

10 Ways to Improve your LinkedIn Lead Generation

Sue Ellson

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9 October 2024

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<https://www.linkedin.com/in/sueellson>



Welcome

- ✓ 10 ways to improve your LinkedIn Lead Generation
- ✓ specific tips
- ✓ relevant examples
- ✓ pick your 3 things to do in 3 hours from now



10 Ways to Improve your LinkedIn Lead Generation

1. Abide by the LinkedIn User Agreement
2. Optimise your LinkedIn Profile and/or Page
3. Reconnect Existing Network
4. Find your Target Audience
5. Have a Follow Up Process
6. Engage with your Audience
7. Create Consistent Content
8. Use Special Features
9. Consider Events
10. Consider Newsletters



Fast Facts – more at sueellson.com

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

Special Gift – Free Downloads

✓ latest offer <https://sueellson.com/latest-offer>

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ will send these direct to active participants!

✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Saturday 12 October 2024 9:30am – 1:30pm in person in Canterbury, Melbourne

<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

✓ keep up to date by following me on social media



Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (25,405 Connections, 29,260 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (656 Subscribers, 164 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (896 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (233 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (447 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (442 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (54 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (6,146 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (321 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Website Blog Notifications Email (69 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (287 Subscribers)** <https://sueellson.com/newsletters>



News



Services and Pricing

LinkedIn Shorts Videos By Sue Ellson

Shared on Instagram, Facebook, LinkedIn, Pinterest, TikTok, YouTube

Here is a list of videos that have been published on:

- [Sue Ellson's Instagram Reels](#)
- [Sue Ellson's Facebook Page](#)
- [Sue Ellson's LinkedIn Page](#)
- [Sue Ellson's Pinterest Page](#)
- [Sue Ellson's TikTok](#)
- [Sue Ellson's YouTube Channel](#)
- [Sue Ellson's LinkedIn Shorts YouTube Playlist](#)

Each video is listed with date, topic and duration.

This is a list of videos about LinkedIn that are all less than 60 seconds long that you might enjoy watching for some quick wins!

<https://sueellson.com/linkedin-shorts-videos>

News



REJECTED

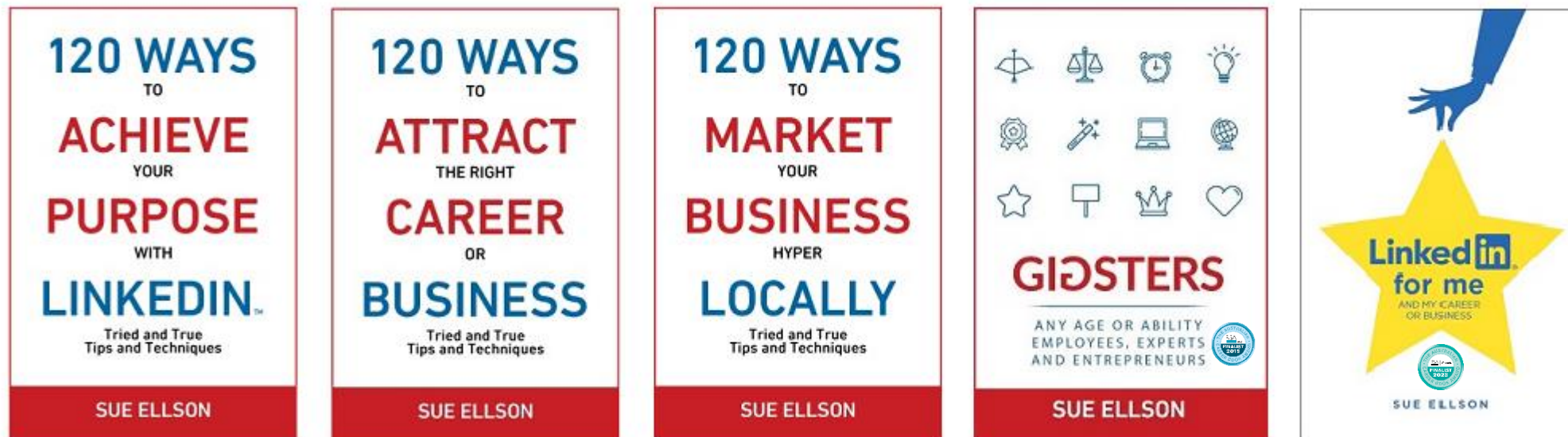
Why Your Job Application Was Unsuccessful

<https://www.linkedin.com/pulse/why-your-job-application-unsuccessful-sue-ellson-ijsyc>

Why Your Job Interview Was Unsuccessful

<https://www.linkedin.com/pulse/why-your-job-interview-unsuccessful-sue-ellson-9zyic>

Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

Online Course



LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

4 weeks – four hours a week

\$97 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

“Can I just say that as a person who has not had to look for a job in over 30 years this course is proving invaluable and I'm only onto the third section”

Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides and video recording link will be emailed to all guests who registered to attend
- ✓ you can leave your video camera off and microphone on mute
- ✓ assume varied level of knowledge and experience and can read. Information correct at time of publication
- ✓ please **add any questions you have in the Chat** – and make notes – this is like a dream, forget when you wake up!
- ✓ learn more about me at <https://sueellson.com> and past clients at <https://sueellson.com/clients>
- ✓ will be asking you **what has been most helpful** to you at the end (feedback for me)
- ✓ if you are watching this later, the screen may have changed
- ✓ **find one way to say 'thank you'** – pro bono 10 hours work
 - Buy a book, Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review



10 Ways to Improve your LinkedIn Lead Generation

What are you trying to secure leads for on LinkedIn?

- 1 – yourself (for a job)
- 2 – services
- 3 – products
- 4 – enterprise
- 5 – other (please describe)

Please add a number that relates to your MAIN focus in the chat



10 Ways to Improve your LinkedIn Lead Generation

1. Abide by the LinkedIn User Agreement

- LinkedIn User Agreement Section 8 – Read the Do's and Don'ts
- Professional Community Policies
- DO NOT connect and pitch
- DO NOT automate, aggravate, spam or date
- DO NOT @mention inappropriately
- DO NOT group message, humble brag, post sales messages in the newsfeed



Recommend

Don't kill the goose that lays golden eggs

Review

<https://www.linkedin.com/legal/user-agreement>

<https://www.linkedin.com/legal/professional-community-policies>

10 Ways to Improve your LinkedIn Lead Generation

2. Optimise your LinkedIn Profile and/or Page

- have you included your primary and secondary keywords?
- does your content provide enough information for verification?
- do you have all details completed and a call to action visible?

Recommend

Make your message clear and make yourself accessible

Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-profile>

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-page>



10 Ways to Improve your LinkedIn Lead Generation

3. Reconnect Existing Network

- people who you are already connected to
- people who are Following your Company Page
- people who have attended your LinkedIn Events
- people who are subscribed to your LinkedIn Newsletter
- people who have visited your LinkedIn Profile
- school and university alumni

Recommend

Get a copy of your data and match to your CRM

<https://www.linkedin.com/mypreferences/d/download-my-data>

Review

<https://www.linkedin.com/pulse/where-can-you-find-warm-leads-linkedin-sue-ellson-2c>

Analytics

Private to you

1,044 profile views
Discover who's viewed your profile.

8,554 post impressions
Check out who's engaging with your posts.
Past 7 days

537 search appearances
See how often you appear in search results.

Grow your followers
Build your audience by inviting relevant connections to follow your Page [Invite connections](#)

All followers
Excluded from report

People **Pages**

- Danielle Castle** · 2nd
Project Management | Waterfall | Agile | Stakeholder Management | Business Analysis
August 2024
- Joan Paloma** · 2nd
General Virtual Assistant: Digital Marketing & Administrative Support for Small Businesses, Consultants & Agencies
August 2024
- Gocale N.** · 3rd
Career Research - GIS Analyst, Consultant
August 2024
- Brian Foltz** · 2nd
CEO/CMO | Traffic Optimization Expert Using First-Party Data Capture Tech & Nextgen Remarketing to Boost Quality Leads...
August 2024
- Benjamin Jeong** · 1st
FP&A Manager at Cadence Property Group
August 2024

10 Ways to Improve your LinkedIn Lead Generation

4. Find your Target Audience

- LinkedIn Search Queries
- Google Advanced Search
https://www.google.com.au/advanced_search
- engaged with specific Profiles
- engaged with specific Pages
- engaged with specific Content (or hashtags)
- part of specific Groups

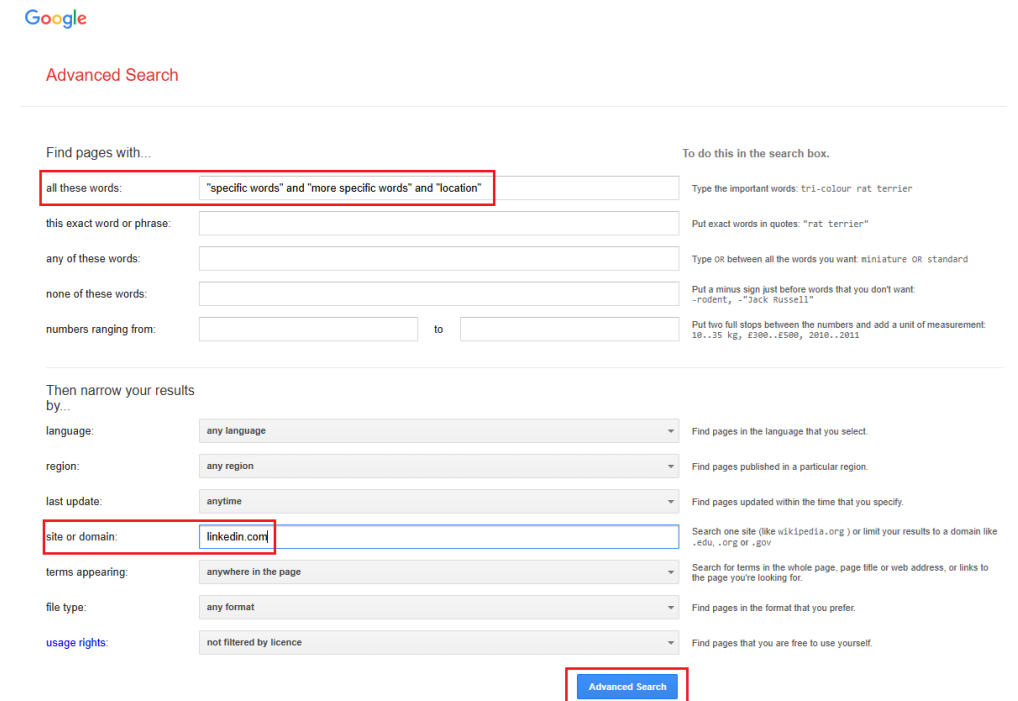
Recommend

Set an outreach goal per week and stick to it. Keep a record of your statistics monthly

Review

<https://www.linkedin.com/pulse/20140407042716-77832--authentic-networking-on-linkedin>


<https://www.linkedin.com/pulse/networking-free-paid-online-offline-what-really-works-sue-ellson>



The image shows the Google Advanced Search interface. The 'all these words' field contains the text '"specific words" and "more specific words" and "location"', which is highlighted with a red box. The 'site or domain' field contains 'linkedin.com', also highlighted with a red box. The 'Advanced Search' button at the bottom right is also highlighted with a red box. Other fields include 'this exact word or phrase', 'any of these words', 'none of these words', 'numbers ranging from', 'language', 'region', 'last update', 'terms appearing', 'file type', and 'usage rights'. To the right of the search fields, there are instructions for each field, such as 'Type the important words: tri-colour rat terrier' and 'Put exact words in quotes: "rat terrier"'. The Google logo is visible at the top left of the interface.

10 Ways to Improve your LinkedIn Lead Generation

5. Have a Follow Up Process

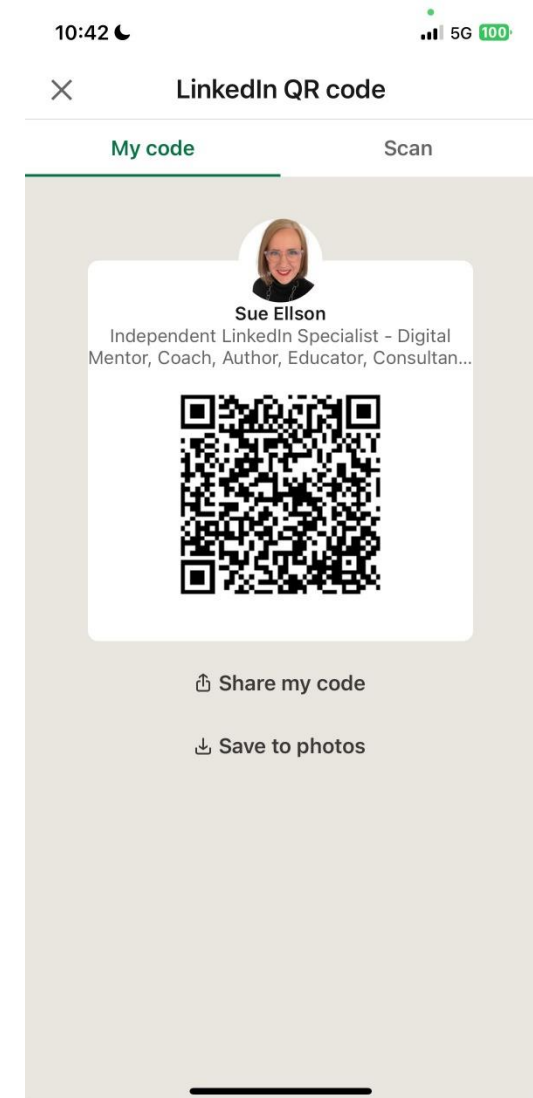
- connect with EVERYONE you contact FROM NOW ON
- click Notification  and choose All New Posts (Profiles and Pages)
- add to spreadsheet – date, name, URL
- add date each key action is completed
- provide useful information
- endorse Skills and/or Write Recommendations

Recommend

Take a longer term view and build over time

Review

<https://sueellson.com/blog/hyper-local-marketing-speed-up-your-marketing-by-going-hyper-local>



10 Ways to Improve your LinkedIn Lead Generation

6. Engage with your Audience

- react to their Content
- add Comments to their Content
- message them directly
- if you have Premium, set Away Message
- allocate time to ‘listen’ not just ‘speak’ on LinkedIn

Recommend

See <https://www.linkedin.com/dashboard> for your Sharing Tracker Stats

Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-engagement>



Sue Ellson (She/Her) • 11:06 AM

I aim to respond within 24 hours

Watch a free webinar

<https://sueellson.com/linkedin-insight-webinars-and-recordings>

LinkedIn for me Online Course

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business> AUD\$97

One-on-one support AUD\$195 per hour

Group training AUD\$500 per hour

Automatic reply. [Learn more](#)

Weekly sharing tracker

Increase your visibility by posting, commenting, or contributing to collaborative articles. We suggest taking 3 actions every week.



Oct 7-13

21 of 3 actions

Great work! Congratulations on exceeding the weekly sharing goal.

8 posts

[Start a post](#)

13 comments

[Comment on feed](#)

0 contributions

[Add contribution](#)

10 Ways to Improve your LinkedIn Lead Generation

7. Create Consistent Content

- consider Posts (Newsfeed – Dynamic)
- consider Articles (Page – Lifetime)
- consider Newsletters (Articles with Notifications)
- consider Groups (Well Moderated)
- consider Events (Free, monthly or bi-monthly)

Recommend

Videos are appearing in the top of the app. Polls still work. Posting in aligned Groups can expand reach. Curate if you are not ready to create

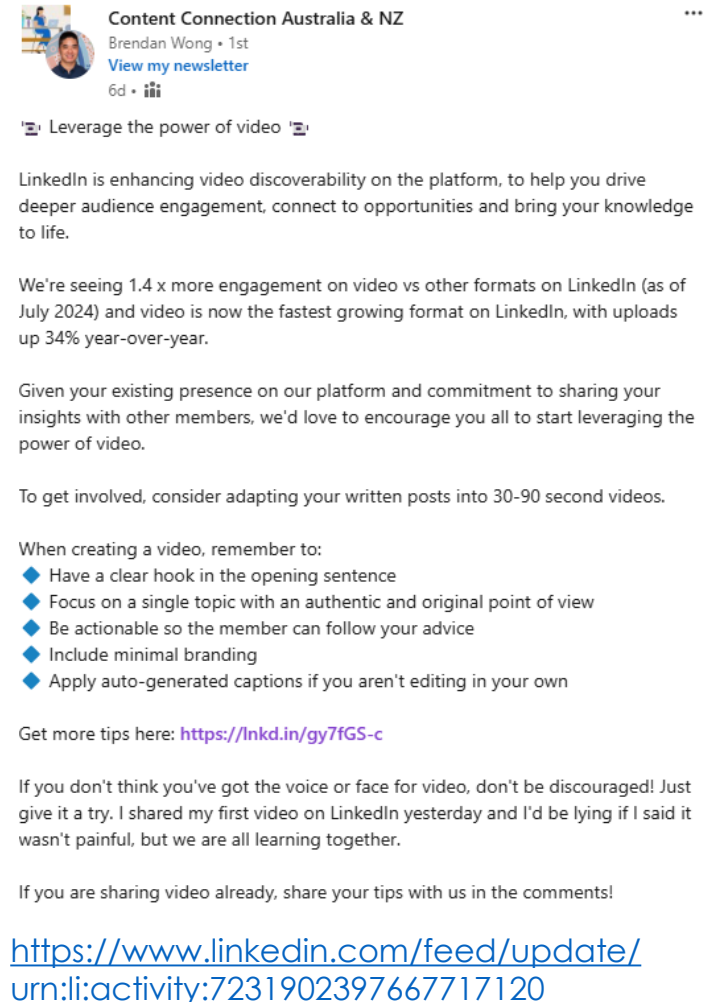
Review


<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-posts>

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-articles>

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-newsletters>

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-events>



Content Connection Australia & NZ
Brendan Wong • 1st
[View my newsletter](#)
6d • 

'Leverage the power of video'

LinkedIn is enhancing video discoverability on the platform, to help you drive deeper audience engagement, connect to opportunities and bring your knowledge to life.

We're seeing 1.4 x more engagement on video vs other formats on LinkedIn (as of July 2024) and video is now the fastest growing format on LinkedIn, with uploads up 34% year-over-year.

Given your existing presence on our platform and commitment to sharing your insights with other members, we'd love to encourage you all to start leveraging the power of video.

To get involved, consider adapting your written posts into 30-90 second videos.

When creating a video, remember to:

- ◆ Have a clear hook in the opening sentence
- ◆ Focus on a single topic with an authentic and original point of view
- ◆ Be actionable so the member can follow your advice
- ◆ Include minimal branding
- ◆ Apply auto-generated captions if you aren't editing in your own

Get more tips here: <https://lnkd.in/g/y7fGS-c>

If you don't think you've got the voice or face for video, don't be discouraged! Just give it a try. I shared my first video on LinkedIn yesterday and I'd be lying if I said it wasn't painful, but we are all learning together.

If you are sharing video already, share your tips with us in the comments!

<https://www.linkedin.com/feed/update/urn:li:activity:7231902397667717120>

10 Ways to Improve your LinkedIn Lead Generation

8. Use Special Features

- Featured Section, Website Links
- Services Page
- Lead Generation Form (Page)
- Inviting 1,000 Connections per week to an Event
- a Newsletter invites new Followers/Connections to Subscribe
- connect with LinkedIn News Australia
<https://www.linkedin.com/showcase/linkedin-news-australia>
- allocate Skills to About, Experience, Licenses & Certifications, Education and Projects

Recommend

Newer features are 'favoured' as they come out – but don't be seduced by every new shiny object – consistency is more important

Review

<https://sueellson.com/blog/linkedin-for-sales-people>

Featured

The screenshot shows the 'Featured' section of a LinkedIn profile. It contains three featured items:

- Sue Ellson Media Kit:** A link to a four-page summary suitable for media or guest speaking requests, available for download at <https://sueellson.com/wp-content/uploads/sue-ellson-media-kit.pdf>. The profile picture of Sue Ellson is shown.
- 10 Ways to Improve your LinkedIn Lead Generation - Sue...:** A link to a free webinar on Wednesday 9 October 2024 at 12pm AEDT UTC+11. It includes slides and recording for all registrants. A blue starburst graphic says 'BONUS All registrants receive the slides and recording'.
- Negotiating Salary Expectations on Channel 9 Today Extra with...:** A link to a video recording from Tuesday 3 September 2024. The description says: 'Discussing finding out what you are worth, asking for a pay rise, resuming negotiations later and more!' with the URL <https://sueellson.com/blog/nego...>



Need some LinkedIn Assistance?

Whilst there is heaps of FREE information on my website at <https://sueellson.com>, reach out directly if you would like a personalised professional appointment tailored to your specific needs and wants

[Get started](#)

10 Ways to Improve your LinkedIn Lead Generation

9. Consider Events

- focus on free events
- set up multiple events at least 4 weeks ahead
- invite 1,000 people per week and ask employees to as well
- link to website so event page has value after the event
- add link to Privacy Policy so can download registration details

Recommend

Add them to the Company Page – extra background information




Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-events>

Events

Upcoming (3)

Past (45)

-
-  **10 Ways To Improve Your LinkedIn Lead Generation** 9 Oct 2024 UTC+11 12pm \$0
Tomorrow, 12:00 PM AEDT
Created by Sue Ellson • 1 attending admin
-
-  **10 Ways To Improve Your LinkedIn Connections** 13 Nov 2024 UTC+11 12pm \$0
Wed, Nov 13, 12:00 PM AEDT
Created by Sue Ellson • 1 attending admin
-
-  **10 Ways To Improve Your LinkedIn Learning** 11 Dec 2024 UTC+11 12pm \$0
Wed, Dec 11, 12:00 PM AEDT
Created by Sue Ellson • 1 attending admin

10 Ways to Improve your LinkedIn Lead Generation

10. Consider Newsletters

- new Followers are automatically invited to Subscribe
- reach out to all new Subscribers
- re-use content from enterprise newsletter
- sends a ‘Notification’ rather than an email
- can Search Engine Optimise the content

Recommend

Systemise as much as you can. Publish on your website first. Still send to email subscribers

Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-newsletters>

Settings ×

SEO

SEO title
We'll use your added SEO title in place of your article title for search engine result pages, such as Google search.

Title

SEO description
We'll use the SEO description in place of the first few lines of your article on search engine result pages. We suggest utilizing keywords, summarizing your writing, and aiming to write between 140-160 characters.

Description

0/160

Cancel Save

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7. Create Consistent Content
8. Use Special Features
9. Consider Events
10. Consider Newsletters



What were your faves?

Please choose three things from this session to do in three hours from now

3 in 3

LinkedIn Insight Webinars

Next LinkedIn Insight Webinar – 38th – 10 Ways to Improve your LinkedIn Connections 12pm 13 November 2024

- 10 Ways to Improve your LinkedIn Lead Generation 9 October 2024
- 10 Ways to Improve your LinkedIn Sales 4 September 2024
- 10 Ways to Improve your LinkedIn Marketing 28 August 2024
- 10 Ways to Improve your LinkedIn Branding 10 July 2024
- 10 Ways to Improve your LinkedIn Recruiting 12 June 2024
- 10 Ways to Improve your LinkedIn Career Results 8 May 2024
- 10 Ways to Improve your LinkedIn Business Results 10 April 2024
- 10 Ways to Improve your LinkedIn Research 13 March 2024
- 10 Ways to Improve your LinkedIn Networking 14 February 2024
- 10 Ways to Improve your LinkedIn Strategy 10 January 2024
- 10 Ways to Improve your LinkedIn Events 13 December 2023
- 10 Ways to Improve your LinkedIn Newsletters 7 November 2023
- 10 Ways to Improve your LinkedIn Articles 11 October 2023
- 10 Ways to Improve your LinkedIn Posts 13 September 2023
- 10 Ways to Improve your LinkedIn Engagement 9 August 2023
- 10 Ways to Improve your LinkedIn Page 12 July 2023
- 10 Ways to Improve your LinkedIn Profile 14 June 2023
- LinkedIn for Real Estate and Commercial Property Professionals 10 May 2023
- LinkedIn for Military, Defence and Emergency Services Professionals 12 April 2023
- LinkedIn for Social Media, Marketing and Digital Strategy Professionals 8 March 2023
- LinkedIn for Recruiters, Headhunters and Executive Search Professionals 8 February 2023
- LinkedIn for Medical, Health and Nursing Professionals 11 January 2023
- LinkedIn for Migrants, Expatriates and Repatriates 14 December 2022
- LinkedIn for Sales People 9 November 2022
- LinkedIn for Career Changers 12 October 2022
- LinkedIn for Tradespeople 14 September 2022
- LinkedIn for Students and Future Graduates 10 August 2022
- LinkedIn for Women Wednesday 13 July 2022
- LinkedIn for Authors Wednesday 8 June 2022
- LinkedIn for Early Career Professionals Wednesday 11 May 2022
- LinkedIn for Creatives Wednesday 13 April 2022
- LinkedIn for Education Professionals Wednesday 9 March 2022
- LinkedIn for Human Resource Professionals Wednesday 9 February 2022
- LinkedIn for Journalists and Media Professionals Wednesday 12 January 2022
- LinkedIn for Board Directors and Senior Leaders Wednesday 8 December 2021
- LinkedIn for CEO's and Business Owners Wednesday 3 November 2021
- LinkedIn for Business Coaches and Career Specialists Wednesday 6 October 2021

All Registration Links, Slides and Recordings from past webinars – all FREE plus list of future webinars <https://sueellson.com/linkedin-insight-webinars-and-recordings>

Online Course



LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
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4 weeks – four hours a week

\$97 AUD

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“Can I just say that as a person who has not had to look for a job in over 30 years this course is proving invaluable and I'm only onto the third section”

Special Gift – Free Downloads

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- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ **will send these direct to participants who attended live!**

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✓ keep up to date by following me on social media



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- ✓ YouTube <https://www.youtube.com/@sueellson> (656 Subscribers, 164 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (896 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (233 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (447 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (442 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (54 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (6,146 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (321 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Website Blog Notifications Email (69 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (287 Subscribers)** <https://sueellson.com/newsletters>



Extra Resources

Blog

<https://sueellson.com/blog>

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Podcasts

<https://sueellson.com/podcasts>

Television

<https://sueellson.com/television>

Videos

<https://sueellson.com/videos>

Today's slides and recording will be at <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-lead-generation>



What has been most helpful to you today?

✓ You can add a comment saying what was most helpful in the Zoom chat now – great reflection for others

✓ Please complete the Exit Survey when you leave the webinar

✓ **Write a Review** ★ I'll say thank you!

Google <https://g.page/sue-ellson-author/review> (148 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (8 Reviews)

Online <https://sueellson.com/reviews> (lots!)

✓ **Follow Sue Ellson's Socials or Contact directly** <https://sueellson.com/contact>



Google Review



Facebook Review



Online Review



Follow Socials / Contact