

LinkedIn Groups Training

Welcome



LinkedIn Training

Lead Generation with Groups brought
to you by My Inspired Media

LinkedIn Groups Training

First, lets cover some housekeeping.



LinkedIn Training

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Access and Quick Tour

- Membership Site
 - Tour
- Members Forum
 - Tour Facebook
- Bonuses



Training Schedule

Session 1: Understanding LinkedIn and Starting Groups

Session 2: Capturing Leads and Engagement

Session 3: How to Grow Groups and Weekly Emails

Session 4: Moderation, Timing, Recruiting, Strategy,
Additional Income Streams, and Plan Moving Forward.



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Understanding LinkedIn

It's a search engine that is search driven.

Profiles, Pages, and Groups Rank on Google and other search engines. So keywords matter



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Understanding LinkedIn

Search Logic with Boolean Search

“keyword”

“keyword” OR “keyword” OR “keyword”

“keyword” AND “keyword”

“keyword+keyword”

“keyword” –keyword



Understanding LinkedIn

Search Logic with Boolean Search examples...

“realtor”

“realtor” OR “real+estate+agent” OR “real+estate+broker”

“realtor” AND “keller+williams”

“realtor” –broker

Live to LinkedIn

- Can be used in Advanced Search
- Group’s Search Function



Understanding LinkedIn

Finding your target market

- Advanced Search
- What groups would your prospects join?
 - Interest?
- Live to LinkedIn
- Join 50 targeted groups
 - Largest that meet your criteria
 - Do ASAP for those that may be pending approval



Navigation of LinkedIn Groups

Understanding the basics of the Groups Navigation as a group owner.

- Groups and pending request to join
- Moderation
- Left Side Navigation



The Why Behind the Group Name

- When a prospect reads the groups name it should communicate what is in it for them. NOT what you have to sell.
- Mission focused, Emotion Focused, Why Focused
- Live Client Example



How to set up group's

- Navigate to the Groups Tab
- Click on Create Group
- Logo
- Group Name
- Group Type
- Summary
- Description
- Website
- Auto Join
- Never single geographical specific
- Agree to Terms.



How to set up group's

- **Logo creation should be kept simple**
 - Use Power Point
 - Fiverr
 - Logo made simple, example
 - Loading Logo



How to set up group's

- **Group Name**
 - Have a couple alternates (remember its mission/ why focused)
 - The prospect has to see the value.
 - You can change the group identity 5 times.
 - Same for subgroups.



How to set up group's

- **Group Type**
 - I prefer and recommend “networking” as I believe prospects perceive more potential value and peer based.



How to set up group's

- **Summary & Description**
 - I recommend short 3 to 5 sentences for the summary.
 - KEYWORDS matter and will rank your group in the future in search results.
 - Resource: Group Setup Template



How to set up group's

- **Auto Join**

- You want auto join and here is why. When you group grows “even” without your target market that shows up in the feeds of LinkedIn members back office. This creates viral growth. Secondly, as your group becomes dominate for the keywords you have chosen. You will attract exactly what you are ultimately looking for in the long run, your target market.



How to set up group's

- **Never single geographical specific**
 - We have found that when choosing this option for a geographical area that LinkedIn still has limitations. It is better to just focus on the town/ city/ area keywords in your targeting.



How to set up group's

- **Agree to Terms**
 - Don't do direct sales pitches in the group, messaging or announcements.
 - When members agree to group terms they agree to receiving messages from group members and daily digest or weekly digest emails as well.



How to set up a sub group's

- Within the Group under “manage”. Go to the left side, near the bottom. Click on “Create a Subgroup” and do the exact same thing as setting up a main group.



Assignment

- ✓ Join 50 Target Market Groups
- ✓ Name Branding Consideration
- ✓ Discover your target market
- ✓ Write the descriptions



Coming up in Session 2...

- Capturing Leads
- How to Capture Leads, Step by Step
- How to Create Viral Engagement

Remember join our Facebook Forum.



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