

Kennected AI Tool: How-To Guide for Automated LinkedIn Prospecting

Kennected is a cloud-based AI automation platform designed to help professionals and sales teams streamline LinkedIn outreach. Using AI-driven personalization, it allows users to identify ideal prospects, send connection requests, automate follow-ups, and manage conversations efficiently through one interface.

Overview

Kennected's AI features optimize LinkedIn lead generation by providing:

- Automated prospect targeting and messaging
- Personalized video and text outreach
- Campaign tracking and analytics
- Team collaboration support
- Integration with external platforms like HubSpot, Salesforce, and Zapier

Prerequisites

Before starting, ensure the following:

- You have an active LinkedIn account.
- Your Kennected account is set up and verified.
- You have connected any integrations (HubSpot, Zapier, etc.) if needed.
- Daily prospecting limits are configured per LinkedIn's safety guidelines.

Step 1: Identify Your Target Prospects

1. On the Kennected dashboard, select Create Campaign.
2. Use target filters such as Location, Job Title, Industry, and Keywords to build a custom prospect list.
3. Save your audience as a reusable "Target List."

Tip: Use precise filters to ensure your outreach reaches relevant professionals and stays within LinkedIn's daily connection limits.

Step 2: Personalize Your Outreach Sequence

1. Choose Message Sequence Setup under campaign options.
2. Add personalized tags such as {First Name}, {Company}, or {Job Title}.
3. Create a sequence that includes:
 - Introduction message
 - Connection request note
 - Follow-up messages
4. Configure AI Smart Follow-up to stop messaging once a reply is received.

The AI automatically customizes tone and timing, simulating genuine human engagement.

Step 3: Automate Outreach Campaigns

1. Enable Automated Prospecting to send connection invites to your target list.
2. Set daily connection limits (Kennected typically supports up to 100 new invites/day).
3. Allow the AI scheduler to distribute messages over time to avoid LinkedIn restrictions.
4. Monitor delivery and acceptance under the Campaign Overview tab.

Kennected tracks each interaction, halting communication when prospects engage.

Step 4: Engage With Responses

1. Navigate to the Response Tab to view replies and engagement.
2. Continue conversations manually or delegate to team members using Team Sync.
3. Use smart reply templates or add personalized follow-ups informed by Kennected's response insights.

Team Sync prevents duplicate outreach by flagging shared prospects across members.

Step 5: Analyze and Optimize Campaign Performance

1. Open the Analytics Dashboard to review results.
2. Track metrics such as:
 - Connection acceptance rate
 - Response rate
 - Total outreach volume
3. Download reports or integrate with your CRM for lead tracking.
4. Use data insights to refine targeting and message tone for future campaigns.

The analytics engine highlights what language and timing drive the highest engagement rates.

Step 6: Create Personalized Video Outreach (Optional)

Kennected users can also leverage built-in video messaging tools:

1. Select Video Message Creator in the content tools menu.
2. Record or upload a short clip introducing yourself or your offer.
3. Add a call-to-action button and merge fields for audience personalization.
4. Embed video messages in email or LinkedIn outreach for higher click-through rates.

Best Practices

- Warm up your LinkedIn account gradually with smaller campaigns at first.
- Keep messages concise and value-focused.
- Use varied personalization to avoid spam patterns.
- Review LinkedIn's usage policies regularly to prevent account restrictions.

Troubleshooting and Support

If you encounter issues such as failed message sends or API errors:

- Check your LinkedIn login status.
- Verify daily send limits.
- Contact Kennected Support via dashboard chat or email.
- Access the online Knowledge Base for tutorials, webinars, and best practices.

Summary

Kennected's AI tool simplifies the process of building authentic LinkedIn relationships through automated yet personalized messaging. It integrates human-like communication strategies into scalable outreach—ideal for sales teams, recruiters, and entrepreneurs seeking to convert connections into meaningful business leads.