



Social Sales Link™

8

LinkedIn Easter Eggs for Sellers



From a digital perspective, an "Easter egg" is a hidden feature or novelty that creators embed within software or websites. Much like the traditional Easter egg hunt, these digital Easter eggs are meant to be discovered, offering users surprises or additional value.

While LinkedIn did not necessarily intend to have hidden features, the following are features most sellers aren't aware of... and we call them LinkedIn Easter eggs that can transform routine networking and sales strategies into powerful tools for connection and engagement.





1

Mobile QR Code for In-Person Connections



Utilize the LinkedIn mobile app to generate a personal QR code, making it effortless to connect during live events.

To add value, write a message and either copy it to your clipboard or use your mobile device's keyboard shortcuts to send a message to all your new connections: ***"Great meeting you at XYZ event! I'm looking forward to continuing our conversation."*** This simplifies the connection process, will become an unread message in your inbox reminding you to respond, and keeps the momentum of your new relationship moving forward.





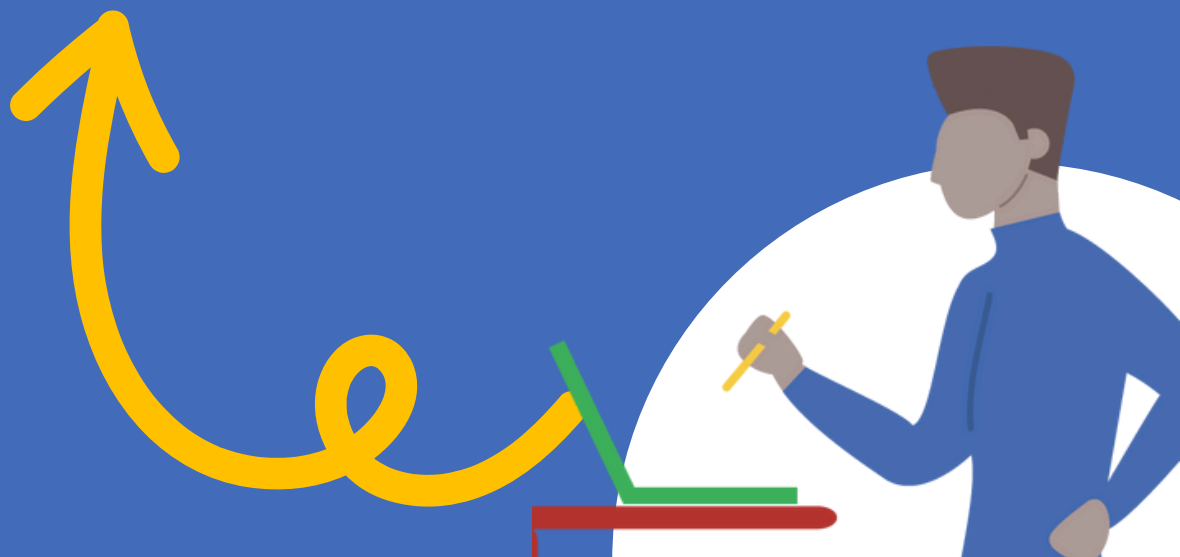
2

Advanced Search with All Filters



Enhance your prospecting by mastering LinkedIn's search functionality. Simply click the search bar, press enter, and then select 'All Filters.' This allows you to refine searches with specific criteria, making finding the right prospects or insights easier. Start with your first-degree connections to identify who you have been ignoring and reengage appropriately.

<https://www.linkedin.com/search/results/all/>





3

Searching Your Connections' Connections



Expand your network by exploring who your connections are connected to that you'd like to meet. Use the "All filters" and "Connections of" filters in the search bar to access potentially valuable secondary connections that might fit your target customer profile.

<https://www.linkedin.com/search/results/people/>





4

Finding Accounts Where You Already Have a Connection



Optimize your company targeting by using industry, company size, and location filters and 1st degree connection. This can help you identify and connect with companies that match your ideal customer profile, already warmed up by an existing mutual connection.

<https://www.linkedin.com/search/results/companies>





5

Services Feature



Update your profile with the new "Services" feature, which replaces the previous "Providing Services." List your solutions and sales content directly on your profile, enabling potential clients to request a proposal through LinkedIn's "Search for Services" feature.

<https://www.linkedin.com/in/me/opportunities/services/edit/>





6

The New Catch Up Tab



Stay engaged with your network through the "Catch Up" tab in 'My Network.' This feature highlights updates like new jobs, birthdays, and work anniversaries, allowing you to easily reach out and maintain relationships. Find it here:

<https://www.linkedin.com/mynetwork/catch-up/all>





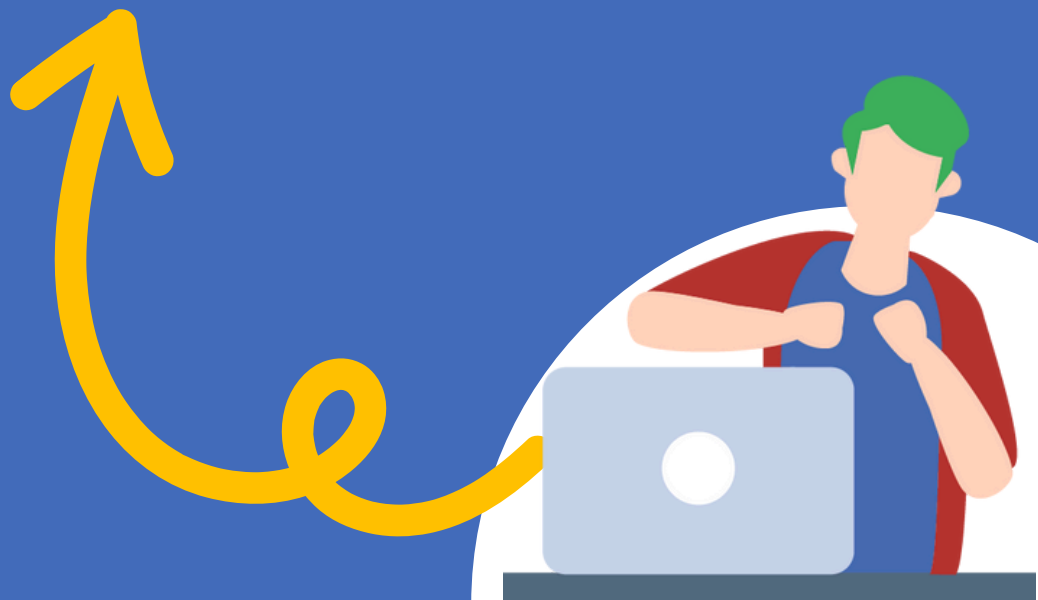
7

Starred Messages in Your LinkedIn Inbox



Organize your communications by starring essential messages in your LinkedIn inbox. This feature helps you quickly access crucial conversations that require follow-ups or are important for nurturing ongoing relationships.

<https://www.linkedin.com/messaging/thread>





8

Search Events by Topics

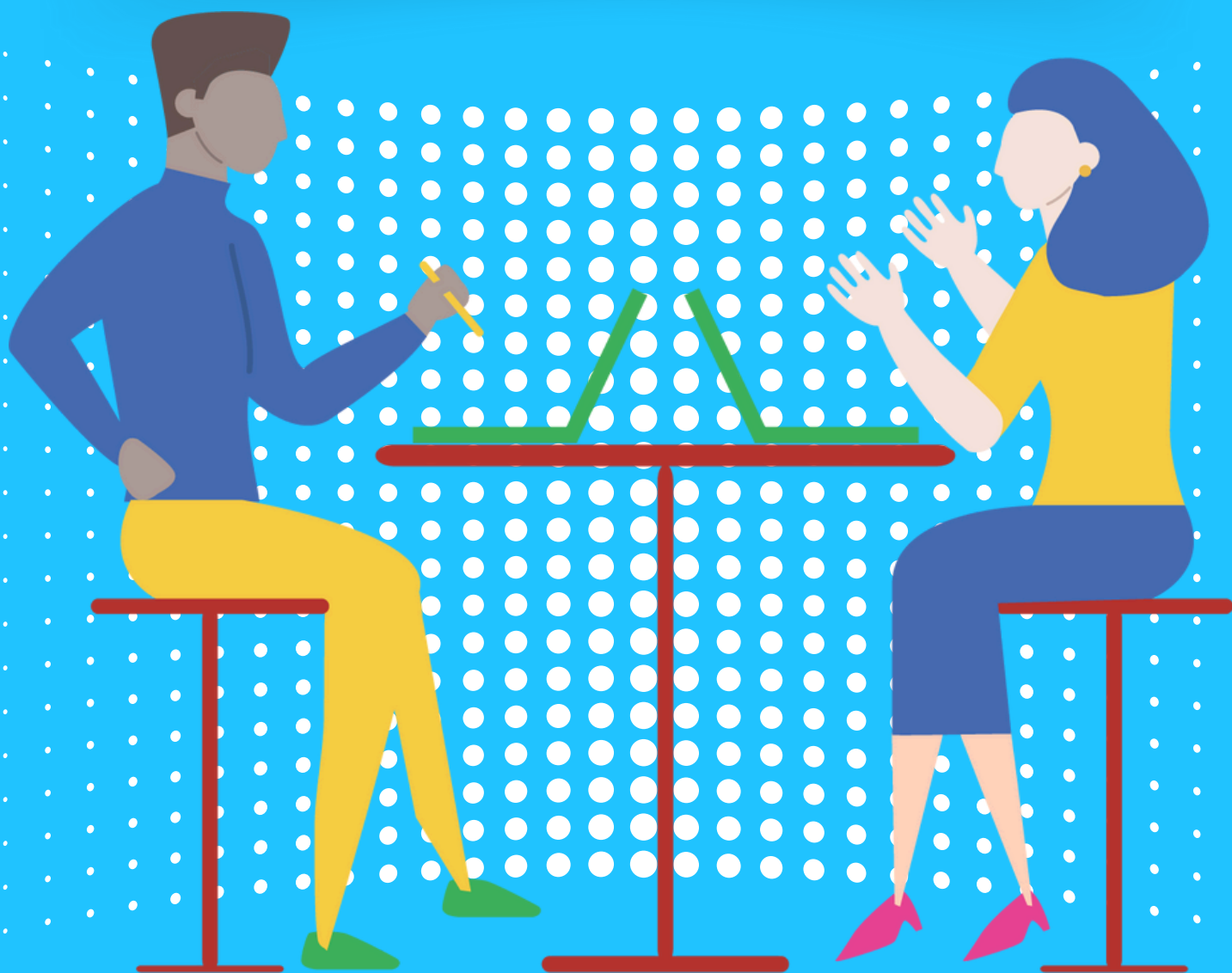


Attend relevant events to engage with industry experts, thought leaders, and their audience. Use the events search feature to find gatherings by specific topics, enhancing your networking opportunities and staying informed about industry trends. Start your search here:

<https://www.linkedin.com/search/results/events>



By leveraging these LinkedIn Easter eggs, you can significantly enhance your networking capabilities and sales strategies, turning every interaction on the platform into a potential opportunity for growth.



Connect with Us!



Social Sales Link™

Brynne Tillman

 /brynnetillman

brynne.tillman@socialsaleslink.com



Bob Woods

 /bobwoods

bob.woods@socialsaleslink.com



Stan Robinson, Jr.

 /stanrobinson

stan.robinson@socialsaleslink.com



LinkedIn for Social Selling: Content Library



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to our vault of LinkedIn and social selling content.

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