Step-by-Step Instructions for Insurance Agents to Master LinkedIn B2B Marketing

Create a LinkedIn Account

If you don't already have an account, setting up an account is easy. Just go to linkedin.com, fill out some basic information, and you're good to go.

Set Up Your Profile

Once you've created an account, you want to make your profile look as professional and inviting as you possibly can. This includes adding a profile picture, your job experience, current company & title, about section, etc.

Start Using the Search Function

The search bar is your best friend. Want to find restaurant owners to try to earn their business? Type "restaurant owner" into the search bar to get a list of all restaurant owners on LinkedIn.

Set Up Filters to Improve Search

Next, you can narrow your search to find a specific type of restaurant owner. For example, filter by city or state to find local owners, or by company name if you're looking for the owner of a specific restaurant. Get creative with filters!

Start Connecting

Once you have the right filters in place, you can start connecting by clicking the 'Connect' button for the people that you want to connect with.

Add a Note

When connecting with someone on LinkedIn, you have the option to add a note to your connection request. This is your opportunity to give them an idea of who you are and why you want to connect. Introduce yourself!

Don't Overdo It

LinkedIn warns you if you send too many requests. The weekly limit is about 100. Aim to send out 80 to 90 requests per week to stay below the limit. If you consistently go over the limit, they'll threaten to suspend your account, so find a healthy routine.

Message Your New Connections

Once people start accepting your connection requests, you can view your connections in the 'My Network' tab. From there, you're free to message them, build a relationship, and offer to quote their insurance for them!

View Their Profile

Once you're connected with someone, their contact information becomes visible on their profile. Most of the time, their email address is listed. With their permission, you can add them to your email database and send them valuable info to help convince them that you're the insurance agent they should work with.

Follow Up & Repeat the Process

If someone doesn't respond to your first message, it doesn't hurt to follow up, provide more information that they might find valuable, and give them a reason to work with you.

Once you've found your routine, repeat this process as much as you want and watch the warm leads start coming in!

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