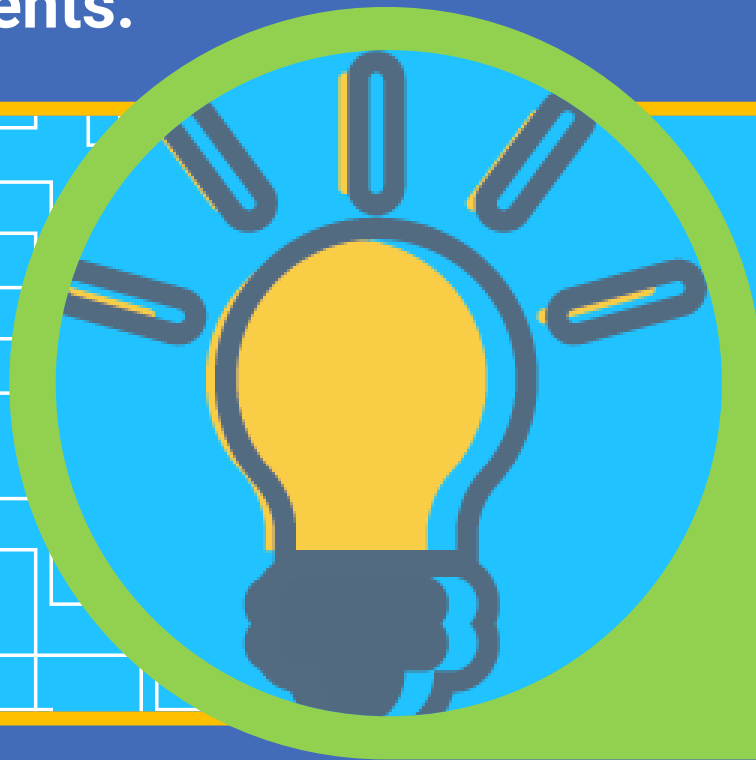


# 5

## Ways to Use LinkedIn's Mobile App for Sales Prospecting



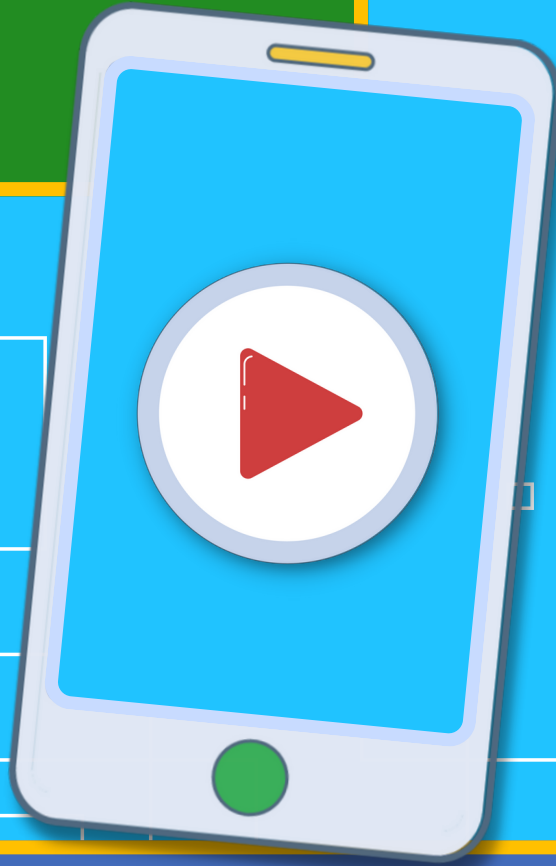
**LinkedIn's mobile app and Sales Navigator App have become valuable tools for sales professionals in the age of social selling. With a high active user rate of 62% and growing LinkedIn's mobile app presents a great opportunity to tap into a vast database of potential clients.**



**This eBook designed to help you make the most of this platform, whether you're on the go, attending networking events, or working in the field. We will take a deep dive into the unique features of the mobile app that can significantly boost your sales prospecting efforts.**



# I. Cover Stories



**Cover Stories, a 30-second video welcoming visitors to your profile is a game-changer. While it's available on both mobile and desktop, you can only upload your videos via the mobile app.**

**This engaging feature allows you to introduce yourself, showcase your expertise, and connect with prospects even before they reach out to you. It's your first touchpoint, a chance to make a memorable impression, and you don't need to feel chained to your desk to use it effectively.**



## II. Name Pronunciation



**Name Pronunciation is a unique feature that allows users to record name pronunciation on mobile, and others can listen to it on their desktop (or their LinkedIn mobile app).**

**It may seem small, but it's a significant bridge-builder. Imagine the relief when someone can confidently address you by name, especially if your name isn't as straightforward as "Bob Woods." Utilize the full 10 seconds wisely by introducing yourself and adding a brief tagline.**



## III. Sharing Content

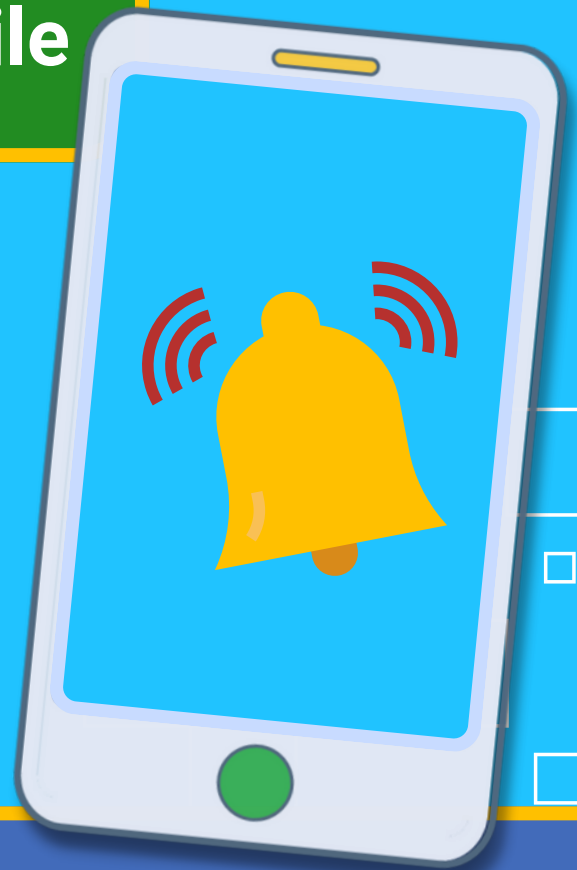


The LinkedIn mobile app has its own content-sharing algorithm, separate from the desktop version. This was discovered during the Stories era (although it has now been retired), and it presents an opportunity. To diversify your content-sharing strategy, try alternating between the mobile and desktop platforms. Sharing content via the mobile app is quick and easy.

**Pro Tip:** Use the Canva mobile app to create and download content originally made on your desktop.



## IV. Notifications and Who's Viewed Your Profile



**Stay in the loop with your engagement even when you're away from your desk. The mobile app ensures you're aware of who's interacting with your content and who's viewing your profile.**

**This real-time accessibility empowers you to respond promptly and seize sales prospecting opportunities. Plus, don't overlook the power of shortcodes, a native feature on your smartphone, for quick and efficient messaging.**



# V. Sales Navigator Mobile

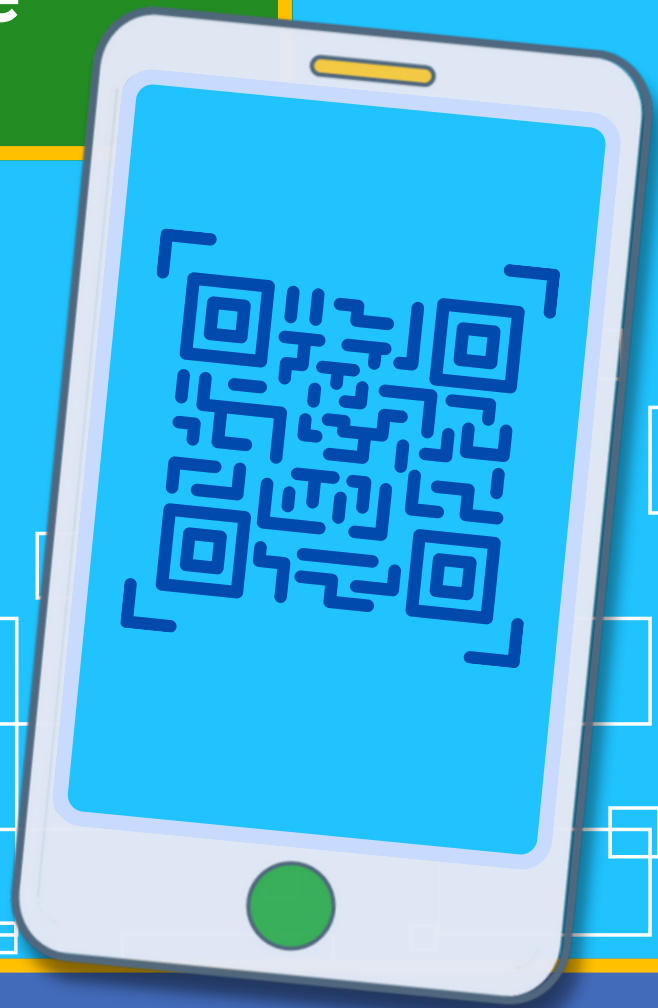


For those with a Sales Navigator subscription, the mobile app offers a comparable experience to the desktop version with a specialized newsfeed that displays content from saved leads and accounts. Stay updated with real-time alerts about engagement opportunities and track clicks on shared links with Smart Links.

The app also allows saving leads and consolidating messages from both Sales Navigator and LinkedIn inboxes, streamlining communication efforts. With app integration, prospecting activities remain accessible from anywhere, making Sales Navigator Mobile the ideal tool for modern sales professionals.



## VI. BONUS - QR Code



The mobile app features a convenient QR code option accessible from your homepage's search bar. This QR code directs others to your profile, simplifying connections at networking events.

It's an excellent tool for those moments when you can't recall someone's name. Remember to include a personalized note for a more personal touch.





# Features that's on our Radar:

## A. Adding External Link to Image Posts

A new feature on the mobile app will soon allow users to include external links in their posted images, opening up an opportunity for creative content strategies without negatively affecting the algorithm.

## B. Templates

While not traditional templates, the mobile app is introducing pre-designed images with editable text.

We anticipate the ability to upload custom templates in the future, streamlining content creation.



Connect with Us!



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