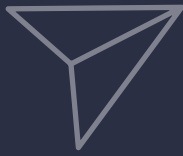


100 LINKEDIN TIPS





PROFILE

PART ONE



The first thing you need to get right when using LinkedIn is your profile. There is little point in connecting to people and engaging if when they visit your profile, it's not a great advert for you. Think of your profile as your own personal website. Is it aimed at your ideal client? From reading it can they easily understand what you do, who you do it for and the results you get? Is it full of valuable content and advice? Are your contact details on it? Here are some great tips to get your profile right:

Banner Image

This should represent what you do or clearly state what you do. Maybe a photo of you in action or a simple banner with a strapline and web address etc. You can make a great banner for free on sites such as Canva etc. Just keep it simple so people can clearly see what you do from it.



Profile Picture

Ensure your profile picture is professional, happy and recent. Headshots work the best, try standing against a plain wall and get a friend or colleague to take a picture, if you don't have a professional head shot.

Custom URL



Don't stick with the one LinkedIn has given you, make it personal, so its easier for people to find you online.

Record Name



Use the facility to record your name, you can also add a little more after saying your name, such as what you do – who you help etc.

Website Link



You can add your website, a link to a YouTube channel, a link to your calendar - any link you wish. You can change it on a regular basis.

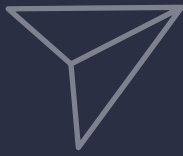


Strategic Heading 120 Characters

Change the heading to make use of the characters you have available. Make it clear what you do, who you help and how. Optimise the first 40 characters for SEO.

PROFILE

PART TWO



About Section



Make use of all the characters you get. Make it clear what you do, who you do it for, how you do it, what results you get. Also add some personal content (people buy people) and most importantly call to action information - website, company page, email – whatever you feel comfortable adding to it. Write it in the 1st person and make your opening sentences count to hook people in, so they want to read more. This is NOT a CV. Read it and think if I were a potential client would I want to speak to me? If not re write it. Imagine you are at a networking event, this is your elevator pitch. Optimize the first 4 lines.

Featured Section



Turn this on and add 3 things to it. You can add pdf's, weblinks, pictures, links to posts / articles etc. Change it on a regular basis.



Video



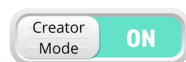
You only get 30 seconds max. Its doesn't have to be a professional one and you can change it as often as you wish. Make sure to add subtitles.

Services



Turn on this section and list the services you offer. You can also add your price if you wish.

Creator Mode



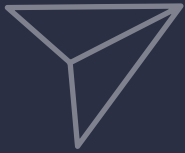
Turn on creator mode and add your 5 #. Use these in your posts. Also follow these hashtags.



Work History



You don't need every job since 16 on here! The most recent and relevant ones are fine. Make sure they are linked through to the company page and don't forget you can add media to this section – website, brochure etc



PROFILE

PART THREE



Recommendations



Ask for and give recommendations to people you've worked with or done business with. Try and give at least 1 per month and ask for 1 per month – minimum. People will look at your recommendations to see whether you are someone who can be trusted to buy from.

Endorsements



Endorse the people you know, work with or do business with. Ask for endorsements back as they showcase your skills to future customers.

Volunteer Roles



Don't overlook this section. People like to do business with people who give back so if you work with a charity, mentor young people, are on the PTA or coach your child's football club – add it to your profile

Education



You don't need to list your junior school! Higher education onwards. You can add courses and professional certifications in this section and again can add media if desired.

Keywords



Include industry relevant keywords in your LinkedIn profiles. When people search for them, your profile will pop up! Think about the type of words people are likely to search for. Make sure they are included in your title and your about section.

Complete Your All Star Profile



Complete 100% of your profile, fill every section and keep it up to date. Update it regularly to ensure you stay fresh in case anyone looks at it. Make sure your profile is written with your ideal client in mind. If you're looking for a job your profile is an online CV. If you're looking for prospects and customers your profile becomes an elevator pitch and an extension of your website or any outreach. Imagine your ideal client in front of you – what would you say to them – put this in your profile. It's like your own free website – selling you.

CONNECTION STRATEGY

PART ONE

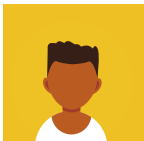
Once you are happy with your profile the next stage is to connect to the right people. There are 2 schools of thought: The larger your network, the more people you can share your product or service with. Whilst others go with quality over quantity. There is no right or wrong way, the important thing is sending out regular connections. Here are some ideas on how to find the right people:



Connect



Connect



Connect

Connect to existing and past customers



Start by going through your CRM and make sure you are connected to all existing and past clients.

Connect with colleagues present and past



Connect to those within your current company and anyone from past companies you have worked at. Also college, school, university contacts.

Potential clients



Anyone who is your ideal client demographic or any current leads, those you want to do business with etc.

Friends and family



Lets not forget any friends and family on LinkedIn!

Experts in your industry



Key industry experts, thought leaders and influencers are great people to connect to. Not only do they produce great content for you to share, they provide great insight that you can use to discuss with prospects and buyers. Add comments to their posts giving you own opinion and adding more value – this is great as others will see, like and comment on your comment, these could be great possible new connections. You can also look at all the people who like and comment on their content as they could be potential leads / connections too.

CONNECTION STRATEGY



PART TWO



Know your Decision Makers

Businesses on average now have up to 7 decision makers involved in each decision. The more people you can connect to in a company, the more chance you have of selling effectively. Map your target companies and connect with multiple people, this will increase your chances of finding the right people and having back up contacts should any leave or have time off. (In a typical firm with 100-500 employees, an average of 7 people is involved in most buying decision - Gartner Group). Sales navigator is a great tool to use for account mapping and finding the right people

Let People Connect to You

Connect

Are your settings right so that people can find you and you come up in searches – check your visibility settings!

Your groups

Requested

Look in Groups

Join groups that are relevant to your industry. There may be some great possible connections in those groups.

Your Events

Create an event



There are so many events on LinkedIn. If you are attending an event the attendance list becomes open to you and it's a great place to find new connections. You can even join competitors' events and get access to the list of attendees. You will at least know they have a common interest in your subject / industry. If you are running your own event, that list becomes a valuable source of new connections.

Who's Checking you Out?



1,588 profile views



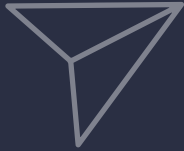
25,338 post impressions



204 search appearances

Check, monitor and engage with anyone who has viewed your profile, it could be a future customer and also another great way to grow your network. Some people will look at your profile and won't connect with you or talk to you. It's not to say they don't want to, but it's like someone visiting a shop. They might walk in and out, but if you start a conversation, you might not just get a visitor but gain a customer.

CONNECTION STRATEGY



PART THREE



Personalisation



Personalise your connection requests, let them know why you want to connect and how it can benefit them. Remember, they don't have to accept so give them incentive to. Keep it relatively short and simple and it shouldn't be a sales pitch, just a reason for them to be a part of your network.

Connect With People Daily

Connect

Sending out regular connections is a must to grow your network. I aim to send at least 10 requests per day – 5 days a week

Creator Mode

Don't forget if you have turned on creator mode you will allow people to follow you without connecting. They will still see your posts just not be able to direct message you unless on InMail. It's a great way to grow followers, but you need to still connect to people to grow your ideal network. Check who is following you, you may wish to connect to them if not already.

Advanced Searches



Utilise advanced search on LinkedIn to find people you want to or should connect too, you can break down a lot of variables and target location, company size, turnover, it's a great tool.

Creator
Mode **ON**

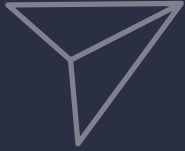
Email Signature / Web Button

Add your social profile links in your email signature. For LinkedIn, you can actually add a “connect with me” logo that links to your profile. You can also add a “follow me” button to your website. This will help again drive more people to connect with you, growing your network and your relationship with your prospects and customers.



Connect on
LinkedIn

ENGAGEMENT STRATEGY



PART ONE

Once you have your profile complete and you are growing your network with the right people the next thing to think about is how you engage with people. Engagement come in many forms on LinkedIn, here are some tips on how you can engage with others:

Contact New Connections

2-3 days after people connect with you, send them a message. This should not be a hard sell, a simple welcome to your network and how you may add value to them – perhaps you have a free download etc. Also maybe ask them a few questions. Remember you can message via written; voice note or video. If you want to stand out, think about sending a voice note or video.



Reply to Comments on Your Posts



More about creating content in the next section, but make sure you engage by replying to anyone kind enough to comment on your posts.

Contact Existing Connections

Say congrats

When was the last time you spoke to your existing connections? Don't just focus on new ones! A good way to reconnect is watch when they have a birthday, change roles etc.

Ring Bells

You can ring the bell on people's profiles. Think about connections whose content you like, influencers or industry experts or potential customers. By ringing it, their posts will appear in your feed making it more of what you actually want to see! Then you can comment on their posts and engage that way.



ENGAGEMENT STRATEGY



PART TWO



Set Up a Newsletter



You can now produce a newsletter on LinkedIn and a lot of people are doing this rather than articles. The good thing about the newsletter feature is you can invite people to subscribe and in turn add their emails to and grow your database. Don't send too many – one per month is ample.

Comment on Posts – Everyday!

Comment on posts to share your opinions. Be seen as someone with an opinion in your industry. Keep it positive, it's fine to challenge but do it in a constructive and positive manner. Negativity will be seen by your customers and it's unlikely to help you win deals. Also always try and add value. Do this each day – aim for 5-10, this is as powerful as posting yourself.



LinkedIn Groups

Join LinkedIn Groups relevant to what you do and engage. Create a name for yourself and your business. Post content in them and comment on other people's content, add your thoughts, opinions and experience. You can join up to 100 groups and whilst you won't be active in them, it lets LinkedIn know what your interests are and cultivates your feed accordingly. Smaller groups are great and will help you stand out and people will get to know you, so focus on these for the interaction.



Creating LinkedIn Groups

Create your own LinkedIn Groups and grow them. A LinkedIn group is a great way to be seen as thought leader in your industry, which in turn is great for creating opportunities. Once you've created one, invite as many people as you want and encourage others to invite into it as well. Add a link to your group on your profile page and on your email signature to drive traffic to it. Some people create a free group and grow it, add value and later monetise it by setting up an online community.



ENGAGEMENT STRATEGY



PART THREE

Events / LinkedIn Live



Events such as webinars or LinkedIn Lives are a great way to give a lot of value and engage with others, whilst also showing an audience of people why you're a good person to work with. You then get a list of prospects to work through and start conversations with. They shouldn't be a pitch, that happens afterward, but it's the value that allows you to start a conversation.

Let People Contact / Engage With You



Include your contact details on your profile summary. Whilst your profile usually gives the option for people to find you, make it even easier for your customers by having it on your profile available to see the moment they click on it.

Be Warm



Whether you are sending a connection request, replying to a message, commenting on someone else's posts or replying to comments on yours – be warm, be friendly, be open. Remember if you have nothing nice to say -say nothing!

LinkedIn Live Audio



A live audio discussion which you can invite people to (Perhaps have a guest speaker) and people can simply listen or get involved and come on stage. Easier than LinkedIn Live as its audio – but remember these currently are not recorded. You do have list of all people who said yes to attend (as in LinkedIn live) which is great to follow up after the event.

Be Proactive



Don't wait for results, be proactive and engage with prospects, follow up on your communications. For example, if you've sent them a connection request and they've not accepted you can still follow them and engage on their content, this will help warm up the request. The same if you've sent a message but not had a reply, try a voice note or video

POSTING STRATEGY

PART ONE

One sure fire way to grow your network and become know as the “go to expert” in your field is to post on a regular basis. But what do you post and how often? Here are some tips:



Set Aside Time



Whether is 30 mins every few days or a few hours at the weekend, set aside time to think about and write your posts.

Timing



Think about your customers and where they are based and post at the best time for them. Good times are first thing (8-9), lunchtime and end of the working day.

Post Regularly



You don't have to post every day, but try and post consistently. It is better to post 2 times a week every week, than 5 times one week and nothing the next. Consistency is king.

Schedule



You can use a free scheduling tool such as Buffer or Hootsuite and schedule up to 5-10 posts in advance completely free of charge. You can also schedule posts in advance directly on LinkedIn.

Hook Them in With a Heading

You want to capture attention quickly with your posts. People can see the first line on a mobile and the first few lines on a desktop. Think about what will stop them scrolling and open your post. For example, instead of writing: “A lot of people find it hard to manage their time” You could have: “3 activities you can implement today that will save you an hour each day”



POSTING STRATEGY

PART TWO

Share Blogs



Share blogs on LinkedIn relevant to your industry and network to share news, thoughts and opinions. You can find blogs on major news websites and key industry websites. Most have the option to subscribe so you can have the latest content delivered right to your inbox. You can then click the social icons to share direct through your profiles.

Choose Popular Topics



When creating content look for popular subjects, both industry relevant and non-industry relevant. The key is to find subjects that people are interested in or talking about.

Text Only Posts



These can be great as long as you have a great headline to hook people in. You spread them out well using icons so they are easy to read, and you ask questions to engage people.

Deliver Value - Give to Get



Provide value in your posts, educate others, share good content. By offering something for free it allows you to then ask for something when you need it. I always say give away 20% for free then you can charge for 80%.

Write Articles



Articles are a great way of giving information and showing you are an expert in your field. Aim for one per month. You can repurpose your own blog for your article after it has gone onto your webpage

Mix Up Styles of Posts



You don't have to stick to one type of post, mix them up for maximum engagement. Maybe one week a video and infographic, the next week a text post and poll.

POSTING STRATEGY

PART THREE

USE VIDEO



When recording video content to share on LinkedIn, it's good to keep it natural but do take time to make a good quality video. There are so many great apps for video. Your phone can produce great videos, as can zoom. Make sure they are short, add value, natural and have subtitles. They can be used in posts, added to your featured section, or even when messaging someone – it's a great way to stand out.

Memes, GIFS and Photos



Adding a photo etc which is relevant to your post can help increase engagement – they key word here is relevant. GIFS are great as they stand out on the news feed.

Polls



These were very popular when introduced and can still be a great way of engaging and gaining relevant information you can then follow up on.

Include Subtitles



If you can, find a way to include text with any video you share or create. If you can't include it within the video, add it as a status alongside the video. There will be a lot of people who won't be able to listen to the audio whilst at work, so if you write about it as well you stand a better chance of your message getting through.

Content for Posts



You can use AI websites, Answerthepublic, google alerts, competitors post etc for ideas for content for your own posts – but remember, make them personal they must come from you and not be copied!

Hashtags / Call to Action



Remember to include your 5 # you chose when setting up creator mode on each post and a call to action

POSTING STRATEGY

PART FOUR

EDUCATE



Educate your buyers on your industry, it's less about advertising your product but more about providing insight and value relevant to them and the industry you work in. You can then include a call to action within the content you share directing people to your website where they can see exactly what you do. Let them know you are an expert.

Mobile

As many, if not more people used LinkedIn on their mobiles as do on desktops. You can post on the go, engage on the go and create opportunities wherever you are. You might be in between meetings but have 5 minutes to do a quick social check and post a status, it all helps.

Add a Clickable Link



When using the mobile version you can add a clickable link to a video, carousel or image post through to a website of choice

Share on Other Networks



You can click the link on a post and instantly share it to another network such as Instagram, twitter etc

Identify Problems

It's not about you, it's about them. What do they need / want? What are common issues for your customers. What can you do to solve the problems for them. Be seen as the go to person.



Be Bold

If you want your content to cut through the noise you need to make it stand out. Make it bold, make it relevant and if possible, make it disruptive. Imagine how you scroll through your social feed, what does it take for you to click on something? Now think how you can create something that does that with your audience.

POSTING STRATEGY

PART FIVE

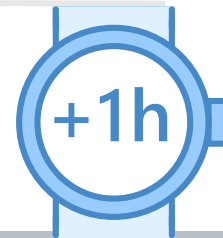
Learn From Your Success



Track the performance of your content. Look at which content does best, is it blogs, posts, videos etc. Look for key topics that drive good engagement and create more of that.

The First Hour After a Post

This is the golden hour and it is crucial to the posts success. The algorithm will award 1 point for a like, 2 points for a comment and 3 for a share. So babysit your post in the first hour and reply to comments etc to “get it going”. Its also a good idea to pop back on after a day and comment again and remember reply to all comments.



Create More Content



Create multiple pieces of content from one single source. For example, you might have a great Newsletter – so break it down into several posts. Don't use it all at once.

Re-use Content



Any content that you create becomes an asset, you can use it again and again. Obviously give it time before re sharing it, but you build a content pool which can be used for the future.

Link Back to Content

Link your content back to your website, profile or downloadable content. Think of it like a conveyor belt. You create the content to reach an audience, you then want an option for those who want to learn more to be able to get closer to you. That could be the website followed by something to download for those who still want to learn more.

Use Humour

Use humour where you can. People (including your customers) are used to looking for entertainment on social media and whilst they may utilise platforms like LinkedIn professionally, they do still enjoy entertaining content! It also helps break down the “professional” barrier which can sometimes block a relationship being built. If they see that you're a person and not just a sales person they'll be more likely to open up and want to work with you.



POSTING STRATEGY

PART SIX

Be Human



Use LinkedIn to show that you are a human. Don't be afraid to show pictures of you in the office, or on a team building day, it shows that you are a human and people want to do business with people. They don't want to see advertising or sales pushing content from another sales person, they want to see engaging content from a human being who they will build a relationship with.

Tagging



Use this one wisely and don't overdo it - only if it's relevant to them. However it's a great way to get quick engagement, include people within your industry which could be your prospects and customers, and grow your personal brand.

Plan a Strategy



Build a content strategy and content calendar. This could be built with 1 article per month, 2 posts per week: 1 video and 1 image. Once you've got your plan you can then create the content ahead of time and share it.

Reviews

A great source of content can be you reviewing something. It could be a relevant book, event, video, interview, anything that is relevant to your customer. You can create the review in any form of content including text, image, video, blog, podcast etc. This creates something of huge value to your prospect but also allows you to build on your personal brand as well.

Stay Positive

Don't be put off if you don't get engagement with everything you post. As long as you keep posting consistently, when your network are ready to buy or engage, they will. Some content will do well, some won't, but keep trying, learn from those that succeed and learn from what others are doing. A lot of people are "lurkers" they will never comment or like a post but will read them and reach out when needed. Views are just as important as likes and comments.

EXTRA TIPS

PART ONE

Other things you may wish to consider when using LinkedIn:



Cultivate Your News Feed



Make sure you are connected to the right people and ring the bells of those profiles whose content you like, that way your newsfeed will be full of relevant content for you.

Relationship Building



Focus on building a relationship with people, not selling a product to them. Social selling is about engagement, building trust and earning the right to sell by giving value first.

Use Your Competition



You can utilise your competitors content to generate leads for your business. Look at the people who are engaging with their content. Look at the people who follow their pages or who share their content. These could be possible leads for you to connect with.

Use Your Time Wisely



Monitor time spent on LinkedIn, make sure it's controlled. LinkedIn is addictive and it's easy to spend more time than necessary without generating an outcome. Your time is very valuable, so make sure you invest in activities that are planned, focused and proven.

Take It Offline



Always look for the opportunity to move an online relationship offline and to a phone call or virtual / face to face meeting.

EXTRA TIPS

PART TWO



Meet the Team



Ask your company to create a “meet the team” page on the company website which includes a link to your LinkedIn profiles. This will help reassure your prospects when they view the website and will also help direct people to your social profile to grow your network with warm leads. They can also create a meet the team video you can post on LinkedIn.

Farm Your Network

Nurture your network. It’s like a crop field on a farm, you need to take care of it every day. Provide it with fresh good content, keep it engaged and when the time is right you can farm the crops!



Use for Researching Prospects

When researching your prospects prior to contact, look at their most recent LinkedIn activity. What content have they engaged with, what content have they shared themselves. You may find some key insight that will help you or get some good topics to discuss.



Personal Branding

Your LinkedIn profile and the content you put out create your personal brand. In the same way “you are what you eat”, on LinkedIn you are what you say, like and share. Once you’ve decided what your personal brand is, make sure that it is consistent through everything you do on LinkedIn.



Your SSI Score

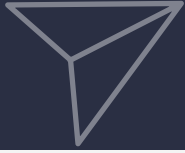
Monitor your SSI score on a monthly basis. It’s a good indicator of how your social strategy is progressing and will show you whether you’re growing or not. You can check your SSI score for free and it will show you all the components which make the score up. A score of 70+ is great!

- [LinkedIn.com/sales/SSI](https://www.linkedin.com/sales/SSI)



EXTRA TIPS

PART THREE



Always Be Giving



It's important to understand how people use social media. People rarely engage with advertising through social media, they engage with valuable content. Whilst social selling has the term selling, it's less about selling and more about giving. Giving content, giving insight, giving value to then EARN the right to start conversations with your prospects. Put as much content out as possible. Salesforce reported that 92% of buyer's journeys start online. This presents a huge opportunity to try and make sure that YOUR content is what they find. If you're creating and sharing content regularly, you'll have more chance of appearing during searches or on their social feeds when they're looking to buy.

Use Your CRM



Track your social activity within your CRM. Use it to track which opportunities originate from LinkedIn and use LinkedIn to fill out key information within your contacts profile.

Build Rapport



Don't forget that just because someone connects with you, it doesn't mean they know you or are in any way ready to be sold too. A connection is just like a hello, you've then got to build rapport, build a relationship, identify needs before asking for anything.

Use It to Enhance Your Usual Sales Technique



Don't ignore or neglect normal sales techniques such as cold calls and meetings, but utilise social selling to enhance those processes and to open more opportunities.

Be Pro-active

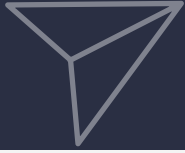
Be pro active, it is a proven fact that sales people using LinkedIn outperform their peers, so make sure you start to get involved.

Schedule

Set daily time slots to do LinkedIn, just like you would set times to do cold calling, or any form of prospecting. Each day make time to accept connection requests, reply to messages, comment on others posts and read through your feed to update yourself on prospects, customers and industry.





EXTRA TIPS

PART FOUR



Company Pages

Is a fast growing area of LinkedIn. Make sure your company page is up to date and has a posting strategy. Also make sure your staff are its brand ambassadors and share posts etc. Link to your company page, engage with it. Also follow the company pages of competitors so you can keep up to date with the market and see who is engaging with them!

 Small business Fewer than 200 employees	 Medium to large business More than 200 employees	 Showcase page Sub-pages associated with an existing page	 Educational institution Schools and universities
--	---	---	---



Sales Training In...

3,664 followers

[Edit Page](#)

[Share Page](#)



Sales Navigator



A great tool for any sales person / team who need to generate their own leads, build account and lead lists and account map prospects. Far too large a subject to cover as a quick tip but worth looking into if you are a sales person / team who need to generate leads. It's a fantastic tool / resource.



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