



Take
the
lead.



THE MARKETING LAB

Establishing Authority with LinkedIn Groups:

How to Use LinkedIn Groups to Increase Your Authority and Generate Stronger Relationships with Your Prospects

There's way too much noise out there.



It's tough to get your piece of the pie when you don't have a way to position yourself as an authority or leader.



**What if you decided to break from the crowd and stand above
the noise?**



Seen as a leader.

Book more appointments.

Sign more clients.

**And your competitors would struggle to
catch up.**

Two Strategies for Today

1

Positioning yourself as an Authority with LinkedIn groups.

2

Leveraging that Authority in your outbound lead generation strategy.





LinkedIn groups are for positioning...

The value of being the Authority...

You want to establish that you are an authority in the eyes of your prospects....



Establishing Authority with LinkedIn groups...



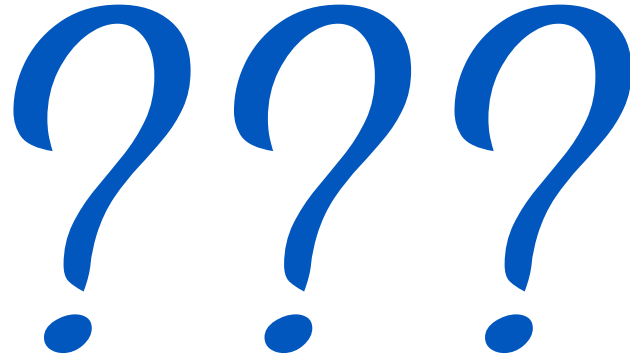
The wrong way...



The right way...



How to establish Authority the right way...



Areas of Focus

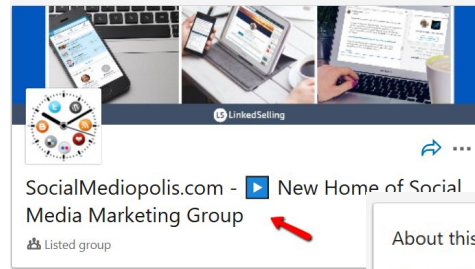
1 Group creation.

2 Group Management.



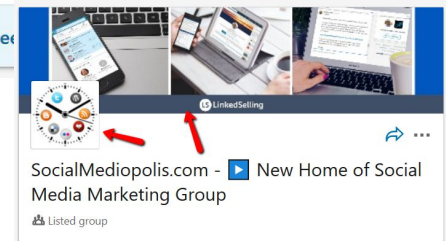
Group Creation...

- Group name
- Group description and rules
- Group banner image/logo



About this group

This Social Media Marketing group is the largest LinkedIn group in the world focused on digital marketing and aims to help businesses of any size leverage social media to get more followers, sales opportunities, clients, and customers by sharing proven ...



Examples...



Small Biz Forum
The Group for Small Business Owners & Professionals

Powered by: 



Small Biz Forum | The Group for Small Business Owners & Professionals

 Listed group

Examples...



Thomas Bookhamer
and **The Leaders Factor**

Agile - Leadership
Enterprise / Team / Culture
Coaching



[Share](#) [Notify](#) [More](#)

Agile Leaders Group - A Community for Agile Leaders & Coaches

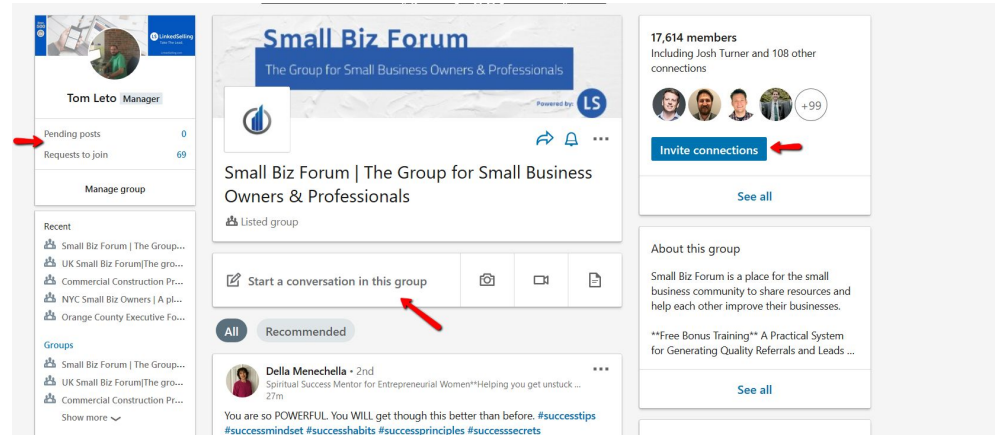
 Listed group

Examples...

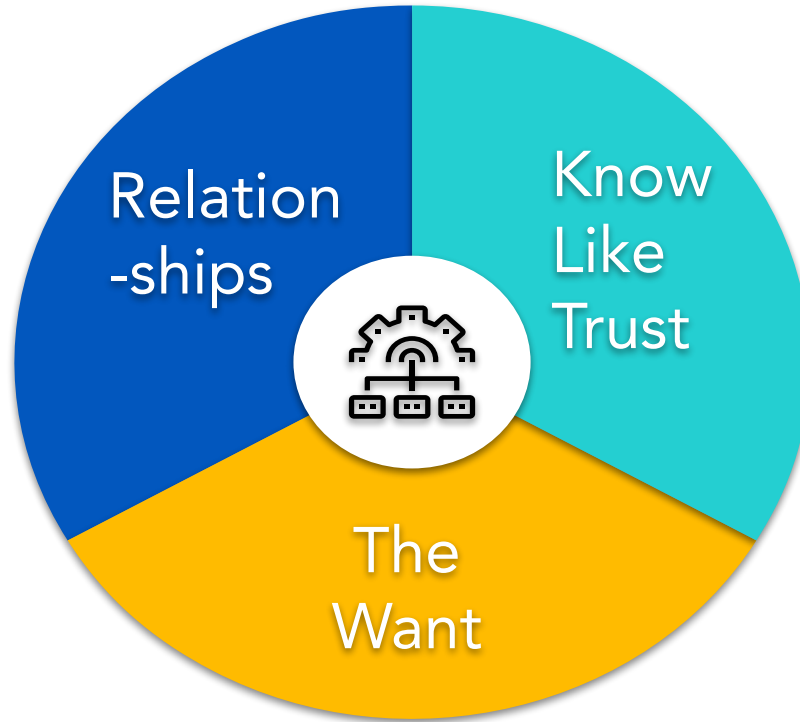


Group Management...

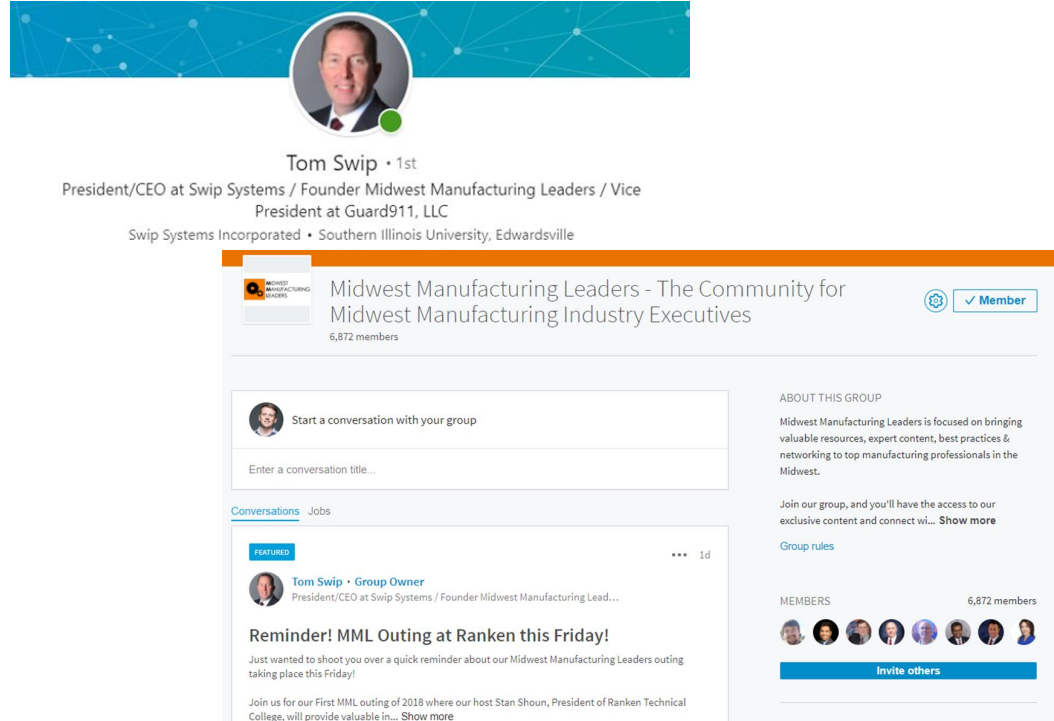
- Sending group invites
- Making group posts
- Approving post and requests to join



How does this help an outbound strategy?



Outbound examples...



The image shows a LinkedIn profile for Tom Swip, who is the President/CEO at Swip Systems and Founder of Midwest Manufacturing Leaders. He is also the Vice President at Guard911, LLC. The profile is linked to a LinkedIn group named "Midwest Manufacturing Leaders - The Community for Midwest Manufacturing Industry Executives", which has 6,872 members. A featured post by Tom Swip, as the group owner, is visible, announcing a "Reminder! MML Outing at Ranken this Friday!". The post text reads: "Just wanted to shoot you over a quick reminder about our Midwest Manufacturing Leaders outing taking place this Friday! Join us for our First MML outing of 2018 where our host Stan Shoun, President of Ranken Technical College, will provide valuable in... Show more". The group page also includes an "ABOUT THIS GROUP" section, a "MEMBERS" list with 6,872 members, and an "Invite others" button.

Tom Swip · 1st
President/CEO at Swip Systems / Founder Midwest Manufacturing Leaders / Vice President at Guard911, LLC
Swip Systems Incorporated · Southern Illinois University, Edwardsville

Midwest Manufacturing Leaders - The Community for Midwest Manufacturing Industry Executives
6,872 members

Start a conversation with your group
Enter a conversation title...

Conversations Jobs

FEATURED 1d

Tom Swip · Group Owner
President/CEO at Swip Systems / Founder Midwest Manufacturing Lead...

Reminder! MML Outing at Ranken this Friday!
Just wanted to shoot you over a quick reminder about our Midwest Manufacturing Leaders outing taking place this Friday!
Join us for our First MML outing of 2018 where our host Stan Shoun, President of Ranken Technical College, will provide valuable in... Show more

ABOUT THIS GROUP
Midwest Manufacturing Leaders is focused on bringing valuable resources, expert content, best practices & networking to top manufacturing professionals in the Midwest.
Join our group, and you'll have the access to our exclusive content and connect wi... Show more
Group rules

MEMBERS 6,872 members
Invite others

Quick story...



**THE digital
Marketing
PEOPLE INC.**
A WSI Certified Agency

[Connect](#) [View in Sales Navigator](#) [More...](#)

Stefan Hettich · 2nd 

Helping Businesses Maximize Digital Marketing Strategies |
Driving Profitability | Founder, Toronto Leadership Network
Toronto, Canada Area · 500+ connections · [Contact info](#)

 The Digital Marketing People
Inc., a WSI Certified Agency

 York University

Outbound examples...

Hi there Homer,

I just wanted to drop you a quick note and say thanks for connecting with me here on LinkedIn. I'm looking forward to keeping in touch.

By the way, you also might want to check out my LinkedIn group, [GROUP NAME](#).

This online community unites industrial plant managers and operators throughout Canada who have a fascination for innovation.

Here's the link for you- [GROUP LINK](#)

Cheers.

Tom Leto
Founder, [GROUP NAME](#)

Hey Bart,

There's an interesting [\(post OR discussion\)](#) in the [GROUP NAME](#) group that I think you'll want to check out. The article talks about the changing dynamics in today's workforce. Since you manage a team, I th

Here's the link - [LINK TO GROUP POST](#)

Feel free to share any tips or thoughts you have about adapting to the current changes in the workforce.

Cheers.

Tom Leto
Founder, [GROUP NAME](#)

Outbound examples...

Hi Lisa,

One of the things I love about LinkedIn, in particular, is the ability to easily meet and connect with interesting people to shared connections or ideas. With that in mind, I thought this might be an appropriate time to learn a little more about each other and our mutual businesses.

Would you have time for a brief phone call next week? How about Wednesday, June 5 between 2-4 pm?

I look forward to hearing from you. Have a great day!

Cheers.

Tom Leto

Founder, *GROUP NAME*



Outbound examples...

Email 1

SUBJ: Invite to INSERT GROUP NAME

Hey {firstname},

I came across your info on [LinkedIn](#), and thought you'd be interested in joining an exclusive community I just started there called [GROUP NAME](#).

The group is professionally curated and we only invite [the top business and executive consultants](#) to join. It's quickly becoming a top resource for the industry and I think your experience will add a lot of value.

In the near [future](#) we're also looking to do some feature profiles on our top members. Is that something you would be interested in?

I hope all is well and I look forward to seeing you in the group.

Here's the link to join: [LINK](#)

And feel free to connect with me on LinkedIn as well, here's a link to my profile: [<<LINK>>](#)

Have a great day,

Hey {firstname},

There's a great thread in the [\(XYZ\) group](#) about [\(ABC\)](#).

Check it out here: [<LINK>](#)

I'd love it if you could chime in there and add your thoughts too.

By the way, I'd love to jump on a call sometime if you're open to it. It would be great to learn more about what you do, and vice versa. How does next Tuesday look?

Thanks,

Email 3

SUBJ: Would this make sense for you, {firstname}?

{firstname},

I'd love to line up a quick call to see if there are any ways we can help each other out. With our common experiences [growing businesses](#), I think we'd have a very productive conversation.

What's your schedule look like this week?

Let me know and we can set up a time to chat.

Thanks and I'm looking forward to talking,

Tying it all together...



Authority



Stronger Relationships



More Opportunities

On the next:



THE MARKETING LAB

How to Amplify Your Authority across Multiple Channels with Your Content Curation Playbook

Call Held 4/9 at 1 pm (central)