Organic LinkedIn Lead Generation Playbook

Workflow Link: Organic Content Strategy (1).jpg

How it works?

Step 1: Profile Optimization

Optimise LinkedIn profile before publishing content:

- Banner
    - Add logo
    - Add tagline aligned with positioning
- Headline
    - Use format:
        - Role @ Company | Brief value proposition
- Custom Button
    - Add website link
    - Set CTA to "Visit my website"
- About Section
    - Structure:
        - Hook
        - What has been done
        - What problem is being solved
        - Who it is for
        - CTA to DM or email
- Featured Section
    - Add:
        - Get started resource
        - Viral BOF post
        - Product demo (record via ScreenStudio)

Step 2: Lead Magnet Offer

Create and distribute lead magnet.

- Build:
    - Playbook
    - Template
    - Cheatsheet
    - Framework
- Draft visuals in Miro
- Design and polish in Figma and Adobe
- Publish giveaway-style post
- Ask users to comment to receive it
- Send Tally form link via DM
- Capture:
    - Name
    - Email

Step 3: Design System

Standardize visual identity.

Branding:

- Font style
- Font size
- Logos
- Color hex codes

Backgrounds & Vectors:

- Light theme
- Dark theme
- Icons
- Boxes

Template Formats:

- Carousel
- Cheatsheet
- Tech stack
- Workflow

Use:

- Figma for templates

- Miro for visual drafts.
- Adobe for advanced edits.
- Riverside for recording interviews and long-form content.

Step 4: Anatomy of LinkedIn Post

Structure each post consistently.

- **Hook (20%)**
    - Social proof
    - Numbers
    - Relevance
    - Under 140 characters
- **Body (80%)**
    - Visual-first format
    - Clear line breaks
    - F-pattern structure
- **Tone**
    - Keep the tone casual
    - Use “I”, “you”, “we”

Use:

- **MagicPost** for inspiration.
- **Favikon** for creator research.
- **Shield** for performance analytics.
- **Wispr Flow** for drafting posts via voice.
- **Sybill** to extract content ideas from sales calls.
- **Ordinal** to schedule and publish posts.
- Track post ideas and publishing calendar in **Notion**.

Step 5: Capture Engagement Signals

Track all inbound activity generated by content.

Lead Magnet:

- Capture via Tally
- Add to beehiiv newsletter
- Trigger nurture in Customer.io

Website Clicks:

- Track via RB2B

Profile Views & Engagement:

- Track via Jungler
- Monitor:
    - Likes
    - Comments
    - Reposts

Route all signals into Clay.

Step 6: AI Qualification

Process captured leads before outreach.

- Enrich company and contact data in Clay
- Use Apollo for additional enrichment if required
- Run AI qualification in clay using ChatGPT model
- Perform CRM lookup in HubSpot:
    - Exclude existing clients
    - Exclude closed-lost deals
- Keep only qualified leads

Step 7: Perform outreach

Engage qualified leads.

- Email outreach via Instantly
- LinkedIn outreach via HeyReach

Log activities in HubSpot

Step 8: Monitoring

Track replies and convert to meetings.

- Send Slack notification on reply
- Include:

    - Contact
    - Company
    - Source signal
    - Reply text
- Manage inbox via Kondo
- Book meetings via Cal.com
- Analyze call transcripts via Sybill