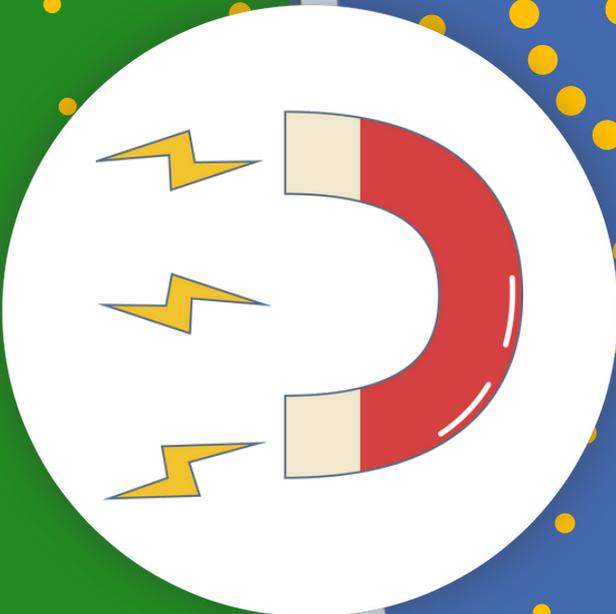




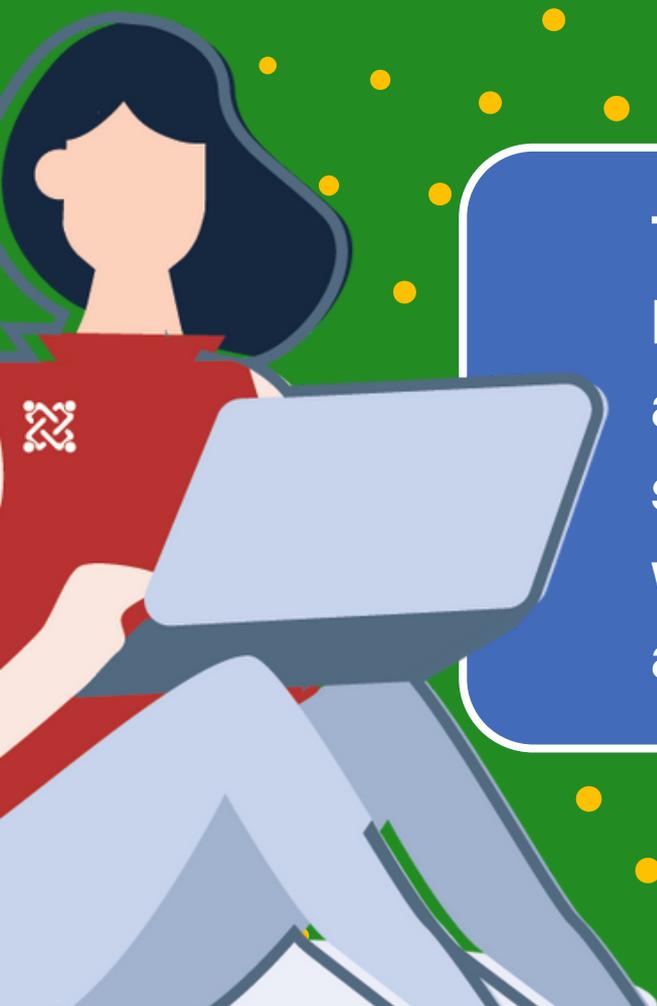
Social Sales Link™

The Ultimate Inbound and Outbound Tool



LinkedIn is a powerful tool that serves a dual role in the world of social selling. It not only provides a platform for outbound sales outreach but also offers an effective way to generate inbound leads.

To be successful in social selling, it's crucial to maintain a balance between inbound and outbound strategies.



This guide will help you leverage LinkedIn to its fullest potential and achieve success in social selling by implementing a winning combination of inbound and outbound techniques.

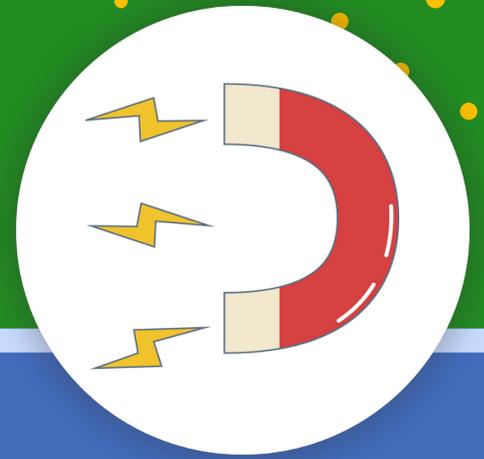


LinkedIn as an Inbound Tool

Leveraging LinkedIn for social selling involves effective strategies to connect, engage, and nurture potential clients and leads. Explore strategies to leverage in this section.



Curate and Share Other's Content



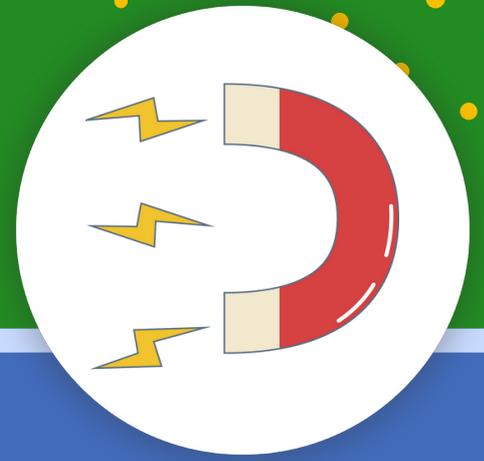
Boost your LinkedIn presence by curating and sharing others' content. It's the secret sauce for building trust, expanding your network, and attracting hot leads.

To effectively curate and share content that resonates with your audience, ask yourself these questions:

1. What do your buyers care about? What's going to attract, teach, and engage them?
2. What hashtags do they follow to find topics that interest them?
3. Looking at their activity, what content are they looking at?
4. What content are they engaging on?
5. Which influencers do they follow?
6. During discovery or prospecting calls, what topics come up frequently?



Create Your Own Content



Creating compelling content for LinkedIn inbound social selling may involve curating original content based on prospects' interests and questions.

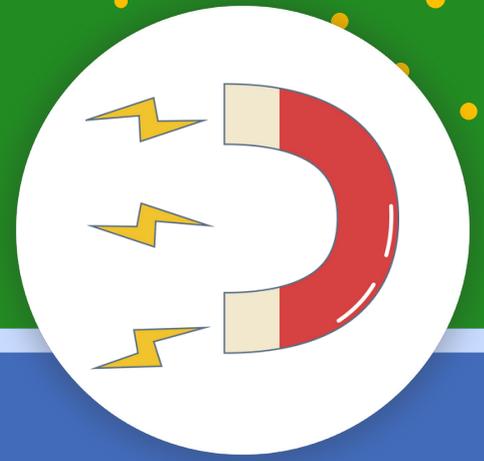
We call this method “Capture Your Own Genius.”

Explore diverse content formats:

1. LinkedIn Videos
2. LinkedIn LIVE
3. eBooks
4. Polls
5. Blogs



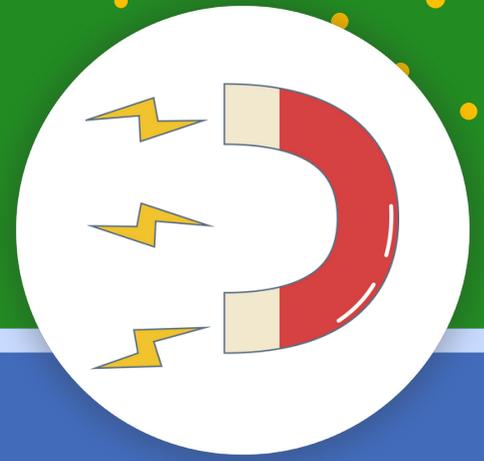
Lead People To (Not With) Your Solutions



It's essential for your inbound social selling strategy on LinkedIn to lead people to your solutions, not starting with them; this approach adds value, builds trust, and fosters a genuine interest in your offerings by providing insights and avoiding a sales pitch.



Engage with Influencers' Content



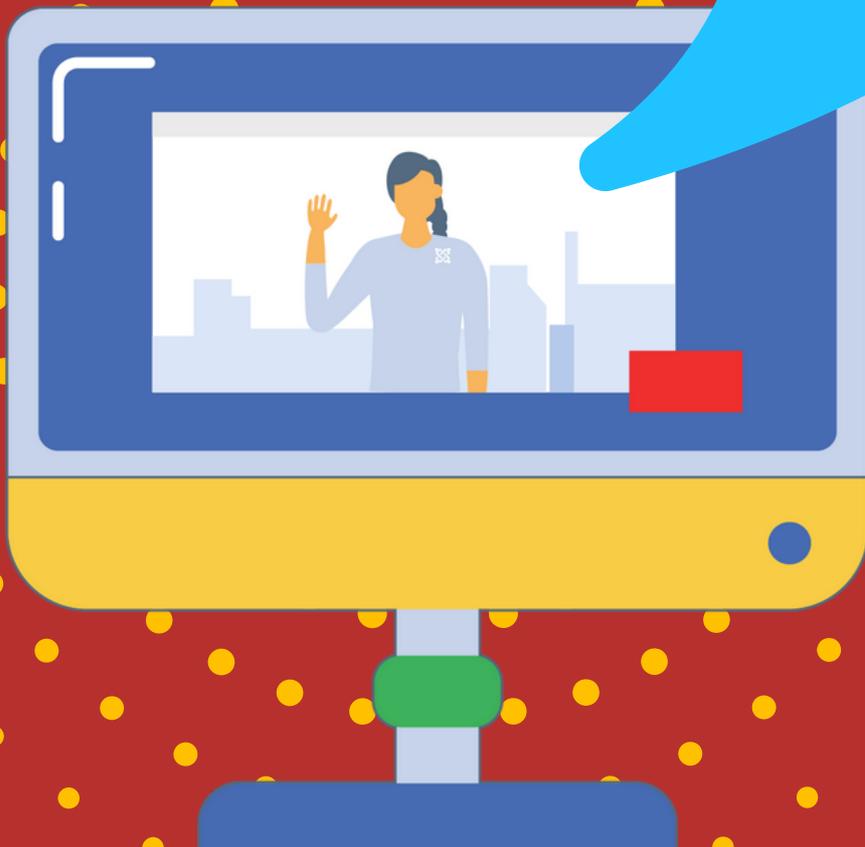
Engaging with influencer content on LinkedIn is a crucial step in inbound social selling.

It enhances your thought leadership branding and helps you reach the audience you aim to connect with, as they are already consuming content from these influencers.



LinkedIn as an Outbound Tool

Using LinkedIn as an outbound tool for social selling involves implementing effective workflows that ultimately lead to conversations, and we have tested and proven these workflows to be successful.



I. Direct Outreach



This workflow focuses on converting cold outreach into warm connections on LinkedIn by using the "ring the bell" feature to engage with prospects' content before reaching out. It gradually builds rapport and increases the likelihood of a positive response.

Workflow Steps:

- 1. Identify and Follow:** Find prospects and follow them on LinkedIn.
- 2. Engage with Content:** Interact with their shared content through likes, comments, and shares. This step is essential for warming up your approach.
- 3. Share Relevant Content:** Send related content with a personalized message. This step connects your outreach to their interests.

Template:

"Hey [Prospect's Name], I really enjoyed the [type of content] you shared on [topic]. I recently came across this [related content] and thought you might find it interesting. Would you like me to share the link with you?"



4. **Seek Permission to Share:** Ask for their interest and feedback. This approach makes your outreach more collaborative.

Template:

"Hi [Prospect's Name], I stumbled upon this [content] and it reminded me of your recent [topic] post. It's pretty cool! Interested in checking it out? Just let me know, and I'll send you the link."

5. **Offer More Value:** Provide additional resources and insights, deepening the conversation.

Template:

"Hey [Prospect's Name], I've got a checklist related to [topic] that you might find valuable. Want me to share it with you?"

6. **Share Your Content:** Introduce your offerings when rapport is established.

Template:

"Hey [Prospect's Name], since we've been chatting about [topic], I thought you might like this [your content]. Take a look, and feel free to share your thoughts when you have a moment."





II. Leveraging Polls

This strategy revolves around creating engaging polls on LinkedIn that attract your target audience and then using the poll results to initiate meaningful conversations and generate outbound leads.

Workflow Steps:

- 1. Create an Engaging Poll:** Develop a poll question that your target buyers would be eager to answer and are curious about how others respond. Ensure it's related to your offering and leads to actionable insights.
- 2. Identify 1st-Degree Connections:** Search your 1st-degree connections to identify those you'd like to engage and have them vote on your poll.
- 3. Send Connection Request and Poll Request:** Send a personalized connection request and a follow-up poll request to your chosen connections. In your poll request, express your interest and provide a compelling reason to vote.



Template:

"Hi [Prospect's Name], as a LinkedIn professional, I'd love your one-click vote on a poll that I just published. Once it closes, I'm happy to reach out and share the insights we gleaned from you and your peers."

4. Create Poll Insights: Once the poll closes, compile the results and gather insights from the data.

5. Follow-Up Message: Message your connections who voted on the poll and offer to share the insights with them. Request a 15-minute call to discuss further.

Template:

"Hi [Prospect's Name], thanks so much for your vote on the poll. As promised, I've compiled the results and some insights we gleaned. I'd love to share this with you. Are you open to a quick 15-minute call? If so, please let me know your preferred way to schedule if it happens to be the calendar link. Here's mine."





III. Referral Network Outreach

This strategy involves leveraging your client's or networking partner's connections to identify potential leads for outbound social selling on LinkedIn. By seeking referrals and permission to use their names, you can initiate conversations with new prospects.

Workflow Steps:

- 1. Identify Potential Connections:** Search your client's connections or your networking partner's connections to identify 20, 30, or 40 individuals you'd like to connect with.
- 2. Initiate a Call:** Get on a call with your client or networking partner and run the names of the identified individuals by them. Seek their insights to narrow down the list.
- 3. Seek Permission:** Request permission to mention your client or partner's name when reaching out to these prospects. For example, "Is it okay if I mention that you recommended I connect with them?"



4. Send Connection Request: Send a connection request to the selected prospects, mentioning your client or partner's recommendation in the message.

Template:

"Hi [Prospect's Name], Gunnar, Bob Woods, and I were chatting the other day. Your name came up in our conversation. I've been working with him for the last two years, and he thought I should reach out and introduce myself. Let's connect."

5. Engage in Initial Conversation: Once they connect, initiate a conversation by stating the recommendation and expressing your interest in learning more about their work.

6. Request a Call: Ask if they'd be open to a quick call to discuss their interests further. Share your calendar link for scheduling.

Template:

"Hi [Prospect's Name], per Gunnar's recommendation, I'd love to jump on a quick call. Learn a little bit more about what you're doing. I'll share what Gunnar and I were chatting about, and we'll set a time to review. Let me know your preferred way of scheduling. If it happens to be via a calendar link, here's mine."



BONUS: Mixing Outbound with Inbound

When you share content created by influencers, always make sure to mention them. If they have a company, mention the company name, and if their work has been published in media outlets, mention the publisher.

By doing this, you can attract the attention of their followers and potentially engage with them. This can help you attract the right types of people to your brand and improve your inbound marketing efforts.



Connect with Us!



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**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

