

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



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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?

<b>Step #1:</b> Define your post topics, niche, and goals	<b>01</b>
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# 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:

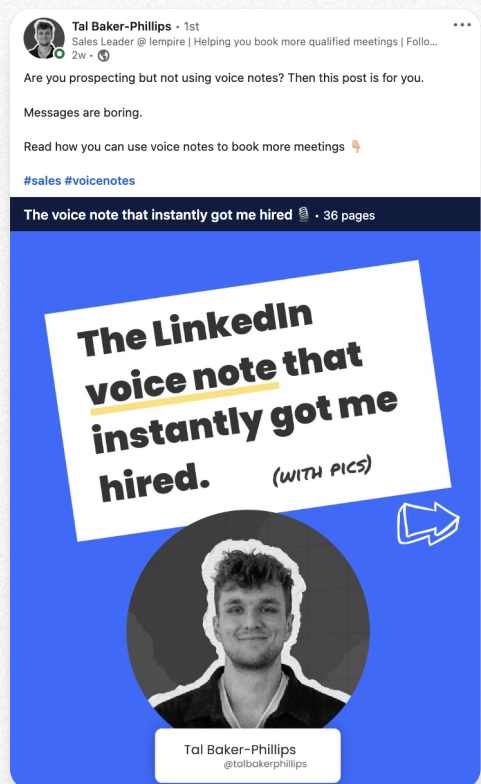
[ ] Monday: [Hook prospects with a carousel story](#)

**Pro tips to make your carousels more engaging:**

→ Steal one of our [free carousel templates](#)

→ Keep one sentence per slide when possible

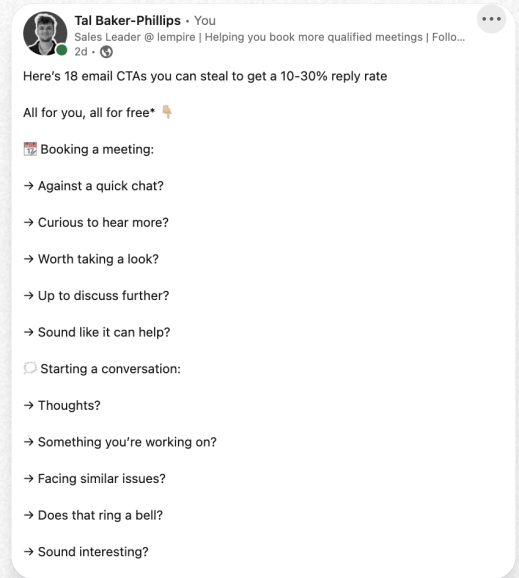
→ Use the same design each time to make your posts recognizable



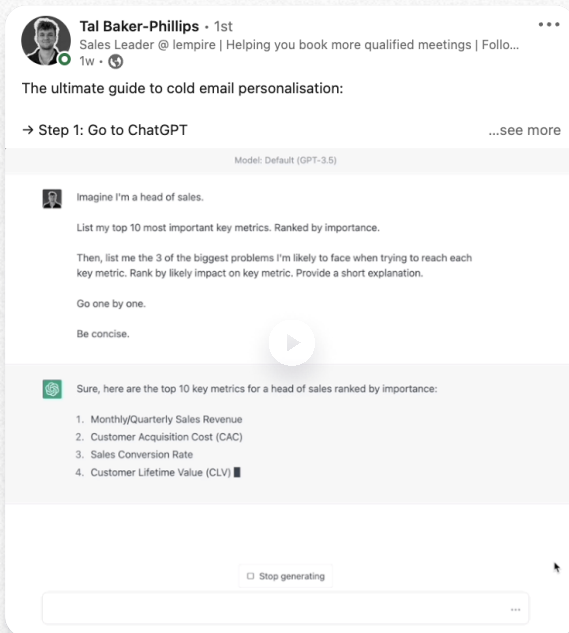
## [ ] Tuesday: [Make prospects' lives easier with actionable tips](#)

### Pro tips for writing engaging text posts:

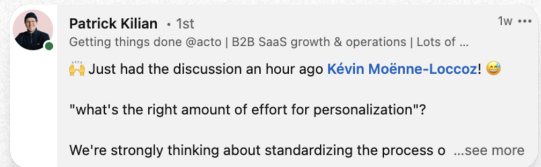
- Use an attention-grabbing first sentence to hook your audience
- Add line breaks between sentences to make your posts easily readable
- Use bullet points or numbered lists to make the information easier to digest and retain



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



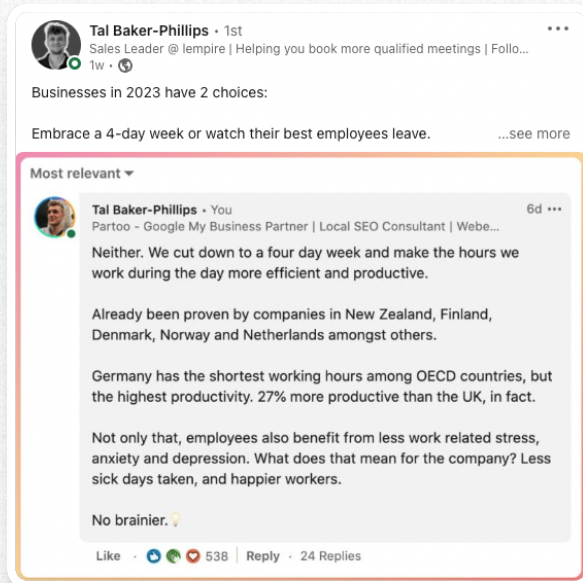
This post was inspired by the target audience's engagement. Just by reading carefully through comments on your and similar content, you can find actionable topics for your next viral post 📌



### 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 @ lempire | Helping you book more qualified meetings | Follo...  
1mo · 🌐

Want to ↴

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

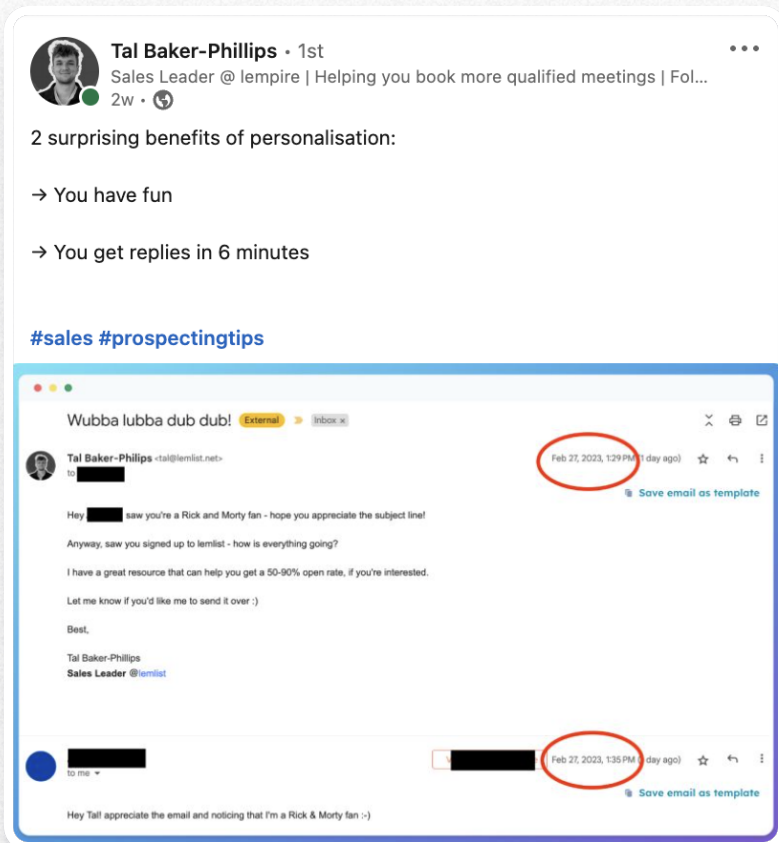
I have a resource that can help you achieve all these!

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](#)

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



**Tal Baker-Phillips** · 1st  
Sales Leader @ lempire | Helping you book more qualified meetings | Fol...  
2w · 🌐

2 surprising benefits of personalisation:

- You have fun
- You get replies in 6 minutes

[#sales](#) [#prospectingtips](#)

Wubba lubba dub dub! External Inbox x

Tal Baker-Phillips -tal@lemist.net-  
to [redacted]

Feb 27, 2023, 12:29 PM (1 day ago) ☆ ↶ ⋮  
Save email as template

Hey [redacted] saw you're a Rick and Morty fan - hope you appreciate the subject line!

Anyway, saw you signed up to lemist - how is everything going?

I have a great resource that can help you get a 50-90% open rate, if you're interested.

Let me know if you'd like me to send it over :)

Best,

Tal Baker-Phillips  
Sales Leader @lemist

[redacted] to me

Feb 27, 2023, 1:35 PM (day ago) ☆ ↶ ⋮  
Save email as template

Hey Tall appreciate the email and noticing that I'm a Rick & Morty fan :)

**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!**

The screenshot shows the 'My Queue' interface in Taplio. At the top, a green banner indicates 'You have posts scheduled until Sunday March 19th'. Below this, there are tabs for 'Scheduled Posts', 'Published Posts', and 'Drafts'. To the right of the tabs are three buttons: 'Edit queue', 'Re-Queue', and 'Shuffle'. The queue is organized by date, with sections for 'Today | March 15', 'Tomorrow | March 16', 'Friday | March 17', 'Saturday | March 18', 'Sunday | March 19', 'Monday | March 20', and 'Tuesday | March 21'. Each day's section contains one or more post entries, each with a clock icon, a time (09:30 am), a LinkedIn icon, and a preview of the post text. The Monday and Tuesday sections are currently empty, with a placeholder text 'Press "Add to queue" to place your post here'.

**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.

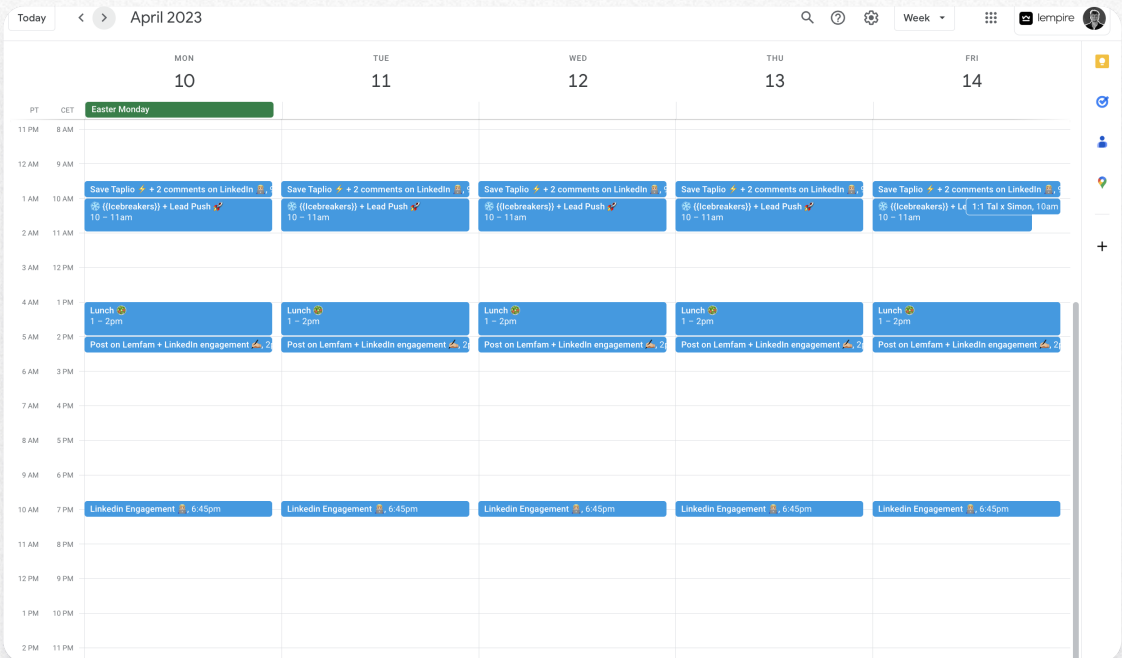


# Step #3: Schedule time slots to engage on LinkedIn

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



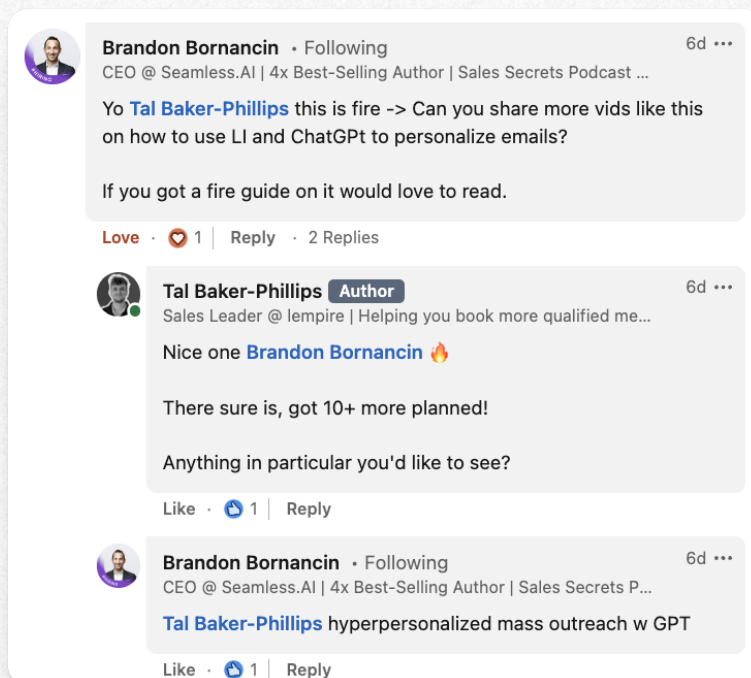
# Step #4: Engage with your LinkedIn posts

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

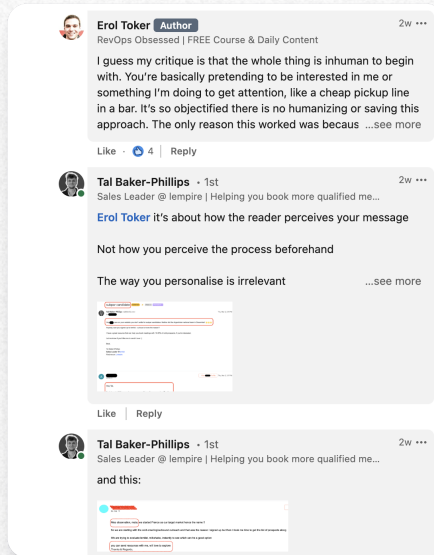


**Brandon Bornancin** · Following 6d ...  
CEO @ Seamless.AI | 4x Best-Selling Author | Sales Secrets Podcast ...  
Yo [Tal Baker-Phillips](#) this is fire -> Can you share more vids like this on how to use LI and ChatGpt to personalize emails?  
If you got a fire guide on it would love to read.  
Love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

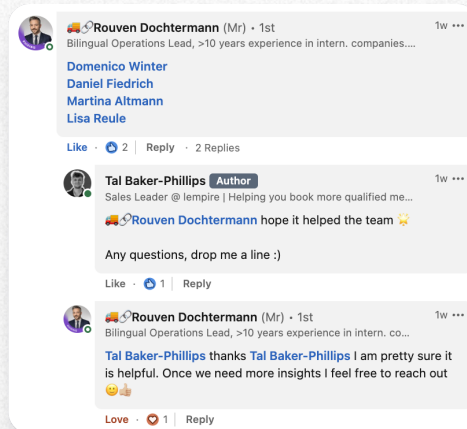
**Tal Baker-Phillips** **Author** 6d ...  
Sales Leader @ lempire | Helping you book more qualified me...  
Nice one [Brandon Bornancin](#) 🔥  
There sure is, got 10+ more planned!  
Anything in particular you'd like to see?  
Like · 🗨️ 1 | Reply

**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

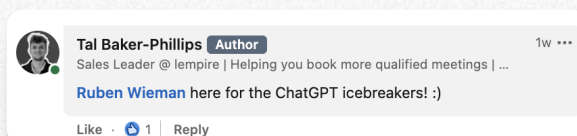
→ reply to [negative comments](#) to address any objections and connect with like-minded prospects



[ ] 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

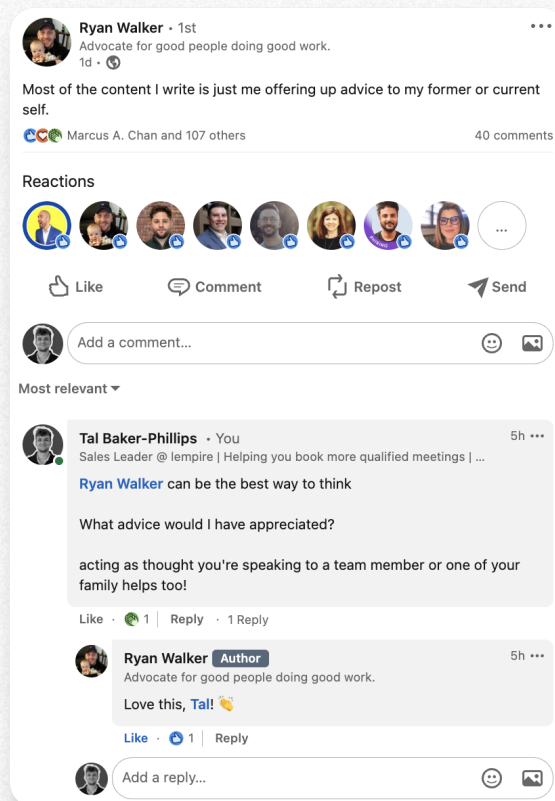


# Step #5: Engage with others' LinkedIn posts

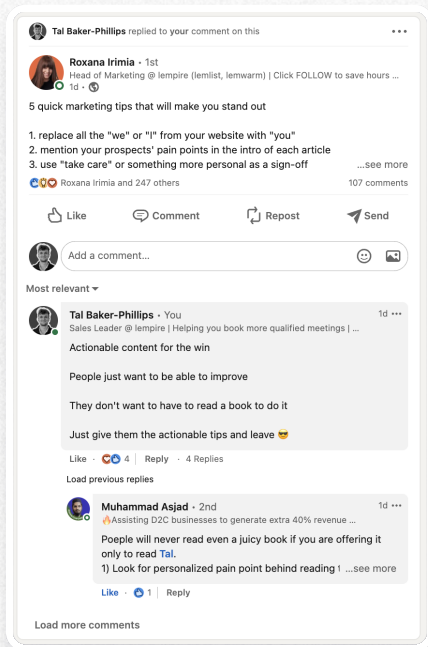
The more you engage with others' posts, the more LinkedIn will push yours. Engaging with others will help you show your expertise and encourage them to engage later with yours.

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

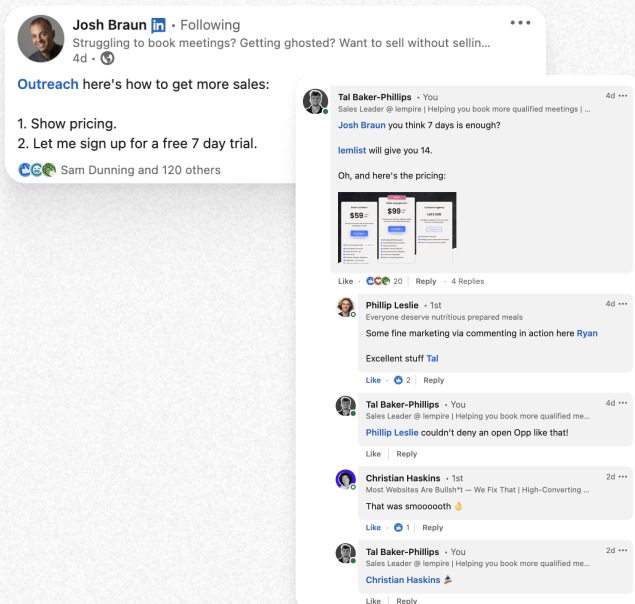
[ ] engage with at least 3 [influencers' posts](#) in each time slot to expose your personal brand to a larger audience



[ ] 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 🙌**

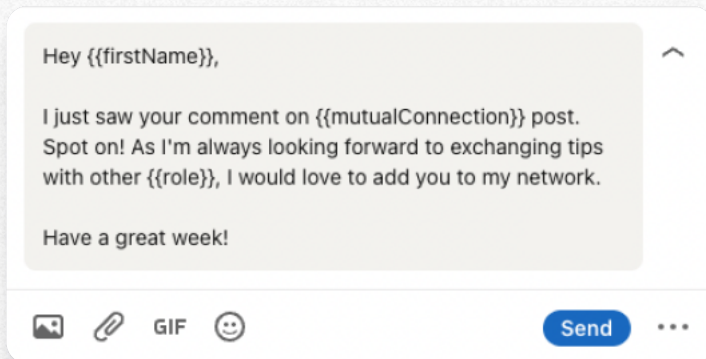
The screenshot shows the LinkedIn 'Engage' interface. At the top, it says 'Engage' with a help icon and a character count '99 / 500'. Below this is the instruction: 'Engage with other people on LinkedIn to attract more opportunities.' There are three tabs: 'Best for you' (selected), 'People', and 'Organization'. A message states: 'Engage on content from other Taplio users to grow faster together [opt out](#). The more you engage with other posts, the more we will push your posts to others.' A toggle switch for 'auto-like post when replying' is checked. Below this, it says '49 posts found to engage with' and a 'Refresh' button. The first post is by Aleksandar Dimitrov, posted 7 minutes ago. The post text is: 'What is a workshop facilitator, Alex?' followed by two paragraphs of text and a 'more' link. The second post is by eic-rose-rock, also posted 7 minutes ago. The post text is: 'Angel investing is a critical piece of the startup ecosystem and entrepreneurs need seed capital from these early supporters.' followed by a question: 'Are you angel investing this year? What focus areas are you looking to invest in?'. Both posts have a 'Write here...' text area for replying and a 'Reply' button. There are also icons for share, text, and emoji.

# Step #6: Engage through LinkedIn messages

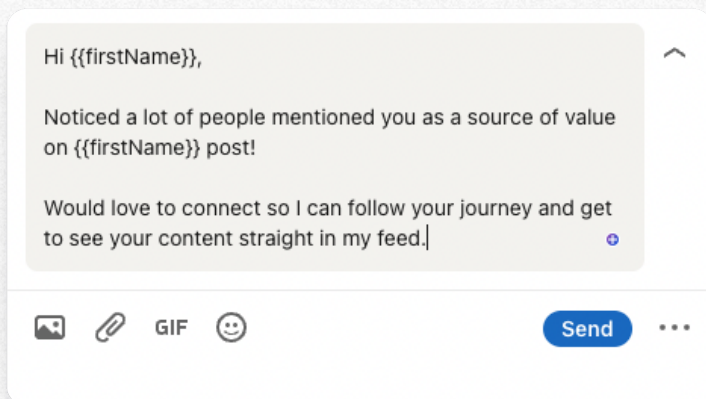
Going multichannel means connecting with your prospects on their preferred channel, which increases your chances of getting replies, booking meetings, and closing deals.

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

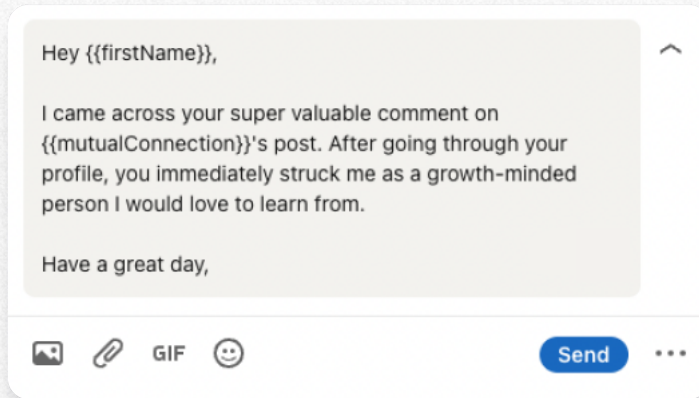
[ ] Underline familiar context



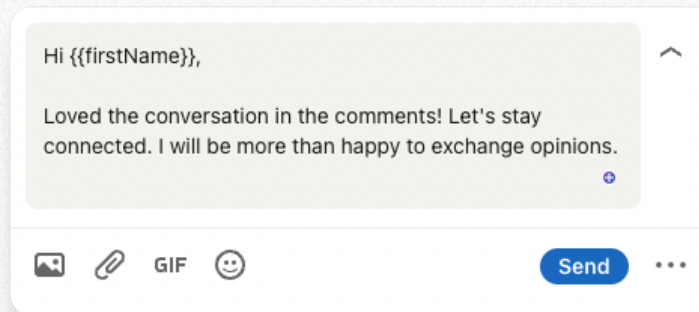
[ ] Make it clear what your intention is



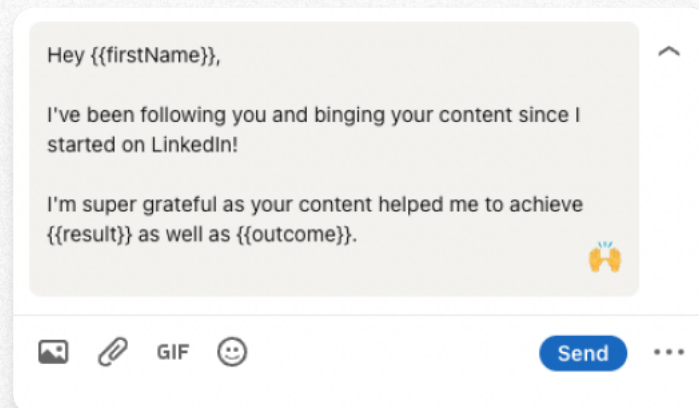
## [ ] Give a genuine compliment



## [ ] Continue conversation from comments

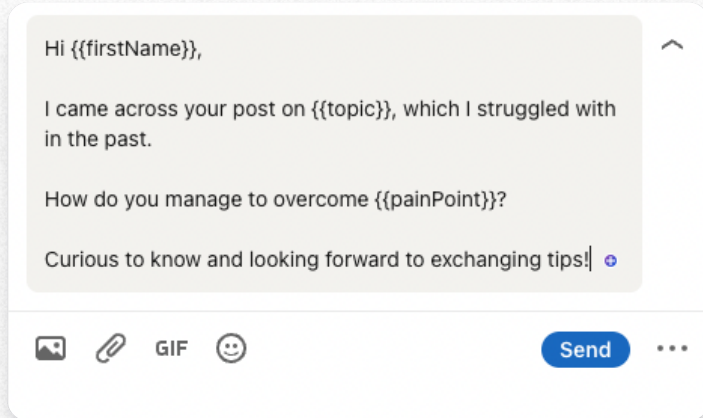


## [ ] Show appreciation





## [ ] Ask prospects a question








**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:

Custom  
**Start from scratch**

Auto Run

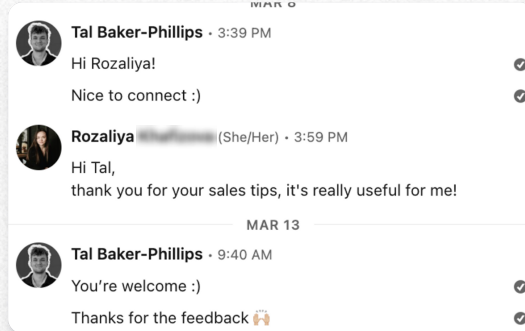
 <b>Email</b> Send automatic email	 <b>API</b> Call an api
 <b>LinkedIn</b> Visit profile	 <b>LinkedIn</b> Invite only
 <b>LinkedIn</b> Send message	

Manual execution

 <b>Call</b> Create a task	 <b>Manual task</b> Create a task
--	---

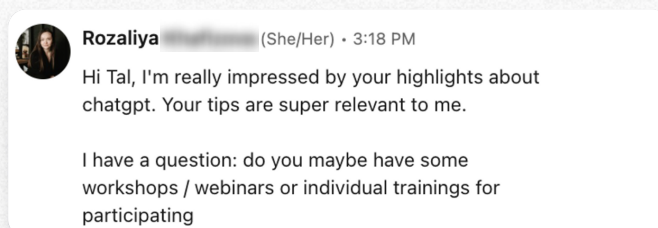
# An SDR's example of booking a meeting with LinkedIn likers

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



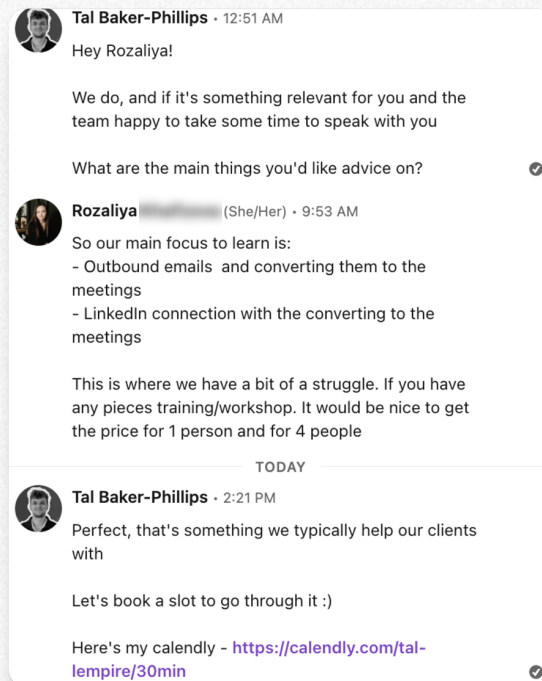
P.S. In this stage, you don't want to sell anything but build rapport and help your prospects.

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

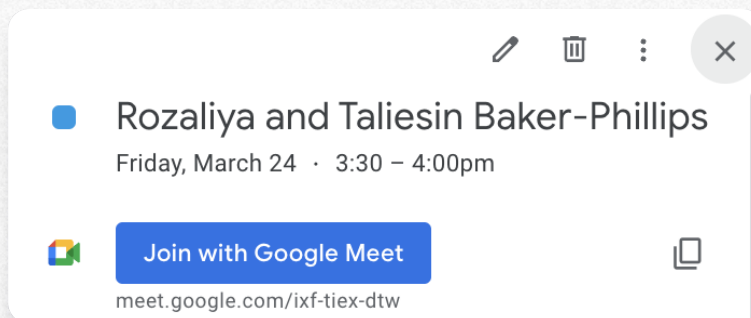


P.S. Notice how Tal didn't have to make much effort for his prospects to reach out to him besides genuinely helping them through his LinkedIn content.

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



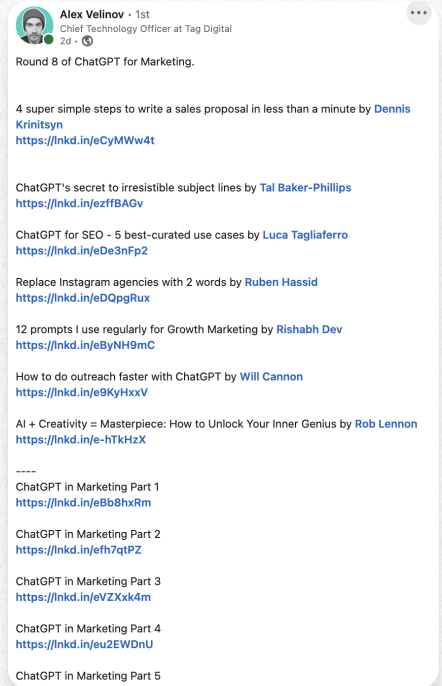
7. Which leads to a new meeting booked, aka a new growth opportunity 🎉



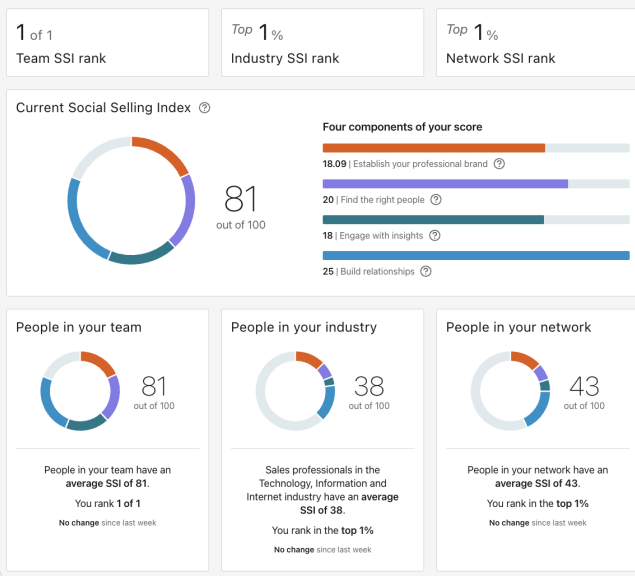
# So, can LinkedIn engagement really help you meet your sales quota?

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

✓ appear on multiple influencers' posts



## Your Social Selling Index



✓ boost social selling index

- ✓ 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:

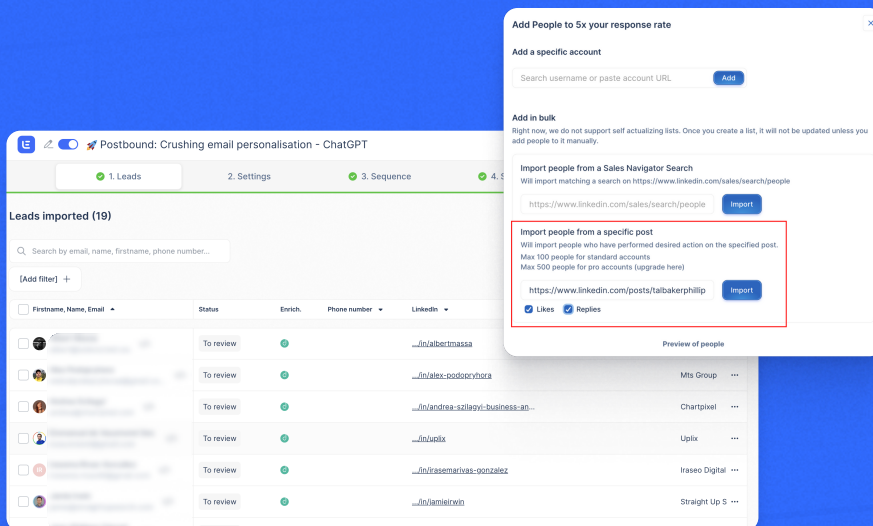
- strategies to go from 0 to 10k followers in 6 months
  - posts & templates that generate thousands of views
  - Notion workspace access with tons of resources & templates
- ... and much more, for free! 🤪

# 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 \\$\\$\\$](#)