



# LinkedIn: 10 Minute Daily Marketing Plan

Follow this simple 10 minute daily plan to develop and nurture professional relationships on LinkedIn.


## 1 minute: Scan and accept connection requests

Definitely accept requests from people you know personally.



Then consider, “should I accept my other connection requests from strangers?” There are two things to consider.


Firstly, the more connections you have, the more people will see your content, which is great. However secondly if you connect with complete strangers it’s not really an accurate representation of your network. Tricky.

We suggest accepting connections from people who write you a personalised message, who fit your target market or who are industry colleagues. We adopt the ethos that every friend and business contact was a stranger once!





**Reme** [redacted]  
Posicionamiento Web |  
Linkbuilding SEO | Creac...






**Greg** [redacted]  
Operations Manager at a  
NetSuite ERP Solution Pr...  
4 mutual connections






Hi Adam, I be really keen to see your LinkedIn 10 min plan thanks. Cheers

[Reply to Greg](#)






**Brendan** [redacted]  
X Media Lab  
22 mutual connections







**Nitin** [redacted]  
Google Adwords Certified  
- Digital Marketing Profe...  
2 mutual connections





**Amanda** [redacted]  
Seeking Contract &/or  
Part time position in Eve...  
6 mutual connections









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## 1 minute: Connect with someone new

LinkedIn will continually prompt you to connect with people you may know. **Aim to connect with at least one person per day, and expand your network.**

People you may know

 <b>Alex</b> [redacted] Licensed Real Estate Agent 88 53 mutual connections <a href="#">Connect</a>	 <b>Robert</b> [redacted] Private Investor 88 8 mutual connections <a href="#">Connect</a>
 <b>Gary</b> [redacted] Director Place Graceville 88 76 mutual connections <a href="#">Connect</a>	 <b>Deborah</b> [redacted] Ethical Leadership Coach for Women 88 29 mutual connections <a href="#">Connect</a>

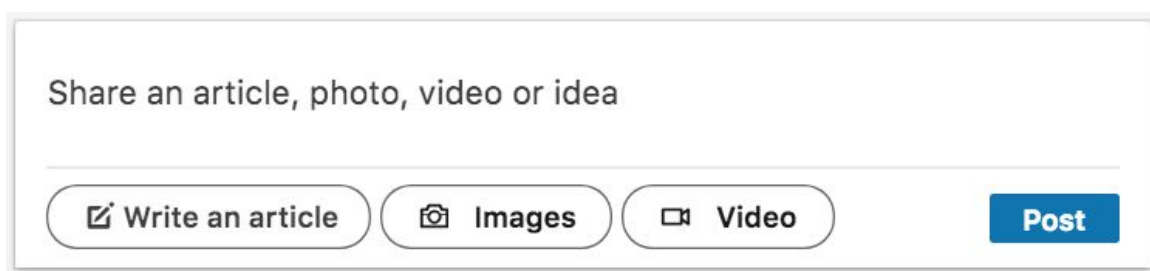
**Pro Tip:** Write a personalised note explaining why you are interested in connecting.



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## 3 minutes: Contribute: publish, comment or share

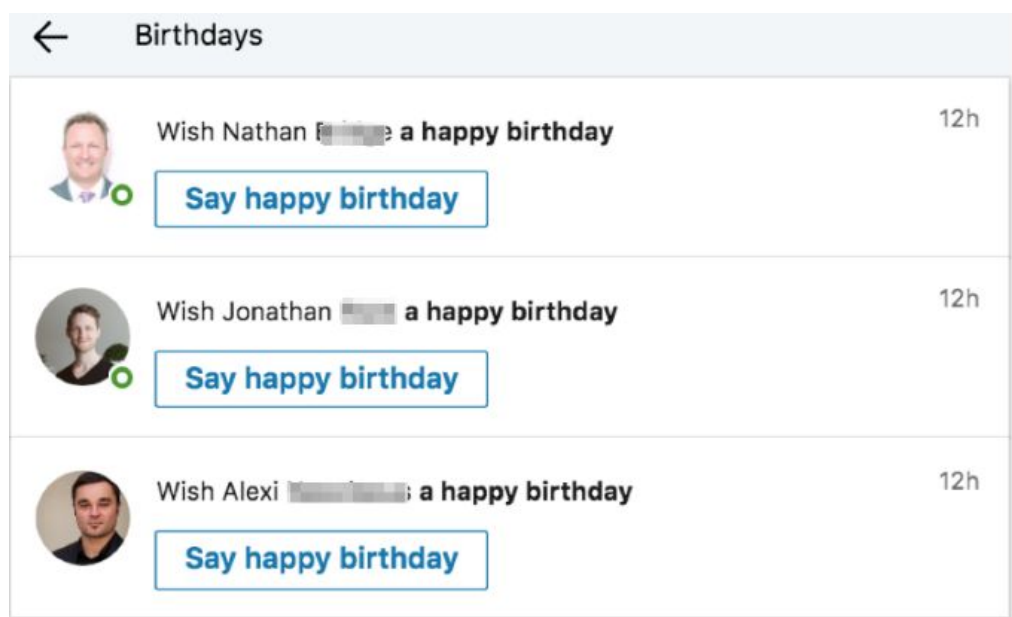
You can publish your own content on **LinkedIn** - it's not just for Influencers anymore! You can write an article, or upload an image or video and publish it as a post on LinkedIn for your connections to see. The more useful content you share, the more you will stay top of mind.



If you don't have any content ready to post, you can simply **like**, **comment** on or **share** someone's else post to stay top of mind with people in your network.

## 1 minute: Congratulate someone in your network.

Congratulate someone on a new role, a work milestone or wish them happy birthday. LinkedIn gives you easy 'ways to keep in touch'.



**Pro Tip:** Wish contacts a happy birthday on a different platform to LinkedIn (eg. text, Facebook or phone call!)



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## 4 minutes: Call or email someone and organise a catch up

The **secret of social media is to get off social media** as soon as possible and onto a phone call or into a meeting.

LinkedIn is a great tool but you can't always land that deal without meeting in person or at least a phone conversation. A great conversation starter is "...what project are you working on at the moment?"

Always think of ways you can help, and actually ask "how can I help?"

What's news on your end?

Ads

### SUNDAY



**Julie** • 11:59 AM

Hi Adam, thanks for reaching out. I'm still at [redacted] but more focused on the [redacted] side of the business these days. If you are ever in Brisbane it would be good to catch up for a coffee. Julie



**Adam Franklin** • 4:50 PM

Hi Julie,

Are you based in the city? I am living back in Brisbane this year



**Julie** • 5:08 PM

Our office is in the valley - [redacted]

### TODAY



**Adam Franklin** • 10:35 AM

Great stuff. Let's do it. Are you free next Tuesday?

Ads

**Pro Tip: Heading away for work?** It could be the perfect opportunity to catch up with someone from your network who lives in another city.