**LinkedIn Marketing**

****

**Gary Wilson**

**LinkedIn Marketing**

With the marketing sequence of your business growth, we talked about the partner level from 1–12 transactions. Then you move up to 13–52 transactions, taking you from one a week, to one a month or even one transaction each week. From there you might move to 53–100 transactions per year, and now you’re doing really good. But when you get over 100 a year… you’re a hero. You’re a champion, okay? My objective is always to get you to that championship level.

With LinkedIn, there’s no such relevant level system. The basic service LinkedIn provides is free. If you want to go large with it, you can pay for the pro service, but in my previous experience it wasn’t worth it. LinkedIn is a great tool, and I use it on a regular basis, but you can likely take advantage of the free services and benefits of this platform while saving your marketing dollars for other places.

A colleague who uses LinkedIn said he made something like $250,000 in one year as a result. For me, the challenge is that there are other marketing campaigns that bear more fruit more quickly—booklets, letters, and email campaigns. Those are items to get going first and to keep going. But once you have them in play, then you can dive into social media, including LinkedIn.

**Where to Start?**

Just like any marketing campaign, always begin with your goals. Most people would say, “I want to earn a commission,” which is a good goal. That’s obviously why we’re in the business. But in the case of LinkedIn, it’s more about building a following.

On my LinkedIn profile, I have several thousand people following me. The reality is, you want to use that following as a way to establish your credibility. Don’t worry about creating content specifically for this platform. As always, you can use the content that I provide and simply re-share that to build your authority and credibility. Send your prospects and clients to those resources during nurturing campaigns, and save your energy for building relationships with them directly.

When it comes to goals on LinkedIn, I don’t want to tell you what to do. Instead I want you to learn and listen and implement on your own. You will always learn more from doing and trying. Generally, however, LinkedIn is not a direct path to a commission. More likely, you will establish yourself to a local Chamber of Commerce or other group you participate in on a regular basis, and then later you’ll land a transaction indirectly as a result of being on LinkedIn.

In our industry, LinkedIn is mostly about creating an online presence for yourself.

**Marketing Plan**

Your LinkedIn marketing should always have three primary components: becoming top of mind, a personal messaging campaign, and a moment of truth campaign. Essentially, you want to let them know who you are, grab their attention, then make them an offer.

When you create your profile, bear in mind who you’re looking to attract. This person is known as an avatar, or your ideal prospect. For me over the years, my avatar is a professional or business owner. I’ve always wanted to work with people who were at a higher level in business, their level of income, and their level of capitalization. Through a lot of years, I discovered certain groups who routinely fit that bill. You can work with anybody, but the groups I have identified generally have the wherewithal and willingness to follow through on a transaction… which is what you need to earn a commission.

Because LinkedIn is more about professional people, I use it to attract the engineers, the pilots, the teachers, the firemen, and the police. Think about a policeman who gets up to go to work in the morning. He or she has to be careful out there. They may be thinking, “I need to do something to generate more income for myself and my family, so if something happens to me, we’re not just living off a pension or disability check.”

When you consider your avatar, paint that picture vividly. Then develop your profile and posts based around attracting that ideal prospect. If you already have a LinkedIn account, review your existing presence and profile. Anything I show you that you particularly like, you are welcome to copy. We’re all preaching this same thing—flipping houses, buying rentals, wholesaling, and so forth.

Always include a profile picture, and ideally if you have a photo of yourself engaged in something, use that. It’s better than just a standard headshot. I use an image showing me speaking at Harvard. The impression it leaves is that Gary really knows his stuff, which is ironic, because while I have a college degree, it definitely was not from Harvard.

People on LinkedIn will give you recommendations. These are like testimonials, and you can ask for them. In just a couple of categories, I’ve landed 72, 76 and 55 endorsements. Recognize that when I first got started, I was sitting where you are, listening to somebody telling me to set up my LinkedIn account, and had nothing. Zero. This only took a few years to really get cooking, and you can do the same thing. Just get started and follow the sequence I’m going to show you.

There’s also an accomplishments area. For me I list all the languages I speak. I was born in Germany, but I’ve forgotten more than I now know. But it’s easy to pick up if you’ve learned either French or Spanish. You can list your different interests. Mine are mostly related to real estate and investing.

You may want to create some scripting for messaging and campaign tracking. I’ll give you samples later and you can keep track of people who respond to you. Also you should add these folks into your contact manager system. It’s another source of leads for you.

**The Foundation**

The big key in making this work is positioning yourself for leadership.

Think of the company size you want to network with—like lenders, attorneys, insurance people, inspectors, appraisers, bankers, or contractors. Next think about types of business owners in your area that you would like to work with. You might also have a certain age group that for some reason attracts you. Identify all these traits, what groups they might belong to, and what interests they might have. This cheat sheet will become your foundation.

You don’t want to bombard your prospects with a lot of stuff. Everything you send them should be relevant and pertinent and timely. Not every post should have the latest stats, though. That’s only one component of what people need. They also need education and information with which to take action.

To build your prospects’ knowledge base, you can send them the videos I created and share with you via your membership portal. Just link to these on YouTube to make it easy for your followers. Reserve the strict stats for maybe once out of every seven posts. Same thing with emails, especially those you use in conjunction with LinkedIn. Do not over-fish your pond. If you hit your database too often, they’ll go cold on you, and you’ll notice your open and response rates drop. Be very deliberate about what you put out there. Only communicate when you have something valuable to share. Endeavor to enter the conversation that’s already going on inside their head. So if you’re working with a pilot who wants to invest—and we know right now, airplanes are half empty and pilots don’t have as many flight hours right now—they might be a little bit concerned about layoffs, pay cuts, and that kind of thing. Use this knowledge to determine what information might be relevant to them. Go deeper with your relationship building than just finding out what their dog’s name is or when their birthdays are. That’s all good stuff, but also figure out what they need. How do they feel? How do they think? Then enter that conversation with relevant, pertinent content. You’ll find yourself building far more solid relationships. They will begin to think of you as a friend. It really doesn’t take that much. And remember, with investors you don’t need 1000 people. In fact, when you really apply all this with a couple dozen active investors, you’re going to be doing quite well.

**Building your database**

You have a database with all of your contacts and leads, including notes about how you connected with each person. Some are people you know just as lifelong friends, neighbors and relatives. Others are past and present co-workers, church members, and perhaps your children’s parents and friends. You might also keep note of what platform brought you together, like LinkedIn vs. Facebook. Perhaps you met them at an open house or as part of a workshop for investors. If you want to add these folks to your database, you need to connect with them to get an email address or a phone number. Then add them to your database, and tag them so you can later recall the exact source or point of connection.

It’s really not that much work. If you set up custom fields in your database, it makes it easy. Instead of writing a bunch of loose words that are hard to track, create separate categories. You might call one “lead source,” and you could insert an L for LinkedIn or F for Facebook or W for Website. Also create a field for landlord vs. flipper vs. wholesaler. You can just type one letter to indicate where the lead came from, and what type of client they are. Then when you are later targeting your marketing, you can sort these custom fields to reach only landlords, or only flippers.

**Messaging**

This is where the good stuff happens. I wish I had been more patient when I first started this. In my 30s, I just wanted to get in the car and go look at properties. But when I really started to focus on the prospect as a person, I became much more successful and I closed many more commissions per investor, particularly from getting both the listing side and the buyer side. That didn’t happen until I got to know the clients though. It was really cool to become friends with them. I’ve been invited to weddings of my clients’ children, to go skiing in Vail, or even on vacation. Crazy but true.

It is the relationship that builds the value. If you focus on that, the commissions will come way more easily. I hope and wish and pray you will take this to heart, and really be sincere in what you’re doing. If so, you’ll find yourself becoming happier too. When you know and care deeply about somebody, when you actually connect with them, it all becomes more meaningful. You’ll want them to succeed because they’re your friends.

When you build strong relationships like this, you will also need fewer clients over time, because each one will become more valuable for repeat commissions. Focus on earning trust and nurturing relationships by serving with a giving spirit. When it comes to providing your prospects with content, give them all the details they could possibly want. You have plenty to choose from in the membership portal. Don’t make it too technical or quirky, just get up a landing page with a link for them to watch a video. Just that easy. You should definitely customize it to represent you, even though the content came from me. But the point is, they’re going to associate that content with you because you provided it.

For example, you might say: “Hey, I was thinking about you. I thought you might be interested in this video how to actually analyze a flip.”

Each learning module of our course has video and a PDF that goes with it. There’s a transcription and other related videos. Just print off the PDFs, put them in your binder, and keep the video URLs in there too.

**PowerPack**

Every marketing campaign I’m coaching you through has a checklist for the campaign itself, any related content, the recording of how you actually do it, and then the transcription of that recording. Keep those on your computer in your filing system. Don’t just drop everything in Documents, but rather break it down into folders by category. When you know you’re ready for a specific campaign, just pull it up, copy it, put it in your email, put it on Facebook, or wherever or however you’re communicating with your clients in that particular campaign.

**Email blueprint**

“Top producer” was what I evolved to while in production. I had all the KW campaigns and implemented a Mail Merge to personalize every contact I made. “Dear Jane,” “Dear Fred,” “Dear Susan.” Whatever mailing system you use, I suggest each salutation be personalized. You will see better response rates from just this one detail. This will result in higher conversion rates. I know it might cost you a few bucks to be able to do that, but it is worth it. It’s an investment that will pay bigger and bigger dividends. You’ll get a lifetime of hundreds of thousands of dollars back for every dollar spent on personalization. It’s that important.

But in the beginning, if you need to get started inexpensively, use something simple and free like HubSpot or MailChimp. Many of these can also insert a “Name” field into the greeting or text of your email. Import your database, then when you’re designing the body of the email, look for a toolbar or menu item for inserting a “Name” field.

Whenever somebody responds to you, remember to always make some kind of offer. Perhaps offer them one of the videos from the four different YouTube playlists—flipping, buying rentals, managing rentals, or wholesaling. If you went on social media full steam ahead, 30–60 minutes a day, five days a week, that’s the equivalent of 2.5–5 hours a week. That’s a big chunk of time. This is why I tell people this is usually not something you do right off the bat. Instead, start off always with the booklet, basic email campaign, and only then move into other items. Facebook should be your first social media channel, then Instagram is a natural branch off that. YouTube should definitely be up there, or maybe LinkedIn will be the third depending on your ideal prospects. LinkedIn has its place in your overall marketing plan.

When you download my four books—again, that’s flipping, rental, managing rentals, and wholesaling—don’t send a prospect all the books. Instead, look to personalize what you share with them. Find out who they are, and what they want, so you know which book will be most meaningful to them. Don’t just dump information. Get to know them and what they are looking for. Find out what they need and how they think and feel.

Every time someone engages with your content or through a message, always make an offer. “Hey, would you like a free list of properties in your area?” If they take you up on that, then you can follow up and ask for an appointment to find out which of those properties they like the best. That’s when you get some real engagements. First, get them into your campaigns, look for responses, make them an offer, then book them into an appointment.

The market is pretty active right now, particularly in light of the Coronavirus. This has made a lot of sellers nervous, which gives you a great lead-in.

You may want to exclude family members, for example, or maybe you only want to include family members to allow you to test new concepts. If you do categorize people in your email database, get really precise so your messaging is more pertinent. In other words, use messaging specifically for flippers, which will be different than messaging for landlords. You probably speak differently to family members than you would to neighbors or church members or coworkers. Possibly one of the most important things I did in the mid- to late-2000s was to niche my emails categorically. My business blossomed as a result. Other agents were suffering in real estate in the late 2000s, but I was so busy, I actually collaborated with the competition to share clients. Some brokerages would crucify if they knew you were doing that, but we were like, “Hey, I’m not driving two hours to do a showing. Bill, would you take this guy to look at rentals over there? When he’s here we’ll take him around.

**Your Turn**

Taking action to get results is the antidote for fear and scarcity, so if you’re brand new, make sure you get your strategy call set up right away so I can help you get moving and take action—marketing that’s going to get results.