



Module 29: Intent Data & Using Triggers

1. What Intent Data is Available?

Intent data can help you structure your priority checklist. It helps determine where you've been finding momentum and you can track whether your warm-up activities are generating any interest.

Without Sales Navigator, you can only do a couple basic intent triggers – the profile view and someone who responds or engages with your comment. You need LinkedIn premium for the full profile view list anyway.

With Sales Navigator, you have all of these options.

Alert preferences

Control what types of alerts you want to receive.

Activity about saved leads

A lead started a position at the same company

A lead shared an update

A lead was mentioned in the news

A lead viewed your profile

A lead started a position at a new company

A lead has engaged with posts from your company

A lead accepted your connection request

Activity about saved accounts

Senior hires at saved accounts

Leaders are researching your company

An account is preparing to grow

An account just announced new funding

Someone at an account viewed your profile

Employees have been moving from a saved account to a new company at an increased rate

An account shared an update

An account just announced a merger or acquisition event

An account was mentioned in the news

An account has accelerated growth

Employees are researching your company

An account has slowed growth

Other

Someone viewed your Smart Link

You have reached the next Coach level

Suggested decision makers

This data lives underneath your Sales Navigator settings. You can turn on and off any of these alerts, including weekly email summaries.

This is why the work you do in the Account and Lead Lists module is **so important**. If you've accurately saved Account Lists and created useful Lead Lists based on narrow criteria, it makes this sort of data incredibly useful.

2. Intent Triggers on LinkedIn



Imagine this. You commented on an influencer's post with a really good comment that got some likes. Previously you had saved a number of accounts into your Qualified TAM list. You know that your ICP follows this influencer. You get a notification that the Director of Finance, an unsaved lead at a saved account, viewed your profile.

In the above example, that Director of Finance is probably a "lurker." She didn't like your comment. She didn't reply to it. She just viewed your profile.

Now you can run one of the plays from the Spears & DMs Play module using this intent data. You're using the intent data to determine which play to use.

Instead of just generically reaching out to people, you're using intent data to drive direct outreach (where it makes sense) to kickstart a conversation.



Imagine another one. A key executive at a large account was just mentioned in the news (notification). You take that news article and tie in an insight by sending a connection request with a really well-formulated Spear.

This is using intent data in a different way. Hyper-targeted and relevant outreach to a key persona. Sounds pretty good!



Another example. You sent a blank connection request 40 days ago to an ICP buyer. It was accepted. You haven't DM'ed them or anything. But you have been posting content. Suddenly, the other day, that ICP buyer viewed your profile.



One last example. You notice that a new ICP buyer viewed your profile, but LinkedIn tells you they found you from search.

As you can see, these basic triggers use some mix of profile views and activity to prompt something more direct.

3. Creating Your Priority Checklist


It's very tempting to be as quick as possible with all of this data. But remember: you're structuring your time in your day. On social, **it's okay to wait a few hours.** People don't log into social to be sold, remember?

Instead, use this data to create a priority checklist. This priority checklist will identify how to prioritize your time in your Prospecting Power Hour or your 30 minute blocks in the day.

- **Priority 1:** Open DMs, ongoing conversations in the comments, and anything you've been tagged in. These are "open conversations" and deserve your highest attention to at least keep the conversation going.
- **Priority 2:** Intent and trigger-based outreach. Start new direct conversations using intent data that demonstrated some level of interest
- **Priority 3:** Influencer comments and social listening. Start new direct/indirect conversations using the plays outlined in Outbound Prospecting. If you've got nothing open right now and no great intent data to use, then start here!

The goal is to **sustain momentum.** You want a blend of new and ongoing conversations. If you find yourself constantly resorting to Priority 3 tasks each day or week, then it's a simple signal that your commenting or DM game needs to improve. It helps us stay honest on what works and what doesn't!

Next:

 Module 30: Daily 30-Minute Routines