





Shopware United Connect

EU CONFERENCE

 shopware-united
 @ShopwareUnited

Leadgeneration with LinkedIn

**Mark Vos** • You

Do you want more visibility, leads and revenue for your business? Then let me...

5yr • Edited • 

"I'm really not waiting for cold acquisition." That's what a self-employed person recently said to me during a workshop. Fortunately, you don't have to. With our proven sales techniques, we don't even spend a euro on advertising. Learn how:

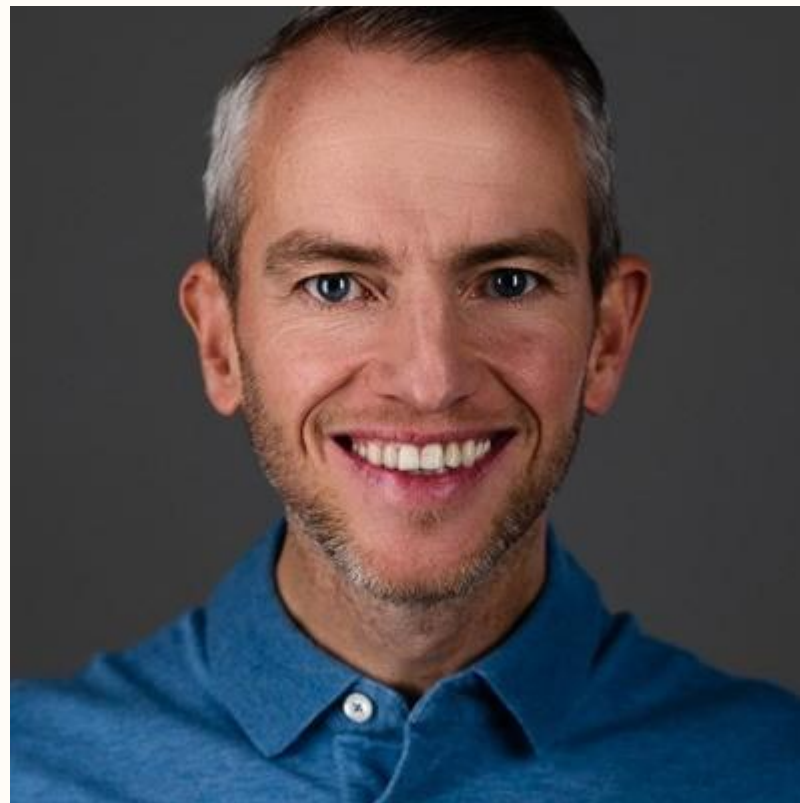
Cold acquisition is a terrible thing for many entrepreneurs. They are very good at

   338 • 2,306 comments Like  Comment  Share  Send 243,473 views of your post in the feed

- 1300 new connections
- +/- 600 opt-ins
- New customers up to 5 years later





6,5 years as financial advisor
4,5 years as partner manager
3 years as marketing intelligence consultant
I've helped over a 1000 people
improve their LinkedIn profile and
strategy.





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We help entrepreneurs and salespeople to improve the results out of their marketing and sales.

Which results in more revenue and profit.





1500+ customers since 2017

valcon



evofenedex

RNHB



FNB
First National Bank



contiMETA
Transportverpakking



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LinkedIn became our **most important lead source**. We help customers to turn it into a lead source themselves.

With our **LinkedIn for Business** strategy.

Linked 



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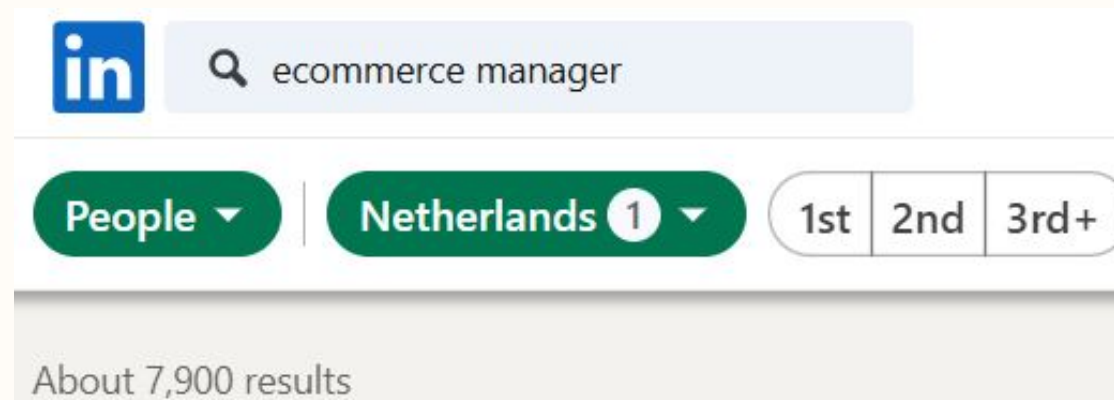
LinkedIn a serious leadsource?





Why LinkedIn?

1.7 mio users daily
5.7 mio users monthly
Working population 10.9 mio





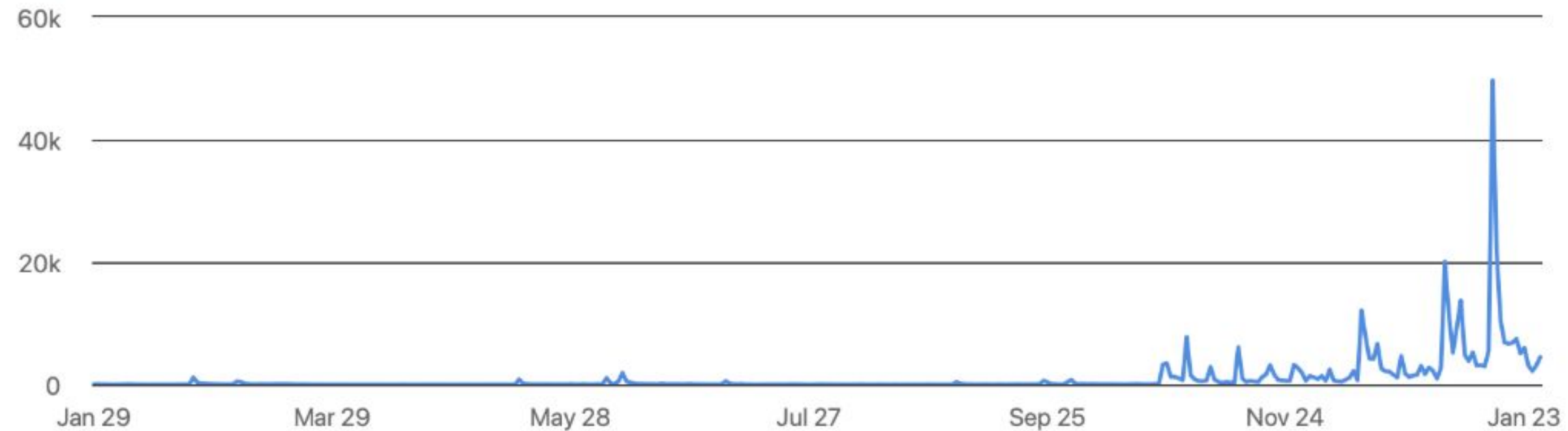
Organic reach is still great on LinkedIn

Content performance

378,305

Impressions

▲7,947.4% Past 365 days





Create online and offline attraction by;

- ✓ Giving
- ✓ Connecting people
- ✓ Be valuable



✓ Giving

De komende maanden geven wij gratis introductie webinars, waarin we onze LinkedIn for Business strategie toelichten en je direct 15 concrete tips geven.

Wil jij aan één van die webinars deelnemen? Zet dan "Ja" in de comments. Ik stuur je dan de aanmeldlink toe.

55 • 154 commentaren

Interessant Commentaar Delen Versturen

18.195 personen bekeken uw bijdrage in de feed

Free webinar

Free profile video



Mark Vos

Ik help jou als ondernemer met het realiseren van je omzetgroei doelen. Door ...
9 mnd • Bewerkt •

Wil jij meer klanten binnenhalen via LinkedIn? Dan moet je profiel daar wel klaar voor zijn. Ik heb weer tijd gereserveerd om ook voor jou kosteloos een persoonlijke video te maken. Die video bevat concrete tips om je profiel aantrekkelijker te maken voor klanten.


... meer weergeven


111 • 413 commentaren

Interessant Commentaar Delen Versturen

43.865 personen bekeken uw bijdrage in de feed

✓ Connecting people





Wouter Dieters • 1st
 AI business solutions architect for mid-sized B2C & B2B organizations | Hands-...
[View my services](#)
 4yr • 

For several clients I am looking for a content writer (m/f) who specializes in optimizing LinkedIn profiles. Who do you recommend?


The idea behind this is that I often get the question how to optimize a LinkedIn profile and don't have an answer to this. So I am looking for someone who can help brainstorm what someone's strengths are and who can summarize this into a pleasantly readable whole. In addition, it must also be properly indexed by LinkedIn and Google.


Show original · Translation settings

 4 7 comments



Dries de Gelder • 1st
 Trendy.nl | Consultant eCommerce - Marketing - Sales 4y ...

Mark Vos
 Like ·  2 | Reply · 1 Reply

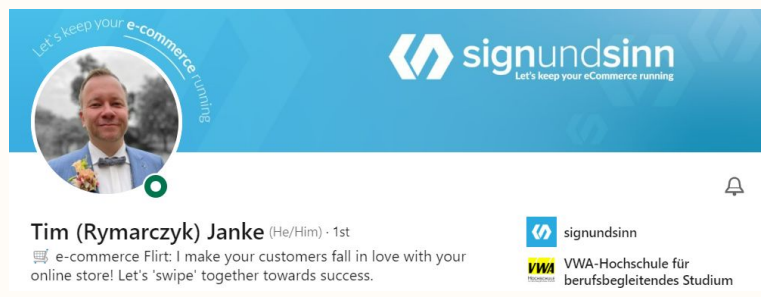


Mark Vos • You 4y ...
 Do you want more visibility, leads and revenue for your business? Then...

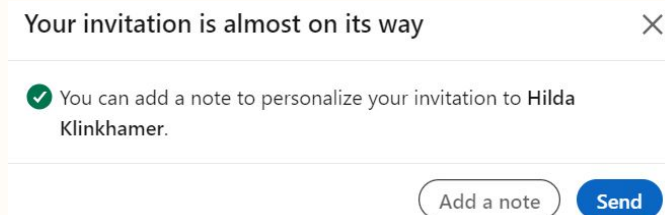
Thanks for the tag [Dries de Gelder](#)
 I immediately sent [Wouter Dieters](#) a personal message.

The process

Strong profiles are found



Connecting with prospects



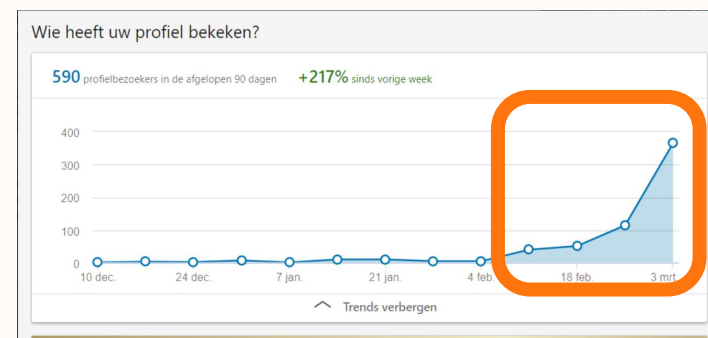
Posting valuable content



Leaving insightful comments



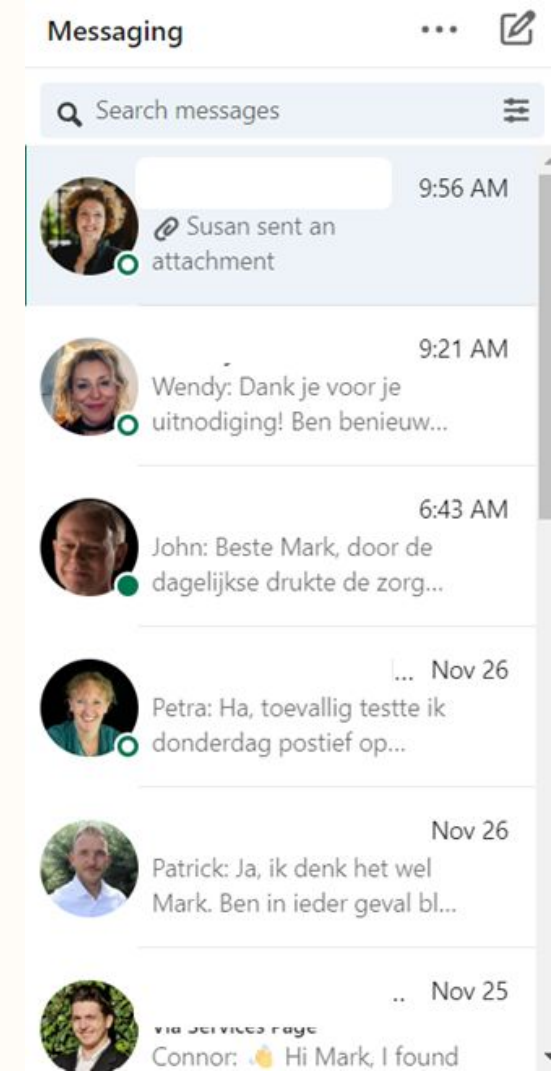
Increased identified profile visitors



- Ramon Schelwald** - 1st
Head of Business Development @ Rinkel | Mobile Business Solutions Zakelijke telefonie op je mobiel. via GSM en toch alle zakelijke functies. Boek een demo of regel een offerte op Rinkel.com.
Viewed 5m ago Message
- Lauran Janssen** - 1st
MOS Accountants & Adviseurs | Belastingadviseur | Oosterhout | MKB | Tijd voor Ondernemen | Fiscaal | Fiscaliteit | Fiscale Planning | RB |
Viewed 9h ago Message
- Marieke Blok** - 1st
Mindset Stylist | Uitstraling | Kledingcommunicatie | Gebruik je mindset om je kledingcommunicatie te ondersteunen en te stylen.
Viewed 12h ago Message
- Ronald van der Ven** - 2nd
Manager Customer Service bij Mirka Benelux B.V.
Viewed 13h ago Connect
5 mutual connections
- Project Manager at Legian**
Viewed 16h ago Search
- Delphin Avalon** - 2nd
Pianist & Composer
Viewed 18h ago Connect
1 mutual connection
- Salesperson in the Wholesale Building Materials industry from Rotterdam and The Hague**
Viewed 1d ago Search



1 on 1 messages



Discovery calls





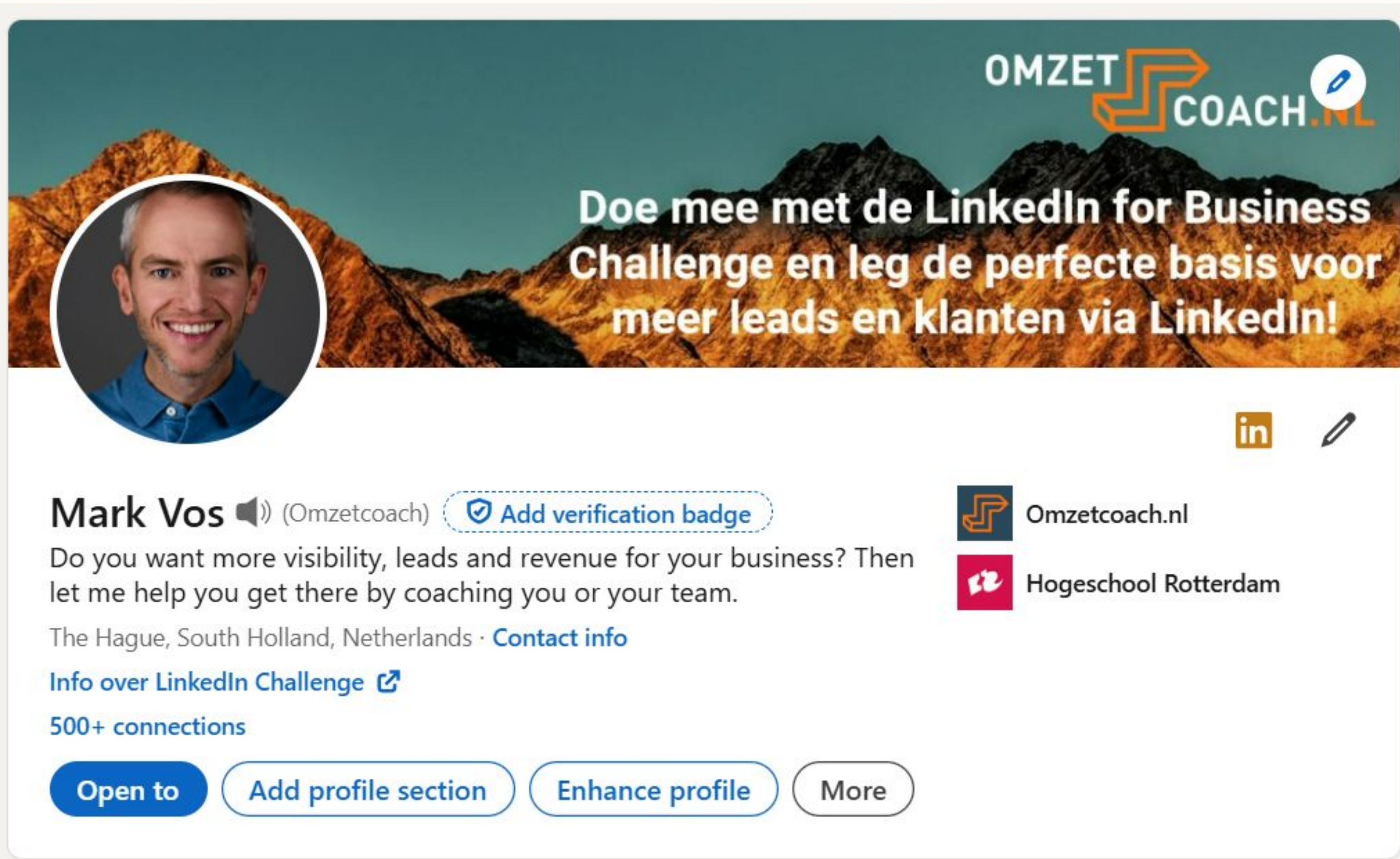
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Strengthening your profiles



OMZET COACH.NL


Doe mee met de LinkedIn for Business Challenge en leg de perfecte basis voor meer leads en klanten via LinkedIn!



Mark Vos  (Omzetcoach) [Add verification badge](#)


Do you want more visibility, leads and revenue for your business? Then let me help you get there by coaching you or your team.


The Hague, South Holland, Netherlands · [Contact info](#)

[Info over LinkedIn Challenge](#) 

500+ connections

[Open to](#) [Add profile section](#) [Enhance profile](#) [More](#)

 Omzetcoach.nl

 Hogeschool Rotterdam



Mark Vos



Contact Info



Your Profile

linkedin.com/in/markvosomzetcoach



Websites

omzetcoach.nl/diensten/linkedin-for-business/linkedin-challenge/
(Company)

calendly.com/mark-vos/omzetgroeigesprek (Company)



Phone

0618516035 (Mobile)



Email

mark.vos@omzetcoach.nl

Featured

Post

"Ik zit echt niet te wachten op het doen van koude acquisitie." Dat zei een zzp'er onlangs tijdens een workshop tegen me. Gelukkig hoeft dat ook niet. Met onze bewezen verkooptechnieken geven wij zelfs geen euro uit aan adverteren. Lees hoe:

Koude acquisitie is voor veel ondernemers een vreselijk iets. Ze zijn heel goed in hun vak als...

  325 · 2,277 comments

Link

**Klanten aantrekken via LinkedIn Online Masterclass.**

Omzetcoach - Verhoog je omzet en...

Gratis masterclass over het aantrekken van klanten door middel van LinkedIn. Schrijf je in door de link te volgen.

Link

**Krijg 5 tot 20 keer meer bereik met je LinkedIn posts!**

Omzetcoach - Verhoog je omzet en...

En trek (meer) leads en klanten aan met behulp van LinkedIn. Klik hier voor meer informatie.



About

Getting more revenue with your business and finally reach those growth goals. Stop doing cold calling and start having a more fun and effective way of getting new customers. Getting more grip on your salesfunnel and salesprocess. This is possible for you and your business!

The past years we have developed a successful and proven LinkedIn for Business strategy with which we've helped over 1300 entrepreneurs and companies reach their growth goals.

Our LinkedIn for Business online implementation and revenue coaching wil help you to:

- ✓ Increase your revenue
- ✓ Get more results out of your efforts and marketingbudget
- ✓ Sell your products and services with more fun and confidence
- ✓ Have a better structure which will create more sales opportunities and a better chance at converting them
- ✓ Have more enjoyable and better conversations which enable you to create deeper connections with your prospects and customers.

Our services:

I would be happy to assist if you have a commercial challenge. Feel free to get in touch with me.

 +31618516035

 mark.vos@omzetcoach.nl

<https://calendly.com/mark-vos/omzetgroeigesprek> (to plan a meeting in my agenda)

Recommendations



Justin Biddle · 1st

I run effective digital and commercial projects for technology platforms, agencies and online retailers and help them build great solutions and propositions.

February 28, 2023, Justin was Mark's client

 All LinkedIn members

On 

Mark delivers results - what more can I say! He is really knowledgeable - offers lots of actionable insights and they make a huge difference - Thanks for all your help Mark!



André Hagelen

Ondernemer, sales expert, professioneel speaker bij Speakers Academy, auteur oa bij Sprout, verkopers-online.

29 oktober 2020, André was een klant van Mark

Mark heeft mij geholpen om binnen twee weken mijn webinar over het Sales Playbook gevuld te krijgen met 150 deelnemers. Onder deze 150 deelnemers waren 70 unieke bedrijven waarvan er 12 klant zijn geworden. Hierdoor is de investering die ik heb gedaan voor de omzetcoaching ruimschoots terugverdiend. Op basis van zijn advies hebben we samen mijn LinkedIn profielen klantgericht gemaakt, wervende content gemaakt en de customer journey geoptimaliseerd. Alles gericht op het creëren van omzetkansen.

Mark helped me to fill up my webinar with 150 participants within two weeks time. 12 of them became new customers.

10 OKT.

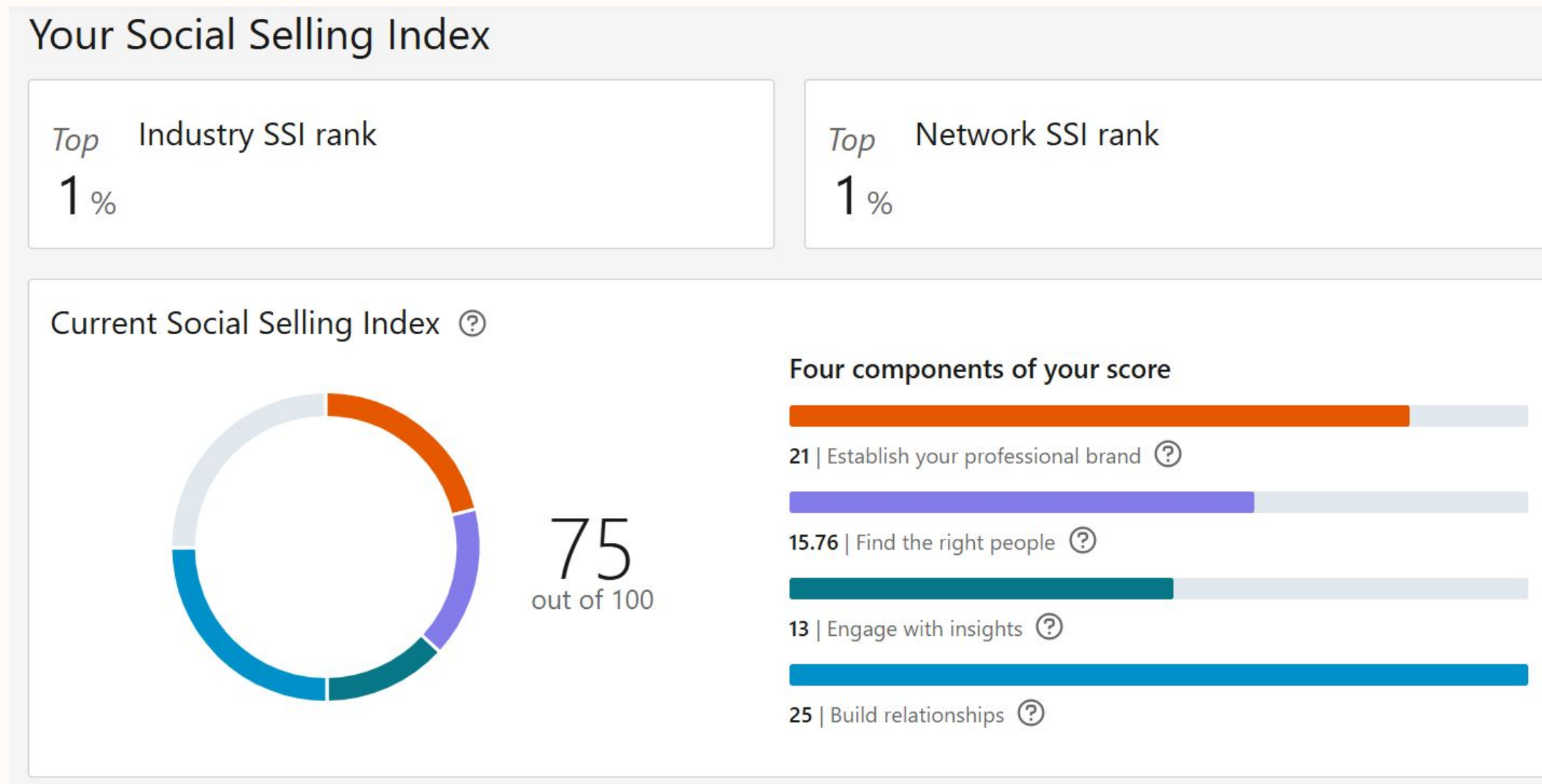


Vincent Verburg · 16:58

Hi, u heeft prachtige aanbevelingen, ik volg uw werkzaamheden online graag. Groet en dank voor de link. Vincent

I love your recommendations and am following your online activities.

Add as many blocks/items as possible





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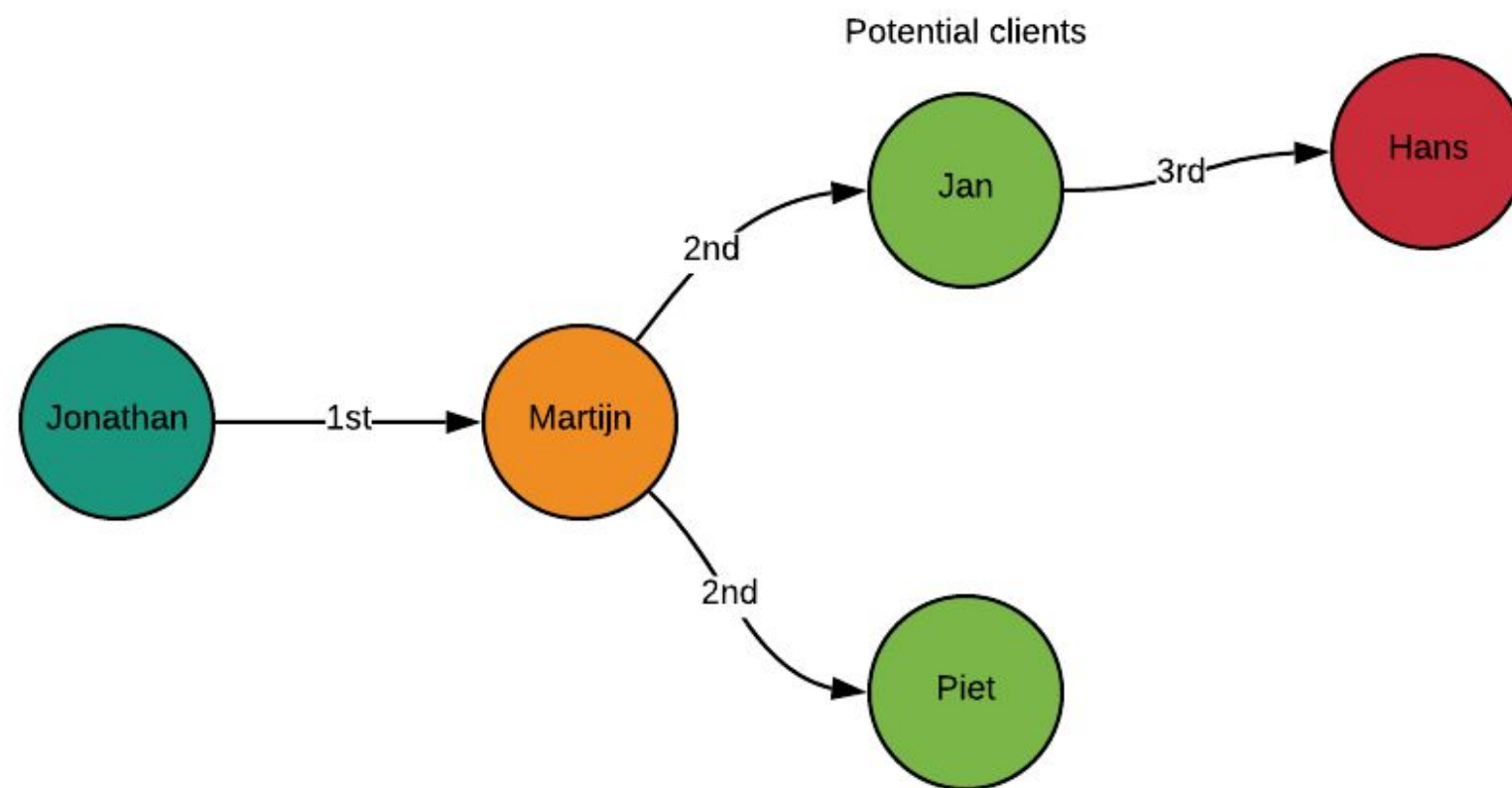
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 [@ShopwareUnited](#)

Growing your network and # of followers

Mindset



- Start seeing LinkedIn as a sales channel



Mindset

2 new contacts in the target audience per workday makes for 520 new contacts in a year



Profile viewers are a very important lead source




The image shows a LinkedIn profile for Mark Vos. At the top, there is a banner with the text 'PREMIUM basis voor meer leads, klanten en omzet met bijbehulp van LinkedIn' and 'OMZET COACH.NL 3 t/m 24 juni 2024'. Below the banner is a circular profile picture of Mark Vos. Underneath the picture is his name 'Mark Vos' and a bio: 'Meer rendement halen uit jouw onderneming. Dat is het doel van een samenwerking met mij. Bijvoorbeeld door je te leren 5 tot 20x zoveel mensen te bereiken met je LinkedIn posts.' At the bottom, there is a table showing profile statistics.

Profile viewers	822
Post impressions	13.831



Ask people to connect and always add text


People (116) Pages (2) Events (0)



Karin van Iterson
Typografie | Art Director Hakijk | Creative Director | Brand identity design | Design of public...
Sent 4 days ago

Withdraw


Hi Karin, Top dat je op 6 maart aanwezig b ... [See more](#)



Marc Dalderup
Business Development - Market Intelligence professional in Solar - EV - Energy storage Markets
Sent 4 days ago

Withdraw


Hi Marc, Top dat je op 6 maart aanwezig b ... [See more](#)



Berdien van Wezel
Online diëtist | Eigenaresse Gezond Leven Diëtisten
Sent 4 days ago

Withdraw

Hi Berdien, Top dat je op 6 maart aanwezig ... [See more](#)



Godert Burghard
Chief Commercial Officer @ Ortec Finance | Executive Team, Innovation Counsel
Sent 4 days ago

Withdraw

Hi Godert, Top dat je op 6 maart aanwezig ... [See more](#)

Search for and comment on posts

How do you square that with the fact that I struggle every day to grow? Why do others have it easier? ...see more

36 · 8 comments

I'm curious... In my opinion... Thanks for posting... Well said >

Like Comment Share Send

Add a comment...

Most recent

Louis (Lou) Casados III · 3rd+ · 4m
eCommerce Geek|Strategic and Trusted Advisor|Sales Leader|Text me ...
Great points. Stand out, and make the buyer journey easy!
Like · 1 | Reply

Mark Vos · You · 16m
Do you want more visibility, leads and revenue for your business? Then let...
Having a good value proposition should be an important part of the foundation of a company **Rick Watson**. Totally agree with you.
Like · 1 | Reply

The screenshot shows the LinkedIn search interface. The search bar contains the word "ecommerce" and is highlighted with an orange box. Below the search bar, there are filter buttons for "Posts", "Posted by", "Date posted", "Sort by", "Author industry", and "All filters". The first search result is a post by Rick Watson, CEO & Founder of RMW Commerce Consulting, with the text: "News of the #eCommerce boom has only increased in intensity as we start to slowly escape from COVID. How do you square that with the fact that I struggle every day to grow? Why do others have it easier? First, your expectations are...". The post has 36 reactions and 8 comments.

The screenshot shows a comment on Rick Watson's post. The comment is highlighted with an orange box and reads: "Louis (Lou) Casados III and 6 others also commented on Rick Watson's post". Below the comment, the text of the post is visible: "Great points. Stand out, and make the buyer journey easy!" and "News of the #eCommerce boom has only increased in intensity as we start to slowly escape from COVID. How do...". The post has 36 reactions and 8 comments.



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Reach 5 to 20 times more
people with your LinkedIn
posts

What is the main source of revenue for LinkedIn?

Cloud Expo 2024
Gepromoot

Cloud Expo 2024 | 4 & 5 Dec | NL's grootste IT- beurs
• Volg één van onze thema's: Cyber Security, Cloud, Big Data, Artificial ...meer

Cloud Expo 2024
4 & 5 december | Expo Houten

Met meer dan +200 exposanten
10 Cloud Theaters

> **Gratis tickets**

Grootste Cloud Technology Beurs

Gepromoot ...

OKX

Mark find your dream job at OKX!

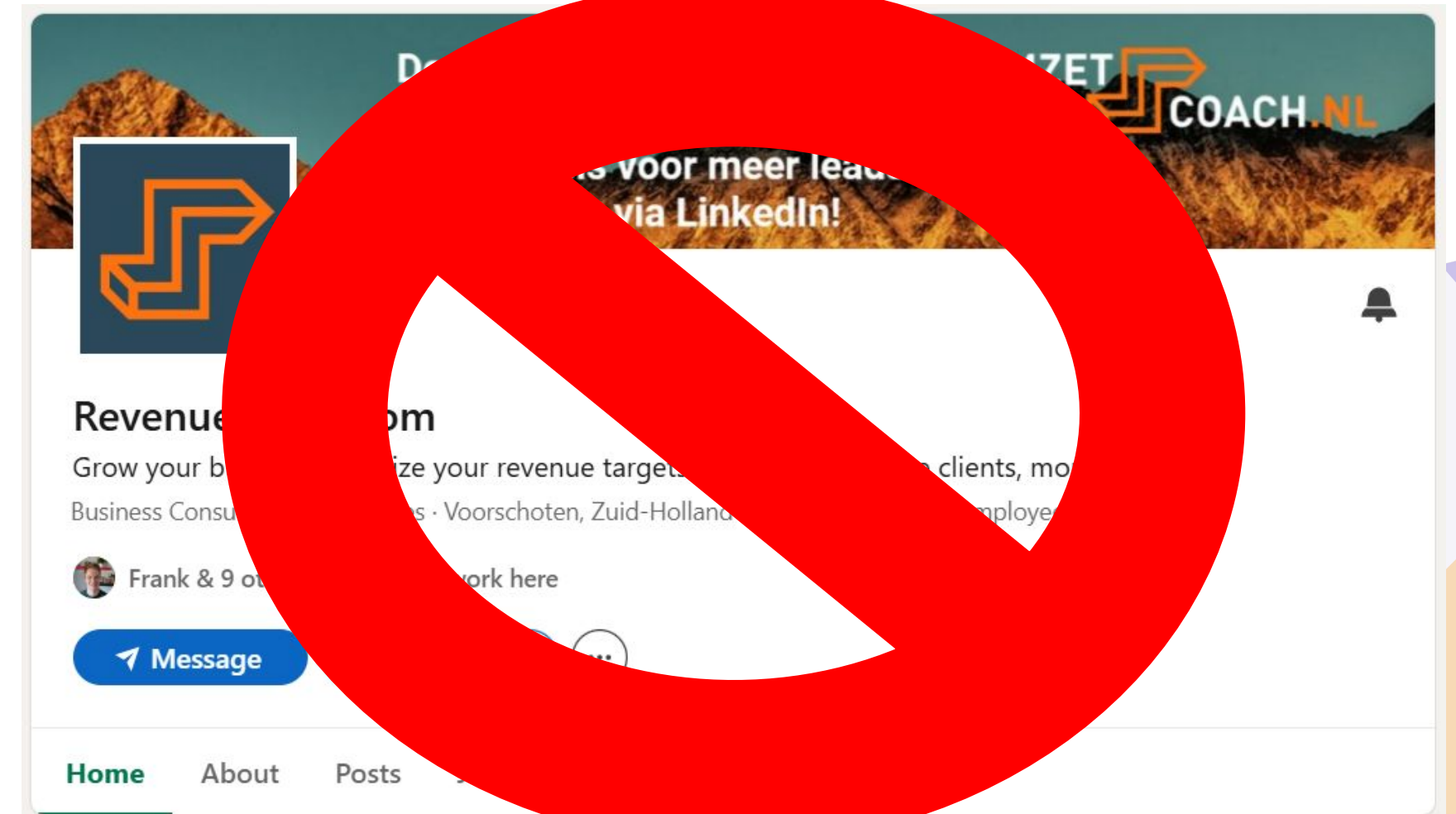
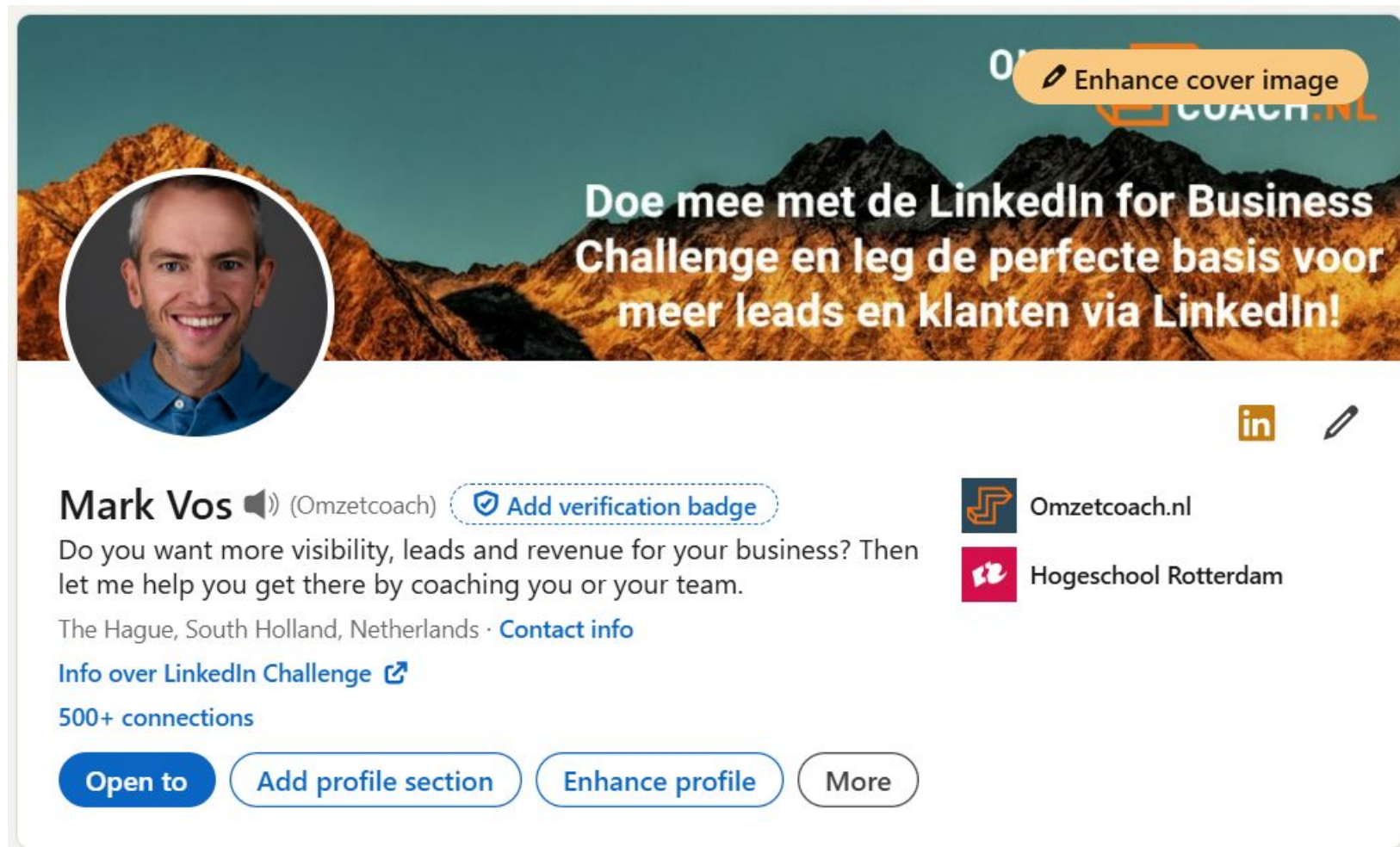
Bent u klaar voor uw volgende kans?

Frans en nog 23 connecties volgen ook

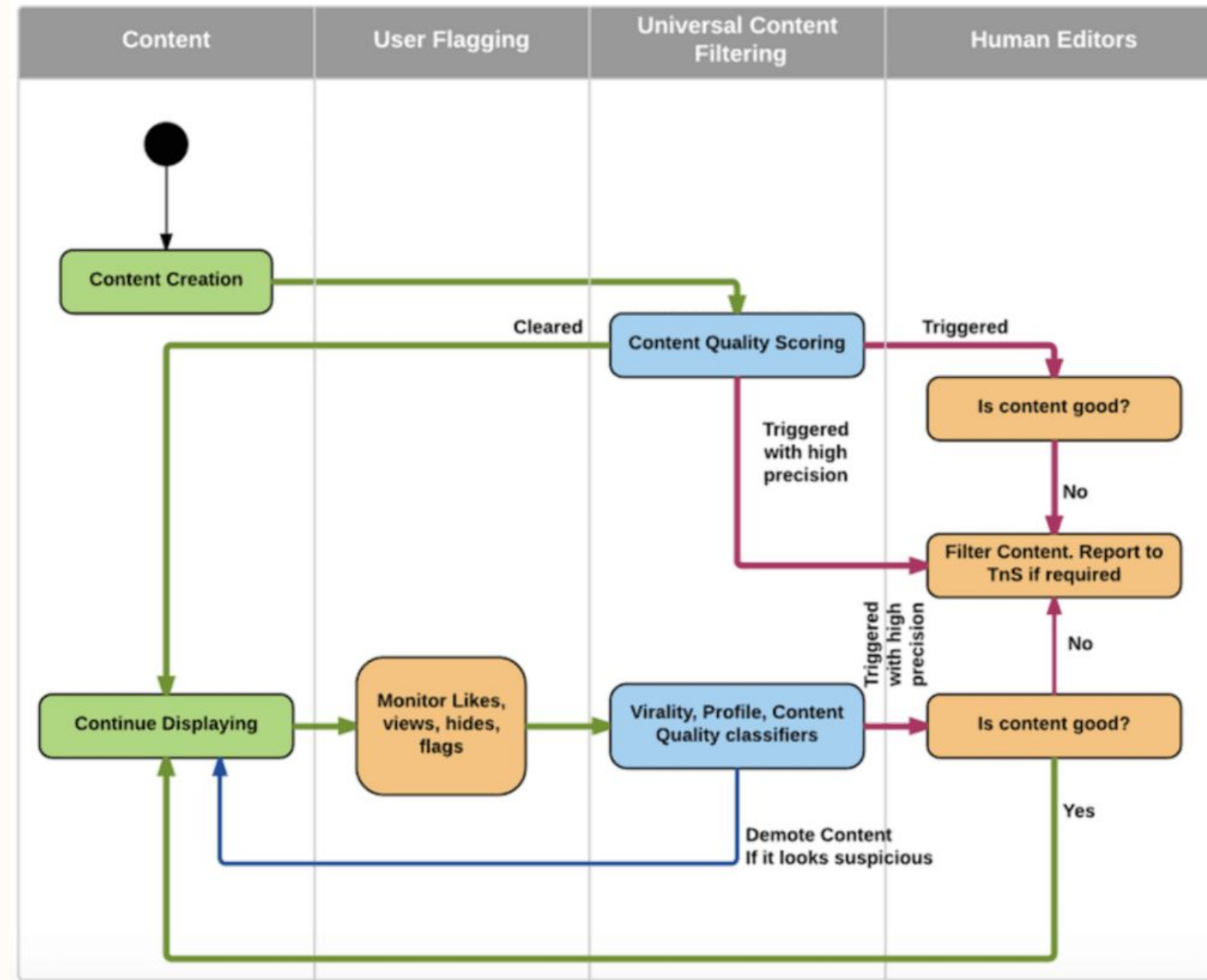
[Volgen](#)



Are you focussing on your personal or company profile?



How the algorithm works



How to decide which posts are good

Mark Vos (Omzetcoach) • You
Do you want more visibility, leads and revenue for your business? Th...
2w • 🌐

Ik moet mezelf soms echt op de vingers tikken als ik weer minutenlang langs berichten aan het scrollen ben op LinkedIn. Of als ik de neiging krijg om te reageren onder een post die niets met mijn business te maken heeft. ...more

Is de LinkedIn tijdlijn/feed een goudmijn of valkuil?
You can see how people vote. [Learn more](#)

Een goudmijn	24%
Valkuil (tijdverspiller) ✓	51%
Anders, zie mijn comment	24%

45 votes • Remove vote

19 likes 34 comments

Like Comment Repost Send



Save ←

Copy link to post ←

Embed this post

Not interested ←

Unfollow Seba Tuinier-Stijlaart ←

Report post ←



▪ Dwell time

- See more
- Comments
- Likes
- Reposts
- Send link
- Copy link
- Save

- Not interested
- Unfollow
- Report post

Posts in the feed



Photo 7/10



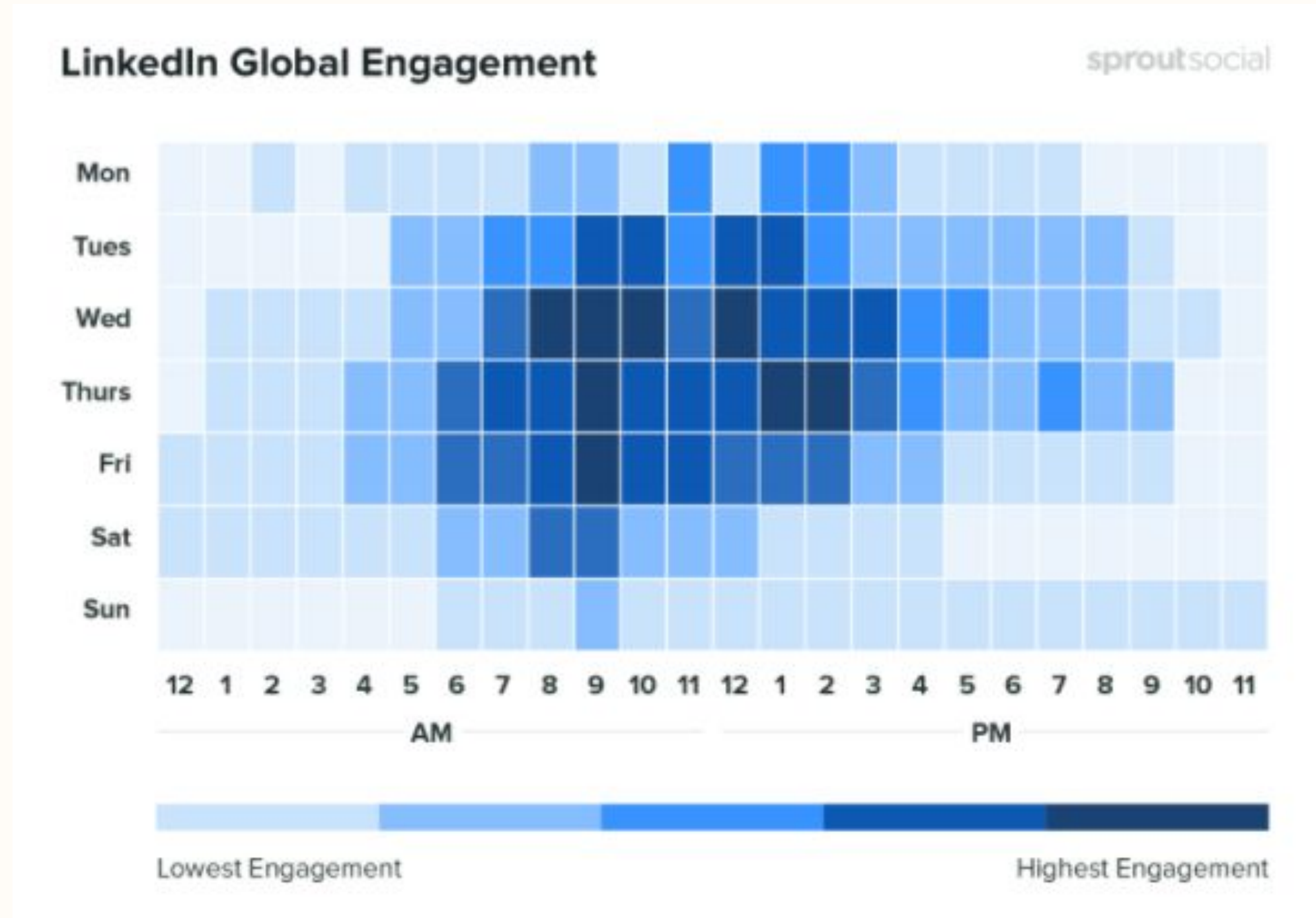
Video 2/10

liefst 749 ondernemers en
gratis LinkedIn for Business in
ook te helpen effectiever te
n je geheel kosteloos in te s

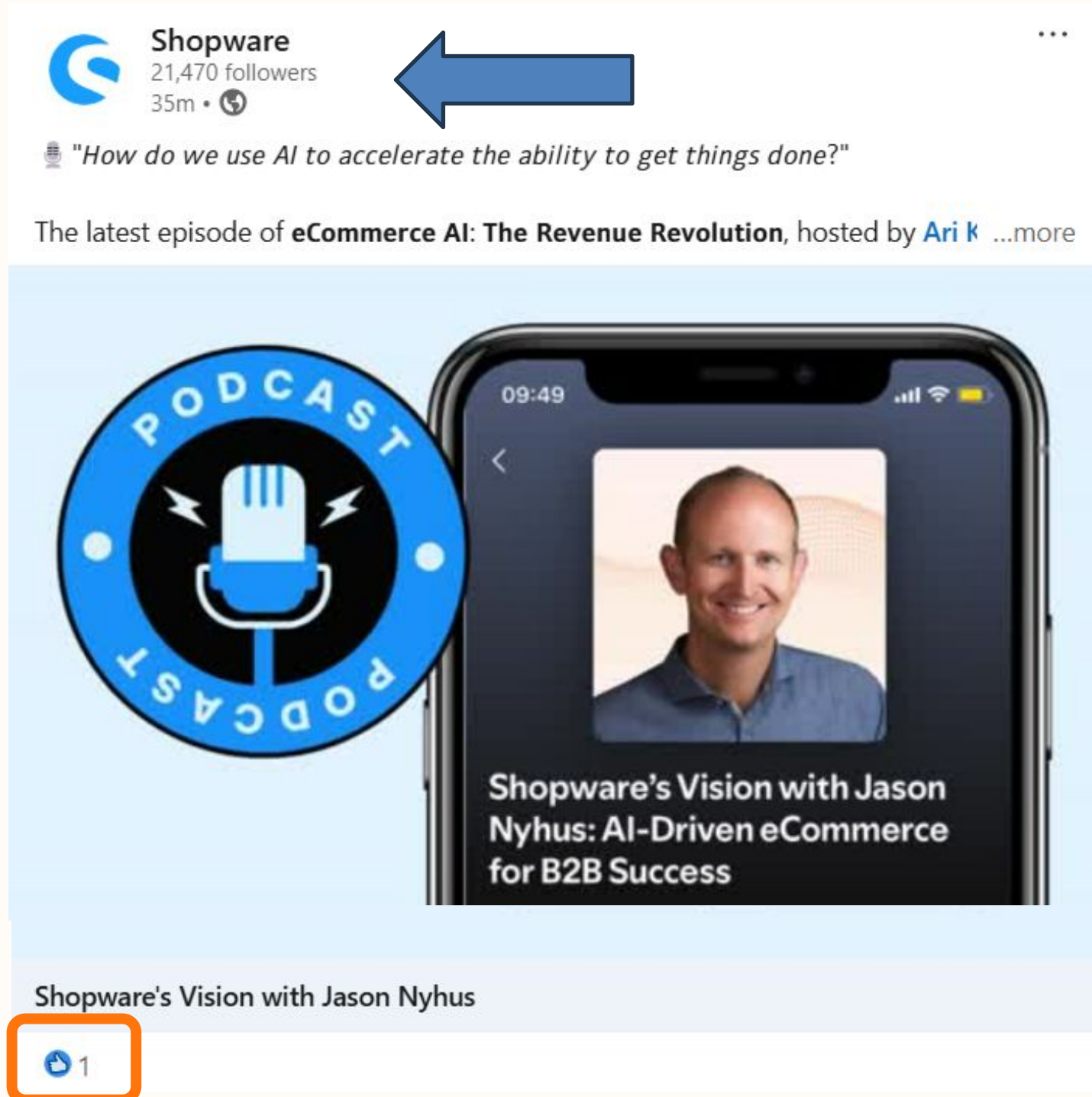
Text 1/10

Between 60% and 80% of posts is less than 24h old

The best moments to post



Many company page followers = worth very little




Shopware
21,470 followers
35m •

←

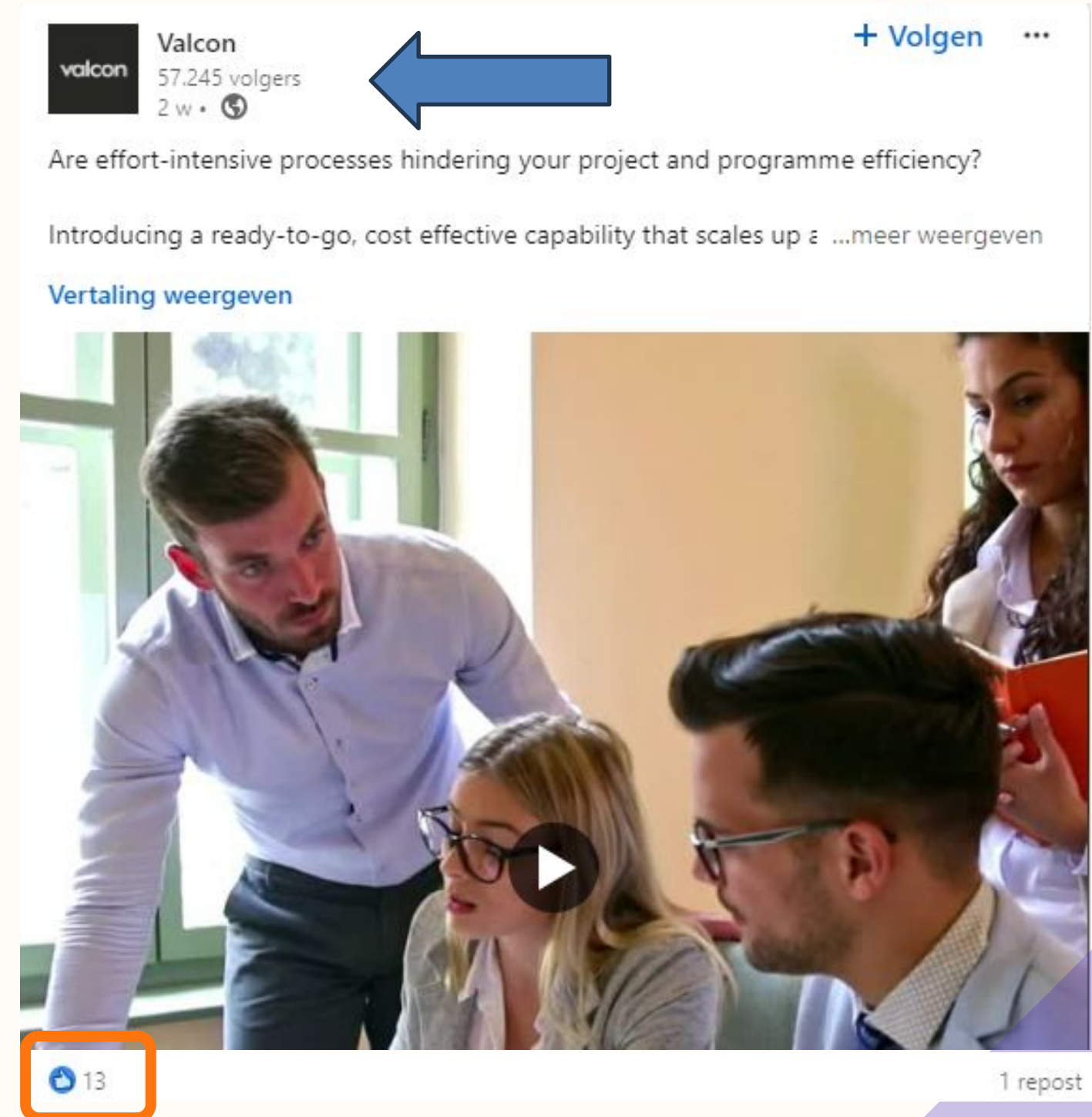
"How do we use AI to accelerate the ability to get things done?"

The latest episode of **eCommerce AI: The Revenue Revolution**, hosted by **Ari k** ...more



Shopware's Vision with Jason Nyhus

1



Valcon
57,245 volgers
2 w •


+ Volgen ...

←

Are effort-intensive processes hindering your project and programme efficiency?

Introducing a ready-to-go, cost effective capability that scales up e ...meer weergeven

[Vertaling weergeven](#)



13

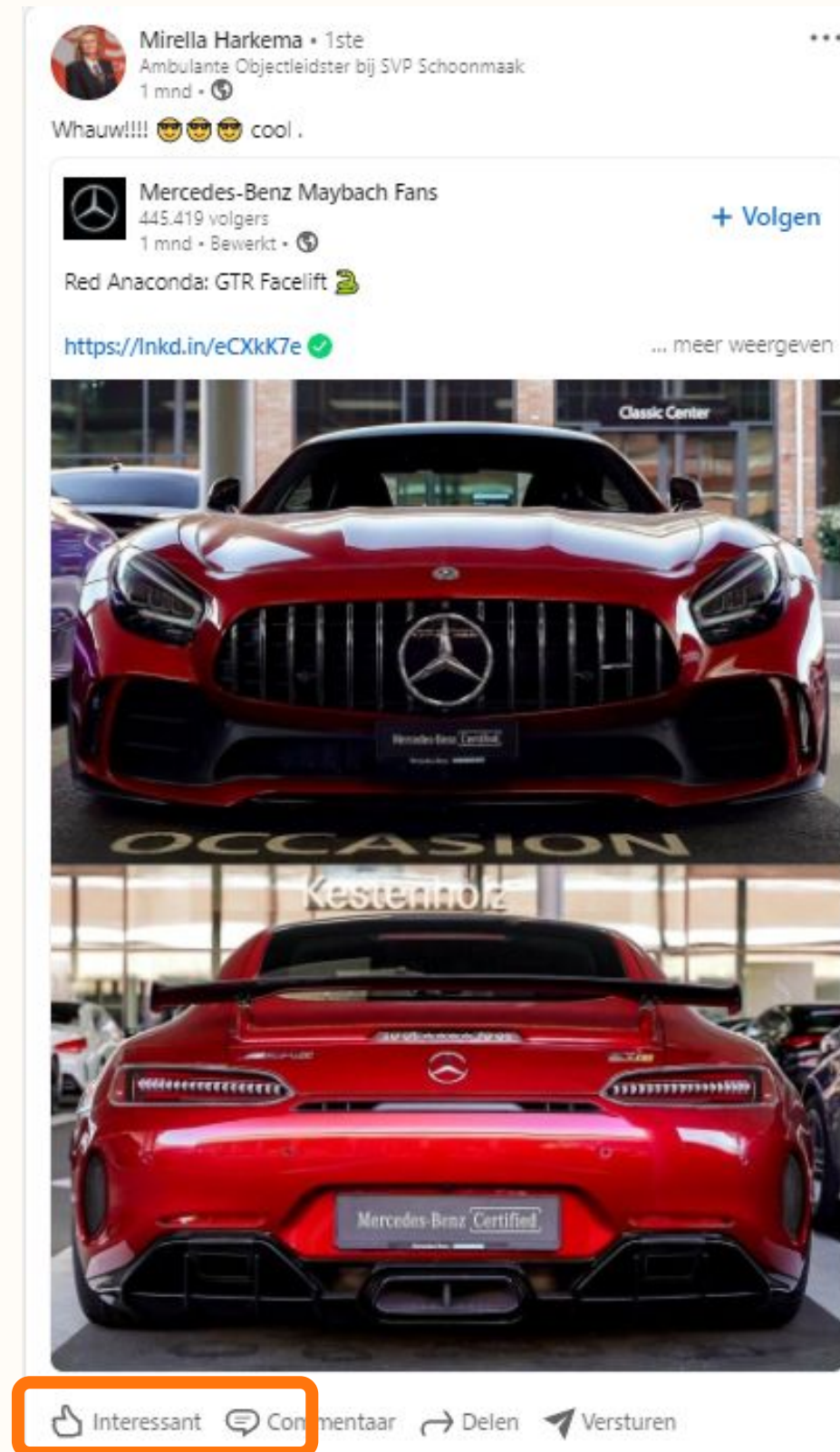
1 repost

Sharing = not caring

Original content
7146 likes



Share:
0 likes



Readability is essential



Mark Vos (Omzetcoach) • U

Meer rendement halen uit jouw onderneming. Dat is het doel van ee...

7 mnd • Bewerkt • 

Hours of toil on a LinkedIn post that only gets a handful of likes. I understand that you may not feel like doing that anymore. Your time is far too valuable to keep doing this! These are the things you need to stop doing immediately, along with some tips on what you should start doing instead.

Here are the top four engagement killers:

- ✗ Including a link to your website in the post
- ✗ Sharing a post from someone else or your company page
- ✗ Using stock photos
- ✗ Using too many emojis, capital letters, and bold text

What you should start doing:

- ✓ Creating your own original content
- ✓ Sharing experiences in story form
- ✓ Working with paragraphs and white space
- ✓ Triggering people to respond to your post

Following these tips will help you gain more reach. But that's just the first step. If you really want to reach 5 to 20 times more people, you should seriously consider our LinkedIn for Business Challenge. It will help you make better use of your valuable time. We will teach you how to consistently create much better contributions. This will lead to more revenue opportunities and help you bring in the extra income you desire.

So, if you want plenty of inspiration and to create posts that achieve 5 to 20 times more reach faster, vote "Too Long" in the poll or send me a DM, and I'll be happy to tell you more about it.

Well-structure
d paragraphs

Bullet points

Be carefull
with emoji's

Link in DM or
on profile

We people love a good story

Franck Fieleton
Maandag 8 juni webinar over méér bereik op LinkedIn, op basis van bijna 10 mi...
3 d • Bewerkt •

The bell rings. It takes me out of my concentration. None of the kids answer the door, so off I go. I open the door and there is a little blond guy who asks;



3.267 • 214 commentaren

Interessant Commentaar Delen

237.254 personen bekeken uw bijdrage in de feed

Franck Fieleton (Omzetcoach) • 1st
We help entrepreneurs and sales professionals to achieve their revenue target...
[Visit my website](#)
4yr • Edited •

The bell rings. It takes me out of my concentration. None of the kids answer the door, so off I go. I open the door and there is a little blond guy who asks;

"Sir, can we do a job for money?" I respond in a friendly but almost immediate way with "sorry, we don't have any chores".

Immediately I see the happy face getting sad and the shoulders drop noticeably. He is clearly disappointed. And judging by his reaction, I'm not the first to reject him.

It immediately reminds me of the rejection when cold calling and I immediately feel pity and sympathy.

He shouts to his girlfriends "No, not here either" and continues.

Feeling guilty about my lack of support for their initiative, I walk back to the living room where our dog stares at me. "Stupid," he seems to say.

I hurry to the balcony door and just see how the scene repeats itself next to our house and the three children are dripping off there as well. I shout "Hey boy, I have a job for you". They run back to our front door and there I hand them Flip the dog. One of the girls says happily: "This is the best job ever".

Relieved, I continue, created a win-win situation, walked the dog and [#ondernemerschap](#) young stimulated.

- Storytelling, cliff-hanger in the first three lines
- Appeals because of recognizability and emotion
- The photo is an important part of the content
- Within one day: 2,480 likes, 177 comments, and 165,549 views
- After 3 days: grown to 237,254 views

Personal content performs very well



Mark Stokmans • 2nd

+ Follow

Auteur bij AMBO | ANTHOS Auteur | Trainer | Sprek...
5mo • Edited

It's not chic to talk about money, I know, but yesterday I was pointed out a rather depressing calculation from the perspective of a writer vis-à-vis the proposed 21% VAT increase by 2026 on books, among other things, and wanted to share it with you anyway.

I assume a book with a retail price of € 25,- . Ex 21% VAT that is 20.66.

As a writer, you earn 10% per copy over the first 4000 copies sold. (Later, that percentage gradually increases to 17.5% from 50,000 copies sold. The latter is more the exception than the rule, so for the sake of ease of calculation, I'll stick to that starting percentage.)

So you earn € 2.07 per book. You also have to pay income tax on that € 2.07. Suppose you fall into the lowest bracket, then 36.97% is levied on it, then there is a net € 1.31 per book.

And what does our government "earn" from 2026 on each of my books that are sold for €25? The government collects € 4.34 in VAT. Via "my" income tax, € 0.77 is added.

So from 2026 I will earn € 1.31 net per book as a writer and the government that does nothing but discourage reading and book sales grabs € 5.10. Almost 4x as much. I know you shouldn't write literary fiction for the money (and I don't) but this is very lopsided.

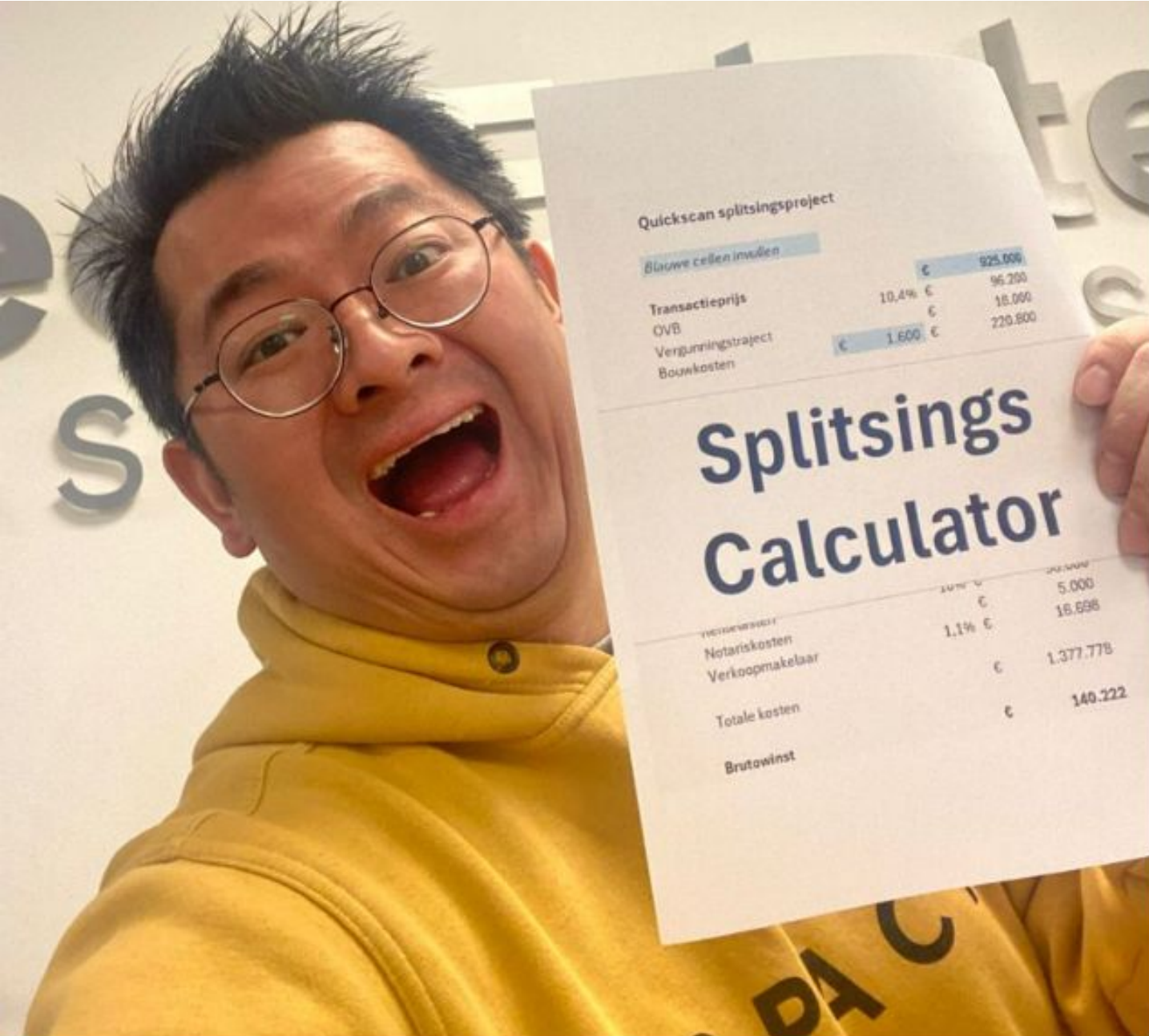


11,341

542 comments · 558 reposts

Shou Xin Wu • 1st
 Want to successfully invest in real estate in 2025? It's still possible, and I am...
[Book an appointment](#)
 2w • 🌐

Our members added 180 homes to the market in 2024. With an efficiency of 15% or more. The starting point to get there was always our division calculator. I am now making this available to everyone. It is the perfect starting point to ...more



- 100.000+ impressions
- +/- 600 new connections
- Dozens of discovery calls



Toine Simons • 1st

Meer grip op jouw commerciële resultaten door het toepassen van C...

[Visit my website](#)

1w •

Over the past 30 years, I have trained thousands of consultants and salespeople to attract more customers and serve them better. I have bundled the essence of those training courses in an 18-page pdf file ...more



You and 339 others



1,267 comments · 2 reposts

- 175.000+ impressions
- 730+ opt-ins
- Dozens of prospects



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 shopware-united
 @ShopwareUnited

Scan this QR code
to connect or call
me

+31 618516035





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 [@ShopwareUnited](#)

Q & A