



A Guide to using LinkedIn for your Sales Outreach

Ebook



Hello, and thank you for downloading the latest ebook from the Clarity Stack Sales Academy.

Over the last few years we've worked with some of the biggest companies in the world and understand the challenges associated with not only lead generation, but converting those leads into pitch opportunities and, ultimately, new business through the door on either one-off or long-term contracts.

That is why we've put our heads together and compiled this particular ebook, which is designed to help you improve your outreach technique by using a highly effective but vastly underutilized platform, LinkedIn. It has been around for some time now and it is used as a professional social media platform, but as a sales and marketing tool there are people who are still unaware of the benefits. Well, that's what we're here to help you with.

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Why LinkedIn?

LinkedIn is a network that is used differently to other social media platforms. Instead of adding photos of your night out or funny videos, LinkedIn is seen as the place for professionals to share industry insights and expertise, as well as job adverts and company blog posts that help to build a professional following or a reputation for your brand.

So the question is, why would you focus on one particular social networking site for your outreach campaigns when the likes of Facebook, Twitter and Instagram have such high engagement rates? Let's have a look at some statistics:

75%

of B2B buyers use
social media to
inform their buying
decisions

50%

of B2B buyers
choose LinkedIn

76%

of B2B buyers
prefer to work with
recommendations
from their professional
network

As a social media platform, LinkedIn is great for building relationships with other professionals. The average user is looking for professional, educational content that is likely to help them or to inform them about industry developments. People who work in the same industry as you can share their expertise and help you to develop your own skills and become a successful professional. So, if someone you are connected with on LinkedIn has a recommendation for a platform or service that may benefit you, the chances are that you're at least going to research the company or read a case study.

This isn't the kind of thing you would find on Twitter, Facebook or other social media platforms - not when it comes to professional problem solving, anyway.

It's also the kind of platform where you find most decision makers purchase products and services, so it represents the ideal place to build professional connections and to use a combination of organic and paid content targeted at your target audience.

10 steps to build a strong presence on LinkedIn

If you're going to use LinkedIn as a valuable sales and marketing tool you need to ensure you maximise the potential of your profile. Many use LinkedIn as a way of connecting with people in their industry or promoting themselves to recruiters and head-hunters, so it's vital that you complete every section of your personal or brand profile and then build on this by creating or sharing valuable, engaging content and engaging with others.



- 1 Ensure that all executives in the business, and employees generally, have **strong presences on the platform**. Board members and influential personnel within the business are often seen as authorities on LinkedIn and increases the likelihood of users sharing content as a result.
- 2 Following groups and individuals is every bit as important as building a **large following of your own** as this helps to expand your network and your potential reach.
- 3 Create a **business profile** and ensure that it is accurate and accessible. Contribute to conversations and engage with other users to remain **active and thought-provoking**, while also sharing your own content to start conversations.
- 4 Create and post **regular, engaging content** that is relevant to your business and audience. Posting to remain active is great, but if it's off-topic your audience will struggle to connect with your brand. By **sharing** industry-related videos and articles you can remain at the **top** of the news feed and build credibility.
- 5 **Join groups** alongside other industry professionals and likeminded individuals and learn what people are engaging with and discussing so that you can adapt your own strategy and profile accordingly.
- 6 Try using **paid advertising** on LinkedIn to reach influencers and decision makers looking for your products or services.

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Ensure that your sales and marketing teams are **aligned** and in communication with each other. If your marketing content is generating likes, shares and engagement then your sales team might benefit from access to this content, and if sales are getting feedback from prospects that would benefit the marketing team then they can adapt their content accordingly. You should always look for a **seamless transition** from a piece of great marketing content to the enquiry and conversation with the sales team.

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Marketing teams can be just as valuable as sales departments in actually 'selling' the brand or service. **Creating great brand content** that resonates with the audience and generates a conversation can be just as effective as a sales pitch or demonstration.

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Find potential leads through your network of connections and followers. People on LinkedIn tend to expect messages from people in their industry and you increase your chances of a response compared to a traditional cold sales call. It is reported that 90% of executives don't reply to cold calls or emails as they already know what they need, so establishing that connection through a platform like LinkedIn makes the lead - and conversation - much warmer.

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Research your target audience and the **demographics** you want to connect with and actively seek people out through LinkedIn, rather than waiting to be contacted. People with a strong presence will list their interests and skills, enabling you to identify them and reach out with a message.

Our final top tips to take away

We hope you've found this eBook useful and are considering a few ways in which you can use LinkedIn as a valuable outreach tool in your next sales or marketing campaign.

Before we leave you, we just wanted to give you a few short takeaways to help build up your profile and maximise your presence on LinkedIn:

ONE

Create a strong, professional brand by engaging with others, making connections and using it as a form of online networking.

TWO

Ask insightful questions of others in your industry to not only learn, but build a professional relationship. Connecting with your target audience will enable you to participate in conversations and build a strong reputation and online presence that may open doors for you to promote your brand or service when someone specifies a need.

THREE

Think about customer needs first and sales second. Build genuine connections and relationships with people who will come to you down the line, rather than taking a somewhat 'sneaky' approach only to sell. You'll get found out!

