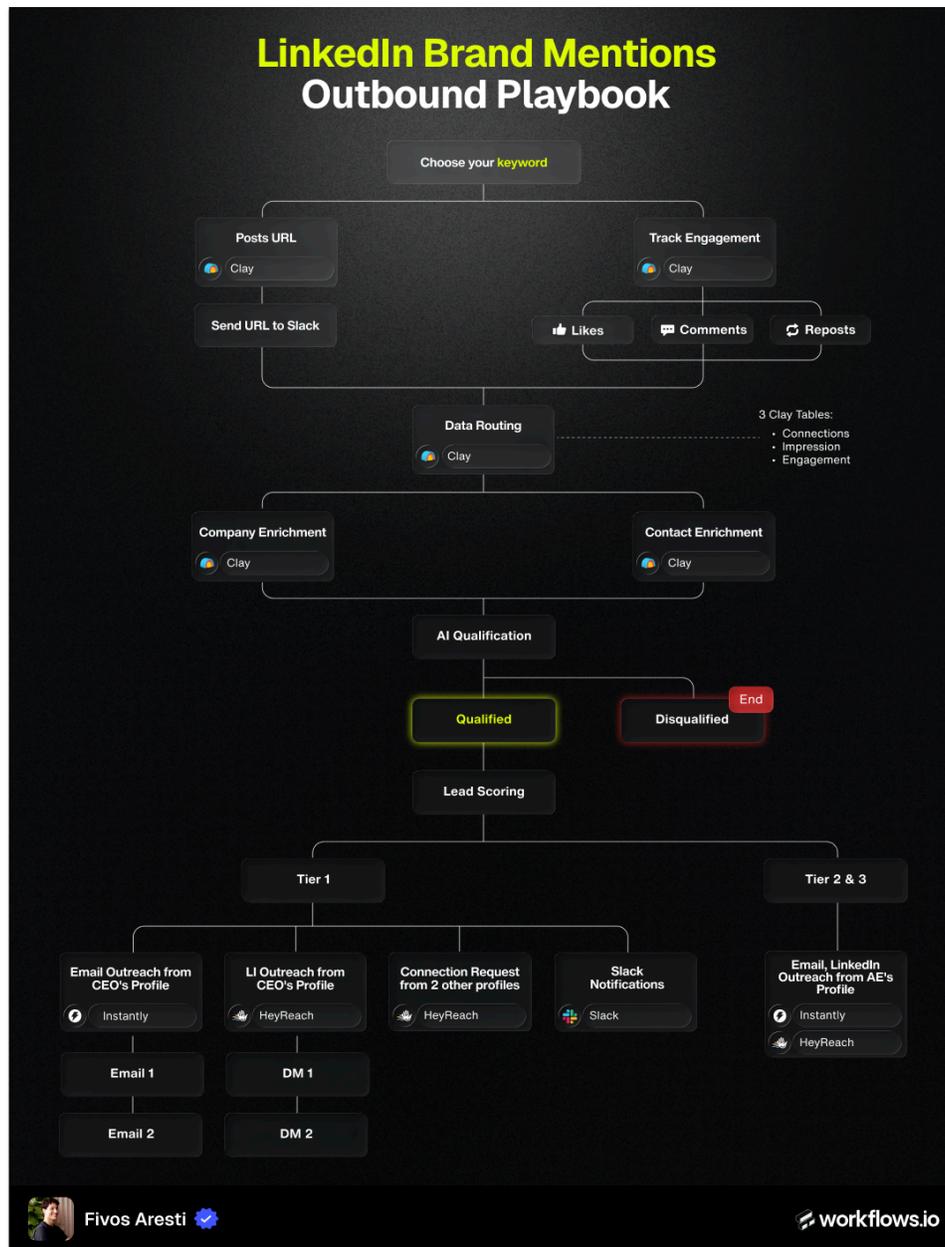


LinkedIn Brand Mentions Outbound Playbook



How it works?

Step 1: Choose brand keywords to track

- Choose keywords such as:
 - Company name
 - Product name
 - Common variations or misspellings
- Use these keywords to monitor LinkedIn posts.

Step 2: Capture LinkedIn post URLs mentioning brand keywords using Clay

Use Clay to capture:

- Post URL
- Author profile
- Timestamp
- Send the post URL to **Slack** for monitoring.

Step 3: Track engagement on brand mention posts

Enrich each post with **Clay** to track all three types of engagement:

- Likes
- Comments
- Reposts

Step 4: Enrich company and contact data

In Clay, enrich:

- Company-level data:
 - Industry
 - Company size
 - Geography
 - Funding status

- Contact-level data:
 - Role
 - Seniority
 - Department

Step 5: AI Qualification

Filter out for your ICP.

- Use 'Use AI' in Clay and select a ChatGPT model to evaluate:
 - Company fit
 - Role relevance
 - Existing customer check
- Outcomes:
 - **Qualified**
 - **Disqualified**

Step 6: Score qualified leads

- Apply lead scoring based on:
 - Engagement type
 - Frequency of engagement
 - Company fit
- Assign tiers:
 - **Tier 1:** Best fit
 - **Tier 2 :** Medium fit
 - **Tier 3 :** Low fit

Step 7: Route Tier 1 leads to outreach

- Trigger email outreach from C-level profile via **Instantly**
- Trigger LinkedIn outreach from AE profiles via **HeyReach**
- Send additional connection requests from supporting profiles via HeyReach.
- Send alerts to team in Slack.

Step 8: Route Tier 2 & Tier 3 leads to automated outreach

- Enroll leads into:
 - Email outreach sequencer (Instantly)
 - LinkedIn outreach sequencer (HeyReach)