



Social Sales Link™

# 5

# Ways to Use Video on LinkedIn®



## Five Ways to Use Video on LinkedIn

Bring a new perspective on how you share videos on LinkedIn to bring more people closer to your solutions.

A video is a powerful tool that connects you with your audience and prospects in a highly visual way to provide value that text alone cannot fully communicate.



In this guide, we'll share 5 different ways to deliver videos to your audience and strategies to engage more people on LinkedIn and beyond.



# Five Ways to Use Video on LinkedIn

1

Solo Tips & Strategies

2

Team up Tips & Strategies

3

Guest Insights

4

Panel discussion

What are the Different Types of Videos for Social Selling?

5

Edited videos (vlog, webinar highlights, etc.)

6

Raw videos (live streams, keynote speaking recordings, etc.)





## Five Ways to Present a Video within LinkedIn and Beyond



1

## Link post



Get more views and visits to your website, youtube channel, or Vimeo by uploading videos to those sites and sharing the link on LinkedIn. Attach the link inside the text/caption of your post.

Note that LinkedIn prefers people to stay on its platform, so your link post may not do as well as your other posts.



# 2

## Native LinkedIn videos



Upload your video directly on LinkedIn to get better results, as LinkedIn favors native content. However, the algorithm also tends to favor videos that do not exceed 10 minutes, with several studies confirming that 3-minute videos perform best on LinkedIn.

**PRO  
TIP**

You can combine link posts and native LinkedIn videos. Upload a short video teaser or a highlight edit on LinkedIn with a call to action in the caption to click the link to watch the full video.



3

### Livestreaming



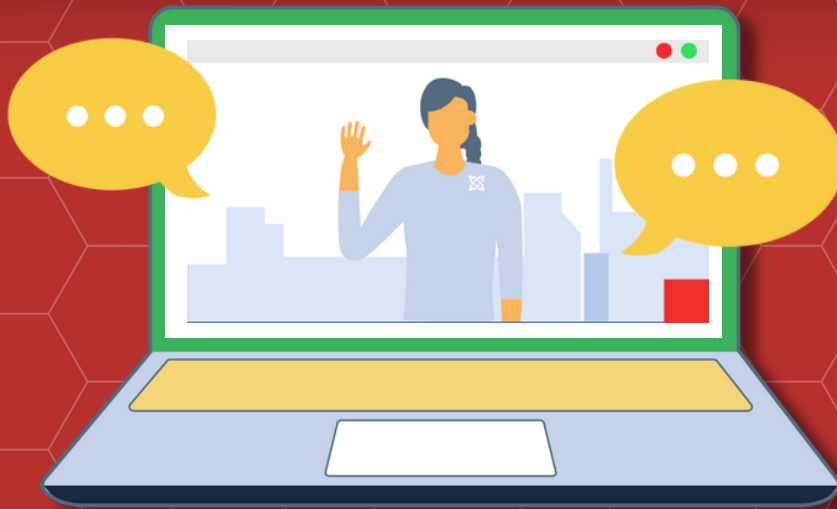
This video strategy lets you enjoy the best of worlds. With a video that can go over 10 minutes and live streaming directly on LinkedIn, your video stays on the algorithm's good side.

But the live streaming tool you use matters. You want to use a tool like Restream or Streamyard that allows you to simultaneously publish your live stream on the top major social platforms.



# 4

## Video Messaging



Get up to a 90% response rate when you send video messages to your LinkedIn connections, and we have the receipts to prove it. This strategy is exclusive to the mobile app.

All you have to do is grab your phone, open your LinkedIn app, find the person you want to send a message to, click the paper clip icon, and start recording your video message, then hit send. The receiver of your video will appreciate that a real person took their time to make this gesture and will likely respond.

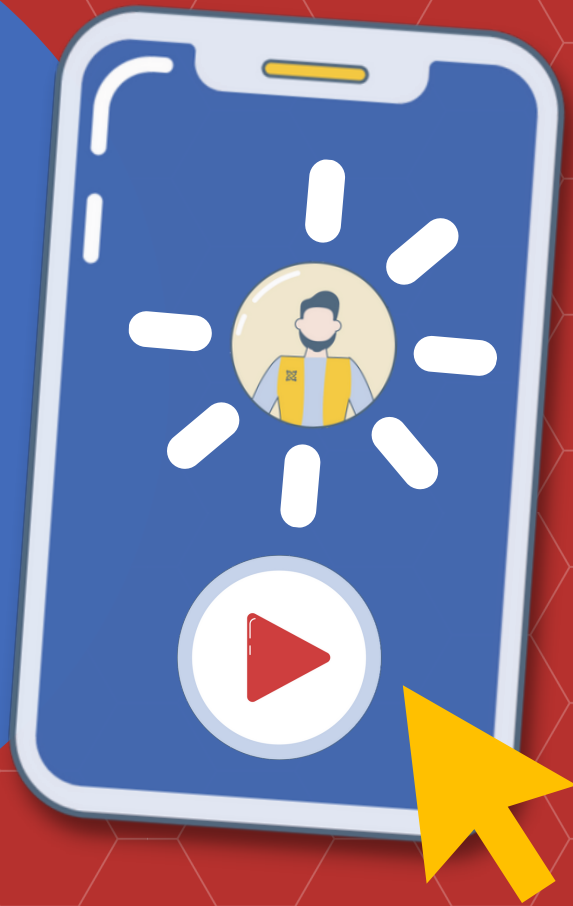




5

### Cover Story Video

It is one of the Three LinkedIn Elevator Pitch features found on your profile. You can upload a 30-second (29 rather) video highlighting who you are, what you do, and how you can help. People will know you have it when they see a purple ring around your headshot that automatically plays after a few seconds. You can also use the Cover Story video to quickly promote another video you want people to check out.



Curious about the LinkedIn elevator pitch features found on your profile? Access our eBook: **Your LinkedIn Elevator Pitch**. Discover where they are on your profile and how to leverage them to bring more customers closer to your solutions.



### BONUS TIP

Before leveraging video for social selling, make sure you have established these 3 things:



1

Identifying clearly what matters to our targeted audience (often our buyers).

2

Making sure to lead the audience closer and closer to our solution.

3

Determining what direction you want to go in with your video.



# Connect with Us!



 [/brynnetillman](https://www.linkedin.com/in/brynnetillman)

 [/bobwoods](https://www.linkedin.com/in/bobwoods)



**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](https://socialsaleslink.com/membership)**