



30-Day LinkedIn Lead Generation Plan for Zoho Partners

If you're a Zoho Partner or consultant struggling to generate qualified leads online, you're not alone. Many CRM consultants rely heavily on word-of-mouth, referrals, or cold outreach to win clients which often leads to inconsistent revenue and stalled growth.

But what if you could use LinkedIn the world's #1 B2B platform to consistently attract and convert qualified leads, without spending a dollar on ads?

This 30-Day LinkedIn Lead Generation Plan for Zoho Partners will show you how to do exactly that.

LinkedIn is not just a place to network it's a powerful search engine and lead generation platform for B2B professionals. With the right strategy, Zoho consultants can:

- Position themselves as niche experts
- Connect with decision-makers
- Start conversations that lead to discovery calls
- Showcase results through content and proof
- Build a predictable pipeline without relying on cold calling

The key is consistency, targeting, and value-driven messaging. This 30-day plan is built to guide you through that step-by-step.

Why LinkedIn Works for Zoho Consultants?



Week 0: Set the Foundation (Before Day 1)

Before you start connecting or posting, you need to make sure your LinkedIn profile is optimized to convert profile views into leads.

Step 1: Optimize Your LinkedIn Profile

Here's what you need:

- **Profile Banner:** Add a custom image with your niche or offer.
Example: "Zoho CRM for SMBs | Boost Sales with Automation"
- **Headline:** Communicate the value you bring.
Example: "Helping SMBs Automate Sales Using Zoho CRM | Certified Zoho Partner"
- **About Section:** Write in the first person. Explain who you help, what you do, and include a call-to-action with your booking link.
Tip: Use bullet points to highlight your services.
- **Featured Section:** Add a lead magnet, case study, or link to "Book a Discovery Call".
- **Profile Picture:** Use a clear, professional headshot.



Step 2: Create a Simple Lead Magnet (Optional but Powerful)

Give people a reason to reach out or download something.

Ideas for Zoho Partners:

- "Free 15-Min Zoho CRM Audit"
- "Zoho CRM Optimization Checklist"
- "5 CRM Mistakes to Avoid in 2025"
- "Workflow Automation Plan for [Industry]"

This can be a simple PDF or Google Doc you send manually via DM or link in your featured section.

Week 1: Build Your Network with Qualified Prospects

The first week focuses on growing your audience by connecting with your ideal clients.

Daily Actions (15–30 minutes/day):

- ***Use LinkedIn's search filters to find 20–30 new leads per day.***

- a. Target by industry, job title, and company size.
- b. Example: COOs, Sales Directors, IT Managers, or Business Owners in mid-sized companies.

- ***Send a personalized connection request:***

"Hi [Name], I work with companies in [industry] to streamline sales using Zoho CRM. Thought we should connect!"

- ***Track your outreach in a spreadsheet or CRM:***

- a. Name, Company, Connection Date, Response, Lead Magnet Sent, Call Booked

Goal by end of Week 1: 100–150 new, relevant connections





Week 2:

Start Conversations That Lead to Calls

Now that you've built your connection base, it's time to start genuine conversations.

Message Sequence Example:

- **Day 1 (after connecting):** "Thanks for connecting! Curious are you currently using a CRM like Zoho to manage your sales process?"
- **Day 3–4 (if they respond):** "Great! I help businesses like yours optimize Zoho for sales automation. Happy to share a quick checklist or offer a free mini audit. Interested?"
- **Day 5–7 (if interest is shown):** "Awesome. Here's a link to book a short call so I can offer some quick insights: [Calendly link]"

Keep it casual, conversational, and value-driven never pushy or salesy.

Goal by end of Week 2: Start 10–15 meaningful conversations



Week 3: Build Authority Through Content

Week 3 is about showing your expertise publicly. When you publish educational content, you attract more inbound leads and build credibility with your network.

Aim to Post 3–4 Times This Week:

1. Client Success Story

- “We helped a B2B SaaS company improve sales tracking by 70% using Zoho CRM. Here’s how we did it...”

2. Educational Post or Tips

- “3 Mistakes SMBs Make When Using Zoho CRM and How to Fix Them”

3. Lead Magnet CTA Post

- “Want a simple checklist to boost your Zoho CRM efficiency? Comment ‘CRM’ and I’ll send it over!”

4. Behind-the-Scenes or Personal Insight

- “Here’s what I learned working with 30+ businesses on CRM automation...”

Use relevant hashtags like #ZohoCRM #CRMConsulting #B2BSales #ProcessAutomation #SaaSConsulting

Goal by end of Week 3: 2–5 warm leads reach out via comments or DMs

Week 4: Convert Conversations into Discovery Calls

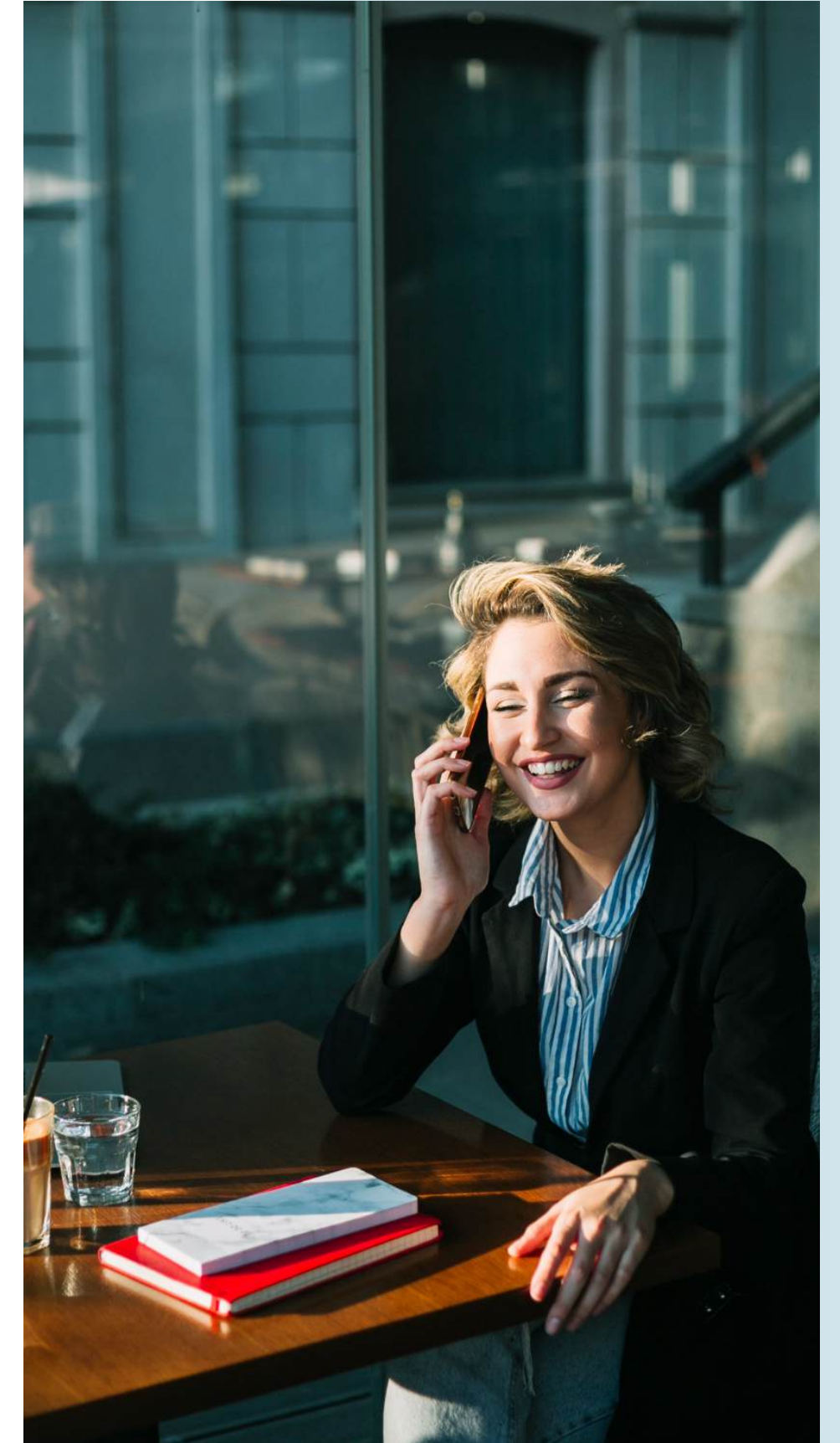
This is the final and most important step turning warm conversations into scheduled calls.

Steps:

- Follow up with people who showed interest or downloaded your lead magnet.
- Send a clear invitation: "If you're open to it, I'd be happy to offer a 15-min CRM strategy session. I can point out a few areas you could optimize no obligation."
- Use a scheduling tool like Calendly to make it easy.

Continue posting 2–3x per week and engaging with other users' content.

Goal by end of Week 4: 3–10 booked calls with qualified prospects

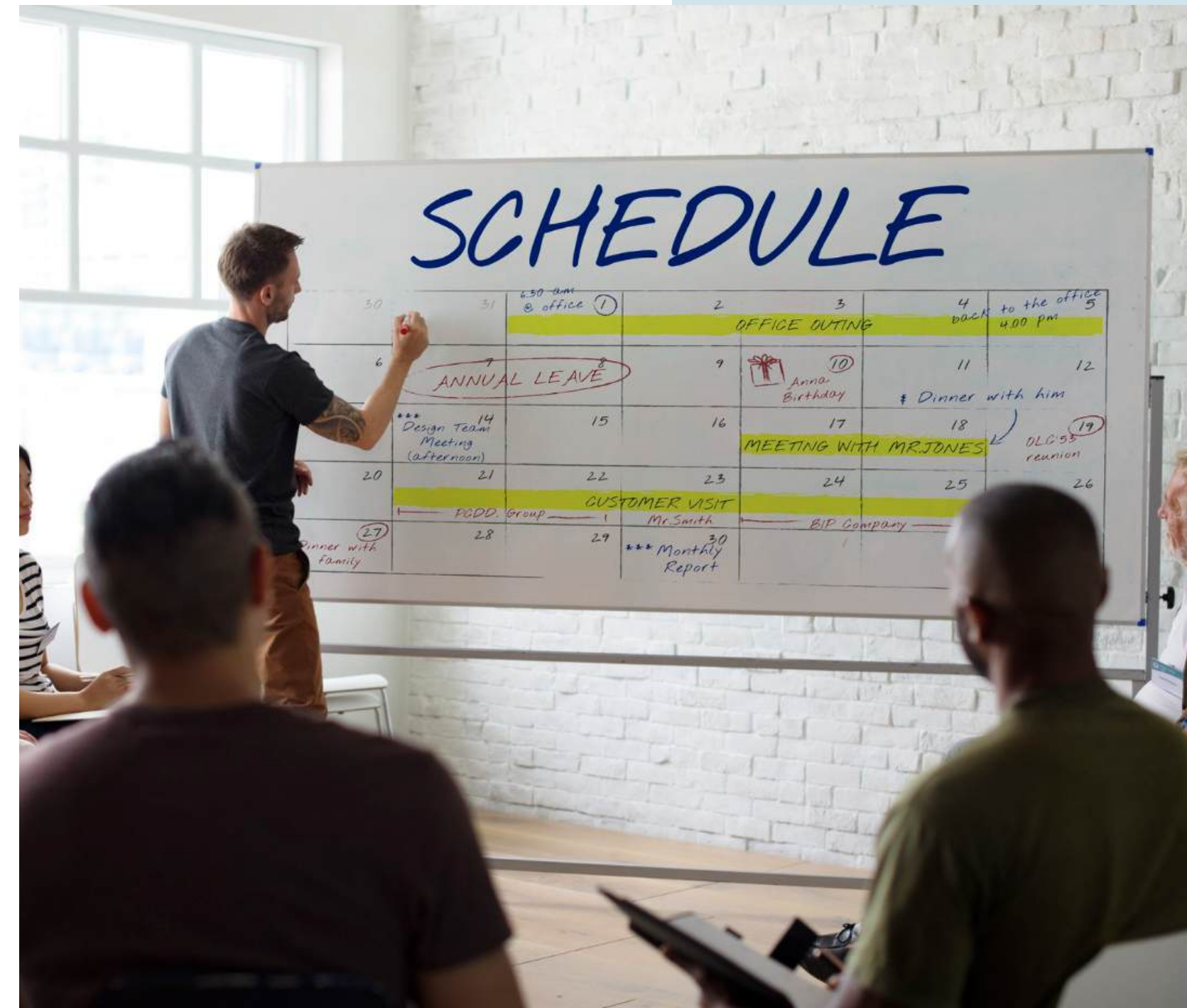


Ongoing Maintenance After 30 Days

Once you complete the 30-day plan, don't stop! Repeat the system monthly and refine based on performance.

Weekly Maintenance:

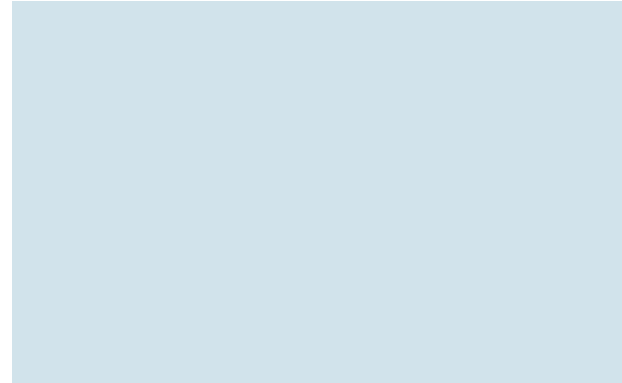
- Continue adding 10–15 new connections
- Message and follow up with warm leads
- Post value content 2–3 times per week
- Track performance and adjust messaging based on responses





- **Niche your offer:** "Zoho CRM for B2B Manufacturing" converts better than "CRM Consultant"
- **Be human:** LinkedIn is a professional network, but relationships are still personal
- **Use proof:** Add testimonials, case studies, and screenshots where possible
- **Stay consistent:** The results come from showing up regularly

Pro Tips for Zoho Partners



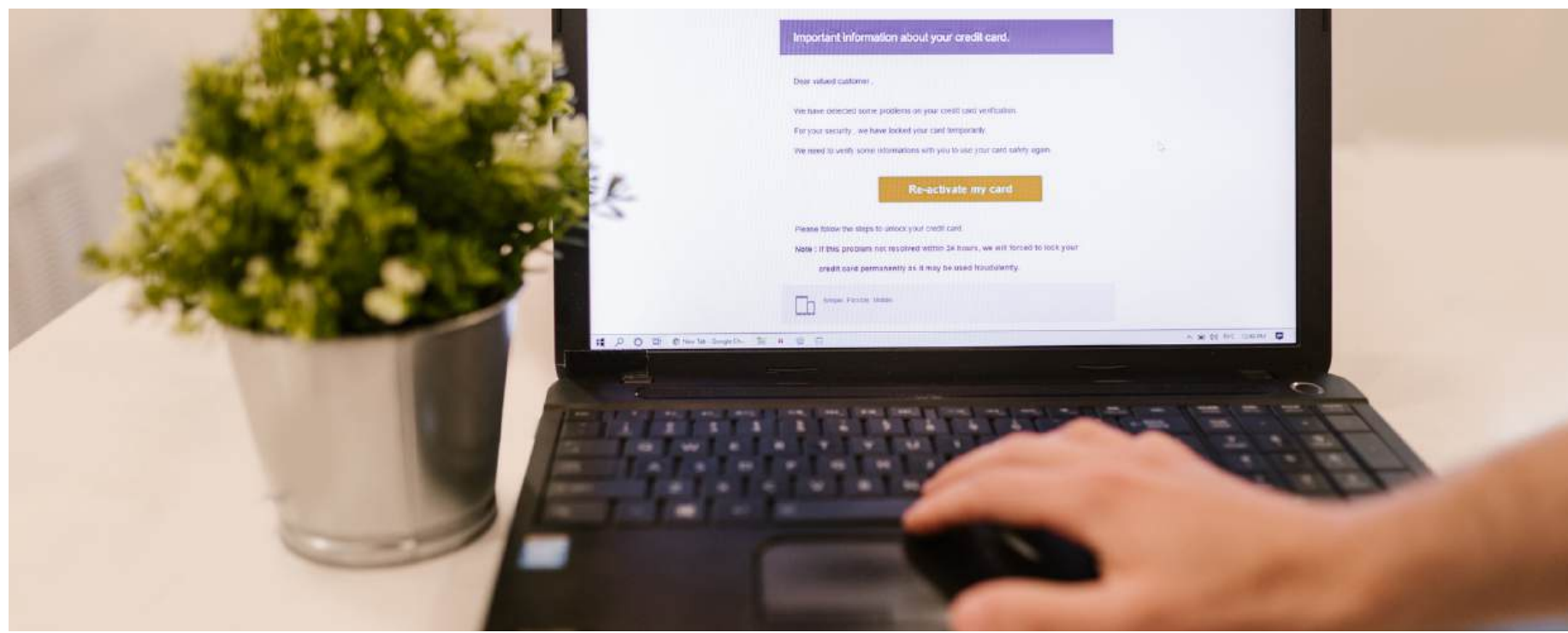
Want a Done-for-You System?

At **SVB DMS**, we help **Zoho Partners** like you build complete lead-generation funnels including:

- LinkedIn outreach & automation
- Landing page creation
- Email nurturing sequences
- CRM integration and analytics
- Lead magnet development

Book a Free Strategy Call or
[Download a Copy of This Plan] as a
checklist you can share with your team.

Let us help you build a lead system that works so you can focus on delivering great Zoho CRM solutions.



Thank You



Let's Stay
Connected



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