



LinkedIn®

10

Steps to  
B2C Success  
on LinkedIn



1

## Knowing how B2C works on LinkedIn

While LinkedIn and social selling are tailor-made for business to business (B2B) sales, they can still be used effectively for business to consumer (B2C) sales campaigns as well.

As a B2C-focused sales professional, you need to look at LinkedIn as your networking tool and not as your lead list tool. This is how you engage with great referral partners.

You can't search your prospects with LinkedIn's B2B filters, such as the industry or positions within a certain company but you can find other professionals that are selling to the same client or even search by geographic location.



2

## Shifting your profile from a resume to a resource



The key is to create curiosity. You have to ensure your profile resonates with your visitor, teaches them something new that gets them thinking differently about their current situation and creates a compelling moment.

Include who you help, how you help them, the results you bring, and what you do – starting with your headline. Immediately, when someone gets to your profile, they will understand.

Remember, everyone on LinkedIn that's in business is also a consumer. While you can't filter and search for them, with the right engagement they will visit your profile and that is where you can hit them from the consumer mindset versus the B2B.

3

## Identifying referral sources

Your client works with individuals that could become great referral partners. Identify those professionals that your client is working with, get either introductions or connections with them, and then build rapport with them.



4

## Asking your clients for intros into their other advisors



**Just approach your client and ask away! It could be something like:**

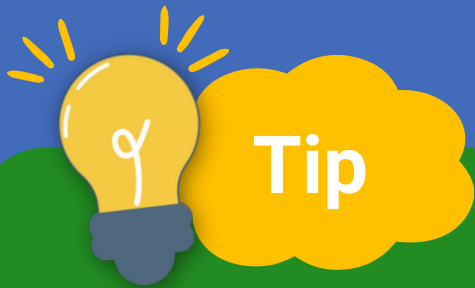
**You: "Hi [client], who's your CPA? Do you like her?"**

**Client: "Yeah, she's awesome."**

**You: "Fabulous! Would you be open to either giving me their information and me reaching out or making an introduction?"**

The thing is, they will 100% take your call when you say, “Hey, we're both working with the same client” because they never want it to come back to them that they didn't take your call because it will get back to that client. They are going to take your call simply because of that relationship and that is really important.

These professionals are also more apt to refer you and you can be more comfortable referring them because they came vetted and you came vetted. After all, you already have a shared client.



Once you build a relationship — and don't do this on the first call! you'll blow it — invite them to go through your connections and build a list of people that they might want to meet. You can do the same, review the list and potentially make introductions for one another.

5

## Viewing clients' connections for other people like them

When you go to someone's profile, you will see a section on the right hand side, "other people like them," which LinkedIn labels as "People Also Viewed."



6

## Searching clients' connections for other people who are like them

You will do the same thing with step number five, but this time it's your clients' connections' connections who are like them.



If a client's connection happens to be a small business owner, who else are they connected to that are small business owners? Even if you're not working with them from a business perspective, they hired you from a personal perspective so more people like them will probably hire you.



## 7

## Engaging with local influencer content

Local influencers can be a wide variety of people. They can be other people who are in those allied professions that you may want to network with or sometimes they might be media outlets that if they do something or post a story on something that falls within your category, you might be able to engage on.



Just remember that these influencers may not be posting on LinkedIn and they could be on Facebook or Twitter or Instagram. Do not be afraid to engage there. The key is — and this gets back to step number two (shifting your profile from a resume to a resource) — make sure you put a link of your LinkedIn profile in all your profiles in other social media platforms so when you catch someone's attention, they can be redirected to your LinkedIn profile.

They will learn a lot more about you and discover that you know that you are the person that they should be in front of.

8

## Connecting with everyone you meet



Try to connect with everyone you meet. LinkedIn actually makes it easier now through the mobile app.

How:

1. Go to the LinkedIn app
2. On the homepage, click on the search bar and you will find a little QR code all the way to the right of the search bar.
3. Click that and two tabs will appear: (1) one with a QR code that will lead back to your profile and the other (2) an option to scan another's QR code.

When someone scans your link, your LinkedIn profile will come up on mobile, when you scan their link, their LinkedIn profile will come up on mobile.



Don't just hit connect because when you hit connect, it goes without a message and you'll never remember how you met them. What you can do is click on the "More" button or three dots – it differs depending on the profile, but it's typically the More button. There is a personalized message. When you click on that, have a copy and paste ready, type something about how you met so when you connect, you will still remember how you met them.

**Don't forget to nurture your new connections with content!**

Always have a welcome message ready specifically for these individuals. Once they have connected with you, your nurture message should be something like, "Really great meeting you at [place where you met]. Based on our conversation, I thought you might get some value from a podcast I listened to."

Just keep in mind that it should not be original content. It would be best to curate content around you. Maybe there was a speaker on a topic at that event. Go find other content from that speaker that you can share but personalize it, tailored slightly more to the event so that it feels like you really. The key is to let them know you're not pitching to them, you're trying to bring them additional value and it would be great to start the conversation that way.

## 9

## Holding local events and inviting your connections by location

LinkedIn now makes it easier to hold local events because they have LinkedIn Events now. You can actually put events on to LinkedIn, refer people to that event, and then let them register.

You can invite up to 1,000 people a month to an event of your first-degree connections. You can go into that event and filter all your connections by location — you can get one list in under five minutes.

You can invite up to 200 people at a time with one click, that's five clicks to invite 1,000 of your local 1st-degree connections to that event, which is just an outstanding feature.



10

## Nurturing with content by adding value and education

One of the most effective ways to build excellent rapport with prospects is to nourish with content that adds value and education, just make sure you are doing it from a B2C perspective.



Educate your consumer but also recognize if a big piece of your outreach is to referral partners. Make sure you're providing thought leadership for them as well.

# 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)**