



# LinkedIn 10 Minute Daily Marketing Plan

**Follow this 10 minute daily plan to keep your LinkedIn marketing activity on track!**



# LinkedIn 10 Minute Daily Marketing Plan v5.0

## 1 minute: Scan and accept connection requests

Definitely accept requests from people you know personally.

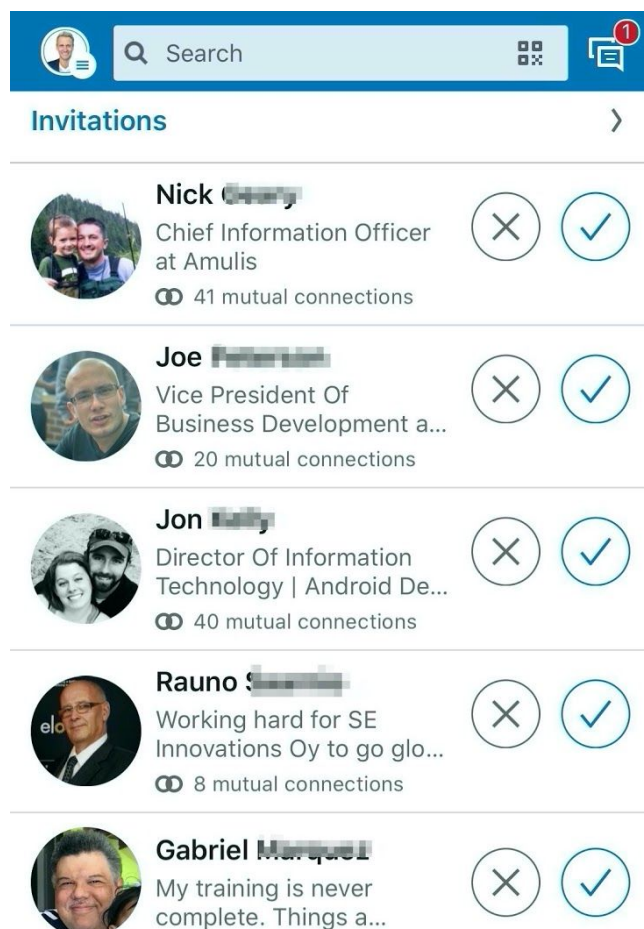
Then consider, “should I accept my other connection requests from strangers?” There are two things to consider.

Firstly, the more ‘ideal future clients’ you have as 1st degree connections, the more likely they will see your content, which is great because they can get to know, like and trust you.

However, if you aren’t strategic about this and just connect with random strangers your network will soon become a mess (and so will your newsfeed!).

As a rule of thumb, I suggest accepting connection requests from people who are ‘ideal future clients’, people who write you a personalised message expressing interest in what you do, and people who are real business contacts.

Remember, that every friend and client was a stranger once!

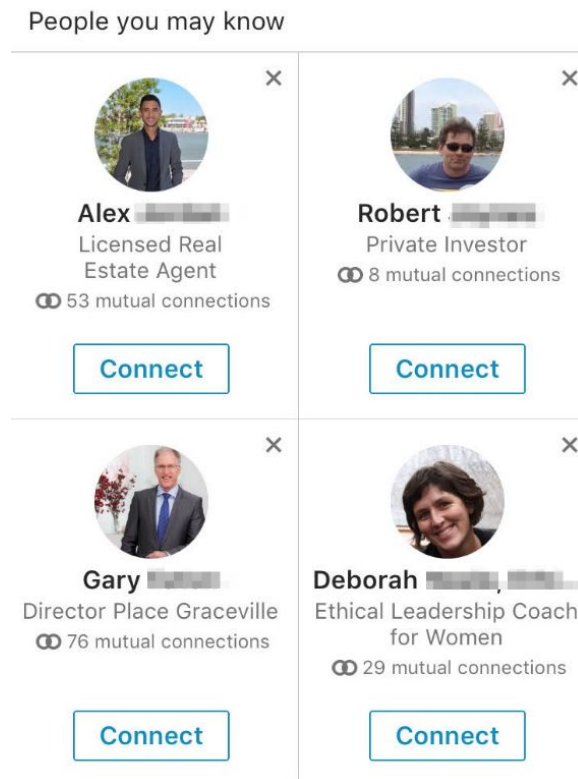




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## 1 minute: Connect with someone new

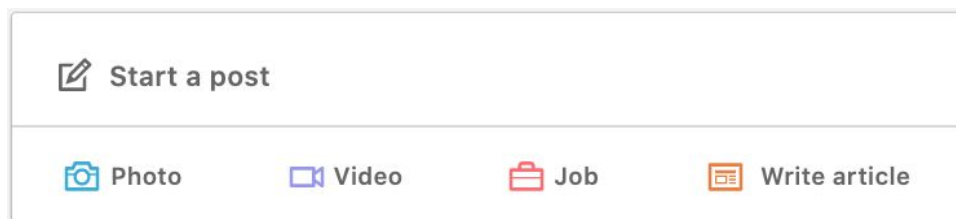
LinkedIn will continually prompt you to connect with people you may know. Each day, aim to send a connection request (with a note) to **at least 5-10 people who could be 'ideal future clients'**. This will expand your network systematically.



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

## 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, upload an image or video, post a document and publish it as a text post on LinkedIn for your connections to see. The more useful content you share, the more you will stay top of mind.



Once you've published the post, make sure you interact with people who comment on your post! I suggest interacting publicly in the comments and privately via direct message (DM).

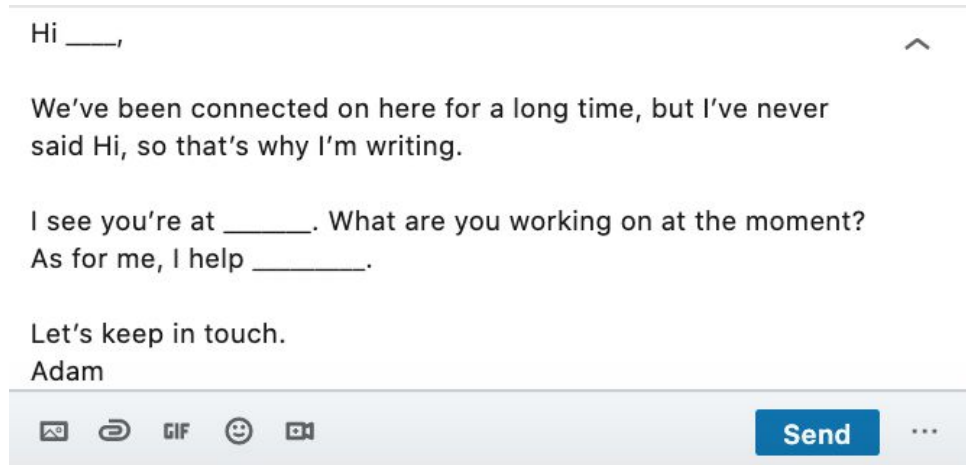
If you don't have any content ready to post, you can simply **like**, **comment** on or **share** someone else's post to stay top of mind with people in your network.



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## 2 minutes: Start a conversation via DM (direct message)

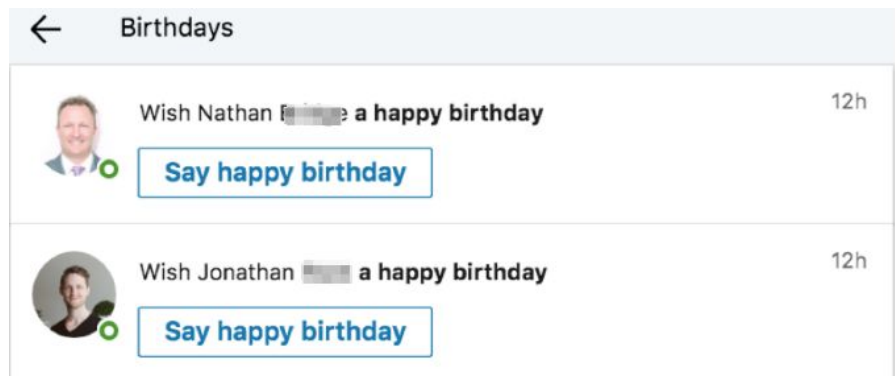
You already have a whole lot of 1st degree connections, so take a few minutes to start a conversation with people who look interesting. For example,



For more conversation starter scripts, you can download my [LinkedIn Outreach Script Template \(PDF\)](#).

## 1 minute: Congratulate someone in your network.

Say congratulations to 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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## 2 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 Zoom 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 [redacted] • 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 [redacted] • 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.

## That's it.

Spend 10 minutes a day following this process on LinkedIn and I am confident you will generate some great results. I hope it is useful.

## About Adam Franklin



Adam Franklin is the author of **Web Marketing That Works** -- an **Amazon #1 best seller**. He is a [professional speaker](#), university lecturer and CEO of **Bluewire Media**.

His blog was named **Australia's #1 business blog**, his podcast was named **#9 on Entrepreneur magazine's top marketing podcasts**, and **#7 LinkedIn Expert (Asia Pacific)**.

Adam's work has featured in **Forbes, Huffington Post, Entrepreneur, The Australian**, and the **Sydney Morning Herald**.



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## Feel free to connect

For more tips, templates and videos please connect with me: [www.linkedin.com/in/adamfranklin](http://www.linkedin.com/in/adamfranklin)

## Are you my next coaching client?



### DIGITAL GROWTH SESSION

BOOK YOUR 1-ON-1 SESSION  
Via Zoom



If want to use LinkedIn to **grow your pipeline** and **win 1-2 new** high-value B2B clients in the next 90 days, I'm looking for **5 consultants** who:

1. Are already working with **high-value clients (\$10k annual spend)**, and getting them results.
2. Are making at least **\$5k+** a month.
3. Have capacity to **work with 2-3 new clients**, starting next month.
4. Have at least **500 connections** on LinkedIn or on email.
5. Are **friendly, methodical and coachable**.
6. And can find **30 minutes a day** to allocate to the work...

I'll help you win more high-value clients and my coaching comes with a "2X ROI Guarantee". Either email "**Pilot Program**" to me at [adam.franklin@bluewiremedia.com.au](mailto:adam.franklin@bluewiremedia.com.au) or book a **Growth Session** with me via: [www.bluewiremedia.com.au/growth-call](http://www.bluewiremedia.com.au/growth-call)

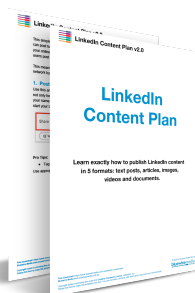
You may also like these free templates (email opt-in required)...

### LinkedIn Profile Checklist



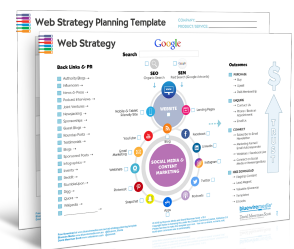
[bluewiremedia.com.au/linkedin-daily-marketing-plan](http://bluewiremedia.com.au/linkedin-daily-marketing-plan)

### LinkedIn Content Plan



[bluewiremedia.com.au/linkedin-content-plan](http://bluewiremedia.com.au/linkedin-content-plan)

### Web Strategy Planning Template



[bluewiremedia.com.au/web-strategy-planning-template](http://bluewiremedia.com.au/web-strategy-planning-template)



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## Free LinkedIn Accelerator Workshop



*Adam Franklin*



If you like this template, and would like to take the next step, please join me for my next **half day LinkedIn Accelerator workshop**. It's free to attend live or you can get the [recordings](#) for **\$1 USD**.

[Register here](#) (and get 10 bonus PDF guides)

You can also watch my **free, on-demand LinkedIn Crash Course**



[Click here to register for free.](#)

Finally, if you're ready to learn the complete playbook, you may also like to enrol in my flagship course **LinkedIn Leads for High Value Clients**



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