



Social Sales Link™

7

Ways to Leverage LinkedIn[®] to Build a Qualified Email List



Brynne Tillman

There are many ways to prospect, both from a marketing and a sales perspective. And while I truly believe LinkedIn is the best way to start trust-based conversations without being salesy, it is a platform we do not own. We are at the mercy of whatever LinkedIn decides, so we can't rely on it alone to build our pipeline.

We do, however, own our email list. Regardless of the platform, once you have a qualified, opted-in list, it is yours.

This eBook is designed to help you bridge the gap between LinkedIn and your email list, creating a seamless experience that drives more leads.





Banner

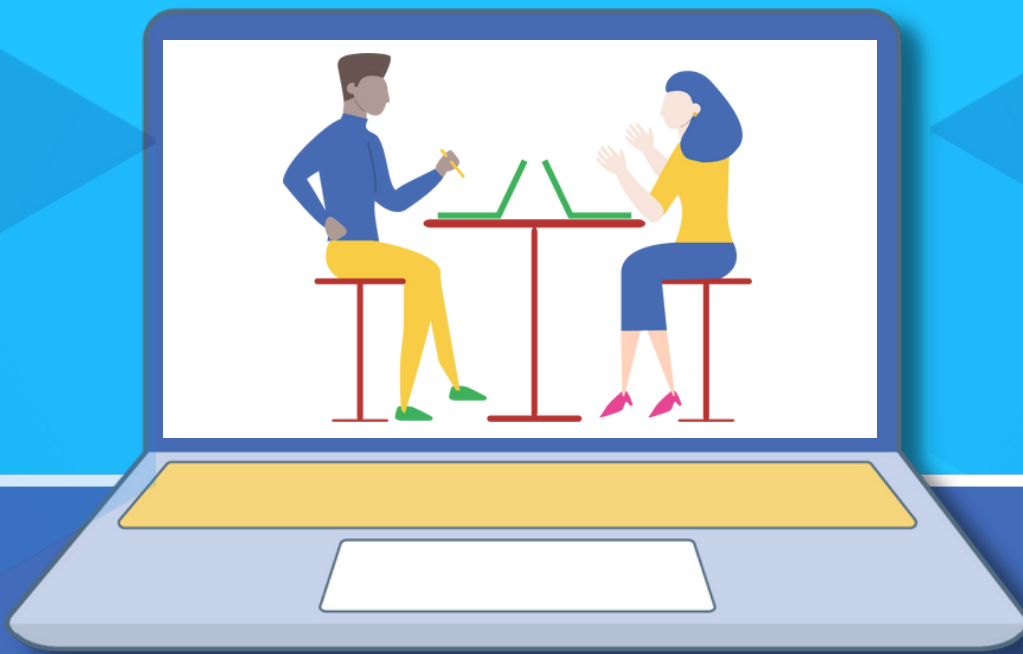
1

Your profile background banner is valuable real estate and is a wonderful place to add a call-to-action (CTA).

You can add a link or QR code that takes your viewers to a landing page with a valuable download, sign up for an event, or get your newsletter.

Additionally, Your banner is dynamic and can change the CTA often.





CTA in Profile

2

There is a newer feature that is available at the top of your LinkedIn profile called: Website.

Add a link that will appear at the top of your profile.

Add a hyperlink to a landing page, event or download here and name the link in the text link box.





Featured Section

3

I adore the featured section, as this is a scroll stopper.

The Featured section is also dynamic and should be updated regularly. You can include links, posts, rich media, and so much more.





CTA in Posts

4

While many experts will tell you that putting a link in your post will negatively affect the algorithm, the pros may outweigh the cons.

If you have an eBook or an event you'd like to highlight, including a link by editing your post 10 minutes later or placing a QR code in the image are clever ways to create a CTA that doesn't bury your post.





Welcome Message

5

Offer resources to your new connections, but make sure it is permission-based. My typical response when I accept a connection request is:

Thanks for connecting with me here on LinkedIn. I am not sure if you are exploring additional ways to leverage LinkedIn for business development, but If you are open, I'd be happy to share some free resources that can help you start more sales conversations by adding value. Let me know - I'll send a link.
- Brynne

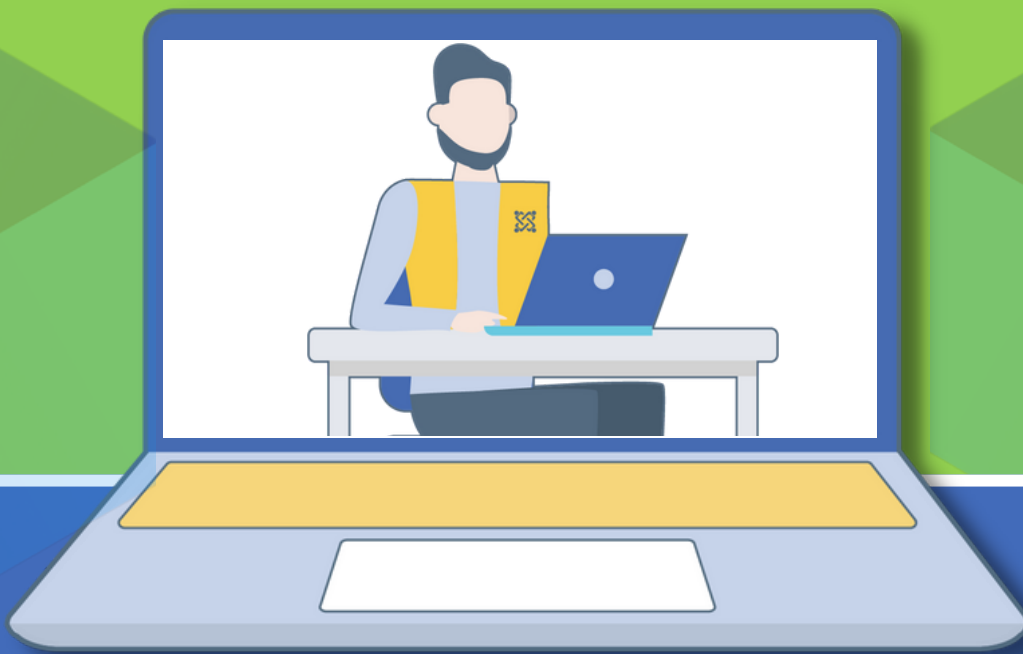
PS May I ask how you found me?

Most say, "Sure, send me the link," and I reply with:

<https://socialsaleslink.com/library> - please let me know if you have any questions.

In 3 years, we have over 5000 people added to our email list from this alone.





Ask Their Perspective

6

There are many ways to grow your email list by asking a prospect their perspective on a topic.

You can reach out and let them know you are writing an eBook and would like their professional thoughts and maybe even add a quote.

You can create a form for them to fill out, which will provide you with valuable insights and add them to your list.

One of our strategies is asking sales leaders to nominate a worthy team member. That involves completing a form, which is then followed by the nominee completing a separate form. Once completed, we add it to our website, promote it on social media, and feature it in our weekly newsletter.

It's a win/win. Do you have someone you'd like to nominate?
<https://socialsaleslink.com/nominate>





Schedule a Call

7

Use your calendar link system to opt-in your call schedulers to your email list.

Be sure to be completely transparent and offer the option to opt-out with a quick check box.

This is a fabulous way to grow your list of people who are proactively interested in having a conversation.





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 for \$1:

socialsaleslink.com/membership



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