



15 TEMPLATES TO SKYROCKET YOUR LEAD GENERATION

LinkedIn is a powerful tool for attracting high-value clients to your business.

In fact, 80% of B2B leads and 46% of social traffic for B2B companies come directly from the platform (Rynne, 2017).

However, knowing what to write during the initial outreach phase is challenging and requires an immense amount of trial and error. During these experiments, there's also the possibility that your initial opening may dissuade a potentially valuable lead to accept an invite, leading to a missed business opportunity.

At Zopto, we believe in tried and tested templates to maximise your chances of success on the platform. So our team has compiled 15 templates for your outbound marketing efforts, including:

- 5 Invite Templates
- 6 Sequence Templates (using Zopto's automation features once a connection accepts your request or directly to selected 1st degree connections)
- 4 InMail Templates (that you can send to Open profiles, without spending any of your InMail credits)

Plug this messaging into Zopto or use the templates as part of your premium LinkedIn account and watch your lead generation efforts skyrocket!



5 INVITE MESSAGE TEMPLATES



270 Character Limit

Sending an invitation to connect means making a strong first impression, especially if you want to be successful with your outreach.

Personalization often requires meticulous analysis of your target audience. Without customizing your request message, your efforts will likely be ignored. And LinkedIn's default connection request is boring and ineffective.

However, Using Zopto's powerful automation features, you can automate highly personalized requests that will significantly improve your chances of connecting with your prospects. Simply use the templates below when putting them into your campaigns, using the parameters identified by the braces (i.e. {{INDUSTRY}}). Then sit back and watch the connections roll in!

1

Edit Message Template

Template Name

Invite Template 2

Message

Insert Variable ▼

Hi {{FIRST_NAME}} - thought I'd connect as I specialise in **Online Retail**.

I think you have some excellent **fashion SKUs** and excellent branding.

Regards

Zopto

P.S. if you're looking to **optimise your website conversions**, I would love to help.

Text highlighted in green is interchangeable to fit your needs.

2

Edit Message Template

Template Name

Invite Template 1

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

I came across your profile and saw that you are a {{TITLE}} in [Shoreditch](#) - not too far from us. We have [done business](#) with companies similar to {{COMPANY_NAME}}.

Look forward to connecting,

[Zopto](#)

P.S. genuinely looking for anyone who is a good fit for us to potentially work together in the future.

3

Edit Message Template

Template Name

Invite Template 3

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

I specialise in [LinkedIn Outreach](#) for companies such as {{COMPANY_NAME}}. I see you are the {{TITLE}} - would you be the right person to talk to regarding this?

Regards

[Zopto](#)

Text highlighted in green is interchangeable to fit your needs.

4

Edit Message Template

Template Name

Invite Template 4

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

I came across your profile this morning and saw that you work at {{COMPANY_NAME}}. I've been meaning to connect for some time as I would like to discuss your **marketing** - I think I could help.

Are you open to a conversation?

Regards

Zopto

5

Edit Message Template

Template Name

Invite Template 5

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

I specialise in **marketing** for the {{INDUSTRY}} industry. I saw you're a {{TITLE}} so thought it would be good to connect as we could potentially help each other out.

Thanks

Zopto

P.S. let me know if you're interested in **[Insert what you do here]**, we can set up a call to discuss?

Text highlighted in green is interchangeable to fit your needs.

6 SEQUENCE MESSAGE TEMPLATES

7,000 Character Limit

Once somebody accepts your connection request, what you do next will have a significant impact on whether your sales attempt will be successful.

Zopto offers automatic follow-up messages known as “Sequence Messages” that can be automated from your dashboard. This allows you to split-test messaging and automates the follow-up to introduce your services or value proposition to your target audience.

NOTE: Any time someone responds to a message, the sequence will automatically disable, allowing you to continue the conversation organically.



1

Edit Message Template

Template Name

Invite Sequence +1 Hour

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

Thanks for accepting my request. I saw that you are a {{TITLE}}. We provide **B2B Accounting SaaS Solutions** to many companies similar to {{COMPANY_NAME}}. I thought it would be good to connect as I feel we could definitely help you.

Would this be something you're interested in?

Thanks,

Zopto

Text highlighted in green is interchangeable to fit your needs.

2

Edit Message Template

Template Name

Invite Sequence +1 Day

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

Thanks again for accepting my request. I'm not sure you got to see our [Saas Accounting Services](#), it could really transform your business.

When you get a spare moment visit [\[Insert your URL here\]](#) and let me know if you have any questions?

Kind regards,

[Zopto](#)

3

Edit Message Template

Template Name

Invite Sequence +3 Days

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

I see that you are busy, I'd like to present some of our case studies from companies that we have worked with just like {{COMPANY_NAME}}. When you get a spare moment please take a look at [\[insert URL\]](#)

Let me know if you would be interested in discussing how we could help you [simplify your accounting?](#)

Thanks,

[Zopto](#)

Text highlighted in green is interchangeable to fit your needs.

4

Edit Message Template

Template Name

Invite Sequence +1 Hour

Message

Insert Variable ▼

Thanks for connecting {{FIRST_NAME}},

I hope you are well?

I thought it would be useful to connect as we are both based in **London**. I provide **marketing services** to many companies similar to {{COMPANY_NAME}}. I took a look at your website - I think you have an excellent online presence. There is a potential to **increase your online conversions**.

Having demonstrated proven results in your industry - would you be interested in discussing how I could help you?

Thanks,
Zopto

5

Edit Message Template

Template Name

Invite Sequence +1 Day

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

I am delighted to connect with you.

If you haven't already done so, please take a look at my website **[insert URL here]** to see what types of services I provide.

Let me know if there's anything I can do to assist you?

Thanks,
Zopto

Text highlighted in green is interchangeable to fit your needs.

6

Edit Message Template

Template Name

Invite Sequence +3 Days

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

Appreciate you may be a little busy, just wanted to present you some of our case studies from companies just like {{COMPANY_NAME}}. Take a look here [insert URL].

Let me know if I can help you at all?

Thanks,

Zopto

P.S. if you want me to present you a **free tailored appraisal of your Marketing** just respond 'Yes'.

Text highlighted in green is interchangeable to fit your needs.

4 INMAIL MESSAGE TEMPLATES



200 Character Subject Header Limit 1,900 Character Body Limit

A carefully crafted InMail is one of the most underutilized weapons at your disposal on LinkedIn. Your target prospect is three times more likely to respond to InMail compared to a conventional email.

While copy-and-paste templates may be more appropriate for recruiters than those concerned with lead generation, you can still use the following strategies to elicit an emotional response and compel your prospect to respond.

An InMail should be complementary to increase chances of success, and invite potential collaboration if you're confident the sale is a good fit.

1

Edit Message Template

Template Name

InMail Template 1

Subject

Insert Variable ▼

Impressed By Your Article

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

I [\[read your article on LinkedIn/comments on a thread\]](#) and found what you were saying incredibly insightful.

If you ever need help with [\[X speciality\]](#) or [\[Y area of expertise\]](#), I'd be willing to offer assistance -- or introduce you to someone who can in my network.

Regards,

[Zopto](#)

Text highlighted in green is interchangeable to fit your needs.

2

Edit Message Template

Template Name

InMail Template 2

Subject

Insert Variable ▼

Big Fan of Yours Looking to Connect

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

I'm an avid follower of {{COMPANY_NAME}} and would love to connect.

If you ever need help with [X speciality] or [Y area of expertise], I'd be willing to offer assistance -- or introduce you to someone who can in my network.

Regards,

Zopto

3

Edit Message Template

Template Name

InMail Template 3

Subject

Insert Variable ▼

Looking to learn from leaders like yourself

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

I'm looking to expand my knowledge in {{INDUSTRY}} and figured connecting with someone as experienced as you would benefit me tremendously.

If you ever need help with [X speciality] or [Y area of expertise], I'd be willing to offer assistance -- or introduce you to someone who can in my network.

Regards,

Zopto

Text highlighted in green is interchangeable to fit your needs.

4

Edit Message Template

Template Name

InMail Template 4

Subject

Insert Variable ▼

Hoping to learn from you personally

Message

Insert Variable ▼

Hi {{FIRST_NAME}},

While researching the {{INDUSTRY}} industry, I came across your profile and was very impressed by your experience. It would be a pleasure to connect and learn from you.

Regards,

Zopto

CONCLUSION

LinkedIn is immensely effective when you use the platform correctly for B2B marketing.

But without the right tools, it can take an extensive amount of time to strike up meaningful connections and generate leads.

The solution to these problems lies in intelligent automation. Leverage these proven copy-and-paste templates and combine them with Zopto to skyrocket your lead generation from the world's premium online business platform.

Zopto Success Team



References

Rynne, A. (2017). 10 Surprising Stats You Didn't Know about Marketing on LinkedIn. [online] LinkedIn Marketing Solutions Blog. Available at: <https://business.linkedin.com/marketing-solutions/blog/linkedin-b2b-marketing/2017/10-surprising-stats-you-didnt-know-about-marketing-on-linkedin> [Accessed 20 Feb. 2019].