

LinkedIn Commenting Strategy

For Busy Business Owners



You only have 5 minutes today?

Use your 5 minutes to
comment on 5 posts of
ideal customers.

But if you have more time...



Use the 30-30-30 Rule

Instead of looking at LinkedIn like a daily chore, consider it a weekly task to advance conversations with ideal clients.

30 comments.

30 connections.

30 direct messages.



WEEKLY TASKS

1. Comment

Find 15 ideal customers and comment on their posts. Use Sales Navigator to find them faster.

(Note: you do not need to be connected to them to comment).

Add your thoughts to viral conversations happening in your industry (up to 15 posts).

WEEKLY TASKS CONTINUED

2.Connect

Send 30 new connections a week to your ideal customers. Use Sales Navigator to speed up this process.

Like their posts before you send a connection request to increase their chances of accepting your request.

Do not put a message when sending the request unless you have a very unique and personalized message.

WEEKLY TASKS CONTINUED

3. Direct Message

Once someone connects with you, send them a message showing your curiosity in them.

Send messages to anyone who might be a potential client who either looks at your profile or engages on one of your posts.

“Like” posts of ideal clients you’re still trying to warm up before you reach out to them.

Note.

There's no point in posting on LinkedIn if you do not have conversations with people on the platform.

The goal of LinkedIn is to start as many conversations with people as possible - to learn about your audience and what they care about and convert them.

P.s. This includes conversations in your own comment section.