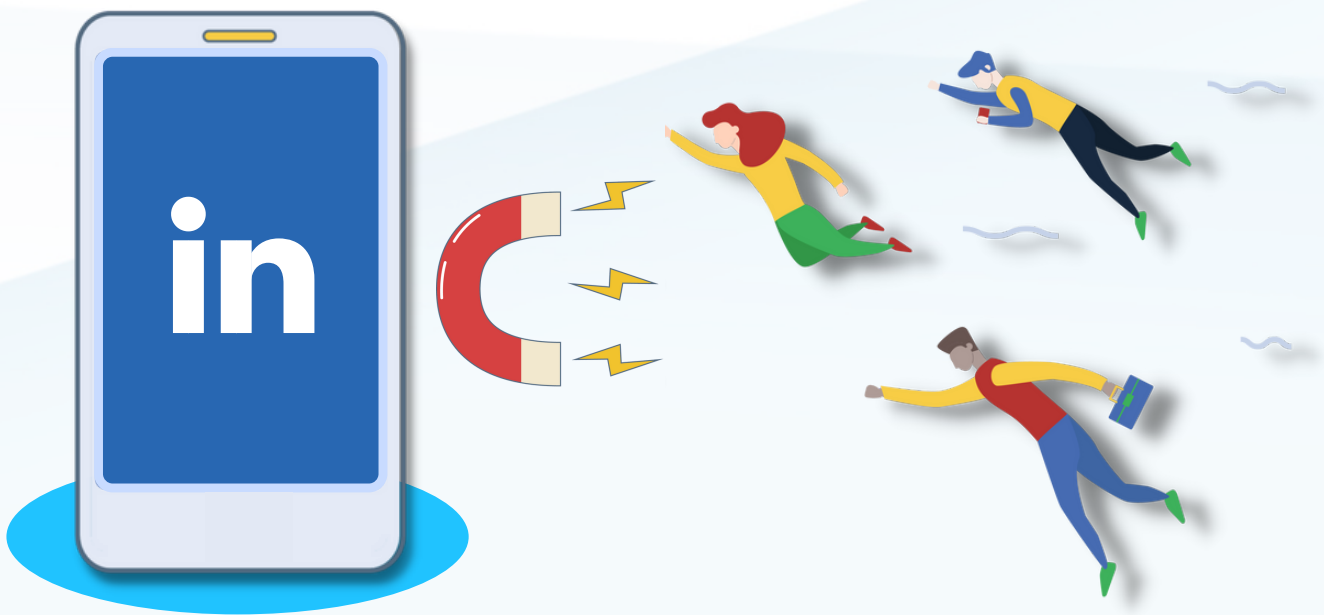


Social Selling Levels the Playing Field



LinkedIn and organic social media reach has leveled the playing field for all sized brands.

Prior to the internet explosion, brand awareness and exposure was limited to the companies that had big marketing budgets.



Almost anyone with a good message who brings value to the industry they serve can become a micro influencer.

Today, smaller brands can have a much broader reach, organically. When it comes to LinkedIn there is a 5 step process, that when executed consistently, will attract and engage a targeted audience.



1

Position the profiles of your team and company page to be resource-centric.



Talk less about you and more about your audience's challenge, offer insights and earn the right to be seen as a thought leader in your industry.



2

Focus on attracting, teaching, and engaging your audience.

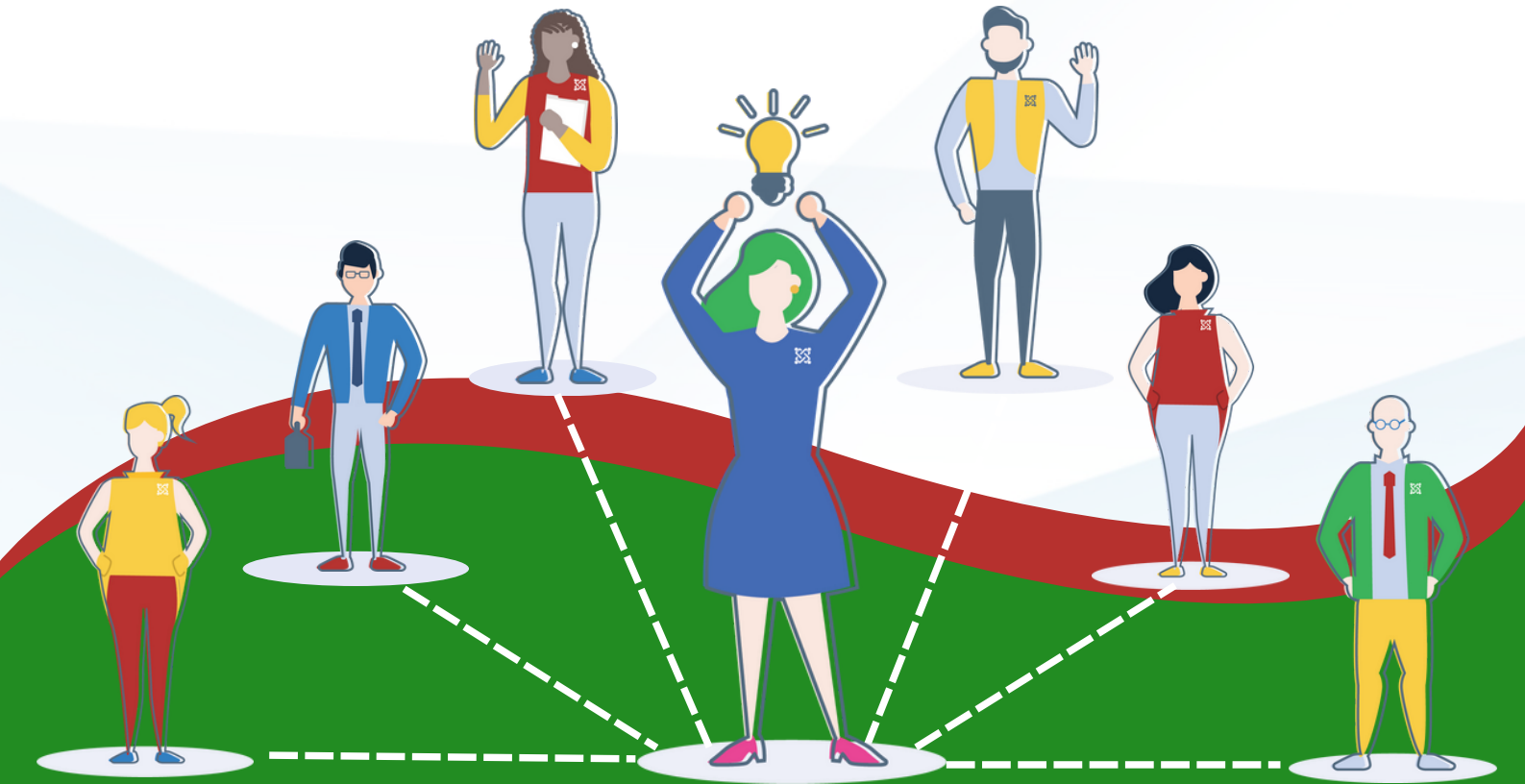


Whether you curate or develop original content, share it both in your newsfeed and in their inbox. Then spend 3x more time engaging on their content than yours.



3

Find influencers who are attracting your audience and engage.



Start conversations with both the author and the commenters. If your content is good, your followers will grow quickly.



4

Take inventory of your existing connections and engage.



Ask them to vote on a poll or comment on a post. You are now on their radar in a meaningful way to them, and they are likely to see and engage on your future content.



5

Leverage LinkedIn LIVE, Audio Event, and Newsletters to expand your reach.



When you consistently bring value, your audience consistently shows up.



Connect with Us!



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