



Catch new business by LinkedIn

Piccolo manuale



ZELASCHI CREAZIONE D'IMMAGINI®

Strumenti per raggiungere il target

Pagina aziendale

Campagne ADS

Profilo personale

Gruppi di discussione

Marketing one to one



1

Definisci il mercato target



2

Identifica
le aziende



3

Applica i filtri
per circoscrivere
la ricerca



4

Individua le figure target

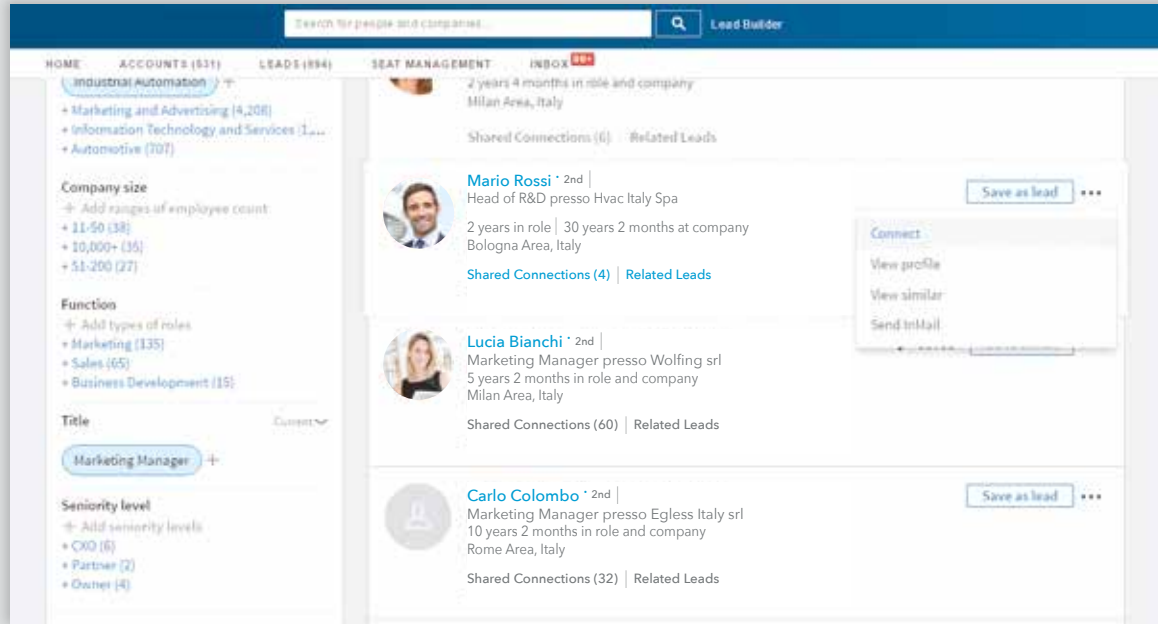
The screenshot displays a LinkedIn search filter interface. At the top, it shows 'Filter your search' with a hamburger menu icon on the left and '186 results' and a 'Search' button on the right. Below this, there are several filter categories, each with a plus sign to expand it. The categories and their current values are:

- Keywords:** Enter keywords (with a clear 'x' button)
- Geography:** Italy
- Industry:** Industrial Automation
- Title:** Marketing Manager
- Relationship:** (empty)
- Company size:** (empty)
- Seniority level:** (empty)
- Postal code:** (empty)
- School:** (empty)
- Group:** (empty)
- Years in current position:** (empty)
- Years at current company:** (empty)
- Years of experience:** (empty)
- Company type:** (empty)
- First name:** (empty)
- Last name:** (empty)

On the right side of the filter panel, there is a toggle switch for 'Show TeamLink leads' which is currently turned off. The background shows a partial view of the LinkedIn search results page with a sidebar on the left containing navigation options like 'HOME', 'Save', 'Keywords', 'Exclude Search', 'Geography', 'Relationship', and 'Company type'.

5

Invitale a far parte della tua rete



The screenshot displays the LinkedIn Lead Builder interface. At the top, there is a search bar with the text "Search for people and companies" and a magnifying glass icon. Below the search bar, the navigation menu includes "HOME", "ACCOUNTS (631)", "LEADS (894)", "SEAT MANAGEMENT", and "INBOX (18)".

The left sidebar contains several filter categories:

- Industrial Automation** (selected):
 - Marketing and Advertising (4,208)
 - Information Technology and Services (1,400)
 - Automotive (707)
- Company size**:
 - Add ranges of employee count
 - 11-50 (38)
 - 10,000+ (35)
 - 51-200 (27)
- Function**:
 - Add types of roles
 - Marketing (135)
 - Sales (65)
 - Business Development (15)
- Title**:
 - Marketing Manager (selected)
- Seniority level**:
 - Add seniority levels
 - CEO (6)
 - Partner (2)
 - Owner (4)

The main content area shows a list of leads:

- Mario Rossi** · 2nd | Head of R&D presso Hvac Italy Spa
2 years in role | 30 years 2 months at company
Bologna Area, Italy
Shared Connections (4) | Related Leads
- Lucia Bianchi** · 2nd | Marketing Manager presso Wolfing srl
5 years 2 months in role and company
Milan Area, Italy
Shared Connections (60) | Related Leads
- Carlo Colombo** · 2nd | Marketing Manager presso Egless Italy srl
10 years 2 months in role and company
Rome Area, Italy
Shared Connections (32) | Related Leads

Each lead profile includes a "Save as lead" button and a "Connect" dropdown menu with options: "View profile", "View similar", and "Send InMail".

6

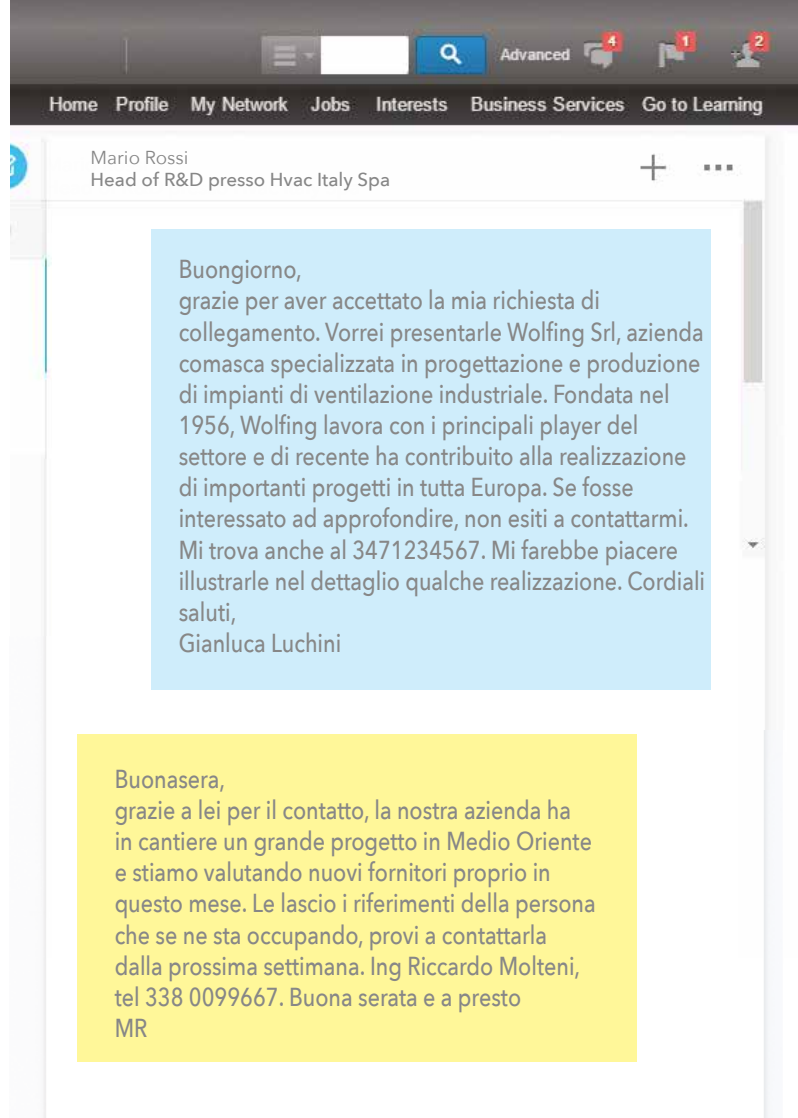
Ringraziale per
aver accettato



7

Invia loro un messaggio semplice ma preciso

specificando i tuoi punti di forza e ciò che offri (metti a punto costantemente il messaggio, tutto dipende da quello)



8

Gestisci la
relazione



9

Inizia il nuovo business ed espandi i tuoi mercati

...ovunque su questa Terra
LinkedIn ti permette di superare
qualsiasi Oceano con pochi click



10

Se tutti i passaggi sono preparati con estrema attenzione e messi a punto con altrettanta precisione...

...i risultati sono molto, molto buoni!





ZELASCHI CREAZIONE D'IMMAGINI®

Marketing & Comunicazione

Specialisti del marketing e della comunicazione B2B



www.agenziazelaschi.it
www.storytellinghvacr.it