

# TOP 5 WAYS TO CAPTURE LEADS ON LINKEDIN

Looking for more ways to generate and capture leads? Don't overlook the opportunities on LinkedIn!

LinkedIn is not just for professionals looking to network but for businesses looking to generate leads just like yours. Your LinkedIn profile highlights your mission statement, company culture, and your product. It's a vital component to bring traffic to your website, blog, and even social media. The end result? Increased sales!

## What is a lead?

Leads are potential clients or customers. Your sales team may already have access to a lead's contact information, but they might not have solidified a purchase or an agreement to enter a contract with your company yet.

How can you leverage your LinkedIn profile to generate leads? Here are the top 5 ways:

- 1 Follow up with existing leads before targeting new ones.**  
If you already have contact information for potential customers in your database, reach out to them before trying to create new leads. There's no need to start from scratch when you already have leads to work with.
- 2 Publish content on LinkedIn to shorten the sales cycle.**  
Publish white papers, blog posts, industry news, or articles related to your product. You can even repurpose your existing content for LinkedIn posts. This demonstrates your expertise in your field to current and potential customers.
- 3 Mention influencers in your field.**  
Influencers are trendsetting users with a large social media following. Mentioning them can result in a few things, namely introducing your business to these influencers. In turn, they'll promote your company, which increases your earned media.
- 4 Continue to add connections to your network.**  
The more people who are exposed to your company, the more leads you can generate. Not only that, but you can connect with others in your industry to learn from and expand your network.
- 5 Participate in discussions.**  
It's yet one more way to establish your company as an authority in your industry and gain exposure.