



# Maximizing LinkedIn leads with BBC Global

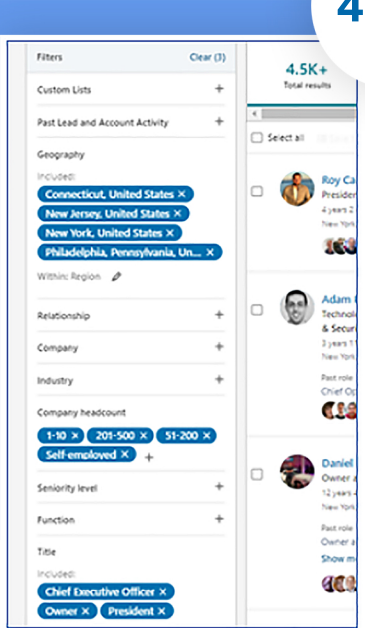
A short guide of how BBC Global experts can boost your LinkedIn lead generation.

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# Process

To show how this process works, we will look for **Conference Companies** located in the Northeast with a goal to obtain approximately 2,500 leads with direct contact information.

We start our search for **Conference Companies** by using a wide range of geography, company headcounts, and titles. Below, the total results showed 4.5k+



A screenshot of a search interface. On the left, a 'Filters' sidebar is visible with various categories: Custom Lists, Past Lead and Account Activity, Geography, Relationship, Company, Industry, Company headcount, Seniority level, Function, and Title. The 'Geography' filter is expanded, showing 'Included' filters for Connecticut, New Jersey, New York, and Philadelphia. The 'Company headcount' filter is expanded, showing 'Included' filters for 1-10, 201-500, 51-200, and Self employed. The 'Title' filter is expanded, showing 'Included' filters for Chief Executive Officer, Owner, and President. On the right, a list of search results is shown, including names like Roy Ca, Adam, and Daniel, along with their titles and locations. A large blue circle with the text '4.5K+' is overlaid on the top right of the screenshot, indicating the total number of results.

**4.5K+**  
Total results

**Geography:**  
Connecticut, New Jersey, New York, Philadelphia.

**Company Headcount:**  
1-10, 51-200, 201-500, and Self-employed.

**Title:**  
Chief Executive Officer, Owner, and President.

We track the parameters as we move forward and next begin removing one state at a time. In this example, New York has the most leads which caused our totals to be above 4.5k. Therefore, we can separate New York (3K+) from Connecticut, New Jersey, and Philadelphia (1.5K).

# Fine tuning results

Next, based on the client's targets, we use the two-state groups (NY and CT, NJ, PA) and adjust the company headcount to narrow the list.

As the list becomes more focused, we follow the same process of using varied titles, until the list is fine tuned to increase the likelihood of success.



## Your target client

The next question for you is, who is your target client and how can BBC Global help you get their contact information?

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