zopto

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!



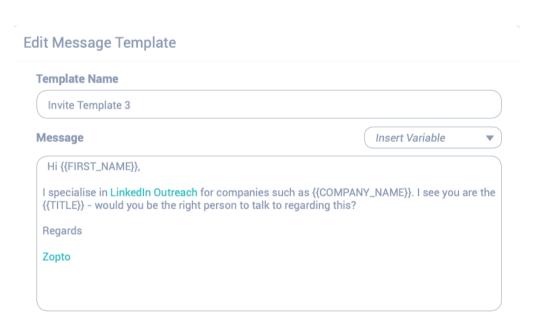
Edit Message Template

Invite Template 2		
/lessage	Insert Variable	
Hi {{FIRST_NAME}} - thought I'd cor	nnect as I specialise in Online Retail.	
I think you have some excellent fash	on SKUs and excellent branding.	
Regards		
Zopto		



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.

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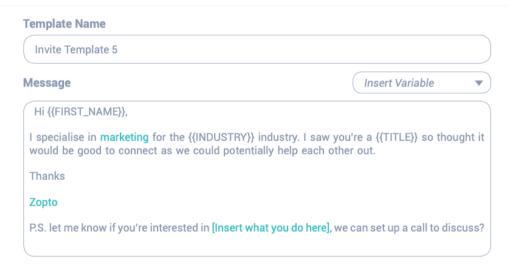




Template Name Invite Template 4 Message Insert Variable Hi {{FIRST_NAME}}, I came across your profile this morning and saw that you work at {{COMPANY_NAME}}. I've been meaning to connect for some time as I would like to discuss your marketing - I think I could help. Are you open to a conversation? Regards Zopto

5

Edit Message Template





6 SEQUENCE MESSAGE TEMPLATES

7,000 Character Limit

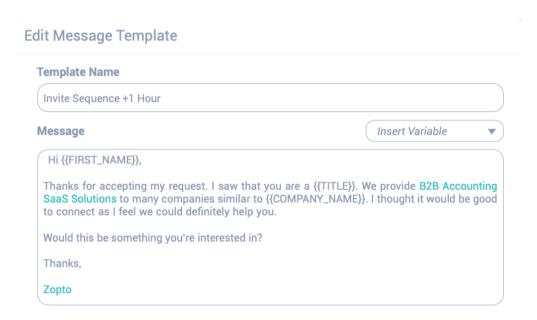
Once somebody accepts your connection request, what you do next will have a significant impact on whether your sales attempt will be successful.

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.



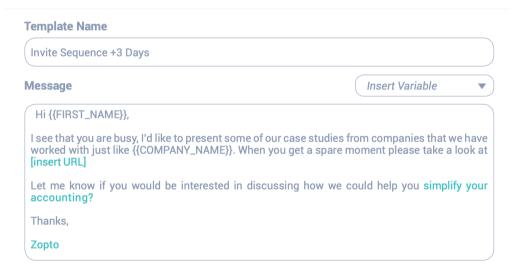




Template Name Invite Sequence +1 Day Message Insert Variable Hi {{FIRST_NAME}}, Thanks again for accepting my request. I'm not sure you got to see our Saas Accounting Services, it could really transform your business. When you get a spare moment visit [Insert your URL here] and let me know if you have any questions? Kind regards, Zopto

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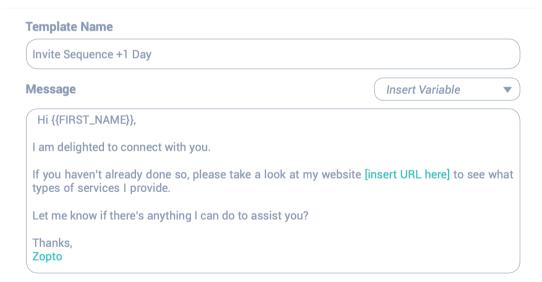
Edit Message Template



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

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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'.



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.

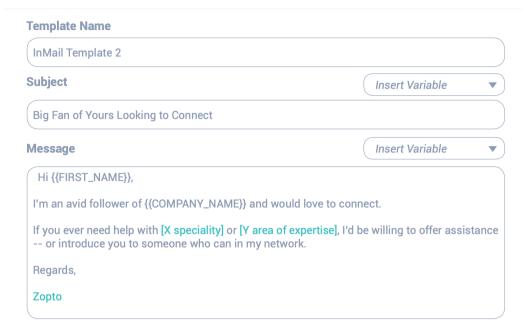
An InMail should be complementary to increase chances of success, and invite potential collaboration if you're confident the sale is a good fit.

1

Edit Message Template

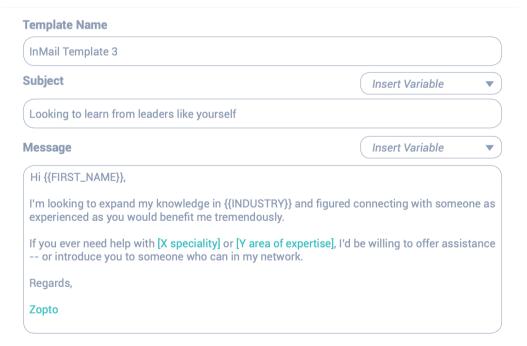
Template Name	
InMail Template 1	
Subject	Insert Variable
Impressed By Your Article	
Message	Insert Variable
Hi {{FIRST_NAME}},	
I [read your article on LinkedIn/comments on a thr insightful.	ead] and found what you were saying incredibly
If you ever need help with [X speciality] or [Y area or introduce you to someone who can in my n	
Regards,	
Zopto	





3

Edit Message Template





InMail Template 4	
Subject	Insert Variable
Hoping to learn from you personally	
Message	Insert Variable
Hi {{FIRST_NAME}},	
While researching the {{INDUSTRY}} in by your experience. It would be a please	idustry, I came across your profile and was very impresse sure to connect and learn from you.
Regards,	

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].

