



## How to be a **LinkedIn social seller**

### **Content**

**Part 1** - Setting up your profile with your customer in mind

**Part 2** - Identifying prospects using efficient search

**Part 3** - Engaging your audience/connections

# Introduction - Why do I need to use LinkedIn?

LinkedIn is the most trusted social media platform by businesses, and with good reason. It has the largest and most accurate database of business contacts in the world.

LinkedIn's vision is to have the entire global workforce on this platform, including; companies, employees, colleges, universities, job vacancies, and the students with the skill sets to fulfil these roles.

The database currently holds more than 546 million users worldwide, with over 23 million users active in the UK. To put this opportunity into perspective, the population of Bristol is currently 428,000 people and there are currently 310,000 Bristol LinkedIn users, that's 72% of the entire Bristol population on this platform!

Like traditional networking, it's worth remembering that LinkedIn is primarily a relationship and reputation building vehicle, however, once you start building your network effectively, LinkedIn can be a valuable addition to your sales activity.

This 3-part guide has been written to help you successfully use LinkedIn to build an effective profile, connect and engage with your target audience, and help you become a trusted social seller. Like any social media platform, once you set up and start using LinkedIn effectively, the platform's algorithm will adapt to provide relevant information that you can use to create new opportunities.

*"Social selling is taking out the pitching component of sales. You're creating conversations about your product and services which organically can produce sales conversations."* - Paul Sowada, SSI 89 | Market Development Manager, Binocular

Please note: This document has been written as an overview only and any further guidance and details can be requested from [Alex Brook](#).

## Your social selling score

LinkedIn measures your social selling with a social selling index (SSI) score. These are some of the elements that will affect your score:

- 1) Setting up your profile with your customer in mind
- 2) Identifying prospects using efficient search
- 3) Publishing engaging and effective posts

Those with a higher SSI score create 45% more opportunities than peers with lower SSI. To get your current SSI score, make sure you're logged in to LinkedIn and then go to: <https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi>

Now click on 'Get your score free'.

# Part 1 - Setting up your profile with your customer in mind

We are going to set up your profile so anyone visiting your page will know exactly how you can help them, helping you to establish a trusted relationship.

First, let's check your current profile strength. It is graded at 5 levels:

- Beginner
- Intermediate
- Advanced
- Expert
- All Star

Your profile strength can be found on your profile page on your dashboard. 'All Star' LinkedIn users are 40 times more likely to be contacted, and appear higher in LinkedIn search results.

It's not hard to achieve this grade, and even if you have an all-star status already, make sure you follow these steps to increase your SSI score.

## Your photo & background

It is essential that you add a professional headshot photo to your profile. This not only builds trust with your network but adds personality to your future activities - first impressions really do count!

A headshot with a smile presents a friendly but professional image. Your face should ideally take up 60% or more of the photo:



(Source; LinkedIn, Richard Hubble, *it'seeze Gloucester*, profile.)

The background image behind your profile picture should be the supplied **it'seeze** header to make your page stand out, found here:

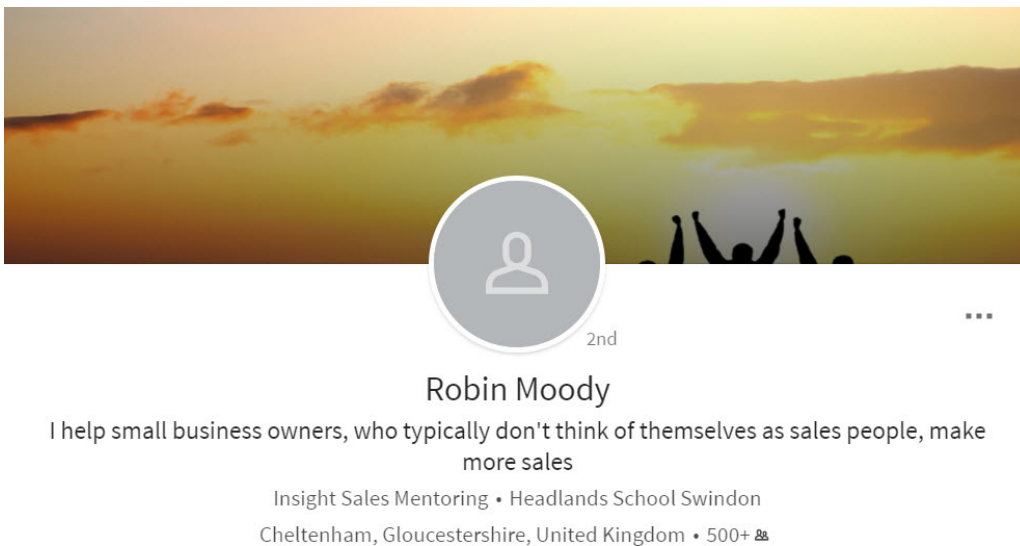
<https://itseeze.freshdesk.com/support/solutions/articles/17000057084-it-seeze-social-media-graphics>

# Part 1 - Setting up your profile with your customer in mind

## Your headline

Most people use their job titles or experience for their headline but this is only really appropriate if you're looking for a new job. It is a missed marketing opportunity for most.

The headline is an ideal way to promote your business and make it clear to the viewer how you can help them. Those who stand out from the crowd use a snappy caption like these examples:



A screenshot of a LinkedIn profile for Robin Moody. The background image shows a sunset over a body of water with silhouettes of people celebrating. The profile picture is a grey placeholder icon. The name 'Robin Moody' is displayed below the profile picture, followed by the headline 'I help small business owners, who typically don't think of themselves as sales people, make more sales'. Below the headline, the location and company information are listed: 'Insight Sales Mentoring • Headlands School Swindon Cheltenham, Gloucestershire, United Kingdom • 500+ 🌐'.



A screenshot of a LinkedIn profile for Paul Claireaux. The background image is split: the left side is a dark blue box with the text 'Learn about money and have fun doing it!' and the PaulClaireaux.com logo, and the right side shows a person performing a handstand on a beach at sunset. The profile picture is a circular photo of Paul Claireaux. The name 'Paul Claireaux • 1st' is displayed below the profile picture, followed by the headline 'Helping professionals and entrepreneurs to understand their money, plan it for the long term and earn more of it today.'. Below the headline, the website and location information are listed: 'www.paulclaireaux.com • Diploma in financial planning Stone, Gloucestershire, United Kingdom • 500+ 🌐'.

## Part 1 - Setting up your profile with your customer in mind

An alternative to a snappy caption is to use keywords, which can quickly make your visitor aware of what you do:



Lee Bessell • 1st

B2B | Marketing | Socials | Inbound | Events | Mobile | Design | PR | Innovation | Strategy

Dutypoint • Hogeschool INHOLLAND Rotterdam  
Cheltenham, Gloucestershire, United Kingdom • 403

### Your summary

This is the most important part of your profile and should be used to persuade your contacts further that you can help with a solution to their business needs.

Ask yourself, what does the viewer want to know? Think about:

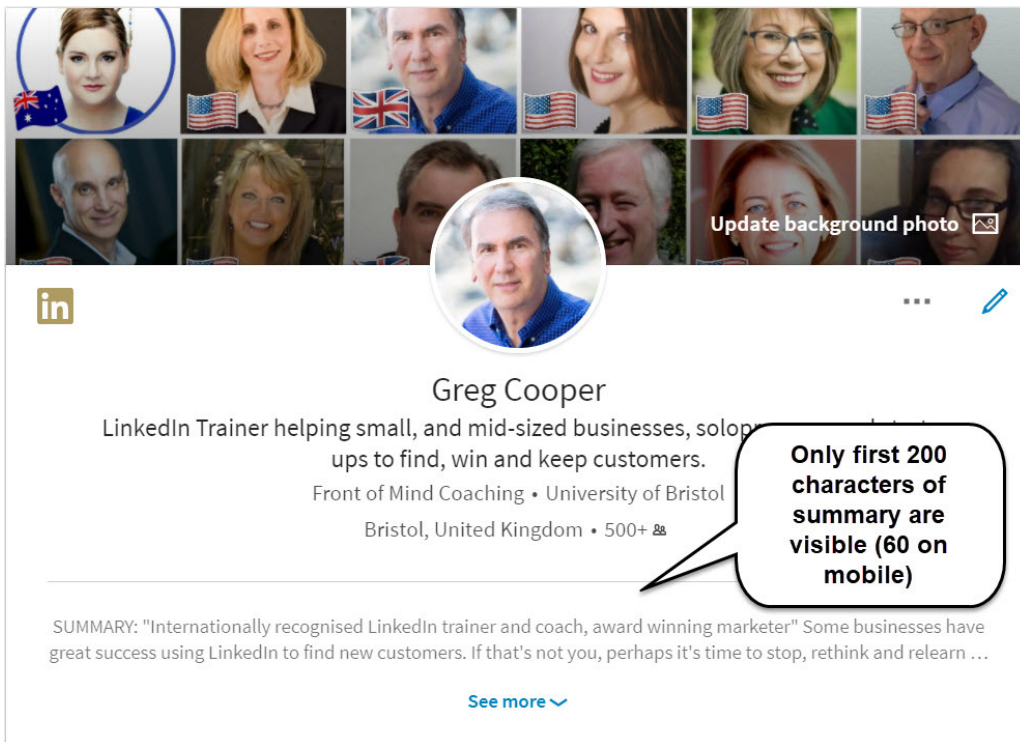
- What exactly does your business do?
- What is your role (and specific expertise)?
- What types of businesses do you work with – size, sector?
- Where do you operate geographically?
- What evidence is there that you are good at what you do?
- Are you a good fit?
- Where can they get further information and how can they get in touch?

You want anyone that reads your profile to see what your business does and the value of your offer, and to want to get in touch with you to fit their business needs/requirements.

It is best to write this section in the first person as this adds to your personality and makes you more accessible.

# Part 1 - Setting up your profile with your customer in mind

It is worth remembering that you have a 2000 character limit on desktop and that only the first 200 characters are immediately visible without clicking 'See more', so make sure these first 200 characters capture your position and credibility. You can make use of this limit and 'See more' to entice people to read on, here's a good example:



(Image Source; Greg Cooper, Front of Mind Coaching)

It's also worth noting that only 60 characters are shown on a mobile.

Remember that this is not your autobiography! Remember the key bullet points above and sell yourself, see example:

Notice how this summary:

- Tells you what he does instantly without complicated jargon
- Defines who he is looking to help – speaks to the reader and qualifies them instantly
- Uses a testimonial – builds trust
- Has a call to action – provides contact details
- Uses keywords for SEO

# Part 1 - Setting up your profile with your customer in mind

Don't forget to add a keyword paragraph so that you can be found easily when contacts are looking for services like yours, as seen at the bottom of the example.

You can do this in the experience section too.

When editing your summary, you have the option of adding media - this is another perfect opportunity to market your business and make your profile interesting.

You can embed YouTube/Vimeo and other popular video links to make your summary stand out to the reader.

This is a perfect way to showcase case studies of your work, recent projects, or even show a video of our easy to use editor. Check out our **it'seeze** YouTube page for [customer success stories](#) and add them to your summary:

<https://www.youtube.com/playlist?list=PLdGfwZxdnAcgFaXft6KJM42oNHU0iEBLm>

Over 300 content formats are supported, including YouTube, Instagram, Vimeo, PDFs, Microsoft PowerPoint, and Microsoft Word. Full list found here: <http://embed.ly/providers>

Make your profile unique.

## Experience and skills

Relevance is key when optimising your profile for social selling. Many use LinkedIn as a replica of their CV and list all their job titles and earliest employments, but this really isn't necessary!

It is only worth adding your last 3 positions or your last 10 years of employment history - think about the relevancy to your current skills and business.

The experience section allows 2,000 characters so for your latest position, try and capture what you do and how you can help your viewer.

Write clear overview backed by some client testimonials.

You can also add some samples clients and Industries you have worked with, your key details and specialities to include keywords:

# Part 1 - Setting up your profile with your customer in mind

## Experience



### Independent LinkedIn Coach and Consultant|Bespoke LinkedIn Training|Social Selling Training

Front of Mind Coaching

Sep 2011 – Present • 6 yrs 6 mos

Bristol, United Kingdom, Bath, Swindon, Gloucester, Exeter, Cardiff

As an independent LinkedIn Trainer and Consultant I provide tailored LinkedIn training solutions for businesses who want to use LinkedIn to expand their network and find more opportunities.

Bespoke and online courses can be tailored to meet the needs of each client, taking into account specific target markets, varying individual skill levels, and the broader business objectives. As well as in-depth individual profile reviews I will work with the business or brand owner to optimise the way the business positions and promotes itself on LinkedIn.

"An excellent overview and training session on the capabilities of LinkedIn provided by a very patient instructor. I would strongly recommend this course to anyone new to LinkedIn or like me, subscribed to LinkedIn but done very little with the subscription".

Mike Jones, Head of National and Multi-National Sales, CTI Business Travel, Chester UK.

Sample clients include:

- Business Services: AMS Accounting, Business West (Bristol Chamber of Commerce), CTI Business Travel, The HR Dept, Dept. of International Trade
- Charity: Asdan, Brain Tumour Support
- Construction: Beard Construction, Coveya, OEG Interiors, Regal Balustrades
- Energy: Power of Clean Energy, BVG Associates, Western Global
- Finance: Triodos Bank, MSC Associates (R&D)
- Health Care/Health and Safety: Medico, Ezi-Klamp
- Industrial supplies: DutyPoint, Elmbridge Supplies
- Marketing: Aardman Animations, Osborne Pike, Ambitious PR, Mango Consulting, Changeworks Communications
- Printing: Roland Digital
- Software: X-Ledger
- Wholesale/FMCG: Holley Fine Foods, Crediton Dairy

For more information please visit the website: [www.frontofmindcoaching.co.uk](http://www.frontofmindcoaching.co.uk).

To discuss your needs informally please call or email Greg on 07917 360222 or [greg@frontofmindcoaching.co.uk](mailto:greg@frontofmindcoaching.co.uk)

Specialities: bespoke LinkedIn courses|social selling|LinkedIn consultancy|LinkedIn Bristol|Lead generation|LinkedIn advertising



To add trust to your profile, ask your connections for endorsements and recommendations.

You can list up to 50 skills on your profile but only add those that are relevant to your current position. Focus on the skills that you would like to be known for and then ask your connections to endorse you, you can do this by sending them a personalised message in the messaging section.

Once you have endorsements, it is recommended that your re-order your skills so the most important are at the top as only 3 skills are visible in some searches.



# Part 1 - Setting up your profile with your customer in mind

## Recommendations

Recommendations build trust in what you have said about yourself and users with recommendations are 3 times more likely to get enquiries through LinkedIn.

Ask people you have worked alongside in the past or people who have used your services. You can request a recommendation by visiting someone's profile and clicking on the 'More...' option, which should present you with the 'Request a recommendation' option.

## Contact and personal info

Make sure you have the correct contact info so people can get in touch. This can be edited on the right-hand side of your profile page. Add your **it'seeze** regional site and business mobile to encourage enquiries. Make sure you include:

- A work email address
- A work phone number
- Your Twitter account
- A business address (can use town if you don't want to display your home address)
- Up to 3 links including your regional site

Some also like to add their Skype or other instant messenger address.

## Customise your URL

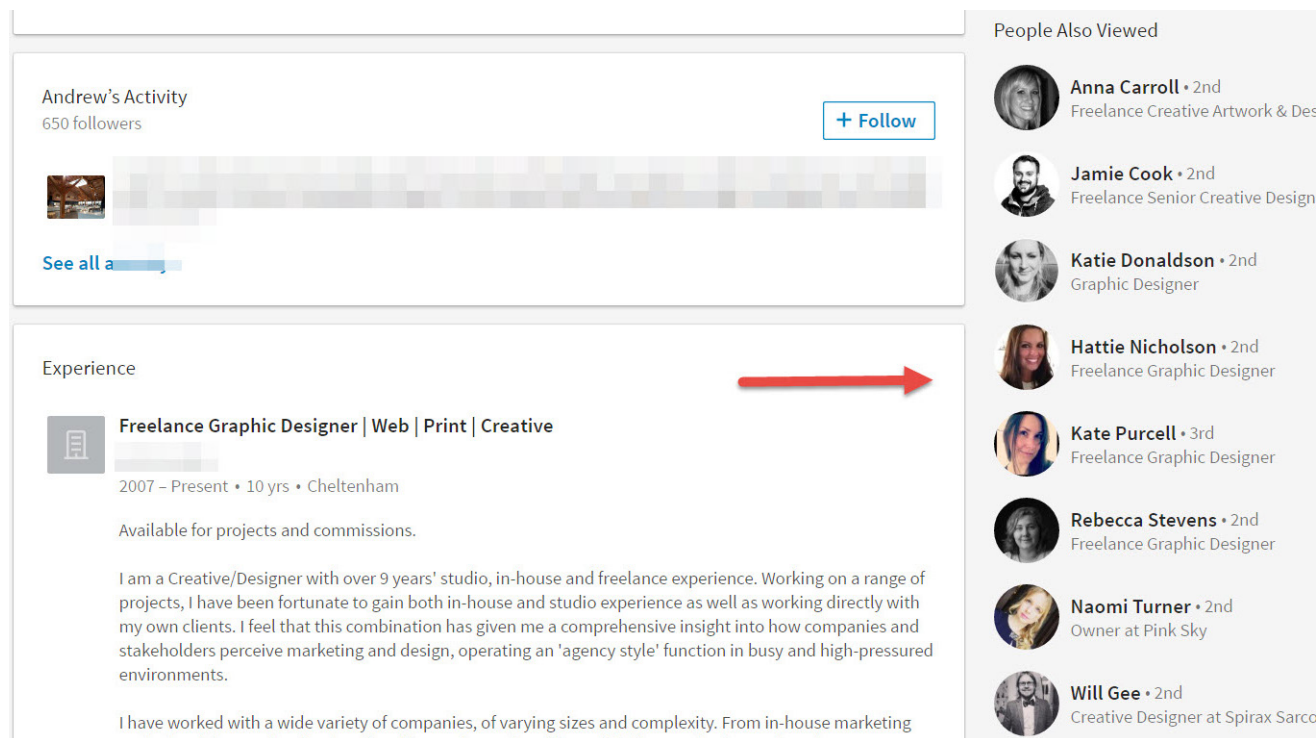
You have a unique LinkedIn address or URL. The edit option is at the very top right of your profile and then your public profile. To be able to use the URL effectively, change it to something easy to remember and more visually appealing. For example: [www.linkedin.com/in/alex-g-brook](http://www.linkedin.com/in/alex-g-brook) - you may have to use your middle name or initial if your name is already in use. This URL can then be shared on your email signature, business cards, etc. to encourage new connections and existing contacts to stay in touch.

## Optimise settings

There are many settings that you can optimise in LinkedIn but there are 3 that are important for maximising your success in generating enquiries. These can be found in the 'Settings and Privacy' section of your account.

The first is to make sure that you're not advertising to your competitors. To do this, go to your 'Settings and Privacy' section and click on the 'Privacy' tab. Change 'Who can see your connections' to 'Only you'. If you don't do this then visitors to your profile will see other web designers, like this graphic designer example below:

# Part 1 - Setting up your profile with your customer in mind



(Image Source: Greg Cooper, Front of Mind Coaching)

The second setting is to make sure others know that you have been looking at their profile. You want them to be aware in order to encourage them to visit your profile. As your profile and headline are now set up effectively, they will understand what you do and how you can help them easily and hopefully generate a business relationship. To choose what others see when you view their profile, stay in the 'Privacy' tab and then change 'Profile viewing options' to your name and headline.

The last setting is making sure people can contact you via the direct messaging system. Go to the 'Communications' tab and make sure the 'Allow others to send you InMail' is set to 'Yes'.

## Profile checklist

- Check SSI score
- Photo – first impressions count
- Headline – capture how you can help – NOT just job title
- Summary – sell your solution, add case studies, keywords, recent projects, etc.
- Revise Experience – use only latest and relevant
- Use relevant skills and endorsements – get endorsed!
- Request endorsements and recommendations
- Make it easy for people to contact you
- Customise URL – use on email signature, business cards
- Optimise your settings

## Part 2 - Identifying prospects using efficient search

Your account and profile should now be set up effectively to promote your business to others - next you need the strategy to help you generate enquiries.

Remember that LinkedIn is not a platform to pitch your services, you need to focus on connecting and engaging with others to build a relationship and then social selling opportunities will follow.

You need to reach out and be in charge of building your online network, and like any other form of prospecting, it is advised to set targets.

### Case study

A recent LinkedIn case study illustrated how a new business owner generated 3 new clients by searching and targeting effectively.

She set herself a target of 300 new connections in 3 months. To do this, she first identified and searched for as many prospects in her target market as possible and then followed, connected, and engaged with them.

Here is the breakdown:

- Identified 2000 prospects = MDs, CEOs, and coaches
- Goal = To get 300 new connections (over 3 months)
- Sent a customised invitation to connect and highlighted shared connections
- Several MDs responded with immediate needs
- Offered to meet some connections for coffee to explore mutual opportunities
- Resulted in 5 opportunities and 3 new clients

In this example, her typical clients were MDs and CEOs - you will be targeting decision makers such as business owners and directors.

Her connections for mutual opportunities were coaches - yours could be any strategic contact that has referral benefits such as a printer, copywriter, photographer, accountant, business coach or anyone else who is likely to have clients that may need a website - you can refer business to them in return.

Your prospects should therefore be a mixture of strategic contacts and typical clients. For an **it'seeze** consultant, targeting business owners is key along with an employee size bracket that fits the SME market. There's no reason why you can't invite any prospect for coffee, but make sure you establish trust first.

## Part 2 - Identifying prospects using efficient search

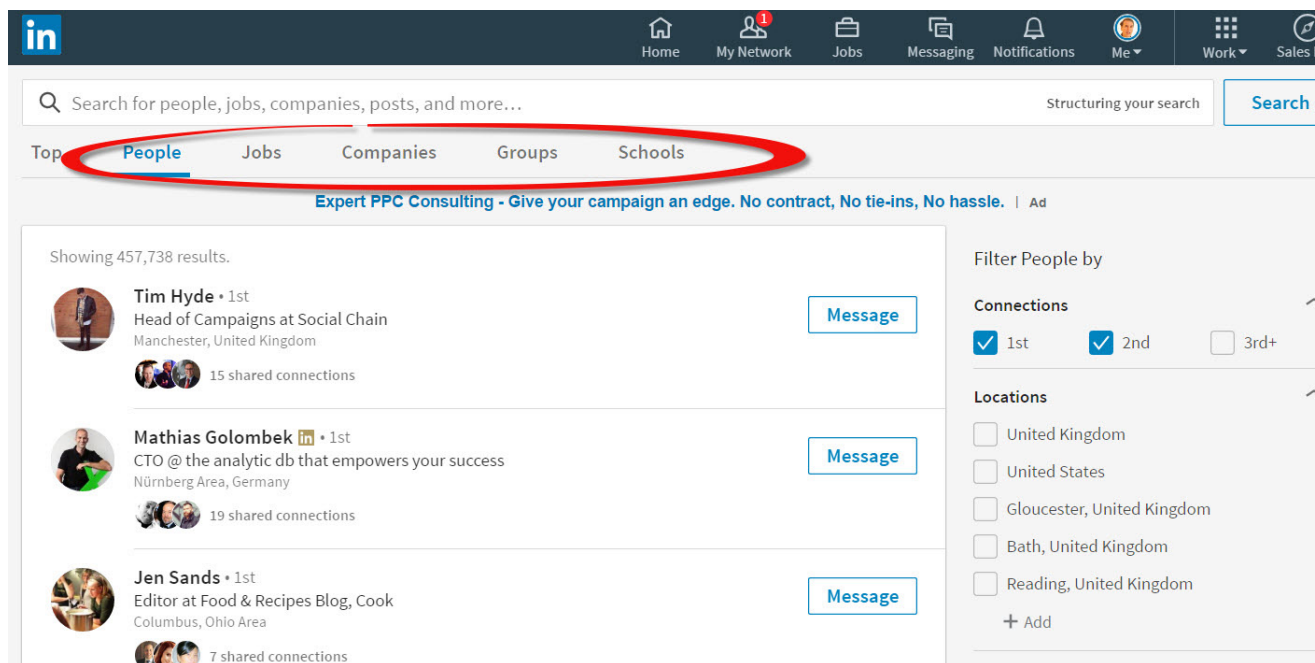
### Using search

If you know who you are searching for then you can simply search by a person's name (and company if known) by typing the keywords into the main search bar. If these names are in your 1st degree network (the people you are already connected with) then these searches are unlimited.

Using a more targeted approach to search your network beyond your 1st degree network is limited to around 60-100 searches a month (on a free account) and this is the method we will be using to find your ideal connections.

To find your ideal connections, you will need to use a combination of the top-level search categories, search bar, category filters, and keywords with the goal of finding people outside your 1st degree network that fit your prospects profile.

The top-level search categories are five separate areas you can search on LinkedIn: People, Jobs, Content, Companies, Groups, and Schools:



(Image Source: Greg Cooper, Front of Mind Coaching)

The main category you are going to use is 'People' – you will then use the filtering system to hone your search. The filtering options under 'People' are 'Locations', 'Connections', 'Current companies' and 'All Filters', which opens up more options to tailor your search further.

If you simply want to find all people at a particular company then select the category 'People', click the filter 'Current companies', type the company name, and click 'Apply'.

## Part 2 - Identifying prospects using efficient search

### Finding your targets

For a more detailed search, you need to use the 'All Filters' section. For this guide, we are going to search for particular job titles in a set location, outside of your 1st degree network (existing connections).

To do this, make sure you have selected the category 'People', then select 'All Filters'. In the title section, list the job titles you are searching for in the 'Title' box. You need to use the word OR in capitals to search for more than one title, e.g. 'Managing Director' OR 'Owner' OR 'Director'.

(You can also use 'AND' but this will identify prospects with multiple job titles).

Then add one or more key towns (it's recommended to start with one for a more manageable list) that you cover in the 'Locations' box. Just start typing the town and it should autofill for selection.

You can further break down your search by industry type, either by selecting or typing the sector in the 'Industry' box. Finally, select 2nd and 3rd+ connections and click 'Apply'. You should now have a list of possible connections that fit your basic criteria.

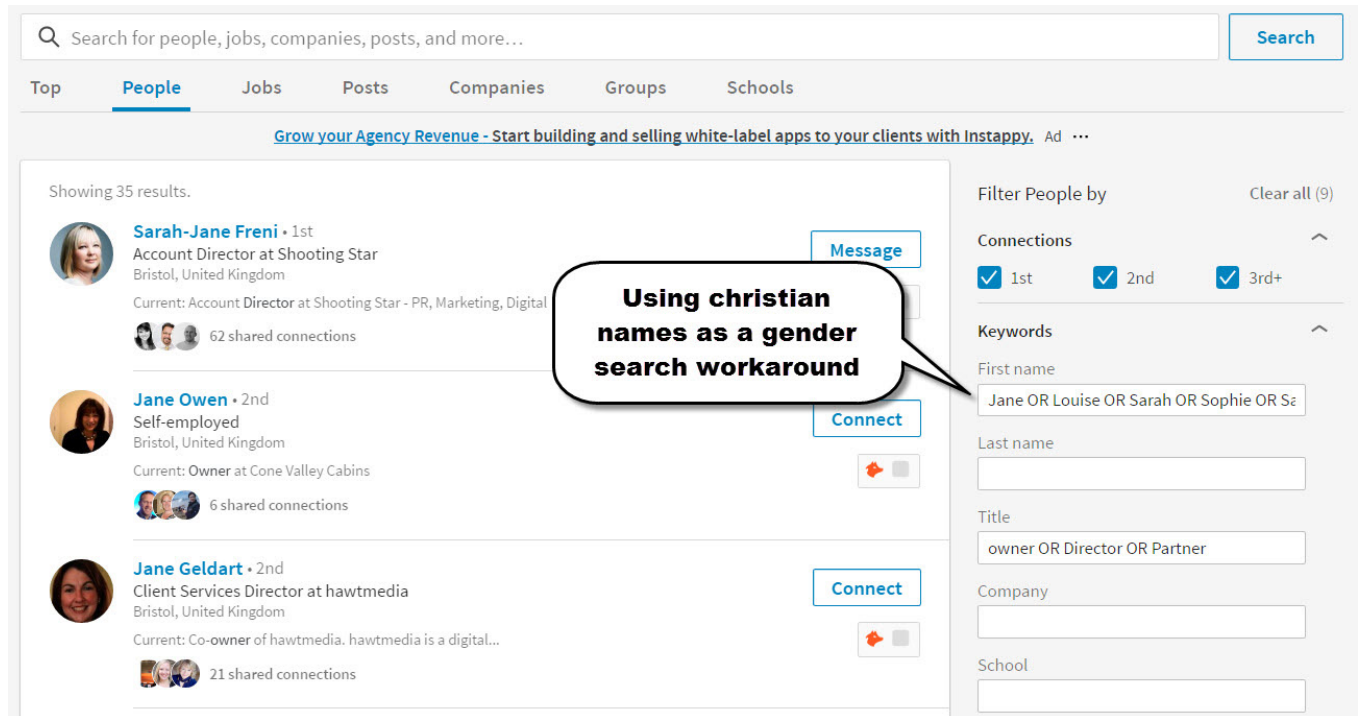
Tip: to save your search, copy the URL into a spreadsheet to use later so you don't have to add all the filters again.

The screenshot shows a LinkedIn search results page. The URL in the browser is: [https://www.linkedin.com/search/results/people/?facetCurrentCompany=%5B%417361%5D&facetGeoRegion=%5B%22%5B%22%5D&lastName=&origin=FACETED\\_SEARCH](https://www.linkedin.com/search/results/people/?facetCurrentCompany=%5B%417361%5D&facetGeoRegion=%5B%22%5B%22%5D&lastName=&origin=FACETED_SEARCH). The search results are filtered for 'People' and show 1,926 results. A callout box points to the URL with the text 'To save search simple copy url'. The search results list four people: Becky Crees (Relationship Manager, Healthcare, Bristol, United Kingdom), Chris Harris (Local Business Development Manager at Lloyds Bank), Chris Loach (Area Director at Lloyds Banking Group), and Andrew Lucas (Relationship Director - SME Manufacturing at Lloyds Banking Group). The right-hand side of the page shows filter options: 'Filter people by' with 'Clear all (2)'. Under 'Connections', '1st' is unchecked, '2nd' is checked, and '3rd+' is checked. Under 'Locations', 'Bristol, United Kingdom' is checked, and 'United Kingdom', 'Edinburgh, United Kingdom', 'Cardiff, United Kingdom', and 'Gloucester, United Kingdom' are unchecked. Under 'Current companies', 'Lloyds Banking Group' is checked, and 'University of Bristol', 'University of the West of England', and 'Bristol City Council' are unchecked. A 'Messaging' button is visible at the bottom right of the filter panel.

(Image Source; Greg Cooper, Front of Mind Coaching)

## Part 2 - Identifying prospects using efficient search

Tip: you can't select a particular gender with a free LinkedIn account so just use first names if you are looking for females or males:



(Image Source: Greg Cooper, Front of Mind Coaching)

### Profile search with quotes

People's services are not always clear from their job title or industry sector but are often listed on their profile page.

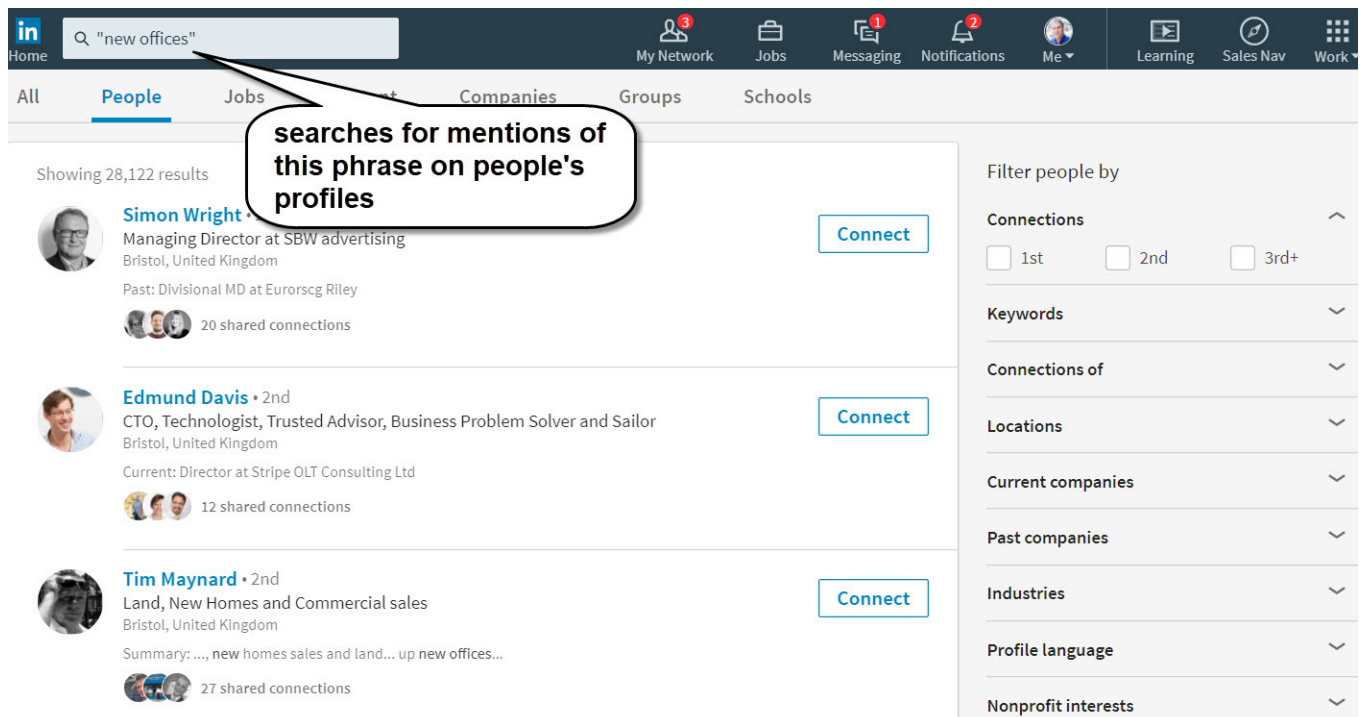
You can search for keywords on a profile page by using quotation marks whilst keeping your existing filters active.

This could be particularly useful when looking for strategic contacts such as a copywriter.

For example, keep your existing filters open (title, location, etc.) and then type "copywriting" in the main search bar at the top left of the LinkedIn platform, making sure you use the quotation marks.

Experiment with these searches to get the best results.

## Part 2 - Identifying prospects using efficient search



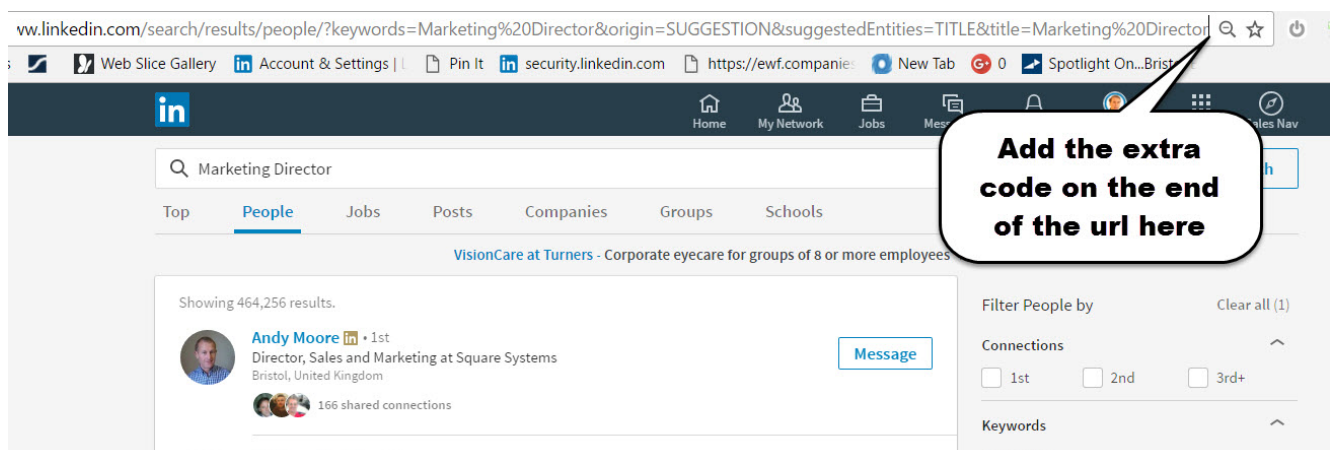
(Image Source; Greg Cooper, Front of Mind Coaching)

### Radius search hack

The free account is limited to search filter options so you can't officially select businesses in a certain postcode radius, however, there is a hack! This is an example showing how to find a 25 mile radius of the BS1 postcode: Add this to end of your existing search URL:

`&distance=25&locationType=l&countryCode=gb&postalCode=BS1`

The mile radius number must be greater than 5. For your search make sure you change the postcode and mile radius highlighted in red.



(Image Source; Greg Cooper, Front of Mind Coaching)

## Part 2 - Identifying prospects using efficient search

### Finding warm introductions

Your search results will display a notification if a person has a shared connection. This is a prime opportunity to introduce yourself with a custom invitation, indicating that you have this mutual connection. Mutual connections can also be found under 'Highlights' on your profile page and when visiting one of your existing connection's profiles.

LinkedIn will also present you with 'People you may know' on a regular basis. You can also use the 'People' search to find connections of your contacts by entering their name in the 'Connections of' filter box.

### Ask for an introduction

If you visit a target's profile page then LinkedIn will automatically show you any common connections in the messaging box on the bottom right of the screen. This is a perfect opportunity to ask your connection for an introduction to that person.

### Messaging

Actively talking with people in your network is key in developing opportunities. LinkedIn makes it easier by showing you who's online and available.

If there is a green status dot next to their profile photo it means they're online and it is a good time to chat. If there is a green dot with a white circle in the middle, this means that they are on a mobile and will receive a notification of your message.

### Invite prospects to connect with custom invitations

Always send a customised invitation, it's much more personal and will establish why you would like to connect – this could be a mutual contact or common interests, for example:

*Hi Ben,*

*I came across your profile today and see that we have quite a few common connections and share an interest in...*

*Could be very useful for us to connect.*

*Alex*

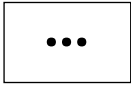
### If you can't connect, then follow

LinkedIn allows you to follow someone in order to see their updates in your news feed, much like other social media platforms. If you cannot connect with someone it is a good idea to follow them - this way you can view common interests, etc. to incorporate into your personal invite when trying to connect in the future.

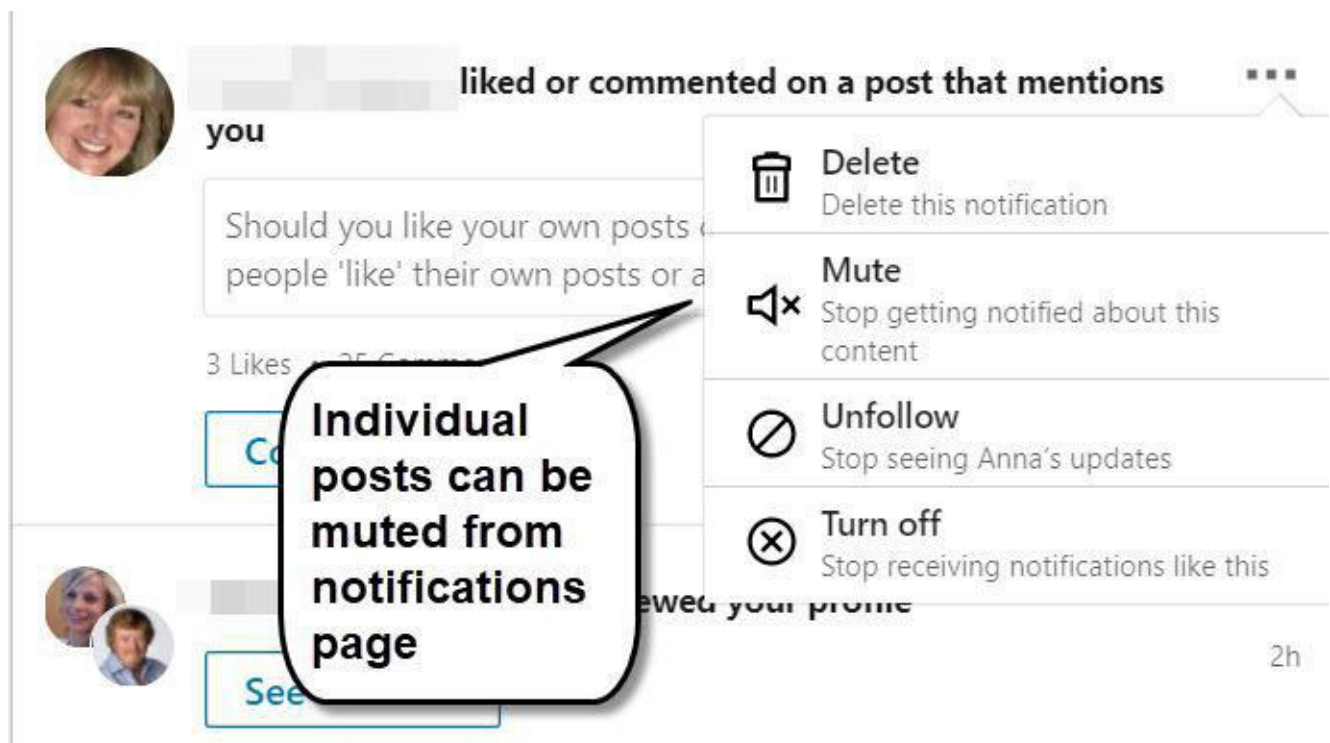


## Part 2 - Identifying prospects using efficient search

The 'Follow' button can be found on the person's profile page, either under their name or by clicking



If you keep seeing certain posts dominating your news feed you can unfollow a person individually or just mute posts about that particular subject, as seen here:



(Image Source; Greg Cooper, Front of Mind Coaching)

### Using Groups effectively to connect with anyone

A good way to find prospects and strategic contacts to follow or connect with is through the many groups on LinkedIn.

Groups can be found under the 'Work' dropdown menu in the main navigation bar. There are 1,791,679 standard groups on LinkedIn.

You can discover many new groups here such as digital marketing, entrepreneur, or start up groups covering topics and discussions by LinkedIn professionals to keep you updated on trends, innovation, and best practice.

There are usually local groups you can find that are particular to your region.

## Part 2 - Identifying prospects using efficient search

The screenshot shows the LinkedIn profile for the 'Somerset Business' group, which has 2,059 members. The group is owned by Andrew Knutt, AIBA FRSA, Editor and Designer at Arts & Culture Publishing. A featured post asks 'What's Your Vision for Somerset?' and discusses the lack of local business information on Google. The right sidebar includes an 'ABOUT THIS GROUP' section, a 'MEMBERS' list, and an 'Invite others' button.

(Image Source; Greg Cooper, Front of Mind Coaching)

You can also search groups by keywords to find particular topics or conversations you wish to get involved in. Groups can provide a good opportunity to find prospects or local businesses that you can team up with for referral opportunities, to build credibility and visibility, or to keep ahead of the competition with industry knowledge.

It is worth looking at your target prospect's profile page to discover what groups they have joined, you just need to scroll down to the bottom of their page and you will see the 'Interests' section:

The screenshot shows the 'Interests' section of a LinkedIn profile. The word 'Interests' is circled in pink. The section lists six groups: TalentSmart (22,330 followers), Leadership Think Tank (306,101 members), Richard Branson (13,972,200 followers), Harvard Business Review (1,525,731 members), National Center for the Middle ... (3,427 followers), and strategy+business magazine (4,463 members). A 'See all' link at the bottom is circled in pink with a red arrow pointing to it.

(Image Source; Greg Cooper, Front of Mind Coaching)

## Part 2 - Identifying prospects using efficient search

This reflects what profiles and companies they follow and what groups they are a member of. Click on 'See all' and go to 'Groups'. You may already be a member of the same groups but for the ones that you're not, go ahead and join them.

Now you are in the same group as your target prospect, go to the group page and search for their name - any topics or conversations they have posted will now appear. If you hover over their name you will be presented with an option to send them a direct message. This is a fantastic workaround for sending messages to 2nd and 3rd degree connections on your free LinkedIn account - a feature normally only available on paid accounts!

*Some recommended groups to join:*

Digital Marketing - <https://www.linkedin.com/groups/62352>

Social Media Marketing - <https://www.linkedin.com/groups/66325>

Start-up Forum - <https://www.linkedin.com/groups/48005/profile>

Entrepreneurs HQ - <https://www.linkedin.com/groups/1144987/profile>

Small Business UK Network - <https://www.linkedin.com/groups/3196135/profile>

*See here for a full group directory:*

<https://www.linkedin.com/directory/groups/>

### Focus on

- Existing and past customers
- People in your target audience
- Influencers and referrers
- People who engage with your posts
- People with shared connections
- Colleagues – past and present
- People who are active and well connected

### LinkedIn Local events - #linkedinlocal

LinkedIn Local is an idea that started in Australia and has now caught global attention. The idea is simply to put the social back into social media by meeting the person behind the LinkedIn profile face to face. It's also a great way to meet with existing contacts and find new connections in an informal business context.

These events are now held around the UK and are about building relationships, no pitching or selling! But the conversations may naturally lead to business further down the line. It is worth visiting the dedicated LinkedIn Local page to read about the history of how these events started and sign up to the newsletter: <https://linkedlocally.com/about/>

Then visit the home page to search for any LinkedIn Local events near you: <https://linkedlocally.com/>

If there aren't any in your region, why not start one? <https://linkedlocally.com/host/become-a-host/>

## Part 2 - Identifying prospects using efficient search

### Premium accounts

Free LinkedIn accounts only allow between around 60 to 100 searches per month. Premium accounts provide extended LinkedIn access and the ability to send InMail messages, and the top two subscriptions ('Sales Navigator Professional' and 'Team') provide the ability to search with more filters and to save people you've researched as potential leads. The 'Sales Navigator' option also allows you to search groups.

		LINKEDIN FREE	PREMIUM BUSINESS PLUS	SALES NAVIGATOR PROFESSIONAL	SALES NAVIGATOR TEAM
See when prospects check you out	Who's Viewed My Profile	Last 5 people	Last 90 days	Last 90 days	Last 90 days
Reach prospects directly	InMails (per month)	-	15	20	30
Find the right leads and accounts	Extended LinkedIn Network Access	-	√	√	√
	Advanced Sales-Specific Search Tools	-	-	√	√
	Automatic Lead & Account Recommendations	-	-	√	√
	Territory Preferences	-	-	√	√
Stay organized and up-to-date on leads & accounts you're interested in	Job Change Alerts	-	-	√	√
	Prospect & Company News Alerts	-	-	√	√
	Notes & Tags	-	-	√	√
Training and education	Learning Center	-	-	√	√
Leverage LinkedIn wherever you work	Dedicated Mobile App	-	-	√	√
	Salesforce and Microsoft Dynamics Widgets	-	-	-	√
	Salesforce Import & Sync	-	-	-	√
Access the entire LinkedIn network	Out-of-Network Unlocks (per month)	-	-	-	25
Unlock the power of your company's social graph	Warm Introductions through TeamLink	-	-	-	√
Enterprise Capabilities	Seat Management	-	-	√	√
	Usage Reporting	-	-	-	√
Billing and Support	Volume and Multi-Year Discounts	-	-	-	√
	Invoicing	-	-	-	√
	Dedicated Relationship Manager	-	-	-	√

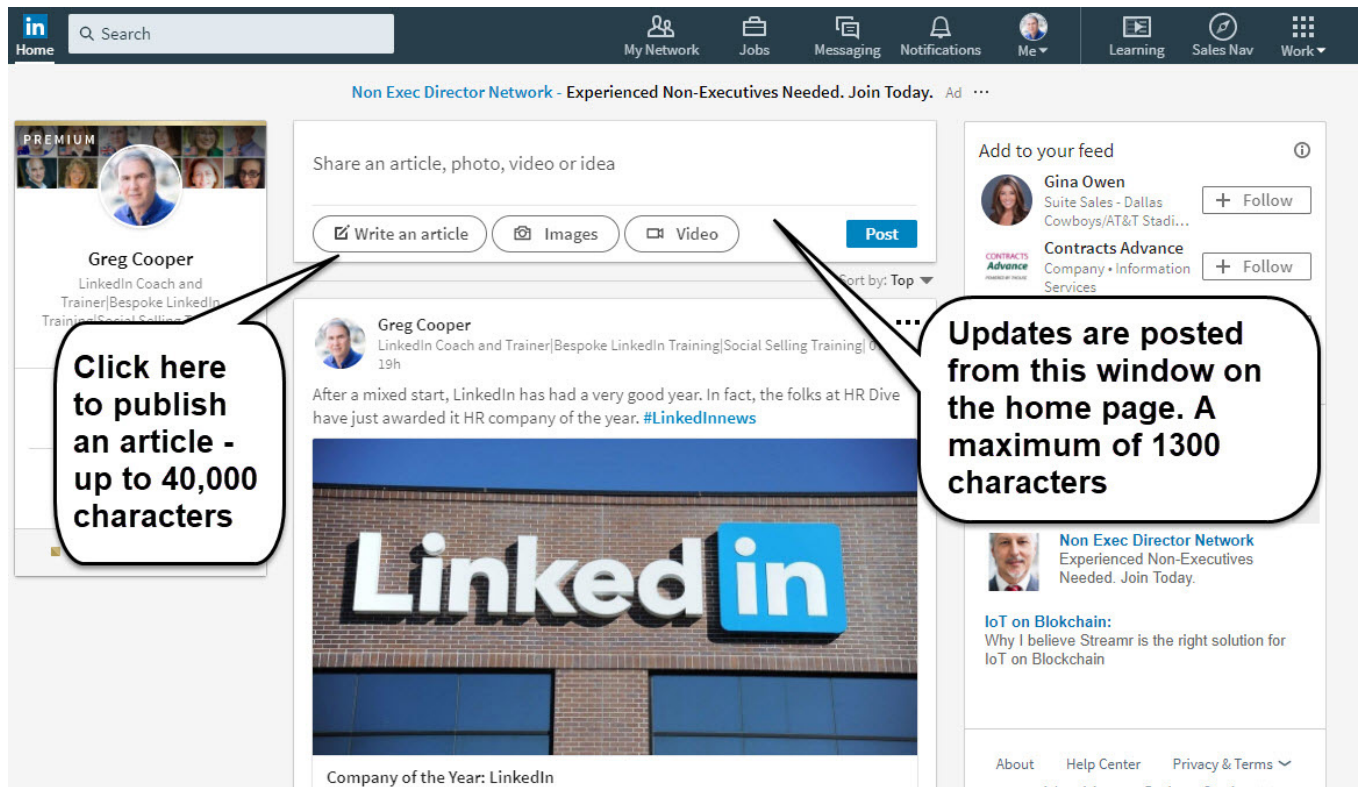
(Image Source; Greg Cooper, Front of Mind Coaching)

Extra search filters include:

- Function
- Years of experience
- Company size (employees)
- Seniority level
- Postal code (and postal code radius)
- Groups
- Years in current position
- Years at current company
- Company type (e.g. public vs. private)
- Interest in
- Member since
- Posted content keywords
- Headcount growth
- Turnover
- Technologies used

## Part 3 - Engaging your audience/connections

Like any networking, to get the best results you have to be involved in a conversation. To initiate a response from your contacts you need to post regular updates - this can be done via the main news feed by sharing an article, photo, video, or idea:



The screenshot displays the LinkedIn home page interface. At the top, there is a navigation bar with icons for Home, Search, My Network, Jobs, Messaging, Notifications, Me, Learning, Sales Nav, and Work. Below this, a banner for 'Non Exec Director Network' is visible. The main content area shows a post creation form with the text 'Share an article, photo, video or idea' and buttons for 'Write an article', 'Images', 'Video', and 'Post'. A callout bubble points to the 'Write an article' button, stating: 'Click here to publish an article - up to 40,000 characters'. Another callout bubble points to the 'Post' button, stating: 'Updates are posted from this window on the home page. A maximum of 1300 characters'. The post creation area is partially filled with text: 'After a mixed start, LinkedIn has had a very good year. In fact, the folks at HR Dive have just awarded it HR company of the year. #LinkedInnews'. Below the text is a photo of the LinkedIn logo on a building. The post is attributed to Greg Cooper, LinkedIn Coach and Trainer. To the right, there is a section for 'Add to your feed' with profiles for Gina Owen and Contracts Advance. At the bottom, there are links for 'About', 'Help Center', and 'Privacy & Terms'.

(Image Source: Greg Cooper, Front of Mind Coaching)

Here are some tips on what to post as an update (a maximum of 1300 characters):

- Organisation news
- Achievements or awards
- Industry news, research, and reports
- Product launches or reviews
- Topical stories
- Requests for feedback, advice, or opinions
- Tips and how to guides
- Examples of excellent practice
- Case studies
- Aspirational or inspirational stories (not quotes)
- Avoid puzzles, maths questions, and Facebook type posts!

## Part 3 - Engaging your audience/connections

### To engage people, be engaging!

When posting your update make sure that people want to read it! Although LinkedIn is classed as social media, it is a business network so make sure your posts are engaging and relevant. Like any networking, it is not advised to try and sell to the room! Think of the news feed as a conversation starter and relationship builder and aim to please the viewer/reader.

To gain more views, try and tag contacts that are outside of your 1st degree network. It's important to tag people that are active, but don't tag too many as this is seen as spam. It is advised that you start a conversation with an interesting topic and then ask your audience their opinion to engage them - this will mean they are more likely to leave a comment.

Greg Cooper

1d

LinkedIn members have seen many changes in 2015, some would say too many. What would be your top tip to help the average slightly bewildered user get ahead on LinkedIn in 2016? [Sarah Santacroce](#) [Jo Saunders](#) [Mark Williams](#) [Ira Bass](#) [Des Walsh](#)... show more



Like • Comment • 9 37 450

See your recent activity ▶

*(Image Source: Greg Cooper, Front of Mind Coaching)*

Sharing updates is a great way to show your expertise, whether by illustrating your work, discussing news in your industry, or posting events that you have attended.

If you're going to talk about what your business does then make sure you are showcasing a solution to a problem that someone else might relate to.

You could post: business case studies, 'before and after' screenshots of your client's old website comparing it to the new one you have sold them, or examples of best practice or interesting industry knowledge that could affect your audience.

## Part 3 - Engaging your audience/connections

 **Scott Brown**  
Belt Conveyor Rental - WE KEEP YOU MOVING!

Up over a wall, around a corner and down an incline...demolition rubble taken from 2 stories up will be safely moved to a roro skip at ground level using conveyors from Coveya's hire fleet.




Like • Comment • Share • 1


(Image Source; Greg Cooper, Front of Mind Coaching)

Always use images that are clear, optimised for mobiles, and that will create impact. It's best to use your own photos but you can source many free stock images online or for a minimal subscription. Remember, it is against copyright laws to copy and paste from a Google search! Search for 'free stock images' instead for a list of sites with images that are free for commercial use.


Always use internal links on LinkedIn - using external links will harm your exposure and the algorithm doesn't like it. Remember that LinkedIn doesn't want you to leave the platform, you need to please your audience and the algorithm! If you want to include an external link then put it in the comments instead. You can still share other LinkedIn company pages as this is internal and may include useful info.

 **David Smallridge**  
Key Account Manager at Ezi Klamp Systems - Handrail and Guardrail specialists

Some great facts on the future of PPE on our railways from the Office of Rail and Roads chief inspector Ian Prosser. Ezi Klamp play a big part in this!

 **Ezi Klamp** Follow

Chief Inspector of the Office Of Rail & Road Ian Prosser gives his thoughts on the future of health and safety on our railways at <http://bit.ly/1Ny0MjP>. With rail transport becoming more popular by the year, close calls need to be avoided at all costs. Ezi Klamp play a part in the safety of all UK rail users. [show less](#)



(Image Source; Greg Cooper, Front of Mind Coaching)

## Part 3 - Engaging your audience/connections

If you post any humour then make sure it's on point and relevant to work. LinkedIn is not a place for unrelated jokes and kitten videos.

It can be a good idea to tell a story, presenting a mini case study to show how you have helped clients, without being a sales pitch:



**Bradley Hext**

Hands-On Coatings and Spray Finishing Equipment Provider - Giving your Business ...

7d

Enjoyed 10hrs in spray overalls today, working with one of the top Bespoke Furniture makers in Wiltshire.

### THE CHALLENGE?

To provide them with a superior quality of finish using Water-Based products, instead of their established Acid-Catalysed system.

### THE TEST PIECE?

All the Cabinetry for a Dual-Colour handmade solid-wood kitchen in shaker design style, due to be installed with customer within the next week.

### THE FEEDBACK SO FAR?

That within the same timeframe which they could have applied their solvent-based products, we produced a higher-build, smoother, more premium feel & finish. The outdoor temperature was under 10Deg C.

### PART OF THE SECRET?

We provided dedicated equipment to suit the application conditions. Loan of additional Air-assisted spray equipment, Catalytic Gas Infrared heater, Mirka dustless sanding package, and hands-on advice and help all day.

### THE OTHER INGREDIENTS?

The highest quality Italian produced Polyurethane and Acrylic Water-Based coatings.

LET ME KNOW IF YOU ARE INTERESTED TO PERFORM THE SAME KIND OF TRIAL YOURSELF.

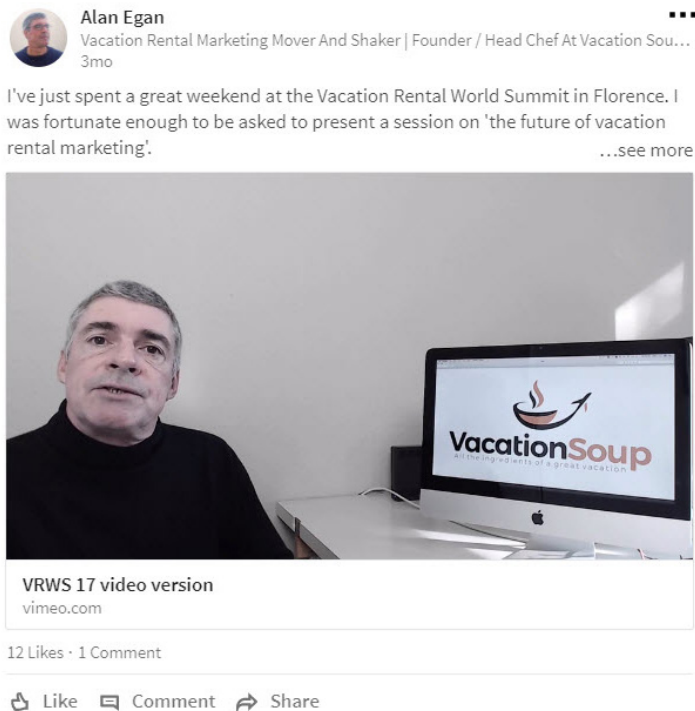
Images of finished items will follow once we complete the project tomorrow.  
[Barrie Freeman](#), [Bradley Gibbs](#), [Rory Freeman](#), [Perry Kilbey](#), [Angus Freeman](#), [Fergus Clayton](#)

*(Image Source; Greg Cooper, Front of Mind Coaching)*



## Part 3 - Engaging your audience/connections

Like other social media platforms, LinkedIn encourages the use of video focused content and the mobile app now has the ability to shoot and post from your phone. A great opportunity to share live events or your opinion as an expert in your field.



**Alan Egan**  
Vacation Rental Marketing Mover And Shaker | Founder / Head Chef At Vacation Sou...  
3mo

I've just spent a great weekend at the Vacation Rental World Summit in Florence. I was fortunate enough to be asked to present a session on 'the future of vacation rental marketing'.  
...see more

VRWS 17 video version  
vimeo.com

12 Likes · 1 Comment

Like Comment Share

(Image Source; Greg Cooper, Front of Mind Coaching)

The most engaging posts utilise the 'See more' trigger. This is activated around the 235 character mark in order to shorten the text in the news feed. When it is clicked by your audience it indicates viewer interest to the platform. If you don't have enough text then you can use spaces to activate the 'See more' in the post to encourage your connections to engage.

The algorithm likes:

- To see the 'See more' link triggered – indicates viewer interest (235 characters minimum)
- Engagement
- Posts that encourage users to stay on LinkedIn
- Hashtags
- Video posts (native, not external)

The algorithm does not like:

- External links in posts (put in comments instead)
- Low engagement or interest (make sure you tag selective contacts outside your 1st degree network)

## Part 3 - Engaging your audience/connections

### Measuring your engagement

You can view the analytics of your posts from your dashboard. The dashboard can be found on your profile under your summary.

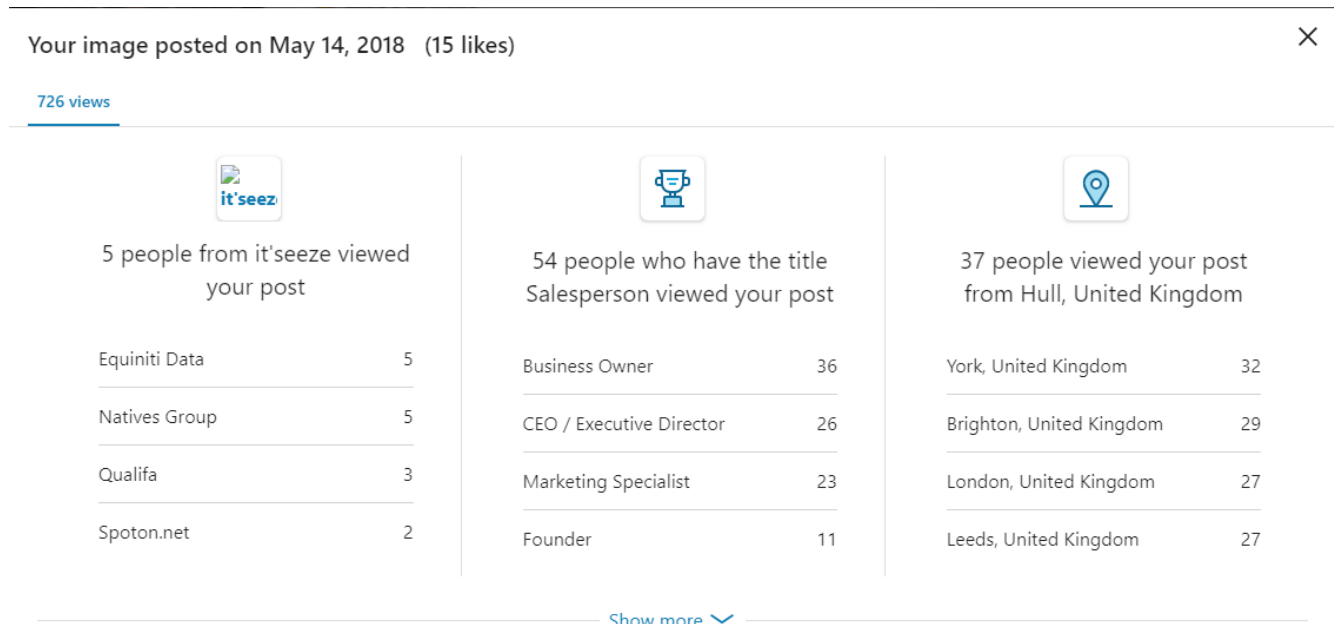
Once viewed, it will list all your recent posts, your most recent will indicate how many views and likes it has received:



A screenshot of a LinkedIn post by Alex Brook, Business Development Manager. The post text reads: "Be happy, be like Cameron... When running a business, time is the most valuable asset you have. ...see more". The image shows a man in a grey sweater sitting at a desk in an office, waving both hands. The post has 15 likes and 700 views. Interaction buttons for Like, Comment, and Share are visible.

## Part 3 - Engaging your audience/connections

Click on the view count and then you will be presented with an analytics page, it is worth waiting a couple of days before you do this as it will allow time for the post to be viewed by more people:



This post had 528 views, reached 31 business owners, 24 CEOs and a wide geographical area. 20 people also visited my profile page.

An engaging post will reach outside of your 1st degree network and you will receive profile views, and if your profile page is set up correctly (see part 1 of this guide), then it will help you build your network as the visitor will be more likely to connect.

Always try to engage with other people's posts too - you need to be involved in as many conversations as possible, this will encourage people to comment on yours in return. You need to be engaging and tagging with active members.

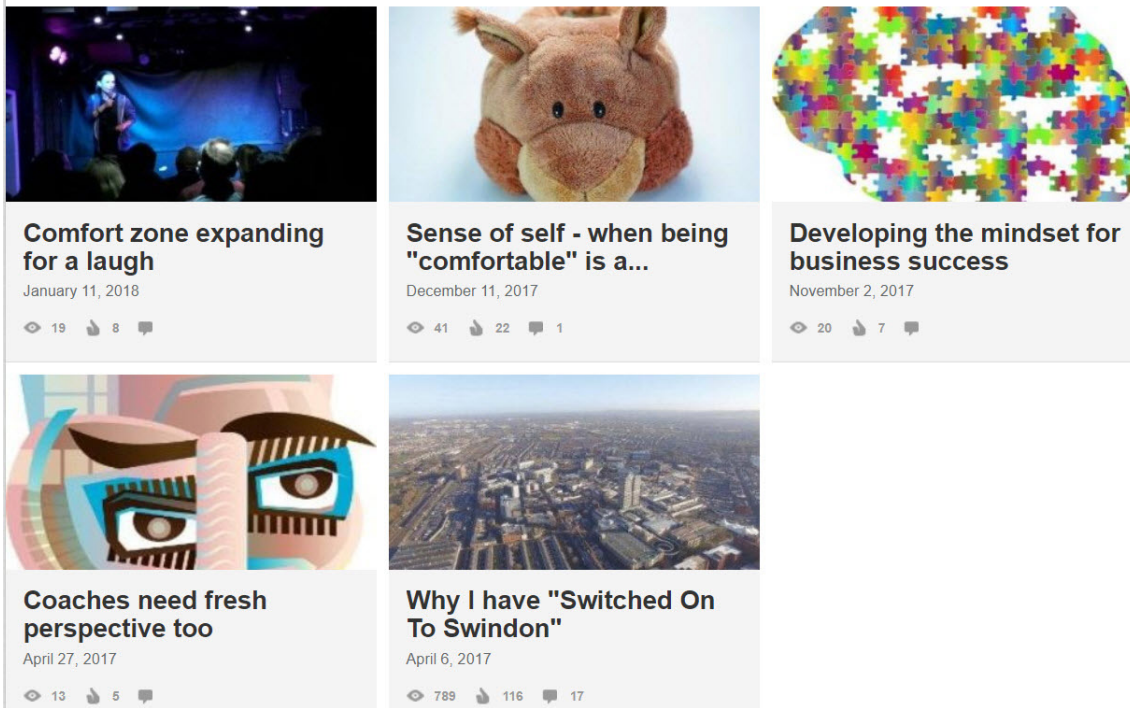
### Writing articles

The best posts are often articles (written on LinkedIn, see below) that people have written on a relevant topic and then posted a link to in the news feed to receive comments and engagement. In many ways you can use LinkedIn like a blog to stamp your authority in your industry.

When writing an article it is best to aim for clicks and views rather than likes. A topical article will be read by many, but make sure it is relevant to your industry.

The title is important here - using questions such as 'why I have', 'are you?' or 'what should I do?' can encourage more views as they play on curiosity. The difference in views can be seen here:

# Part 3 - Engaging your audience/connections



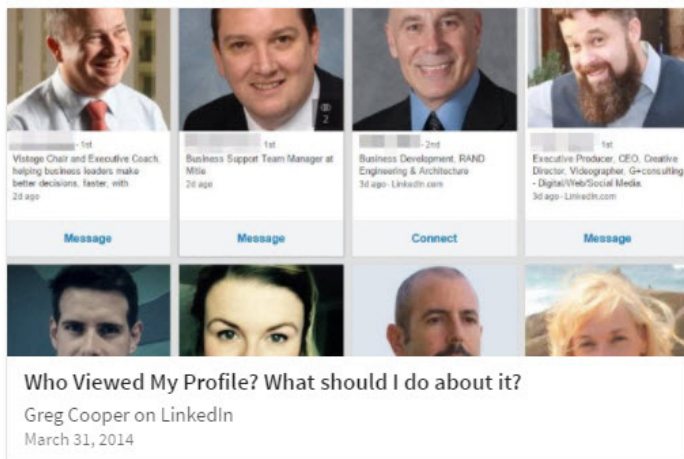
(Image Source; Greg Cooper, Front of Mind Coaching)

The most popular headlines and topics are:

- How to
- You need to
- Why you should
- You can learn from
- The future of
- This is what

If you write an article that remains relevant and stands the test of time then it can encourage engagement for years. This article was written in 2014 and is still receiving clicks to this day:

Greg Cooper posted this



Edit Delete 27,097 clicks of your article

(Image Source; Greg Cooper, Front of Mind Coaching)

## Part 3 - Engaging your audience/connections

Once your article is published, it needs to be promoted to gain views so make sure you post it, tag anyone relevant, and send it to any contacts that may be interested using InMail. Ask your connections to comment, engage, and share.

Finally, just posting updates will not improve your LinkedIn success. This needs to be combined with [Part 1](#) and [Part 2](#) of the LinkedIn guide.

Here is an overview of what's important:

### Your success metrics

- Profile strength
- Number of connections/followers
- Number of profile views
- SSI score
- Number of articles published
- Number of new enquiries/meetings/opportunities
- Value of new business

### 9 step business development plan

1. Complete your profile fully - include keywords
2. Be clear about who you are targeting and why
3. Connect intelligently and broadly
4. Actively promote your personal profile
5. Join and participate in selected groups (up to 50)
6. Give and receive recommendations and endorsements
7. Be active and add value
8. Engage, engage, and engage!