

Stephen (00:00):

Okay. So now that we've gone through the LinkedIn overview, essentially strategy to high level, let's now step into LinkedIn and we're going to go through a few different components. The first one being how to create an event page. Okay. Now again, there's some peculiarities, there's some trade offs, to the event page where people will feel like they're RSVPing for it, but they're not really because LinkedIn's not that great of a registration system. You're going to need to be in the event page looking at the attendee list and manually doing those intercepts and registering them offline -- not offline, but off of LinkedIn -- onto your registration page in order to make sure that they get all the details that they need to get. Regardless, you should still have an event page on LinkedIn because it gives you an opportunity to essentially display and promote your event to a larger swath of the LinkedIn public.

Stephen (01:07):

Occasionally some people who are not first degree connections with you will register, but it gives you a chance to get in front of more of your first degree connections. In addition to the manual invites that you're going to be sending to them the personal invites. Let's jump into LinkedIn and I'll show you how to create an event page first. Let me show you where you can see events listed. If you scroll down the left hand side, right above the video image of me is my profile photo. And if I scroll down, this is just the main homepage on LinkedIn. I see a list of events here. I see recent, and then I see the list of events below. If I click this one, this will show us the actual event page for the December 2nd event.

Stephen (02:06):

You can see that we had 39 people on LinkedIn. 39 people raise their hand on LinkedIn and say, yep, I want to attend the event. What we also know, like behind the curtain, is that we needed to do manual intercept with just about all 39 of those people to make sure that we had their information in the actual registration system off of our website so they would get all of the confirmation emails and the show up sequence that I shared with you in an earlier video. Let's take a look at the event page first. We have the Predictive ROI logo, which gets pulled in from where we're creating the page. It gets pulled in from the Predictive ROI company page. The photo that you see here lead stage and then is pointing to closed slash one.

Stephen (02:58):

That's a photo that we pulled from, we have a license with Adobe stock, and so we downloaded that photo and then uploaded it specifically for the event page, because as you'll see here in a second, what LinkedIn does when you create the event page, it basically pulls in the banner that you have on your company page. So if you want something different for your event, then you're going to need to upload something separately. What we will likely do in the not too distant future is just make our company page banner consistent with what we want for the event page. That way we're not having to upload something separate, that would make sense. And it would save a little bit more time. This is telling us right now that the event has ended because obviously this is a past event and then How to Fill Your Sales Pipeline Q and A event by Predictive ROI.

Stephen (03:49):

In fact, let me make this a little bit larger. That might be helpful. How to Fill Your Sales Pipeline event by Predictive ROI. It's online, join here and that's true. They can RSVP here. But you know, again, we're doing the manual intercept to make sure that they're getting everything that they need because here's the registration link we're providing that. But you know, it's just not very fluid between the event page

and then over to the registration page. Some people make it and some people don't. Then obviously, the logistics. And then if we click details, you can see that this is where we put in, this is actually the content right out of our promotional emails that we send to our audience, as well as that we send through to our partner in this case, Drew McLellan.

Stephen (04:44):

Then it gives us a chance to identify him as a speaker. It's a pretty straightforward event page. There's not a whole lot of detail other than what I just showed you. So the about section and then the speakers. I think we should go ahead and create one so I can show you how to do that. Once you find the form, once you access the form it's going to be relatively straightforward. I just want to point out a couple of things that will be helpful to you as you go through that process. Let me go back to here. Let me click on Predictive ROI, because we're going to want to do this from the company page and then in the upper right hand corner, you should see -- You're going to need a company page in order to be able to do this.

Stephen (05:34):

Once you have your company page set up, or maybe you already do have that set up, you'll be able to see this upper right hand corner where it says admin tools. I'm going to click that. I'm going to choose create an event. I'm going to bring that back down to normal size. Then it gives me this popup window that I can start to fill in some of the fields that we just looked at a few minutes ago. The first thing I'm going to want to do, although I'm not going to do this here, just because it's on my iPad, but I don't want this banner. I don't want profitable podcasting as the banner for the event because contextually it doesn't have anything to do with the event. So I would click this and then I would upload a new cover image.

Stephen (06:20):

I don't have that stored on my iPad. I typically do that from my desktop, but that's where you would upload a photo that you wanted to use or maybe it's going to be the same thing as your company image or cover image. Ours is just a little bit different. Then the organizer is Predictive ROI. Let me make this a little bit bigger so that you can see that, organizers Predictive ROI because we did that off of our company page, which is why our company logo is there. Then the event name, this is where you're going to fill in, so I'm get my keyboard out of there. This is where you're going to fill in. For us, we fill in How to Fill Your Sales Pipeline Q and A. This is where you select the time zone the day and time of your actual event.

Stephen (07:10):

What we've noticed now that we're creating one of these event pages every single week, some of the fields are starting to get prepopulated like the time zone and like the times, because those are always consistent, which is I guess cool. And that saves us a little bit of time. In the description here, this piece here, the description I think we have about, what do we have, 5,000 characters of space. This is where we're taking the email that we're sending to our audience. We're taking that content and pulling it into here and adding it and we're unlinking the link. In an email you can link a few words to create the link, clickable link here. You actually have to copy paste the full URL because it doesn't read HTML in this form. If you happen to have a speaker, as we did in the example that I showed you with Drew, looked up Drew, just typed in Drew McLellan, and then was able to link his profile to the event page. So that's kind of cool, right? If you have a special guest, that's what you would do there and then the visibility piece. This is a public event and we're going to require registration.

Stephen ([08:31](#)):

This is where we're going to use a LinkedIn registration form, but we're requiring registration. And you might not be able to see that because it's behind my image and this is where you need to copy paste your privacy policy. You want to make sure that you have a privacy policy on your website.

Stephen ([08:54](#)):

If you don't, please add one, because it's going to be very important for the Event page so that LinkedIn knows who is collecting this data in the registrations and also what your policy is around that data. So that is how you create, let me discard that. Okay. So that is how you create a LinkedIn event page. And so each week for your weekly Q and A, you or somebody on your team would be creating a weekly event page, excuse me, an event page on LinkedIn for your weekly event. That's what I meant to say. Okay. I hope you found that helpful. When we come back for the next video, we're going to step through the invitation and how to send that to your first degree connections. Okay. I'll see you back to that.