Using LinkedIn To Attract More Of The Right Customers

Steve Phillip
Linked2Success

Linked2 success

Today’s Takeaways

1. How to present a credible & engaging value proposition on LinkedIn.

2. How to connect & build relationships with targeted buyers.

3. How to keep your brand top-of-mind with potential & existing buyers.

The Way We Buy Has Changed

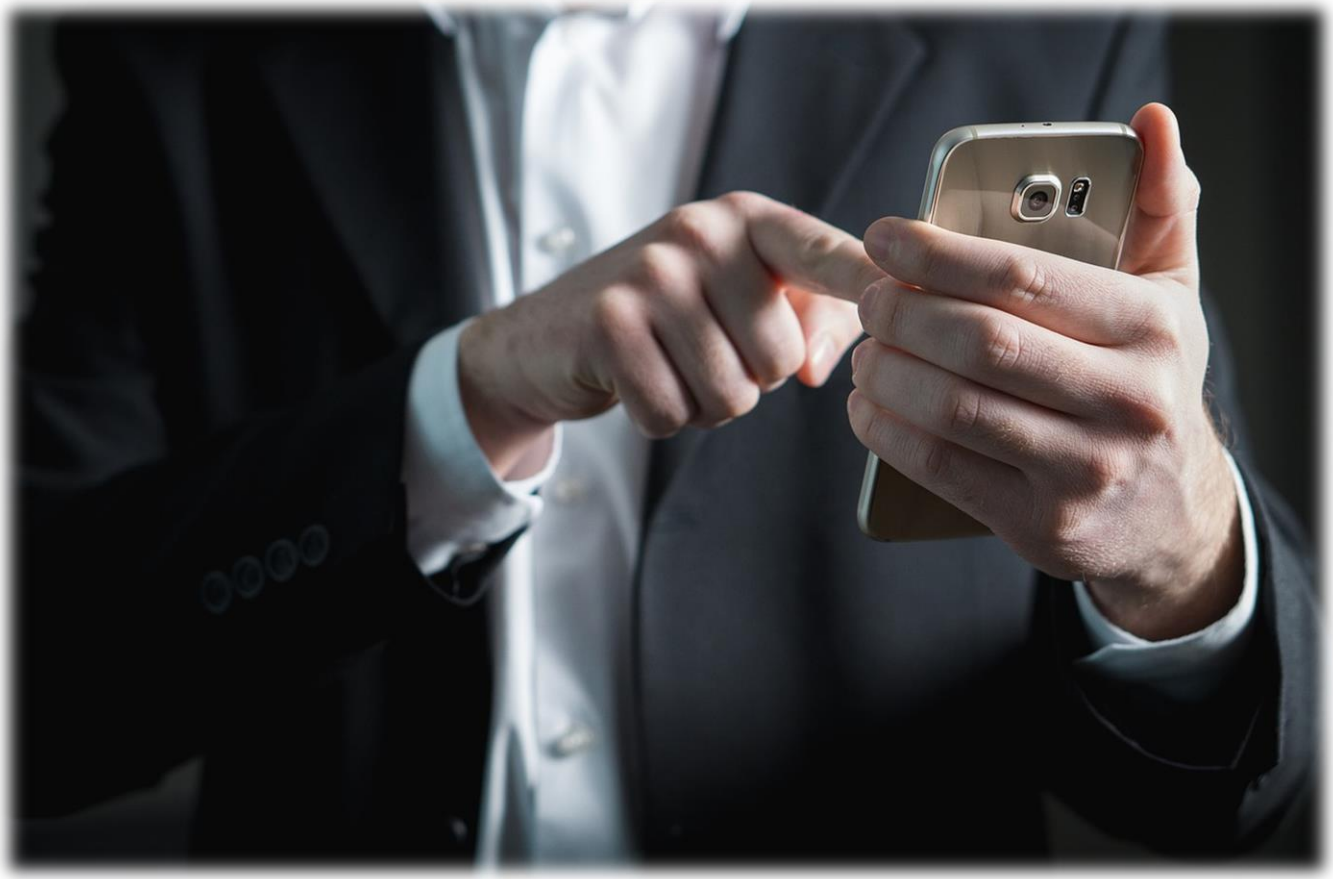
92% of buyers delete emails or ignore calls from people they don’t know….. you must build trust with your audience.

Data: McKinsey & Company

Best Time To Sell?

When Your Customer’s Ready To Buy

76%+ business buyers research suitable suppliers & services online.



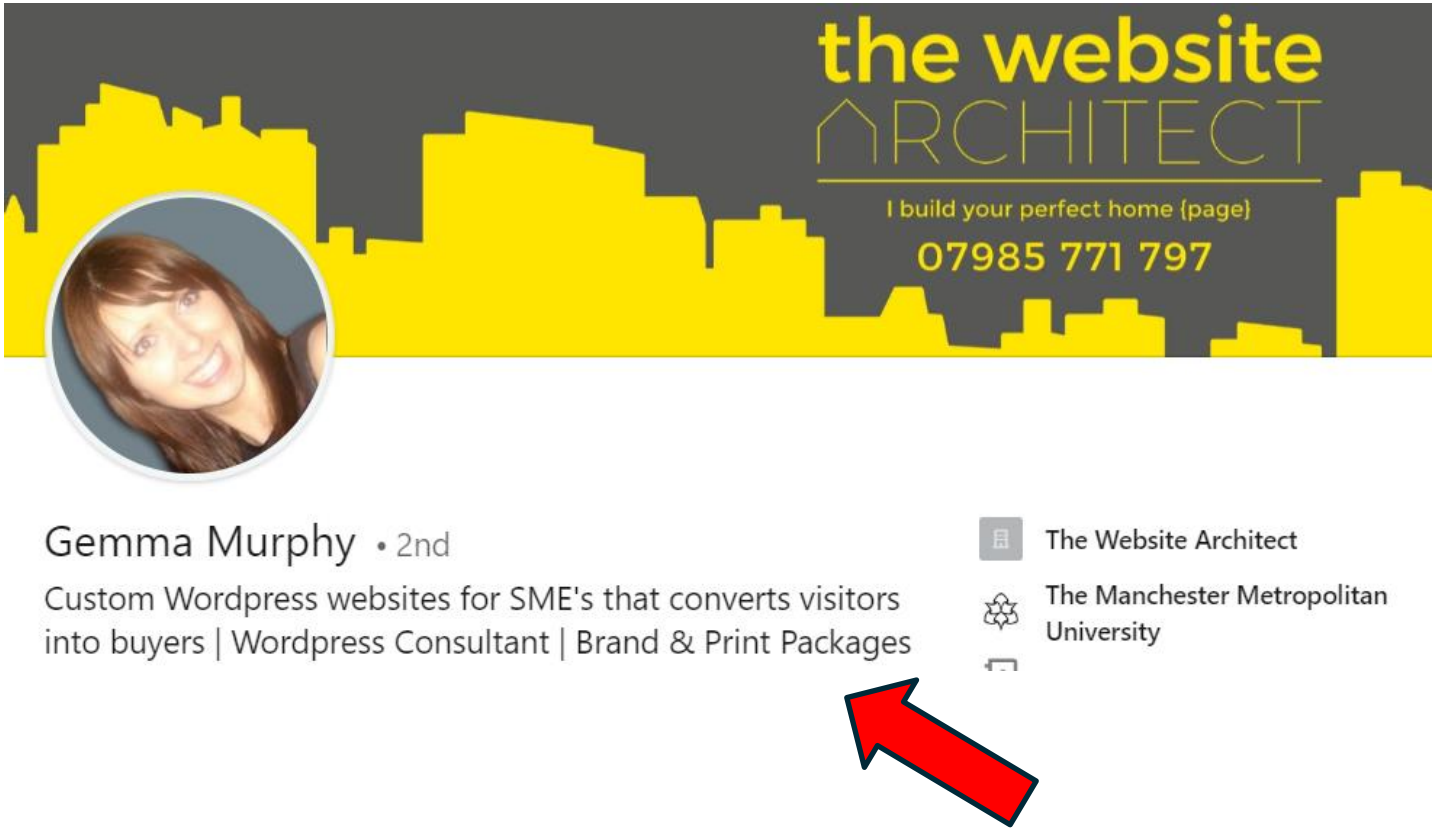
57% identify their preferred product or service through online research.

LinkedIn users conduct more than 1 billion searches daily

Tip # 1 It Starts With Your Profile

Tip #1 Brand Your Images

Tip # 2 Grab The Headline



7 seconds to make a first impression

Tip # 3 Articulate Your Value

Steve Phillip

LinkedIn Sales Trainer ◆ Coach ◆ Speaker Since 2009 - Helping You Attract More Of The Right Clients

Harrogate, United Kingdom

Add profile section

More...

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Hinchingbrooke

See contact info

See connections (500+)

Need to attract more of the right clients? Uncertain if LinkedIn & social selling is the right approach for you?🤔 In 2008, a business associate says to me, "You need more clients, you should be on LinkedIn" My response: "What's LinkedIn?" I'm not a trendy social media millennial, you only have to look at my phot...

Show more

Be Solution Focused

Tip # 4 Fully Complete Your Profile

Experience

Linked2Success
9 yrs 2 mos

The Power Of Marginal Gains Sales Training
Aug 2009 – Present · 9 yrs 2 mos
Harrogate, United Kingdom

✅ The Power Of Marginal Gains Sales Training

What if you improved each aspect of your sales approach by 1% & then aggregated all these improvements – how would your overall sales performance improve - what could you achieve that you're not achieving now?

✅ Develop a magnetic personal brand to attract more of the right customers.
✅ Create your ideal customer profile to minimise the time spent speaking to the wron... See more

The Power Of Marginal Gains - Sales Training...

LinkedIn & Social Media Sales & Business Development Training
Aug 2009 – Present · 9 yrs 2 mos
Harrogate, United Kingdom

Since 2009, I have provided LinkedIn & social media training & support for large multi-national firms, through to smaller owner-driven businesses, helping them attract & engage with more of the right customers & create new business opportunities.
... See more

Recommendations

Ask for a recommendation

Received (114) Given (82)

Aaron Prout
Providing Organisations with tailored Leadership & Management courses via the Xenonex Academy online learning platform
September 6, 2018, Aaron was a client of Steve's

Steve came into deliver Linked-In training to a small team across my two businesses - Xenonex and Livewell Vending. He did an excellent job and I would highly recommend his training. Key features;
- high quality communication throughout
- detailed preparation in advance to understand our businesses and objectives
- great delivery on the day
- quality follow up with detailed actions per person
- a real passion to challenge all the team to deliver on their actions and ensure value is gained from the investment in training.
- a professional and charming personal approach throughout.

Tony Leedham
Director at Ashton Bentley
July 5, 2018, Tony worked with Steve but at different companies

After encountering Steve, and his inspiring training, on a half day LinkedIn course many years ago I filed his details for the future. Well that day came as I made a start on a social media strategy for my new company and first point of call was Steve.

After a couple of meetings, as expected, I received a detailed well-structured brief for an initial session. That now under my belt we

Tip #5 Know Your Audience

Who is your ideal customer/buyer/introducer?

Who Are Your Networks?

- Potential buyers – engage with the right stakeholders
- Existing customers - keep in touch
- Track down lost contacts who moved elsewhere
- Maintain relationships with physical networking contacts
- Connect & engage with external influencers & referrers
- Amplifiers – those who willingly share your posts & articles
- Connect with your colleagues, suppliers, business partners.

Tip #6 Connect & Build Relationships

Learn how to use the platform’s search & filter options

Build Know, Like & Trust

The 123 LinkedIn Invitation Response

1. Thank for connecting.
2. Include a link to useful relevant content (video/article etc).
3. Add a PS: “What inspired you to connect?”

Build Trust – Nurture Prospects

1. Message #1 – ‘I thought this article might interest you’.
2. Message #2 - ‘This is how we help customers like you’.
3. Message #3 – ‘ Would you like to subscribe to our list?’

Engage & Have More Of The Right Conversations

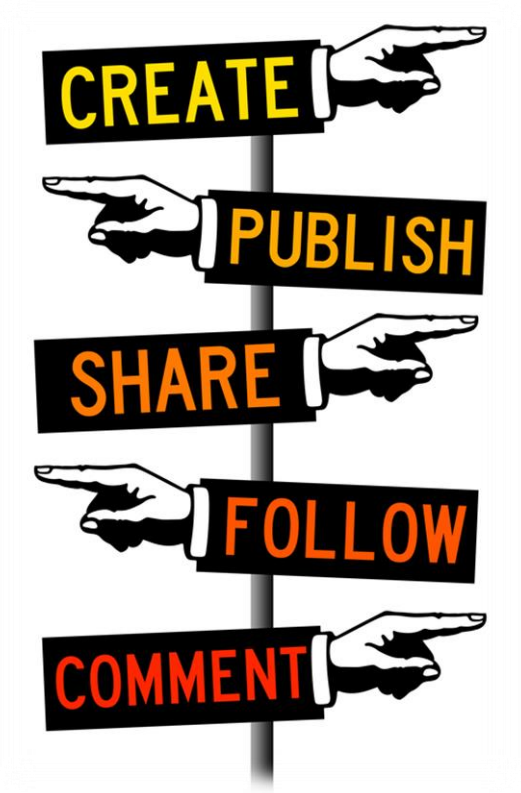
Tip #7 Be Top Of Mind Consistently

Unique insights

Thought leadership articles

Posts/Updates

Video



People buy people
- be interesting

Engage with others content

Ask questions

Have an opinion

Paid advertising

Gemma Murphy • 2nd
Custom Wordpress websites for SME's that converts visitors into buyers | Wordpr...
2w

I swallowed my chewing gum today. There's something still quite scary about it, it makes me feel sick just thinking about it.
All because my mother told me it would grow in my stomach and never come out!!

10 Likes · 39 Comments

Like Comment Share

Add a comment...

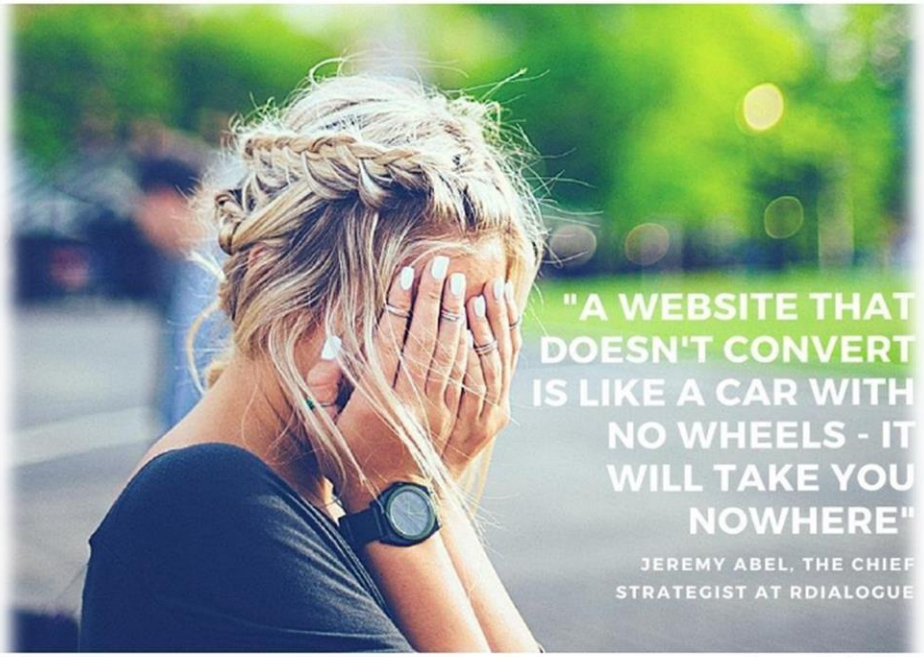
Gordon Wallis (MIET) • 1st 3w
GRW Electrical & data comms ltd
I once swallowed a tooth . Took 3 weeks but I found it ! Keep looking it's on route !
G
Like Reply | 3 Likes · 1 Reply

Gemma Murphy • 2nd 3w
Custom Wordpress websites for SME's that converts visitors into ...
He ha I will not be looking for it!
Like Reply

Gemma Murphy • 2nd
Custom Wordpress websites for SME's that converts visitors into buyers | Wordpr...
2w

Is your website converting visitors in to customers?
There's one reason you have a website, and one reason only. And it isn't because you have the spare time and cash, you're running a business, and your w ...see more

I BUILD YOUR PERFECT HOME {PAGE}



WWW.WEBSITE-ARCHITECT.CO.UK

the website ARCHITECT

Like Comment Share

Steve Phillip
LinkedIn Sales Trainer ◆Coach ◆Speaker Since 2009 - Helping You Attract More...
3w

❓Why It's Really Worth Posting Content On LinkedIn❓

Where, specifically, does most of my new business come from, as far as LinkedIn is concerned? Simple, my posts!

I post daily, I post content I hope is helpful, thought provoking, inspiring & relevant to my network & in turn, many of them engage with my posts by liking, leaving a comment or sharing & it's this engagement which is key.✅

Last week, I was invited to connect & then had a 45 minute telephone conversation with the director of a significant UK based organisation. That conversation has led to me be being asked to provide a proposal for a not so insignificant piece of work for 2019.

How Did This Person Find Me❓

One of my connections commented on a post I shared, which in turn, meant my post appeared in this director's news-feed at a moment when he was looking for a solution to a problem.

LinkedIn isn't rocket 🚀science - if you want to do more business on LinkedIn, do 2 things:

1: Be visible consistently & regularly.
2: Engage with those who show an interest - a profile view, connection request, a like or a comment on your post.

What's Your No.1 Tip for creating engagement from your posts **Ben Traviss Sally Roberts John Espirian Jared J. WIESE Richard McCann @Sanjoy Kumar Malik**

What's Your No.1 Tip for creating engagement from your posts **Ben Traviss Sally Roberts John Espirian Jared J. WIESE Richard McCann @Sanjoy Kumar Malik**

21 Likes · 32 Comments

Like Comment Share

2,613 views of your post in the feed

Which Content Gets The Best Engagement?

- Topical, informative, insightful
- Questions, opinions, debates
- Human interest stories
- Inspiring, humorous, amazing
- Avoid posting more than 20% promotional content

How To Increase Your Post Visibility & Engagement

- The 1st 60 minutes is critical
- @Tag known LinkedIn users
- Choose your time of day
- Add relevant/popular hashtags
- Minimise the use of external links
- Be relevant

Tip #8 Be Yourself - Be Memorable

Tip #9 Plan/Schedule/Measure

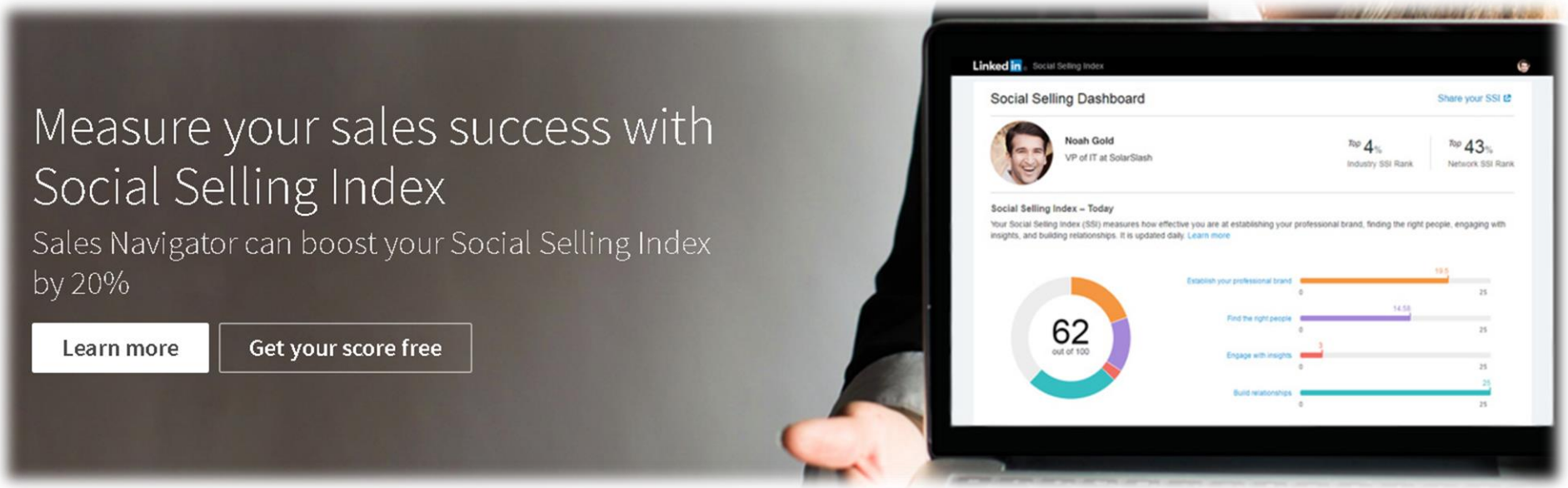
1. Number of new connections plus quality.

2. Number of connections who convert to a 1-to-1 LinkedIn conversation.

3. Number of conversations who convert to a phone call or meeting.

4. Review your LinkedIn Social Selling Index.

5. Measure the growth of your list & email campaigns.



https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi#

GDPR & LinkedIn

- General Data Protection Regulation – May 2018
- Relevance – anyone who processes an individual's personal data.
- Processing includes: Obtaining/Recording/Storing/Updating/Sharing/Marketing
- LinkedIn is the data controller – freeing you from GDPR.
- Not everyone has to opt-in (Legitimate Interest)

Tip #10 - LinkedIn Local

1. Understand why your customers buy you?

2. Create a credible online profile that articulates your value.

3. Set out a weekly/daily plan to locate, connect & engage with the right people online.

4. Promote your expertise & your personal/company brand consistently.

5. Plan, do, check.

Your Questions

Let’s Connect – Steve Phillip

steve@linked2success.co.uk