

mojo dojo



The Super Converting LinkedIn Funnel

How to convert prospects on
LinkedIn into paying customers

Contents

- 1 State Of LinkedIn / pg.3
- 2 An Irresistible Offer / pg.5
- 3 A Resource (Lead Magnet) / pg.10
- 4 The Follow Up / pg.12
- 5 The Full Funnel / pg.14



01

State of LinkedIn

LinkedIn is the world's leading B2B platform, with over 830 million members in over 200 countries and territories. It is a powerful tool for businesses of all sizes to connect with potential customers, partners, and employees.

LinkedIn offers a variety of features that make it ideal for B2B marketing, including:

Targeted advertising: LinkedIn allows businesses to target their ads to specific demographics, industries, and job titles. This makes it possible to reach the right people with the right message at the right time.

Lead generation: LinkedIn provides businesses with tools to generate leads, such as LinkedIn Sales Navigator and LinkedIn Lead Gen Forms. These tools allow businesses to identify and connect with potential customers, and to collect their contact information.

Content marketing: LinkedIn is a great platform for sharing content with potential customers and partners. Businesses can publish articles, blog posts, and other types of content on LinkedIn to showcase their expertise and thought leadership.

Social selling: LinkedIn is a great platform for social selling, which is the process of using social media to build relationships with potential customers and sell to them. Businesses can use LinkedIn to connect with potential customers, share valuable content with them, and engage with them in meaningful conversations.

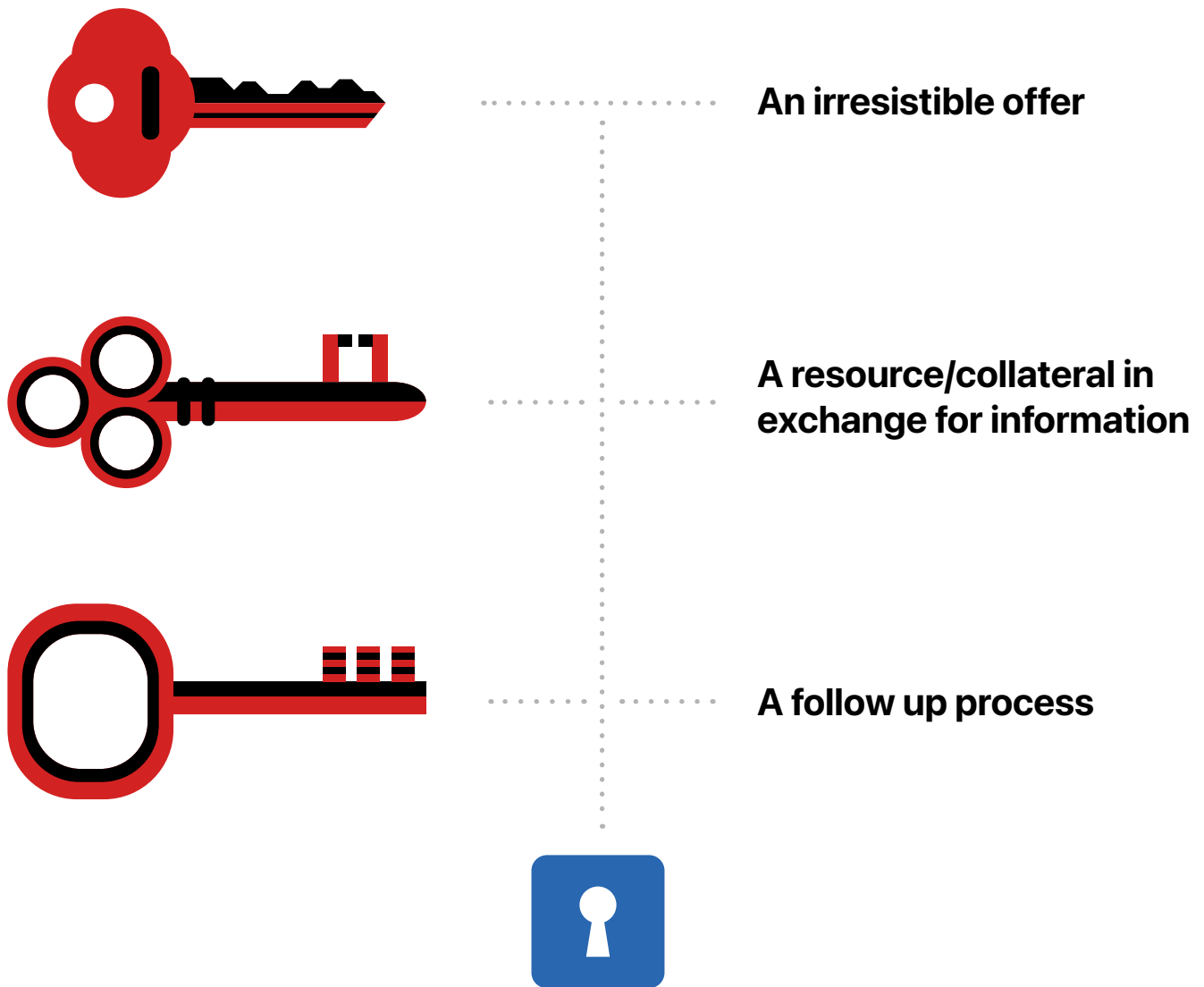
LinkedIn is a valuable tool for B2B businesses of all sizes. It can be used to generate leads, close deals, and build relationships with customers and partners.



01

State of LinkedIn

There are three key aspects of building your perfect funnel on LinkedIn



In this book, I will show you how to design an irresistible offer and a resource to get your prospects information in a bit but first let's talk about the process.

02

An irresistible offer

To design an irresistible offer, you need to understand what your target audience wants and needs. Once you know what they are looking for, you can create an offer that is too good to refuse.

There are five attributes that make an offer irresistible



Relevant



Valuable



Scarce



Easy to Understand



Easy to accept

Often it is hard to come up with an offer that satisfies all five attributes early on. However, you can iterate over your offer over time to come up with an irresistible offer.

Make it relevant: Your offer should be relevant to your target audience's needs and wants. If it's not, they're not going to be interested.

Make it valuable: Your offer should be valuable to your target audience. This means that it should solve a problem or improve their lives in some way. Secrets of an industry tend to be very valuable. If your industry has a secret that is generally known within the industry but not outside, that will make for a valuable secret to divulge.

Make it scarce: People are more likely to want something if it's scarce. Create a sense of urgency by limiting the time or quantity of your offer. You can see this often used on travel sites like booking.com or retail sites like amazon.com

Make it easy to understand: Your offer should be easy to understand. Avoid using jargon or technical terms. Write your offer even a five year old would understand. You can use tools like Hemmingway editor to dumb down your offer.

Make it easy to accept: Your offer should be easy to accept. Remove any barriers to purchase, such as high shipping costs or complex checkout processes. Make it so seamless that the prospect admires your checkout process.

02

An irresistible offer



See apps like Uber or sites like Amazon that make it seamless to book rides or make purchases.

Here are some examples of irresistible offers:



A 60-day free trial of a software product.



A 50% discount on a course.



A free gift with purchase.



A buy-one-get-one-free deal.

02

An irresistible offer

When designing an irresistible offer, it's important to keep your target audience in mind. What are their pain points? What are their goals? Once you understand their needs and wants, you can create an offer that is too good to refuse.

Graphically, you would need to represent your offer on LinkedIn. This would be in the form of either a single banner or a video. Here are some additional tips for designing an irresistible offer with great collateral:

Use strong visuals

People are more likely to be drawn to an offer that has strong visuals. Use high-quality images and videos to showcase your product or service.



Write persuasive copy

Your offer copy should be persuasive and convincing. Highlight the benefits of your offer and explain why it's so valuable.

25% Off Store Wide

Bring Your Idea To Life. Create Your Own Neon Design Today In 3 Easy Steps 🏆

Free Shipping AU Wide

2 Years Warranty

★ 5 Star Google Review Rating

⚡ Energy & Cost Efficient

02

An irresistible offer

When designing an irresistible offer, it's important to keep your target audience in mind. What are their pain points? What are their goals? Once you understand their needs and wants, you can create an offer that is too good to refuse.

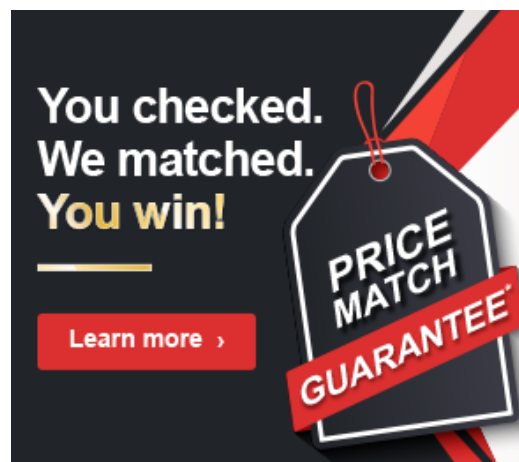
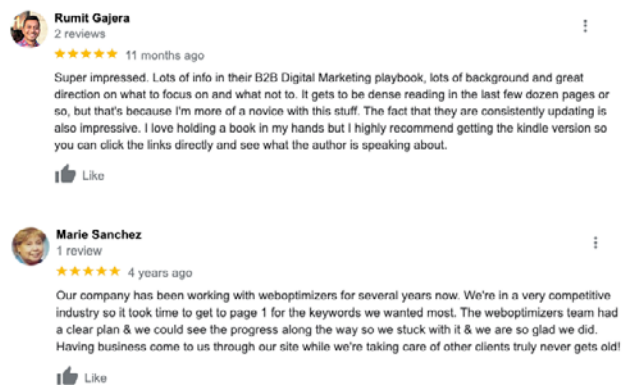
Use social proof

Social proof is a powerful psychological trigger. Include testimonials from satisfied customers or show how many people have already taken advantage of your offer.

Offer a guarantee

A guarantee can help to reduce risk and make your offer more appealing. Offer a money-back guarantee or a satisfaction guarantee to give your customers peace of mind.

Graphically, you would need to represent your offer on LinkedIn. This would be in the form of either a single banner or a video. Here are some additional tips for designing an irresistible offer with great collateral:



02

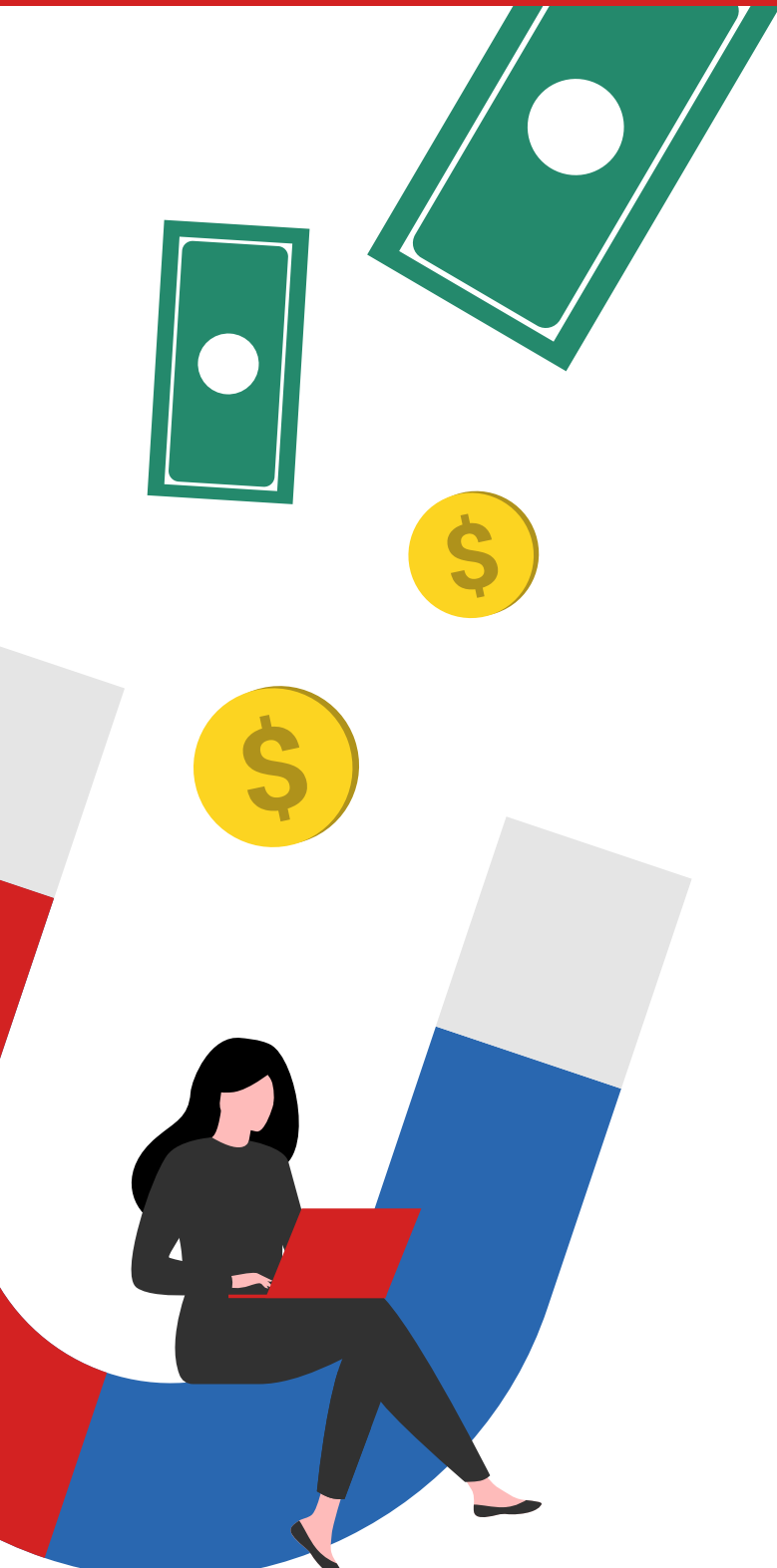
An irresistible offer

By following these tips, you can design an irresistible offer that will help you to attract new customers and grow your business.



03

A resource (Lead Magnet)



A lead magnet is a free offer that businesses use to generate leads. It is typically a piece of content or a service that is valuable to the target audience, and it is offered in exchange for contact information, such as an email address or phone number.

Lead magnets can take many different forms, such as:

- ⚡ **Ebooks**
- ⚡ **Whitepapers**
- ⚡ **Case studies**
- ⚡ **Webinars**
- ⚡ **Templates**
- ⚡ **Checklists**
- ⚡ **Discounts**

The best lead magnets are those that are highly relevant to the target audience and that offer real value. They should also be easy to access and download.

Lead magnets are used by businesses of all sizes and in all industries. They are a powerful way to generate leads, build relationships with potential customers, and grow your business.

03

A resource (Lead Magnet)

Here are some examples of lead magnets:

I

A software company might offer a free trial of their software as a lead magnet.

II

A marketing agency might offer a playbook or checklist on how to market oneself. Déjà vu?



III

An ebook publisher might offer a free ebook on how to write an ebook as a lead magnet.

IV

A webinar host might offer a free webinar on how to grow your email list as a lead magnet.

Lead magnets are an effective way to generate leads and build relationships with potential customers.

This book itself is a lead magnet which tells you how to develop a lead magnet. It's so meta !

04

The follow up

There are a number of ways to follow up on a lead magnet download. Here are the most common ways:



Follow up phone call



Follow up email



Follow up sequence of indoctrination / nurture

You will have the most success when you can have sales reps do the phone calls.

A follow up email or an indoctrination process that nurtures a lead until it converts into a quote is usually

Here are our benchmark numbers for the follow up processes for an IT business selling software between \$12000 to \$18000 per year.



Medium	Type	Sample Size	Conversion
Phone Call	Direct ask	3000	11%
Follow Up Email	Indirect	3000	6%
Sequence of Emails	Nurture	3000	3%

04

The follow up

Some organizations prefer the non direct approach to make the sales process have a softer touch.

You can also apply a lead scoring mechanism in your CRM and score leads based on how many times they interact with your material over different mediums. This can trigger different types of activities based on lead scores.

Most businesses make you an offer in the follow up. A better way would be to have your offer as a part of your lead magnet. Design a landing page that makes the offer. Have the landing page set as the destination once someone downloads your ebook.

We describe the general process of how to design your funnel in the following section.



05

The full funnel

In order to get the best results, your LinkedIn funnel should have the following



An irresistible offer



**A lead magnet
(generally an Ebook)**



**A follow up process like
email/call script**



**A high converting
landing page**



**Banner set to test
on LinkedIn**

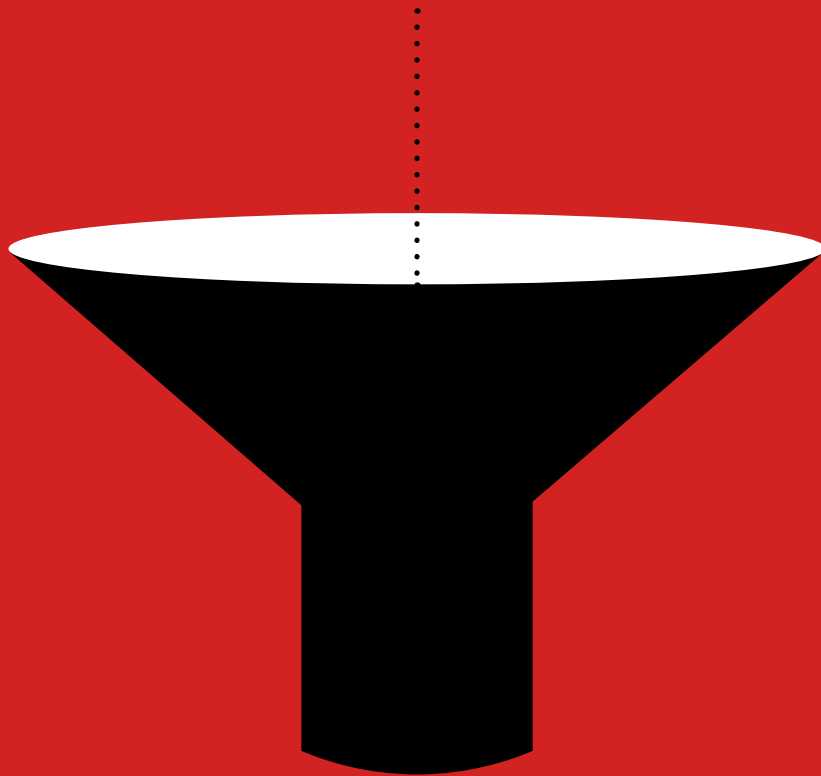
05

The full funnel

The Ultimate Checklist

- Design the banner set as the cover of your Ebook or resource. Make it appealing and have a clickbait title. The higher the CTR (click through rate) the better the performance. CTR over 1% will yield the cheapest results.
- Ensure the lead magnet resource is available in PDF format and instantly downloadable or sent via email.
- Design your landing page with the offer
- Have a sequence of emails to follow up. We generally recommend 6 email sequences to nurture them along the journey offering them more collateral if you use lead scoring. Alternatively, we recommend using 3 emails with all three emails making the offer in one way or the other.
- Run A/B tests on your audiences on LinkedIn. Make sure you turn off audience expansion.

**Let us build you a high
converting funnel.**



Here is why you should
let us build your funnel

Our funnels will reduce competition by injecting decades of experience into your campaign to make you the only irresistible offer on the market.

Here's why:

- ✓ **We have built over 1500+ funnels in 15 years**
- ✓ **We spend over 200K+ in tools alone every year**
- ✓ **We have a category specialist in each channel or medium**
- ✓ **We do everything onshore here in our Melbourne headquarters**
- ✓ **Our funnels have been extensively split tested and offered to limited businesses**
- ✓ **We study your competitors as intricately as we study you**
- ✓ **Your funnel is not our portfolio work. We don't learn on your dime.**



We give you the best bang for your buck.

Book in a 37 minute session to discuss how we can build yours



We have more results than most agencies have clients.



Heres is what our clients say



I have found our strategic alliance with Weboptimizers amazing and incredibly competent. Every project we have given them has come in on time and budget.

Frederick Krasey
CEO Cogent Solutions
International



They have come up with creative ways to bring in new leads and grow our website traffic.

Kyle Johnson
Marketing Manager
at Draeger



They were open and honest and gave me advice that was in line with my needs and my budget. A huge recommendation.

Leighton Wainohu
Director at Maintain
Me Group

mojo dojo

Level 5, 100 Albert Road, South Melbourne, VIC 3205

www.mojodojo.io

 **1800 959 990**