



LinkedIn Live



and



Your



Sales Content



Strategy



Social Sales Link™

LinkedIn Live and Your Sales Content Strategy

Leveraging LinkedIn Live can bring you closer to your community in real-time, but did you know there are other beneficial ways to use this feature for social selling after the camera stops rolling?

In this guide, we answer the top questions we often get about LinkedIn Live and share tips on how to use it for social selling success so you can create deeper connections with your audience and start more meaningful conversations that will ultimately lead them to your solution.



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**How Do You Get
LinkedIn Live?**

There are 2 ways to get access to LinkedIn Live.

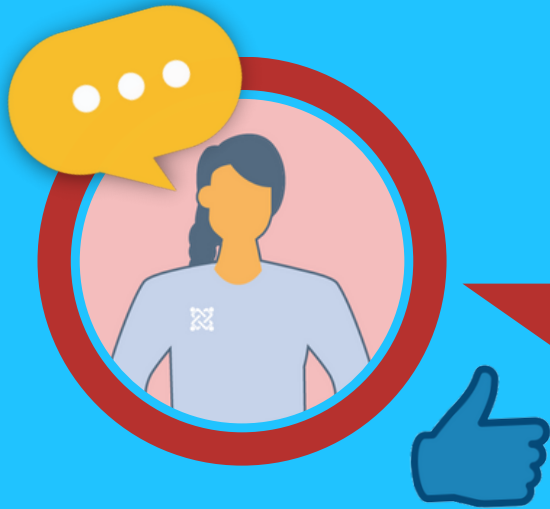
1. You'll automatically have access to it if you pass one or more criteria by LinkedIn: An audience base of more than 150 followers, a history of being a good-abiding LinkedIn netizen, and if your location/country allows the use of this feature.

2. Changing your LinkedIn profile to Creator Mode, found under the resources section. It will change a lot of things in your profile, but you will now have access to creating LinkedIn Live and sending out LinkedIn Newsletters.

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What Streaming Apps Are Most Effective?

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We personally love Restream because it lets you live stream simultaneously on the top social media platforms besides LinkedIn.

It allows you to download the video recording with a separate audio recording for editing and repurposing. Another bonus is that Restream is a LinkedIn Approved LinkedIn Live Video broadcaster.

Others include Socialive, Streamyard, Switcher, and Vimeo.



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How do you Repurpose LinkedIn Live Content?

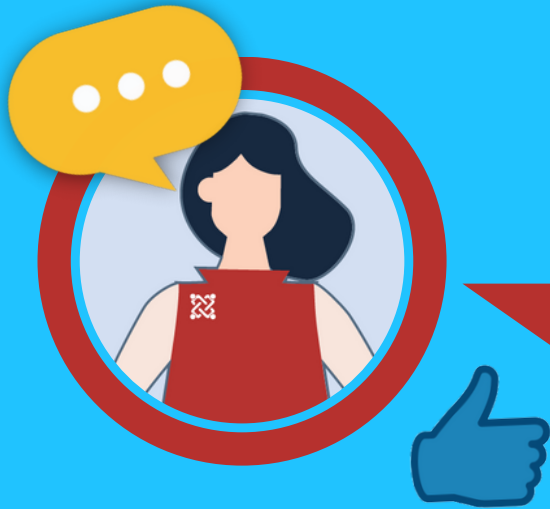
There are many ways to reuse or repurpose LinkedIn Live videos. Here are some of them:

- a.** Republish it as a podcast
- b.** Turn into short-form videos and upload them as a LinkedIn Native Video
- c.** Using otter.ai, find some quotable quotes in your transcript, copy & paste them into graphics, and share them as motivational content
- d.** Using the transcript (but make sure to clean it up), you can turn the conversation into a Blog post for your website
- e.** Embed the LinkedIn Live video recording to your website using YouTube, Vimeo, or direct HTML
- f.** Create a short teaser video using clips from your LinkedIn Live and promote the entire video or podcast episode
- g.** Encourage the audience to ask questions during the LinkedIn Live, then edit those Q&A moments into new video content

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Is LinkedIn Live Considered a Post Once Done on Your Personal Page?

The short answer is Yes.

LinkedIn Live turns to several different contents leading up to the actual day you go live: The LinkedIn Events page automatically gets created when you schedule the Live via Restream. On the day you go Live, your video gets streamed inside the Events page, in your LinkedIn banner, and on other social media platforms of your choice.

After the Live, the video remains as a post on those platforms (except for the LinkedIn banner), which you can re-share whenever you want.

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What is the ideal duration of a LinkedIn Live?



At Social Sales Link, we try to keep our LinkedIn Live under 10-15 minutes.

But if it's a topic that is so good, and needs more air time, don't hesitate to schedule your Live longer. There is no maximum time, but LinkedIn recommends users go Live for at least 10 minutes.

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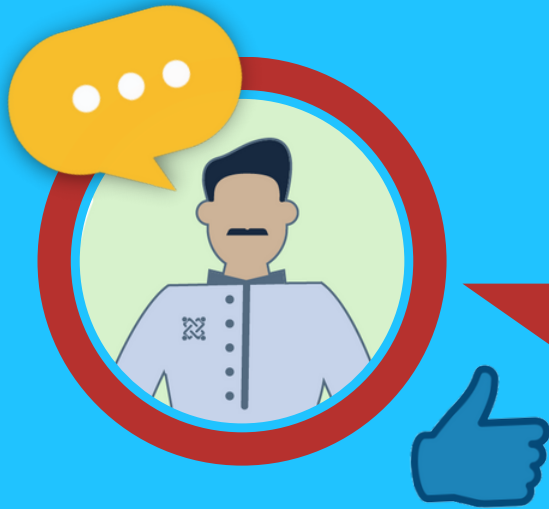


PROTIP:

Use a 30-60 seconds countdown video before you start your intro to give people time to show up on your Live after they receive the notification that you are Live, which tends to have some delays.



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Where Can I Find Consultants Willing to Team Up or Be a Guest on My LinkedIn Live?



The perfect place to search for guests or collaborators for your LinkedIn Live is your network.

First, team up with the people you already know who complement what you do and can provide insights on topics your target audience is interested in consuming.

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PROTIP:

Reach out to folks who sell to the same buyers as you but are not competitors.



Fun Fact:

You Can Start Learning About LinkedIn and Social Selling for free by taking advantage of our free resources.

Click the links below and start bingeing our content.



[Podcast](#)

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