fully believe in their product. They want to have their socks knocked off by spectacular benefits and predictable profits. They want to make instant progress, because standing still is going backwards.

These people think fast and trust their intuition. They appraise potential sup- pliers within a fraction of a second. Demonstrated charisma unlocks their channel of trust, while softness and dullness put OCs to sleep. OCs decide with their gut.

CHAPTER 3

WHY RIO IN SALES?

Developing and implementing RIO sales competences in an organization is a process. On an individual level, it starts with knowledge of the trust channels and the ability to notice them in interactions with customers. At the same time, sales professionals have to think about their own actions and become aware of their relationship with different customer types. As a final step, sales professionals develop complementary competences, skills that complement their established behavioral patterns. In this last step, frequent support is needed from the manager, colleagues and a coach. RIO should ideally be implemented as a common language within the organization, while the mar- keting materials, sales documentation, coaching tools and customer data in the CRM should be aligned with RIO. In this way, RIO not only becomes a nice model, but also a strategic choice that lifts the entire sales organization to a higher level of customer-differentiated sales.

The question then arises: Why would an organization invest in a RIO transfor- mation process? What is the profit in the short and medium term? What is the impact on other departments? We will describe RIO's link with revenue growth, position-filling, sales training and coaching, internal communication and the choice of a sales methodology. So as to make everything concrete, real cases of progressive sales organization will be the recurring theme in this chapter.

Generating more revenue

Let's get straight to it: How does RIO increase revenue and margin? A meta- phor will make things clear. The RIO channels of trust can be thought of as three languages utterly different in vocabulary, grammar and sentence struc- ture. Keeping with the example, a buyer can speak English, Russian or Chinese. Although most sales professionals realize that customers vary, they underestimate the impact of this 'language difference'. Buyers with different RIO profiles think, feel and behave in fundamentally different ways. Not paying attention to the customer's preference is like having a sales conversation in English with a Chinese buyer.

Example – Losing A Top Prospect

A temp consultant has managed to get an appointment with a renowned faucet manufacturer. When she is welcomed on-site by the person in charge of the purchase, she approaches him with a smile from ear to ear. He gives her a businesslike handshake, combined with a severe facial expression.

Determined to break the ice, she starts with a compliment shower about the building. The man listens impassively as they walk to his desk. Seated, he immediately proceeds to the business at hand without offering her anything to drink. The buyer wants to quickly assess whether this conversation will be interesting or not. The first question he asks is: 'Can you tell me what you know about our company?' The consultant sees her chance to boost the mood and gets excited: 'Well, my boyfriend and I are renovating our place at the moment and we were at Brico's this weekend. We were looking at your faucets and I have to say: they are just stunning. I think we're going to buy them!' Hopeful, she waits for an affirmative response that never comes. What instead follows is the question: 'Are you saying that you haven't analyzed our website?' Too surprised to improvise, she confesses: 'No, I haven't done that yet.' After which the buyer concludes: 'I think we'd better finish the conversa- tion here.' Disillusioned, the consultant gets up and leaves the room after a formal farewell. Losing a top prospect as the result of a pronounced relation- al-informative mismatch can be painful..

Example – Dressed To The Nines

An outgoing salesperson has an important first interview with a prospective client at a national publisher. He is dressed to the nines: nice watch, shiny shoes and coiffed hair. After all, you do not get a second chance to make a first impression! With conviction and a preconceived objective, he swiftly approaches the receptionist. With a broad smile and a quick compliment, he asks after his contact person. Although the lady offers him a seat, he prefers

to stand; his dynamic attitude radiates self-confidence. A business-like woman walks up and looks at the salesman inquisitively. He rushes toward her at a trot and enthusiastically grabs her outstretched hand. Weak handshake, he thinks. He tells the lady that she looks radiant today! She looks dubious, thanks him politely and invites him to enter her office. He walks along with her. After they have taken their seats, the salesman takes a few business cards and leaflets out of his bag. He opens the conversation: 'Voilà! First of all, thank you for letting me come by. I'm convinced that our services could have a huge added value for your company! How many of you work here?'

The customer clearly needs a little more context and does not want to give herself away too quickly. She opens her laptop, which raises a wall

between her and the seller. She announces that she would like to take notes during the conversation and keeps her eyes focused largely on her screen. 'Maybe you can tell me a little more about your company first? And about your background?'

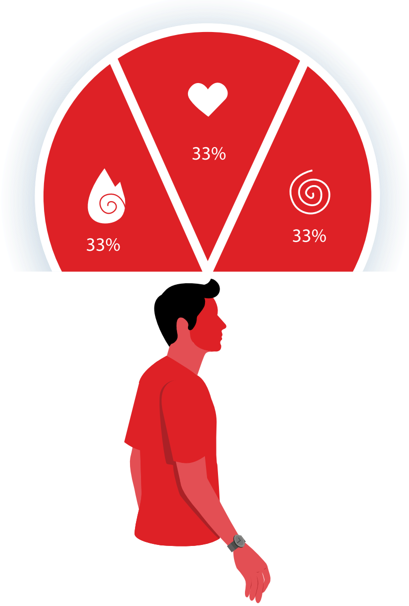
The seller replies: 'As you know, I am the AM of company x; we specialize in ATS systems, and we currently offer the most efficient system on the market! That's why I'd love to hear what problems you're having at the moment.'

The HR manager explains that it is extremely important to be able to follow up with her people and that they are thinking in the long term about automating and optimizing various processes. They are currently doing a comparative study with different suppliers and are looking for an expert who can make smart analyses of current processes and assist them with the transformation.

The salesman starts to become impatient and says their system can do it all! In his enthusiasm he asks: 'How can I convince you to work with us?!'

The lady replies: 'Feel free to leave all your information and details, we'll look into it and contact you again.'

Although the outgoing seller felt that he had completely convinced the inform- ative HR-manager, she never responds when he follows up...



It is evident that sales professionals who are proficient in the three RIO languages reach far more customers than those who only speak their 'native language'. Spontaneous statements resonate with one-third of the market, while the remaining two-thirds go hungry. RIO's leverage in sales growth is therefore huge.

Customer Case: Partena Health Insurance Fund

Koen Vandendriessche, commercial manager at Partena Health Insurance Fund, discusses how they invested in the RIO methodology and saw their sales results and NPS scores improve rapidly. Koen is an enthusiastic, people- focused sales manager with a passion for the digitalization and optimization of processes that make things as easy as possible for his people.

Koen Vandendriessche: 'Two years ago, we started with a RIO test to map out our human capital. We wanted to know who had the most sales potential to stimulate proactivity in the organization. The goal was to distinguish the hunters from the farmers so that we could let everyone function based on their strengths. At Blinc Sales Institute they told us that there is a good salesperson hiding in everyone. So, with that "everybody has commercial talent" in hand, we went to work. We used the results to tell the service staff which sales profile they had. One has more of an informative way of selling and approaches a customer/prospect with figures and analyses. Others do this in an outgoing way, with strong words and decisiveness.

We emphasize that every style is equally valuable. In that way we've actually ensured that the concepts hit home. Our people understand what their channel of trust is and that they, too, can be commercial. During the training courses, they're presented with techniques and answers for each RIO type. So, it's no longer "that's the way to do it" but instead there is a range and thus an opportunity to choose. The "hunger for sales" then comes automatically. Because it's tailored to their personality.'

Customer Case: Synergy

Synergy is an HR partner whose business is arranging work for other people. They are focused on long-term, sustainable relationships with their custom- ers. The reason they implemented RIO was because they were searching for a methodology that was in line with their corporate DNA, allowing people to remain themselves as well as soft sellers. Katy Lauwaert is a senior sales coach who always wants to get the best out of her trainees and found, in RIO, the missing key to working with them in a personalized manner.

Katy Lauwaert: 'I've been in the temping sector for 30 years and I've been given a lot of sales frameworks over the years. However, they never left me feeling completely satisfied because I'm convinced that connecting with a conversation partner is a very important asset in sales. When I became acquainted with RIO, I thought: "Of course, that's what I've been doing for years, only now it's substantiated and in a theoretical form!" For me, it was an eye-opener and a reassurance that we could achieve improved commercial results with confidence and human connection. In practice, RIO really is an "appetite framework". People start to want to change their behavior. The more difficult the trade, the harder it is to change behavior. As a trainer, I look for implementable methods. RIO is compact, simple, recognizable and intense. It has certainly refreshed things in our company and has given our people a boost. What I also find a great added value is that it doesn't stay theoretical.

Everyone knows those training sessions that make you wonder: Are we actually going to do something with this? With RIO, you feel that people are really involved and go to work with it.'

CHAPTER 4

RECOGNIZING RIO IN THE CUSTOMER

RIO sales skills stand or fall on the ability to scan people. The salesperson needs to develop the attentiveness to pick up relevant clusters and the ability to interpret them. The good news is that RIO is a behavioral model, which means that customer recognition is done on the basis of visible parameters. No sixth sense is required, however, a trained ability to observe is. As with any skill, practice makes perfect and self-confidence grows in practice. Sell- ers who start working with the tools in this chapter will soon notice that correctly gauging RIO preferences is easier than riding a bike.

'The more recent the trust between conversation partners, the easier it is to scan RIO.'

How do you assess the channel of trust for someone you do not know?

A surprising observation is that scanning RIO is actually easiest with some- one you have never met before. Which is logical because RIO is a protection mechanism triggered when trust is lacking. Once individuals know and appreciate one another, typical RIO behavior disappears, and people show their full range of behavior. So, the invitation is to dare to trust your first impressions when getting to know someone new!

When is the best time to scan for RIO? There are a number of moments that lend themselves to doing so.

Relational channel of trust

The first minutes of a commercial meeting are a gold mine of RIO informa- tion. The trip from the reception to the meeting room in B2B or the distance from the front door to the living room table in B2C both contain dozens of clues as to the customer's RIO preference. We have compiled the observa- tions over the years in a document called 'the 10-second scan', which enables salespeople to quickly judge the prospect's RIO type based on targeted obser- vations. The document is constructed with parameters that are observable or audible. The facial expression, use of voice and body language are the most important. The aim of the 10-second scan is to help render the client's RIO preference measurable. Salespeople should look at their conversation partner and check off their observations, first physically on the document and later, with practice, 'mentally'.

The column that contains most of the prospect's characteristics is the client's RIO preferred channel.

The 10-second Scan

	R	I	O
	•Heartfelt impression •Easy smile •Displays positive emotions •Looks relaxed •'I wouldn't hurt a fly vibe	•Serious Impression •Inquiring look •Does not display emotions •Expressionless •'I'll wait and see' vibe	•Resolute impression •Strong eye contact •Displays positive and negative emotions in their face •Open book •Broad smile •Don't toy with me' vibe
	•Leans towards the speaker •Often nods approvingly when listening •Calm gait •Rounded and easy arm movements •Flowing hand movements •Lets others enter doorways and elevators before them •Lets others enter doorways and elevators before them	•Maintains physical distance •Jumps and pulls back from physical contact •Limited movements •Stiff gait •Few arm and hand movements unless for emphasis	•Direct approach •Short and quick movements •Quick and energetic gait •Impresses with their physical presence •Loud movements: stomps when walk-ing, opening doors •Uses a lot of strength
	•Soft voice •Approving sounds •Speaks slower •Need many words to get to a point •Enjoys talking about private matters •Speaks openly about their needs •Likes to listen	•Monotonous voice •Speaks in bullet points: first, second, on the one hand, on the other, etc. •Business facts and information •Asks detail questions •Does not like talking about private matters at all	•Loud voice •Takes the floor •Speaks quickly •Gives short answers •Has strong opinions •Enjoys challenging

When you do not have enough distinct visual clues from customers, 53 it is worth testing the waters with the following question. The reaction speaks volumes.

How was the drive?'

- Heartfelt account: 'Fine, thanks for asking', followed by an elaborate and animated description

'How was the drive?'

- Awkward answer with a factual description of the situation on the motorway

'How was the drive?'

- Short answer, with the intention of skipping the question: 'Fine'

Before the sales conversation

In addition to the physical 10-second scan, it is possible to obtain an indica- tion of the client's RIO preference before the call. This has the advantage that a salesperson with a corresponding RIO profile can be chosen to approach the client or that the sales professional can prepare with the right profile in mind.

Despite the proactive client assessment methods described below, it is always a good idea to thoroughly prepare for the interview from all RIO angles, so that there are no surprises. A cross-check of the outcome from the various methods gives the best predictive result.

Gauging RIO Based On Data From The CRM System

Customer has previously purchased products or services for comfort, peace of mind, well-being or out of sympathy

The system contains reports of tardiness in administrative obligations

Customer has previously purchased products or services for reasons of risk reduction, certainty of return, pricequality ratio

The system contains reports of contentrelated detailquestions

Customer has previously purchased products or services for profit, savings, added efficiency and results

The system contains reports of complaints about the speed of delivery and execution

Gauging RIO Based On E-mail Correspondence

- Use of greetings at the beginning and end of each e-mail, even when the message is short
- Use of first name in signature
- Many white lines in e-mail
- Cautious language use: I think, in my opinion, would it, maybe, possibly
- Informal or personal signature: cheers, have a lovely weekend

- Formal greeting and signature: Dear Mr., sincere regards, sincerely
- Long e-mails with many details and numbers
- E-mail with instructions, links and comparisons
- Logically built e-mail with
- paragraphs and structure
- Preference for communication via e-mail
- Sign off with first and last name

- Short e-mails without introduction or signature
- Action-oriented wording
- Use of power words and exclamation points
- E-mails consisting of one or two words, such as: Okay! Deal! On it!
- E-mails consisting of one run-on paragraph
- E-mails consisting solely of a subject line
- Type in red, with exclamation marks and/or in all caps

Gauging Rio Based On Linkedin

LinkedIn is the modern professional's passport. Not only does it provide information about a person's professional path, it is also a source of RIO clues. Here, we will deal with the text and photo separately.

Learn to recognize the right RIO type within the first 10 seconds of viewing a LinkedIn profile. Download our Free full report: https://gro.wf/linkedinfreereport

Text

Together with Textgain, a spin-off from the University of Antwerp specialized in natural language processing, and traicie, an artificially intelligent solution for automated personality detection, we researched the link between person- ality and language use for three years. The hypothesis was that character dimensions are present in the way people write, the words they use and the way they construct sentences. Several scientific research papers had already shown that certain personality traits can be predicted automatically based on text fragments.

The analysis of hundreds of biographies, e-mails and interviews revealed a number of striking findings. We can distinguish the three RIO types from one another in terms of word use, sentence structure and text length. This means that prior to a sales conversation it is possible to be well prepared, not only in terms of content, but also in terms of form. Which type of person will I be dealing with in the future and how can I adjust my sales process accordingly? We built an algorithm and a corresponding web browser extension to predict RIO preferences based on online text. Here is a limited selection of the most commonly used words by the different RIO types.

RELATIONAL WORDS

Supporting, Sustainable, Personal, Collaboration, Advising, Partnerships, Added value, People who have a. (Problem/Interest), Helping, Relationship, Service, Making the difference, Benefit, Need, Satisfaction, Passion for, Empathy, Unique, Change, Internal, Authentic, Unconscious/underlying, Connection, Special, Intuitive, Efficiency, Atypical,

Not another …, Individuality, Distinction, In-depth, Human, Easy, Effortless, Naturally, Sympathetic, Flow, Open, Guiding, Winning over, Freedom, Space to, Spontaneous, Atmosphere, Respectful, Fluent

STATEMENTS BY WELL-KNOWN RELATIONAL PEOPLE

The feeling behind these relational words can also be found in quotes from some well-known relational entrepreneurs.

'Daring to show vulnerability is also a source of strength, creativity, decisiveness and energy that can lead to success.'

– JOOST CALLENS, DURABRIK

'I always visit potential clients myself. That way I can get to know the case personal- ly. I also know every optician I work with by name. The collaboration is very close, that's the way I prefer it.'

– ELINE DE MUNCK, DEUX

'Consciousness without love is poor but love without consciousness is dangerous. For me, these are two important core values by which I try to live: love for my pro- fession, for people, for my family, for the world, but also from consciousness. I try to connect those two.'

– WOUTER TORFS, SHOES TORFS

INFORMATIVE WORDS

Responsible for, Improving, Structure, Quality, Professional, Legal obligations, Compliance, Integrity, High priority, Princi- ple, Critical, Assessing, Skilled, Values and norms, Excellent, Strategy, Returns, Process, Planning, Expertise/ knowledge, Analysis, Technology, Interested in, Market, Market research, Domain, Role, Specialist, Scientific, Tendency, Tools, Trust, Long term, Account management, Certain, Experience, Coordination, Proven, Committed, Concrete, Task-ori- ented, Clear, Commitment, Engagement, Dedication

STATEMENTS BY WELL-KNOWN RELATIONAL PEOPLE

We're not blind to the risks. If we miss a trend, we should be looking at ourselves and not a supplier.'

– BART CLAES, JBC

'Only my friends thought my physics jokes were funny.'

– LIEVEN SCHEIRE, MEDIA FIGURE

'Optimists are ill-informed pessimists.'

– BART DE WEVER, POLITICIAN

OUTGOING WORDS

Efficiency, Reporting achievements and results, Productivity, Brands, Results-driv- en, Strengths, Activities, Networking, Winner, Doer, Achievements, Solution-fo- cused, Resilient, Dynamic, Positive, Effec- tive, Practical, Strong, Leader, Energetic, Persuasive, Fast, Execution, Hands-on/No-nonsense, Powerful, Persevering, Smashing, To a fault, Initia- tive, Daring, Challenge, Innovative, Fun, Super, New, Always, Extremely, State-of-the-art, World leader in the field of, Future-oriented, Innovator, Never boring, Creative, Infinite possibilities, Fantastic, Super

QUOTES FROM WELL-KNOWN OUTGOING PEOPLE

'An entrepreneur is someone who jumps off a cliff without a parachute and builds a planefor himself on the way down.'

– REID HOFFMAN

How do you know when applying for a job if someone is passionate and fits into the team? Call it a feeling! We want the applicant not only to come and work for us because of our mission, but also to have a clear idea of where he or she wants to have an impact in the job within our company.'

– YNZO OF SANDS

'If you read about everything I do, you'd think I was abnormal. But I'm not abnormal. I'm just incredibly passionate and very curious. Had you told me20 years ago that I was going to start a company in payment technology solutions (Clear2Pay, red.), I would have had a good laugh. I see a problem, and I want to solve it. Over and over and over again.'

– YOURS YELLS

Photo

Our years of experience in working with salespeople and analyzing their online presence has shown that a professional's LinkedIn picture is an important predictive indicator of their RIO preference. We will describe the most signifi- cant indicators for each channel of trust.

Relational indicators

Puppy eyes

Professionals with a gentle look often belong to the relational group. Relational people like to have pleasant contact with everyone and not to intimidate others.

They, therefore, prefer a photo without piercing eye contact.

Indirect photo

Looking down or away from the camera is an indicator of a relational channel of trust. Relational people do not want to be ordi- nary and express their unique personality in a non-shocking way. An atypical photo is part of that.

Modest smile

Relational people appreciate that you do not toot your horn too loudly and profile yourself sincerely. They choose a natural photo with a modest smile, and not the Colgate version.

Informative indicators

Serious look

Informative people find it important to radiate professionalism and a sense of responsibility. They avoid playful or pronounced smiles in their photos for a professional context.

Strike a pose!

Prospects who strike a professional pose while taking their profile picture often have the informative channel of trust. These prospects find it important to underline their expertise and consciously consider how best to convey this image.

Black and white bespoke suit

In line with their logical and straight-think- ing style, informative people prefer to be professionally photographed in business clothing with black and white contrast.

Outgoing indicators

And... action!

Outgoing professionals are proud of their dynamism and action-oriented attitude. And what better way to capture that than with a picture in full action?

Rise and shine!

Professionals who look straight into the camera and smile with their teeth often demonstrate the outgoing channel of trust. These people appreciate a healthy dose of self-confidence and find it important to radiate that online.

Head tilted

We do not have a conclusive explanation for this, but extensive observation shows that outgoing people, more so than any other, often opt for a photo with their head tilted. The explanation probably lies in the aversion that outgoing people feel towards conservatism and stagnation.

CHAPTER 5

THE RIO BUYER'S JOURNEY

Hopefully, the previous chapter brought the RIO customer types to life. It is time to make things practical in marketing and sales!

It is clear that customers today are looking for a unique buying experience. Sellers are well advised not only to live up to the buyer's expectations, but to far exceed them. In this chapter we will describe in detail what the unique desired experience (UDE) of each RIO customer is, which dos and don'ts should be taken into account and how the customer can be guided to a positive purchase decision.

Before we work out the different RIO customer types in detail, it is good to return to basics. What is the definition of a sustainable commercial trans- action and what is the generic process to achieve it?

We define a sustainable commercial transaction as: the situation in which a person makes an informed decision to purchase a product or service, believing it to be of long-term benefit. The relationship with the seller or sales organization is so positive that the customer shares this with his environment, in person or digitally.

Based on this definition, certain situations do not fulfill the 'sustainable sales' label and we, as RIO creators, distance ourselves from the use of this method for any of the following unethical practices:

- selling under duress;
- selling under pretense;
- selling at prices inconsistent with the market;
- all types of scams.

Marketing and sales

'If you don't like sales, get out of marketing. If you don't like marketing, get out of sales!'

– JENIFER KERN, CMO QU POS

A statement that applies today more than ever. Digitalization ensures that marketing and sales are linked like the carriages of a high-speed train. The place where the customer encounters marketing is often identical to the place of purchase, the World Wide Web! Customers no longer have to move around, and 'contact' with a salesperson is now done omnidirection- ally: by phone, chat, vid- eo chat or WhatsApp. In some sectors, customers move autonomously through the purchase process up to and including payment, in others, until just before closing. In all sectors, customers start their purchase journey or buyer's journey long before a sales professional comes into play. In their white paper Bridging the Buyer's Seller Gap, CSO Insights shares these amazing observations:

70.2% of all customers wait to meet a salesperson until they have insight into their specific needs. 44.2% of all customers go a step further and look for solutions themselves, and 20.2% essentially buy autonomously and only start a conversation to discuss the final details. The customer goes his way and the salesman has to follow! Or not?

Creating added value during the customer journey

The art of sales in 2020 consists of knowing and anticipating the customer process. Top marketers and sales professionals know where the customer is, what he needs and the kind of support that will take him to the next phase. Like an accomplished scout, the sales rep guides his customer through the swamp of choice stress with its associated plethora of options. The customer feels proactively supported, has a 'wow' experience and places his trust and his order with the sales rep. Everyone wins!

But exactly what does the purchasing process, in all its steps, consist of, if we map it out from A to Z? What follows is first and foremost a generic customer journey that applies to the statistically 'average' customer. We will then go through the differentiated journeys from the perspective of the RIO customer profiles. In each, the focus is on what the marketer and the sales rep can do to actively guide the customer through the process, while at the same time providing him with a unique buying experience.

	R	I	O
Attention: what triggers the RIO customer type's attention?	**What draws attention?** • Emotion • Well-being • Family • Being touched • Comfort • Authenticity • Spirituality • Underdogs • A personal story • Inner transformation • A personal recommendation • Subtle humor • Personal attention • A face-to-face conversation • A personalized e-mail • A friendly 'cold call'	**What draws attention?** • Relevance • Trends • Studies • Risk • Security • Processes • Graphs • Percentages • Newsfeeds • Internet forums • Lifehacks • Reviews • Overviews • Debates • Wordplay • Informative 'cold mail'	**What draws attention?** • Brands • Performance • Prestige • Success stories • Timesaving • Last-minute offers • Discounts • Demonstrations • External transformations • Quotes • Strong statements • Injustice • Strength • Surprises • Novelties • Bold 'cold call'
	Who do they find interesting? • Friends • 'Ordinary' people • Relief workers • Peace activists • Religious leaders	**Who do they find interesting?** • Experts • Experienced experts • Scientists • Philosophers • Society critics • Doctors	**Who do they find interesting?** • Famous faces • Successful people • Top athletes • 'Motivational speakers' • Action heroes
	Words in the title that generate interest • Feeling... • Connecting... • Comfortable... • Effortlessly... • No worries... • Spontaneous... • Of course... • In your way... • Human... • Luckily, with... • The art of... • Talent.. • On a human scale... • In flow... • Noble... • Positive... • Love for... • Inwardly... • Really..	**Words in the title that generate interest** • Five steps to... • Key to... • Why.. • Secret of... • Smarter... • How... • Legally... • Reduce the risk of... • Professionally.. • History of... • Overview of... • Fallacies... • Systematically... • Predictable... • Evidence-based... • Learning... • Strategically... • Perfectly... • Guidelines for...	**Words in the title that generate interest** • Title starts with verb (reach, win over, stop, start, etc.) • Hyperbolic language (super, great, spectacular, etc.) • More efficient... • Lever for... • More effective... • Boost your... • Never again... • How winners... • The solution to... • Strengthen your... • Always... • Cheaper... • No-nonsense... • Competitive... • Top... • Agile... • Disruptively..

	Visual stimuli • Nature images • Family scenes • Smiling people • Relaxed people • Soft colors	**Visual stimuli** • People in bespoke suits and uniform • Symmetric images • Orderly and tidy environments • People posing • Black and white color scheme	**Visual stimuli** • Moving images • People in action • Victory hand signals • People with pearly white teeth • Bright colors
	Auditory stimuli • Singer-songwriter • Melancholic music • Zen music	**Auditory stimuli** • Classical Music • Electronic music • Complex music jazz/metal • Silence	**Auditory stimuli** • Exciting music • Sensual music • Grunge
Consumption: what kind of content does each RIO-type consume?	**Format** • Books • Content from one specific author • White Papers • Interviews • Ted Talks • Human Interest documentaries • Talk shows • Open-hearted posts • Reader's letters • Autobiographies • Self-tests • Quizzes • How-not-to articles • Results from personal survey • Stories about failures	**Format** • Blogs • News Sites • Books • Trade Journals • Educational Articles • Trade Union publications • Research Reports • Case studies • Wikipedia contributions • Tutorials • Live Webinars • Debates • Historical documentaries • Technical reviews • Comparative studies	**Format** • Vlogs • Podcasts • Audiobooks • Short movies • Renowed magazines • Summaries • Instagram • Twitter • Short tutorials • Recorded webinars • Entrepreneur magazines • Public Reports • User reviews • Quick scans • Q&As
Awareness: what is an insight that drives RIO customer types to act?	• Something can be easier • Something offers more comfort • Something has a positive effect on humans • Something provides more connection • Something creates more happiness • Something can be more fulfilling	• Something can be safer • Something is more certain • Something offers more guarantees • There is a better price/quality • Something could be smarter • Something can be cheaper • Something I thought was wrong	• Something can be more efficient • Something can be more profitable • There is a more effective solution • Results can be better • Something can go faster • Top performers do it this way • I can save

	• Something can be more sustainable • Something can be more equal • Something can be more respectful • Something offers more peace of mind • Something invites me to grow • Something creates a better atmosphere • Something is a cure for emotional pain • Something can be more loving • Something can be more authentic • I can be more myself • I can be more assertive	• Something can be more scientific • Something can be more energy efficient • Something can be automated • There is a solution I can better follow up myself • Something gives me more insight • I can learn something • Something can be more qualitative • Something is unclear • Something goes wrong	• Greater impact is possible • There is a one-stop shop solution • Something makes me better known • Something makes me the best • Something puts me in a better light • Something has to be fairer • Something can be more powerful • Something is spectacular • Something is innovative
Receptivity: what type of solutions are RIO customers open to?	• Comfortable solutions • Sustainable solutions • Ethical solutions	• Technological solutions • Monitorable solutions • Long-term solutions	• Practical solutions • Quick fixes • Innovative solutions
Implementation: what do RIO customers expect from after-service	• Readiness to listen • Friendly Communication • Recognition of the inconvenience • Carefree	• Digital service channels • Clear Procedures • Warranty plan • No extra costs	• 24/7 accessibility • Quick response • Solution-focused attitude • Compensation
Sharing reflex: what will inspire RIO customer types to share?	• Testimonial that adds value or warns others	• Testimonial that is interesting for others in terms of content	• Testimonial that outs the product and the writer of the testimonial in a positive light

We think you have all the RIO insights you have to persuade your leads and transform them into your customers! So we'll wrap up here. However, [the complete RIO](https://gro.wf/RIOcall) book has much more to offer than the things you've read so far. So if you're interested, please follow the link and download it to improve your sales skills! https://gro.wf/RIOcall

WRAPPING EVERYTHING UP

We hope you enjoyed this long journey! And we hope you learned new ways of marketing that will help you grow your business.

If you read this book in one session, you might be overwhelmed with the information. Then we advise you to do a second read, and this time implement as you read. Don't pass to the next level unless you experimented with the insights you learned. This is why we named this book the 828 Growth Marketing 8ible, it contains everything you need to know to start or scale-up your business to the next level, and you can come back to it whenever you need it.

On the other hand, these strategies demand a lot of time to be digested and mastered, you might not want to do it by yourself because of the following reasons:

- You don't know what your priority is.
- You don't have a marketing background.
- Time is the most crucial resource for you.
- You don't have a team to implement all these changes.
- And you might have many more reasons.

All of them are valud, and if you need any help on the way, you can schedule a free growth call with us. We're always happy to get to know new people and solve business problems!

Or the second option would be to train your sales and marketing team. We could also help with that. Our 6-week Growth Marketing Mentorship Program is designed to train individuals to become self-sufficient growth marketers. By the end of the training, they'll be able to implement all the things you've seen in this book.

We wish you smart and sustainable growth!

Special Thanks

Nice job!

You made it this far. That means you're serious about leveling up your business.

And with this book in your back pocket, you got everything you need.

The truth is, getting the right support is crucial, and without that, we couldn't have made this book.

So, before you turn this last page, we would like to say a special thanks.

First off, thanks to everyone in the Upthrust.eu team for continuously coming up with new strategies and tactics. Everyone has contributed lots of key insights and inspiration.

A special thanks to Nirmay Panchal and Yigit Durdag for their overall contributions to our Upthrust.eu 828 content.

Also, thanks to Cathrine Jensen for her contribution to the storytelling chapter.

And last but not least, a big thanks to 8linc Sales Institute for their input and contribution to the final chapter.

Are you ready to grow your B2B business?

In this book, we're going to teach you how to do just that.

You'll learn all the fundamentals you need to know to run successful B2B marketing campaigns, including everything on value proposition design, storytelling, conversion rate optimization, and LinkedIn.

But there's more. We even share some of our B2B Lead Generation Blueprints.

This book is a condensed piece of years of work and experimentation. It contains all the things we learned growing Upthrust.eu, from a one-person show to a strong agency of 15 people, experimenting together with 150 customers, and educating more than 250 professionals in our academy.

So, if you're serious about growing your business, you need this book!

Enjoy your B2B Growth Marketing Journey!