

KONFERENCIJA | 1. 7. 2020. | KINO TUŠKANAC, ZAGREB

MARKETING & SALES BY NUMBERS

ORGANIZATOR

LIDER

KAKO BEZ PLAĆENIH OGLASA DO B2B REZULTATA NA LINKEDINU?

Mirna Bačun

CEO Creative Office j.d.o.o./LinkedIn lead generation expert

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MEDIJSKI POKROVITELJI





KAKO BEZ PLAĆENIH OGLASA DO B2B REZULTATA NA LINKEDINU?

- “Organic” marketing VS paid (LinkedIn) advertising

KRIVA PERCEPCIJA:

- Organski marketing i lead generation je isti na LinkedInu kao i na drugim mrežama (FB, Instagram etc.)
- Organski marketing na LinkedInu znači objavljivanje puno contenta na LinkedIn Home Feedu
- Organski marketing na LinkedInu znači slati poruke o svojim uslugama (“lead magnets”/“newsletters”) svojim konekcijama

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KAKO BEZ PLAĆENIH OGLASA DO B2B REZULTATA NA LINKEDINU?

- Organic marketing znači da ne plaćamo oglase, fokusiramo se na razvijanje odnosa (relationship-building) sa našim potencijalnim leadovima i konekcijama kroz razne dijelove LinkedIna
- Jedna od najbitnijih “stanica” u relationship-based, organic marketingu na LinkedInu svakako je vas LinkedIn profil
- LinkedIn profil, slika i headline je nešto što vas prati svugdje po LinkedInu, štogod napravili na platformi
- LinkedIn profil je vaše najbolje “oružje” u pridobivanju idealnih leadova i kreiranja “*like and trust*” efekta

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KAKO BEZ PLAĆENIH OGLASA DO B2B REZULTATA NA LINKEDINU?

LINKEDIN PROFIL - VAŽNO!

- Ne pišite vaš LinkedIn profil kao CV ako ga želite koristiti za lead generation/organic marketing!

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KAKO BEZ PLAĆENIH OGLASA DO B2B REZULTATA NA LINKEDINU?

LINKEDIN PROFIL - koraci za optimiziranje profila za lead generation/organic marketing

- Razumjevanje tko je vaš idealni klijent prvenstveno za LinkedIn - psihološki profil, industrija, job title te kako koriste LinkedIn
- Pozicioniranje vašeg profila za SAMO JEDNU INDUSTRIJU i specifičnog ICA
- Pozicioniranje vaše usluge prema njihovim potrebama

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KAKO BEZ PLAĆENIH OGLASA DO B2B REZULTATA NA LINKEDINU?

LINKEDIN PROFIL - koraci za optimiziranje profila za lead generation/organic marketing

- Research - istraživanje pretpostavaka u vezi ICA sa pravim "humanoidima":) na LinkedInu
- Optimizacija LinkedIn profila - jednostavan riječnik, pisanje o **NJIMA** i njihovima problemima na profilu što stvara rapor i povjerenje da razumijete njihovu priču/okolnosti i znate kako im pomoći

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KAKO BEZ PLAĆENIH OGLASA DO B2B REZULTATA NA LINKEDINU?

If you want to start getting clients at will with LinkedIn - start personalising.

The LinkedIn profile features a circular profile picture of a woman with long dark hair. To her right is a diagram titled "70/30 LinkedIn Funnels Framework". The diagram shows two curved arrows pointing downwards from the text "PROVEN STRATEGIES" and "PERSONALISATION" respectively. Below each arrow is a percentage: "70%" under "PROVEN STRATEGIES" and "30%" under "PERSONALISATION". At the bottom of the profile section are two buttons: "Add profile section ▾" and "More...".

Mirna Bačun

LinkedIn lead generation expert. I help 6-figure coaches and service providers acquire dream clients at will with LinkedIn without losing their reputation or using spammy BS.

London, Greater London, United Kingdom · 500+ connections · [Contact info](#)

The 6-Figure LinkedIn Mastermind: custom-mad...
Faculty of Political Sciences, University of...

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About

Posting content AND sending LinkedIn messages AND tweaking your LinkedIn profile daily WILL NOT get you qualified leads on LinkedIn.

Hear me out...

Like others, maybe you've bought LinkedIn courses in the past.

Maybe you hired "LinkedIn gurus" that promised leads by the thousands...

...only to be left with an empty booking system - even though you implemented what they guaranteed "works."

Maybe right now, you can't seem to "crack the LinkedIn code" by yourself and even worse...

You feel overwhelmed without trusting anyone or a clear plan - while your competition is getting consistent leads and steady sales, YOU KNOW you're more than capable of getting...

...if someone just gave you a clear structure and order of steps - so you can feel confident that the process will bring in results if you do the work.

Now, I know you don't want to listen to another "LinkedIn guru" that claims to have the "magic bullet."

But, I don't have the "magic bullet." 🌟

No one does.

My job is to help you attract qualified leads for your validated high-ticket offers on LinkedIn in a way that fits YOUR business - all while testing, personalizing, and giving you strategic guidance on your next steps. 🌟

Does that mean I don't have a proven LinkedIn lead generation framework?

I do. 😊

So, what's different?

Well, I understood a long time ago that a "one-size-fits-all" approach doesn't work and that personalization is the KEY.

For the "perfect LinkedIn formula," you need at least 70% proven FRAMEWORK and 30% TESTING until you find what works for YOUR business, your high-ticket offer, and your target market on LinkedIn. 🌟

And that's precisely what 70/30 LinkedIn Funnels Framework is all about - personalization and serving YOUR business.

Now, if you want to hear how this framework could help YOUR business get high-ticket clients with LinkedIn - send me a PM and let's continue the conversation.

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