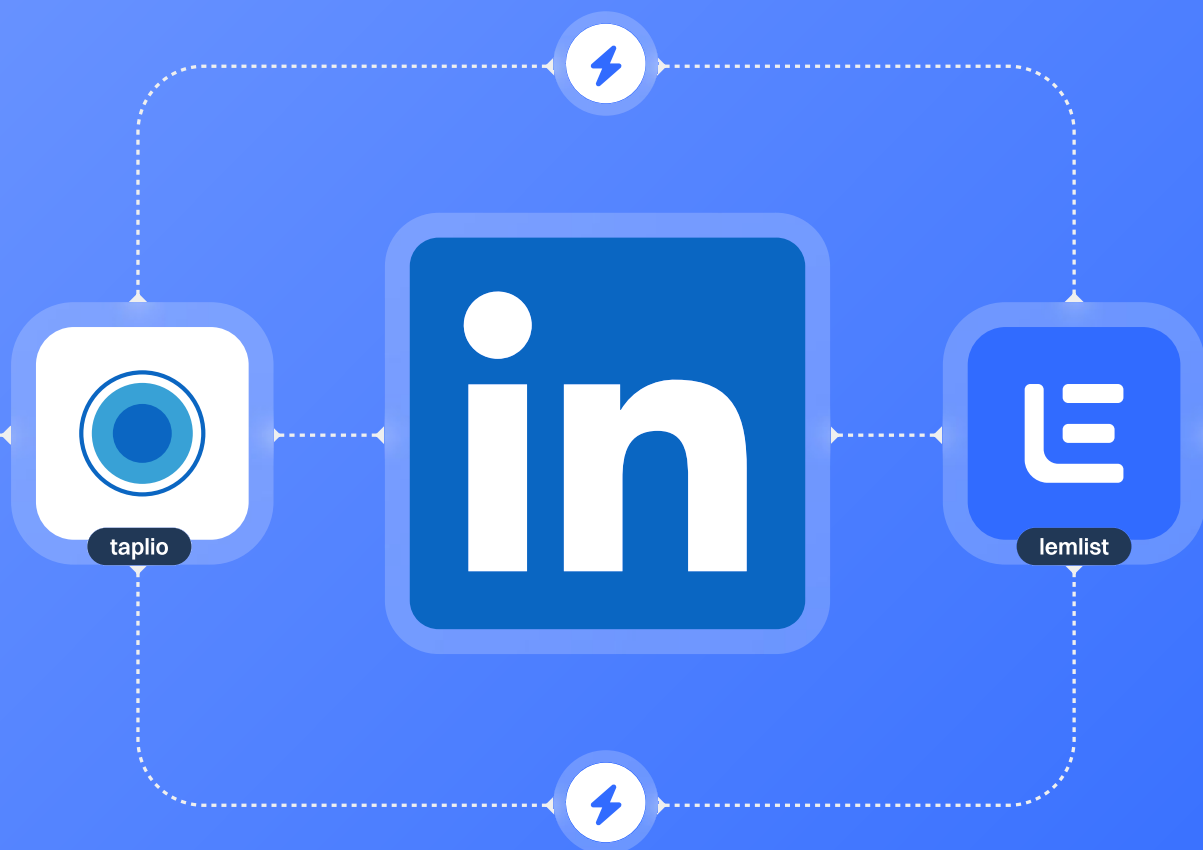


5 steps to turn your LinkedIn engagement into meetings, deals and \$\$\$

The top reason prospects aren't buying is lack of trust. To build credibility and show your product's value, engage consistently on LinkedIn.

In this playbook, you'll find our framework for booking 35 meetings in 30 days, helping you turn LinkedIn engagement into cash.



What you'll discover in this playbook?

Step #1: Define your posts' goals, audience, & topics	01
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▶ Define your niche	02
▶ Choose your topic(s)	02
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▶ What to post on LinkedIn	03
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Step 1 : Define your posts' goals, audience, & topics

The first step to appearing on your target audience's radar is to post content that's relevant and valuable to them. That's how you'll make them engage.

Here's a cheat sheet to get started with posting on LinkedIn:

Set up your posts' goals

What are you trying to achieve by posting on LinkedIn?

- I want to build a personal brand to get... (type of opportunity)
- I want to achieve... (KPI)
- I want to connect with... (audience)

E.g.,

- *I want to position myself as an expert in the industry*
- *I want to boost my and my company's awareness*
- *I want to connect with marketers and copywriters*

What KPIs (Key Performance Indicators) to track based on your goals above?

E.g.,

- *# of inbound leads per month*
- *# of networking calls per week*
- *# of podcasts per quarter*

What are you willing to put in?

By clarifying it, you'll hold yourself accountable and have more realistic expectations of your KPIs.

E.g.,

- *# of LinkedIn posts per week*
- *# of minutes of engaging with others' posts per day*

Define your posts' goals, audience, & topics

Define your niche

Who's your target audience?

- Where are they located?
- What's their occupation?
- What stage of life/career are they in?
- What's their goal?
- What are their pain points?
- What are their desires?
- What do they want to get better at?

E.g., Entrepreneurs and aspiring entrepreneurs who want to start and grow their business, and get more freedom.

Choose your topic(s)

Write down your main topic(s)

Pick up to 3 max.

E.g., Entrepreneurship, business, and personal development.

Write down your subtopics

- What are your unfair advantages?
- What are the unique ways in which you can add value from your experiences?
- What are the most often discussions people have about your topic?
- What are the biggest questions that people have about your topic?
- What are the most relevant themes in your business today?
- What is something you learned in the last 2 years?
- What is something that you care about a lot?
- What do you enjoy talking about?

E.g.,

- *Finding a passion and purpose*
- *Building a business from scratch*
- *Levelling up as a CEO*

Step 2 : Write & schedule your daily LinkedIn posts

If you're just starting on LinkedIn, we advise you to publish at least 3 days per week. But if you want to get more opportunities to attract leads, it's recommended to publish every day.

Posting every day keeps you visible, keeps you at the top of your leads' minds, and fosters credibility. Either way, focus on publishing qualitative and actionable content.

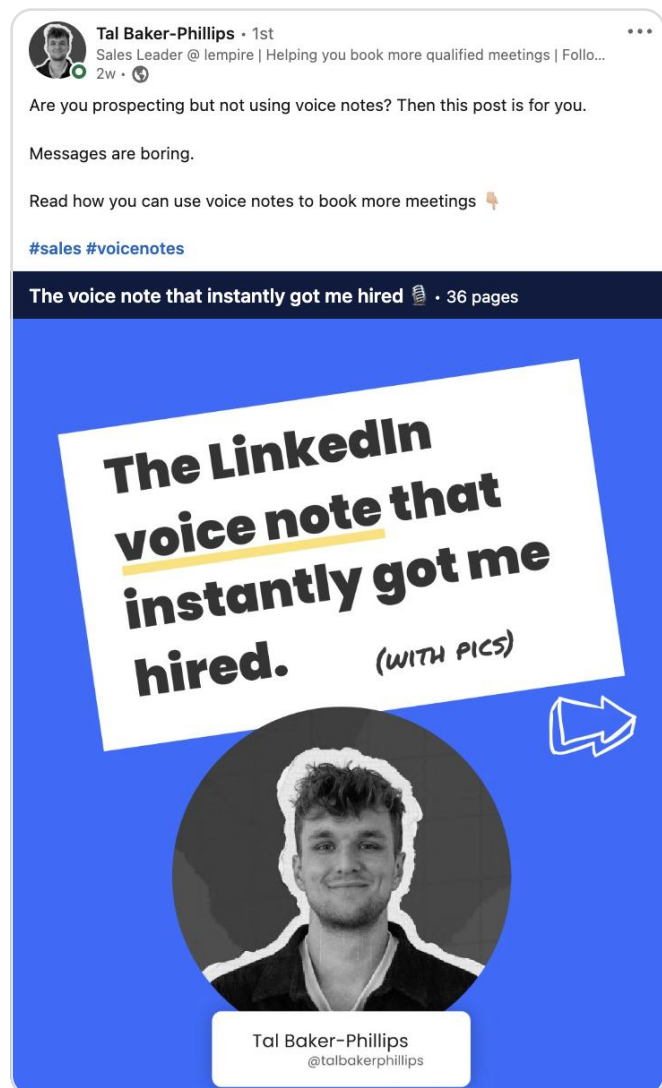
What to post on LinkedIn?

Here's posting formula lemlist sales lead Tal followed to get 30k+ followers:

- Monday: [Hook prospects with a story through the carousel](#)

Pro tips:

- ▶ Steal one of our [free carousel templates](#)
- ▶ Keep one sentence per slide when possible
- ▶ Use the same design each time to make your posts recognizable

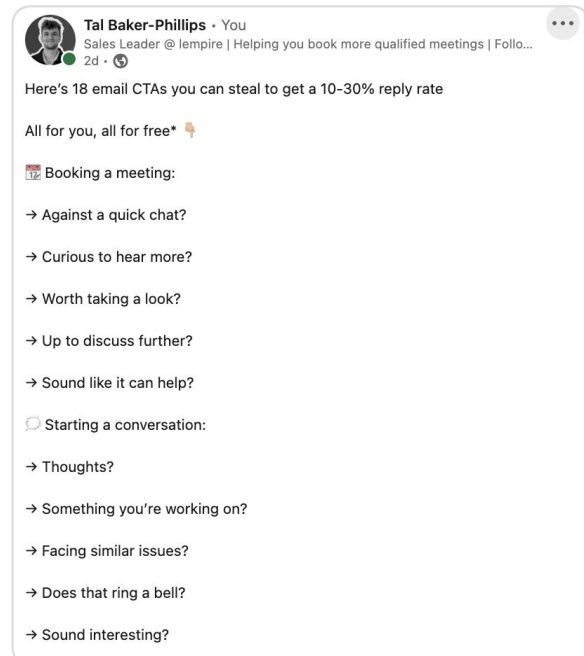


Write & schedule your daily LinkedIn posts

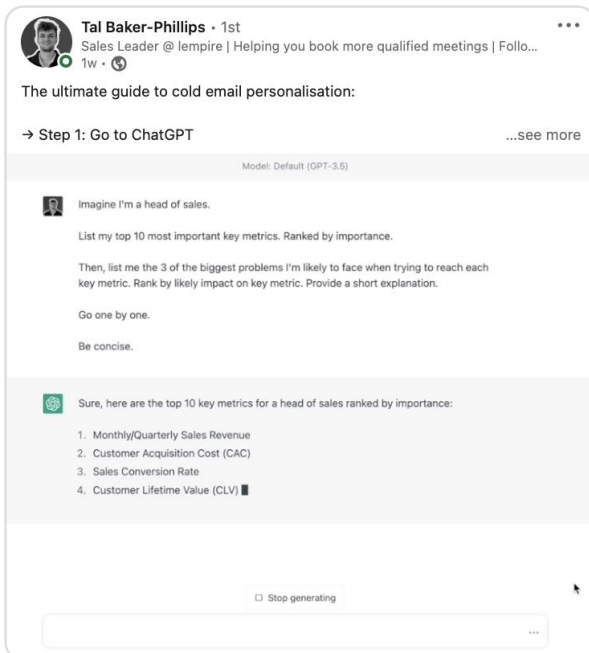
□ Tuesday: [Make prospects' lives easier with actionable tips](#)

Pro tips :

- ▶ Use an attention-grabbing first sentence to hook your audience
- ▶ Add line breaks between sentences to make your posts easily scannable
- ▶ Use bullet points or numbered lists to make the information easier to digest and retain



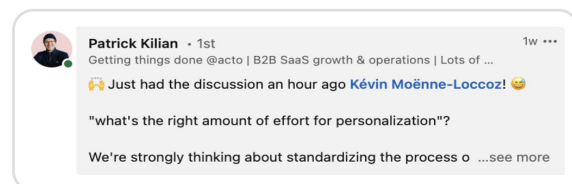
□ Wednesday: [Simplify and showcase a process with GIF](#)



Pro tip:

- ▶ Use the [GIPHY Capture](#) app to create GIFs easily

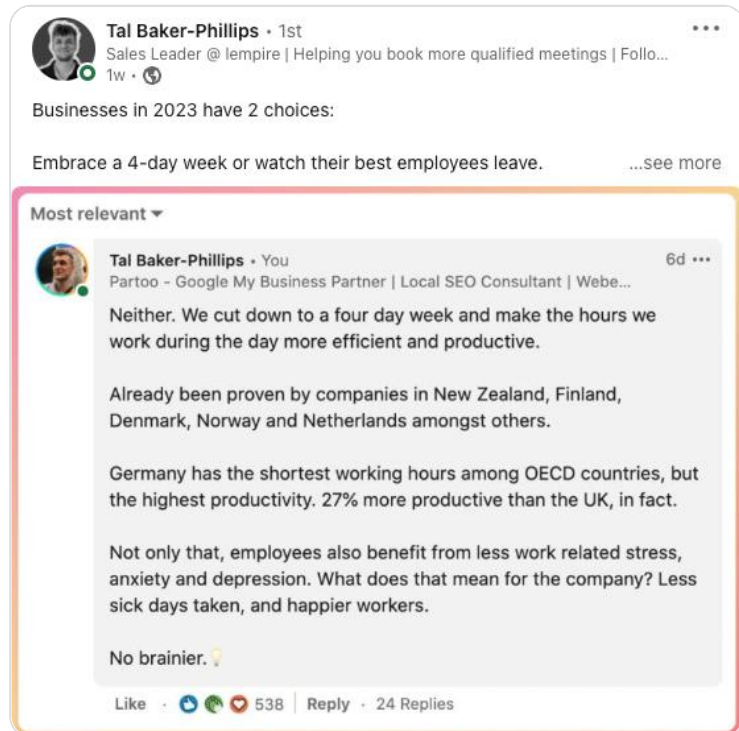
P.S. This post was inspired by the target audience's engagement. Just by reading carefully through comments on yours and similar content, you can get inspired for your next viral post 📌



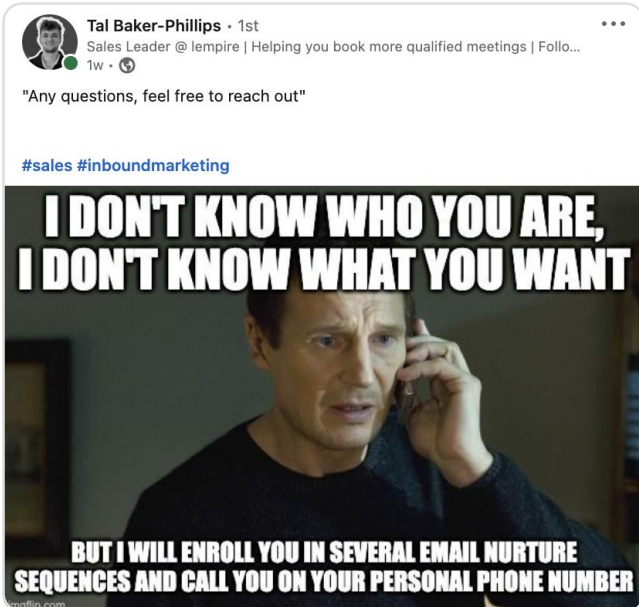
Write & schedule your daily LinkedIn posts

- Thursday:** [Start a discussion with a “controversial” statement](#)

By sharing “truth bombs”, you can find a like-minded audience and start a discussion in comments that will boost your engagement and visibility.



- Friday:** [Post something funny to show your personality](#)



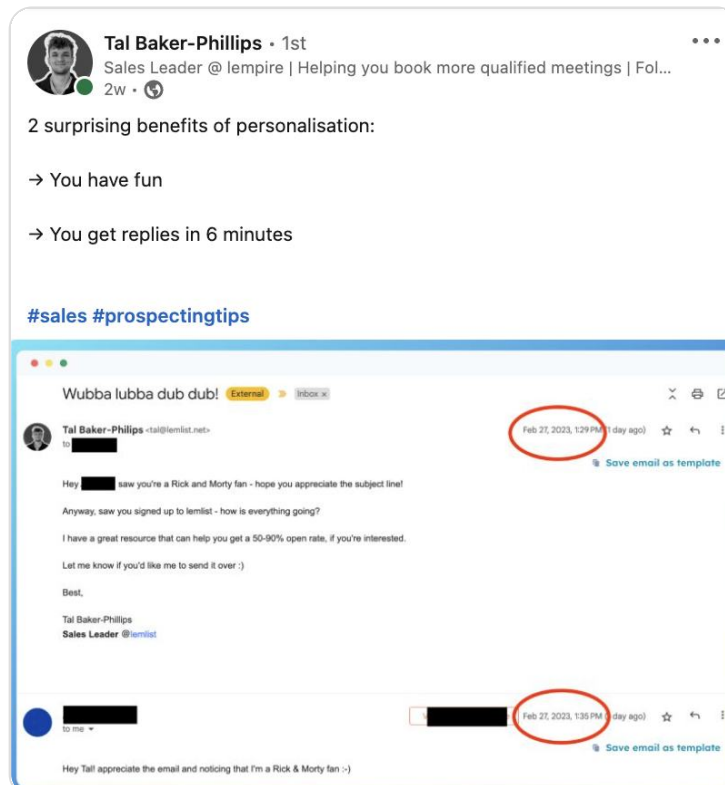
Since people might not be as motivated to read work-related stuff as at the beginning of the week, you can use memes or similar content to make your posts relatable and easily shareable.

Write & schedule your daily LinkedIn posts

Saturday: [Share helpful resources as a lead magnet](#)



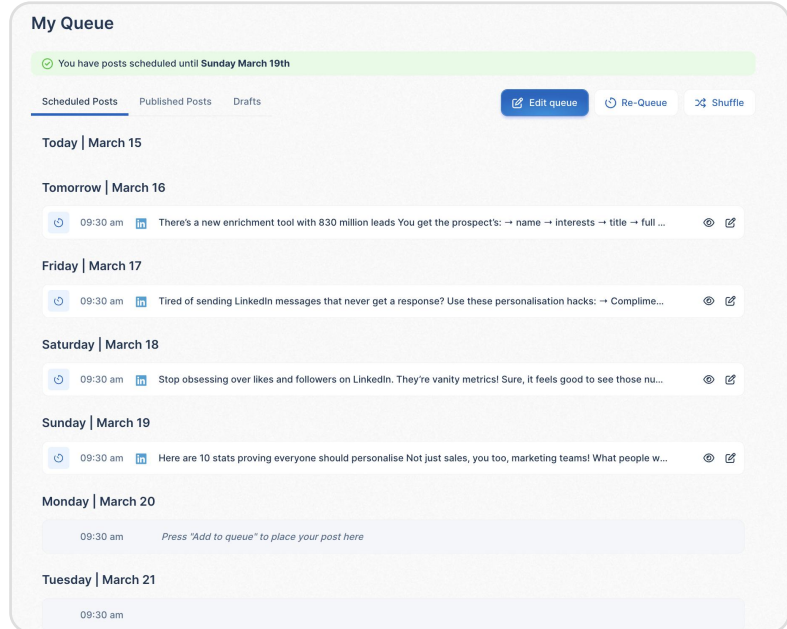
Sunday: [Add an image as social proof](#)



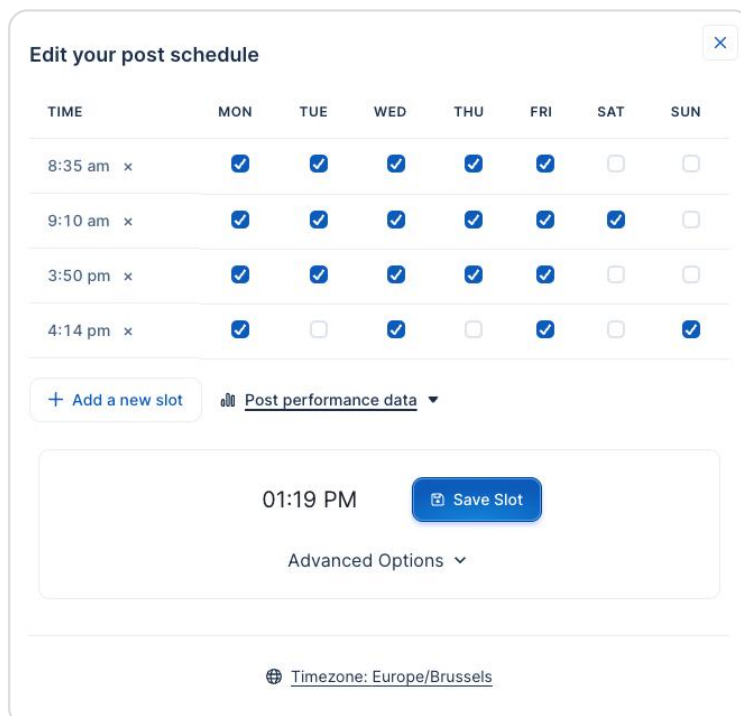
Write & schedule your daily LinkedIn posts

How to write, organize, and schedule posts in one place

To save time publishing your daily posts on LinkedIn, use [Taplio](#). It allows you to write, schedule, and organize your weekly posts in less than 5 mins!

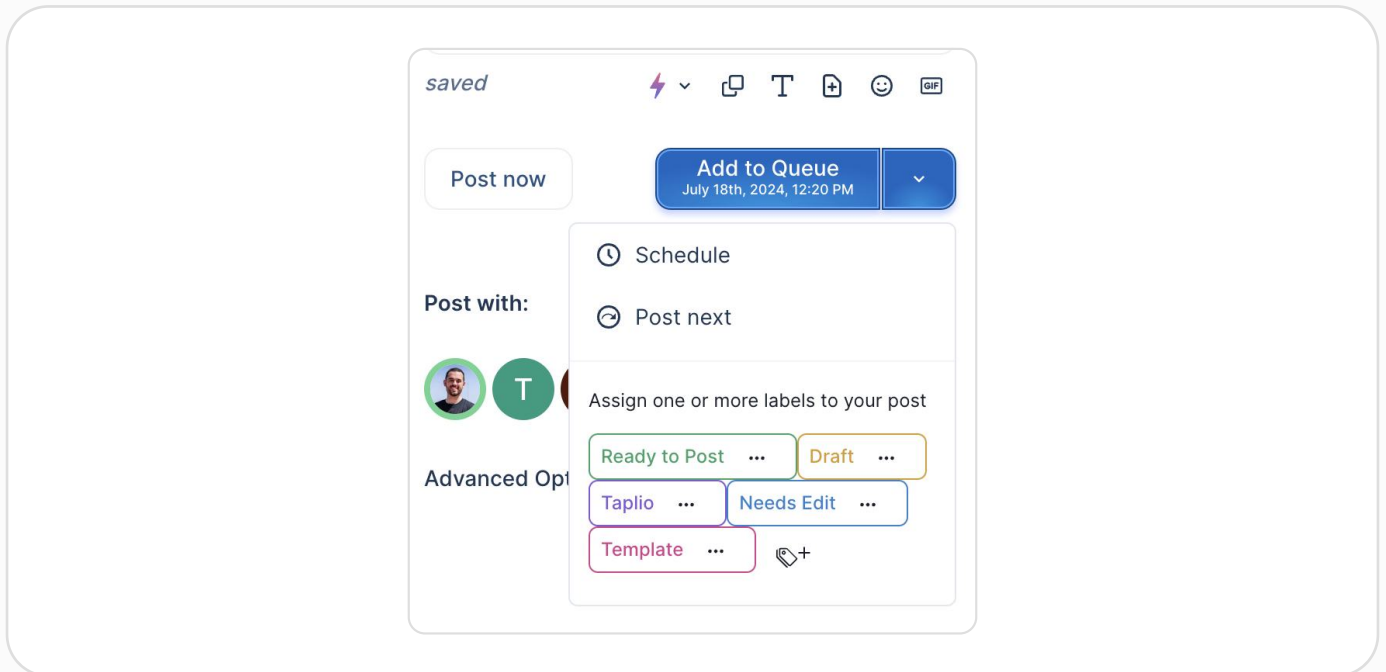


- Create your posting times in just a few clicks, and apply the slots template to your upcoming posts



Write & schedule your daily LinkedIn posts

- Use labels to organize your posts and refine your schedule based on the post status



- Use data based on your or others' posts to predict the best posting times

+ Add a new slot | Post performance data

According to our data based on 30,000+ Taplio posts in the last 30 days:

By hour of day:

- ▶ To maximize engagement on your post, post between 11:00 UTC and 12:00 UTC
- ▶ To maximize reach on your post, post between 11:00 UTC and 12:00 UTC
- ▶ To maximize engagement rate on your post, post between 4:00 UTC and 5:00 UTC

By day of the week:

- ▶ To maximize engagement on your post, post on Sunday
- ▶ To maximize reach on your post, post on Sunday
- ▶ To maximize engagement rate on your post, post on Friday

Show more data in charts

By hour of day:

Volume | Reach

The charts show performance data for Volume and Reach. The Volume chart has a y-axis from 6% to 10%. The Reach chart has a y-axis from 1500 to 2500. Both charts show bars representing performance across different hours of the day.

Pro tip:

- ▶ Post at the same time each week to create a routine for your followers. This way, they will know when to expect your content and engage more.

Organize your posts with Taplio →

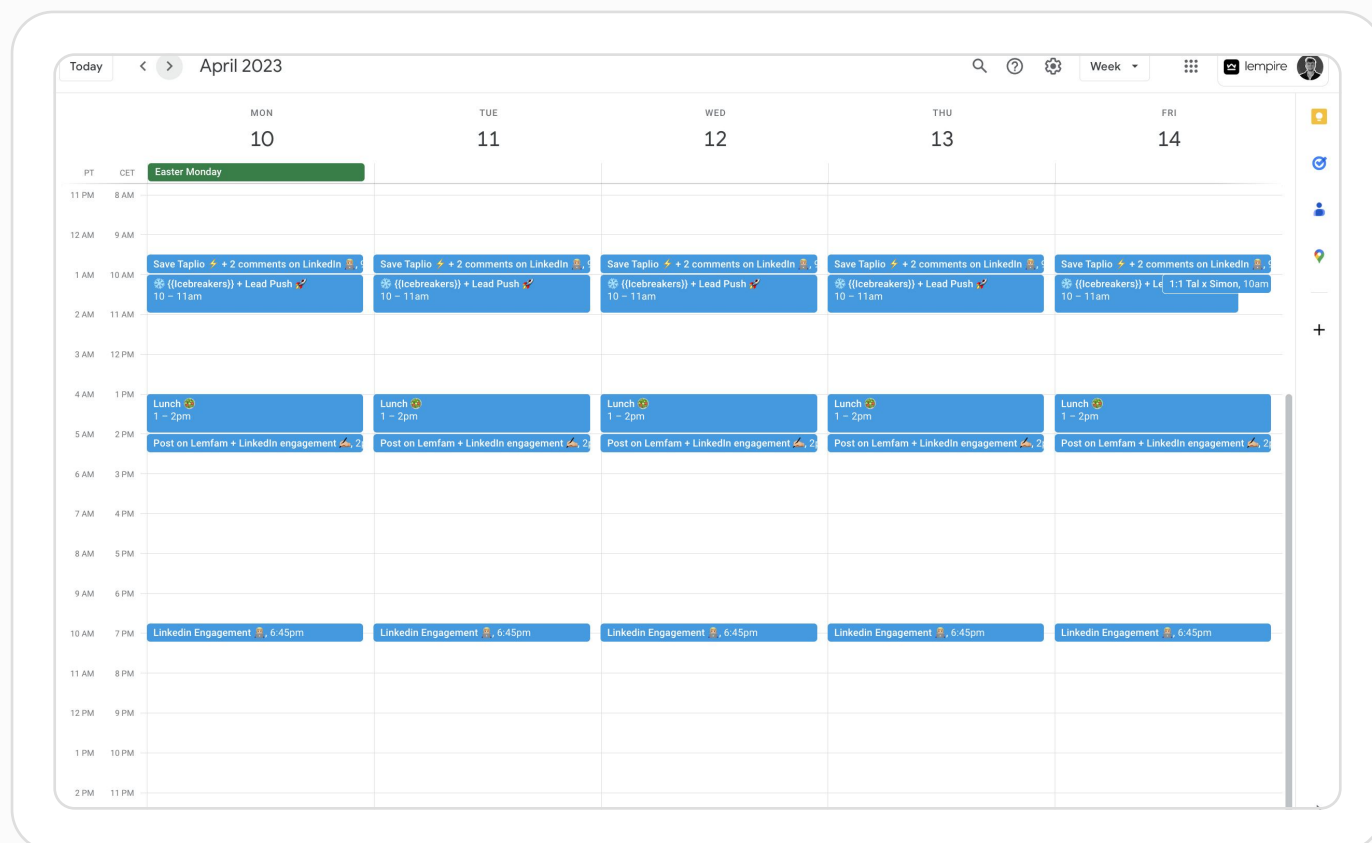
Step 3 : Engage on LinkedIn consistently

Schedule time slots to engage on LinkedIn

Engaging on LinkedIn in your posts is important. However, you should engage with other content creators from your industry or your target audience's content to increase your visibility.

This will help you appear more often on other people's feeds and connect you with your ICP more personally.

- To ensure consistency, book daily three 15-minute time slots to engage on LinkedIn



Engage on LinkedIn consistently

Engage with your LinkedIn posts

Replying and reacting to comments on your posts will help you build relationships with your prospects and make your profile more visible in search results, feeds, and recommendations.

Here are 3 steps that will boost your growth on LinkedIn without leaving your profile:

- Reply to [ALL comments on your post](#) to get your posts trending on the feed again

- ▶ reply to [positive comments](#) to create bonds with people and encourage them to engage further

The screenshot shows a LinkedIn comment thread. At the top, Brandon Bornancin (CEO @ Seamless.AI) comments on a post by Tal Baker-Phillips, asking for more videos on using LinkedIn and ChatGPT for email personalization. Tal Baker-Phillips (Sales Leader @ Iempire) replies positively, promising more content and asking for specific requests. Brandon Bornancin then replies to Tal's comment, mentioning a specific video about hyperpersonalized mass outreach with GPT.

Brandon Bornancin · Following 6d ...
CEO @ Seamless.AI | 4x Best-Selling Author | Sales Secrets Podcast ...
Yo **Tal Baker-Phillips** this is fire -> Can you share more vids like this on how to use LI and ChatGpt to personalize emails?
If you got a fire guide on it would love to read.
Love · ❤️ 1 | Reply · 2 Replies

Tal Baker-Phillips **Author** 6d ...
Sales Leader @ Iempire | Helping you book more qualified me...
Nice one **Brandon Bornancin** 🔥
There sure is, got 10+ more planned!
Anything in particular you'd like to see?
Like · 🗨️ 1 | Reply

Brandon Bornancin · Following 6d ...
CEO @ Seamless.AI | 4x Best-Selling Author | Sales Secrets P...
Tal Baker-Phillips hyperpersonalized mass outreach w GPT
Like · 🗨️ 1 | Reply

Engage on LinkedIn consistently

- ▶ reply to [negative comments](#) to address any objections and connect with like-minded prospects

The screenshot shows a LinkedIn post by Erol Toker, Author, with 4 likes and a reply. The post text is: "I guess my critique is that the whole thing is inhuman to begin with. You're basically pretending to be interested in me or something I'm doing to get attention, like a cheap pickup line in a bar. It's so objectified there is no humanizing or saving this approach. The only reason this worked was because ...see more".

Two replies are shown:

- Tal Baker-Phillips (1st): "Sales Leader @ Iempire | Helping you book more qualified me...
Erol Toker it's about how the reader perceives your message
Not how you perceive the process beforehand
The way you personalise is irrelevant ...see more"
- Tal Baker-Phillips (1st): "Sales Leader @ Iempire | Helping you book more qualifie and this:"

- Reply to [comments with tags of other members](#) to showcase your expertise and gain new followers

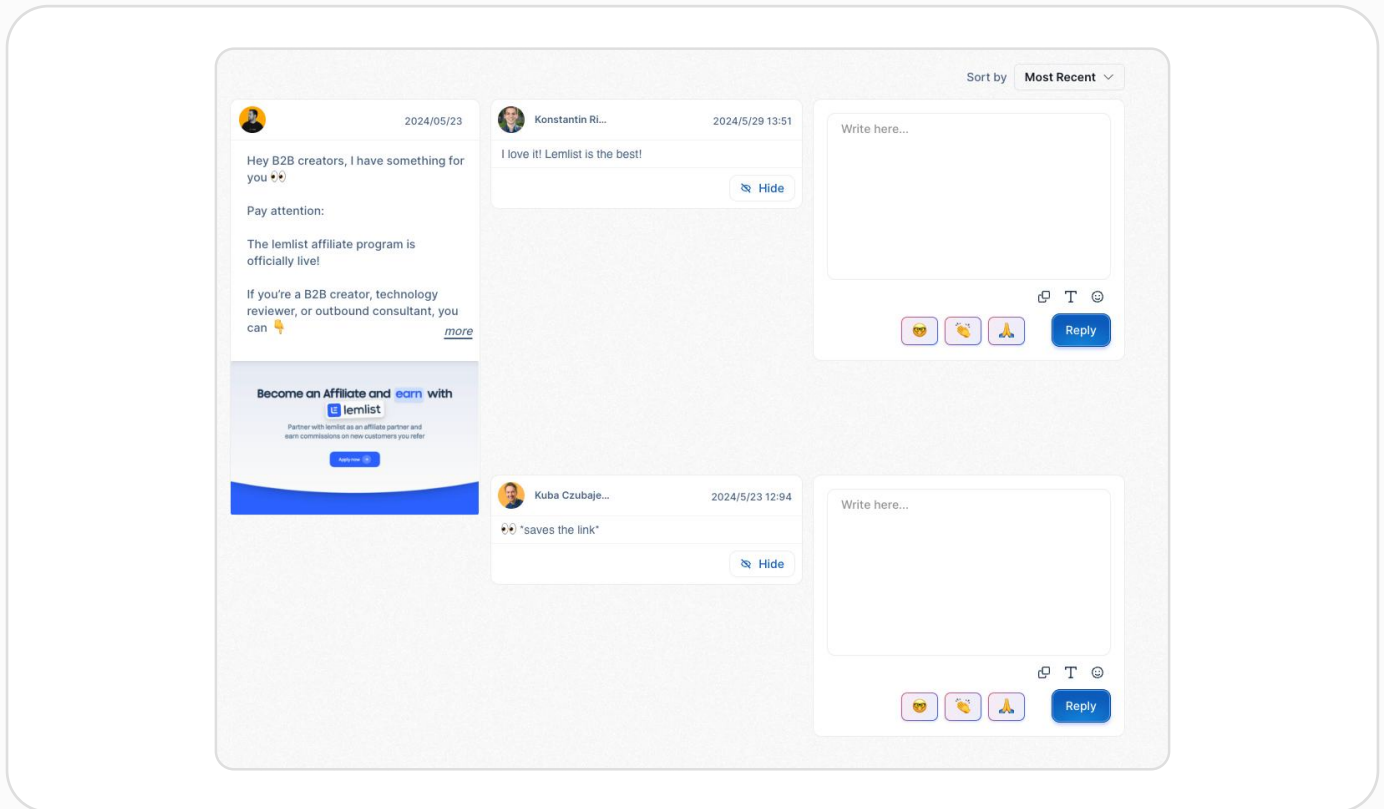
The screenshot shows a LinkedIn post by Rouven Dochtermann (Mr), 1st, with 2 likes and 2 replies. The post text is: "Bilingual Operations Lead, >10 years experience in intern. companies...
Domenico Winter
Daniel Fiedrich
Martina Altmann
Lisa Reule

Two replies are shown:

- Tal Baker-Phillips (Author): "Sales Leader @ Iempire | Helping you book more qualified me...
🚚 **Rouven Dochtermann** hope it helped the team 🙌
Any questions, drop me a line :)
Like · 1 | Reply
- Rouven Dochtermann (Mr): "Bilingual Operations Lead, >10 years experience in intern. co...
Tal Baker-Phillips thanks **Tal Baker-Phillips** I am pretty sure it is helpful. Once we need more insights I feel free to reach out 🙌
Love · 1 | Reply

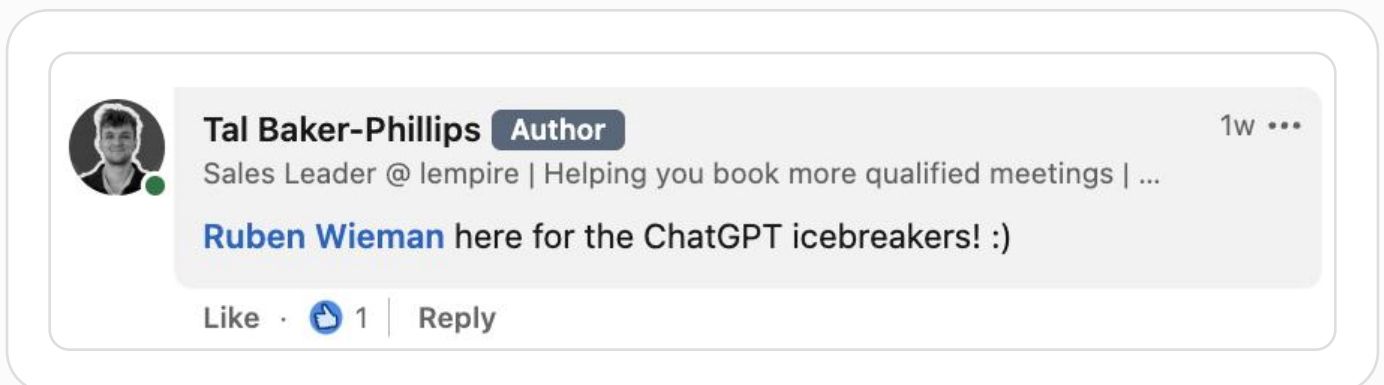
Engage on LinkedIn consistently

To centralize your engaging efforts, you can use Taplio's "Reply to your comments" feature. It lets you engage with all comments from your target audience, in a single spot!



Centralize LinkedIn engagement with Taplio →

- [Tag prospects](#) in posts that will give them value to show you're willing to go the extra mile to help them



Engage on LinkedIn consistently

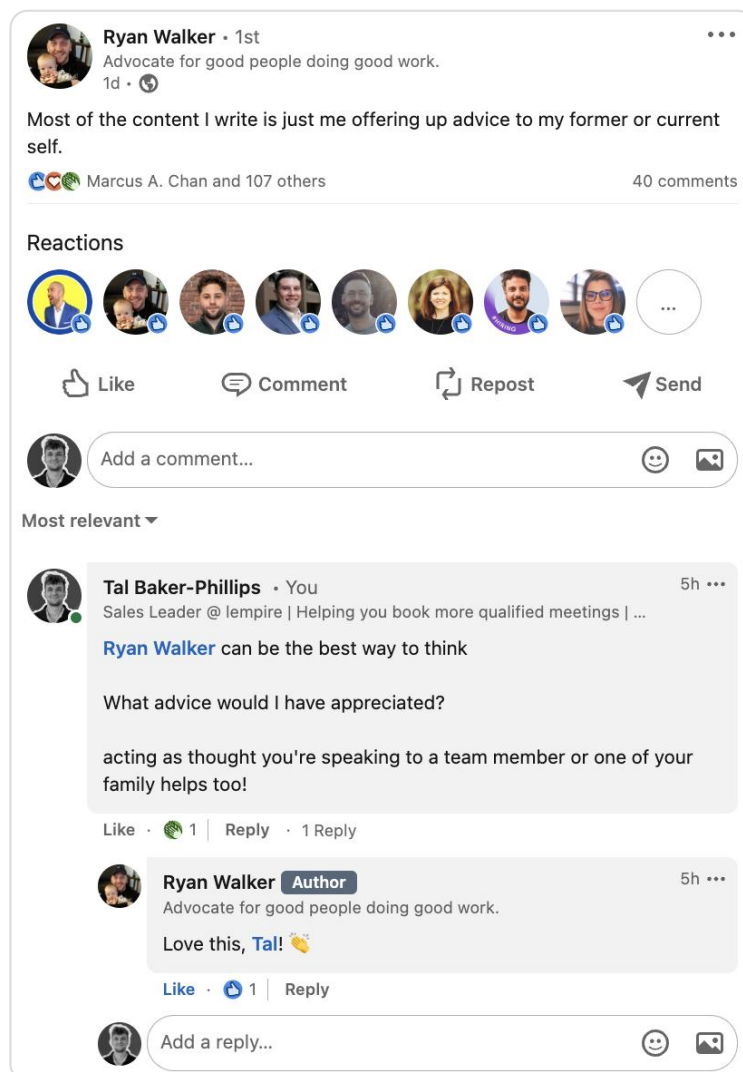
Engage with others' LinkedIn posts

Engaging with others will help you show your expertise and encourage them to engage later with yours.

The more you engage with others' posts, the more LinkedIn will push yours.

Here are 3 steps that will help you encourage your prospects to reach out to you:

- Engage with at least 3 [influencers' posts](#) in each time slot to expose your personal brand to a larger audience



Engage on LinkedIn consistently

- Engage with each other's [team posts](#) to boost your reach, as your content will be shown on their followers' feeds and vice versa

This screenshot shows a LinkedIn post by Roxana Irimia, Head of Marketing at lempire, titled "5 quick marketing tips that will make you stand out". The post includes three numbered tips: 1. replace all the "we" or "I" from your website with "you", 2. mention your prospects' pain points in the intro of each article, and 3. use "take care" or something more personal as a sign-off. The post has 107 comments and is liked by Roxana Irimia and 247 others. A comment by Tal Baker-Phillips is highlighted, stating "Actionable content for the win" and "People just want to be able to improve". Another comment by Muhammad Asjad is also highlighted, stating "People will never read even a juicy book if you are offering it only to read Tal." and "1) Look for personalized pain point behind reading!".

- Engage with [competitors' posts](#) to expose yourself to potential leads (as you're probably sharing the same target audience)

This screenshot shows a LinkedIn post by Josh Braun, a sales leader at lempire, titled "Outreach here's how to get more sales:". The post includes two numbered tips: 1. Show pricing, and 2. Let me sign up for a free 7 day trial. The post has 120 likes and is liked by Sam Dunning and 120 others. A comment by Tal Baker-Phillips is highlighted, stating "Josh Braun you think 7 days is enough?" and "lemlist will give you 14." and "Oh, and here's the pricing:". The comment includes a screenshot of a pricing table with columns for "Annual License", "Monthly License", and "Let's talk". The table shows prices of \$59 and \$99. Other comments include "Everyone deserve nutritious prepared meals" by Phillip Leslie and "Most Websites Are Bullsh*t — We Fix That | High-Converting ..." by Christian Haskins.

Engage on LinkedIn consistently

- Engage with each other's [team posts](#) to boost your reach, as your content will be shown on their followers' feeds and vice versa

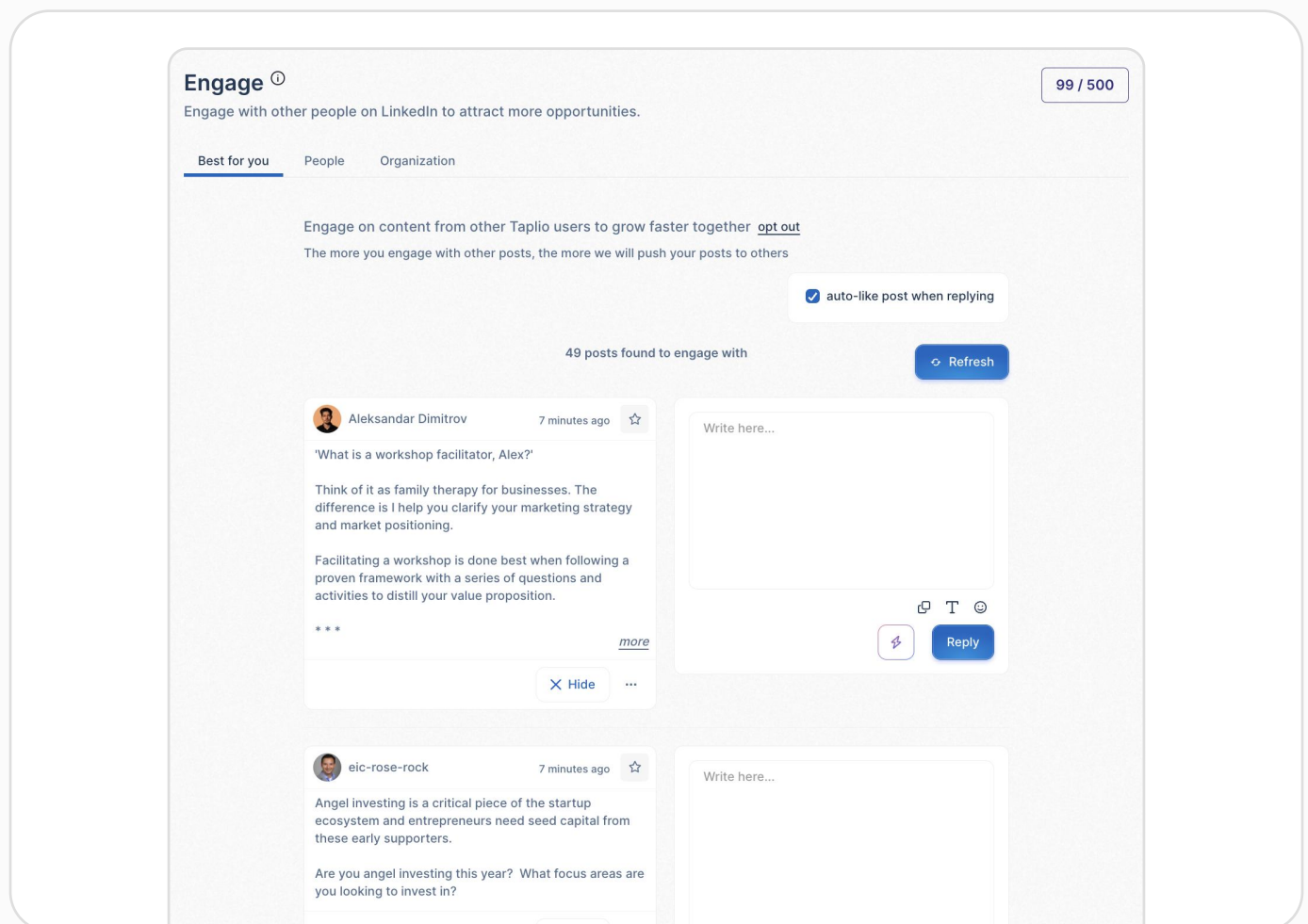
Pro tip:

We recommend you use a 20/80 commenting ratio to keep your engagement time efficient:

- ▶ 20% of your comments could be short and fun without too much information
- ▶ 80% of your comments should be 3+ sentences explaining your perspective and adding value

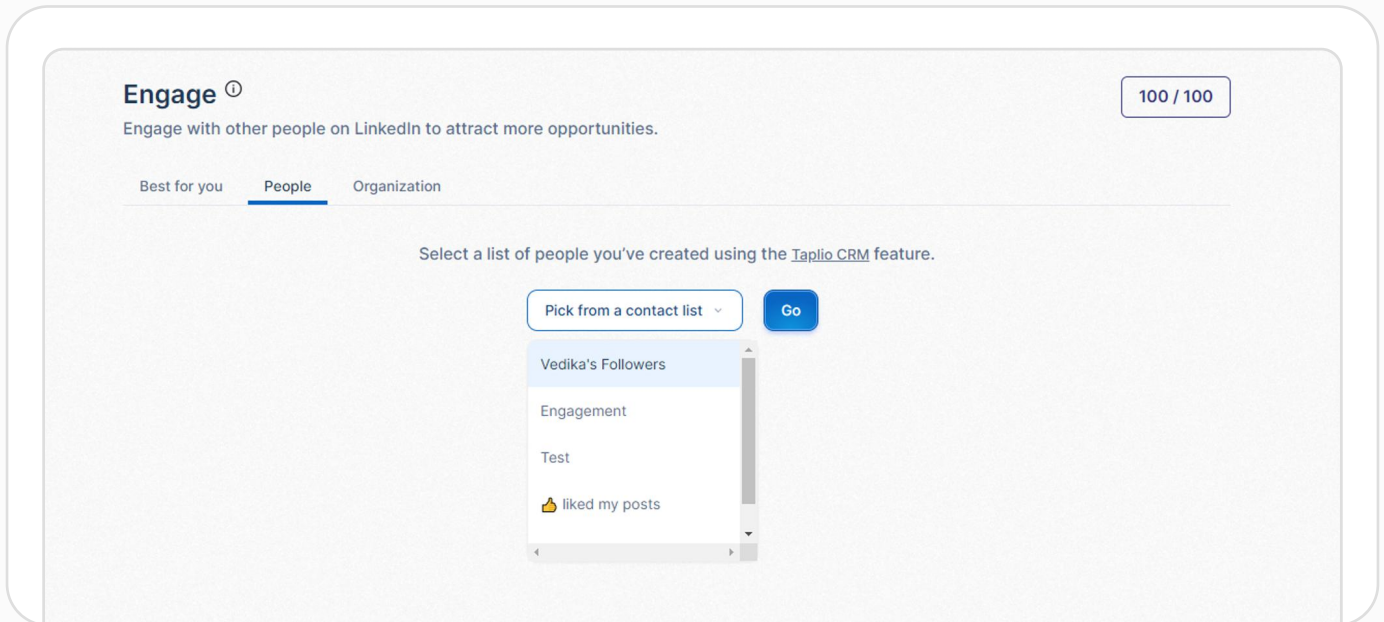
How to boost LinkedIn engagement efficiency

To find the best posts to engage with on LinkedIn, you can use Taplio's "Best for you" feature, which hand-picks profiles and posts for you!

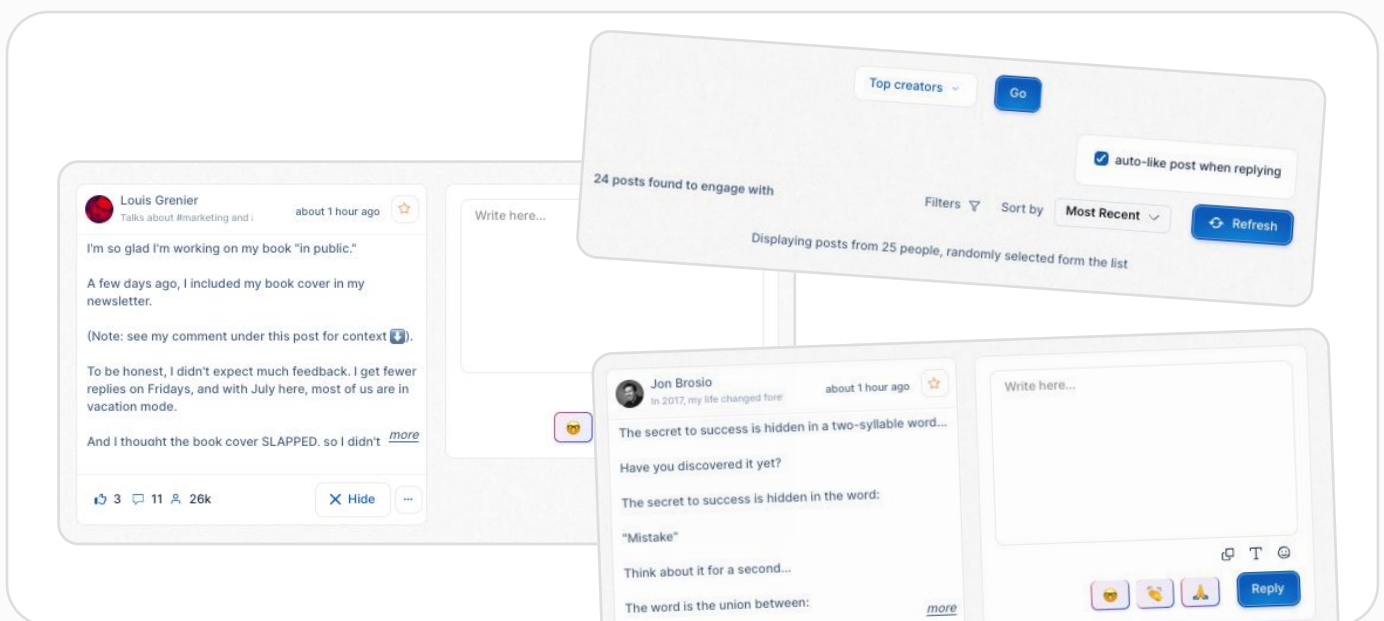


Engage on LinkedIn consistently

You can also collect all people you want to engage with (such as influencers or competitors) into specific lists where you can see only their latest posts and comment on them - without leaving the Taplio app!



This saves you hours of endlessly scrolling the LinkedIn feed and profiles to find meaningful, engaging opportunities.

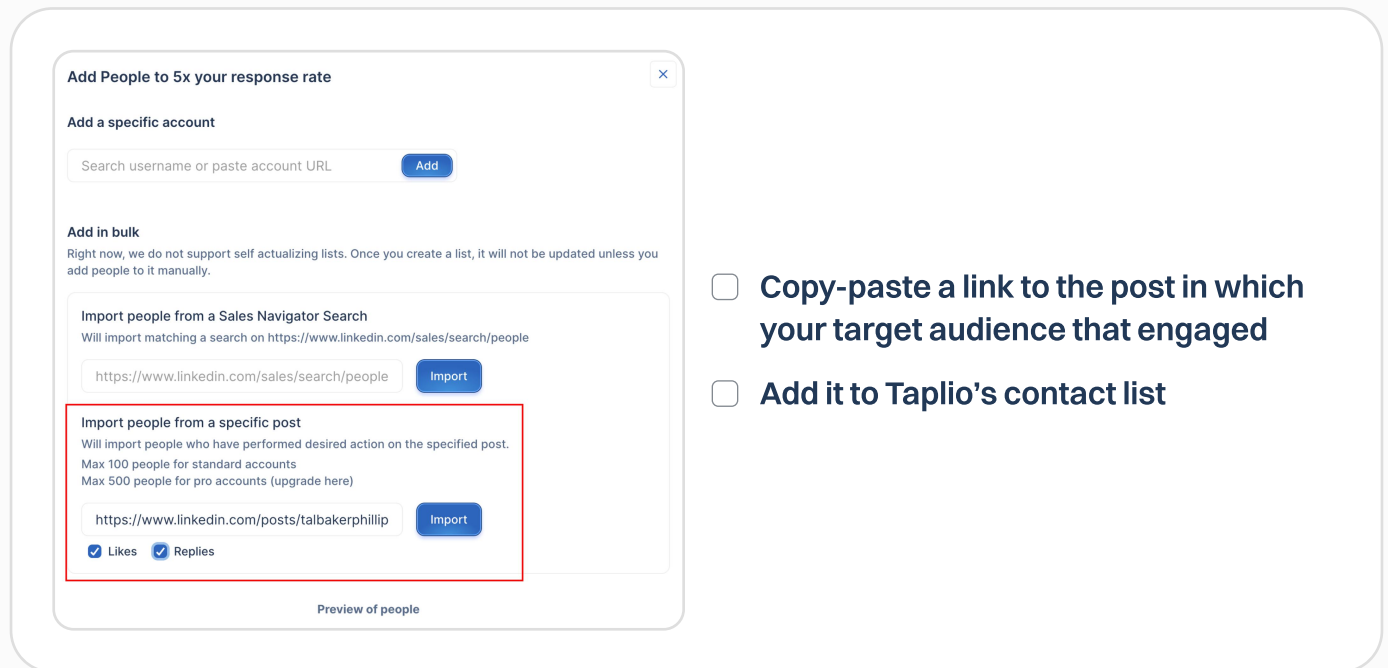


[Boost LinkedIn engagement efficiency with Taplio](#) →

Step 4 : Scrape LinkedIn likers and commenters

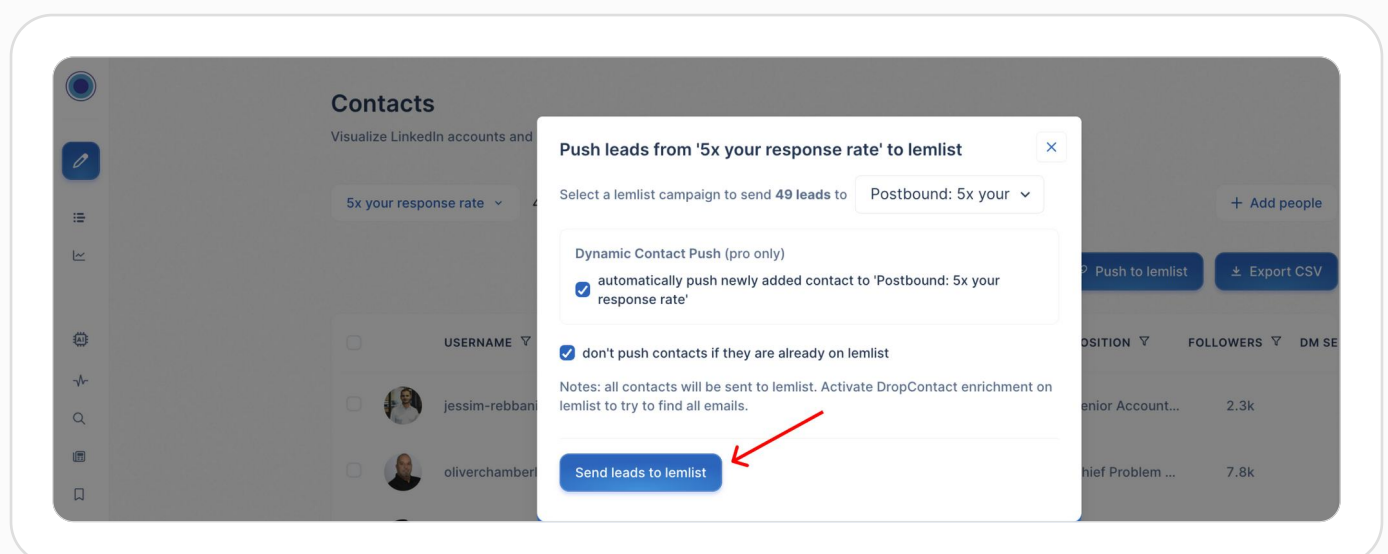
Reaching out to people engaged with you on LinkedIn increases your chances of getting a reply. Because they are already familiar with you, you can take them down the sales funnel faster.

And, to avoid the friction of manually scraping contacts from LinkedIn posts, you can use Taplio.



- Copy-paste a link to the post in which your target audience that engaged
- Add it to Taplio's contact list

- Thanks to the integration with lemlist all-in-one outreach, you can send those new leads straight to your outreach campaign.

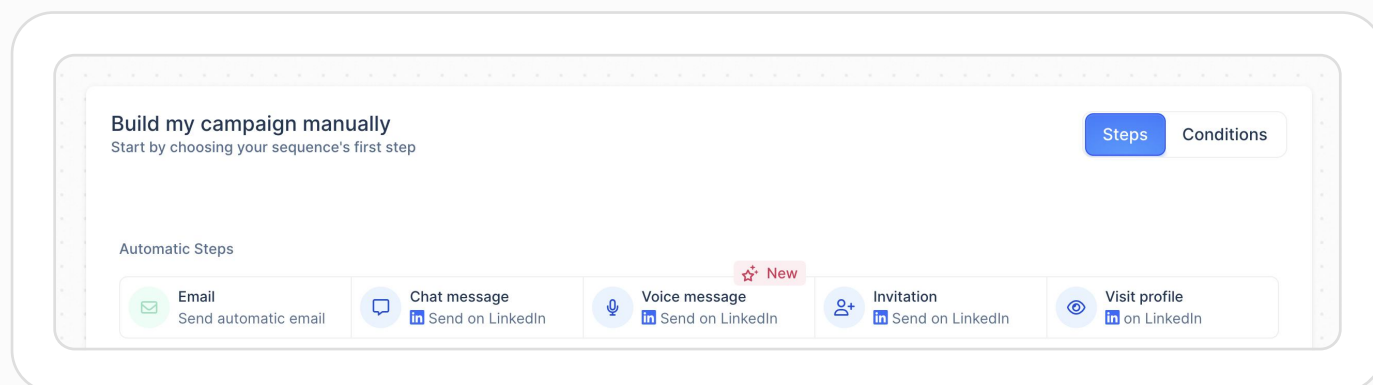


Step 5 : Reach out to LinkedIn leads, at scale

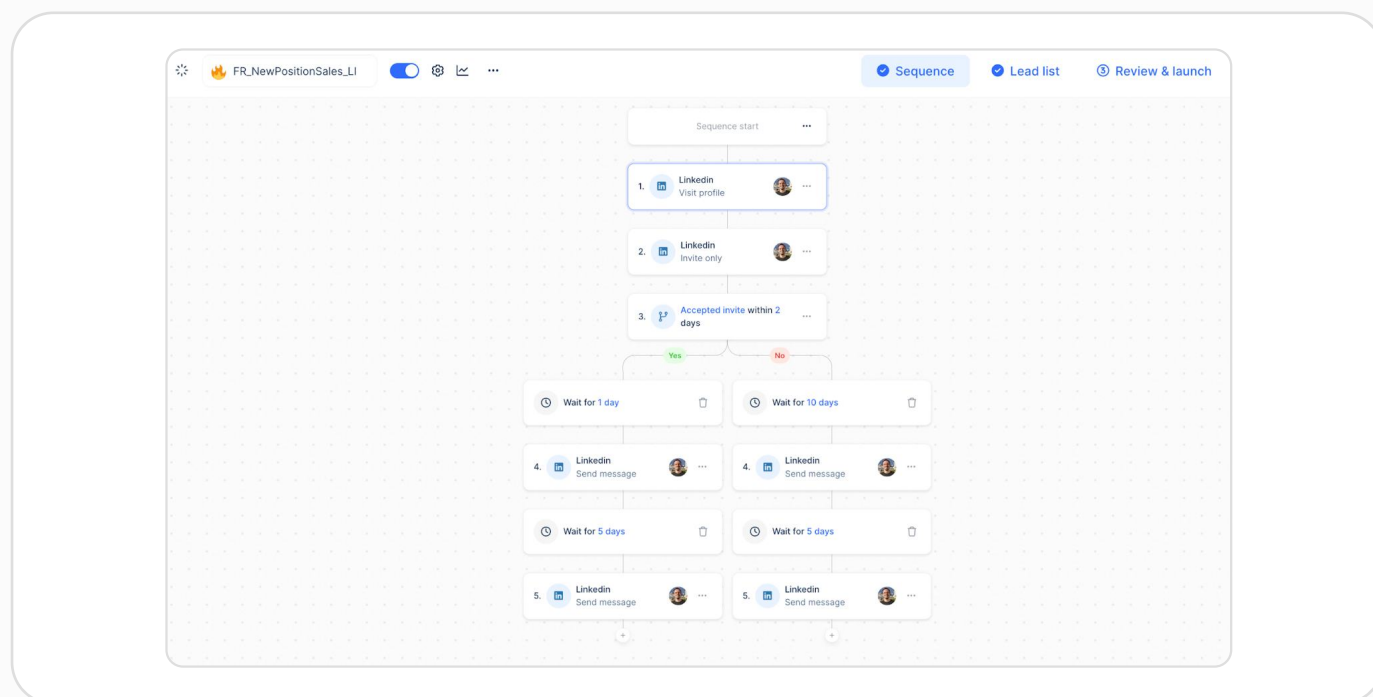
How to automate LinkedIn outreach

Manually reaching out to your newly scraped leads on LinkedIn often involves losing time switching between channels, no centralized data to plan the next steps, and a bunch of errors that slow down responses.

Or, you can use lemlist to automate your multichannel outreach, including LinkedIn steps!



- LinkedIn profile visits; to increase the chances of prospects accepting your connection request,
- LinkedIn invites; to expose your personal brand and get in touch with leads more easily,
- LinkedIn messages; to take them down the sales funnel without being intrusive.



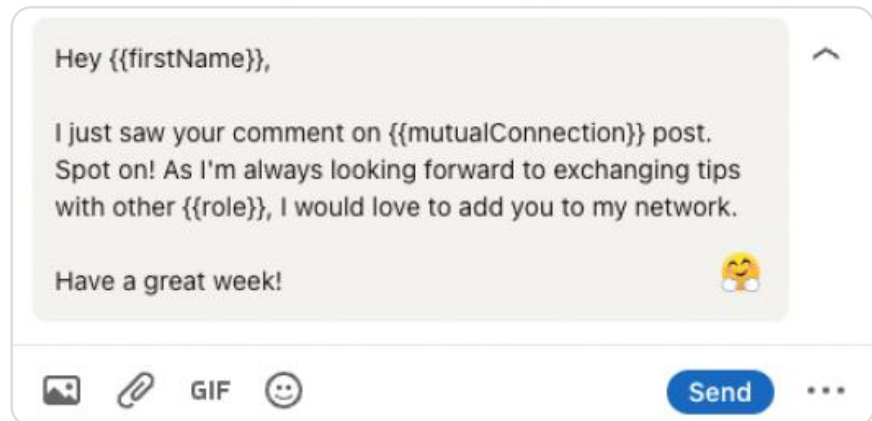
[Automate LinkedIn outreach with lemlist](#) →

Reach out to LinkedIn leads, at scale

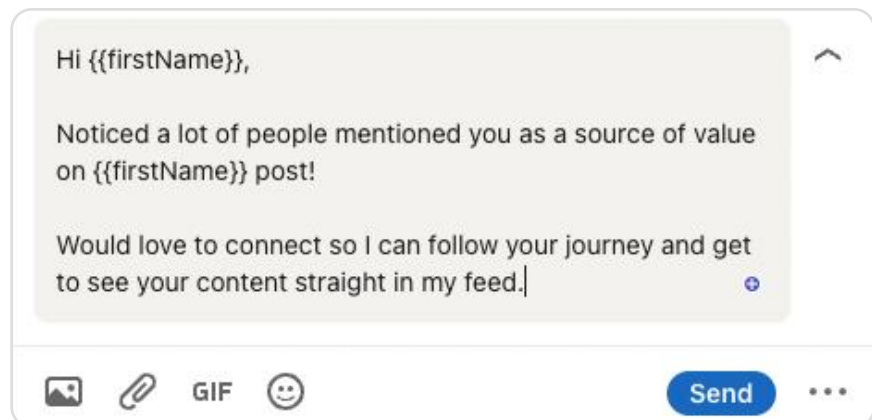
6 LinkedIn message templates for more replies

Here are a few messages to connect with your prospects on LinkedIn and boost your conversions

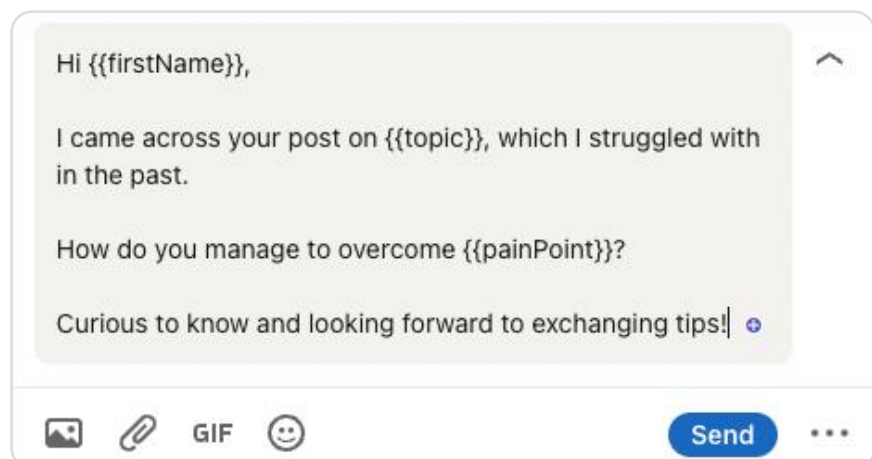
- Underline familiar context**



- Make your intention clear**

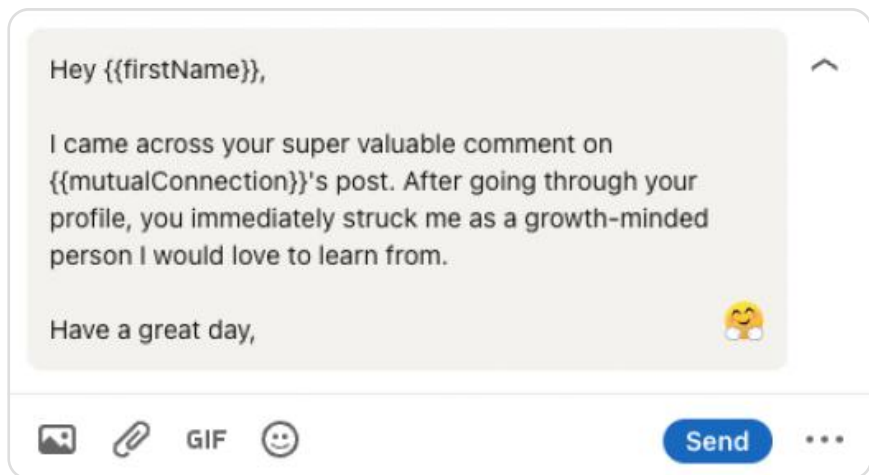


- Ask a question**

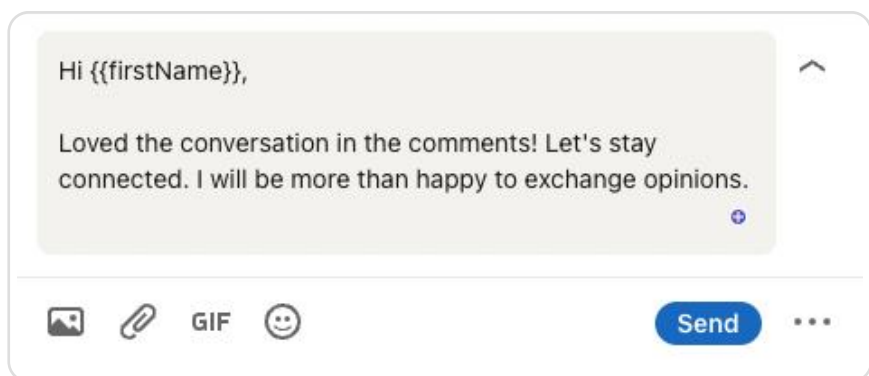


Reach out to LinkedIn leads, at scale

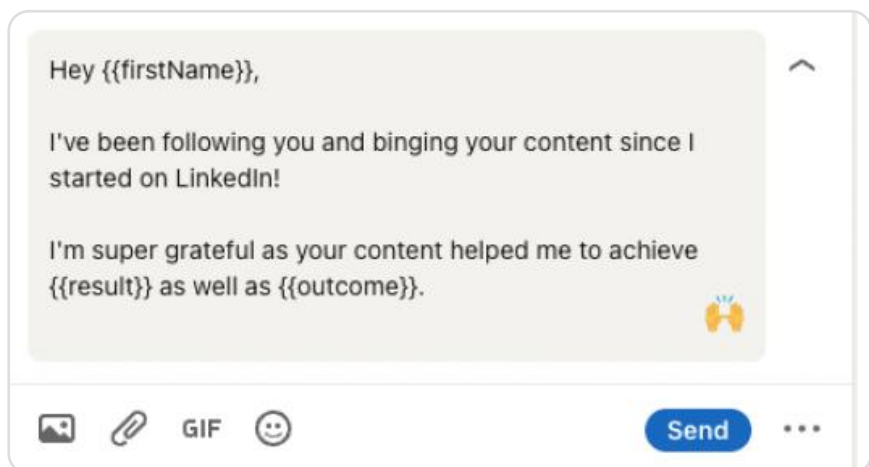
- Give a genuine compliment



- Continue conversation from comments



- Show appreciation



Reach out to LinkedIn leads, at scale

How to generate personalized LinkedIn message with AI

If you're unsure how to approach your LinkedIn leads, you can leverage the power of AI in lemlist, and turn your leads' data into catchy icebreakers.

All you have to do is ask AI via prompt to sort your leads' data and create hyper-personalized icebreakers, in any language you want.

Before: Spending hours writing personalized messages

With AI variables: Automatically generating hyper-personalized content

The 'Before' section shows a manual process where a user has to write an icebreaker based on a company description. The 'With AI variables' section shows an automated process where AI generates personalized content based on variables like company description, webinar topics, and business focus.

P.S. If you're unsure which AI prompt to use, import the best-performing ones for the free prompts library!

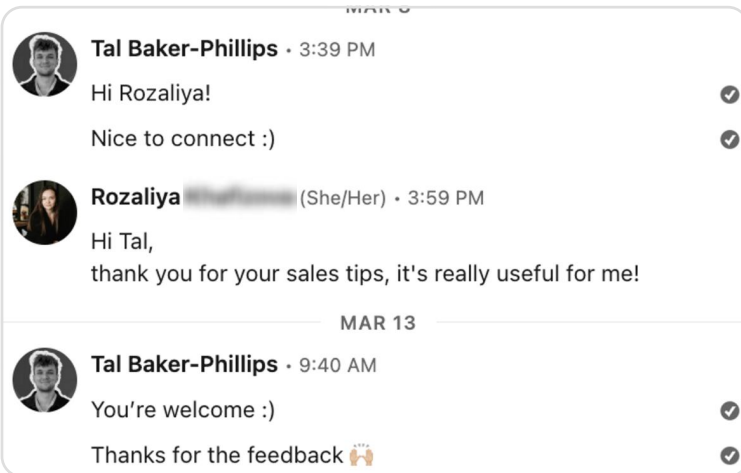
The Prompts library interface shows a search bar and a grid of prompts. The prompts are categorized into Cleaning Data, Identify Leads, and Personalization. The prompts include:

- CLEANING DATA**: Normalize Phone Number (Used, 62 times)
- CLEANING DATA**: Removal (Used, 756 times)
- PERSONALIZATION**: Personalized and engaging P.S. line (Used, 768 times)
- IDENTIFY LEADS**: Identify Seniority (Used, 685 times)
- PERSONALIZATION**: Icebreaker from company description (Used, 537 times)
- CLEANING DATA**: Personalized and engaging P.S. line (Used, 756 times)
- CLEANING DATA**: Normalize Phone Number (Used, 62 times)
- CLEANING DATA**: Format Date/Time (US) (Used, 756 times)

[Turn LinkedIn info to personalized content](#) →

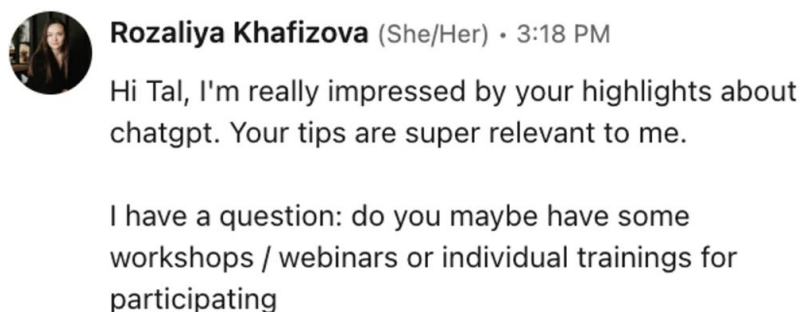
An SDR's example of booking a meeting with LinkedIn likers

- 1 Tal shared these actionable tips, which appeared on Rozaliya's feed
- 2 She found the post valuable → 👍 Liked it → Sent a connection request to Tal
- 3 After receiving the invite to connect, Tal checked out her profile → Saw she matched his ICP → Sent her a short message as a sign of appreciation



In this stage, you don't want to sell anything but build rapport and help your prospects. Keep it simple and friendly!

- 4 Tal continued to share content that Rozaliya would find helpful
- 5 Rozaliya reached out to Tal as he established himself as a source of value with his posts



Notice how Tal didn't have to make much effort for his prospects to reach out to him besides genuinely helping them through his LinkedIn content

An SDR's example of booking a meeting with LinkedIn likers

6 Tal explored further her pain points so he could hook her to get a solution via a meeting

The screenshot shows a LinkedIn message thread. At the top, Tal Baker-Phillips (12:51 AM) says "Hey Rozaliya!" and "We do, and if it's something relevant for you and the team happy to take some time to speak with you". He then asks "What are the main things you'd like advice on?". Rozaliya (9:53 AM) responds with "So our main focus to learn is:" followed by a list: "- Outbound emails and converting them to the meetings" and "- LinkedIn connection with the converting to the meetings". She adds "This is where we have a bit of a struggle. If you have any pieces training/workshop. It would be nice to get the price for 1 person and for 4 people". A "TODAY" separator follows. Tal Baker-Phillips (2:21 PM) replies "Perfect, that's something we typically help our clients with" and "Let's book a slot to go through it :)". He then provides a Calendly link: "Here's my calendly - <https://calendly.com/tal-lempire/30min>".

7 Which leads to a new meeting booked, aka a new growth opportunity 🎉

The screenshot shows a Google Meet meeting invitation. The title is "Rozaliya and Taliesin Baker-Phillips". The date and time are "Friday, March 24 · 3:30 – 4:00pm". There is a blue button that says "Join with Google Meet" and a URL "meet.google.com/ixf-tiex-dtw". The invitation also includes icons for editing, deleting, and a close button.

So, can LinkedIn engagement really help you meet your sales quota?

By following this 7-step framework, in just 30 days, we managed to:

✓ appear on multiple influencers' posts

Alex Velinov · 1st
Chief Technology Officer at Tag Digital
2d · 🌐

Round 8 of ChatGPT for Marketing.

4 super simple steps to write a sales proposal in less than 15 minutes by [Krinitsyn](https://lnkd.in/eCyMWw4t)
<https://lnkd.in/eCyMWw4t>

ChatGPT's secret to irresistible subject lines by [Tal Baker-Phillips](https://lnkd.in/ezffbAGv)
<https://lnkd.in/ezffbAGv>

ChatGPT for SEO - 5 best-curated use cases by [Luca Tagliaferro](https://lnkd.in/eDe3nFp2)
<https://lnkd.in/eDe3nFp2>

Replace Instagram agencies with 2 words by [Ruben Hassid](https://lnkd.in/eDQpgRux)
<https://lnkd.in/eDQpgRux>

ChatGPT's secret to irresistible subject lines by [Tal Baker-Phillips](https://lnkd.in/ezffbAGv)
<https://lnkd.in/ezffbAGv>

✓ boost social selling index

Your Social Selling Index

1 of 1
Team SSI rank

Top 1%
Industry SSI rank

Top 1%
Network SSI rank

Current Social Selling Index ⓘ

81
out of 100

Four components of your score

- 18.09 | Establish your professional brand ⓘ
- 20 | Find the right people ⓘ
- 18 | Engage with insights ⓘ
- 25 | Build relationships ⓘ

People in your team

81
out of 100

People in your team have an **average SSI of 81**.
You rank **1 of 1**
No change since last week

People in your industry

38
out of 100

Sales professionals in the Technology, Information and Internet industry have an **average SSI of 38**.
You rank in the **top 1%**
No change since last week

People in your network

43
out of 100

People in your network have an **average SSI of 43**.
You rank in the **top 1%**
No change since last week

So, can LinkedIn engagement really help you meet your sales quota?

- ✓ increase the engagement by 153%
- ✓ increase the number of post views by 656%
- ✓ increase profile views by 323%
- ✓ increase the number of followers by 16%
- ✓ get 208 potential prospects reaching out

... which led to:



**35 BOOKED
MEETINGS**



12 DEALS



**34% CONVERSION
RATE**

This shows that consistently engaging on LinkedIn through likes, comments, and messages helps you grow your personal brand, which boosts your credibility and pushes people to talk and buy from you.

P.S. To get your prospects coming to you instead of ping-ponging them, you can expand your knowledge by checking out the Personal Branding School!

You'll get, for free:

- Strategies to go from 0 to 10k followers in 6 months
- Posts & templates that generate thousands of views
- Notion workspace access with tons of resources & templates
- ... and much more, for free! 🙄

[Build personal brand for free](#) →