



Social Sales Link™

# 10 LinkedIn® Activities for 2024



**Get ready to supercharge your LinkedIn game in the new year! Our eBook shares 10 crucial LinkedIn activities for better social selling and sales throughout the year.**

**We're here to help you start important conversations effortlessly.**

**Upgrade your approach and make 2024 your year to shine in sales!**



# 1

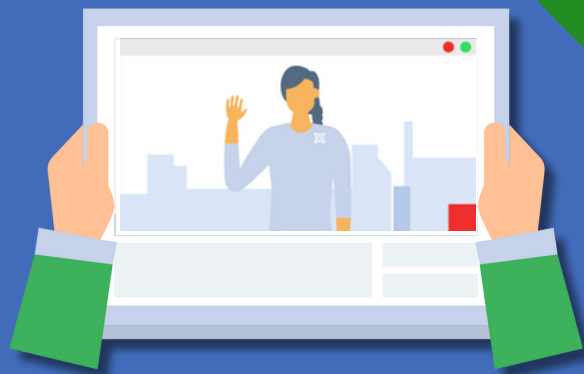
## Refresh Your LinkedIn Profile



Use these "*10++ LinkedIn Profile Tips*" to optimize your LinkedIn profile for sales today.

## Update Your Featured Section

# 2



Keep your featured section on your LinkedIn profile fresh with new content as often as you can. You can also steal our LinkedIn hack - check out Secret #4 in our list of *5 Secrets LinkedIn Doesn't Want You to Know*.



# 3

## Discover Fresh Content Curation Sources



Listen to this episode of the Making Sales Social podcast, "*7 Places To Help Inspire Your LinkedIn Content*," to discover where you can get fresh content to curate.

## Take Inventory of Your Connections

# 4

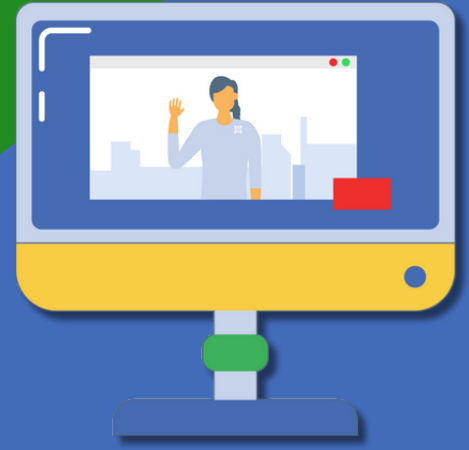


Do this once every quarter. Follow the steps [here](#).



# 5

## Send a Video via Direct Message to Your Prospects



Did you know you can send a free short video to your LinkedIn connections using the mobile app? However, if you want to provide additional sources for more insights, check out [Dubb](#).

## Choose Your Content Mediums

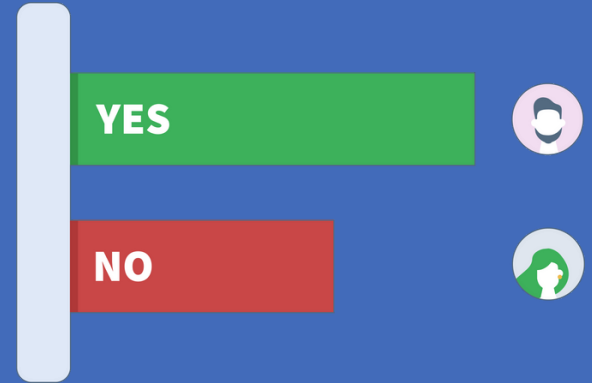
# 6

Content mediums are different types of content, such as text, videos, polls, blogs, etc. At Social Sales Link, we repurpose our LinkedIn Live content into various mediums of content. We've listed down some of those content mediums [here](#) (see page 5).



# 7

## Use Polls to Start Conversations



Grab our LinkedIn Poll strategy for social selling [here!](#)

## Ring the Bell of Your Prospects

# 8



The "Ring the Bell" feature in LinkedIn is an effective tool that can help you prepare for direct outreach and is a great addition to your workflow. We shared the steps in this guide, ["The Ultimate Inbound and Outbound Tool"](#) (see page 9).



# 9

## Engage with Other People's Content



Don't just react to people's posts... engage! There are 5 ways to engage your audience to start a conversation with them. Read them all [here](#).



Show up!

# 10

It's that simple. If you don't show up, all the activities in this eBook will be put to naught. So Keep getting out there. Keep engaging. Keep sharing. Keep doing everything so that people know you're an active part of the community. If you stop showing up, people will notice or forget about you altogether, so keep showing up to stay top of mind and make authentic connections.





Connect with Us!



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**Start More Sales Conversations  
by Leveraging LinkedIn**



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(no ongoing commitment)



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