



Social Sales Link™

10

Ways to Leverage LinkedIn and Your Alumni for Sales



Start leveraging the Alumni Page of your Alma Mater on LinkedIn to reach former classmates, schoolmates, and professors to start more sales conversations from a warmer perspective than any cold calling can ever do.

In this guide, you'll learn different ways how to do it. Happy learning!



But first, let's locate where you can find the Alumni section on your School's LinkedIn Page.

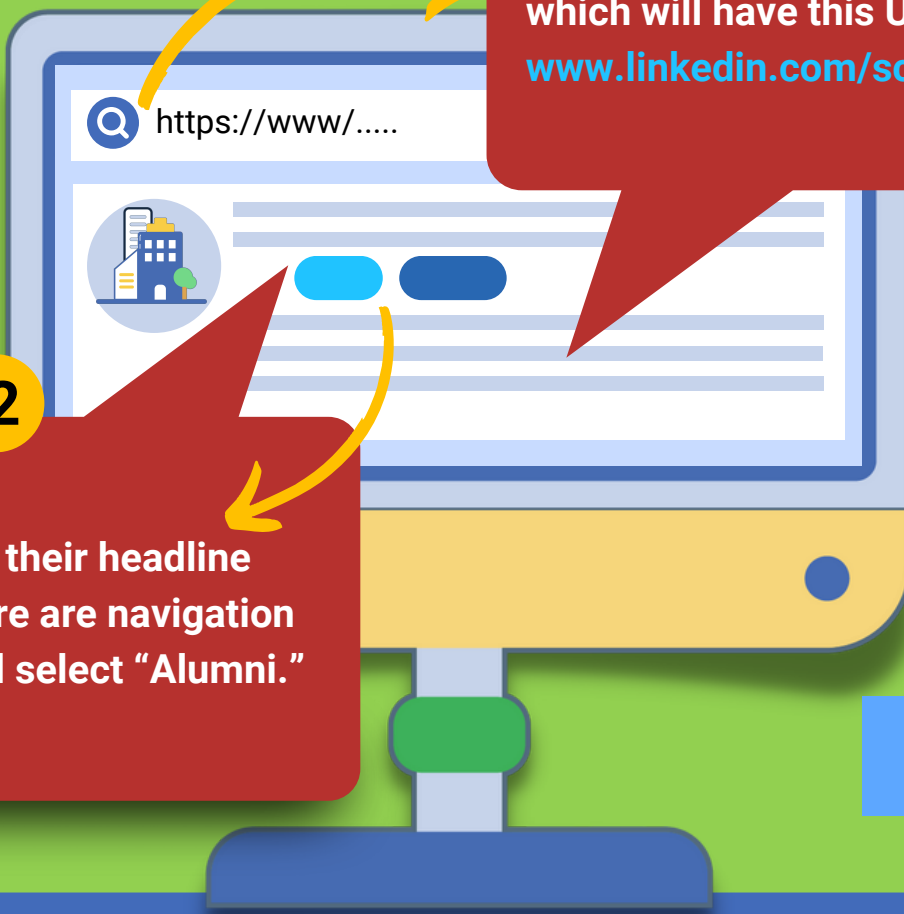


STEP: 1

Go to your former school's official LinkedIn School Page, which will have this URL format: www.linkedin.com/school/alumni

STEP: 2

Right below their headline section, there are navigation options, and select "Alumni."



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LinkedIn Alumni Search:

1

Use LinkedIn's Alumni Search feature to identify potential clients or partners within your alumni network.

Filter by industry, location, or job title to find alumni who may be interested in your products or services.



Join Alumni Groups:

2

Join LinkedIn groups specifically for your alma mater or educational program.

Engage in discussions, share insights, and build relationships with fellow alumni who may be potential clients or referral sources.



Alumni Referral Program:

3

Create a referral program specifically for your alumni network.

Offer incentives for alumni who refer potential clients or customers to your business, such as discounts, exclusive access, or rewards.



Alumni Events:

4

You can find Alumni Events right from the home page.

This is an easy way to find and participate in alumni events, webinars, or workshops related to your industry. Use these opportunities to network with alumni, showcase your expertise, and generate leads or partnerships.



Alumni Newsletter or Blog:

5

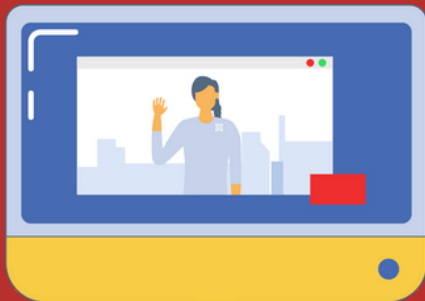
Identify if your Alumni page has published a newsletter or blog posts. You can reach out and ask to be featured. You can also create your own newsletter or blog focused on alumni-related content. Share updates about your business, industry insights, and success stories. This keeps alumni engaged and positions your brand as a valuable resource.



Alumni Influencer Outreach:

6

Identify influential alumni within your network or industry. Reach out to them for collaboration opportunities such as guest blogging, joint webinars, or endorsements. Their support can help expand your reach and credibility among alumni.



Alumni Mentoring Program:

7

You can search Alumni by the years they have graduated, so creating a list of new graduates that are in your industry is a very simple way of connecting with potential mentees.

Offer mentoring opportunities to current students or recent graduates through your alumni network, establishes your expertise, and build relationships that may lead to future business opportunities.



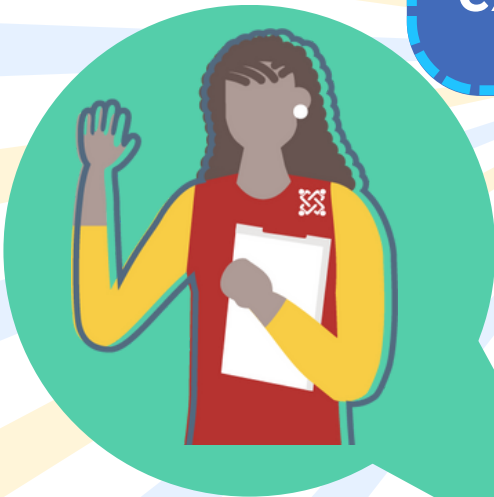
Alumni Spotlight Features:

8

Highlight successful alumni on your LinkedIn profile, website, or social media platforms.

Share their achievements and showcase how your products or services have contributed to their success.

Using Kudos or a basic post are two examples of how to get the word out.



Alumni Exclusive Offers:

9

Create exclusive offers, discounts, or packages tailored specifically for your alumni network.

Promote these offerings through LinkedIn and other alumni communication channels to drive sales and encourage alumni engagement.



Alumni Testimonials and Case Studies:

10

Request testimonials or case studies from satisfied alumni who have benefited from your offerings.

Use these success stories in your marketing materials, website, and LinkedIn profile to build trust and showcase the value you provide.



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