



LinkedIn Conversion Guide

This **LinkedIn Conversion Guide** will help you manage your conversations and opportunities on LinkedIn so you can convert them over to email or your CRM so nothing falls through the cracks.

It can be difficult to keep track of everything within LinkedIn, so it's best to have a system to convert LinkedIn opportunities over to a safer place where they won't get lost.

Here are my 3 suggested techniques.

#1. Add high-value opportunities straight into your CRM

When you identify an ideal prospect who you'd love to work with, it's important that they don't get lost --- otherwise you could be leaving significant money on the table!

What I like to do here is simply add the contact and company to my CRM (customer relationship manager) as part of my Dream 50 or Dream 100 prospect categories. This way I can keep track of them and I have a structured process to nurture them.

NB. An important note here, is that you must not add these contacts to your "broadcast" email list, or any email list for that matter. Contacts must opt-in to receive any email marketing communications. If they haven't opted in and you send them an automated or broadcast email, it is my understanding that you're breaking spam laws.

#2: Email contacts 1-on-1 (rather than Direct Message on LinkedIn)

People tend to check their email a lot more than their LinkedIn messages, so it's good practice and more effective to move your conversation over to **1-on-1 email** from LinkedIn DMs.

When you are a 1st degree connection with someone, you'll nearly always have their email address, unless they've opted not to share that in their privacy settings.

So rather than send a direct message (DM) which can get easily lost underneath all the other messages, simply send an email to their inbox instead.

NB. I'll repeat my point from #1... you must not add these contacts' email addresses to any of your email marketing broadcast list. They must opt-in... which brings me to #3.

Adam Franklin

Contact Info

Your Profile
linkedin.com/in/adamfranklin

Websites
bluewiremedia.com.au (Bluewire Media)
smartcompany.com.au/mentor/adam-franklin/ (Smart Company)
adamfranklin.com.au (Adam Franklin)

Phone
0424329132 (Mobile)

Email
adam.franklin@bluewiremedia.com.au

Twitter
Franklin_Adam

Birthday
April 21

Look up the email address



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#3: Have a system to transition contacts from LinkedIn to your email marketing list

The only effective, ethical and legal way to transition your LinkedIn contacts over your email marketing list is if they **opt-in** (and ideally **double opt-in**) to something, thus giving you permission to email them!

I like to do this with LinkedIn contacts after we've had a bit of back and forth on DMs (direct messages). Typically I will invite them to register for a webinar related to our discussion, or invite them to download a relevant lead magnet.

This way they are providing their details, and in doing so, giving me permission to stay in touch with them.

Here an example of one way I do this:

Eg. Nurture contacts across to your email marketing list by inviting them to something like a webinar where they must opt-in.



Adam Franklin • 5:34 PM

PS. Here's a 'no-pitch' LinkedIn 101 webinar recording you may like, plus a bonus "6 PDF bundle"

<https://www.bluewiremedia.com.au/linkedin-webinar-LI> (rego required)



This is a simple but important step in your lead nurturing and marketing ecosystem!

I hope you found these useful.



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Feel free to connect

For more tips, templates and videos please connect with me, **Adam Franklin** on LinkedIn:

www.linkedin.com/in/adamfranklin

Case Study Opportunity

I'm looking for **8 advisory / consulting firms** who want to grow their pipeline by **\$100k+** in the **next 30 days** via LinkedIn. Is that you?

Please email me with "Case Study" in the Subject Line and I'll explain how I can help. adam.franklin@bluewiremedia.com.au

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LinkedIn Profile Checklist



www.bluewiremedia.com.au/linkedin-profile-checklist



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www.bluewiremedia.com.au/linkedin-content-plan

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