



Leveraging LinkedIn Groups

Develop A Private LinkedIn Group to Attract, Engage and Influence Your Ideal Clients

Effective use of your own private LinkedIn Group is a key way to develop an active and engaged community of your ideal clients, expand your brand and attract new business opportunities.

UpwardAction® can establish, build and manage your LinkedIn Group to (i) attract industry leaders and your ideal clients, (ii) encourage active group participation, and (iii) showcase your expertise through education-based marketing. This facilitates your ability to add value to your industry while building an active community of prospective clients and sources of referrals to support your business development goals.

Our LinkedIn Groups Management Program includes the following:

- ❑ Develop specific objectives for your LinkedIn group based on your business development goals.
- ❑ Identify and invite 20-25 targeted individuals via personalized invitations to join the group each week.
- ❑ Post questions and articles to the group several times each week to inspire the active engagement of members.
- ❑ Update and manage news feeds to ensure relevant content is shared daily.
- ❑ Monitor posting to delete undesirable comments (SPAM, solicitations, etc.) and notify the offending group member.
- ❑ Identify metrics for measuring the effectiveness of your LinkedIn Group activity and provide a monthly analytics reports.
- ❑ Send private messages to select LinkedIn group members each week to power your business development goals.

*UpwardAction® will initiate discussions to inspire an active LinkedIn Group community; however, it is important for clients to respond to comments posted by LinkedIn Group members to build connection and “rainmaking relationships” with your group members. ****

To get started, call us at 1 (800) 753-6576 or send an email to WeCare@UpwardAction.com with LinkedIn Groups in the subject line. Someone from Team UpwardAction will get back to you right away.