

The background is a solid blue color with a repeating pattern of white icons and text. The icons include the LinkedIn logo, a person silhouette, a play button, a microphone, a headset, an envelope, a folder, and a computer monitor. The text 'LinkedIn' is repeated in a sans-serif font, interspersed with the icons.

MARKETING WITH LINKEDIN AND WEBINARS

YOUR COMBO FOR BUSINESS GROWTH

From all-American athlete to top online marketing mentor...

[Lewis Howes](#) didn't exactly have a humble beginning. He's a former all-American athlete for football and decathlon and a world record holder in air hockey. He even played professional arena football before snapping his wrist in half.

After retiring from sports, Lewis was lost. A friend urged him to start networking on [LinkedIn](#), and so Lewis dug right in. He spent eight hours a day for the next year figuring out who he could connect with, how the connections would work for him and figuring out the best way to optimize LinkedIn for himself.

He was able to still keep a connection to sports by founding [The Sports Executives Association](#). But he also was able to build a business helping others use LinkedIn and online marketing tools.

Lewis is now ranked as [Genjuice.com's](#) top "100 Most Desirable Mentors" and [Incomediary.com's](#) "50 Most Influential People in Blogging." After hearing him speak, we reached out to talk to him about what advice he has for businesses.

Here's what he had to say...

First Things First: What's Your Plan?

Before you begin, you need to [have a plan](#). Write down what you want to accomplish and how you plan to accomplish it.

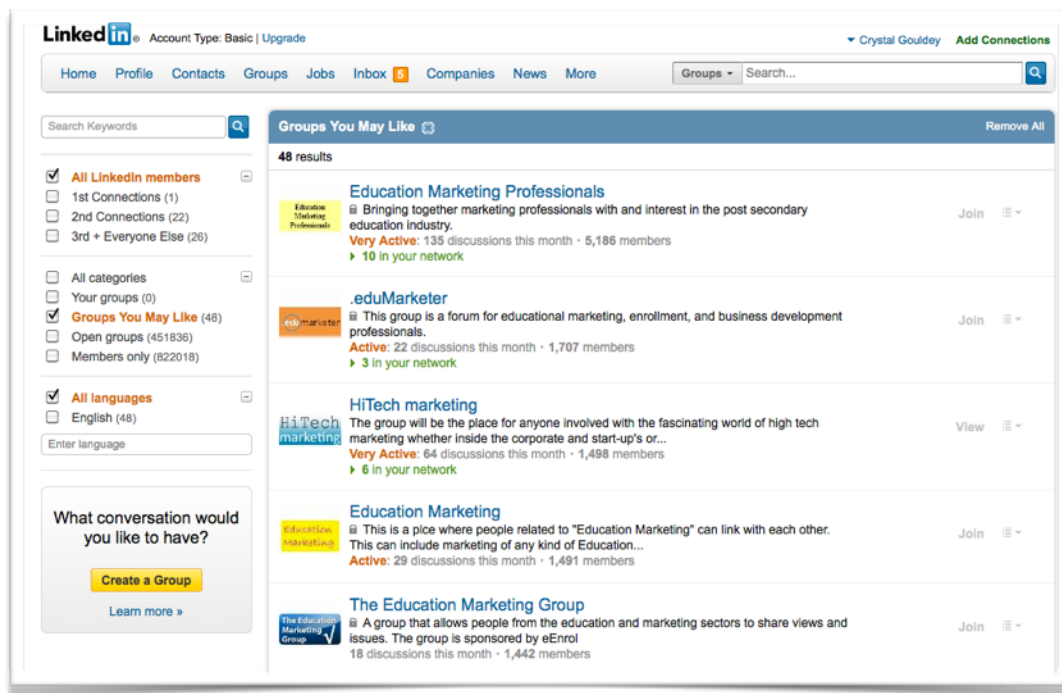
Lewis recommends asking, "What are we doing specifically each month to achieve this goal? What are we doing each week, each day, each hour?"

Once you figure this out, you're ready to move on. You'll want to first focus on growing your audience. Then, you'll want to convert this audience to subscribers or customers. And finally, you'll want to maintain a relationship with your audience so they keep coming back for more.

Growing Your Audience: LinkedIn

"If you have a business, for the most part LinkedIn is going to be one of the best places for you if you're looking for leads. Qualified leads or people that have more money to spend," says Lewis.

Lewis says the best place to find leads is in the [Groups section](#):



Groups are made up of people with the same interests, giving them the opportunity to network with each other. Just sign up to a group that matches your industry, or create a group of your own! Pay attention to what people are saying, and participate in discussions. You can also share interesting and relevant information to get your business noticed.

But just because Lewis finds LinkedIn to be the best network for leads, doesn't mean you should ignore the others. There are plenty of connections to be found on [Facebook](#) and [Twitter](#). "You want to find out where your current audience or community is hanging out," says Lewis.

Since managing different social networks can be overwhelming, Hootsuite allows you to manage your social networks in one place and schedule your own posts.



Hootsuite makes it easy to see who is talking about you by tracking mentions of you on popular networks.

Lewis coauthored the book [LinkedWorking](#). “The first half of every chapter we talk about the real world principles of how to build relationships and get referrals and get customers, then we talk about how to apply those specific principles to something on LinkedIn,” explains Lewis. You can check the book out for more in-depth tips.

Converting to Customers: Webinars

According to Lewis, a good way to turn a lead into a customer is by hosting webinars. Lewis has a step-by-step guide for producing a killer webinar. You can purchase the [Ultimate Webinar Marketing Guide](#) on Amazon.

Step 1: Hold a pre-party

Before the webinar, jump on early to get to know your audience. “Start to flirt with your audience,” says Lewis. “Ask them questions. Say, ‘Great seeing you on here, Mary and Sally and Jeff and Mike. Go ahead and let me know where you are in the world.’”

Step 2: Hook them

In order to get them to pay attention, you need to make a big promise. What are they going to get out of this?

Step 3: Give your agenda

At the beginning, provide a schedule so they'll know when you'll be talking about certain topics. "If you don't tell them what they're going to get from the webinar, they're going to be lost," says Lewis. "So within the first couple slides say, 'Here's the big draw for today's webinar; here's what you're going to learn today.'"

"Share the stuff that scares you to give away for free."

Step 4: Tell a story

Lewis' motto is "Stories tell, facts sell." In order to keep your audience's attention (and prevent them from getting distracted by their cat) you need to tell a good story. "A story gets them back to their childhood and gets them engaged and [they] lean into the computer so they're so engaged that they have to wait until the next slide and they're waiting for the answer," says Lewis.

Step 5: Deliver your best content

Even if you hold their interest, your audience won't buy from you if you don't share your best material. "Share the stuff that scares you to give away for free," recommends Lewis.

Step 6: Transition to the sale

And just like if your content isn't up to par, people won't buy unless you ask them to. The key is to do it without being a salesperson.

So you frame the sale like this: at the beginning, during your hook, you tell them at the end you're going to show them HOW they can do all these great things you're about to talk about. And that "how" is your product.

Step 7: Follow up

Always open the floor for questions at the end. This will keep your audience engaged, and possibly address any concerns. Here's a good place to introduce your email list as well.

Maintaining Relationships: Don't Forget to Email

You know the saying: "It's easier to get someone to buy again than it is to obtain a new customer." This means you have to keep your customers in the loop of what's going on with your business.

Lewis makes it a point to continue to provide top-notch content to keep people interested. He delivers business tips, videos and guides based on what's trending.

AWeber makes it easy for you to add customers to your mailing list, especially with the following apps:



[PayPal](#): Add customers to your mailing list when they buy products from you through PayPal



[Shopify](#): Add customers who have purchased from your Shopify page to your AWeber list



[Launch Effect](#): Launch Effect is a WordPress theme that lets you promote your website or product before they're ready to launch by collecting subscribers to announce the launch to

What You Need to Ask Yourself

Now that you have Lewis' advice, here's what you should be thinking about that will help you utilize the tools he recommends:

What goals do you have for your business?

Do you have a plan to reach these goals? What about [goals for the future](#)?

Do you know where your audience is?

What social platforms do they use? What are they [talking about](#)?

What's your story?

Do you have a case study, motivational tale or something that can get people's interest? How can you invent one?

Once you figure these out, you'll have the ingredients for a great recipe:

*Utilize LinkedIn
for Leads* *Produce
Webinars for
Conversions* *Continued
Engagement
through Email* = *MORE
SALES*

About AWeber

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.

For digital marketing advice, examples, and inspiration, follow us here:

