



**5 UNTAPPED LINKEDIN
GROWTH STRATEGIES TO**

TRIPLE YOUR LEADS ON LINKEDIN

This **FREE** eBook reveals **EVERYTHING** you
need to know to level up your LinkedIn lead
generation in 2023

BY STEFAN SMULDERS



Hey, Stefan here

You just got an amazing e-book that will help you become a true ninja of LinkedIn cold outreach (let's be clear about something: ninjas are really cool)!

Below, I will personally be teaching you how to achieve results like this:

- 1000
- 77.8%
- 67.5%

Not sure what these numbers are referring to?

These aren't actually just random numbers...

Instated, they're REAL results you can achieve if you use growth hacks from this e-book.!

I'm not kidding, you can easily get:

- 1000 contacts to reach out per week on autopilot.
- 77.8% connection request acceptance rate on LinkedIn.
- A 65% response rate from your LinkedIn cold outreach campaigns.

These numbers later transform into your business objectives such as new leads, more demos, closed deals, new hires, and so on.

And guess what?

You don't even need to be an "influencer" or have a million connections.

I can say that with certainty because I've tried them from my own personal account and even helped people with under <1,000 connections! People who weren't creating content and people who have no idea how to use complicated marketing tools...

Ready to put on your "ninja costume" and become a master of the art of LinkedIn outreach?

But before I reveal all the tricks of the trade, let me tell you a quick story...

Once upon a time was a dark time when everyone was abusing the power of LinkedIn automation tools to generate hundreds of leads in a day...

And they were getting away with it!

I've seen it first hand. Those were truly the wild west times of LinkedIn outreach.

But the rules of the game have changed since then.

This "old" way of LinkedIn outreach is broken and no longer works.

The spray-and-pray tactics are **OVER**. LinkedIn has started to go after spammers and people abusing automation.

Nowadays, you can only connect with up to 100 contacts per week (but I'll be showing you how to work around this below as well).

And if LinkedIn detects the slightest whiff of automation coming from your account, you risk getting your account suspended...

Meaning: If you work in LinkedIn outreach - our jobs just got harder... 🤖

But fear not! LinkedIn is still a goldmine. It's just the approach that's changed!

LinkedIn wants us to learn a critical lesson that many top salespeople have already known for so long. A secret they might have kept from you, which is...

Sales are about building relationships, not spammy outreach.

This is why so many people at the top continue having success with LinkedIn while you might feel limited with how many leads you're generating.

So... How DO you outreach leads on LinkedIn without being spammy or having your account suspended?

I was trying to figure things out for myself not so long ago. And now I have the answers to your burning questions.

- How do I get serious results when I can send only 100 requests per week?
- What type of messages should I be sending and which winning strategy should I pick?
- What do I do if I can't find my target audience on LinkedIn while my competitors are investing heavily in sales?
- How do I use LinkedIn correctly when there are so many new and frequent changes?

I tested everything on my own and learned from my mistakes so you don't have to.

So trust me on this... 🤓

To make this as risk-free for you as possible, we'll be covering the EX-ACT:

- Methods we used to find our target audience that works no matter the industry.
- Outreach templates we used that you can copy and simply fill in the dynamic tags.
- Strategies to use depending on your company size, industry, and product or service.

You'll find all the step-by-step instructions that will help you to implement all strategies in a short time.

P.S. Follow my Journey and Hacks I share on my Twitter
[@SmuldersStefan](https://twitter.com/SmuldersStefan)

The background of the image is a dark, starry night sky. In the lower-left portion, there is a vibrant green aurora borealis (Northern Lights) that appears as a series of vertical, shimmering bands of light. The overall scene is serene and cosmic.

**Exactly what are
you gettin in this
e-book?**

In this e-book, we'll be covering **5 secret “pillars”** that helped us grow.

We were debating whether or not we should reveal our tricks of the trade...

But we decided that giving away everything would yield more value.

So, here's what you're getting exactly in this e-book:

1 How to get over 1,000+ people to register for your LinkedIn event.

This works even if you don't have a huge audience or many connections. You don't need to be an “influencer” for this strategy to work!

2 Expandi's best LinkedIn content retargeting growth hack for 2023.

Reach the right people every time no matter your industry, knowing with certainty where their interests lie. This is a great way to reach connection acceptance rates of up to 80%. Hint: You can even use other people's content for this hack.

3 Reach 3x-5x more people with LinkedIn polls.

Everyone knows LinkedIn polls are “in” right now because they have a huge reach. But not everyone knows this simple campaign that landed us 9 calls from one LinkedIn poll post.

4 Scrape LinkedIn events for laser-specific lead generation.

Once you know your target audience's interests, you'll be unstoppable!

5 Skyrocket your reply rate by 55% via dynamic GIFs on LinkedIn.

Using this technique, you'll be able to capture attention in under 2 seconds, with no technical knowledge required.

+2 BONUS HACKS

If you want to go over the “100 connection per week limit”, you need to approach outreach like a human...

But it doesn't mean you can't use any automation to make your life much easier.

Just one piece of advice.

Use the right tools.

This might seem insignificant, but the tools you use play a huge role in your account's safety.

When using LinkedIn for lead generation, there are proven tools that come up in conversations among the top salespeople...

Proven Tools



[Expandi](#) is the safest LinkedIn automation tool for lead generation and outreach on the market. It allows you to contact your prospects on LinkedIn and by Email via smart automated sequences. To keep your account safe, our tool mimics human behavior and uses smart filters when engaging with your audience.



[Hyperise](#) is a tool that allows you to send personalized images and GIFs with your existing outreach tools and website. You can integrate this with Expandi in two clicks to add dynamic images as part of your outreach flow on LinkedIn. This is a great way to skyrocket your engagement and one of the “secret” tactics we'll be using to double our reply rates in the strategies below.

LinkBoost

[Linkboost](#) is a LinkedIn automation tool that helps you increase your LinkedIn post views so you can reach an audience up to 10 times bigger with your content. The concept is simple: Participate in a group with people who agree to like and comment on each others' LinkedIn posts. It allows you to make a first post engagement boost and allow the LinkedIn algorithm to think "If people are consistently liking and commenting on this post, chances are, even more people will want to see it too. "It will ensure more people see your post ". All this happens automatically so you don't have to manually engage with their posts.

Using this small tech stack and the 5 tactics we're about to cover below, you'll be able to become a "healthy" LinkedIn user, bypass all limits, and generate quality leads on autopilot.

Ready to level up your LinkedIn operations?

Let's get started!



Hack #1

When we're talking about LinkedIn outreach, we mean catching leads with whom you've not connected yet. But don't forget about people you've already had in your network because they can be a real gold mine. The first hack will show you how to get the maximum from your network for the LinkedIn event promotion.

How to get over 1000+ people to register for your LinkedIn event

CHALLENGE

How to reach up to **1,000+ people** on LinkedIn with a single event and:

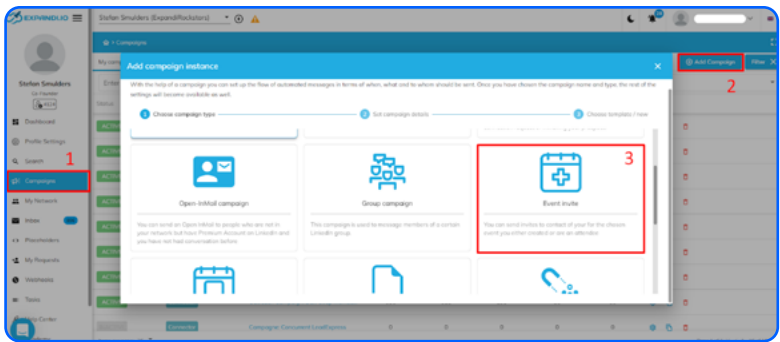
- bypass the 100 connection per week limit and avoid LinkedIn account restrictions
- not become a spammer

SOLUTION

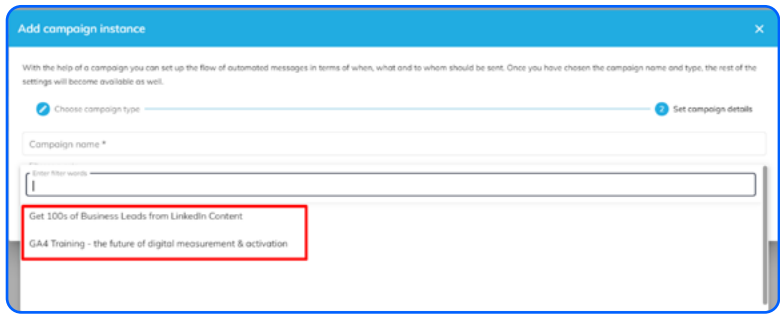
Since LinkedIn doesn't offer a bulk invitation feature, you can use Expandi to safely invite your entire LinkedIn network to your event automatically. Expandi smart algorithm spreads the invites out during the day with a maximum of 140 per day to be on the safe side.

HERE'S HOW THIS WORKS:

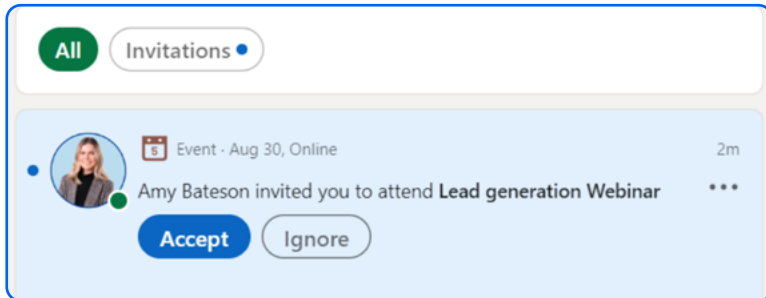
1. [Create](#) your own event on LinkedIn
2. Go to [Expandi](#) and create a new **Event Inviter campaign**



- The event you are hosting on LinkedIn will be displayed automatically on the dropdown menu in Expandi.

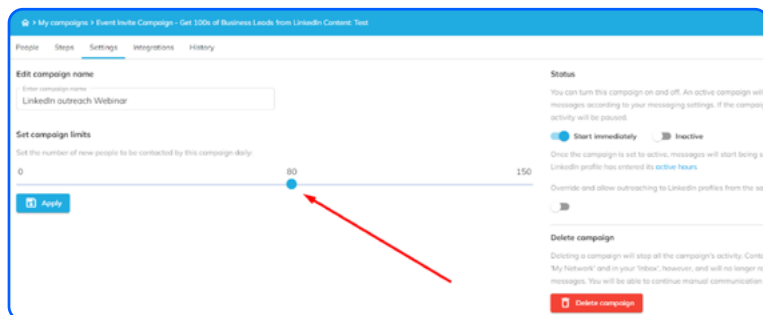


- For the event invite campaign, you are not able to customize the invite message. This is how it looks on the client's side:



3. Inside the Expandi profile settings, you can adjust how many invites you want to send.

- For the event invite campaign, you are not able to customize the invite message. This is how it looks on the client's side:



NOTE

If imported contacts aren't contacts or new contacts they won't be invited to the event.

WHY DOES IT WORK?

- ✓ **You can save your time** sending bulk event invitations on LinkedIn
- ✓ **You can avoid a LinkedIn ban using the safest LinkedIn outreach tool - Expandi**
- ✓ This event invite campaign allows you as the event owner to invite all of your contacts to the event **automatically**
- ✓ First degree connections already know you, so they are more likely to **engage with you and accept the event invite**

Do you want to get the ticket to never wonder how to promote your LinkedIn events?

This FREE eBook will teach you all the tricks:

- ✓ *How to automatically Invite your network throughout the month*
- ✓ *12 'Untapped Promotion' strategies to get over 1000+ people to register for your event*
- ✓ *The exact 1on1 examples we used (many times over) from our content plan (posts, video, polls)*
- ✓ *How to interact with all attendees before the event and after the event*

Download our FREE eBook ['PREPARE MARKET LAUNCH LINKEDIN EVENTS'](#)



Hack #2

So let's dive into attracting new leads.' attracting...

You can't simply reach out to people and start to sell your products or services. You should bring value to your potential clients and build trust first. Easier said than done, right?

First of all, you should learn about your leads' interests and the challenges they face. The posts they like and comment on can help you figure it out.

Expandi's Best LinkedIn Content Retargeting Growth Hack for 2023

CHALLENGE

No-bo-dy likes responding to automated LinkedIn outreach messages because they're all the same:

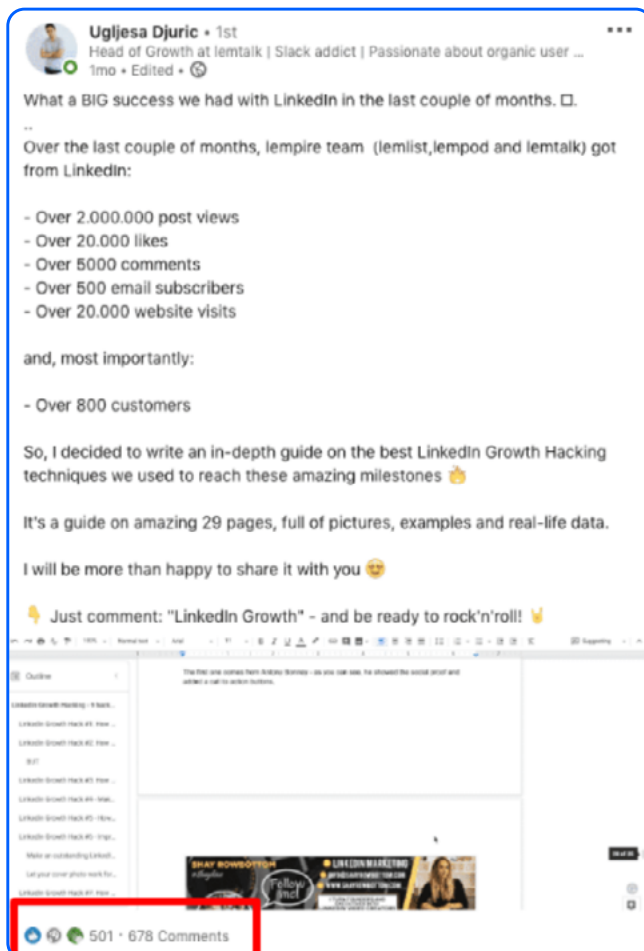
"Hello [FIRST NAME]. I saw you working at [COMPANY NAME]. I love [COMPANY NAME] and what you do! Let's connect so I can tell you more about what I do. Beep Boop. This is definitely not automated." I bet you receive such faceless messages every day.

SOLUTION

Start LinkedIn cold outreach campaigns for the people who reacted or commented on specific posts. This approach to outreach personalization will help send the right message to the right people at the right time.

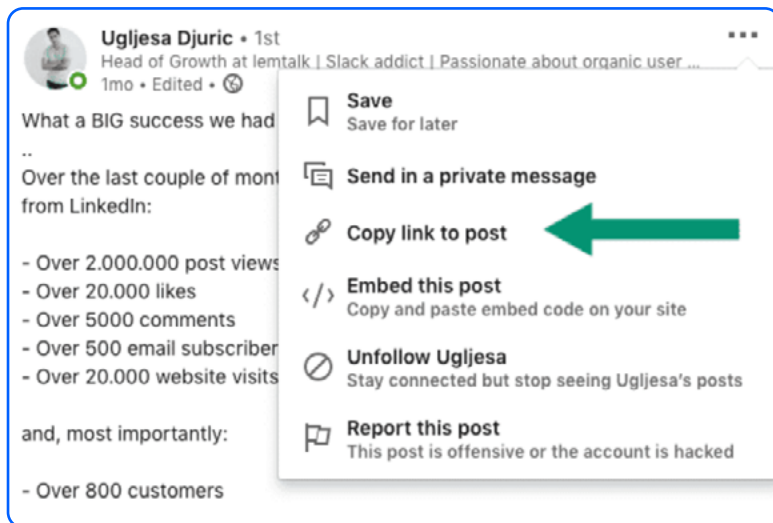
HERE'S HOW THIS WORKS:

1. Find a significant influencer in your target market
2. Find a post with a significantly high engagement rate that's related to your "offer", so you know the audience will relate to your message

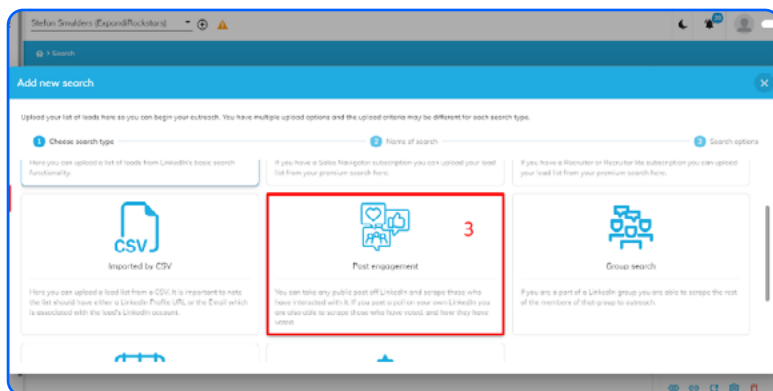


3. Scrape everyone who liked and commented on the influencer's post with [Expandi](#):

- Copy the post URL on LinkedIn



- Go to Expandi and create a new **Post Engagement** search.



- Insert LinkedIn post URL you've copied before and start your search

Add new search

Upload your list of leads here so you can begin your outreach. You have multiple upload options and the upload criteria may be different for each search type.

Choose search type ✓ Name of search ✓

Post engagement by URL

With the post engagement feature you're able to collect the engagement of every single post on LinkedIn. When the loading has completed you will be able to see who liked, endorsed, is interested and even who commented on the post!

Limit for scraped contacts: 2500

1) Find the post you want to get the engagement from
 2) Click on the three dots on the right
 3) Choose "Copy link to post"
 4) Paste this link in the "Post URL" field

Past the copied Post URL

Enter search URL *

Sometimes the post ID differs from the one in the post URL, to make sure that we get all the results we need to do the following steps to get the correct one:

1) Click on the three dots on the right.
 2) Choose "Embed this post"
 3) Inside the <iframe> element at the src property you can find the correct Post ID.

4. Set up the campaign in Expandi and write the "automated" Messaging Sequence.

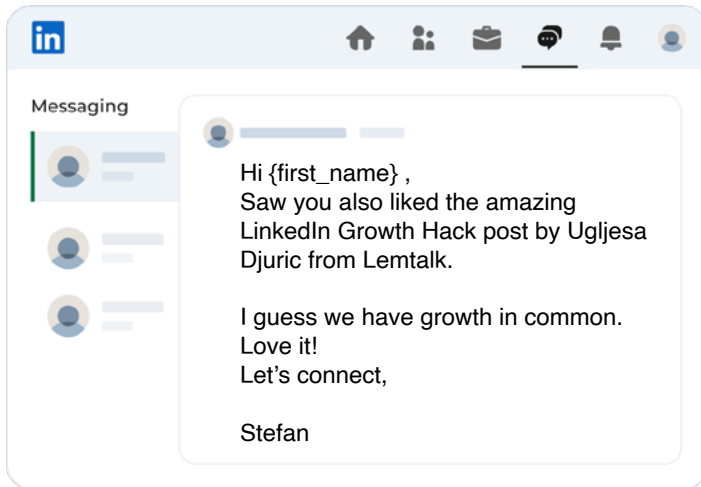
WHY DOES IT WORK?

- ✓ Based on the posts' context, **you'll always know what to say in your connection message**. It'll help you to sound **like a human, not a robot**.
- ✓ You can also make a **clear segmentation before cold campaigns** based on contacts' interests.
- ✓ You can **scrape contacts and start automated outreach sequences using Expandi (without additional tools)**.
- ✓ You can get **up to 2500 contacts of people** who are engaged with someone's post on LinkedIn **with just two clicks in Expandi**.

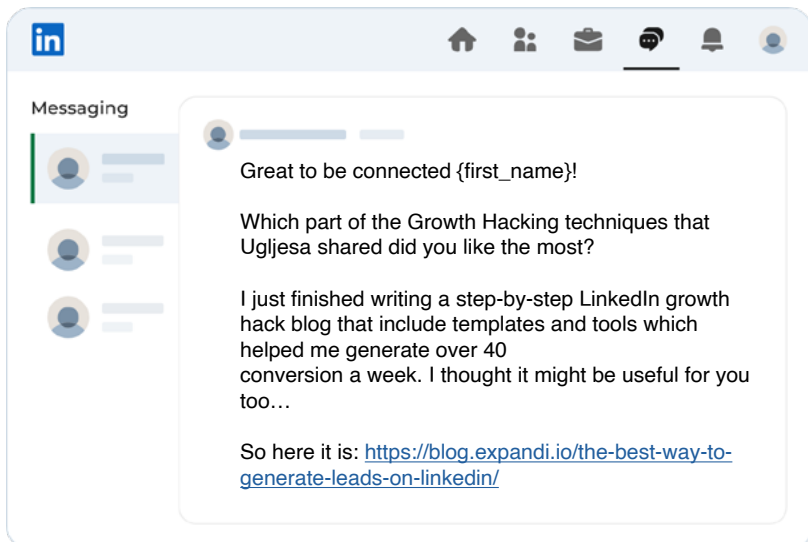
Examples

EXAMPLE #1

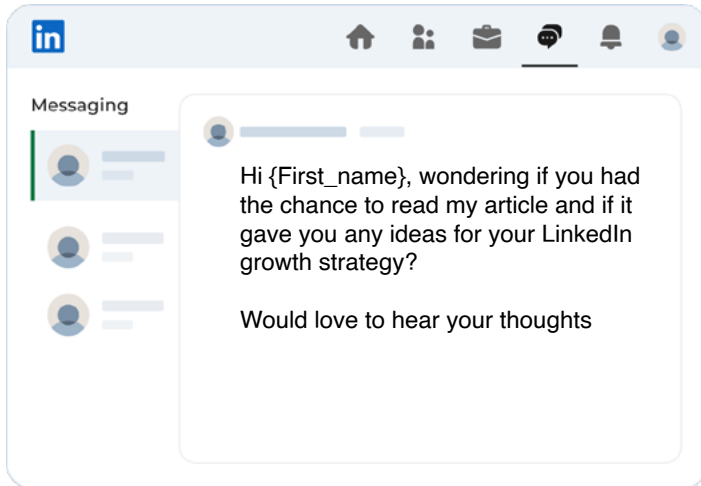
Connection Request Template (Interest in the Same Post)



Follow-up 1 (1 day after connection request was accepted)

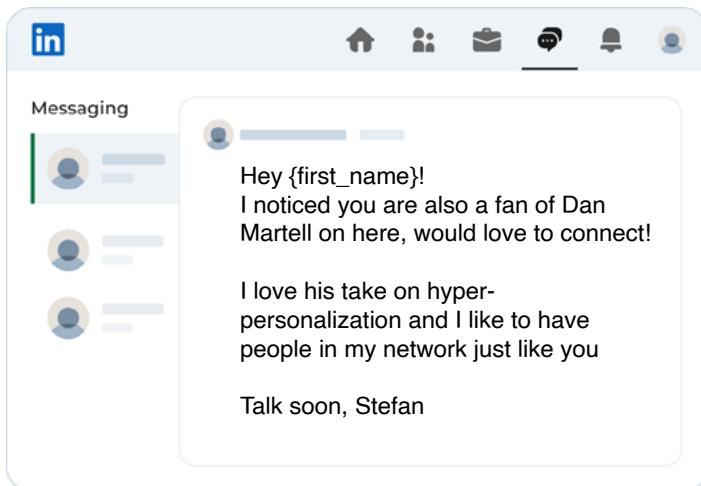


Follow-up 2 (7 days after no reaction message 1)

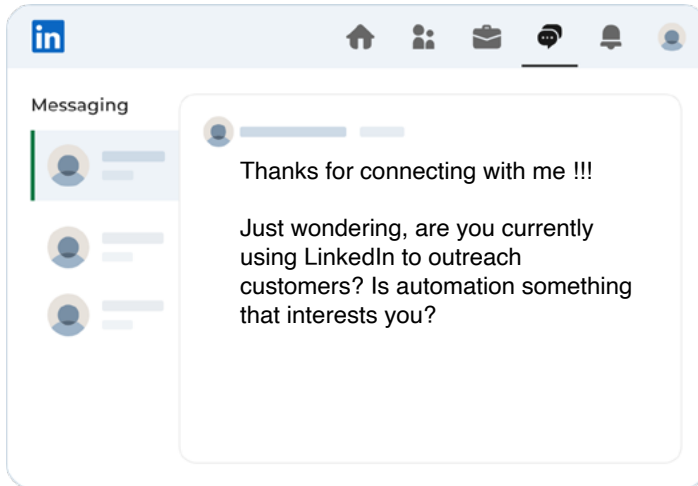


EXAMPLE #2

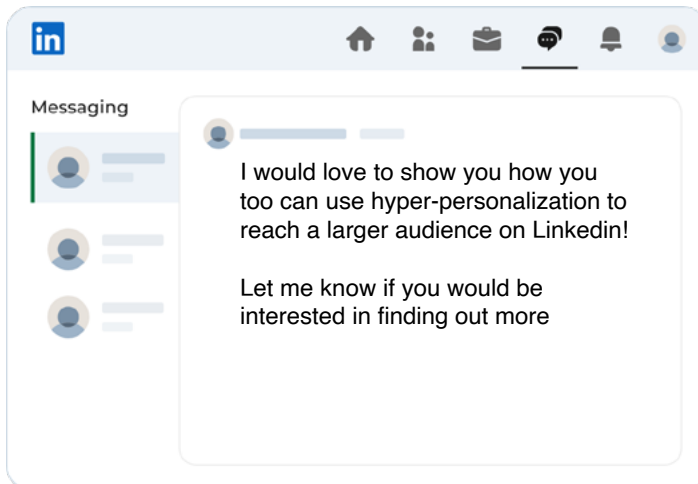
Connection Request Template (Interest in the Same Post)



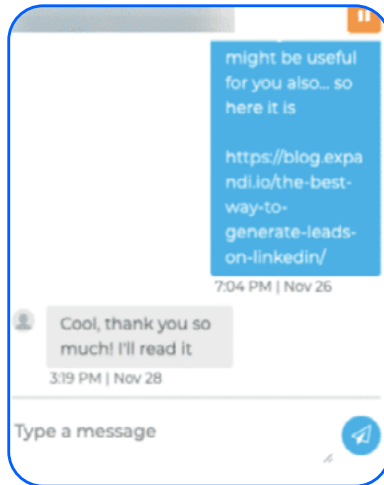
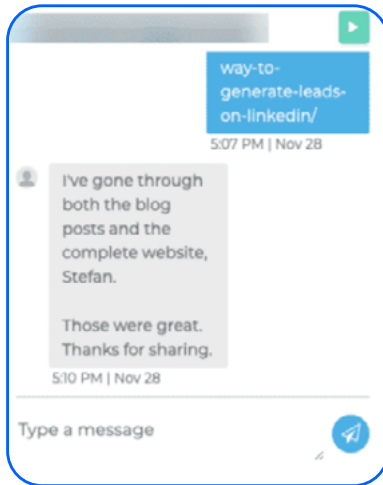
Follow-up (1 day after connection request was accepted)



Follow-up 2 (2 days after message)



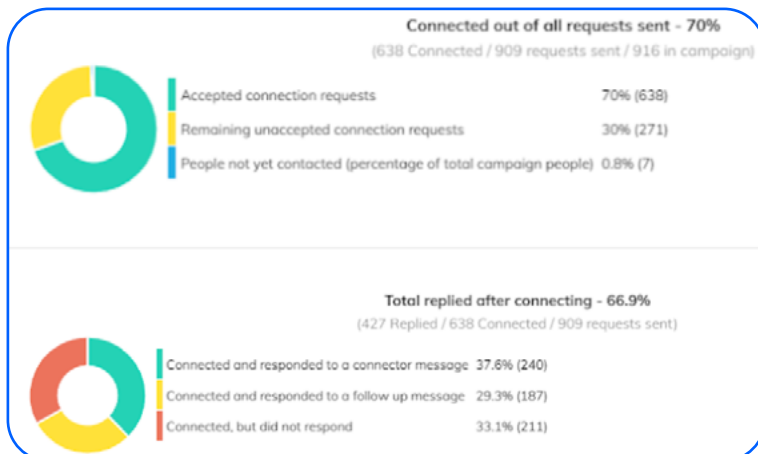
Results



70% Accepted connection requests

67% Total replies after connecting

- **37,6%** Reply rate after connecting
- **29,3%** Reply rate after follow-up messages





Hack #3

Reach 3x-5x more people with LinkedIn Polls For Better Lead Generation

CHALLENGE

LinkedIn has an average engagement rate of [3.16%](#) in 2022. It's pretty low because people don't add likes and comments to every LinkedIn post they liked.

SOLUTION

Use LinkedIn Polls to boost your LinkedIn engagement rate.

Everyone likes polls. So, for almost every LinkedIn poll out there, you can expect it to have more people voting than leaving a comment. So, how can you use LinkedIn polls for lead generation?

Using Expandi, it's possible to scrape all the people who have voted in your LinkedIn poll and start a cold outreach campaign based on how they voted in your poll, if they commented on your post, and even how they reacted to your post.

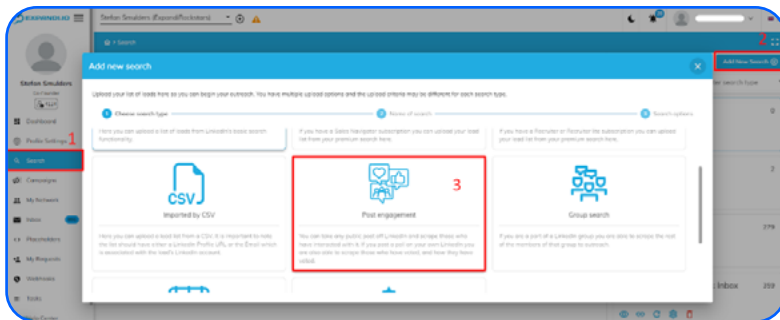
HERE'S HOW THIS WORKS:

1. Find the poll you want to scrape and copy the post URL

NOTE

To scrape the LinkedIn poll, you have to be the author of the post, otherwise it won't work.

2. Go to Expandi, and start a new Post Engagement Search.



3. Paste the poll URL. Once you scrape the voters from your poll, you can filter them according to the option they voted for

- ☐ Type to search
- ☐ Optimizing your profile
- ☐ Finding your target audience
- ☐ Setting up campaign templates
- ☐ Boosting marketing efforts

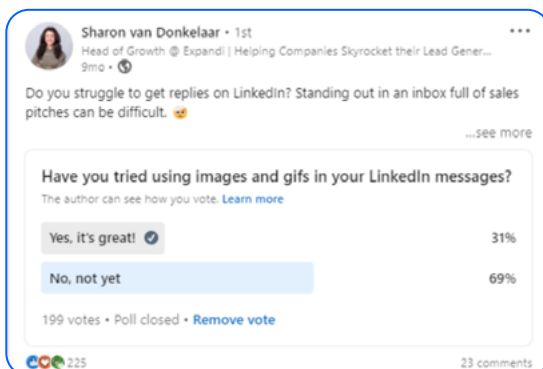
4. Finally, you can assign the prospects to your Expandi campaigns so that you reach out to each segment with a different, personalized template.

WHY DOES IT WORK?

- ✓ Answering a poll takes **less effort** than leaving a comment, so people will more likely to engage with your LinkedIn poll.
- ✓ **It is easier for your post to go viral**, as the more people who vote, like, and comment, the more people will see the post on their timeline.
- ✓ **You don't need to use specific tools** for scraping voting results. **Use Expandi** for scraping voting results and starting outreach sequences.
- ✓ You can leverage the voting results for outreach personalization.

Examples

LINKEDIN POLL EXAMPLE



The screenshot shows a LinkedIn post from Sharon van Donkelaar, Head of Growth at Expandi. The post text asks if users struggle to get replies on LinkedIn. Below the text is a poll titled 'Have you tried using images and gifs in your LinkedIn messages?'. The poll shows two options: 'Yes, it's great!' with 31% of the vote and 'No, not yet' with 69% of the vote. The poll is closed and has 199 votes. The post also has 23 comments.

Sharon van Donkelaar • 1st
Head of Growth @ Expandi | Helping Companies Skyrocket their Lead Gener...
9mo • 🌐

Do you struggle to get replies on LinkedIn? Standing out in an inbox full of sales pitches can be difficult. 😊

...see more

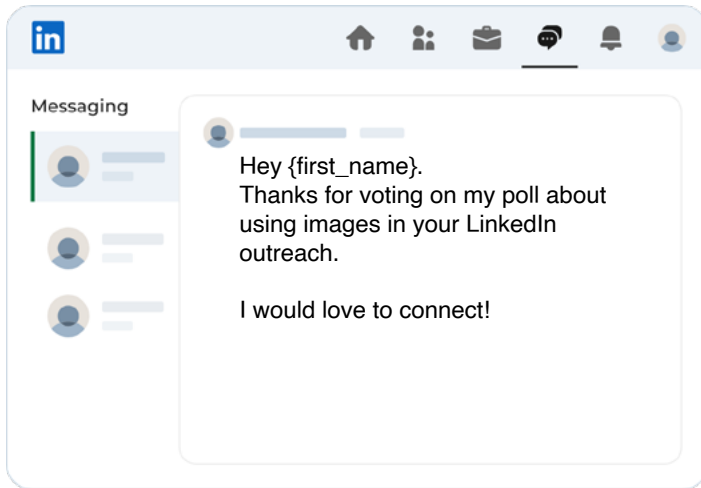
Have you tried using images and gifs in your LinkedIn messages?
The author can see how you vote. [Learn more](#)

Response	Percentage
Yes, it's great! 🌟	31%
No, not yet	69%

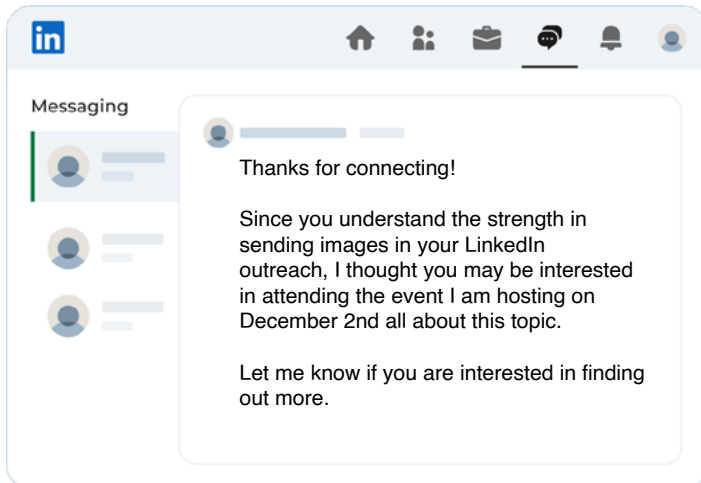
199 votes • Poll closed • [Remove vote](#)

23 comments

Connection Request



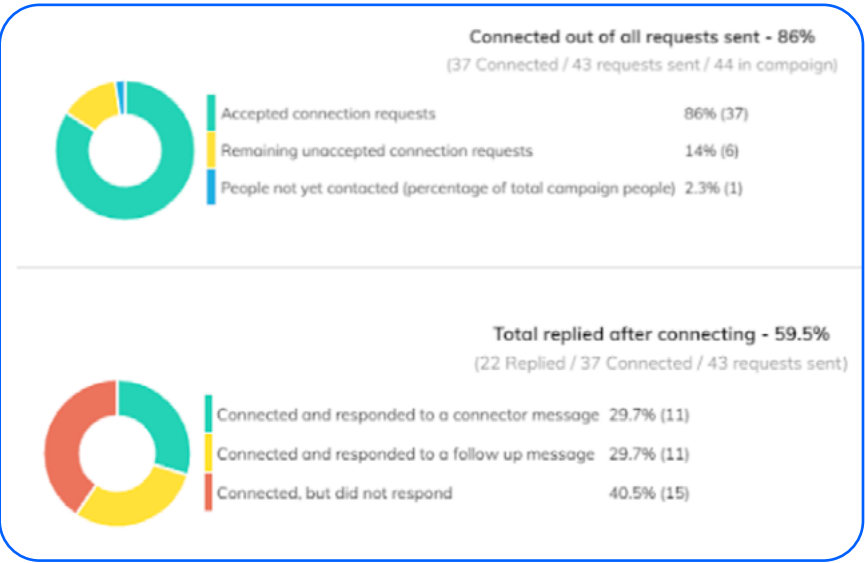
Follow-up 1 (1 day after connection request was accepted)



Results

86% Accepted rate

59% Reply rate





Hack #4

Scrape LinkedIn events for precise lead generation

CHALLENGE

It's pretty hard to find the target audience to promote your own LinkedIn Event

SOLUTION

As long as you know what kind of events your target market attends on LinkedIn, you can now scrape the list of attendees and reach out to them **with Expandi**.

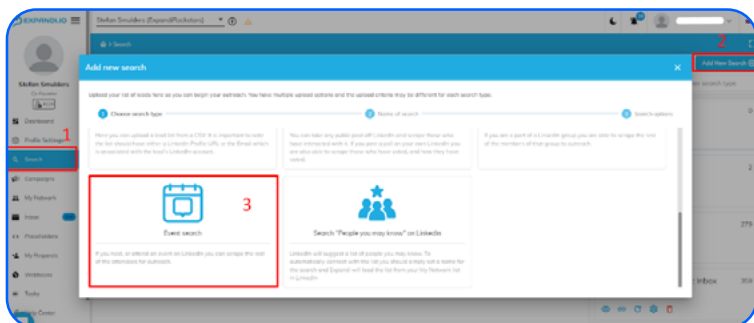
HERE'S HOW IT WORKS:

1. Find a LinkedIn event you want to scrape and Copy its URL

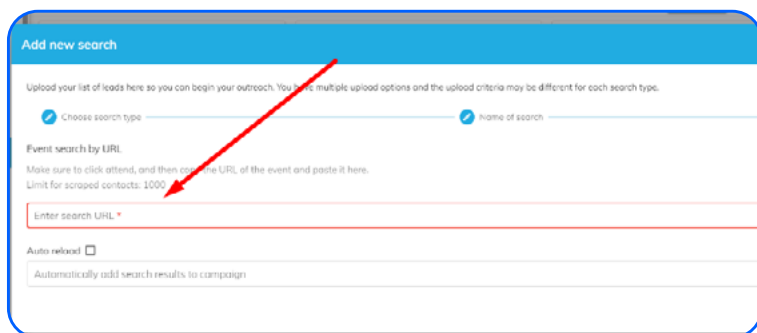
NOTE

Make sure you've clicked 'Attend event' on LinkedIn so that Expandi can scrape it properly.

2. Go to Expandi and create the new **Event Search** to search and extract attendees from the Event



3. Paste the event URL



NOTE

- Make sure to click attend the event you want to scrape with Expandi.
- Limit for scraped contacts: 1000

4. If you already have a LinkedIn outreach campaign selected, you can automatically add search results to that campaign, Or, you can just create a campaign afterward.

Add new search

Upload your list of leads here so you can begin your outreach. You have multiple upload options and the upload criteria may be different for each search type.

☒ Choose search type ☒ Name of search

Event search by URL
Make sure to click attend, and then copy the URL of the event and paste it here.
Limit for scraped contacts: 1000

Auto add to ☐

Type to search

- ☐ Outreach Campaign: Members - Web version (Connector)
- ☒ LinkedIn Publisher (Connector)
- ☐ Outreach Campaign: Members (Connector)
- ☐ Lead (Connector)

NOTE

If you choose the search results to be added to a connector campaign only search results outside of your network will be added to the campaign. If you choose a messenger campaign only search results within your network will be added to the campaign.

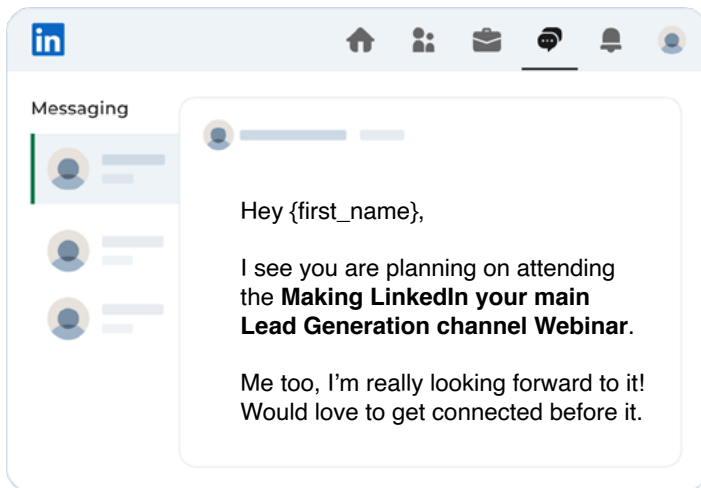
WHY DOES IT WORK?

- ✓ You don't need to create complicated LinkedIn filters
- ✓ You don't need to start expensive retargeting campaigns
- ✓ You don't need to set up time-consuming flows by combining 3 other growth-hacking tools.

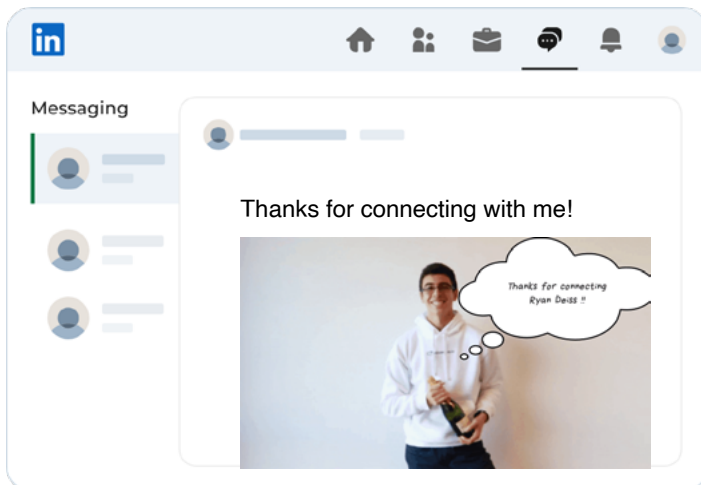
Examples

EXAMPLE #1

Connection Request

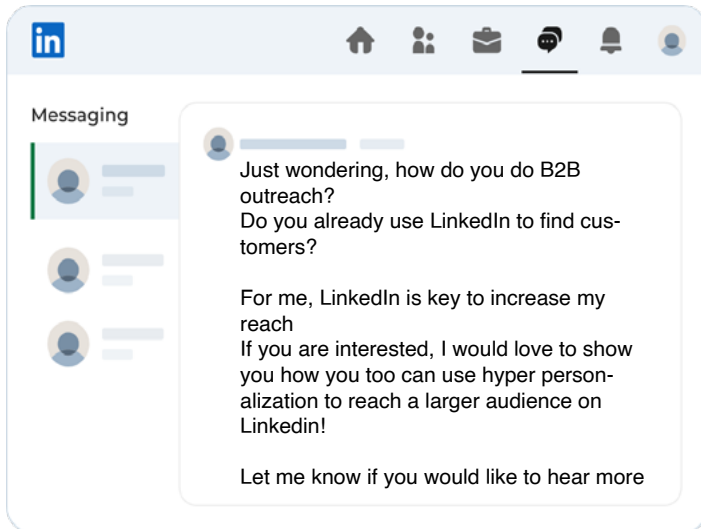


Follow-up message after connecting



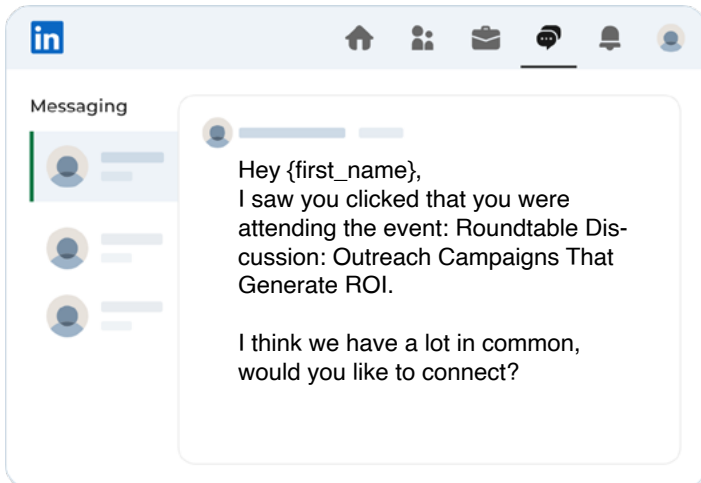
[Click to see original gif](#)

2nd follow-up

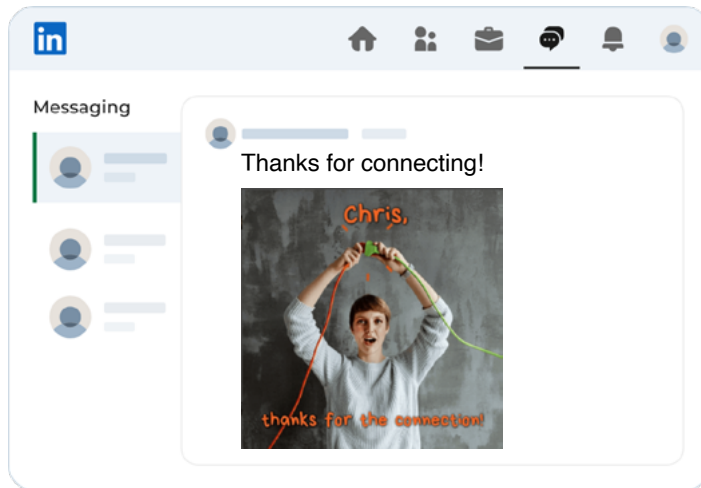


EXAMPLE #2

Connection Request

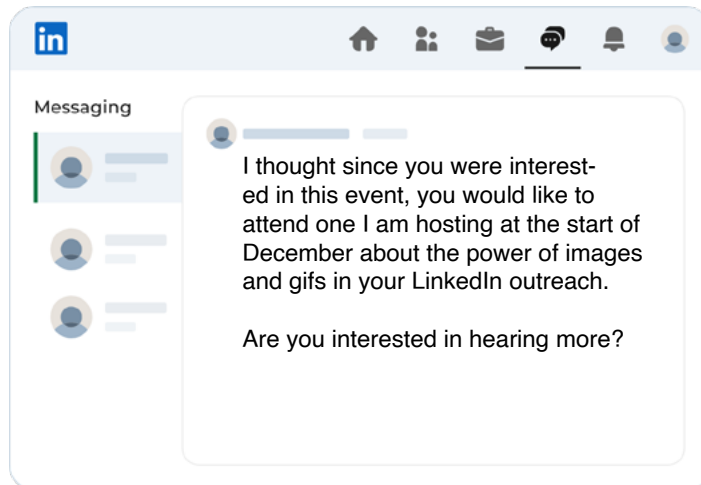


Follow-up message after connecting



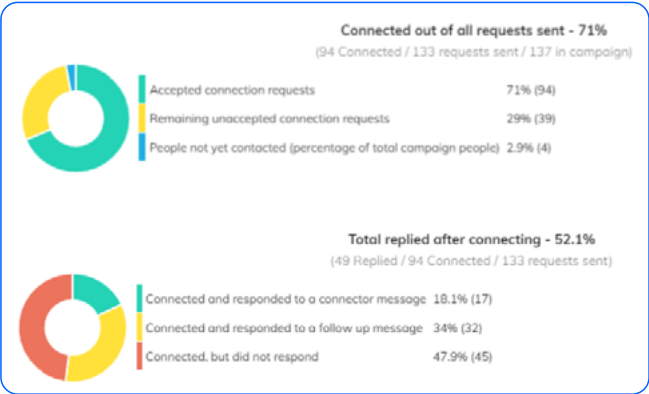
[Click to see original gif](#)

Follow-up 1 (1 day after connection request was accepted)



Results

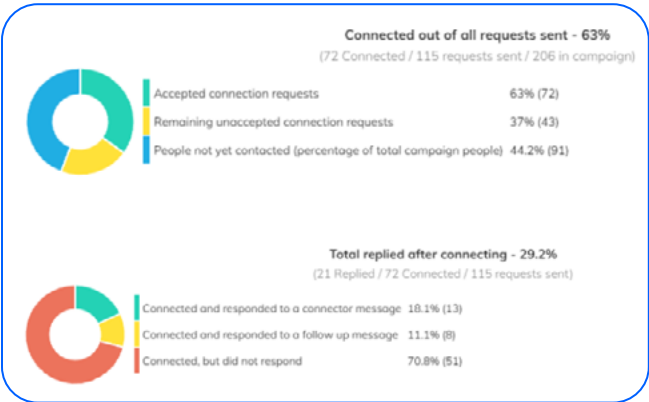
RESULTS #1



71%
Accepted rate

52%
Reply rate

As a result, we achieved:



63%
Accepted rate

29%
Reply rate
after
connecting



Hack #5

Skyrocket Your Reply Rate By 55% via GIFs on LinkedIn

CHALLENGE

If you are still using just first name, company name, or some dynamic placeholders for your LinkedIn message personalization, you have a big chance of failure. Why? **Because every salesperson is doing the same thing.**

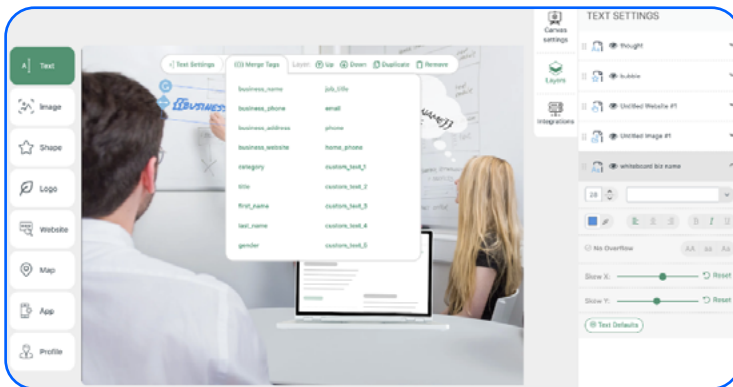
SOLUTION

If you want to grab your contacts' attention and make them reply, you need to win the personalization battle. **Image/GIF personalization is what you exactly need.**

HERE'S HOW THIS WORKS:

Once you finished Expandi and Hyperise integration, you can:

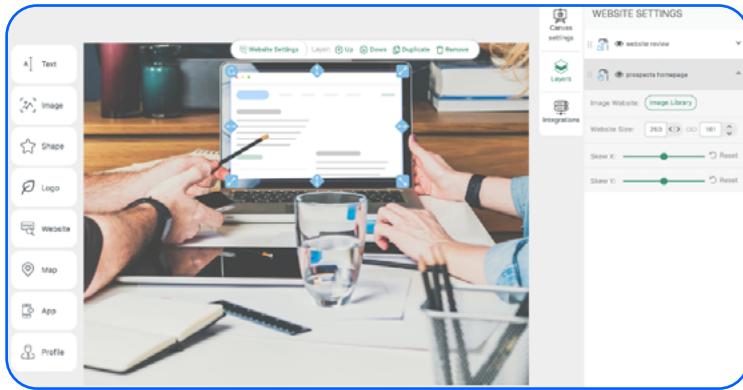
1. Create an image /Gif personalization in the Hyperise
 - For instance, you can add dynamic text layers to your images such as:
 - First name
 - Last name
 - Company Name
 - Job Title



- For instance, you can add dynamic text layers to your images such as:



- Moreover, you can add website screenshots to your images automatically from the prospects LinkedIn company website.



2. Go to your Expandi campaign and click the “Sync From Hyperise” link under each message to refresh the image list in Expandi.
3. Choose one of the hyper-personalized images in the drop-down section to add to your LinkedIn message.

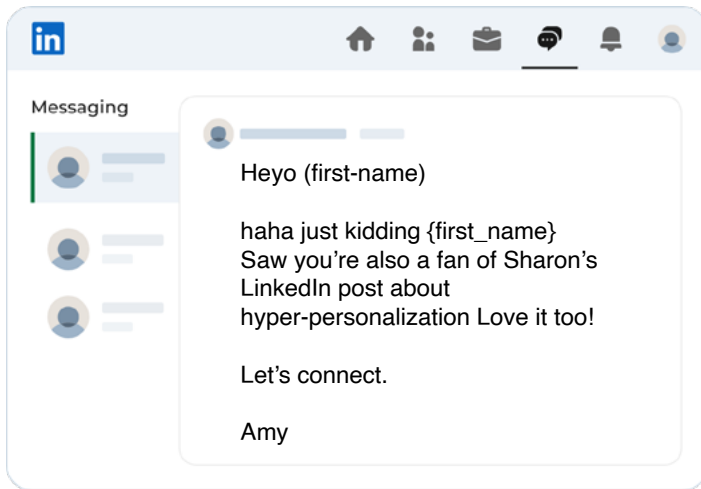
WHY DOES IT WORK?

- ✓ Your message has only 8 seconds to capture and hold the attention of your users
- ✓ The simple Expandi and Hyperise integration allows you to add images to your LinkedIn outreach campaigns just in two clicks
- ✓ You can send your **Icebreaker image**, immediately on connection, along with thanks for the connection to catch the recipient's attention.

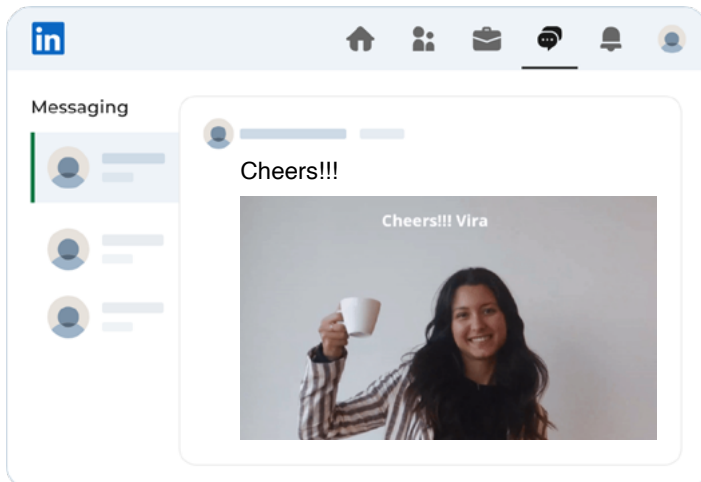
Examples

EXAMPLE #1

Connection Request

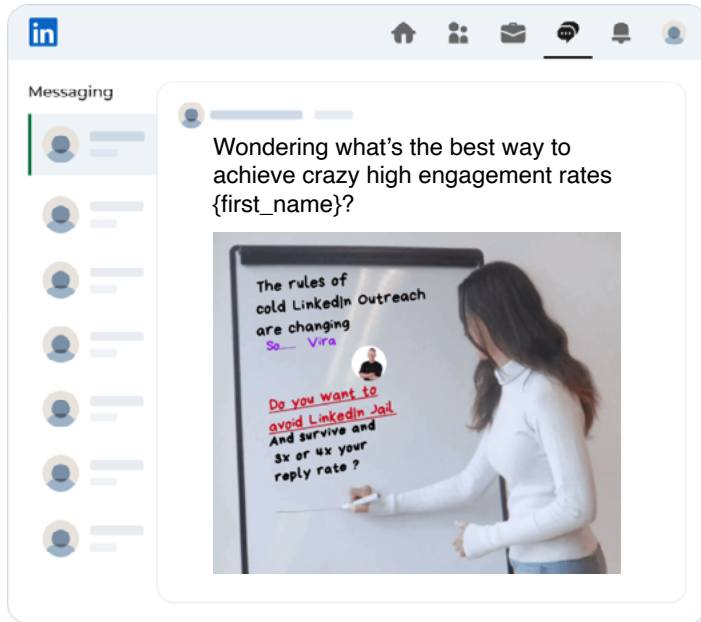


Follow-up message after connecting



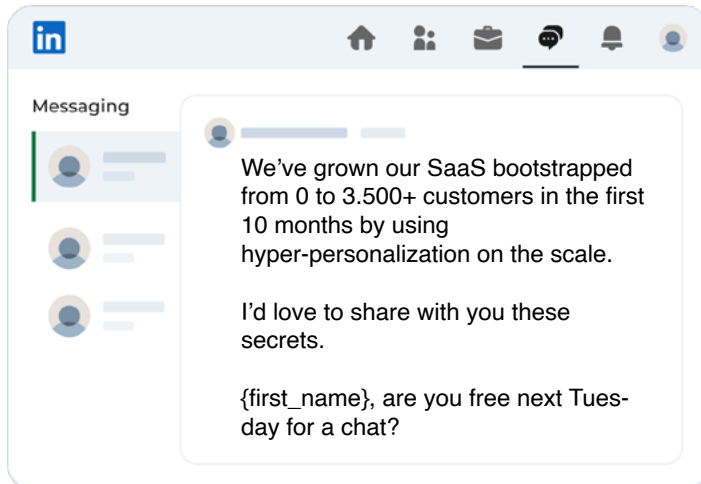
[Click to see original gif](#)

Follow-up message 2 – 4 hours delay



[Click to see original gif](#)

Follow-up message 3 – 2 days delay



Results

For this campaign we combined two hacks:

1. Famous post engagement and content retargeting LinkedIn outreach strategy we described in case #2 of this e-book
2. Adding hyper-personalizing GIFs to the cold outreach messages

As a result, we achieved:

73% Accepted rate

40% Reply rate to the follow-ups

17+ Booked demo calls out of only 142 people added to the campaign

Total replied after connecting - 72.9 %
(78 Replied / 107 Connected / 142 requests sent)



Connected and responded to a connector message 55.1% (59)

Connected and responded to a follow up message 17.8% (19)

Connected, but did not respond 27.1% (29)



The answers we received from our prospects after this campaign



Mark Miller • 2:52 AM



Amy this is truly amazing. Can I hire you to set this up for me?!
let's setup a call ASAP



David Miller • 11:27 AM

love it:) I'm sold. I already booked time
Happy Friday, I don't you have a great weekend!



Michael Miller • 7:46 PM

With pleasure! Amy

I have just booked a session with you, I would love to know more
about your product line.

See you there!



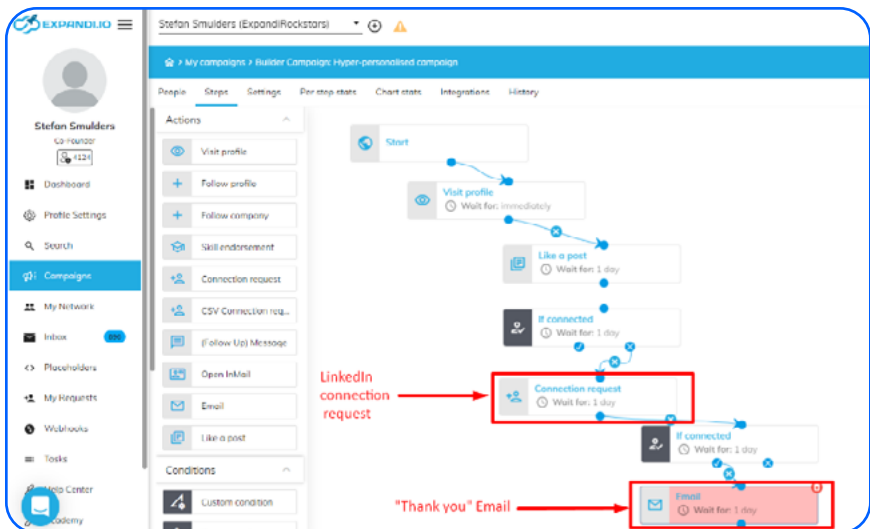
Hyperise Example

The Hyperise team created a hyper-personalized omnichannel campaign via Expandi and got amazing results. I can't wait to share it with you.

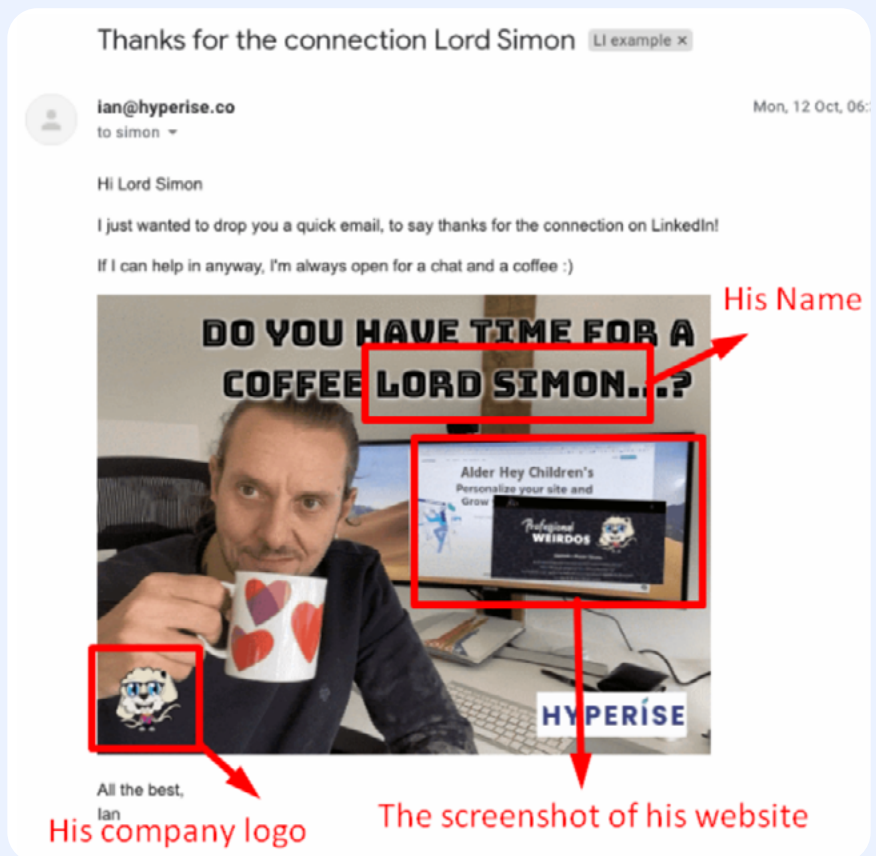
So, what did they do it?

They went to the “Campaign builder” campaign and created the smart sequence that included such steps as:

- Warm-up steps (Profile visit, Post like)
- LinkedIn connection requests sending
- Sending a ‘thank you for connection’ message via Email




To the email message they add a hyper-personalised image



Hyperise Results


2,045	Connection requests
1,052	Connections
587	Engagements
60	demos booked - 10.2% conv

946	Post-connection emails sent
62	Replies
182	Clicks
27	demos booked - 11.0% conv
26	new subscribes (\$31k ARR)




Rutger Bruinenberg
to me ▾
Hi Ian,

Haha 😄 thanks for the positive mail!




Neeraj Shah
to me ▾
Really brilliant!




Jake Bracey
to me ▾
Hi Ian,

thanks and nice bounce from LinkedIn, this gets my attention.



Napoleon - Web Wednesday <napoleon@...>
to me ▾
Hi Ian,

Thanks for the more human touch.



astrid@csrmarketi
to me ▾
Hi Ian very clever ...



Bonus Cases

What does your LinkedIn outreach funnel look like?

Probably a mix of email, ads, LinkedIn, and something else, right?

Even though there are a ton of sales tools out there, it's still difficult to connect everything so that it's seamless.

If webhooks and the thought of setting up a Zapier flow scares you – don't worry.

We've done lots of integrations, and I'm ready to share two cool Zapier based growth-hacks with you.

Bonus #1. Connect on LinkedIn With Inbound Leads (Calendly+Linkedin Integration)

Are you using Calendly as your online appointment scheduling software? Consider what your prospect is going through when they're filling in your form. That's right. **They want to talk to you about your business.**

But when a lead is in the "need" stage, they want to talk to several potential vendors to find which one solves their problems best.

And what can make you look better in your lead's eyes?

Something that's not your marketing, product, or service...

It's your communication and how reactive you are. That's why you need to remind them about yourself constantly.

Using this growth hack, you'll be able to instantly connect with your new leads on LinkedIn as soon as they fill in your Calendly form. After that, you'll be able to follow up automatically as needed.

Because your leads will remember your name – they'll naturally connect with you on LinkedIn as well.

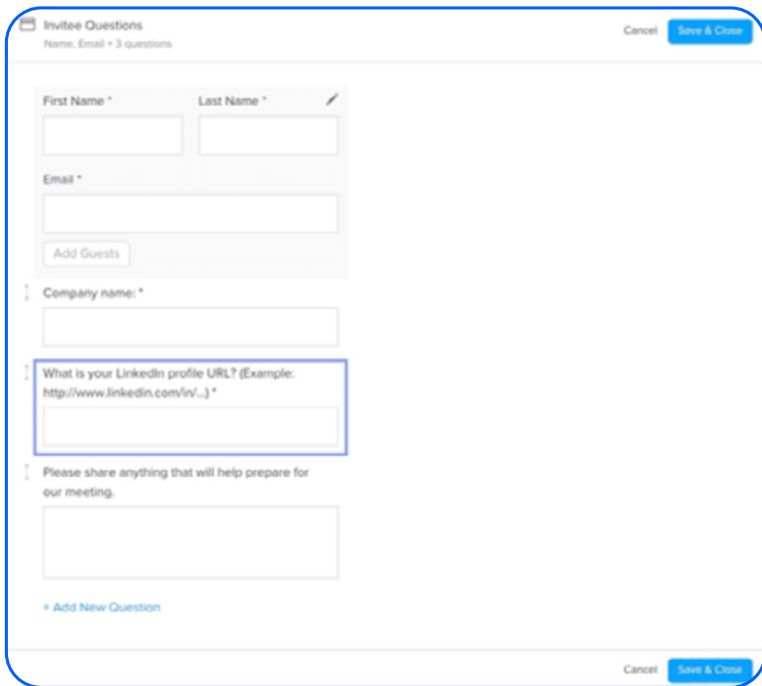
HERE'S HOW THIS WORKS:

1. Ask for LinkedIn URL in your [Calendly](#) form.
2. Connect your form with [Zapier](#) and [Expandi](#)
3. Prepare a new connector campaign
4. Send a connection request to your lead (done automatically).
5. Send to webhook and pause the campaign.

Let's break this process down a bit more...

Part 1 Setting up Calendly form

1. Go to your Calendly account, click on the team/user whose account you'd like to use for this growth hack, and go into the **Edit menu**.
2. Scroll down, and open the 4th section called **"Invitee Questions"**.
3. Click **"Add a New Question"** and make it required. We phrased the question in our form as "What is your LinkedIn profile URL?" (<http://www.linkedin.com/in/...>)



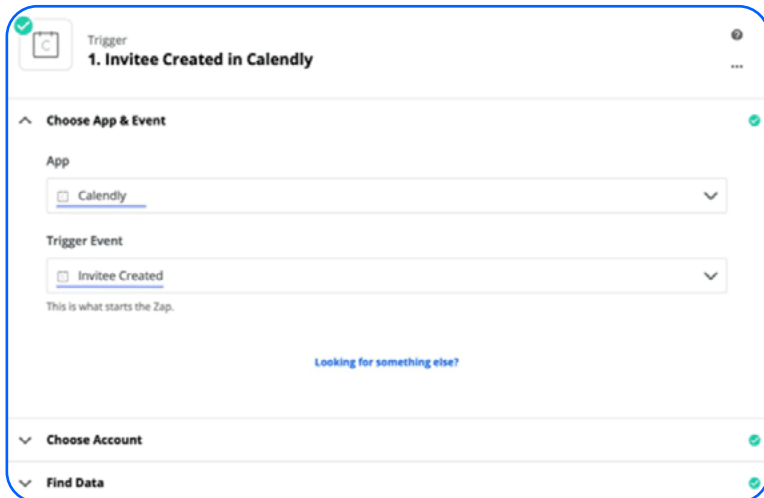
The screenshot shows the 'Invitee Questions' section of a Calendly account. The title bar reads 'Invitee Questions' with a subtext 'Name, Email + 3 questions'. There are 'Cancel' and 'Save & Close' buttons in the top right. The form contains several input fields: 'First Name *', 'Last Name *', 'Email *', and 'Company name: *'. Below these is a button labeled 'Add Guests'. A question is added: 'What is your LinkedIn profile URL? (Example: <http://www.linkedin.com/in/...>) *'. This question is highlighted with a blue border. Below it is a text area for 'Please share anything that will help prepare for our meeting.' At the bottom left is a link '+ Add New Question', and at the bottom right are 'Cancel' and 'Save & Close' buttons.

Part 2 Connect Calendly with Expandi via Zapier

Now, you need to connect Calendly to Expandi via Zapier.

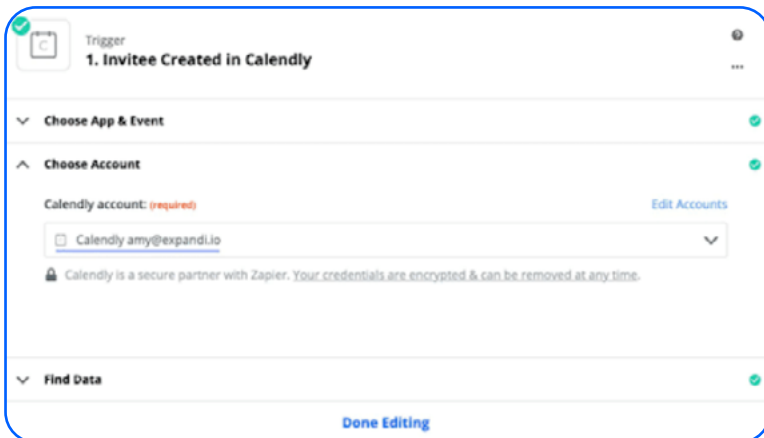
Here's how:

1. Log in to [Zapier](#) and click **Create a Zap**. Then, choose **Calendly** as an app and **Invitee Created** as the trigger.



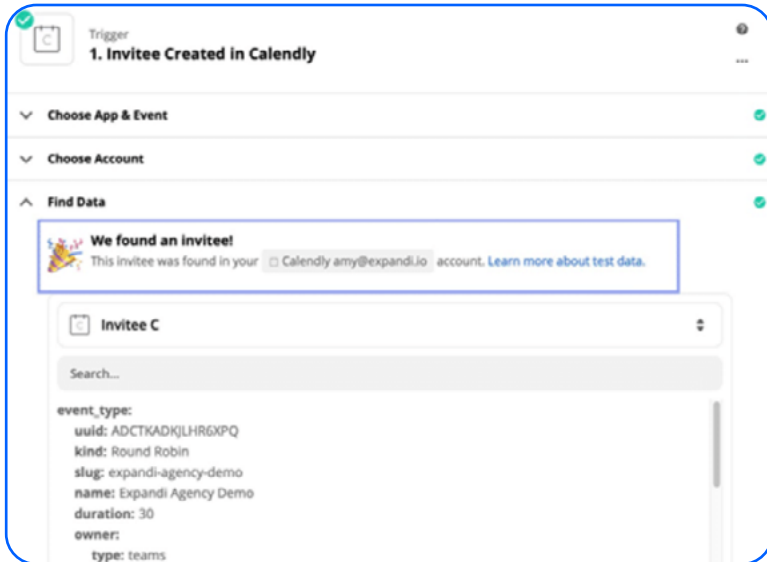
The screenshot shows the 'Trigger' configuration step in Zapier. At the top, it says 'Trigger' and '1. Invitee Created in Calendly'. Below this is a section titled 'Choose App & Event' with a green checkmark. Under 'App', a dropdown menu shows 'Calendly' selected. Under 'Trigger Event', a dropdown menu shows 'Invitee Created' selected. A note below says 'This is what starts the Zap.' and a link 'Looking for something else?' is present. At the bottom, there are two expandable sections: 'Choose Account' and 'Find Data', both with green checkmarks.

2. Then, you'll need to select your Calendly account. If you haven't connected to Calendly before, you may need to log into your integrations settings (Calendly -> Integrations) and grab the API key from there.

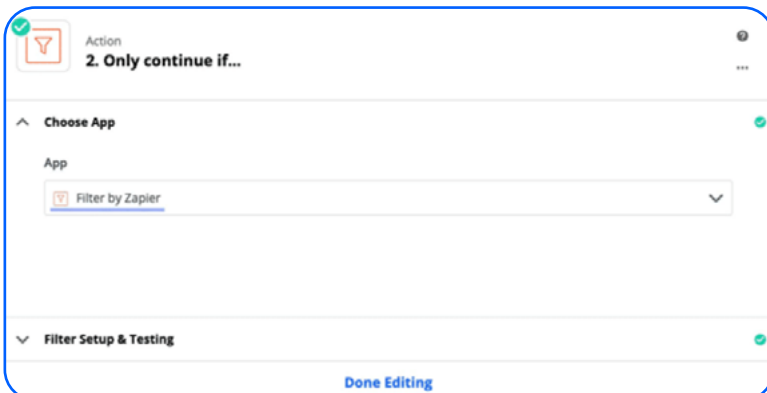


The screenshot shows the 'Choose Account' configuration step in Zapier. It has the same title '1. Invitee Created in Calendly'. The 'Choose App & Event' section is collapsed. The 'Choose Account' section is expanded, showing 'Calendly account: (required)' and a link 'Edit Accounts'. A dropdown menu shows 'Calendly amy@expandi.io' selected. A security note below the dropdown states: 'Calendly is a secure partner with Zapier. Your credentials are encrypted & can be removed at any time.' At the bottom, the 'Find Data' section is collapsed, and a 'Done Editing' button is visible.

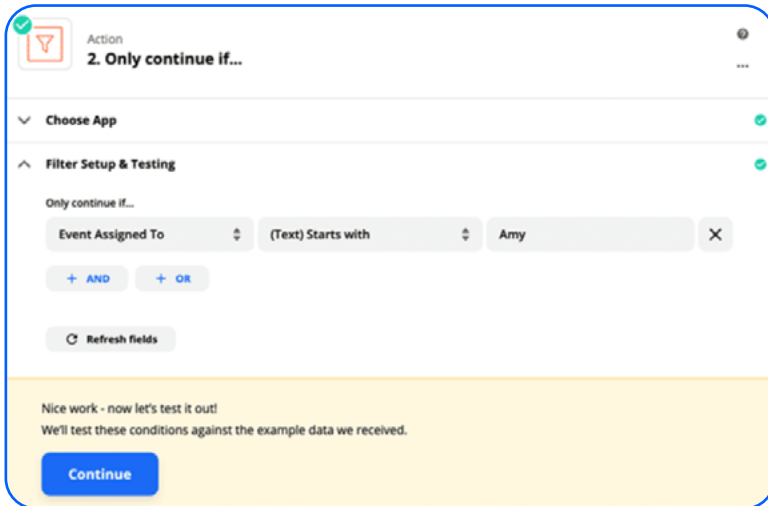
3. The last step for the Zapier flow is to test if it works. For this, someone should have already signed up for a demo call with your Calendly link with their LinkedIn URL in the form we created above. But if you don't have a call booked yet, you can easily book one with yourself as a test.



4. In case you're using a team in Calendly and not a single user, we suggest you do the next step to make sure everything is connected correctly. In our case, our member Amy was the owner. So, to select her as the owner, we add a new step, the app for which is **Filter by Zapier**.

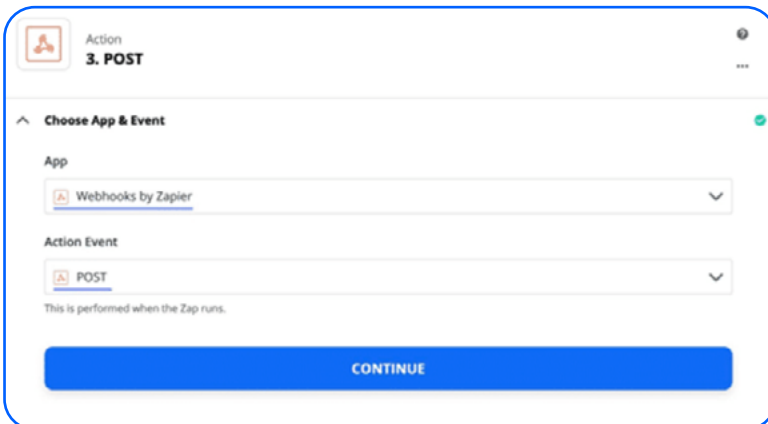


5. Then, we make it so that the Zap **continues only if the events assigned starts with Amy**. Like so:



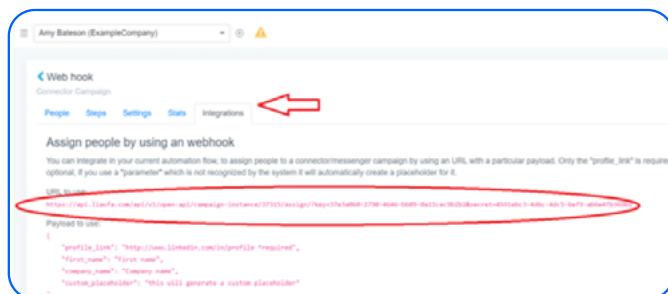
The screenshot shows the Zapier interface for setting up a filter. At the top, it says 'Action 2. Only continue if...'. Below this, there are two sections: 'Choose App' and 'Filter Setup & Testing'. The 'Filter Setup & Testing' section is expanded, showing the condition 'Only continue if...'. The condition is set to 'Event Assigned To' starts with '(Text) Starts with' and 'Amy'. There are buttons for '+ AND' and '+ OR' to add more conditions, and a 'Refresh fields' button. At the bottom, there is a yellow box with the text 'Nice work - now let's test it out! We'll test these conditions against the example data we received.' and a blue 'Continue' button.

6. Now, to connect the Zap with Expandi, you need to select **Webhooks by Zapier** as an app. In the **Action Event**, select **Post**. Then continue.

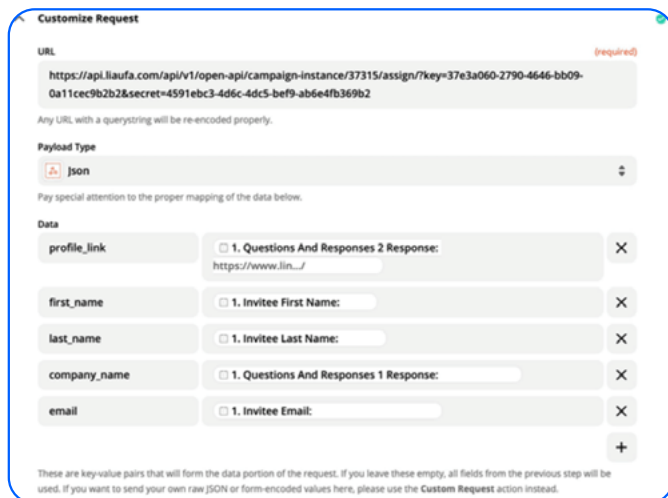


The screenshot shows the Zapier interface for selecting an app and event. At the top, it says 'Action 3. POST'. Below this, there is a section 'Choose App & Event'. The 'App' dropdown is set to 'Webhooks by Zapier' and the 'Action Event' dropdown is set to 'POST'. Below these dropdowns, there is a note 'This is performed when the Zap runs.' and a large blue 'CONTINUE' button.

- For the next section, you'll need to get the URL for the reversed webhook in [Expandi](#). To do that, log into Expandi, select the campaign you'd like to use, and copy the **URL to use** under the **Integrations** section.



- Go back to Zapier and paste the URL in the URL field. Then, set the **Payload type** to **JSON**. Finally, you'll need to map the **Data** to the relevant Calendly questions you've set up. Other fields to include could be the first name, last name, email, etc. Like so:



- Lastly, select **test & continue**, and if everything is working correctly, you should have just added a person to your Expandi connector campaign.

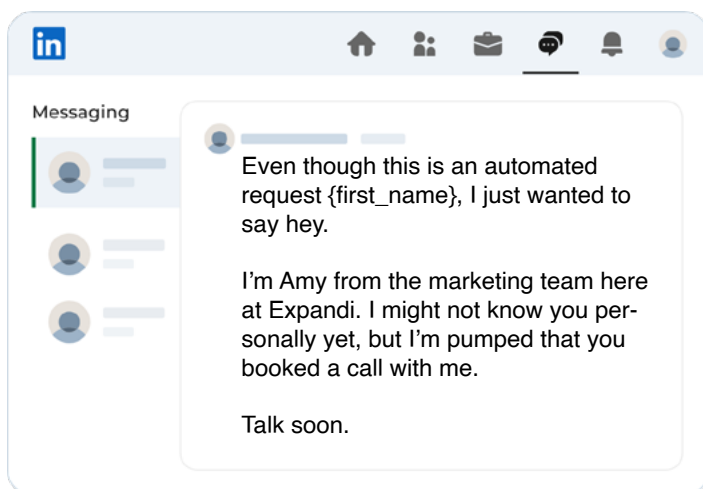
With this setup, you'll be automatically connecting with your leads on LinkedIn after they book an appointment with you on Calendly.

Examples

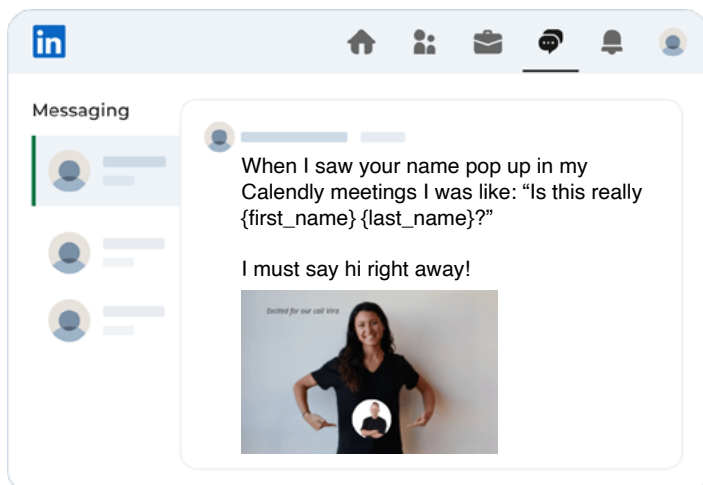
Now, here's the Expandi sequence we used for the LinkedIn **connection request** and the follow-up.

Feel free to copy our templates below and adjust them for your brand.

● Connection request message

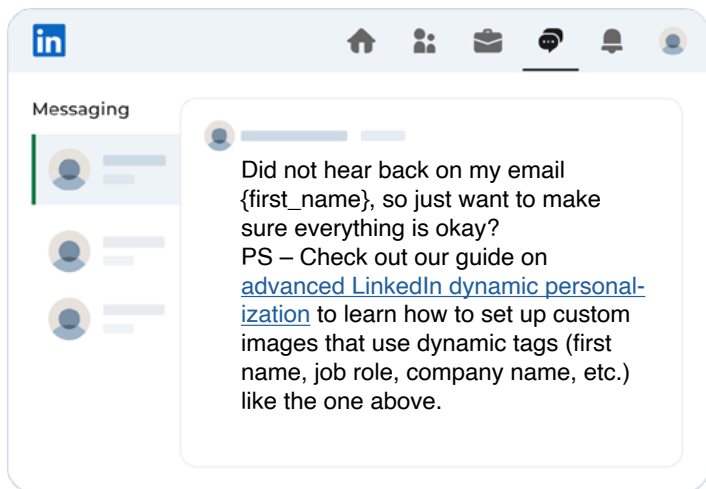


● Follow-up immediately after connecting



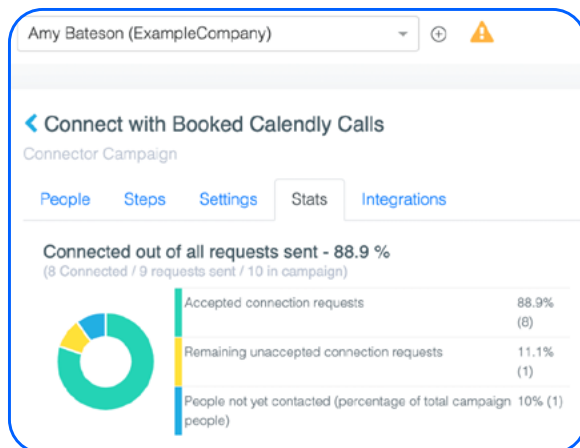
[Click to see original gif](#)

Follow-up 7 days after no reply on email



Results

That's how we gained a **connection request acceptance rate of 88.9%**! A rate much higher than average.



Bonus #2. Increase Webinar Attendance number with LinkedIn (Zoom + LinkedIn integration)

Last but not least, we have one final growth hack that can be really valuable if you're hosting online webinars.

Just imagine that if someone signs up for your webinar via Zoom form, you send the trigger to your LinkedIn account to automatically connect with your lead.

Sounds great, right?

HERE'S HOW THIS WORKS:

1. Ask for a LinkedIn URL in your webinar registration form (we use Zoom for this).
2. Connect the form with LinkedIn and Expandi via Zapier:
 - First, you'll need a [Zoom](#) webinar subscription and when creating a webinar, you'll need to turn on the required registration (in the settings) when someone wants to attend your webinar.

Registration

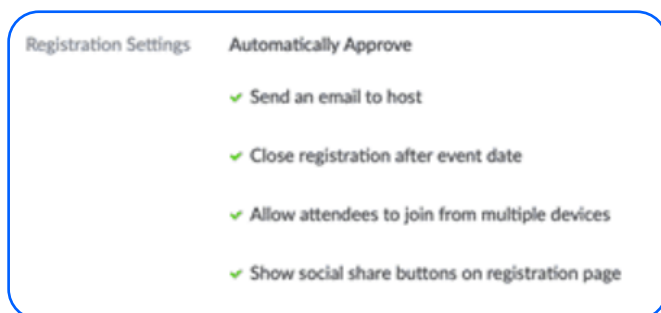
☒ Required

☐ Attendees register once and can attend any of the occurrences

☒ Attendees need to register for each occurrence to attend

☐ Attendees register once and can choose one or more occurrences to attend

- After you've made it compulsory for people to register for your webinar, you can select the questions which you need to ask them regarding the information you need from them. To edit these questions, go to Registration Settings and click Edit in the upper right corner.

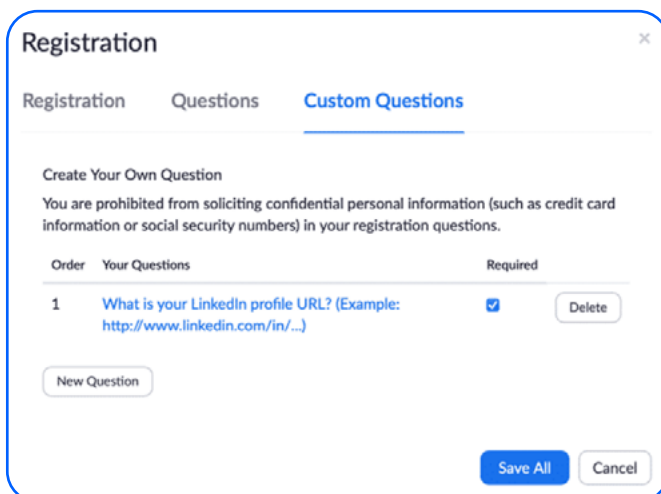


Registration Settings

Automatically Approve

- ✓ Send an email to host
- ✓ Close registration after event date
- ✓ Allow attendees to join from multiple devices
- ✓ Show social share buttons on registration page

- As you might have guessed, you'll need to create a custom question form that asks for their LinkedIn profile URL. So, whenever a lead gives their LinkedIn URL, the form will be passed along to Zapier, and then to your LinkedIn through Expandi.



Registration

Registration Questions Custom Questions

Create Your Own Question

You are prohibited from soliciting confidential personal information (such as credit card information or social security numbers) in your registration questions.

Order	Your Questions	Required	
1	What is your LinkedIn profile URL? (Example: http://www.linkedin.com/in/...)	<input checked="" type="checkbox"/>	Delete

New Question

Save All Cancel

- Then, to connect a webinar in Zoom with Expandi, you'll need to create a Zap. App: Zoom and Trigger Event: New Registrant.

The screenshot shows the 'Trigger' configuration step in Zapier. At the top, it says 'Trigger' with a green checkmark and '1. New Registrant in Zoom'. Below this is a section titled 'Choose App & Event' with a green checkmark. It contains two dropdown menus: 'App' set to 'Zoom' and 'Trigger Event' set to 'New Registrant'. Below the dropdowns, it says 'This is what starts the Zap.' and a link 'Looking for something else?'.

- Next, choose your Zoom account in Zapier. In the Customize New Registrant section, choose the webinar from which you'll be sending new registrants.

The screenshot shows the 'Trigger' configuration step in Zapier, now with more options. It has the same top header 'Trigger' and '1. New Registrant in Zoom'. Below 'Choose App & Event' (which has a green checkmark) is a new section 'Choose Account' (also with a green checkmark). Below that is 'Customize New Registrant' (with a green checkmark). This section has a label 'Upcoming Webinar' and a dropdown menu set to 'Expandi Webinar Europe', with a red '(required)' label to the right. Below the dropdown is a 'Refresh fields' button. At the bottom is a 'Find Data' section (with a green checkmark). A 'Done Editing' link is at the very bottom.

- Finish editing and click Test & Continue.

The screenshot shows the 'Trigger' configuration step in Zapier. The title is '1. New Registrant in Zoom'. Below the title, there are four expandable sections: 'Choose App & Event', 'Choose Account', 'Customize New Registrant', and 'Find Data'. Each section has a green checkmark to its right. The 'Find Data' section is expanded, showing a message: 'We found a new registrant! This new registrant was found in your Zoom info@leadexpress.nl #7 account. Learn more about test data.' Below this message is a preview of the data for 'New Registrant B'. The preview includes a search bar and the following fields: 'Id: vAmTI-PASeulKvddZhaolw', 'first_name: Christopher', 'last_name: Shanks', 'email: chris.shanks@firstdigital.co.uk', and 'address:'.

- Now, for the second part, we'll need to create a reversed webhook in Expandi which will import the attendees into our LinkedIn outreach campaign.

So, first, you'll need to create a connector campaign in Expandi. Then, we need to connect it to Zapier. Select Webhooks by Zapier as the App and POST as Action Event.

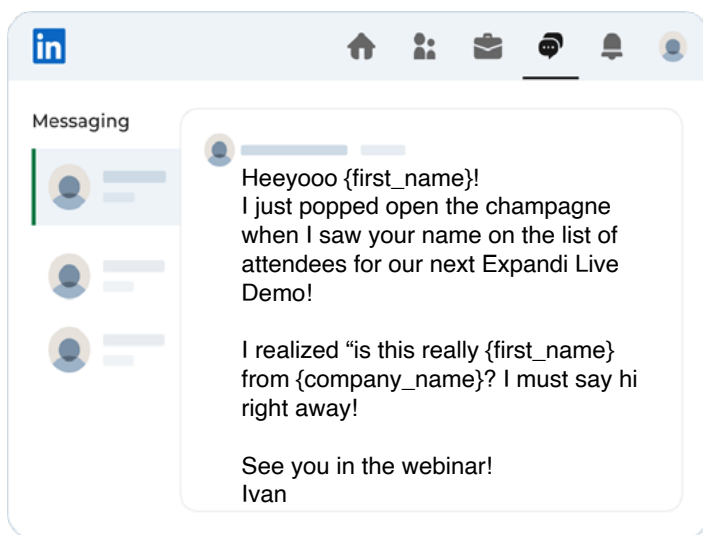
The screenshot shows the 'Action' configuration step in Zapier. The title is '2. POST'. Below the title, there are three expandable sections: 'Choose App & Event', 'Customize Request', and 'Send Data'. Each section has a green checkmark to its right. The 'Choose App & Event' section is expanded, showing the 'App' dropdown set to 'Webhooks by Zapier' and the 'Action Event' dropdown set to 'POST'. Below these dropdowns, it says 'This is performed when the Zap runs.' The 'Send Data' section is also expanded, showing a green checkmark. At the bottom of the configuration area, there is a blue button labeled 'Done Editing'.

3. Go to Expandi and prepare a new connector campaign that sends a connection request to anyone who signs up for your webinar.
4. Continue the sequence after the webinar with follow-ups (e.g. links mentioned in the webinar, asking for their thoughts, and so on).

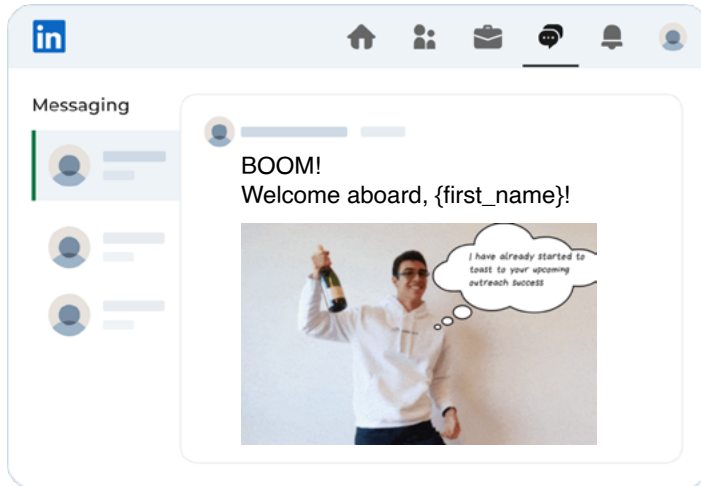
Sequence Examples

Now, here's the exact Expandi template sequence we used that you can copy and adjust for your brand.

● Connection request message

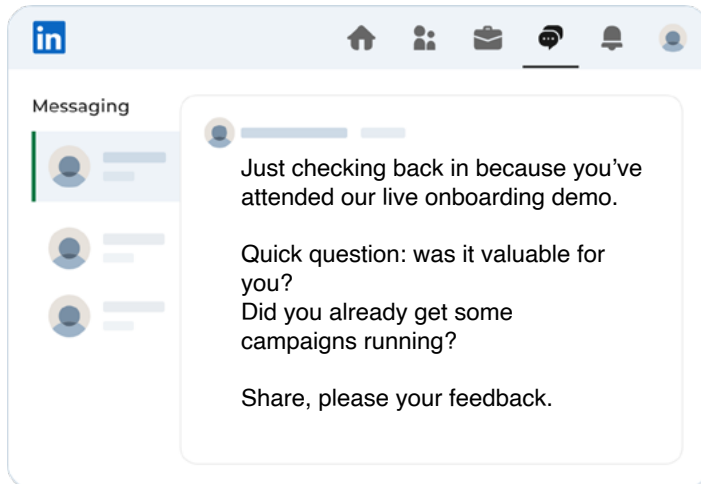


Follow-up message #1, after 15 minutes of connecting

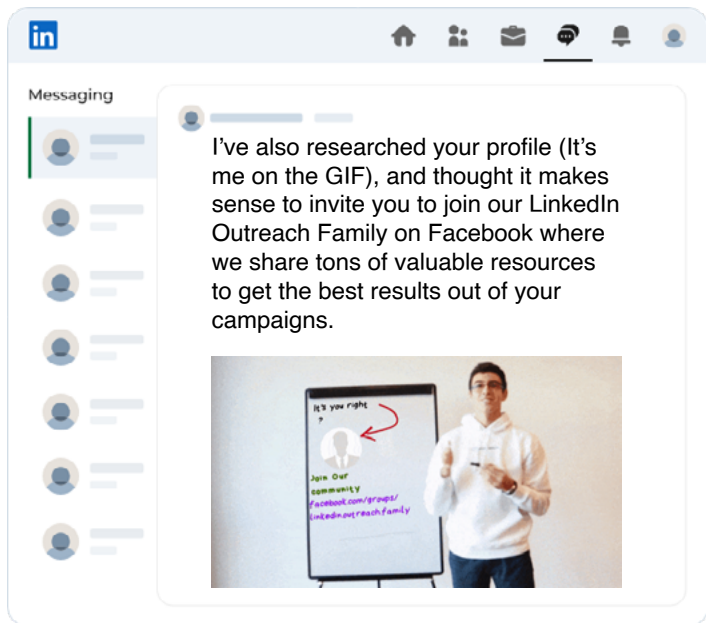


[Click to see original gif](#)

Follow-up message #2, after 5 days if no reply to the above



Follow-up message #3, after 45 minutes if no reply to the above



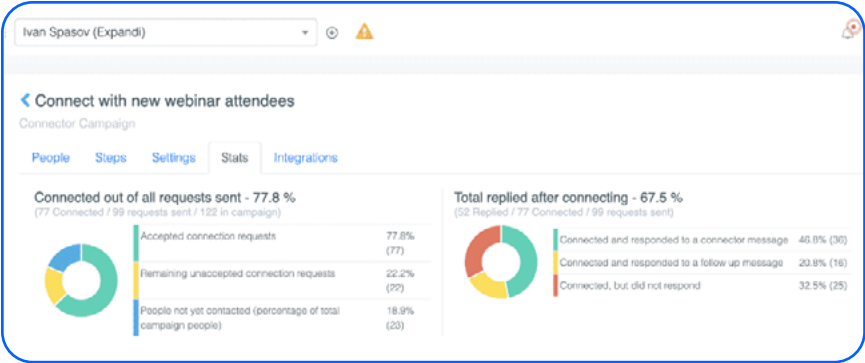
[Click to see original gif](#)

Results

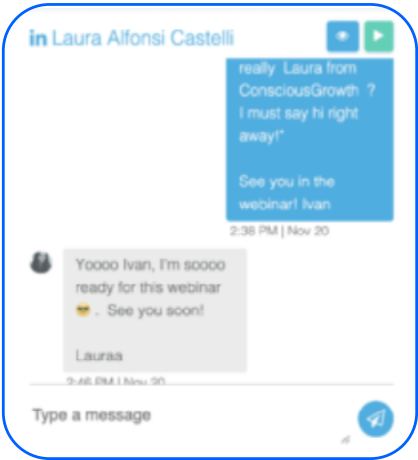
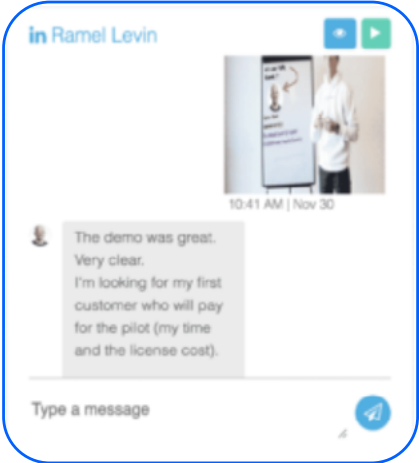
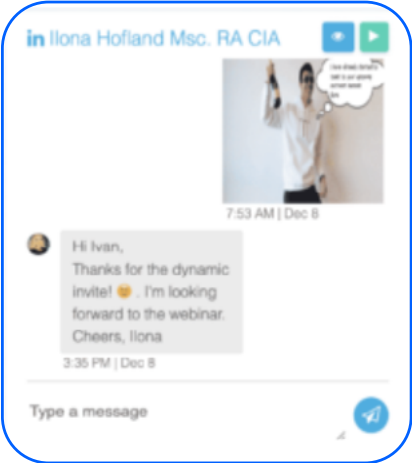
Using this flow, we managed to gain:

77.8% Connection request acceptance rate

67.5% Reply rate




Both of which are well above the average LinkedIn outreach rates.





About Expandi

Expandi is the most powerful LinkedIn automation software for your outbound challenges on [LinkedIn](#) with [Email](#) capabilities and an active [academy](#) to help you become a better LinkedIn user




Whoever you are or however you use the platform, our smart software can think for you to create the highest number of personalized touch points with your audience. That's why Expandi is the best LinkedIn automation tool on the market

70% of B2B leads generated on social networking sites come from LinkedIn. Imagine a software that will do that automated LinkedIn outreach for you on autopilot

Take full control of your sales process.

Expandi's Smart Sequences allow you to create different scenarios for your workflows depending on the prospect's behavior

Now you can connect with your prospects and increase your chances of replies by using Email and different touch points on LinkedIn within your campaigns



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JOIN A PRIVATE FACEBOOK GROUP

Have you ever wondered where to find a network of like-minded professionals to exchange the best sales and outreach practices and share common pains? Wonder no more! Join our [LinkedIn Outreach Family private Facebook group](#) to get in touch with the professionals like you!



~ the ~
**LinkedIn
Outreach
Family**

