



Social Sales Link™

How to Prospect Your Industry Influencers' Followers





Discover how to use the power of Industry Influencers to start conversations with your target clients on LinkedIn with this eBook!

Gain access to valuable tips on how to locate potential leads among the followers of LinkedIn "creators" or influencers, and learn the steps you need to take to engage with your audience. With a lot to unpack, this eBook is sure to provide you with the insights you need to get started.





Method #1:
Use the Free Search



STEP 1:

Find out which LinkedIn creator or Influencer your ideal clients are following on LinkedIn.

You can use your industry knowledge or check out the *3 Ways to Find Industry Influencers Your Target Clients Might Follow* further into this eBook.



STEP 2:

Enter the influencer's name in the search bar on LinkedIn, click on All Filters, and select followers of the creator.

Note that you don't have to be connected to the influencers to use this.



STEP 3:

Select your other filters next, like industry, title, and 1st-degree or 2nd-degree connections with the influencer you've input. Then start leveraging your Influencer connections by sending them a LinkedIn message like the one below.

Here's a template you can use:

“Hey, [Name of prospect], I noticed you're a follower of [Name of Influencer], and so am I. I recently came across a podcast he/she was on. Here are some of my takeaways. If you're interested, let me know, I'd be happy to send over the link to the podcast.”





Method #2:

Engage on the Influencer's Posts



STEP 1:

To view an Influencer's published content, visit their profile and check their activities. Then, click on the posts tab.



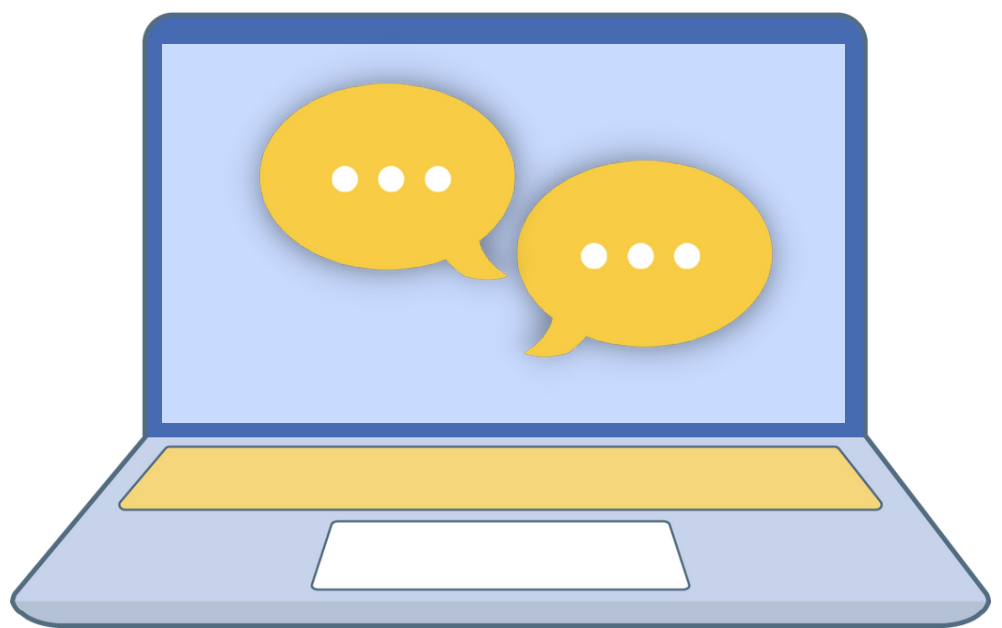
STEP 2:

In the posts tab, select content and interact with the influencer, then engage with those who are commenting as they may be potential clients.



STEP 3:

Then send them a private message saying, “Hey, I noticed we both engage with [Name of Influencer]’s content. Would you like to connect? I have a podcast with [Name of Influencer] that I love. I can share some of the key takeaways with you. Let me know if you’re interested.” This will help you build rapport with people based on common interests.





Method #3:

Leverage Polls to Engage with Influencer's Followers



Note:

This is more effective if you have a large number of connections who follow the same Influencer.



STEP 1:

To find the followers of an influencer on LinkedIn, start by searching for the Influencer's name and selecting "All Filters." Then, choose "followers of a creator" and apply any additional filters like industry, title, and level of connections (1st-degree or 2nd-degree) to refine your search results.



STEP 2:

Create a list inventory that can be utilized for Step 4.



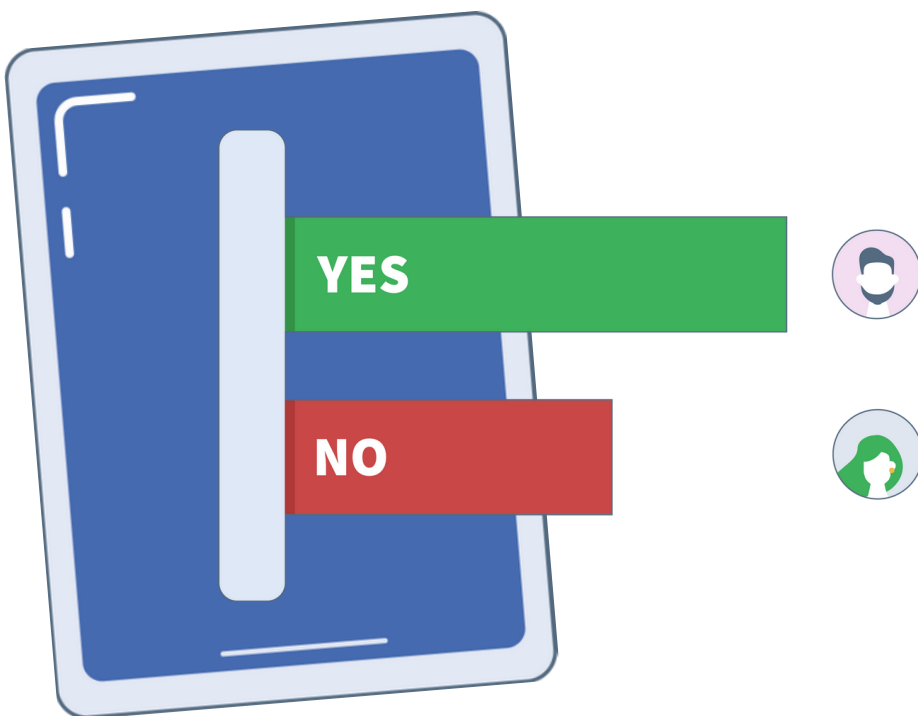
STEP 3:

Now, publish a POLL asking your audience where they consume the content of [Name of Influencer]. The options should include Podcasts, LinkedIn, Newsletter, or Other Social Media Platforms. By conducting this poll, you may gain the attention of the Influencer. If they reach out or participate in the poll, be sure to engage with them and express your appreciation for their work. Also, let them know you would happily share the poll results with them.



STEP 4:

To start a conversation with your prospects, share your POLL with your 1st-degree and 2nd-degree connections who follow the same Influencers. Encourage them to share their vote and their thoughts in the comments or their favorite content from the Influencer.



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Ways to Find Industry Influencers Your Target Clients Might Follow



Check who your clients are engaging with

1

Find out what books your target audience is likely to read and find the authors on Amazon.

2

Use Google Search to find top blogs and podcasts in your target client's niche or industry.

3

Find relevant hashtags your clients and prospects are following and analyze highly engaged posts to reach potential clients.

4



The next step is to find these Influencers and authors on LinkedIn or other platforms with a large following, as they can attract your target prospects.



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