



11

Ways to Use Curated Content to Start Sales Conversations



Social Sales Link.

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Post curated content and mention the author, their organization, and the media outlet.

BONUS: Ask your audience to share their perspective in the comments.



Find content from influencers and thought leaders and engage with the commenters. Then offer additional insights from similar curated content.



Take inventory of your connections, identify those you'd like to engage, send a text or video message mentioning the content, why they'd like it and ask them if they'd be interested in the link.



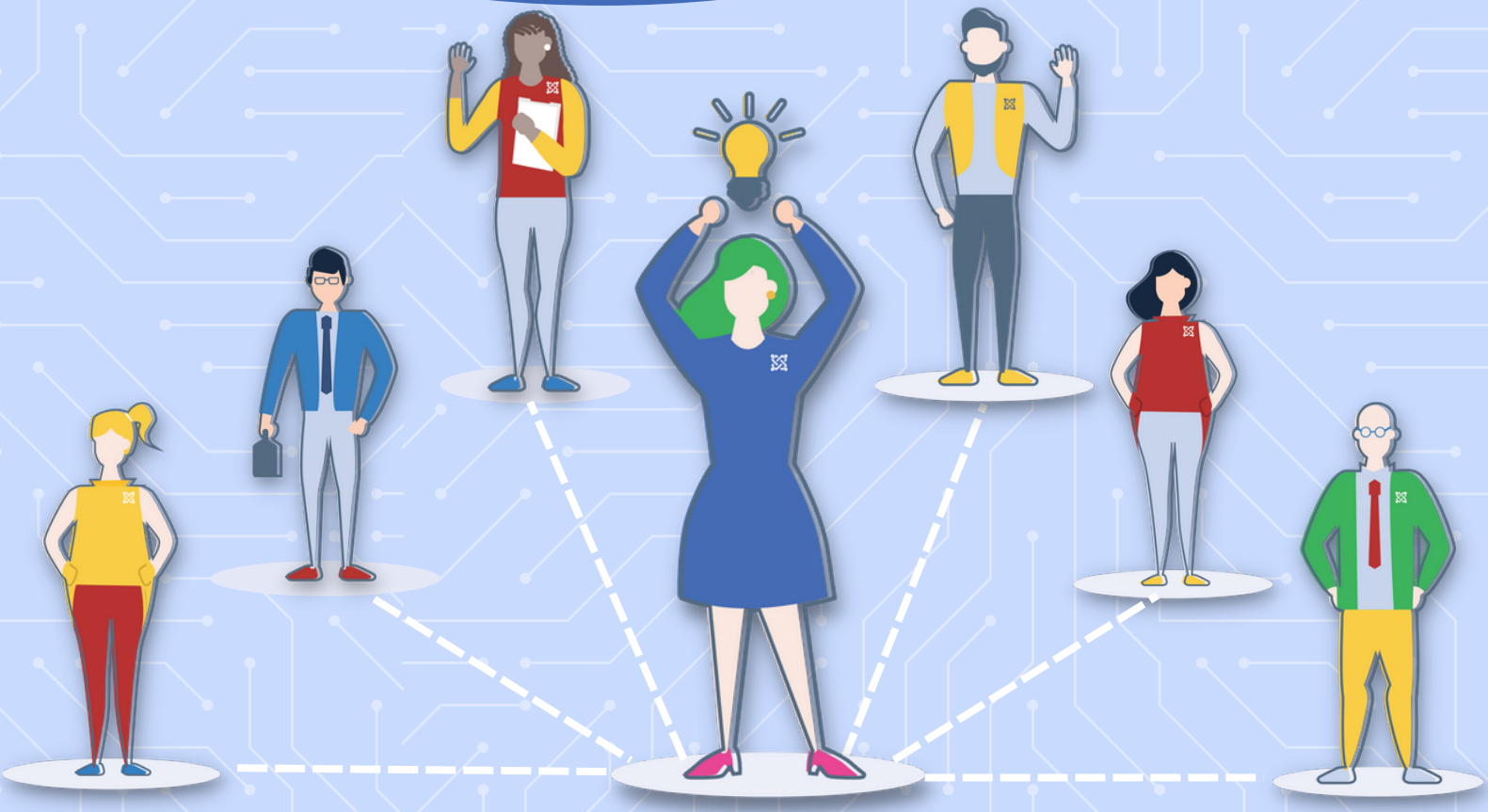
Find content using industry hashtags, engage with authors and commenters, and connect with them.

Based on their insights, ask for their input on your post.



Identify an influencer and search for 1st-degree connections who also follow them.

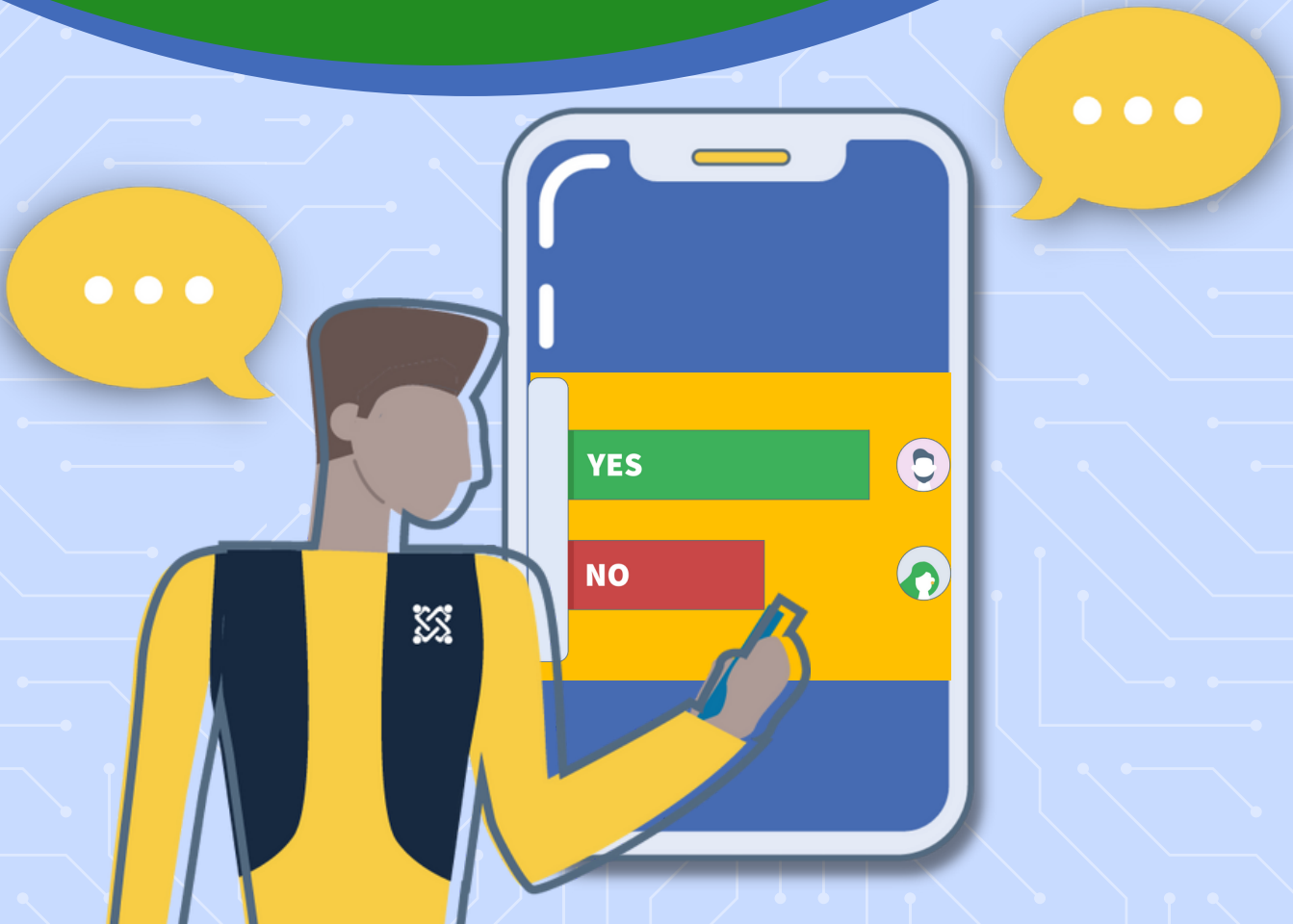
Reach out to offer content from that influencer, and with a personal note.



Interview your prospects on Zoom or LinkedIn Live around a trending topic and use the curated content as the primary topic for discussion.



Use a trending article or topic that influences poll questions. Be sure to provide your voters with a link in the post to the curated content they may refer to.



Create a Newsletter with links to curated industry insights and other relevant content.



Invite Creators to a Zoom interview or LinkedIn LIVE event to discuss content they published.



Start a LinkedIn audio room to discuss a topic based on a trending industry article.



Partner with content creators who attract a similar audience as yours. Support each other by promoting and engaging with each other's posts.



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