



Social Sales Link™

# How to Convert Lurkers Into Engagers



## How to Convert Lurkers Into Engagers

Move those lurkers into engagers to start meaningful sales conversations that will ultimately lead them to your solutions.



Keep on reading to learn 5 simple steps that can help you identify your lurkers, attract the right ones to your posts, and convert them into engagers.



# How to Convert Lurkers Into Engagers

## Places where lurkers hang around

On your who's viewed your profile

1

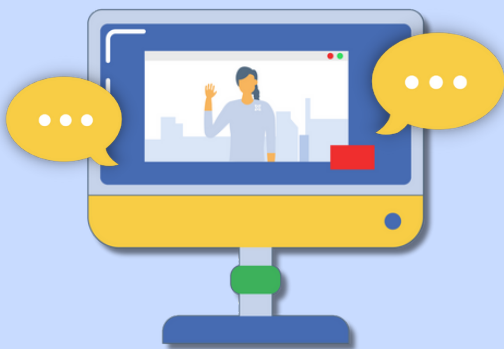


2

In your newsletters

On your published content

3



4

On your online events



# How to Convert Lurkers Into Engagers



## STEP 1:

### Know who your target audience is

Your target audience are the people who you want to start a conversation with to reach your goals. Establish that first, and it will be easier to know who your lurkers are.

## How to Convert Lurkers Into Engagers



### STEP 2:

Attract your audience using content they want to consume

But not just any content. It needs to be the kind of content that makes them care, whether it's discovering something new or something that makes them re-think their situation.

### PRO TIP:

Use social listening to learn about what topics your audience cares about.



# How to Convert Lurkers Into Engagers



## STEP 3:

### Encourage engagement

Create curiosity in the first line of your post to encourage your audience to engage or click "See More" on the rest of your post. You can use statistics, a question, a challenge, or industry insights, but make sure to make that first line is compelling; otherwise, they will skip your post on their feed and shall continue to scroll down to the next.



# How to Convert Lurkers Into Engagers

## STEP 4:

### Use effective Call-to-Actions



This is very important if you want to transform your lurkers into engagers. Tell them how to engage with you or your content by using an effective CTA or call-to-action.

Here are some of our favorite ways to add CTAs to our posts:

1. Use the post reactions as Polls to get an immediate "reaction" from your audience.
2. Ask your audience to leave a specific emoji or phrase in the comments if they want you to send them something related to your post: an eBook, your latest article, a link to a new tool you just discovered, etc.
3. Putting the CTA at the beginning of a post. For example, start your first line with "Share in the comments your thoughts around this."



## How to Convert Lurkers Into Engagers



### STEP 5:

#### Give them a reason to come back for more

The number one way to get your audience (and lurkers) to come back for more is to acknowledge when they engage. How?

1. When someone leaves a comment, show your appreciation by responding to their comment on your content.
2. Engage with one, two, or three of their latest content too!
3. Don't forget those that only leave a reaction; acknowledge their presence as well, either in the comments or through a DM.





# Connect with Us!



 [/brynnetillman](https://www.linkedin.com/in/brynnetillman)

 [/bobwoods](https://www.linkedin.com/in/bobwoods)



**Start More Sales Conversations  
by Leveraging LinkedIn**

Join Social Sales Link's  
**2x Weekly Group Coaching \$1 for the First Month**  
(no ongoing commitment)



**Join Now: [socialsaleslink.com/membership](https://socialsaleslink.com/membership)**

 **Social Sales Link™**