



LinkedIn for Business: How Advertisers, Marketers and Salespeople Get Leads, Sales and Profits from LinkedIn (Que Biz-Tech)

Brian Carter

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Increase Your LinkedIn Leads, Sales, and Profits: Attract Higher-Quality Leads, Market More Effectively, Boost Your Sales

This book delivers a complete system for profiting from LinkedIn. Top social media marketer Brian Carter shows you how to use LinkedIn to supercharge your existing business-to-business marketing, advertising, and sales processes, generate more qualified leads, and build sales in powerful new ways! Through case studies, Carter reveals how innovative businesses of all types are achieving amazing results with LinkedIn and teaches specific, actionable lessons you can apply right now. Whether you're an advertising expert, content marketer, sales professional, PR pro, B2B executive, or social media specialist, LinkedIn offers you far more power than you may realize--and this book will help you leverage all of it!

YOU'LL LEARN HOW TO

- Identify the fastest, easiest ways to profit from LinkedIn
- Apply today's 15 most valuable Internet marketing principles to your LinkedIn presence
- Network for dollars, with this book's proven six-step relationship-building process
- Find hot prospects through quick LinkedIn prospecting and introductions
- Use LinkedIn as a "passive prospecting platform": Generate more leads without more work!
- Attract "mega-leads" through LinkedIn Answers, Events, and Groups
- Strengthen brand awareness and spread key messages
- Leverage content marketing (infographics and more) to boost brand awareness and generate more leads
- Accelerate your sales cycle with LinkedIn
- Improve your lead funnel and ensure that prospects are qualified before they talk to salespeople
- Establish efficient weekly LinkedIn marketing routines
- Optimize LinkedIn ad campaigns to maximize clicks, leads, and sales

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