

Major LinkedIn Tactics: Weighing Commitment and Complexity with ROI

LinkedSelling

| <i>LinkedIn Tactic</i> | <i>A. Ease of Implementation</i> | <i>B. Learning Curve</i> | <i>C. Ease in Training Assistant</i> | <i>D. Time Required</i> | <i>TOTAL SCORE (A+B+C+D)</i> | ROI | <i>Setup Time</i> | <i>Ongoing Monthly Commitment</i> |
|--|----------------------------------|--------------------------|--------------------------------------|-------------------------|------------------------------|------------|-------------------|-----------------------------------|
| Building Your Own Group | 1 | 1 | 4 | 2 | 8 | 10 | 12 hours | 8 to 16 hours |
| Direct Outreach to Prospects (2nd+ Degree) | 6 | 2 | 3 | 4 | 15 | 9 | 2 hours per month | 2 to 10 hours |
| Direct Engagement in Groups | 5 | 4 | 2 | 3 | 14 | 8 | 0 | 2 to 10 hours |
| Personal Message Campaign (1st Degree) | 2 | 7 | 5 | 5 | 19 | 7 | 2 hours per month | 2 to 4 hours |
| Distribute Your Content Into Groups | 8 | 9 | 8 | 6 | 31 | 6 | 0 | 1 hour |
| Build Expert Status in LinkedIn Answers | 4 | 5 | 1 | 1 | 11 | 5 | 0 | 8 hours |
| Company Page | 3 | 3 | 7 | 7 | 20 | 4 | 4 hours | 2 to 4 hours |
| Status Updates | 10 | 10 | 9 | 9 | 38 | 3 | 1 hour per month | 0 |
| Optimizing Your Profile | 7 | 8 | 6 | 10 | 31 | 2 | 4 hours | .5 hours |
| Endorsement/Recommendation Solicitation | 9 | 6 | 10 | 8 | 33 | 1 | 0 | 2 hours |

*1: really hard
10: really easy*

*1: really hard
10: really easy*

*1: really hard
10: really easy*

*1: a lot
10: a little*

low score =
more difficult &
time consuming

*1: low
10: high*