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INBOUND LEAD GENERATION VIA LINKEDIN

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WHO I AM?

A 19-year-old halfway psychologist turned into a full-time freelancer.

2 years back, I started LinkedIn as a writer, manifesting everything I have today.

- 35K on LinkedIn
- 6K on Instagram
- 10,000+ Monthly visitors to the website
- 2K+ Email Subscribers
- 3K+ Freelancers in 12 close-knitted WhatsApp communities
- 500+ Clients from 3 different continents

IN THE NEXT 10 MINUTES, WE ARE GOING TO TALK ABOUT

- Introduction to Inbound Lead Generation via LinkedIn
- Optimizing Your LinkedIn Profile for Search
- Developing a Content Strategy for LinkedIn
- Contributing to Thought-Leadership Articles
- 3-Step Monetization Process LinkedIn Professionals
- Building Relationships with C-level Authoritative Figures
- Analyzing Lead Quality Through Lead Scoring
- Responding Strategically to Inbound Leads
- Pitching a Strong Offer and Overcoming Objections
- Closing on a sales call in 3 follow-ups

INTRODUCTION TO LEAD GENERATION VIA LINKEDIN

What Is Lead Generation?

Lead generation for me is all about making meaningful connections, showing what you're good at, and turning those connections into clients.



The diagram illustrates the Lead Generation process. At the center is a black rounded rectangle with an orange border containing the text "Lead Generation". To its left are two white rounded rectangles: the top one contains "INBOUND" and the bottom one contains "LEADS THAT COME IN TO YOUR INBOX". To its right are two white rounded rectangles: the top one contains "OUTBOUND" and the bottom one contains "LEADS THAT YOU REACH OUT TO". Orange arrows point from the central "Lead Generation" box to each of the four surrounding boxes.

INBOUND

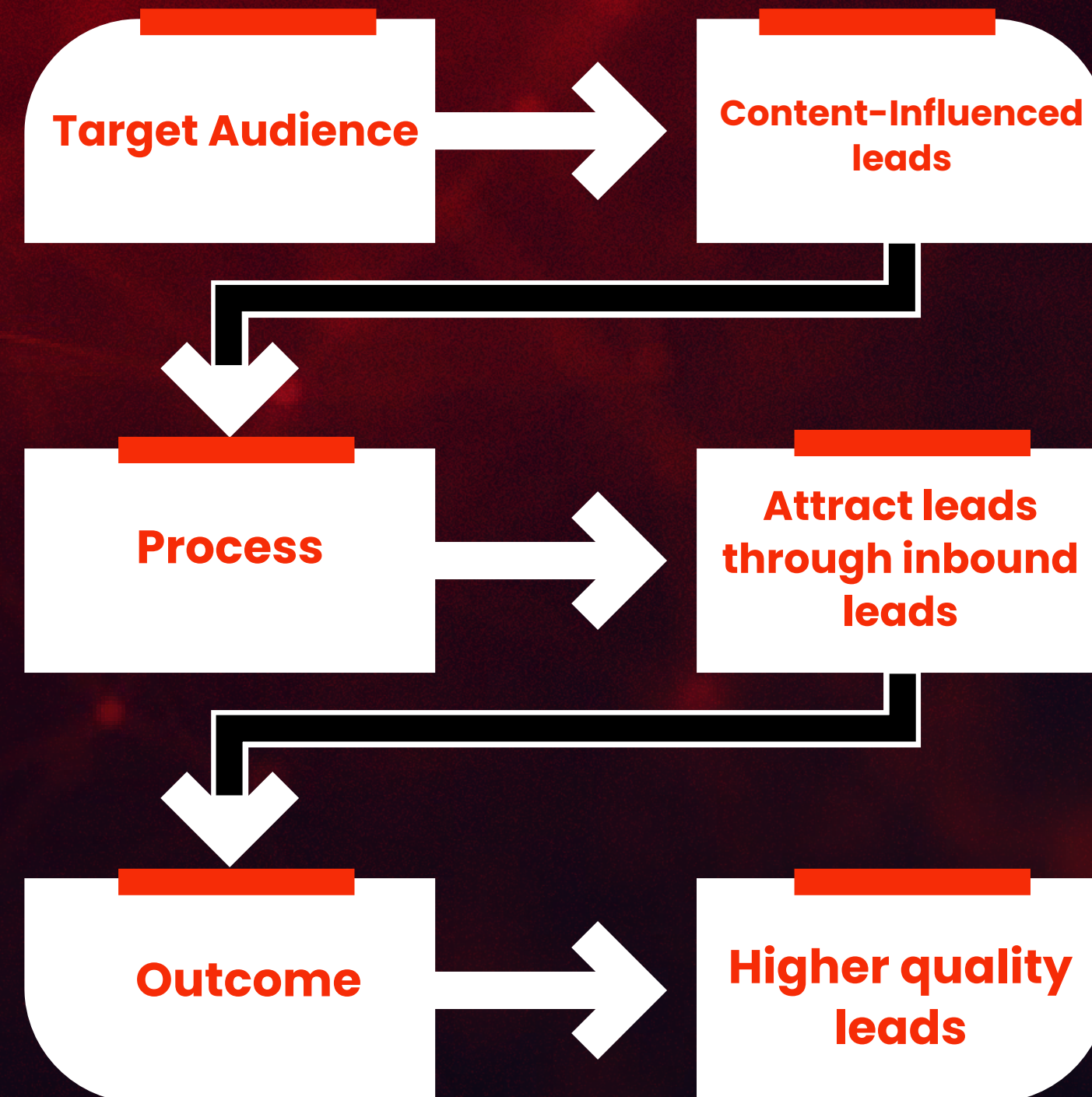
OUTBOUND

Lead Generation

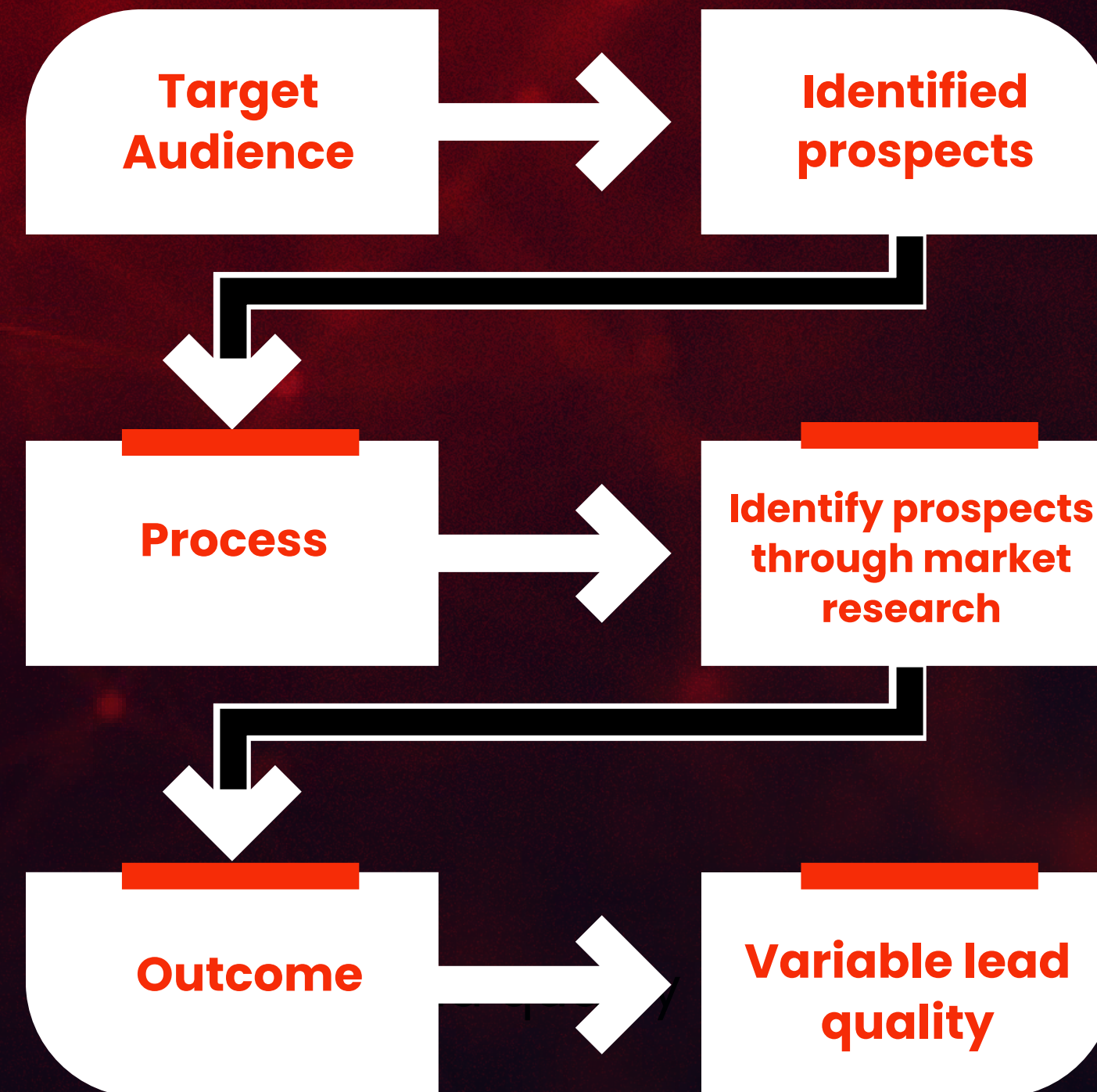
**LEADS THAT COME
IN TO YOUR INBOX**

**LEADS THAT YOU
REACH OUT TO**

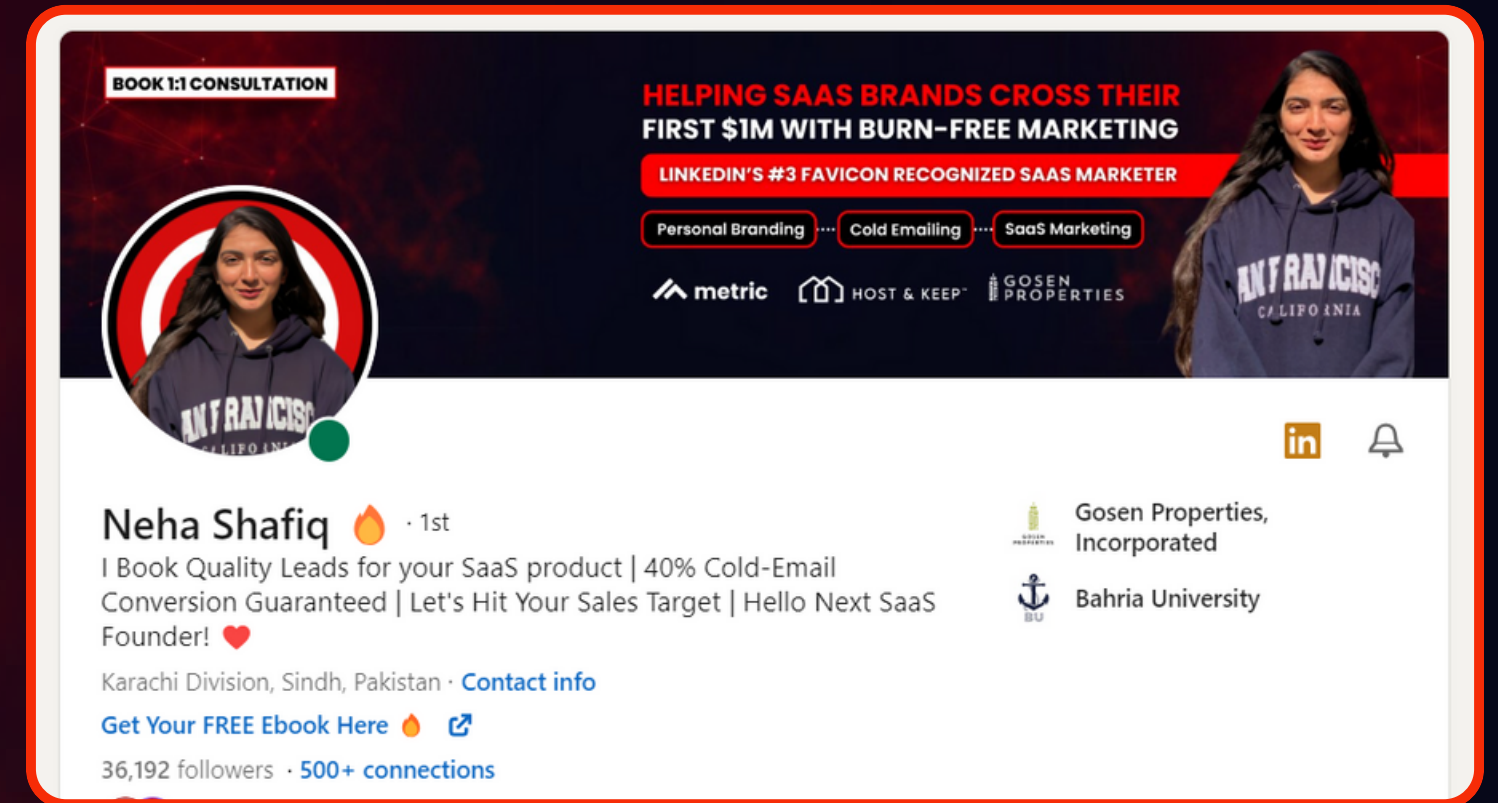
Inbound Leads



Outbound Leads



OPTIMIZING YOUR LINKEDIN PROFILE FOR SEARCH



Headline

Write a 7-characters long headline with your main keyword infused at least once

I Book Quality Leads for your SaaS product | 40% Cold-Email Conversion Guaranteed | Let's Hit Your Sales Target | Hello Next SaaS Founder! ❤️

Profile URL

Customize your LinkedIn URL to include your full name or relevant keywords.

Public profile & URL

www.linkedin.com/in/neha-s-3733081b6

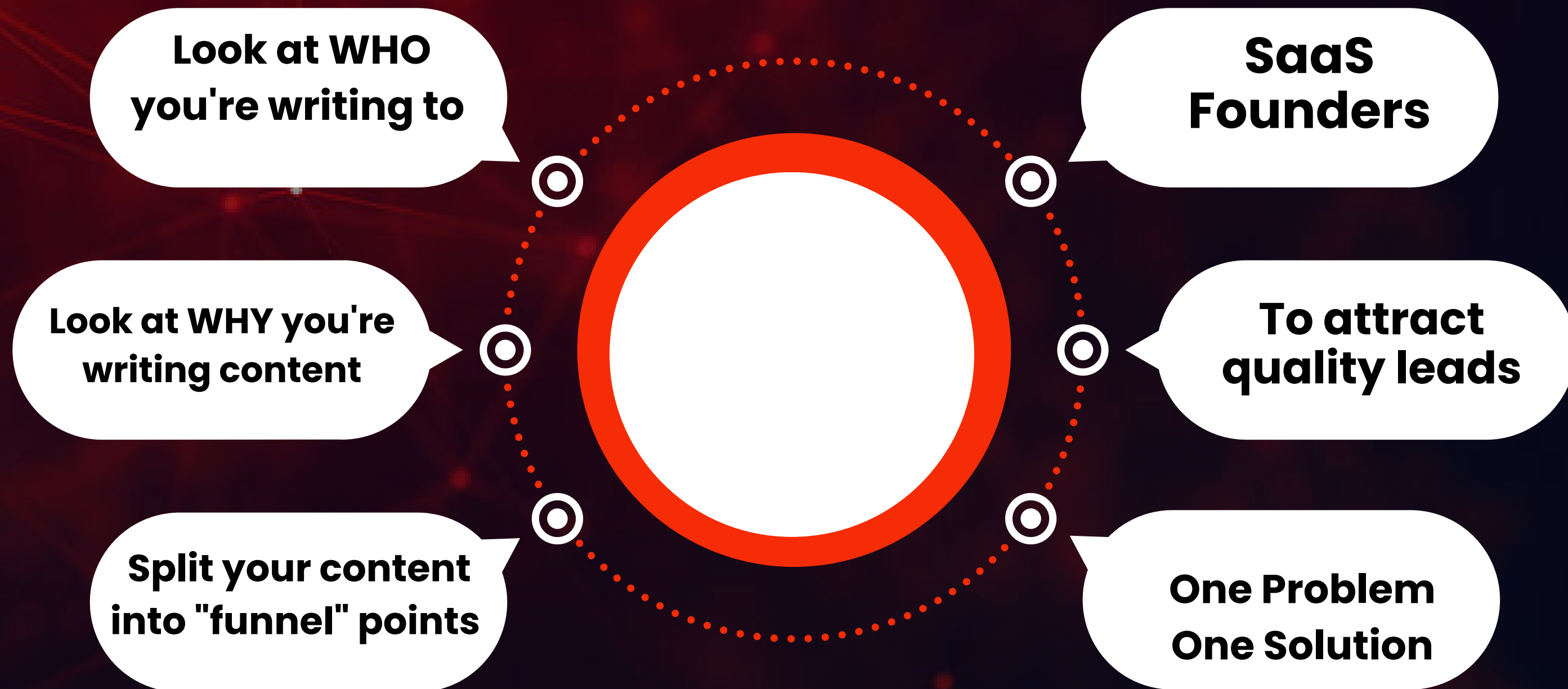
Endorsements

Request your past and current clients to endorse your skills and write recommendations.

Cold-Emailing

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DEVELOPING A CONTENT STRATEGY FOR LINKEDIN



My Content Breakdown

HOOK

CURIOSITY-TRIGGER

Storytelling

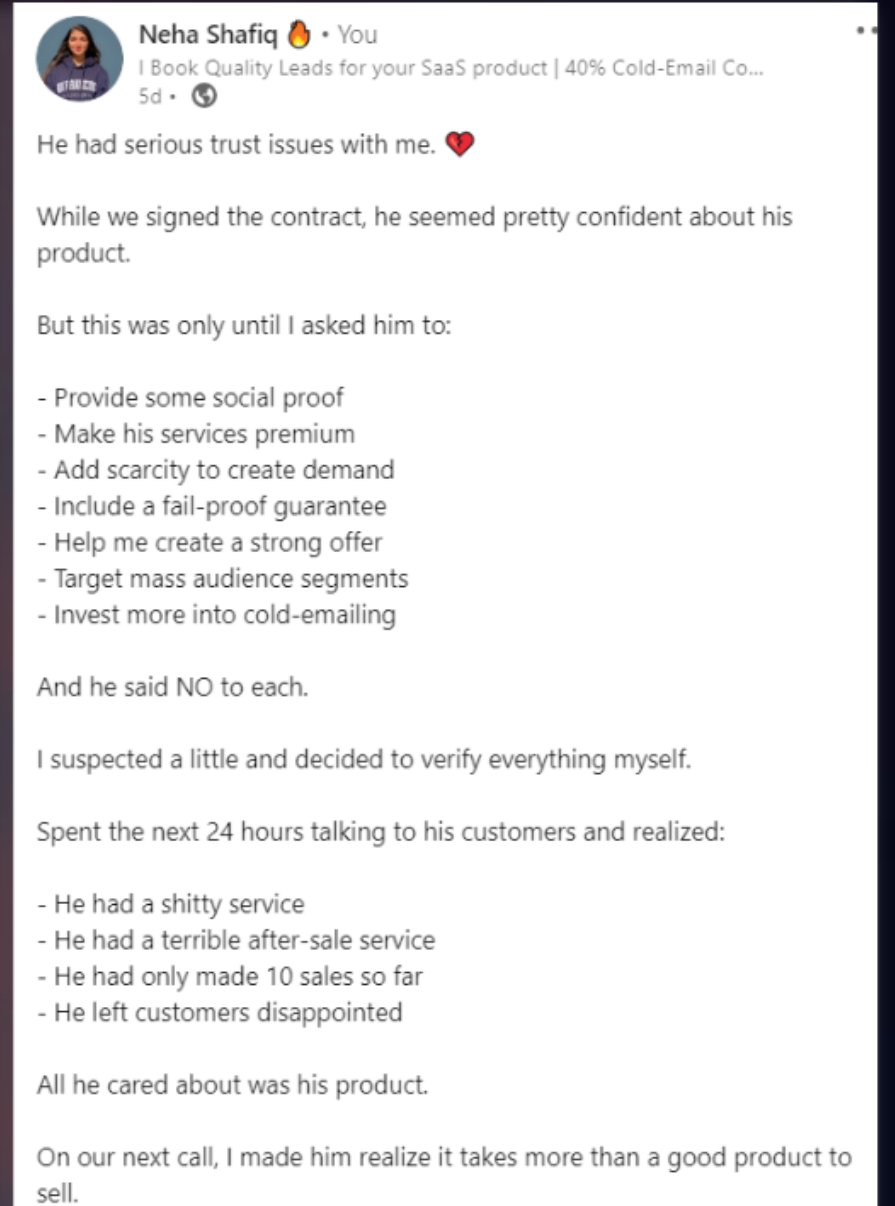
Background story
(Important highlights)

**Social
Proof**

Testimonials or Endorsements

**Happy
End**

Leaving at an open-end conversation hook



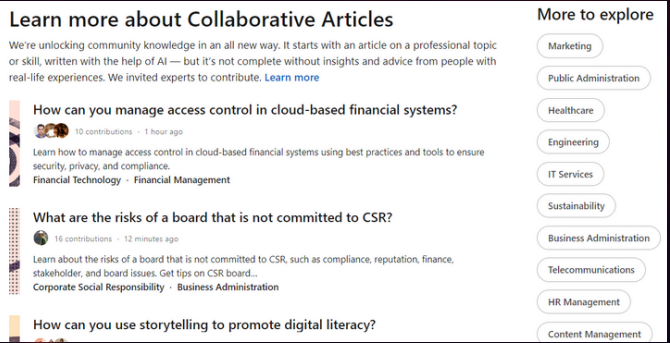
CONTRIBUTION TO THOUGHT-LEADERSHIP ARTICLES

💡 Top Digital Publishing Voice



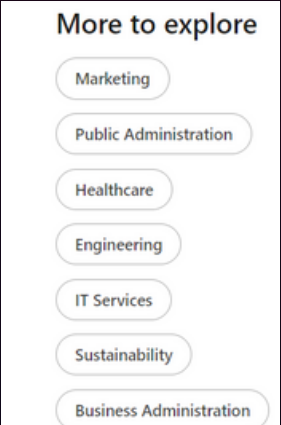
Step 1

VISIT THE LINK AND FIND THE MOST-SEARCHED TOPICS ON LINKEDIN



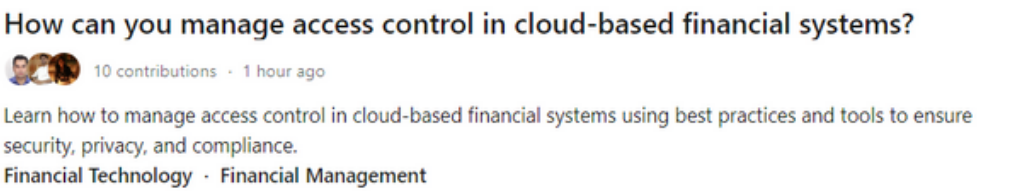
Step 2

SCROLL TOPICS TO FIND ONE THAT INTERESTS YOU THE MOST



Step 3

POST ATLEAST 3 ARTILES IN DOMAINS YOU WANT TO BE RECOGNIZED IN TO.



Step 4

USE HASHTAGS

Financial Technology

Financial Management

3-STEP MONETIZATION PROCESS

Step 1:

Verify your profile

Neha Shafiq 🔥

[Verify now](#)

I Book Quality Leads for your SaaS product | 40% Cold-Email
Conversion Guaranteed | Let's Hit Your Sales Target | Hello Next SaaS
Founder! ❤️

Step 2:

Mention your services

Providing services

Lead Generation, Email Marketing, Content Marke...

[Show details](#)

Step 3:

Mention your employment status

Show recruiters you're open to work — you
control who sees this.

[Get started](#)



RELATIONSHIP BUILDING



01.



Neha Shafiq 🧡 • 5:37 PM

Hey Beatrice, I can counter the number of time you've used the word "DIFFERENTIATE" No wonder why your work and ideas are this unique than others. Does your strategies revolve around that too? Would love to know. Thanks.

No wonder why your work and ideas are this unique than others.

Does your strategies revolve around that too? Would love to know.

Thanks.

02.

Jon Anderson, Jr. • 1st

Marketing Manager @ Robot Cache | PC Gaming | Blockchain Tech | WEB3

FEB 17



Neha Shafiq 🧡 • 9:38 PM

Hey Jon, it's not everyday I say this to people.

But your love for gaming turned into a full-fledged business is phenomenal.

And it's rare to see that.

03.



Neha Shafiq 🧡 • 1:03 PM

Hey Lobsang, is potato your favorite buzzword too?

Even if it's not, I'm glad it's on your profile.

Just wondering if I could get access to your hotshot position cheatsheet!

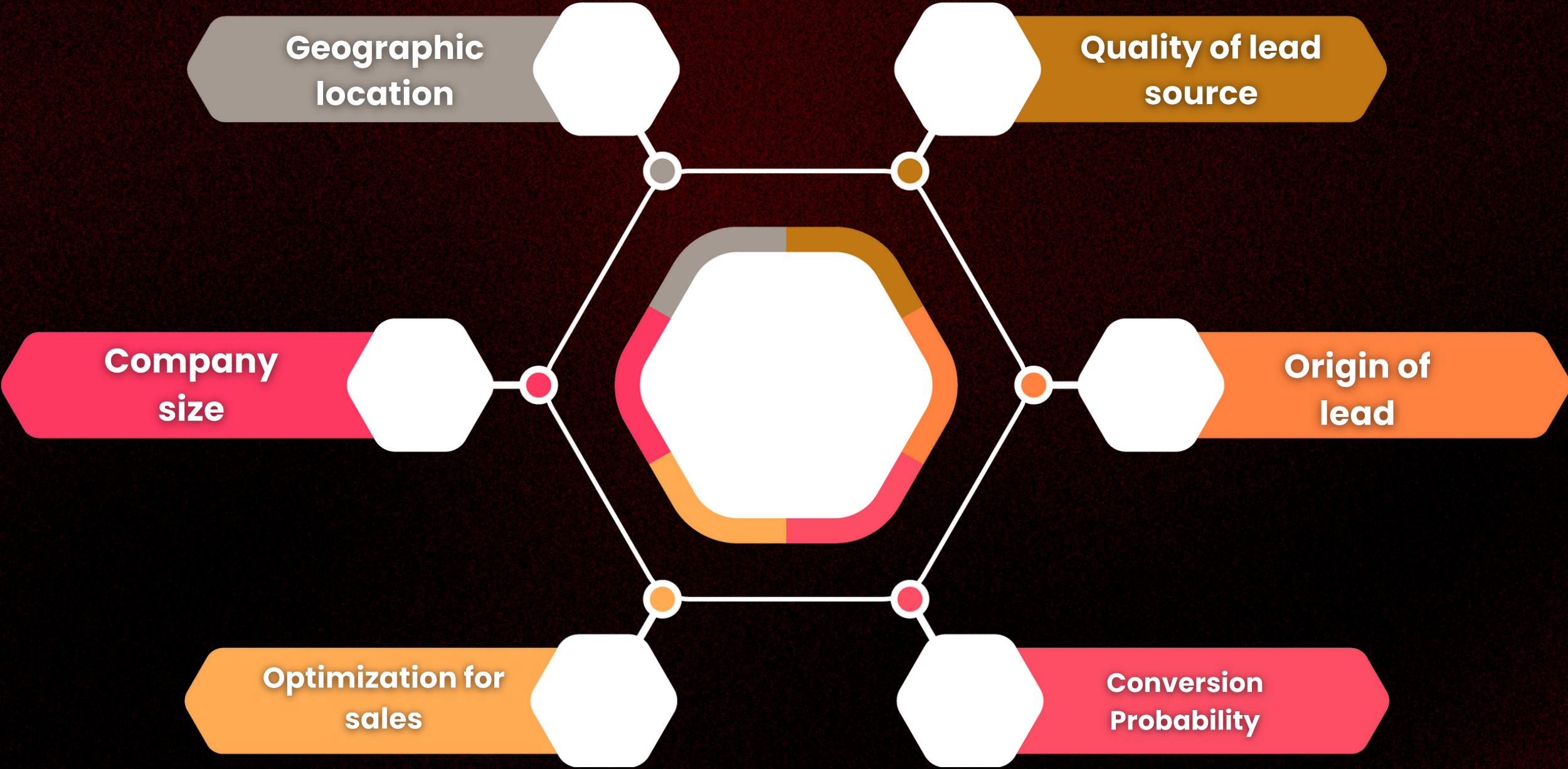
Thanks in advance!



Hi. Needs a meeting with you for further working on my agency..
What would be suitable time and medium.. ?

Lead Scoring

I found your Service Page and I am interested in working together. Please review my project request and submit a proposal if it's a good fit for you.
Looking forward to learning more about your work.



Im.looking for ebook sales and customer support profiles, I also have room for a lead generation expert, would you be interested?

My agency is looking for a lead gen specialist and you seem like a viable candidate let know your availability for a quick zoom call.

Inbound Lead Qualification Funnel:



CLOSING INBOUND LEADS

Engagement Stage:

Hi John, thanks for your interest in my services. Just wondering if you would be interested in a quick call to discuss rest of the important stuff. Let me know what day and time works for you.

Sales Accepted Lead (SAL) Stage

**Hi John, I've reviewed the project catalog you've shared and can see great potential for us to work together. When would be a good time for you to chat further?
Looking forward to it!**

Opportunity Stage

Hi John, it's been great discussing your needs and how my solution can address them. Let's move forward together! I'll send over the next steps shortly.

FAIL-PROOF OFFERS FOR INBOUND LEADS

Strategy Session

Book a quick 15-min Success Strategy Session to discuss your specific challenges and goals.

Discovery Call

Fill in this quick questionnaire to explore more of your objectives & painpoints for better clarity on your business goals

Strategic Roadmap Consultation

Let's start with creating a strategic roadmap to discuss your definite goal for the next 3 months. At the end of the call, I'll share my packages & proposal.

LET'S CONNECT WITH ME



Email

nehashafiq222@gmail.com



Website

www.nehashafique.com



Social networks

@neha_shafique

