6 steps to book 35 meetings in 30 days through LinkedIn engagement

As a salesperson, you want to convince your prospects that your service/product can solve their struggles. But to accept your help, your prospects need to know and trust you...

So, how can you easily position yourself as a credible source of value and stay on the top of your prospects’ minds?

By constantly engaging with them on LinkedIn 🔥

In this playbook, we’ll give you the framework we followed to book 35 meetings in 30 days, so you can replicate the steps and transform your LinkedIn engagement into $$$$.
What you’ll find in this playbook?

Step #1: Define your post topics, niche, and goals

Step #2: Write & Schedule your daily LinkedIn posts

Step #3: Schedule time slots to engage on LinkedIn

Step #4: Engage with your LinkedIn posts

Step #5: Engage with others’ LinkedIn posts

Step #6: Engage through LinkedIn messages

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

Can LinkedIn engagement help you meet your sales quota?
Step #1: Define your posts topics, niche, & goals

As the main goal is to appear on your target audience’s radar, your content should be relevant and valuable to them. That’s how you’ll make them engage.

For example, if you’re a salesperson, you can cover topics such as outreach or deliverability. Or if you’re a growth marketer, you can talk about ways to increase ads conversion rate.

Your ultimate goal is to position yourself as someone trustworthy who delivers value.

To help you define your exact topic, niche, and outcomes, follow this free notion template and boost your growth on LinkedIn.
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 increase your LinkedIn visibility and get more opportunities to attract potential leads, you should publish every day.

Either way, focus on publishing qualitative and actionable content.

Here’s what a week of posts could look like:

[ ] Monday: Hook prospects with a carousel story

Pro tips to make your carousels more engaging:

→ 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
Tuesday: Make prospects’ lives easier with actionable tips

Pro tips for writing engaging text posts:

→ Use an attention-grabbing first sentence to hook your audience

→ Add line breaks between sentences to make your posts easily readable

→ Use bullet points or numbered lists to make the information easier to digest and retain

Wednesday: Simplify and showcase a process with GIF

This post was inspired by the target audience’s engagement. Just by reading carefully through comments on your and similar content, you can find actionable topics for your next viral post.

Pro tip:

→ Use the GIPHY Capture app to create GIFs easily
Thursday: Start a discussion with personal opinion

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 a meme 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 to make your posts relatable and easily shareable.
Saturday: **Share helpful resources as a lead magnet**

Tal Baker-Phillips - 1st  
Sales Leader @ Iempire | Helping you book more qualified meetings | Follow...  
1mo   

Want to:  
→ get a 50-90% open rate?  
→ convert 10-30% of your cold prospects?  
→ reach 15 million users/month on LinkedIn?  

I have a resource that can help you achieve all these!  
It’s worth $900, but you’ll get it for free.  
Drop a comment below and you’ll get it by email 📧  

#sales #salesprospecting #socialselling #inboundmarketing #prospectingtips

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Sunday: **Add an image as social proof**

Tal Baker-Phillips - 1st  
Sales Leader @ Iempire | Helping you book more qualified meetings | Follow...  
2w   

2 surprising benefits of personalisation:  
→ You have fun  
→ You get replies in 6 minutes

#sales #prospectingtips

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P.S. To save time publishing your daily posts on LinkedIn, use Taplio. You can write, schedule, and organize your weekly posts in less than 5 mins!

My Queue

Scheduled Posts  Published Posts  Drafts

Today | March 15

Tomorrow | March 16
09:30 am  There’s a new enrichment tool with 830 million leads You get the prospect’s: → name → interests → title → full ...

Friday | March 17
09:30 am  Tired of sending LinkedIn messages that never get a response? Use these personalisation hacks: → Complime...

Saturday | March 18
09:30 am  Stop obsessing over likes and followers on LinkedIn. They’re vanity metrics! Sure, it feels good to see those nu...

Sunday | March 19
09:30 am  Here are 10 stats proving everyone should personalise Not just sales, you too, marketing teams! What people w...

Monday | March 20
09:30 am  Press “Add to queue” to place your post here

Tuesday | March 21
09:30 am

Pro tip:

→ Post daily at the same time to create a routine for your followers, as they will know when to expect your content and engage more.

For example, 9.30 am worked well for us as most of the followers were based in Europe.
Step #3: Schedule time slots to engage on LinkedIn

Engaging on LinkedIn in your comments section is important. Still, to increase your visibility on the platform, you should engage with other content creators from your industry or like and comment on your target audience’s content.

This will help you appear more often on other people’s feeds and connect you with your target audience on a more personal level.

[ ] To ensure consistency, book daily three 15-minute time slots to engage on LinkedIn
Step #4: 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, news 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 show gratitude and get more content ideas
→ reply to **negative comments** to address any objections and connect with like-minded prospects

[ ] Reply to **comments mentioning other members** to showcase your expertise and gain new followers

[ ] **Tag prospects** in posts that will give them value to show you’re willing to go the extra mile to help them
Step #5: Engage with others’ LinkedIn posts

The more you engage with others’ posts, the more LinkedIn will push yours. Engaging with others will help you show your expertise and encourage them to engage later with yours.

Here are three 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 with each other’s team posts to boost your reach, as your content will be shown on their followers’ feeds and vice versa

[ ] engage with competitors’ posts to expose yourself to potential leads, as you’re probably sharing the same target audience
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

P.S. If you want a tailored list of the best people to engage, you can get it with Taplio and boost your visibility without spending extra resources.
Step #6: Engage through LinkedIn messages

Going multichannel means connecting with your prospects on their preferred channel, which increases your chances of getting replies, booking meetings, and closing deals.

Here are a few ways you can boost your conversions by connecting with your prospects on LinkedIn:

[ ] Underline familiar context

Hey {{firstName}},

I just saw your comment on {{mutualConnection}} post. Spot on! As I’m always looking forward to exchanging tips with other {{role}}, I would love to add you to my network.

Have a great week!

[ ] Make it clear what your intention is

Hi {{firstName}},

Noticed a lot of people mentioned you as a source of value on {{firstName}} post!

Would love to connect so I can follow your journey and get to see your content straight in my feed.
[ ] Give a genuine compliment

Hey {{firstName}},

I came across your super valuable comment on {{mutualConnection}}'s post. After going through your profile, you immediately struck me as a growth-minded person I would love to learn from.

Have a great day,

[ ] Continue conversation from comments

Hi {{firstName}},

Loved the conversation in the comments! Let's stay connected. I will be more than happy to exchange opinions.

[ ] Show appreciation

Hey {{firstName}},

I've been following you and binging your content since I started on LinkedIn!

I'm super grateful as your content helped me to achieve {{result}} as well as {{outcome}}.
P.S. If you want to save time jumping between your sales automation tool and LinkedIn, you can use **lemlist** to automate the LinkedIn steps of your sequence!

Visit your prospects' profiles, send connection requests, or DMs - 100% on autopilot:
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

```
Tal Baker-Phillips 3:39 PM
Hi Rozaliya!
Nice to connect ;)
```
```
Rozaliya (She/Her) 3:59 PM
Hi Tal,
thank you for your sales tips, it’s really useful for me!
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```
Tal Baker-Phillips 9:40 AM
You’re welcome :)  
Thanks for the feedback 😊
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P.S. In this stage, you don’t want to sell anything but build rapport and help your prospects.

4. Tal continued to share value targeting Rozaliya and people sharing the same pain point

5. Rozaliya reached out to Tal as he established himself as a source of value with his posts

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Rozaliya (She/Her) 3:18 PM
Hi Tal, I’m really impressed by your highlights about chatgpt. Your tips are super relevant to me.

I have a question: do you maybe have some workshops/webinars or individual trainings for participating
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P.S. 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.

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

7. Which leads to a new meeting booked, aka a new growth opportunity 🎉
So, can LinkedIn engagement really help you meet your sales quota?

By following this 6-step framework, in just 30 days, we managed to:

✔️ appear on multiple influencers’ posts

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

10.0% Establish your professional brand ☺
28% Find the right people ☺
18% Engage with insights ☺
25% Build relationships ☺

People in your team
81 out of 100
People in your industry
38 out of 100
People in your network
43 out of 100

提升社交销售指数
- 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.

To get your prospects coming to you instead of you pinging them, check out the Personal Branding School and get:

→ 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! 👀
How to save time and automatically scrape & contact your LinkedIn commenters & likers?

If you create a dedicated outreach sequence for people interested in your content, you can increase your reply rates and move them further in the sales process. But, manually exporting those leads takes a lot of time and leads to human error, resulting in missed growth opportunities.

With the new Taplio x Lemlist integration, you can automatically:

- send outreach sequences to people who engaged with your or your competitors' posts
- send personalized LinkedIn connection requests from your Sales Navigator search
- visit your prospects' LinkedIn profiles and send follow-up email

How? Follow this 6-step process to help you turn your LinkedIn likes and comments into a powerful lead pipe without any coding skills required! ↓

Turn LinkedIn engagement into $$$