

SERVICE TIMELINE **LINKEDIN ENGAGEMENT**

A STEP-BY-STEP **BREAKDOWN** FROM **PLANNING** TO DELIVERY

 Task	 Process	 Timeline	 Comment
<p>Define the Ideal Customer Profile (ICP)</p>	<ol style="list-style-type: none"> 01 Conduct discovery session to understand business and success stories 02 Identify key demographic and firmographic criteria 03 Note exclusions or disqualifiers 04 Document ICP for internal use and client approval 	<p>2 DAYS</p>	<p>Clear ICP definition ensures targeted marketing and smooth client alignment</p>
<p>Generate Leads Aligned with the ICP</p>	<ol style="list-style-type: none"> 01 Use LinkedIn Sales Navigator or tools to find leads per ICP 02 Verify leads for accuracy and fit 03 Export leads or integrate with Expandi 04 Share list for client review (optional) 05 Clean database by removing incorrect entries 	<p>2-3 days (depends on size of the leadlist)</p>	<p>Accurate lead verification and cleaning ensure high-quality prospects and better outreach results</p>
<p>Gather Messaging Copy from the Client</p>	<ol style="list-style-type: none"> 01 Request existing messaging templates from client 02 Draft initial templates if none provided, then get feedback 03 Finalize and organize messaging per campaign step 04 Store approved copies in shared folder or Expandi 	<p>2-3 DAYS</p>	<p>Clear, approved messaging templates speed up campaign launch and keep communication consistent</p>

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<h3>Integrate LinkedIn with Expandi</h3>	<ol style="list-style-type: none"> 01 Share guide or do screen-share 02 walkthrough for LinkedIn-Expandi connection 03 Enable 2FA on LinkedIn and Expandi; assist client with setup 04 Authenticate LinkedIn in Expandi and test connection 05 Activate safety settings (warm-up, limits, delays) 		<p>Proper setup and security measures help ensure smooth, safe campaign automation</p>
<h3>Set Up the Prospecting Campaign in Expandi</h3>	<ol style="list-style-type: none"> 01 Import or sync lead list 02 Select campaign type (connector, messenger, etc.) 03 Add approved messaging to each step 04 Configure follow-up intervals and conditions 		<p>Create a personalized, multi-step outreach campaign</p>
<h3>Launch the Prospecting Campaign</h3>	<ol style="list-style-type: none"> 01 Double-check campaign settings and lead imports 02 Monitor outreach during first 24-48 hours 03 Troubleshoot errors or LinkedIn limits 04 Track key metrics (acceptance, replies, meetings) 05 Provide regular updates to the client 		<p>Early monitoring and quick fixes help maximize campaign effectiveness and keep clients informed</p>