

# B2B LEAD NURTURING ON LINKEDIN



- ✓ 10 Best Tactics & Examples
- ✓ Understand Your Social Media Audience
- ✓ Effective Marketing Techniques

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# Adding the “Nurturing” tag

Adding the “Nurturing” tag to conversations is an effective way to ensure that potential leads will not be lost in the shuffle on LinkedIn.

When dealing with hundreds of prospects across platforms, it’s easy for potential leads to slip through the cracks. With so many types of messages and notifications on LinkedIn, it can be challenging to stay organized and prioritize sales-worthy messages.

By adding the “Nurturing” tag to conversations, you can easily filter and prioritize leads that require follow-up and further nurturing. This approach helps ensure that potential leads are not lost in the shuffle and that you can focus your efforts on high-intent leads that are more likely to convert.

Additionally, using tags on LinkedIn can help you stay organized and streamline your lead nurturing process. By tagging conversations based on their status or priority, you can quickly filter and find the conversations that require your immediate attention.

# Optimize your LinkedIn profile for your ICP

Here are some tips for optimizing your LinkedIn profile for your ICP:

- Use a professional profile picture and cover photo that reflects your brand and industry.
- Craft a compelling headline that showcases your expertise and value proposition.
- Use keywords throughout your profile that align with your ICP's interests and needs.
- Use bullet points to highlight your skills, accomplishments, and experience.
- Add multimedia content to your profile, such as videos, images, and presentations, to showcase your work and expertise.
- Include customer testimonials and case studies that demonstrate your ability to deliver results.

# Build a smart lead nurturing sequence

Building a smart lead nurturing sequence with engagement actions between messages is an effective way to establish a friendly connection with potential customers on LinkedIn.

Being overly salesy with every interaction can be off-putting to leads, so it's important to build relationships on a solid foundation of friendliness. LinkedIn is an excellent platform for establishing this type of connection, as it allows you to engage with potential customers in a more personal way.

In addition to sending messages and scheduling meetings, you can also engage with potential customers by reacting to their posts, commenting on their achievements, visiting their LinkedIn profiles, endorsing their skills, and sharing their posts. These engagement actions help to build rapport and establish a personal connection with potential customers, which can increase the likelihood of conversion.

# Set up message campaigns for your 1st-degree audience

Here are some tips for setting up message campaigns for your 1st-degree audience:

- Personalize your messages – Use the recipient’s name and reference previous interactions to make your message more personal and engaging.
- Highlight commonalities – Point out shared interests or experiences to establish a connection and build rapport.
- Appreciate their insights – Acknowledge the recipient’s expertise and insights to show that you value their opinion.
- Provide value – Offer helpful resources or insights that align with the recipient’s interests and needs.
- Use a clear call-to-action – Tell the recipient what action you would like them to take, such as scheduling a call or meeting.

# Use LinkedIn polls to identify the best way to nurture leads

- Creating interesting and engaging polls that are specifically targeted to your ICP and targeted MQLs can help you gain insights into their preferences and pain points. Here are some tips and examples to create effective LinkedIn polls:
- Use storytelling to capture your audience's attention – Add context to your poll's description by highlighting the intention behind the poll. This can help to capture your audience's attention and encourage them to participate.
- Find your ideal customer's pain points with a poll – Create a poll with your ICP's common pain points and ask them to comment on a point you may have missed. This can help you gain insights into their pain points and tailor your lead nurturing strategy accordingly.

# Provide valuable and educational content

Providing valuable and educational content is an effective way to establish your brand as a trusted authority in your industry and nurture potential leads on LinkedIn.

Promotional emails and messages can quickly become overwhelming for potential leads, so it's essential to offer them something of value for free. Valuable and educational content gives your leads a reason to stay connected with you on LinkedIn and can increase the likelihood of conversion.

LinkedIn is an excellent platform for sharing resources with knowledgeable audiences. By creating in-depth, relevant LinkedIn posts for your ICP and sending hyper-personalized messages with links to useful sources, you can establish yourself as an expert in your field.

For example, if your ICP is a Product Marketing Manager and their common pain point is around product positioning, you can create a content strategy to publish regular posts on this specific topic. This approach can help to address your ICP's pain points and provide valuable insights that they may not find elsewhere.

# **Share case studies, whitepapers, and articles**

Sharing informative articles, whitepapers, and case studies is an effective way to establish your brand as a trusted authority in your industry and nurture potential leads on LinkedIn.

LinkedIn is not limited to short posts – you can create and publish long-form articles and whitepapers and feature them on your page. Long-form and thought leadership articles can showcase your expertise and help to establish yourself as an authority in your field.

Additionally, sharing case studies and success stories of your past clients can add credibility to your claims and help to nurture potential leads in the consideration stage. These types of content provide valuable insights into your solutions and demonstrate your ability to deliver results.



# LinkedIn's native video and live-streaming features

- Make the videos relevant to your ICP – Ensure that the videos address your ICP's pain points and interests.
- Provide practical insights – Offer actionable insights and tips that your audience can apply in their own work.
- Keep it short and sweet – Create concise, attention-grabbing videos that are easy to consume and share.
- Use visuals and graphics – Add images, infographics, and animations to make your videos more engaging and visually appealing.
- Leverage LinkedIn's native video and live-streaming features – Upload existing videos or create videos on the platform itself. Use LinkedIn Live to live stream to your profile followers and soft launch new products, upgrades, or services.

# Host live Q&A sessions and webinars

- Choose a relevant topic – Ensure that the topic is relevant to your ICP and addresses their pain points and interests.
- Invite expert speakers – Invite industry experts or guest speakers to add credibility and value to your event.
- Promote your event – Use the InMail feature to share the event with your target audience and distribute the invite across other marketing mediums for more reach.
- Provide valuable insights – Offer practical insights and tips that your audience can use in their own work.
- Encourage interaction – Encourage attendees to ask questions and participate in the discussion to increase engagement and build connections.

**THANK**  
**YOU**