1. Introduction

Kennected AI automates lead generation by identifying prospects, personalizing outreach, and managing follow-ups directly through your LinkedIn profile.
You can launch a fully automated campaign in under 30 minutes by following the steps below.

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2. Account Setup

1. Sign Up at Kennected's official site and verify your email.
2. Connect LinkedIn through the "Integrations" tab.
   - Log in through LinkedIn's secure connection prompt.
   - Confirm permissions for connection requests and messaging.
3. Set User Preferences:
   - Choose your time zone to schedule outreach appropriately.
   - Configure safety limits (LinkedIn recommends <100 actions/day).

Tip: Make sure your LinkedIn profile is fully optimized before launching campaigns—complete the About, Experience, and Profile Photo sections to improve acceptance rates.

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3. Create Your First Campaign

1. Go to your Dashboard and select Create New Campaign.
2. Set Campaign Type (Options: Connection, Follow-Up, or Message Sequence).
3. Define your Target Audience:
   - Filters: Industry, Location, Job Title, Keywords.
   - Import audience data (CSV upload or CRM integration).
4. Click Save Target List when finished.

Example: "Marketing Managers in Indiana" or "Startup Founders in SaaS."

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4. Write and Personalize Messages

1. In the Message Sequence Editor, compose your outreach copy.
2. Use personalization tags (e.g., {First Name}, {Company Name}).

3. Add steps to your message flow:
    - Step 1: Connection Request Note
    - Step 2: First Message (sent 24 hours after connection)
    - Step 3: Follow-Up Message (after 3 days of no response)

Kennected's AI assists by suggesting tone, timing, and phrasing derived from engagement data across campaigns.

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5. Launch Your Campaign

1. Review your setup under Summary Review.
2. Set campaign Start Date and Time Range.
3. Click Launch Campaign.
4. The AI scheduler automatically spaces your activity to keep your account compliant with LinkedIn limits.

Monitoring is continuous—once a response is received, automation stops and the lead moves to manual engagement.

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6. Monitor and Manage Responses

1. Open the Inbox Tab to view replies filtered by status:
    - *Pending*, *Responded*, *Interested*, *Not Interested*.
2. Reply manually or assign leads through Team Collaboration.
3. Tag campaigns or prospects for future segmentation.

Use the Analytics Dashboard to review:

- Response rate metrics
- Profile view trends
- Best-performing message templates

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7. Optional Integrations

Kennected AI connects with:

- CRMs: HubSpot, Salesforce
- Automation Tools: Zapier, Pabbly
- Email and SMS Plug-ins: Twilio and Gmail

To activate:

1. Navigate to Integrations > select a service.
2. Authenticate using your API key or app credentials.
3. Enable sync toggle for automated lead imports.

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8. Troubleshooting Basics

Issue	**Likely Cause**	**Solution**
No messages sending	Account not connected	Reauthorize LinkedIn under Settings
Message limit reached	Daily quota exceeded	Reduce campaign activity or adjust time settings
Low response rate	Poor targeting or copy	Refine filters and personalize message tone

For further assistance, visit Kennected Help Center or contact support through the Chat Widget on your dashboard.

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9. Best Practices

- Build trust-driven messaging: focus on value and mutual interests.
- Test two campaign variations before scaling.
- Use AI personalization sparingly to maintain authenticity.
- Review analytics weekly and archive inactive leads.

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10. Next Steps

After completing your first campaign:

- Explore Smart Campaign Insights to optimize your targeting.
- Watch Kennected Academy Tutorials for advanced automation.
- Connect your CRM or calendar to sync lead interactions seamlessly.