

The 10-4-2 Strategy_

Use this simple, repeatable framework to get the attention of high-value contacts in your DIG by leveraging the power of LinkedIn.

Step 1: Build your list of targets.

- Once a week, create a list of 20 people and/or companies you want to engage with.
- Follow the individuals on LinkedIn. For the organizations you've listed, identify and follow everyone at the director level or above.
- Every week, like at least 10 posts shared by this pool of high-value contacts.
- Add comments to four of the posts you liked.
- Choose two posts that you find especially insightful, and re-share them to your own feed. Include additional commentary outlining what you like about their perspective, or sharing trends you've observed on the topic.

Step 2: Track engagement.

- Create a spreadsheet of the people you are targeting with this strategy, and include links to their LinkedIn profiles.
- Determine how many from this list viewed your profile as a result of these 10 likes, four comments, and two shares.
- Track them in your spreadsheet, and check in on what they're posting regularly to think up creative ways to re-engage with them.

Step 3: Observe posting patterns.

- Determine whether they are regular posters or periodic ones in order to focus your time accordingly.
- Study their company's headlines on LinkedIn and create an inventory of articles that you will proactively comment on and ideas you will share.
- Follow this pattern every week with the people in your spreadsheet.

Step 4: Watch your network grow.