A Guide to Using LinkedIn as a Social Selling Platform



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About SocialSellinator



SocialSellinator is a full-service digital marketing agency for startups, small and mid-size B2B/B2C businesses.

Our clients benefit from increased brand awareness and leads, created by our data-driven approach to social media marketing, content marketing, paid social media campaigns, and search engine optimization (SEO).

www.socialsellinator.com

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Social Selling on LinkedIn: 12 Tips for Building an Effective Profile



For B2B social sellers, there is one platform that is king — LinkedIn. LinkedIn is the world's largest professional social network. It boasts more than 600 million users worldwide

More than 250 million of those are logging in each month, and of those monthly active users, 40% are accessing the platform daily. LinkedIn is one of the most reliable ways to contact and develop warm conversations with B2B prospects.

Selling effectively on LinkedIn requires a subtle touch. Being able to convey the right experience, level of professionalism, and deliver this information in a well-received way requires knowledge and an understanding of your prospects. The more you practice, the better you will get.

However, you can't expect to jump right into the fray and start producing results on day one. There are some steps that you need to take to ensure that you are putting your best foot forward and presenting yourself in a way that will reflect well on your business and your brand while instilling trust in the prospects that you come into contact with.

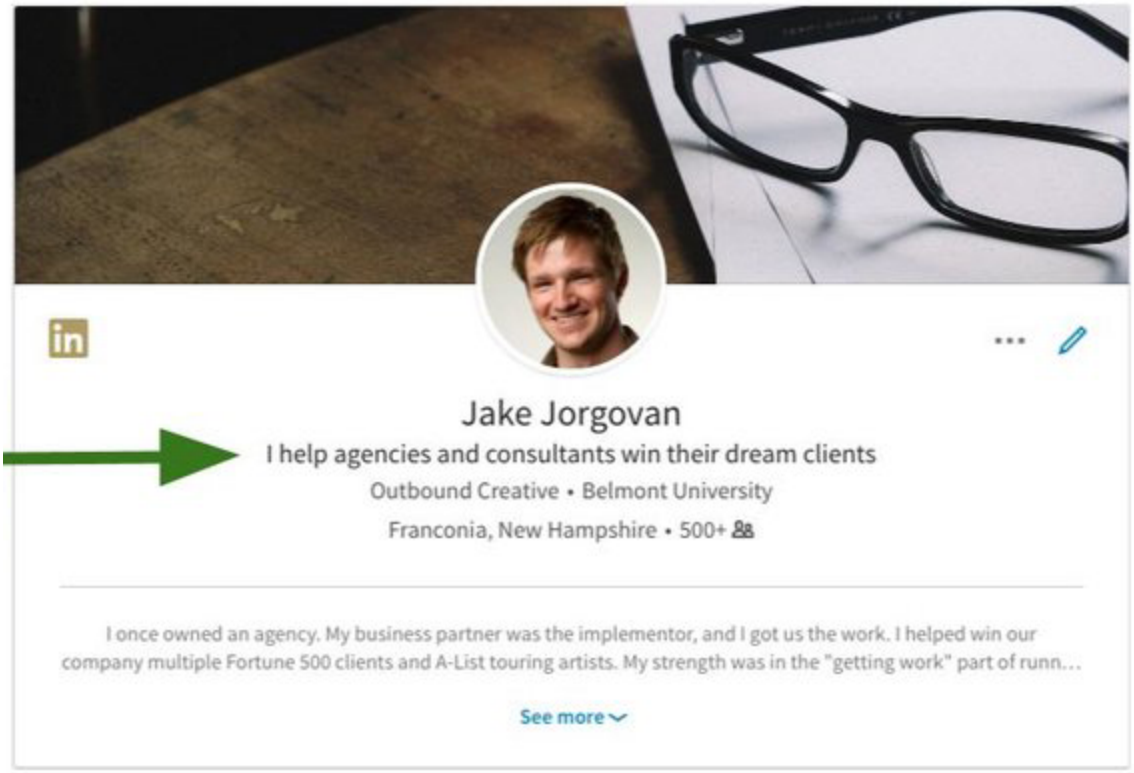
The first of those steps is to flesh out your LinkedIn profile. Your profile is the first impression that prospects will get after coming across your status updates, receiving a message, or finding a piece of your content online.

A LinkedIn profile doubles as a virtual resume. It tells your prospects everything that they need to know about you to gain a surface level understanding of your experience and expertise. With some additional thought and flare, you can ensure that your profile conveys the right message and helps you to start new conversations off on the right foot.

So what does a well-designed LinkedIn profile for social sellers look like? Well, it's probably more complicated than you would think. There are a lot of different aspects to a great LinkedIn profile that social sellers should be leveraging to create trust and convey the right message.

If you're in the process of optimizing your LinkedIn profile, consider these tips to help put yourself in a position to build relationships and close sales on the platform.

1) Put Your Value Proposition in Your Headline



Source:
Jake Jorgovan

What value do your products or services bring to your clients? That is the number one thing that you want to convey to prospects that meet on LinkedIn. So, naturally, the place where we want to put our value proposition — in the place where it will be most visible to the people that we meet.

Your headline shows up throughout the platform. It is the most visible text on your profile, located directly below your name. Whenever you engage anywhere on LinkedIn, your headline is visible. When you leave a comment on someone else's status update, your headline appears directly below your name.

Commonly, people will list their organizational titles here. That's all well and good for people that aren't trying to prospect and sell through the platform — but for social sellers, the headline is prime real estate. It gives us our best opportunity to get the value that we can create in front of clients.

Your LinkedIn headline isn't like any headline, but it should follow the standard best practices when it comes to writing headlines:

- It should be specific.
- It should be easy to understand.
- It should elicit a reaction.
- It should convey your value.
- It should convey a problem that you solve.

You don't have to be overly imaginative.

Writing a compelling headline isn't all that difficult. You can browse around LinkedIn and probably find lots of people with compelling headlines that you can use as inspiration.

Here's a common, but useful headline template for LinkedIn:

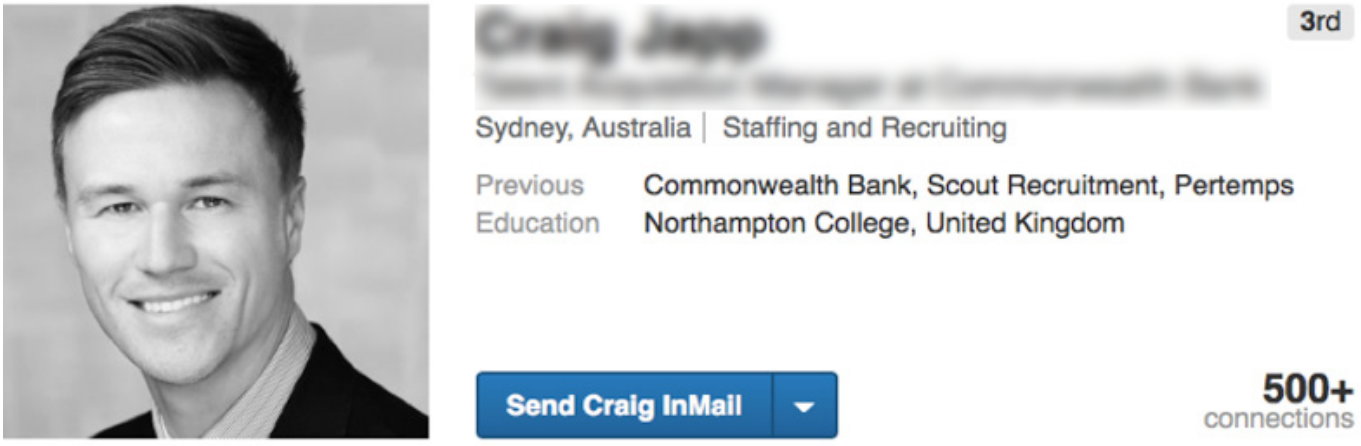
I Help Do

So an example might look like this:

I Help Business Coaches Implement Marketing Automation Strategies that Grow Their Sales

You want to make it crystal clear who you help, what you do, and why they should care.

2) Have a Professional Headshot Taken



Our goal is to convey professionalism. Nothing screams a lack of professionalism quite like using a selfie for your professional picture does. Don't skimp on your LinkedIn profile picture. If you have a talented friend with a camera, you might be able to get away with making something yourself, but we would suggest that you shell out the cash to have a professional headshot taken. If you work for a company, they may be willing to pay for it.

Profiles with pictures receive a 40% InMail response rate on LinkedIn. Your photo is the first real contact that your prospects will have with you as a person. When they visit your profile, it's likely to be the first place that they look.

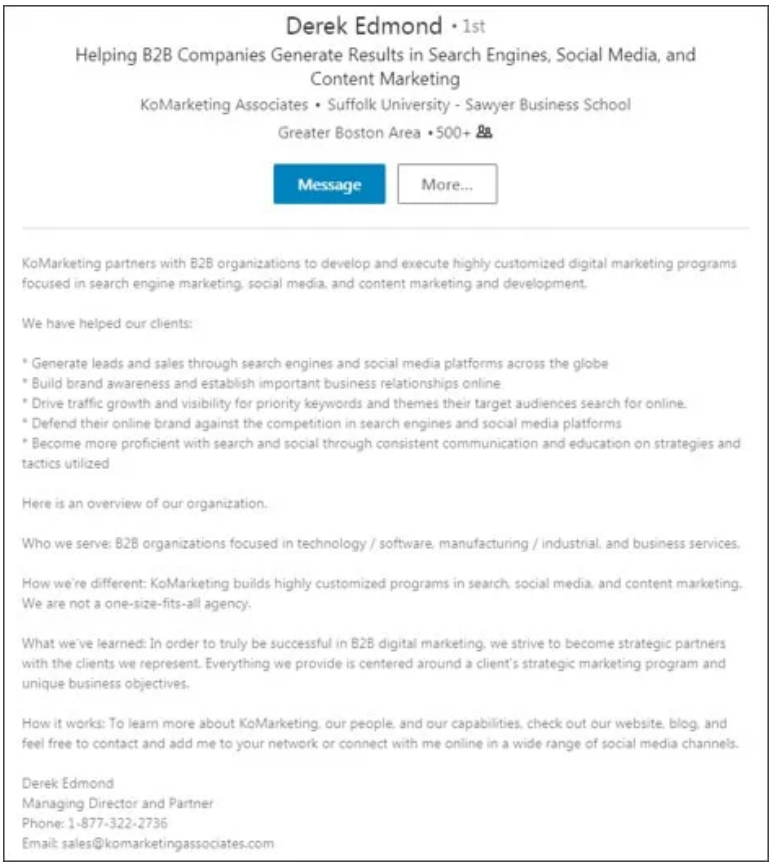
Strive for professionalism without being stiff. You want your professional headshot to be business-like but inviting. Make sure that you use a current photo and that the image itself is high-resolution so that your prospects won't have any reservations about doing business with your company. And most of all: make sure your photo looks like yourself. If someone meets you at an event after you first connected on LinkedIn, you want them to recognize you and not ask: "how long ago was that picture taken?"

3) Include Contact Information

As a social seller, we have to be comfortable with engaging in conversations on all social platforms. But we can't expect that all of our prospects will be just as comfortable as us. Maybe they've never used the LinkedIn messaging system before, or perhaps they just don't log in enough to feel comfortable engaging in essential business conversations through the platform. Somewhere on your profile, you should include your email address, phone number, and any contact information that you are comfortable sharing.

While you can list your email address on your LinkedIn profile and give your connections access to it, you don't want to rely on them being able to locate your email address through LinkedIn. List it somewhere visible in your summary area so your prospects can always choose to take their conversations off LinkedIn if they choose.

4) A Succinct but Effective Summary



Derek Edmond • 1st

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Greater Boston Area • 500+

Message More...

KoMarketing partners with B2B organizations to develop and execute highly customized digital marketing programs focused in search engine marketing, social media, and content marketing and development.

We have helped our clients:

* Generate leads and sales through search engines and social media platforms across the globe
* Build brand awareness and establish important business relationships online
* Drive traffic growth and visibility for priority keywords and themes their target audiences search for online.
* Defend their online brand against the competition in search engines and social media platforms
* Become more proficient with search and social through consistent communication and education on strategies and tactics utilized

Here is an overview of our organization.

Who we serve: B2B organizations focused in technology / software, manufacturing / industrial, and business services.

How we're different: KoMarketing builds highly customized programs in search, social media, and content marketing. We are not a one-size-fits-all agency.

What we've learned: In order to truly be successful in B2B digital marketing, we strive to become strategic partners with the clients we represent. Everything we provide is centered around a client's strategic marketing program and unique business objectives.

How it works: To learn more about KoMarketing, our people, and our capabilities, check out our website, blog, and feel free to contact and add me to your network or connect with me online in a wide range of social media channels.

Derek Edmond
Managing Director and Partner
Phone: 1-877-322-2736
Email: sales@komarketingassociates.com

You want a summary that is short, concise and conveys your value well. Generally, we feel like you should shoot for about three to four paragraphs in your resume, tops. Make sure that throughout the summary, you include keywords that potential buyers might search for on LinkedIn or even Google if your profile is publicly listed.

Here is a short outline you can use to guide your summary

- In the first paragraph, restate your headline. Share what it is that you do, who you help. How you help. And what kind of outcomes your customers can expect from working with you. Include a sentence that highlights the key benefits of your offering.
- In the second paragraph, get more specific. What projects have you worked on? What were the results? What companies have you worked with?
- In the third paragraph, call your prospects to action. Your call to action should convey why and how a buyer will get in touch with you and provide some insight into what the next steps will be.

An effective summary is essential. It helps to build an initial familiarity and trust in conversations and set the stage for your interaction. Following the outline laid out here will help you to keep your LinkedIn summary short, engaging, and useful.

5) Link to Helpful Content in Your Summary

If it seems relevant, you should link to it. Your summary should always include a link to your website. You have to give the people that you engage with the ability to research and get to know you on their own time. Also, add links to a portfolio, product demo pages, recent blog posts, or links to journalistic coverage of your business. Link to anything that you think will be helpful, provide the required information, or convey social proof.

6) Share Results

A compelling LinkedIn profile shouldn't just make what you do clear to your prospects, and it should also give them concrete details about how what you do helps them. If you can find a way to include them in your summary, that would be an excellent place to provide some featured results and links if applicable. Any experience that you have with known brands is worth its weight in gold when listed on your profile and website.

7) Flesh Out Your Experience Section

The experience section on LinkedIn is essentially the closest thing to a resume on your profile. Still, you should keep your ideal buyer in mind as you layout your experience. List all of the professional positions that you deem relevant and include a few sentences under each to summarize the work you did in that position. Try to list three to five primary job duties under each role. Keep your focus on the clients that you worked with and the goals that you helped them to achieve.

8) Add Degrees & Certifications

List any degrees, certifications, and courses that you have completed. This section will mean more to some prospects than others, but you must convey yourself as driven and competent. Include any relevant online courses or certifications that you have completed, mainly if they apply to the offer that you will eventually make.

9) Exchange Endorsements and Recommendations Whenever Possible



Reco M. Mendentions
Direct Sales Consultant at Example Inc.

"Tom is wonderful to work with, and has exceptional expertise in leadership, coaching, motivation. He consistently demonstrated a solid work ethic at Uber plus a dedication to success. Tom is dedicated, self-motivated, methodical, and very capable. He is not only a reliable and forward thinking Project Manager but also an inspiring team player. Besides... **more**



Lin Kedinendorse
Retail Store Manager at Sample Corp.

"Mr Smith is a motivated, forward-thinking and also intelligent CEO who has lots of knowledge in his field. Broad-minded CEO - his exceptional work flow, skills, ingenuity and comprehension of change requests made the project a dream. Mr. Smith leads by example and many people at XYZ Inc. find his enthusiasm and dedication both inspiring and motivating.... **more**



Endor Sements
Social Media Director at Example Company.

"It was fantastic to work together with John, who was an exceptional CEO. His hands-on approach to career coaching, motivational speaking and consulting and powerful personality won him the respect of the staff. Loyal, insightful and independent. Is always capable of adapting to new working environments. Very positive attitude towards work. John always... **more**

We don't have to tell you — social proof goes a long way. Those that are successful on LinkedIn are usually able to convey a lot of social proof to their clients. People interact with them and comment on their updates. They have a lot of connections and no shortage of interest whenever they jump in a conversation. But, other than the summary, there is only one direct way to include social proof on your LinkedIn profile, and that is through the "Recommendations" section. Here, other users can sign-off on skills that you have listed on your profile and leave comments about their experience working with you.

While this feature is less prominent than it used to be among most users, it still provides you with a simple and effective way to list previous experience (particularly experience as a contractor or freelancer) that is still relevant to what you are now offering.

10) Continually Add Relevant Prospects

Sure, your connections might just be a number listed on your profile, but it is essential to understand that the number functions as another form of social proof. When you know a lot of people and have a lot of relationships within your industry, it reflects positively on your business. You should continually identify and add new prospects to your profile. LinkedIn will start displaying “500+” after you reach that number, but often adding people to your network ensures that your profile will be noticed.

11) Avoid Jargon on Your Profile

You want your profile to read cleanly, with all messages conveyed clearly. For this reason, you should avoid using industry jargon throughout your profile. Say what you need to to make it clear that you have an understanding of your customer’s industry, but should avoid being overly wordy or using acronyms that might be confusing to some readers. You can get to know your clients on an individual basis and better understand how they would like your engagement with them to go.

12) Join Groups

Most LinkedIn groups aren’t well moderated or active. It’s just a sad fact of the way that the Group feature functions. Most eventually devolve into endless self-promotion and link sharing. While some LinkedIn groups are active, well-moderated, and could provide considerable access to your ideal clients, you will have to decide about when you create your broader social media strategy.

However, the groups that you join are listed on your profile. They convey your expertise, experience, and interest in certain subjects. LinkedIn also lets people know in various places when you belong to the same group, which could make more people prioritize your conversations. Even if you don't participate, there is no reason not to at least join some of the popular groups on the platform to help you flesh out your profile.

Your LinkedIn profile serves as your home base for any prospect that wants to learn more about you. It's vital that you follow some basic best practices to not only attract your ideal clients, but convey social proof, demonstrate expertise, and show what kind of results you are capable of achieving.


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5 Tips for Engaging with Prospects Through LinkedIn



In our last article, we showed you some good ways to identify and find prospects through LinkedIn, and we touched on engaging with them. Today, we want to focus on the engagement part and expand on processes and strategies you can put in place for engaging with your targets on LinkedIn. We'll tackle some tips that you can use to improve your LinkedIn engagement strategies and develop more relationships with ideal prospects.

#1) Study Your Prospects' Profile

This should go without saying, but you'd be surprised how many sales professionals out there could be doing a better job if they would only just take the time to dive into some research before reaching out to prospects.

Take some time to read their profile. What do your potential customers have to say about themselves? Where did they go to school? What did they do before their current job? How have they grown as a professional throughout their career?

The more you know about them as people, the better you can specify your message to them. In the beginning, having a baseline of knowledge about your prospects is so critical for developing that initial connection and setting the stage for further collaboration. A terrific complementary tool for that is Accompany, which provides quick profiles and gives you great conversation starters. The tool even syncs with your calendar and tells more about the people in your next meeting. Through the calendar connection, it even automatically extracts dial-in information from all your appointments. It turns tedious typing of dial-in and passcode combinations for conference calls into a one-click thing. Magical.

#2) Look for Common Connections or Interests

Does either of you work in the same industry or with the same people? Do you know someone at a company that they may potentially have a relationship with? LinkedIn's shared connections are a great starting place for finding this information.

When you search for a profile using LinkedIn's standard search form, their system lets you know how many connections you have in common with a given person.

Leverage any unique connections or interests that you might have in common. These are great conversation starters, and the information here will give you a common ground to build on with other relevant questions, content, and information that you decide to send their way.

#3) Personalize All Messages, Be Specific

Automation is changing the way that we do business, and smart salespeople can find innovative ways to integrate automation into social selling on LinkedIn. However, you should not automate your conversations that way.

From your first connection request through every interaction you have — your goal should always be to personalize your messaging and tailoring your topics and viewpoints to match your prospect's way of thinking. Reference things that are specific to their work history, company, products, business, or industry. Find any way to show them that you aren't sending them automated messages and demonstrate that you are genuinely engaging with them. Often, that's the main hurdle for developing relationships through LinkedIn.

#4) Keep Your Messages Short

People are busy and respect people that show them that they value their time. You don't want to send a 1,000-word opening introduction to a new prospect. Instead, keep things short and sweet. If you send them a message, keep the focus of the message on one thing. Ask one question. Share one piece of content. Mention one connection that you have with them. In doing this, you'll increase the likelihood of receiving a response and put yourself in a position to play off of that response with your next reply.

#5) Ask Questions

Everyone likes talking about themselves, including your prospects. Asking questions about their work, company, product, or industry can be a great way to start a conversation with a new prospect and begin gathering more information that you can use to fuel future discussions. Too often, social sellers will use gimmicks meant to persuade without taking the time to get to know a prospect first. So start there — with getting to know and understand your prospects.

Bonus Tip - Get Away From LinkedIn

You've nailed the art of engagement on LinkedIn, and people are reading your messages and replying to them. But one of the critical obstacles folks run into is that the conversation will always stay on LinkedIn. Try to get away from the LinkedIn messenger platform and transfer the conversation directly over to email as quickly as you can, ideally even with the first message.

The reason you want their email is easy: you can send them more detailed information, it's better formatted, attachments look better, and you have their email address. That's key because most people check their email multiple times per day - but folks may not be so diligent with their LinkedIn messages. And it happens quickly that a LinkedIn message falls through the cracks and is lost. If you have a CRM or lead generation tool, the prospect's email address also lets you reach out in a targeted and scheduled way. In a nutshell: ask them to send them their email address so that you can send them more information.

Social Selling on LinkedIn — A Powerful Platform

LinkedIn is, without a doubt, the most powerful platform for B2B social sellers. It gives you unprecedented access to prospects and data about them that would be hard to come by through another means. However, this access doesn't make you successful on its own. You have to know how to identify prospects on the platform and then successfully engage with them. The tips outlined in this article should give you a good starting point for improving your social selling on LinkedIn and engaging with more prospects, more meaningfully.

Had any success with B2B selling on LinkedIn? Let us know your tips and tricks in the comments below!


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Social Selling on LinkedIn: 9 Tips to Prospects



Do, you're a B2B seller. You know that you should make LinkedIn the centerpiece of your social selling strategy, but you aren't sure how. It's a different kind of network. If you're used to engaging with prospects through cold email, Facebook, Twitter, or cold calling — LinkedIn can seem like a completely foreign concept until you begin to get a feel for it.

72% of buyers use social media to research before making a purchase. They're trying to get to know your company, product, and your market. They want to ask questions and do their due diligence before making a buying decision. 81% of buyers are more likely to engage with a professional and robust brand. In short — you must have a game plan to follow as you go into these interactions.

Luckily, there are some tried and true steps that any social seller can take to ensure that they are not only identifying the right prospects on LinkedIn but engaging with them in a way that will produce results in the long-term.

Take these tips for finding and engaging with prospects on LinkedIn into consideration as you design your strategy on the platform:

9 Ways to Find Quality Prospects Through LinkedIn

One of the biggest challenges that new social sellers face is understanding how to use all of the different LinkedIn features to their advantage in their search for relevant prospects to build relationships with. For B2B social sellers, LinkedIn often becomes a way of life after they begin to understand how much power the system offers.

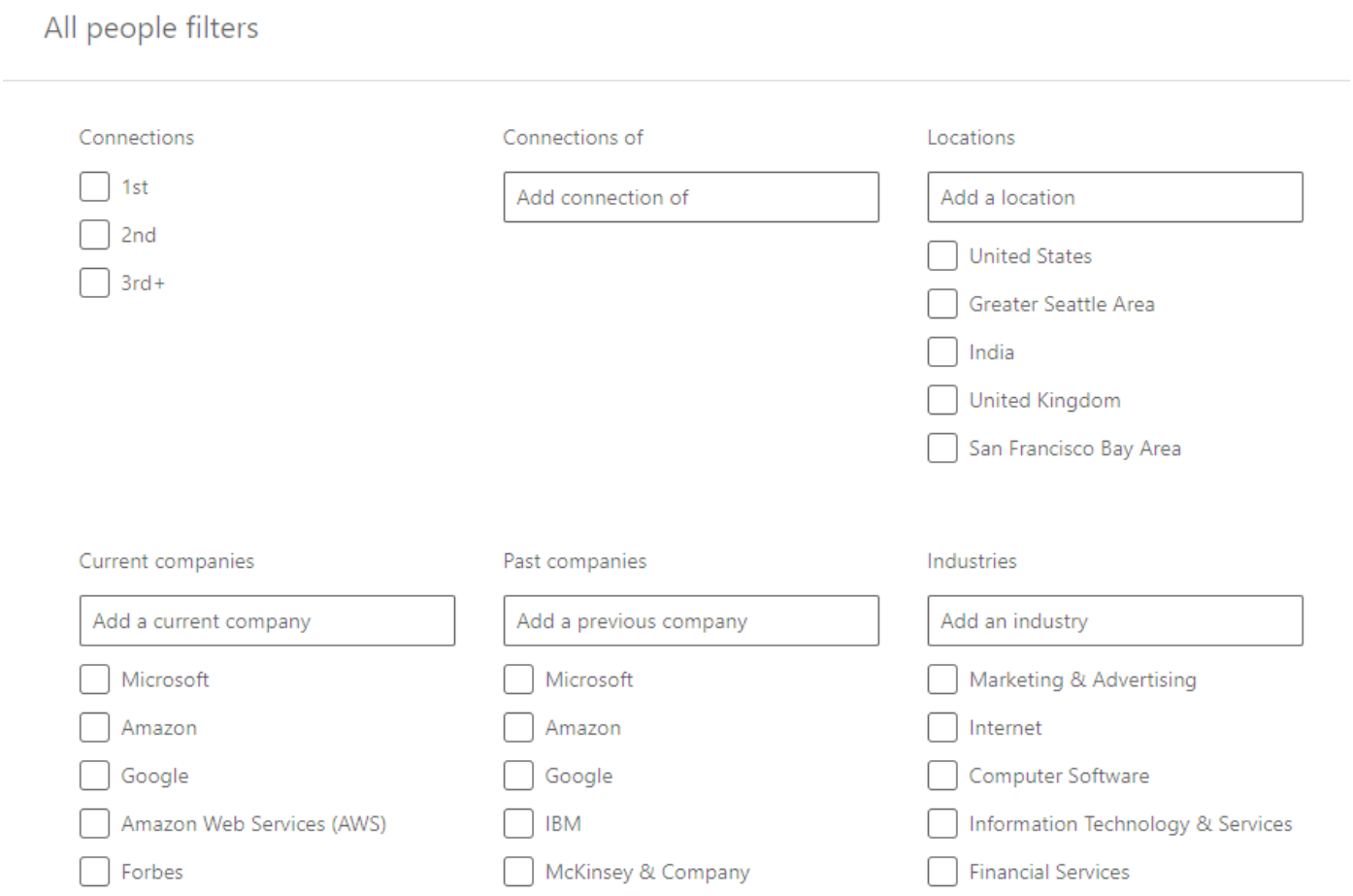
But to be successful, you have to know how to find the right people. LinkedIn has a wide range of features that make prospect identification more manageable, but the sum of all of the parts can be confusing. What are the best ways to find quality prospects through LinkedIn? What specific steps should you take? We'll cover key elements in the following tips.

#1) Make Use of the Search Function

Not only since Microsoft acquired it, but for the longest time, LinkedIn has been an enormous search engine for professional and related content. Its standard search function is compelling for a free, out-of-the-box solution. You can use it to search for prospects. It allows you to use boolean searching features, just like you would in a Google Search. It provides many different filters that you can use to sift through their vast database of users. These filters include, but are not limited to:

- Connection level
- Connections of specific people
- Locations (Country, city, region)
- Current company
- Past companies
- Industries
- First Name
- Last Name
- Job Title

Here's what the advanced search filter screen looks like:

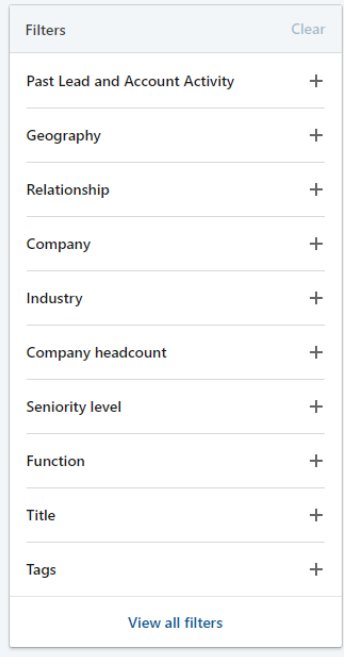


The search function is your home base of sorts. It's your quickest way to sift through LinkedIn's database of 590+ million members and find prospects. However, LinkedIn does limit the number of profile-views and searches that you can make per month unless you subscribe to their Sales Navigator plan. If you want to use a super-powered version of the search, Sales Navigator is an excellent investment.

#2) Subscribe to Sales Navigator

Sales Navigator is the premier tool for finding prospects on LinkedIn. It provides some highly valuable features that allow you to more easily, quickly, and successfully identify the right targets within your market. These features include advanced lead and company search features, lead recommendations, and direct CRM integration.

Beyond that, Sales Navigator gives you the functionality that helps you sift through their database, using profile data points that are not available with the standard search. Just take a look at the filter sidebar that shows up when you search on the LinkedIn Sales Navigator platform:



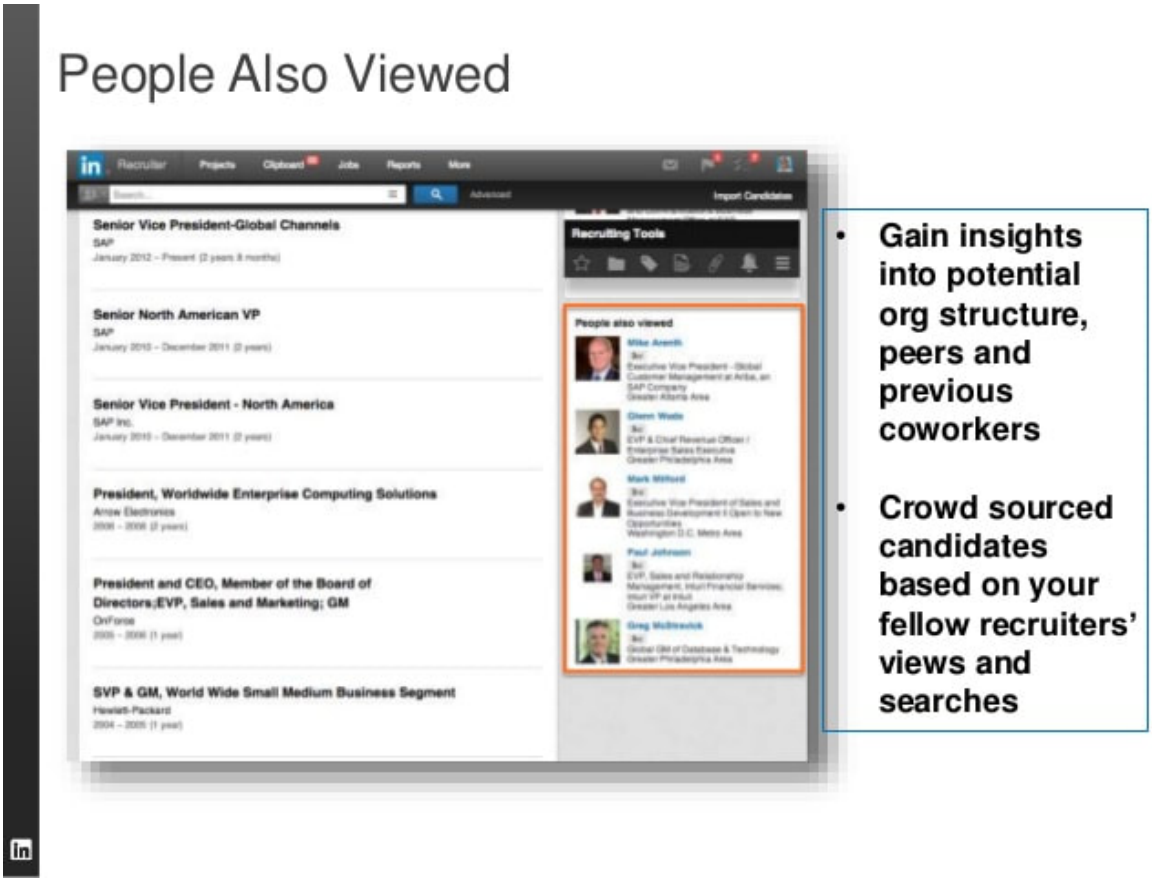
Sales Navigator is a must-have tool for social sellers on LinkedIn.

#3) Look Through the “People Also Viewed” Sidebar

One often-overlooked way to identify new prospects is through the “People Also Viewed” sidebar on a person’s profile. Don’t you wish that you could find people that are similar to your best customers? This feature makes it easy.

The types of profiles that show up in this area are typically from the same organization, hold a similar position in a different company, or are connected in some other way (alumni of the same school, work in the same area, etc.).

It looks like this:



Source: LinkedIn Talent Solutions

This area provides a simple and straightforward way to find related profiles. It's a great way to turn one great prospect into several excellent prospects.

#4) Reach Out to Prospects in New Jobs

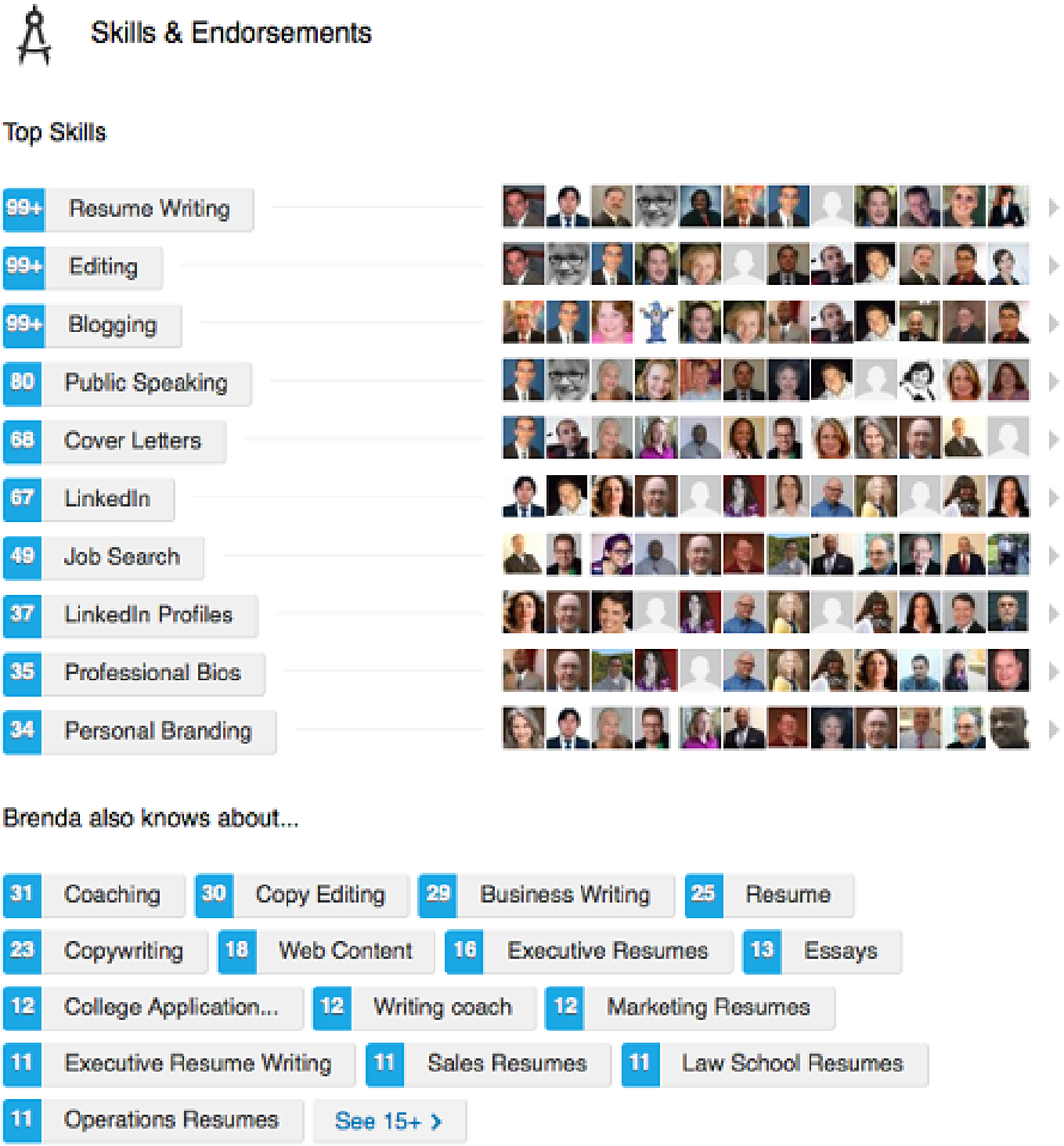
A new position is often a trigger event for sales professionals. When a prospect takes a new role, either within their current company or at a new company, both the prospect and the company themselves are more open to shaking things up. They may be looking for new solutions. Their needs may have changed or expanded overnight with the hiring. Or maybe they need to prove themselves in the new role and showcase their leadership by taking action and drive change.

Whatever the motivation, LinkedIn automatically lets you know when a connection enters a new job. Click on the "Notifications" tab and scan through the daily updates. You'll find the system lets you know when someone changes jobs, is celebrating a birthday, or has posted new content for their network to consume.

#5) Scroll Through Skill Endorsements

People tend to attract other like-minded people. This is especially true for social media, where everyone gets to choose who they interact with. The people that are endorsing the skills and expertise of your prospect may themselves be excellent prospects if you dig in far enough.

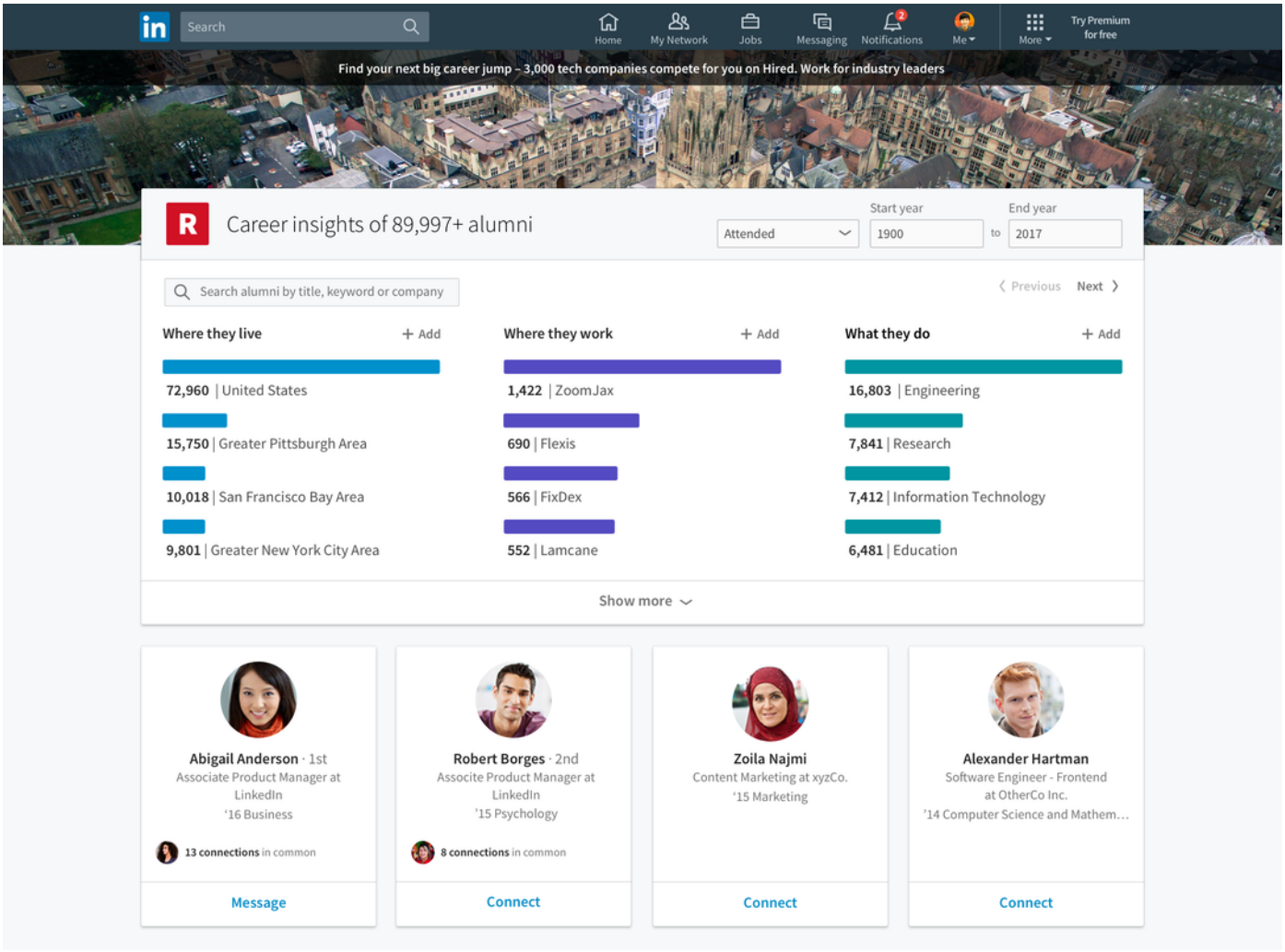
Go into the "Skills & Endorsements" section of your prospects' profile and begin looking through the people that have endorsed them. This area looks like this:



Not only are they more likely to be the type of person that would be a good fit for your product or service, but they also have shown that they are active on LinkedIn besides merely having a profile.

#6) Use Alumni Search

LinkedIn's standard search feature isn't the only tool at your disposal. The Alumni Search feature is useful in its own right. It will let you search through the alumni of a given institution, find profiles, and provide you with other interesting data about the school and its current and former students.



#7) See Who Engages with Your Prospects' ContentScroll through your prospect's updates (or if you see them on your activity feed or through LinkedIn notifications) and keep an eye out for who your prospects are engaging with on the platform. Many of the people that interact with them may be good potential fits for your product.

Their interactions with your prospect can also give you a jumping-off point for the engagement. You have a mutual connection, and you can use that connection as a basis for starting a conversation with them.

#8) Seek Out Those Who Engage With Your Content

In the same way that the people who engage with your prospects can be worthwhile to keep an eye on, look to engage with people that comment, like, or otherwise engage with the content that you share as well. Use their engagement as a basis for striking up conversations.

Free LinkedIn accounts are only able to see a limited number of the users that have viewed their profile. With a Premium account (subscription to Sales Navigator works), you can have a complete view of everyone that views your profile or engages with your content.

#9) Use Google Boolean Search on LinkedIn

You don't have to stick with LinkedIn's internal search. Google is also an excellent tool that can help you to find profiles and identify prospects on the platform. By using in-depth boolean search features and applying them to searches on the LinkedIn website, you may find prospects that would not have shown up on your 'regular' searches on LinkedIn's platform.

A search string like this, for example, would provide you with Founders in the greater Seattle area, in the marketing & advertising industry:

site:linkedin.com/in + "Founder" + "Greater Seattle Area" + "Marketing & Advertising"

Google's index will only pick up publicly-listed accounts but may help you to identify prospects you otherwise would have missed.

Hopefully, this overview has given you some ideas on how to find prospects and engage with them.
If you have any additional comments on how to find targets or if you have questions, leave your thoughts in the comments below. Check back later this week when we post our article on "5 Tips for engaging with prospects through LinkedIn."


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Social Selling on LinkedIn: 9 Top Tools to Use in 2020



LinkedIn is the most powerful platform for B2B social sellers. The vast network that LinkedIn provides allows you to identify and connect with decision-makers that fit your ideal client profile. On LinkedIn, there are more than 61 million senior-level influencers and 40 million people in decision-making positions. LinkedIn provides a straightforward way to build real, genuine relationships with senior-level decision-makers over time instead of relying on rapid pitching techniques.

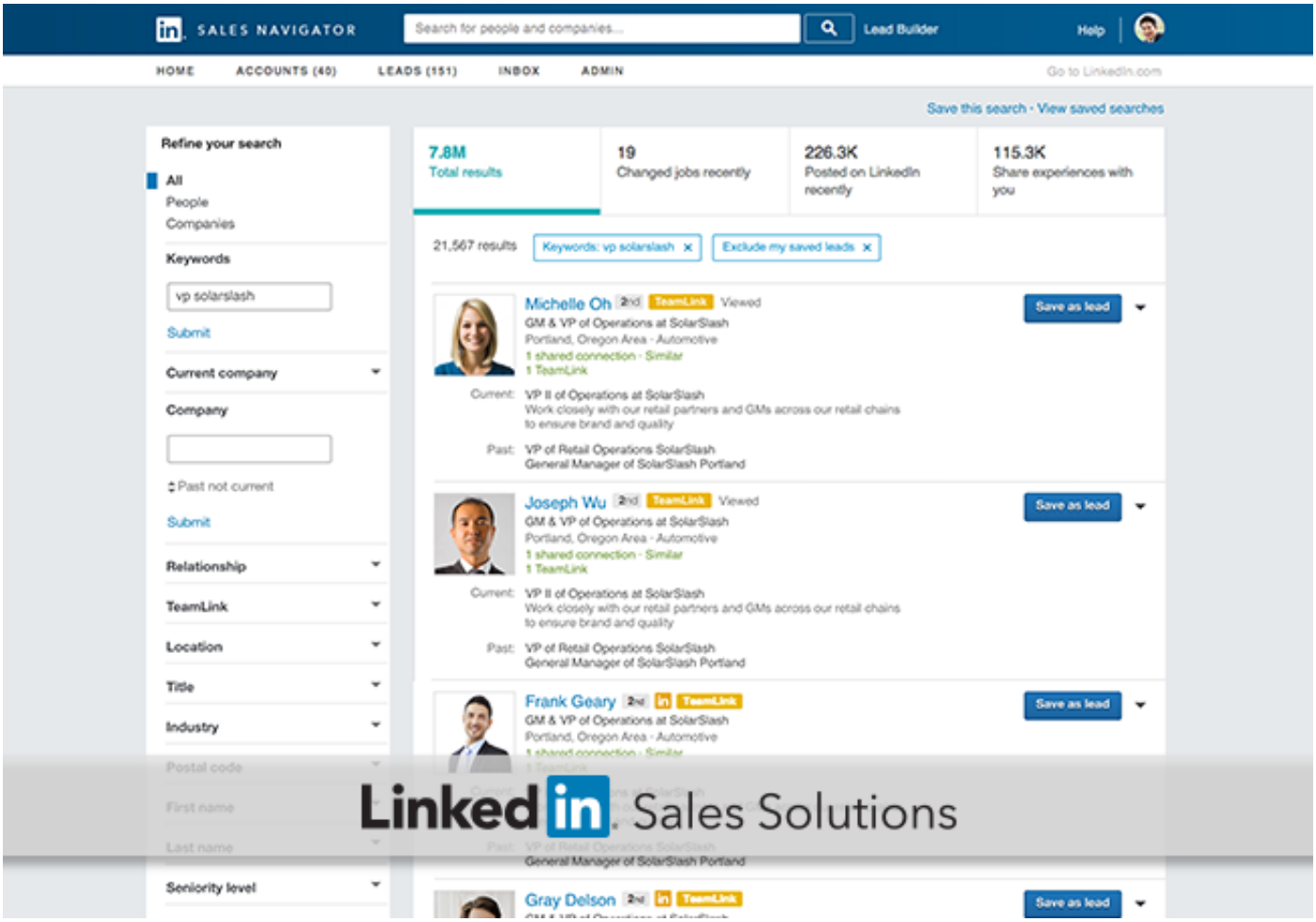
Social media plays a crucial role in the B2B sales process. While it is true that LinkedIn is a powerful platform for B2B social sellers, it offers a lot of different options and, therefore, can be a challenging platform to navigate if you don't have experience. Building relationships with dozens of other prospects at one time can be tough to manage. Under the standard subscription membership, LinkedIn's built-in limitations can make it challenging to get your social selling strategies off the ground. Some of the key differences between the basic free level and LinkedIn's paid plans include:

- Who's viewed your profile: with a free account, you can only see the last five visitors to your profile. With the paid version, you can see the entire history of visitors over the previous 90 days.
- The number of search results: The free account limits you to 100 search results. With paid accounts, you can perform many more searches. You can increase the number of inquiries to 300 and more.
- Advanced search criteria: the paid accounts give you a multitude of criteria you can apply to your searches. Accordingly, your paid account searches a lot more meaningful and much more likely to reach the right people

There are a few tools that every social seller should consider using to effectively identify prospects and develop quality relationships on the platform. Trying to manage all of the manual tasks on your own can leave little time for actually engaging in quality conversations. Ultimately, it will hurt your ability to focus on the most critical projects, leading to fewer sales and beneficial relationships.

If you want to become an active social seller on LinkedIn, there are a few tools that can help to automate and simplify processes and research, freeing you up to focus on the most crucial goal in social selling — building relationships with prospects.

#1) LinkedIn Sales Navigator



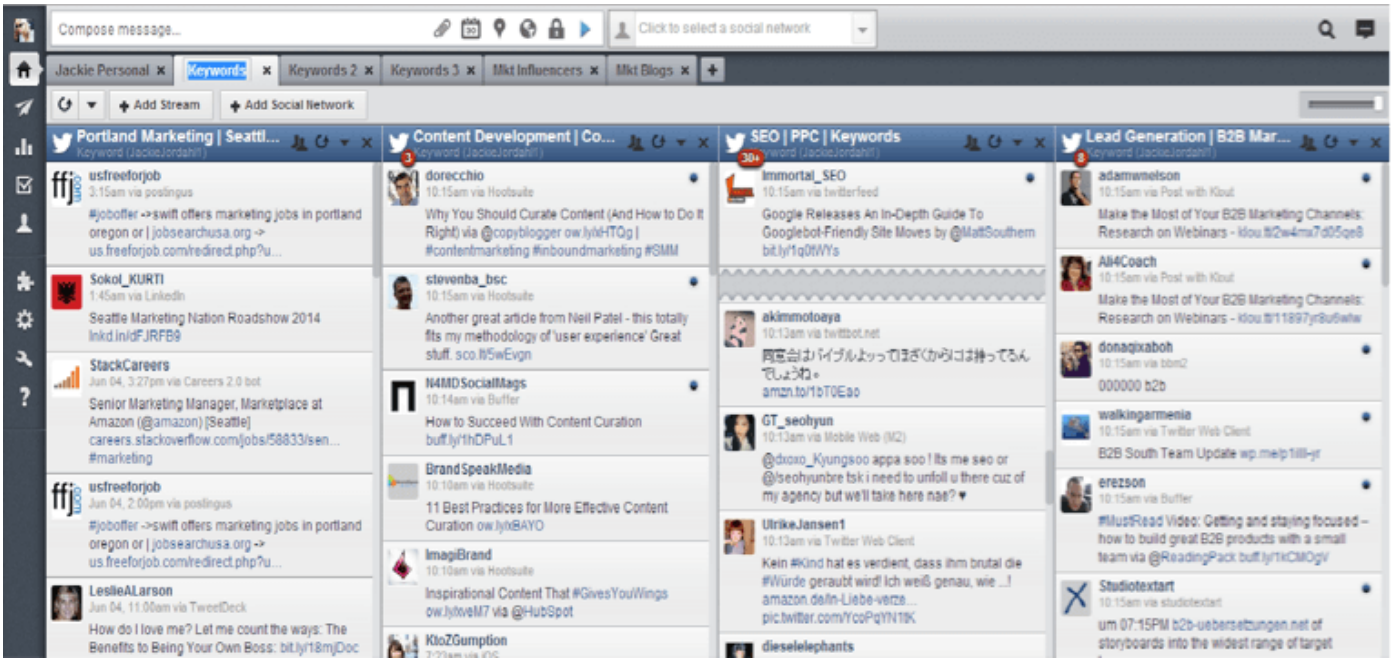
LinkedIn Sales Navigator is the must-have tool on this list. For a subscription of around $80 per month, you receive several advanced selling features and the removal of limitations on messages and profile limits that would otherwise hamper your strategy. Once you sign up for a premium account, you can view unlimited profiles and do unlimited searches without having your results filtered, allowing you to connect with more decision-makers.

LinkedIn Sales Navigator brings many premium features to the table that assist social sellers in other ways as well. First and most importantly, their Advanced Lead and Company Search features help you to find the right people at the right companies, matching your ideal client profile. You can search for leads using several advanced features. The Sales Navigator backend will automatically generate potential lead matches that you can sift through, tag, and add to lead lists. Their system also provides you with some automatic lead recommendations based on your previous usage history.

Sales Navigator also offers direct CRM integration. This integration is beneficial as it lets you save leads and accounts. You can directly log activity into your CRM of choice with a single click. That's on top of their CRM offering that you gain access to with your subscription. The built-in Sales Navigator CRM is robust with a lot of features that will help you to streamline and fill your pipeline. Sales Navigator integrates with a large number of CRM systems, including Microsoft Dynamics, Salesforce.com, Hubspot, Zoho, and many others.

Their "Professional" plan is geared toward individuals and costs $79.99 per month. With this plan, you have up to 20 InMail messages per month. You can send InMail messages to people that aren't connections. This approach is ideal for making initial connections with decision-makers. You can also use LinkedIn's prospecting platform to create custom lists with a wide range of prospect-filtering options. Additionally, LinkedIn's job change alerts allow you to take advantage of changes in decision-making teams and speak to new entrants in account-based sales conversations.

#2) HootSuite



Do you need a solution that will help you to automate your public interactions on LinkedIn? Remember to login every day and find new content to share is a time-consuming task that is usually best completed in batches.

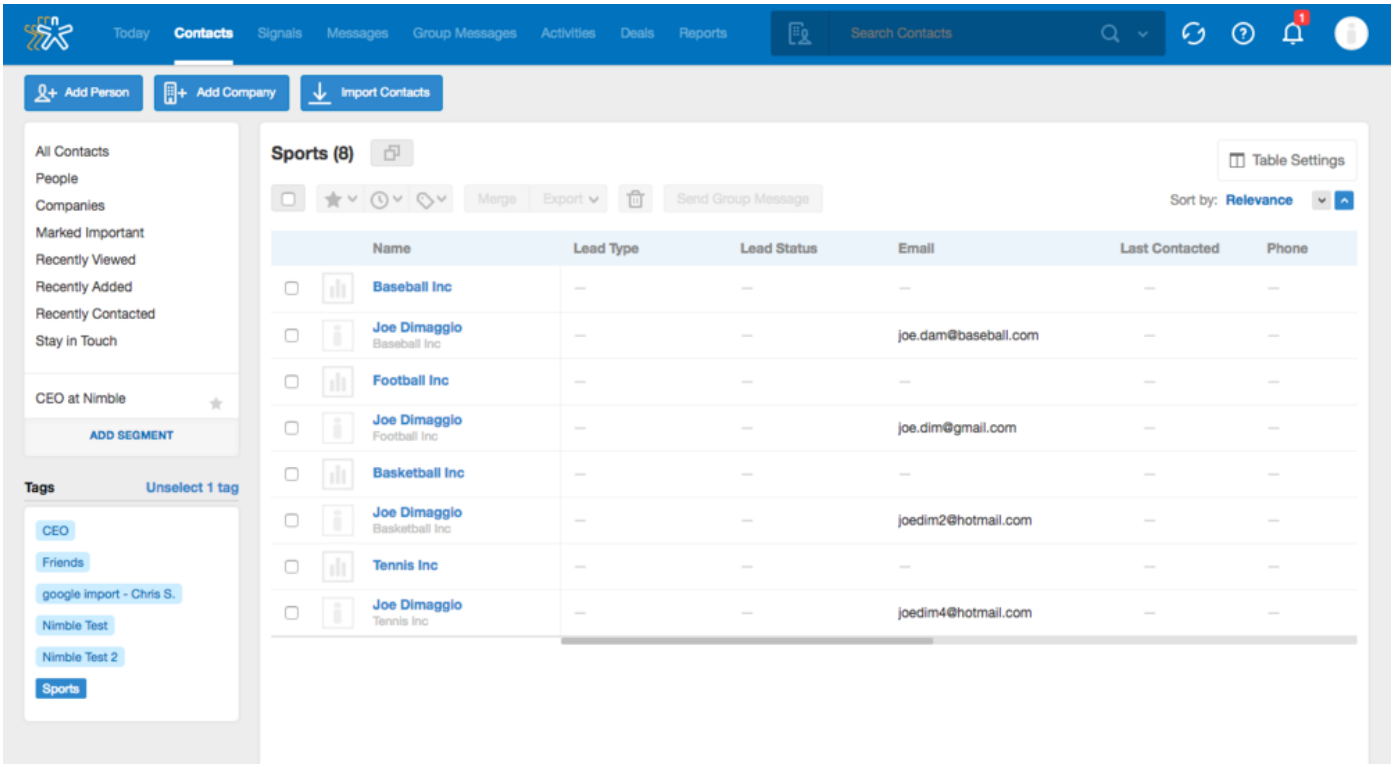
HootSuite is one of the most popular social media management platforms on the market today. It's an ideal tool for social sellers that are looking to leverage relationships on several platforms. Many large brands use HootSuite to manage and schedule their entire social media marketing operation. While the tool is more robust than what most LinkedIn sellers will require, it offers several features that help social sellers leverage its powerful features and improve their social media skills along the way.

First — HootSuite shines because of its excellent scheduling features. Thankfully, these aren't limited to LinkedIn integration and also work for your other social platforms. Hootsuite lets you save time by scheduling your LinkedIn content in advance, making it easy to increase engagement and mix in manual updates along with automated content.

Hootsuite also lets you schedule and publish LinkedIn videos directly from their platform. According to LinkedIn, videos posted on the platform see five times more engagement than other types of content.

Hootsuite's system offers an in-depth tracking and analytics suite that allows you to analyze and optimize new follower growth, impressions, and engagement levels of your specific posts. Hootsuite will generate easy-to-understand reports that ensure that you have a top-down view of your efforts on the platform and can identify areas for improvement.

#3) Nimble



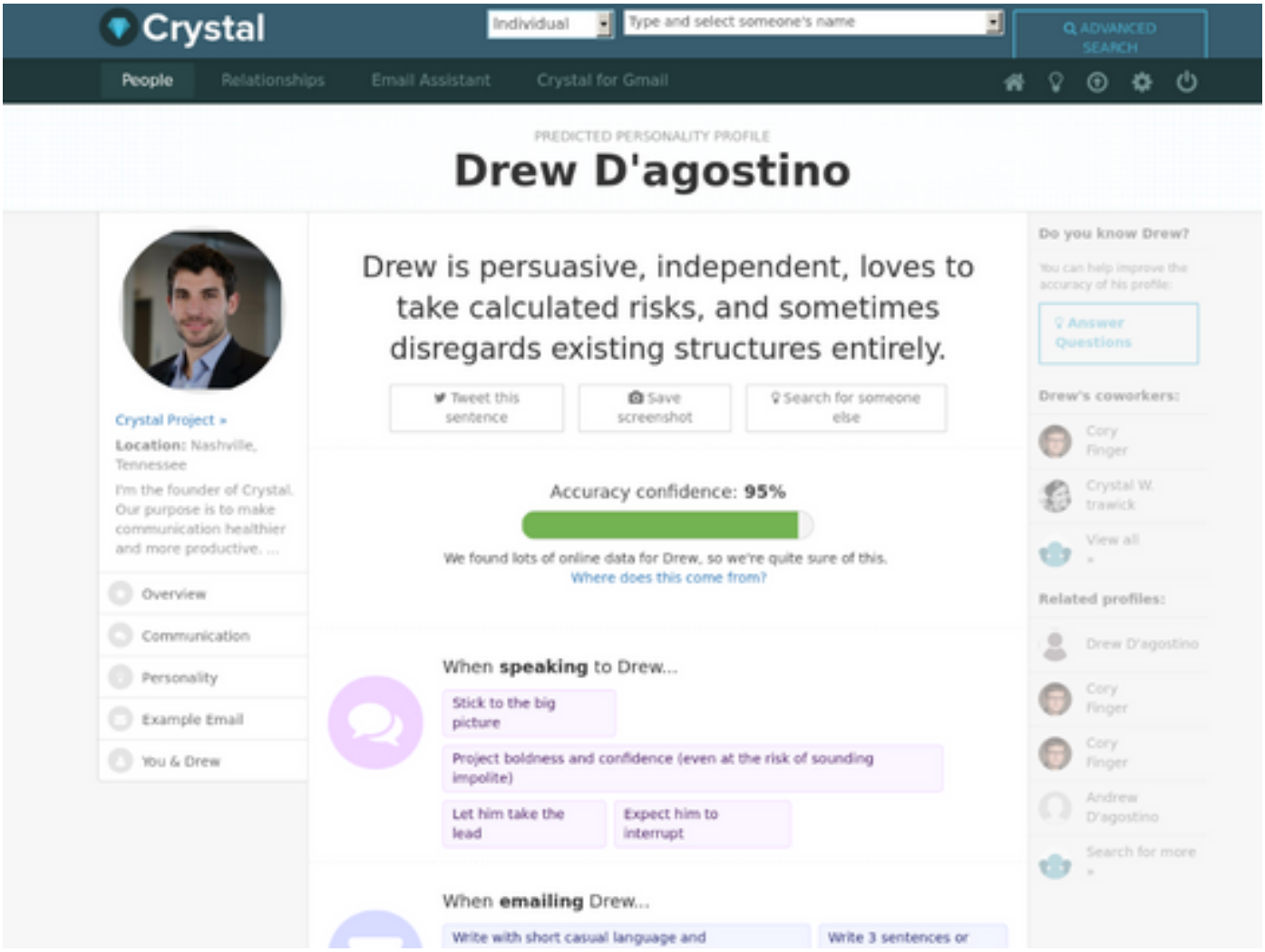
Nimble is perhaps the best social customer relationship management (CRM) tool on the market today. The platform's focus on social media connections and easy-to-use sidebar interface make it the perfect tool for agile social sellers that need to react quickly to secure connections with new prospects. For $22/month after a 14-day free trial, it's affordable for all of the excellent features that it provides.

Nimble makes finding information about your prospects easy through their Chrome extension. It auto-populates your sidebar with information about your potential future customers. This information includes any relevant info from your contact lists, social interactions (including all social platforms, not just LinkedIn), and email exchanges that you had with the prospects.

Nimble even notifies you when your prospects are celebrating important events — such as starting a new job or celebrating a birthday. This notification gives you a simple and straightforward way to create new conversations.

While it may not be the most robust platform available today, Nimble does a great job of simplifying the process of connecting information between your inbox and social media accounts. It may be the best option on the market for automating essential parts of your social selling workflow. It makes social selling on LinkedIn easier and is a tool that any B2B social seller should have on their radar.

#4) Crystal



Crystal is a pretty cool tool. In this particular case, another word you could use to describe Crystal is 'creepy.' In a good way, of course. The company describes its system as "the world's largest personality platform." Crystal helps to guide you by providing insight into the personalities of particular LinkedIn users. That might seem basic on face value, but it is a potent tool for social sellers that can integrate it correctly into their systems.

Crystal is a unique tool, different from any other on this list. It can review a LinkedIn profile or premium account in seconds and provides in-depth information on the person's likely personality, expressed in a DISC profile. This additional information you gather will help you make your cold outreach much more effective and allows you to touch on subjects that you otherwise would have had no idea about without the help of their system.

Crystal is a tool that is all about improving your communication by giving you particular and personalized guidance on how to interact with your prospects. It will provide you with recommendations on how to interact with someone over the phone, in a meeting or via email. You can even use the Chrome plugin, and while you're writing an email to someone, Crystal will give you real-time recommendations on which words to use or which ones to avoid. Impressive. Is Crystal always 100% correct? Of course not - at least not yet. But using Crystal brings you a lot closer to sending an email to that has a high probability of resonating with your prospect.

Crystal also allows you to compare two different LinkedIn profiles while providing you insights into how you can set yourself up for success in your conversations with them. Crystal gives actionable insights like:

- Appealing to their most passionate subjects.
- Asking about specific personal details, such as the school that they graduated from.
- Introduce them to others in your network.

Crystal simply helps to guide your conversations and actions by pointing you in the direction of activities that give you the best chance of appealing to specific prospects. By learning more about your prospects, you'll be able to carefully tailor your messaging to them and ensure that they receive information that is consistent with what they care about and would like to know about your offering. If you want to approach social selling from a data-driven perspective, then Crystal is the perfect tool for you and comes in at $29/month.

#5) Dux-Soup



Source More, Sell More!

Reach out to your prospects from here:

SEARCH	Source from LinkedIn
SALES NAVIGATOR	Search with Sales Navigator
RECRUITER	Search with Recruiter
REVISIT DATA	Upload a file for revisiting.
SEARCH BY TAG	Find previously tagged profiles.
X-RAY	Find prospects with Google

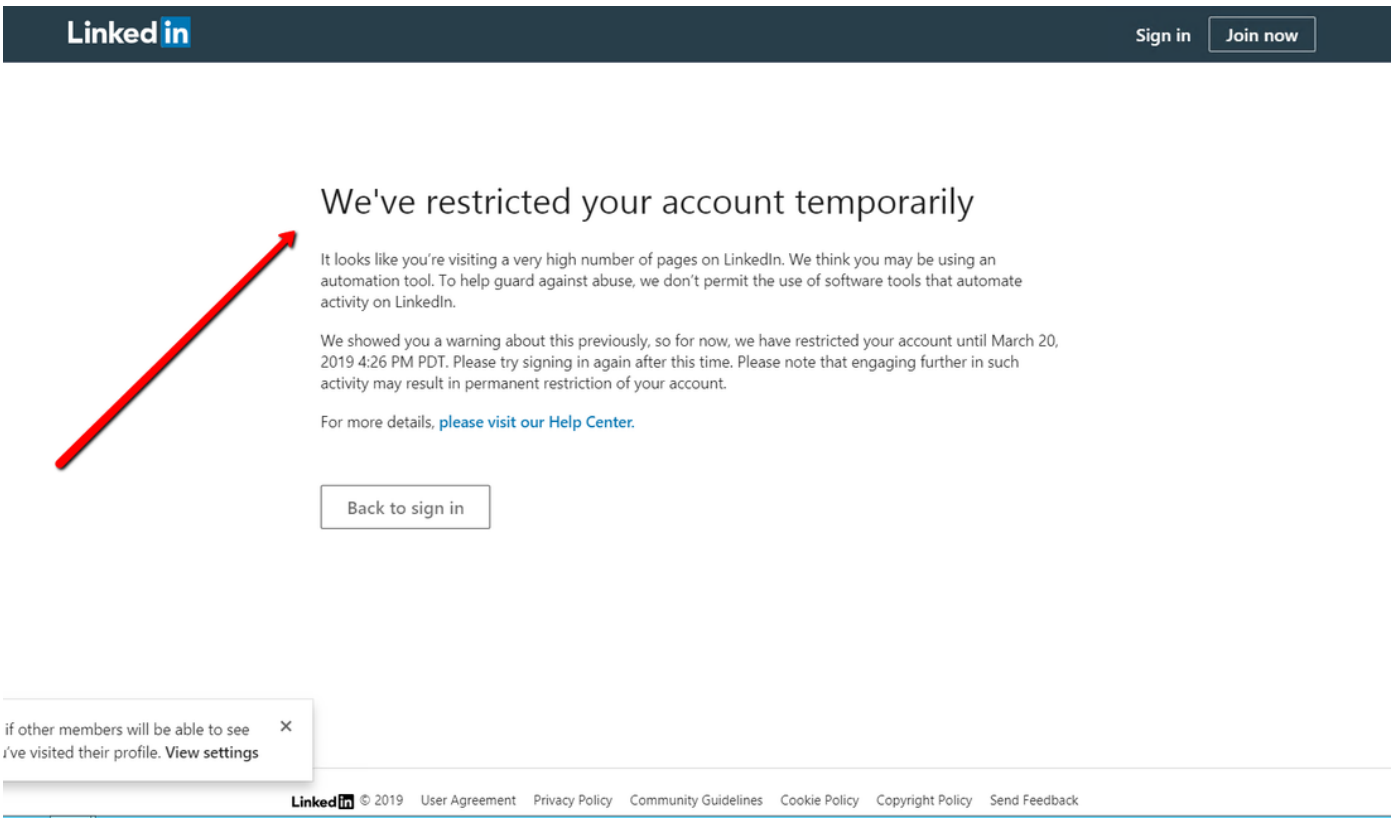
Dux-Soup is one of the most effective and well-known LinkedIn automation tools and with $11/month a very affordable one. If you use Google Chrome, you should give at least the free version of Dux-Soup a try. Dux-Soup works by automating some of the most critical social selling tasks, freeing up your time to focus on relationship-building and conversations.

Dux-Soup lets you:

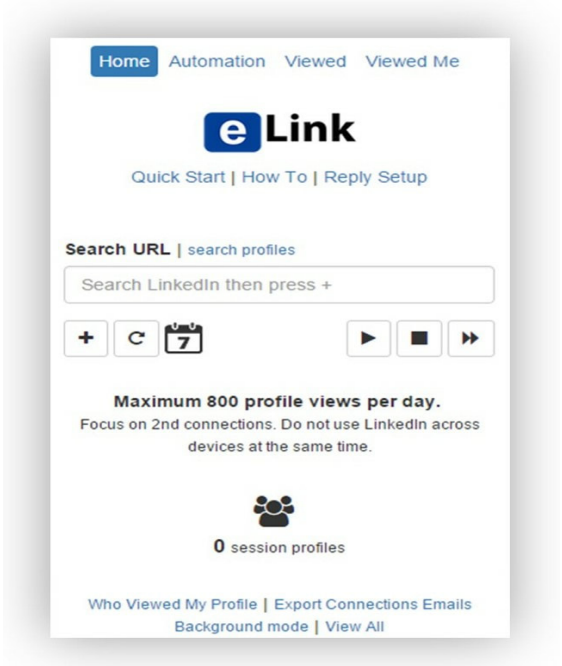
- Automatically visit 100s of profiles every day - thereby driving visitors to your profile
- Strike up conversations with your prospects at scale.
- Send automated messages to first, second, and third connections.
- Turn your prospecting into a lead management system, complete with notes and tags.
- Create a repository of profiles so you can search for them later.
- Identify opportunities for follow-up actions.
- Upload your list of profiles for targeted sales campaigns.

Using Dux-Soup, you can auto-visit profiles, auto-invite targeted individuals with a personalized message, message first-degree connections, auto-endorse new connections, and automatically follow and tag relevant profiles.

Dux-Soup is very robust and very easy to use. As a social seller, you should consider looking at Dux-Soup. The best part is that they have gone through great length to ensure that their software is safe to use - meaning, you're unlikely to get flagged by LinkedIn for violating their ToS regarding automation. They randomize waiting times between actions, run on scheduled hours online, and avoid profiles based on a wide variety of internal rules that help the system to create the appearance of randomness. But as with all automation tools, use caution and at your own risk - if you push the system too hard, you may find yourself with a warning


Linked in
Sign in
Join now
We've restricted your account temporarily
It looks like you're visiting a very high number of pages on LinkedIn. We think you may be using an automation tool. To help guard against abuse, we don't permit the use of software tools that automate activity on LinkedIn.
We showed you a warning about this previously, so for now, we have restricted your account until March 20, 2019 4:26 PM PDT. Please try signing in again after this time. Please note that engaging further in such activity may result in permanent restriction of your account.
For more details, please visit our Help Center.
Back to sign in
if other members will be able to see
've visited their profile. View settings
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#6) eLink Pro

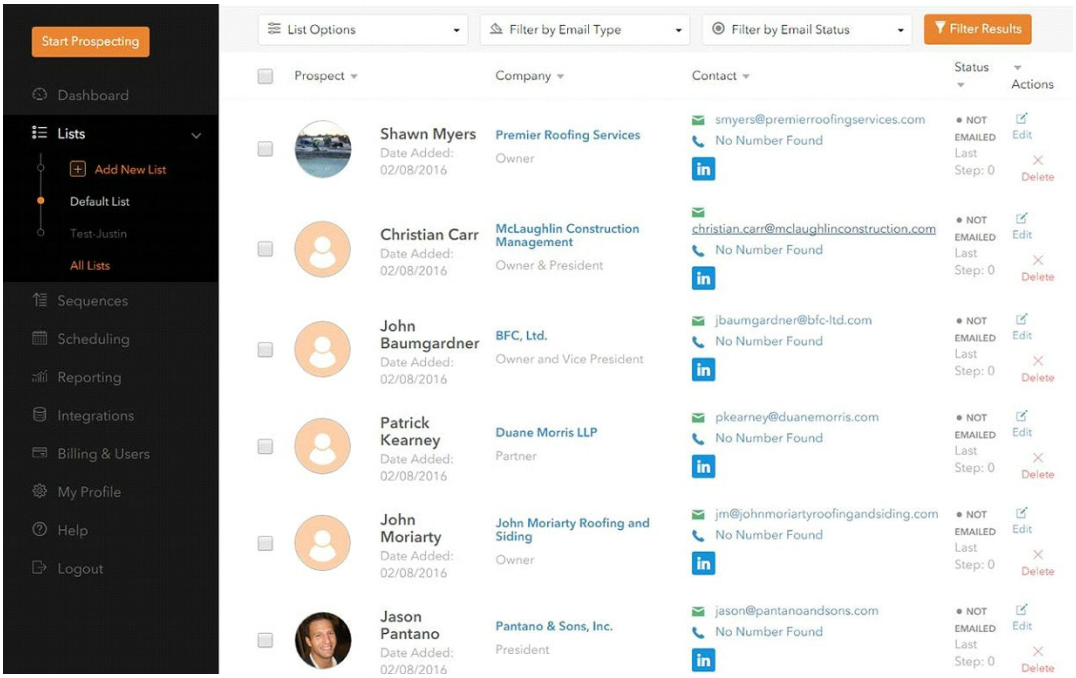

Home
Automation
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Quick Start | How To | Reply Setup
Search URL | search profiles
Search LinkedIn then press +
Maximum 800 profile views per day.
Focus on 2nd connections. Do not use LinkedIn across devices at the same time.
0 session profiles
Who Viewed My Profile | Export Connections Emails
Background mode | View All

eLink Pro is a solution that is similar to Dux-Soup in many ways. It functions primarily as a LinkedIn automation tool. eLink Pro can help you automate the process of connecting with prospects. Instead of the typical workflow, eLink Pro allows you to input keywords that are relevant to your business and automatically search for the right matches for your business.

eLink Pro is beneficial because it allows LinkedIn social sellers to devote more time to make connections with prospects and building relationships rather than merely identifying. The tool will automatically view profiles for up to 5,000 prospects per week. This will notify those prospects that you have viewed their profile, enticing them to visit your own.

The company claims that the average "look back rate" for LinkedIn profile views is 8%-9% on average. Building awareness of your profile is essential to social selling, and you'll be surprised how much engagement the tool can generate for your social selling campaigns.

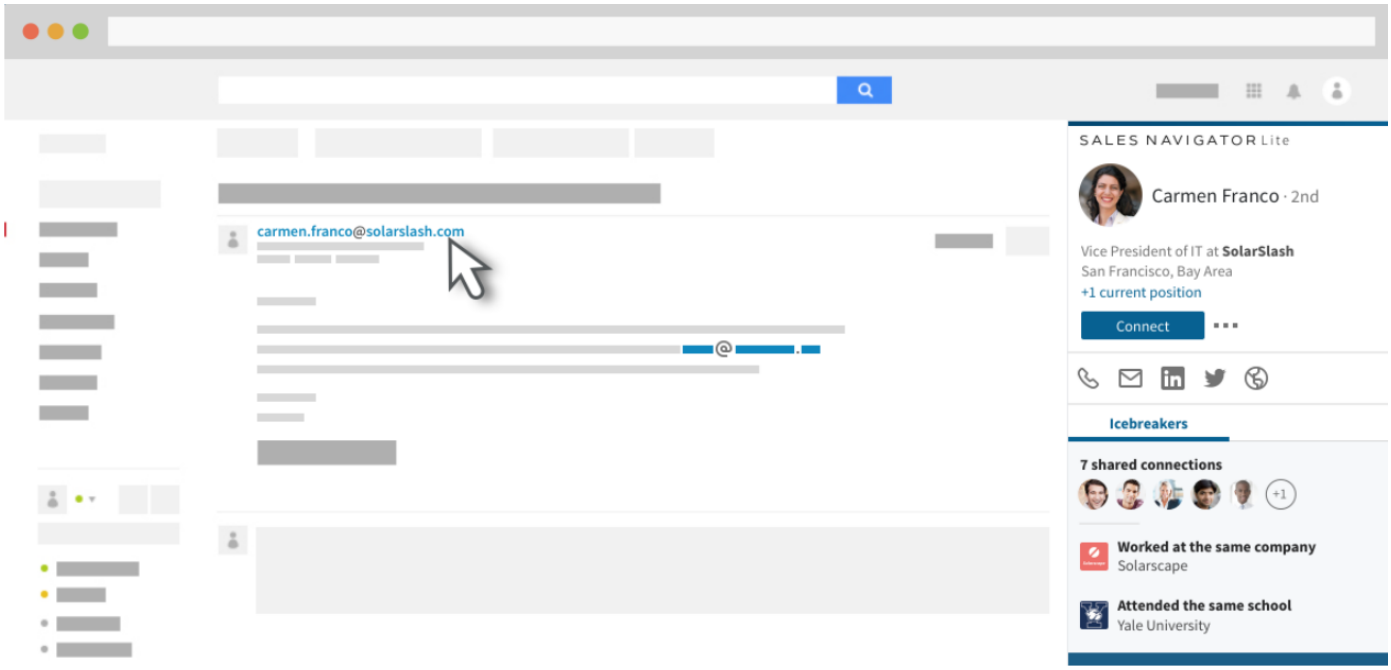
#7) LeadFuze



LeadFuze is an all-in-one relationship-building tool for LinkedIn social selling. Their system allows you to search for new leads instantly. You can search for leads in specific roles and industries, using particular software combinations, pay for AdWords campaigns, are hiring, or other criteria that come custom-backed in their system.

Once you identify a lead, Leadfuze allows you to verify their email, phone number, and social profiles so that you can take a multi-channel approach toward engaging with your target accounts. One exciting feature they offer is Fuzebot, which is their automated sales assistant solution. Fuzebot will crawl the web according to parameters that you set and create daily data sources for leads that are a good fit. It utilizes Leadfuze's database of more than 350 million records and syncs with other data providers.

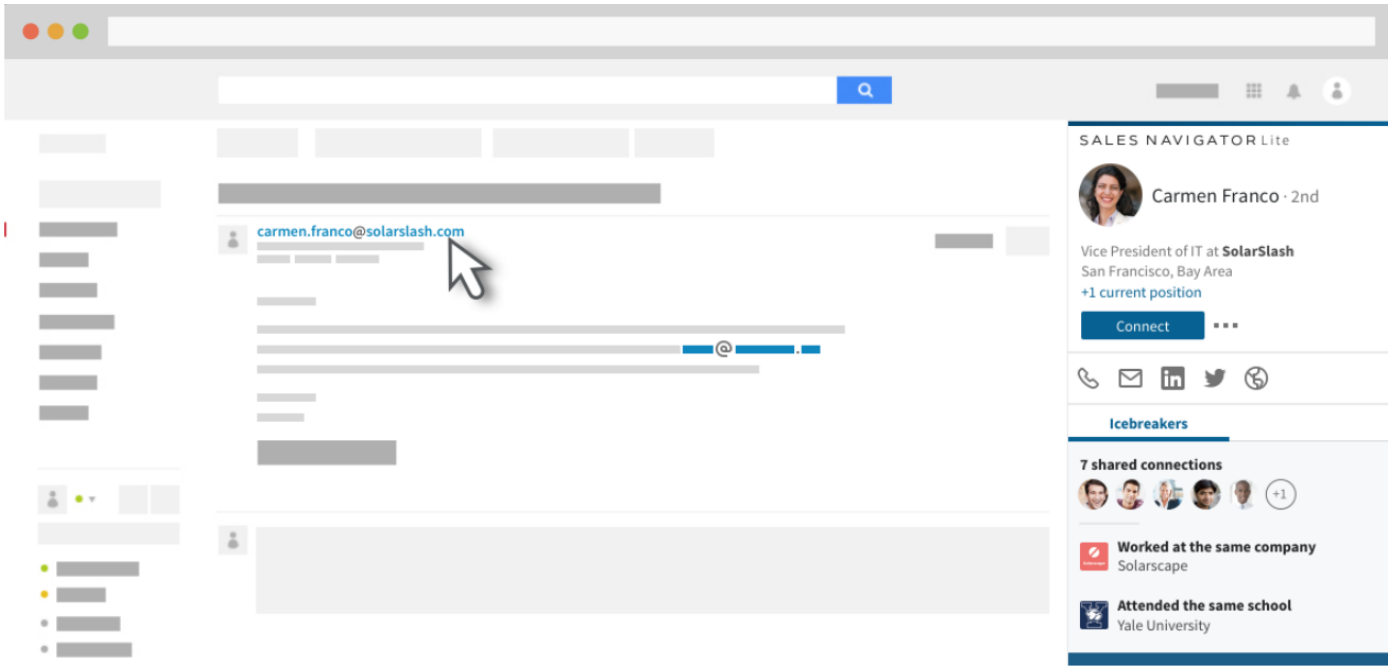
#8) Discoverly



Discoverly helps you to learn what your prospects are doing on other social media platforms. When you visit a LinkedIn profile, Discoverly gives you valuable contextual social media information about the individual. For example, it will tell you if you share any Facebook friends if you have shared similar content, and it will provide you an overview of your prospects' most recent social media posts. All of this gives you starting points for personalized conversations, which are more likely to yield responses and turn prospects into customers.

It's a simple platform that can have a significant impact, connecting you to your top prospects through multiple social media platforms. It makes for an excellent addition to your Gmail inbox, providing more insight into where you can reach specific prospects and what connections you might have in common with them.

#9) Sales Navigator Plugin (Formerly Rapportive)



If you use Gmail — you need LinkedIn's Sales Navigator plugin. Using their free Chrome add-on (they also offer Firefox), you can find LinkedIn profile information for anyone that you interact with through Gmail. You won't have to jump back and forth from tab to tab, trying to learn more about prospects anymore. Instead, you'll have their LinkedIn information in your Gmail sidebar!

The sidebar provides some basic information, including their Profile link, company name, title, shared connections, and locations. The plugin also includes twitter profiles, personal websites, and Skype accounts if it can find that information.

The plugin isn't game-changing, but it's a highly useful tool for anyone who is regularly on LinkedIn to uncover leads. Whether you want to connect with new prospects, leverage relationships that you already have in place through LinkedIn, or simply expand your network — the LinkedIn Sales Navigator plugin makes it easy.

Work Smart, Not Hard

Success in social selling requires that you can identify where best to spend your time in the prospecting, relationship building, and selling process. Understanding what tasks can be automated, what tools will provide you with the most significant boost, and where you want to invest your budget are critical for ensuring that you extend your reach on the platform.

Trying to do everything by hand might seem doable at first, but after just a few days, you'll begin to realize just how time-consuming and cumbersome all of the small social selling tasks can be. In the end, they all come together to create an ecosystem that generates revenue for your business. But until then, you must use tools to automate some tasks so that you can focus on more important tasks. Alternatively, you could also use a virtual assistant to help you execute many of these steps. If that's your preference, you should check out this blog by Chris Ducker about the various things to keep in mind, including social media strategy, planning of the activities you want someone to execute on your behalf, account security, and many more.


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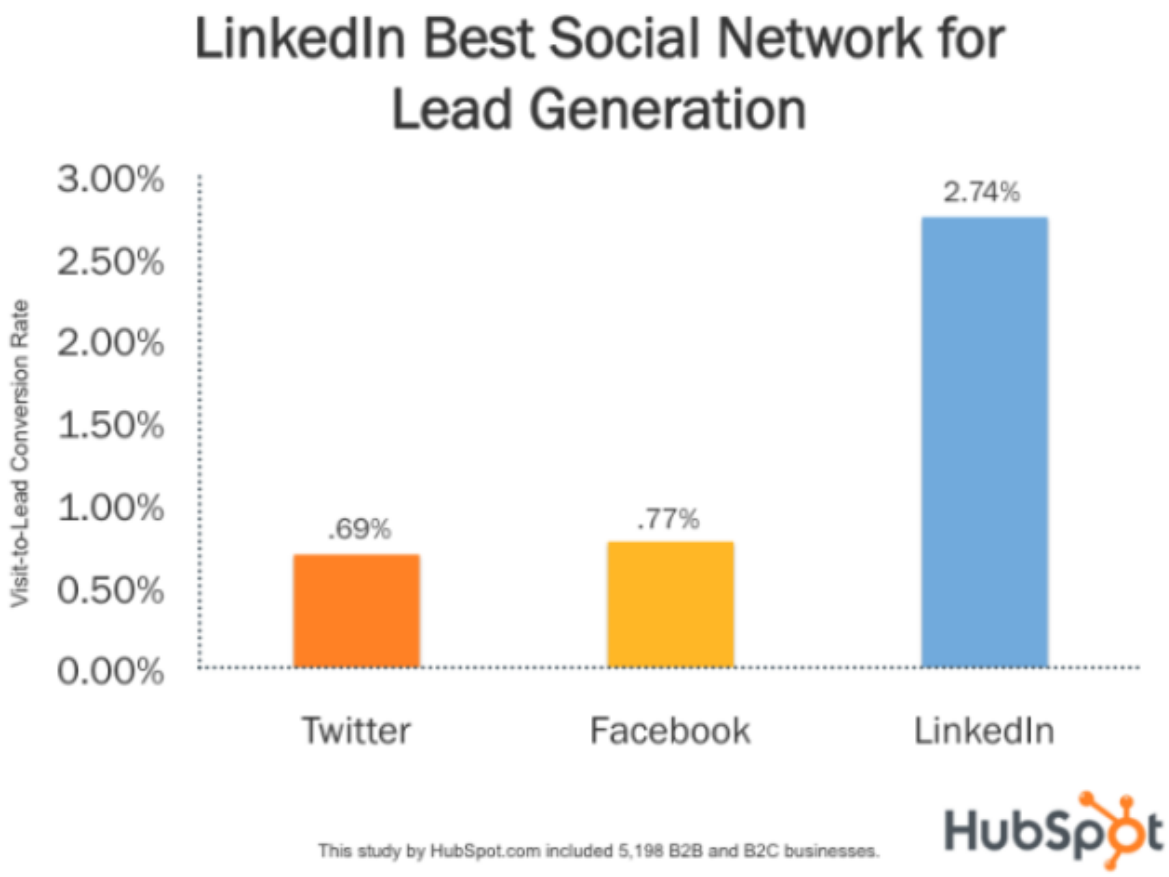
Social Selling on LinkedIn: 12 Tips for Increasing Your Audience



For B2B social sellers, a healthy LinkedIn presence is the "golden goose." It's the most direct and useful tool that you have for generating interest in your products or services and building relationships for mutual benefit.

80% of all social media B2B leads come from LinkedIn. As a B2B social seller, the most crucial task you have on your calendar every single day is to build relationships with the people that make buying decisions within your target organizations. That's where the power of LinkedIn truly lies. 75% of B2B buyers use social media to research their buying decisions. 50% rely on LinkedIn as a part of that process.

LinkedIn provides you with direct access to decision-makers at organizations that need, want, and are actively searching for the exact solution that you provide. That's why the platform performs 277% better than Facebook and Twitter when it comes to generating visitor-to-lead conversions.



Building an audience on LinkedIn allows you to get on your buyers' radar and find opportunities for genuine engagement with them. A presence on LinkedIn is something that you can rely on for years to come, as your career grows and you move to new positions.

But — building an audience on LinkedIn is easier said than done. People understand the power that the platform holds. There is a lot of competition there these days. But that doesn't mean that standing out in the right way on this fantastic platform can't be done.

Building an audience on LinkedIn requires that you be willing to put in the time and effort to make your followership organically. You are unlikely to generate the type of relationships that lead to sales in a few short days, so don't get discouraged. Success on LinkedIn comes from daily engagement and smart strategies that allow you to take on a less-is-more approach. And keep in mind that you have to follow this approach for 10-12 weeks before you have fully built your runway.

Here are some tips that will help social sellers to grow their LinkedIn audience:

Tip #1) Optimize Your Profile

Optimizing your profile should be the first step that any social sellers take before starting to build their presence on the platform. Your LinkedIn profile doubles as a virtual resume. 42% of users update their profiles regularly. It tells your prospects about your experience and expertise while helping them to understand better how you came to be where you are today. It's vital that you are sending the right message to prospects and ensuring that your profile is optimized, so LinkedIn's search features find you.

We recently published an article that covers the steps that you can take to optimize your headline. Here is a short teaser of the different steps included in the article:

- Add a value proposition in your headline.
- Use a professional headshot.
- Create a concise and compelling summary.
- Flesh out your experience section.
- Exchange endorsements and testimonials.
- Join and participate in active LinkedIn groups.

Following these tips is a good first step on your way toward your larger goal of building an audience.

Tip #2) Choose a Headline That Clarifies Your Value

Your headline shows up throughout the LinkedIn platform. It is, other than maybe your headshot picture, the most visible part of your entire profile. It's located directly below your name on your profile page and also shows up anytime that you leave a comment on someone else's status. For this reason, you must get the headline right.

In our LinkedIn profile optimization article, we gave some particular recommendations for choosing a headline that displays your value proposition and makes it clear to your prospects. You want them to have an unmistakable idea of what they will get from working with you.

- It should be specific.
- It should be easy to understand.
- It should elicit a reaction.
- It should convey your value.
- It should convey a problem that you solve.

Follow the above steps as you plan your headline. You want it to be short and easily digestible without sacrificing a majority of the tips above. For someone at SocialSellinator, our headline might read something like:

We Help B2B Companies Leverage Social Selling to Grow Sales

Simple. Effective. Clear. The length of your headline depends on your offering and personal preferences.

Tip #3) Publish Engaging Content

Do you want people to follow your account and engage with what you share through the platform? Yes, of course, you do. That's what having an audience is all about. Well — you can follow all of the tips and tricks that you want, but if you aren't providing valuable content to your audience, you're going to have a hard time developing those connections.

You must create content to be successful in social selling. You have to put your expertise on display and show your prospects how your solution will help them solve a particular problem. As a result, you should be publishing high-quality content that covers that problem or tangentially related subjects regularly.

Now, keep in mind that "content" can refer to all types of content. Off-site articles, posts published through the LinkedIn platform, videos, infographics, surveys, social media updates - the medium that you deliver your content through are less critical than the information you are providing. Just focus on delivering it as effectively as you possibly can.

Tip #4) Comment on Content That People Share

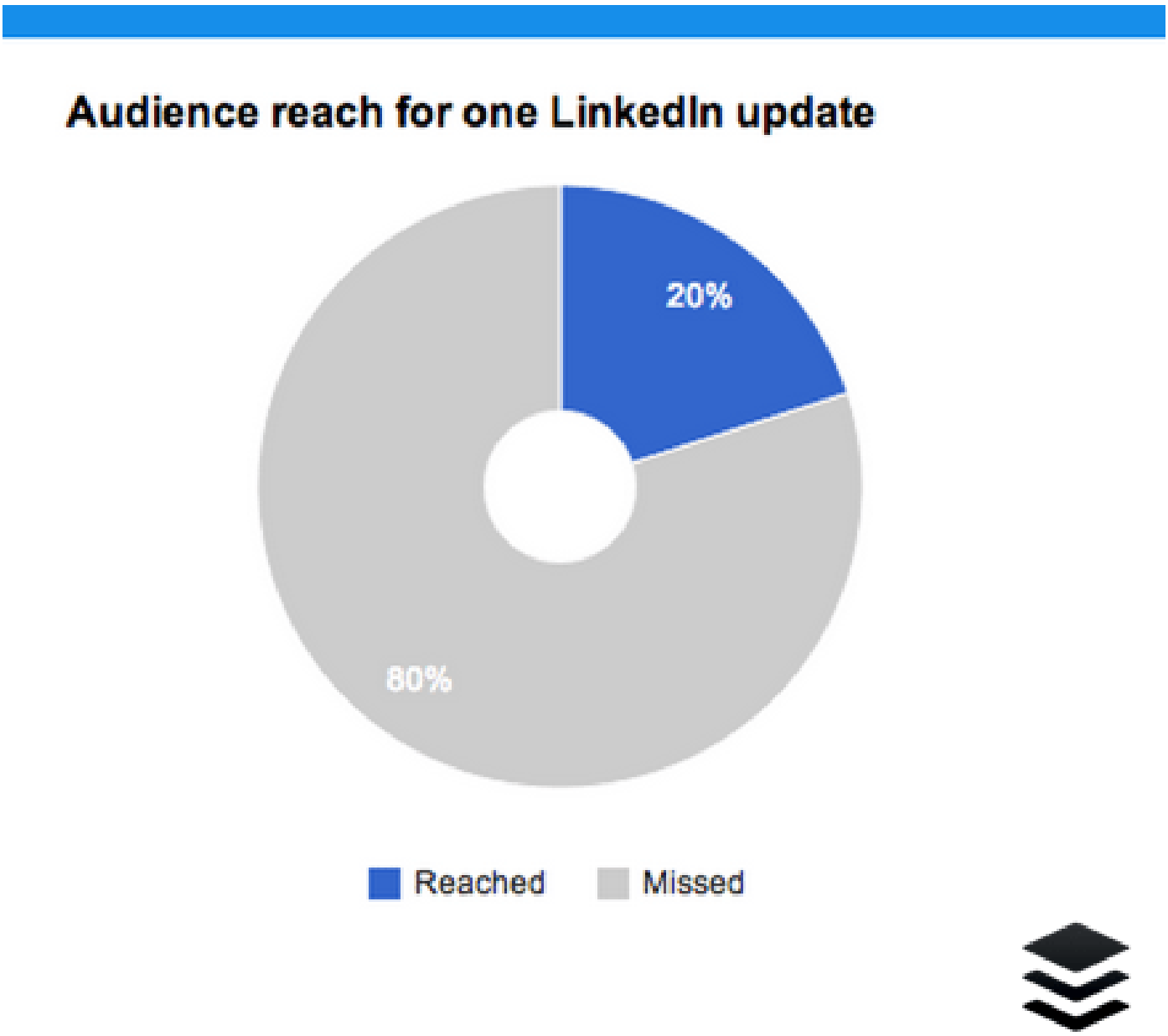
People (your prospects) like validation. They like to know that the content that they have shared with others was enjoyed and found useful. On most social media platforms, the clearest sign that a person's audience has found something that they shared interesting is actual engagement in the comments section.

Think about how you react when someone comments positively on something that you've shared. You probably remember that person, right? Or at least you would if they commented consistently on the things that you posted. You might go to their profile, check out their website, and read other content that they have shared — all steps that we want prospects to take when we comment on their articles. See what this means for you...?

Tip #5) Maintain a Steady Posting Cadence

Slow and steady wins the race. You don't have to be out there posting new content five times a day. If you update your profiles too much, some of the content that you share will get overlooked and not make the impact that you were hoping for.

A study from Social Report states that when looking to build an audience on LinkedIn, you should post one post per day. This posting schedule is backed up by a report from LinkedIn, which showed that posting 20 times per month (or about once per workday) will enable you to reach about 60% of your unique audience.



Source: LinkedIn

Yes, posting more often does mean that you will be able to reach a larger portion of your audience eventually. However, you want to make sure that you only share high-quality content. Less is more, and quality needs to be the focus.

Tip #6) Share Content From Others (And Let Them Know!)

If you are going to be sharing one piece of new content per day, you are going to have to share content from other brands. While it would be great only to share content that you (or your brand/company) produced, it's most likely not realistic for you to create a new piece of content for this purpose every day.

A healthy LinkedIn content sharing strategy mixes in resources from several different sources. Remember, your ultimate goal is to share content that is valuable to your audience. You want to be a source of information, but that doesn't mean that everything that you share has to come from you. There are a lot of people creating high-level content that your audience would find interesting. Don't keep that content from them because you feel you need to stay 100% on-brand. Doing so might mean you miss out on some great opportunities.

Sharing content from other brands also serves as a way to drum up conversations with people from that brand. It's a great networking tool to share content that others have produced. But the key here is to tag authors and brands in any social media posts where you share their content! That way, not only the original author gets notified, but also everyone who follows them on LinkedIn. As a result, you massively amplify the visibility of your post, and you increase the chance of engagement with the authors. Because after...if someone quotes your article, wouldn't you at least give that post a 'thumbs up' or even comment on it? Exactly!

Tip #7) Connect with New People Daily

Want to grow your audience on LinkedIn? Want to have more people that see and engage with the content that you share? The quickest path to increasing your audience is to use the platform's primary mechanism for audience growth — the ability to 'connect' with other people.

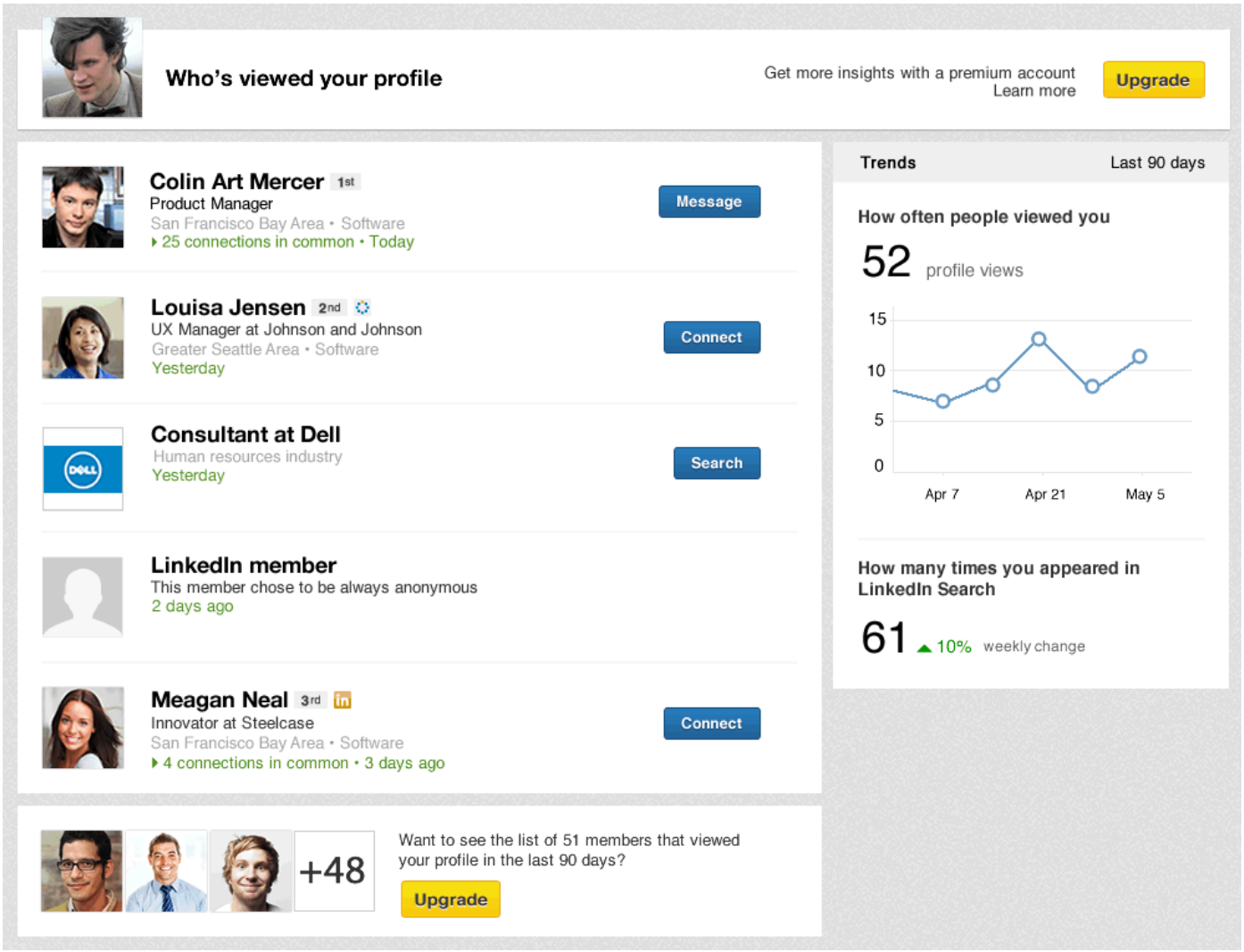
Every single day, you should be connecting with several new people. Later, after they've added you, you can drum up conversations with them. But, you can only message people that have connected with you on LinkedIn, so it is crucial that you continually add people that fit your prospect profile to keep a consistent flow of new conversations happening on LinkedIn.

Additionally — when someone adds you on LinkedIn, your posts will begin to show up on their feed. If they engage with the things that you share, your posts are prioritized and show up more often for them. For this reason, it is so essential to ensure that the content you post is valuable. After all, you may only get one chance to convince someone to engage with your content.

Important: You never want to add more than 100 people in a day and should add fewer than that. LinkedIn has a very finely-tuned machine when it comes to detecting people who may try to game or exploit their system. LinkedIn itself doesn't tell you clearly how many connections you can make per day and what number will have you go directly to LinkedIn jail. We recommend sending no more than 3–5% of your total LinkedIn connections per day. For example, if you have 1,500 LinkedIn connections, send 75 connection requests per day.

Tip #8) Visit a Healthy Number of Profiles Daily

Since you can (or should) only add ~100 new people per day on your account. But, you can visit up to 500 profiles per day, if you use LinkedIn Sales Navigator This is useful because, by default, LinkedIn profiles will tell people who have viewed their profile in their dashboard.



Showing up here will get you on people's radar. You'll start seeing your views begin to go up as these people land on your profile. Not only that, but you'll find a fair amount of the people that hit your profile, adding you. Someone that reaches out to establish a connection with you is typically higher on your value scale that someone that you reach out to cold. An excellent tool to automate profile visits is Dux-Soup - a Chrome browser plugin.

Tip #9) Engage in Conversations with Influencers

Like any social network, the best way to grow your audience is to start getting mentioned by people with their audiences. Identifying influencers that you would like to target and engage with on LinkedIn is critical for growing your audience quickly.

Of course, you want to be selective about how you engage with them. To follow influencers like a puppy, commenting on everything that they do would seem needy. Be selective in picking their posts for your engagement. When you do engage, do so thoughtfully. Bring real value to the table for their audience. Having the real insight to share is what will separate you from the hordes of people engaging with them half-heartedly. For a great way to quickly identify influencers on specific topics, use Right Relevance

Tip #10) Personalize Connection Requests When Appropriate

The trends of LinkedIn have changed in recent years. There once was a time when it was inappropriate to friend-request anyone you didn't know or have experience working with on the platform. However, today, it is allowed and encouraged to connect with a wide range of people within your industry.

When you do come across someone that you have a connection to — maybe you worked at the same place, or have a mutual colleague that bridges the gap between you — include that in a personalized note that you send them when you connect. Giving the connection request this personal touch will help you to stick in their mind and give you a natural opening for starting a conversation as soon as you connect.

Tip #11) Share Images with Your Content

Including images with your social posts will significantly increase engagement. According to research by BlueStone 360, using visual content will increase views by up to 11x. Using an image will not only help your audience to notice your posts as they are scrolling down the page. It will allow you to visualize your content by choosing a relevant image. Your audience will have a better idea of what they can expect when they click-through to the post. Or maybe you pick a fantastic visual that is so unexpected or tongue-in-cheek that it piques people's curiosity and makes them want to click and read more.

Take this example from Melonie Dodaro, where she uses pictures of the people included in the content. That's a whole lot of social proof!



Melonie Dodaro

Int'l #1 Bestselling Author The LinkedIn Code | Digital Sales & Marketing | Keynote …

6d

Wondering how to generate more leads and clients? 25 Social selling experts reveal what its going to take in 2018.

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#SocialSelling #Sales #LeadGeneration



25 Social Selling Experts Reveal What's Required to Succeed in 2018

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6 Likes

Like Comment Share

279 views of your post in the feed

Tip #12) Tag People in Content You Share

It seems like common sense, but so few people do it. Maybe they feel like it comes across as desperate or attention-seeking, but there is no better way to establish a connection with someone than to tag them in your post. Maybe you reference them in a blog post or mentioned their brand in some way. Perhaps they authored the content that you are sharing with your audience. Or maybe you just tag them to make them aware of something you're sharing because you think it might be relevant or exciting for them. Either way — you have a surefire way to get on someone's radar with very little time investment. Just make sure that anything that you are tagging them in is either a piece of content they had a hand in or is very valuable to them.

Bonus Tip: Extend Your Headline on Mobile

If you would like to extend your headline, we've got a nice little tip for you. The desktop version of the LinkedIn websites limits you to 120 characters for your headline. However (and we are unsure if this is an intended feature or only a bug), if you edit your headline on your phone's LinkedIn app, you are given approximately 200 characters for your headline. If you can find a smart way to pack more information that your customers find relevant into a longer headline, this is a cool way to stand out from the crowd. Just keep in mind that this may not look great on all devices. For this trick and seven more, check out Andy Foote's excellent post on "8 Stunningly Clever LinkedIn Hacks" via LinkedInsights.com.

Continuity is Key

The key to social selling on LinkedIn is persistence. There are so many facets to becoming an excellent social seller on the platform that you can excel in a few specific areas and still generate more business than you can realistically handle through LinkedIn. But if you aren't posting new content, engaging with people, adding new connections, and working to build relationships daily — you'll have a hard time growing your LinkedIn audience.


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