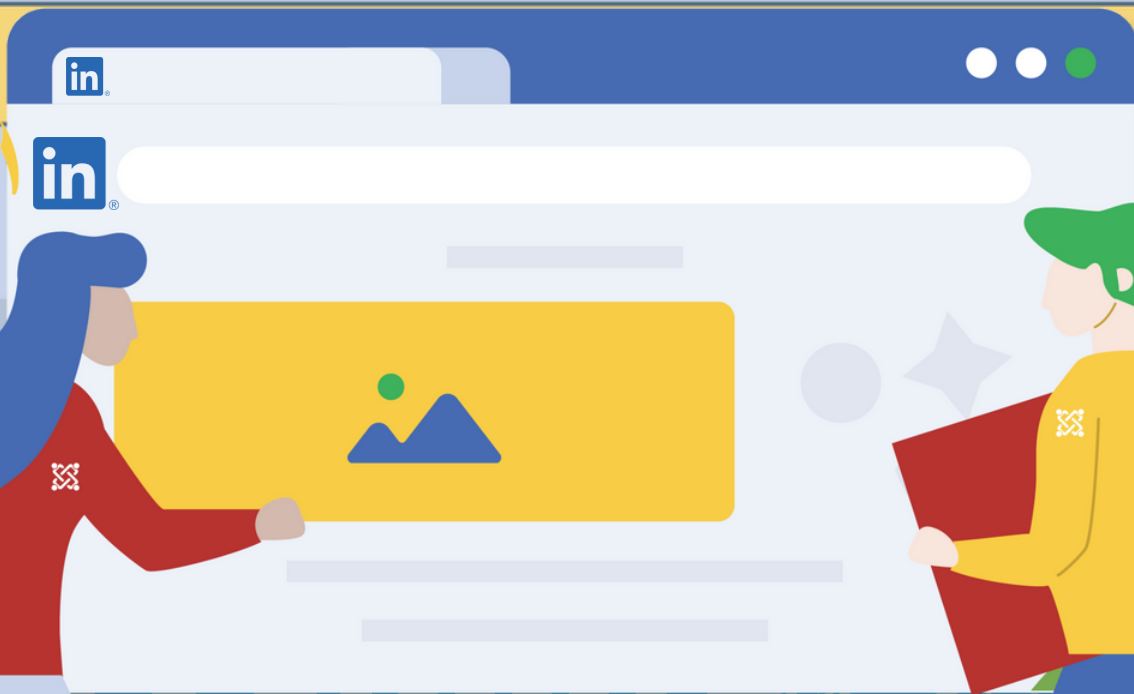




Social Sales Link™

Use LinkedIn Events to Attract Prospects





Discover the power of LinkedIn Events for your business and take your prospecting to the next level. With this eBook, you'll learn how to promote your meetings, online workshops, webinars, and other group get-togethers with ease.

Get ready to learn and start drawing in your ideal clients to boost your sales funnel.



To Create a LinkedIn Event:

Go to your LinkedIn homepage

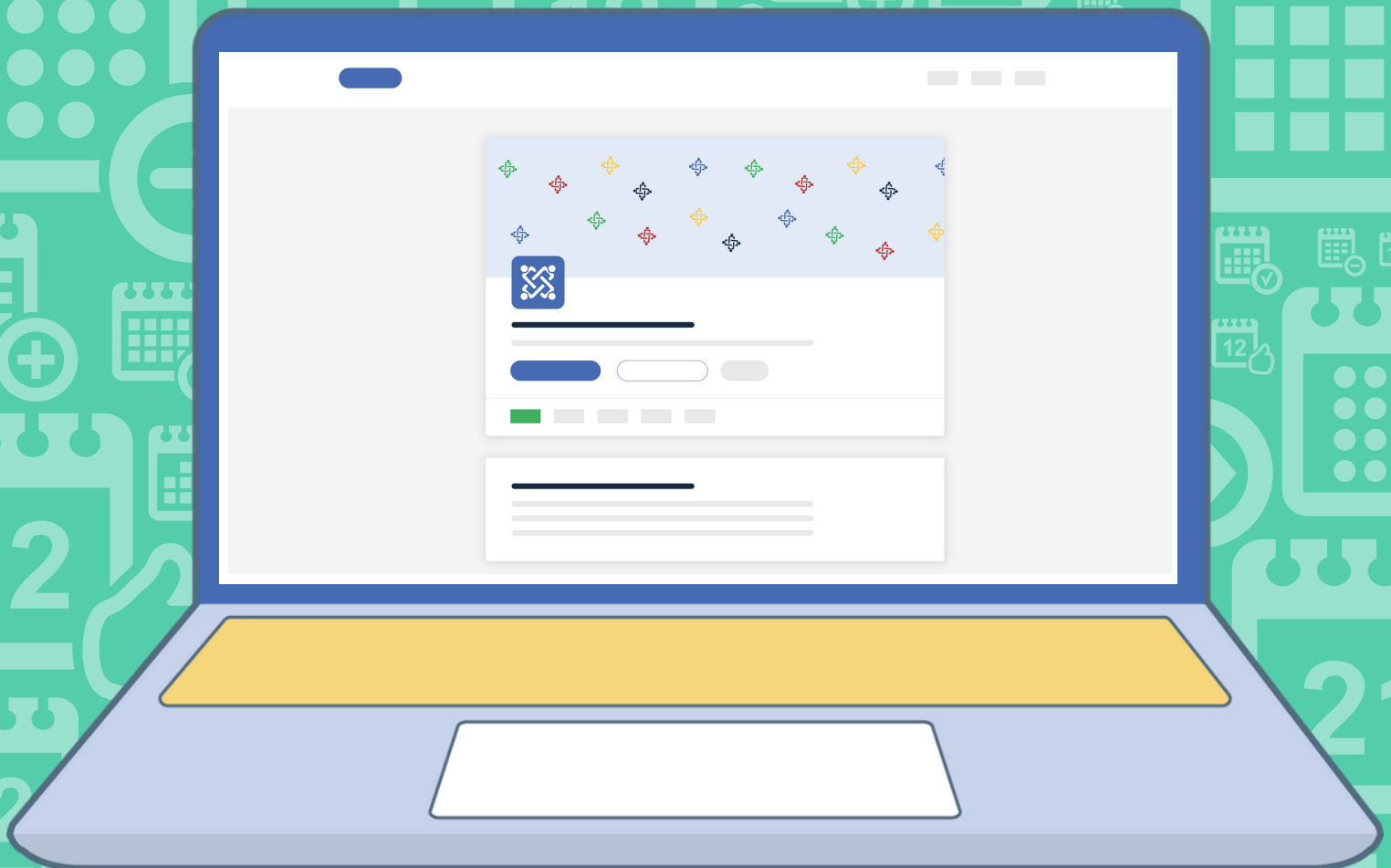
1

Scroll down to "Events," and click the plus sign

2

Then fill out the event form
(see next page for the checklist)

3



LinkedIn Events for Checklist:

- Event Title:** Choose a catchy and descriptive title for your event.
- Event Description:** Provide a detailed description of what the event is about, what attendees can expect, and the benefits of attending.
- Event Type:** Decide whether it will be an online event or a physical event.
- Date and Time:** Set the date and time for your event.
- Event Visual (Thumbnail/Cover Image):** Create an appealing visual for your event with a 16:9 ratio thumbnail or cover image. Consider using Canva or PowerPoint to design it.
- Organizer:** Specify whether you, as a person, will be the organizer or if it will be organized by a company page.
- Speakers:** List the names of the speakers who will be presenting at the event. You can add or edit speakers later.
- Registration Link (optional):** If you're using a company page to create the event, you can include a registration link that attendees will use to register.
- Invitees:** Decide whether you'll invite people directly through LinkedIn or encourage attendees to invite others.



Marketing Your Event:

Promote your event on your feed to gain traction.

You can also invite up to a thousand people a week and encourage attendees to invite others.

Email lists can also be a great way to attract attendees.



Handling Invitations:

Some invitees may not register on the event page.

Reach out to them directly and provide the registration link or add a registration link to the event image to make it easier for attendees.



Leveraging Other Events:

Use LinkedIn's event search feature to find events that your target buyers might attend.

Attend those events and connect with other attendees through messaging, but avoid spamming.



Building Credibility:

Leverage the credibility of other events and speakers to start conversations with attendees.

Send personalized messages mentioning your mutual interest in the event or speaker.



Personal Profile vs. Company Page:

When creating a LinkedIn Event, consider if you want a more personal touch with direct messaging on your personal profile or a more professional impression with enhanced registration options on your company page.

Choose based on your goals, target audience, and level of personalization desired for prospecting.



Follow-up and Networking:

After the event, follow up with attendees to continue building rapport and establish yourself as a valuable resource.

Networking and relationship-building are essential for success.



Be Proactive and Personal:

Don't expect LinkedIn Events to work on autopilot; you need to be proactive and engage personally with attendees.

Customize your approach based on the event and the audience.



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