# LinkedIn Campaign

## Overview

Building your LinkedIn presence has three goals:

1. Build connections that can be leveraged to grow your business,
2. Strengthen your presence in the twin cities.
3. Build leads to grow your business.

LinkedIn is a powerful tool that can help build your business. It is easy to make connections, but it is difficult turn those connections in to appointments. This program is built to help you do the following:

* Identify target markets/individuals.
* Make ideal targets connections.
* Turn those connections into prospects.

## Action Items

**Set up**

Learn the process:

Review this presentation: (<https://vimeo.com/481444850/96c26f1af6>

It is important that you work with Andy Dodge to set up your accounts. This will take some up-front effort. You will need the following programs:

* LinkedIn Sales pro
* Dux Soup
* Auto Type

**Process**

Once these programs are set up leverage some of the [content pieces](https://bhfmfmo.wpengine.com/wp-content/uploads/2020/11/LinkedIn-Messages-to-Book-Appointments.docx) provided by Andy to start building your connections.

Each day identify the target list. Set Dux Soup as instructed to view and request connections.

Then on a weekly or Bi-weekly basis, share content pieces with your connections trying to gain interest and request for appointments.

It is important that you do this consistently. As you are consistent you will see results.