



Social Sales Link™

8

Days of
LinkedIn®



8 Days of LinkedIn

Hanukkah is a time to celebrate victory and miracles.

While there are no LinkedIn miracles, there are certainly activities you can do to lead to that business development victory.

The following eight tips are designed to help you have the happiest of holidays and a victoriously successful 2023!



Day 1



Update Your Profile

1. Refresh your banner so that it reflects your current brand.
2. Record your LinkedIn video (cover story) so that when your visitors get to your profile, they have a 30-second welcome message that helps them connect with you personally.
3. Revise your LinkedIn headline to reflect who you help, how you help them, and the results they can expect if they work with you.
4. Read your About section to ensure it is still bringing value and leading to your solution, based on where you are today.
5. Take a look at your Featured section and add media that is current and valuable to your visitors.



Day 2

Review Your Content Strategy



1. Take a look at your 2022 content and evaluate what worked and didn't work.
2. Research and update the hashtags you used, and what your prospects and clients are actually using.
3. Conduct a social listening campaign to identify the topics that your buyers are sharing and engaging on as well as the content types they resonate with, i.e. video, document sliders, polls, etc.
4. Consider newsletters, LinkedIn LIVE, LinkedIn audio rooms, or out of the box activities that will both bring your buyers value and lead them to your solution.



Day 3

Take Inventory of Your Connections



1. Export your connections to a spreadsheet, add a column and categorize your connections by client, prospect and referral sources.
2. Search LinkedIn by 1st-degree connection and the other relevant filters to help you quickly identify your target audience.
3. Engage with your connections by sending personal video messages, requesting them to vote on polls, inviting them for interviews on LinkedIn LIVE, or asking them to co-host an audio chat room with you.



Day 4



Schedule Networking Meetings

1. Invite your networking partner to search your connections and make a list of people they'd like to meet.
2. Search their connections as well and make a list of people you'd like to meet.
3. Review the names with each other and whittle them down to the few people that it makes sense to reach out to.
4. Exchange introduction paragraphs, and then copy your partner and the connection they want to meet in an email or LinkedIn message.
5. Schedule a time to chat.



Day 5

Influencer Engagement



1. Identify thought leaders and subject matter experts who are attracting your target audience.
2. Ring the bell on their profile to get notified when they share content.
3. Engage on their content and with their commenters.
4. Start conversations with the like-minded engagers, connect with them, and offer additional insights from the influencer to start a meaningful conversation, without being salesy.



Day 6



Give Recommendations

1. Identify vendors, partners, and co-workers who have been extraordinary throughout the year and write them a recommendation.
2. Write recommendations for clients that you have enjoyed working with and include the solution you were able to provide them. Not only will they be appreciative, but you now have brand real estate on their profile.



Day 7



Endorse Your Connections

1. It's a fast but appreciated activity that you can do to recognize your connections.
2. Make sure you have experienced the skill that you are endorsing.
3. Drop them a note expressing your appreciation as well.

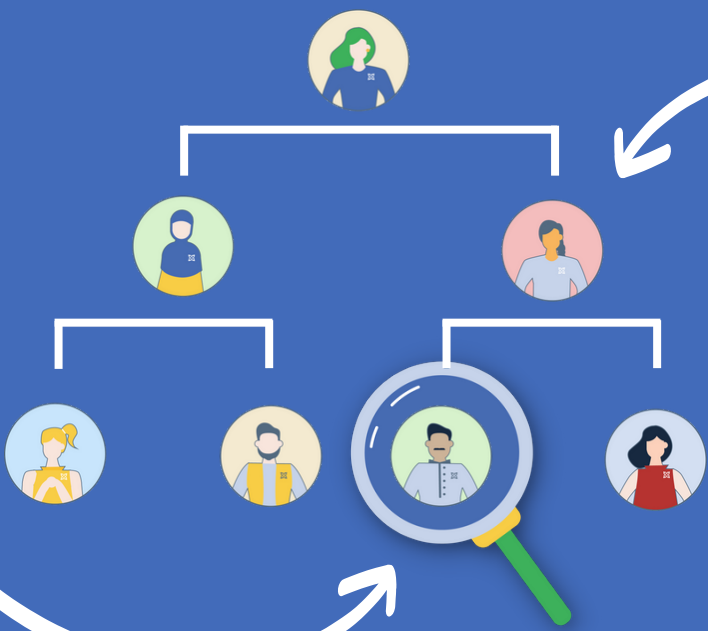


Day 8



Make Introductions for Connections That Would Be Mutually Beneficial

1. Identify professionals in your network that you'd like to bring value to.
2. Find other professionals in your network that would be good networking partners.
3. Ask permission from each if they would like to be introduced.
4. Make the introductions.



Happy Hanukkah



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