



LinkedIn Inbound Strategies

How to attract Customers and Inquiries?





Amit Sharma

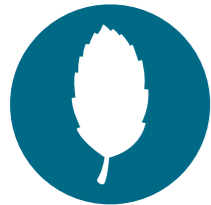
- 3 times Awarded Top Sales Influencer in India
- Authoritative Selling Expert
- 10,000 + Sales Professionals, 1000+ Entrepreneurs and 150+ Corporate already learnt Authoritative Selling to get 70% more Sales Conversions on Phone, Email, Social Media and Face-to-Face Selling.
- Struggling to Generate Business Enquiries & Sales?
 - Customers like your Product but Don't Buy?
 - They disappear after hearing the pricing?
 - They stop responding to your calls, emails & meetings with excuses - busy, Not Interested, already using a Solution?
 - Losing Sales to Cheaper Competition?

Learn the Art of engaging 'Not Interested' Customers and Win 70% Sales in First Meeting without any Hard Selling. More details are here <https://bit.ly/3f0BWYo>

What is Covered?



Social Selling Introduction



Linkedin Strategies for Social Selling



How to Customise Profile for Personal Brand Building and Social Selling?



How to use Content Marketing for Generating Engagements & Product or Company Awareness?



How to Increase Brand Visibility?



Introduction

Social Media provides a unique opportunity to connect with prospects and customers. Never before has the distance between seller and buyer been so short, allowing you to merge the worlds.

Social media and [social selling](#) have become integral parts of every reputable organization's blueprint for sales success.

Social selling is the new sales model or sales 2.0.

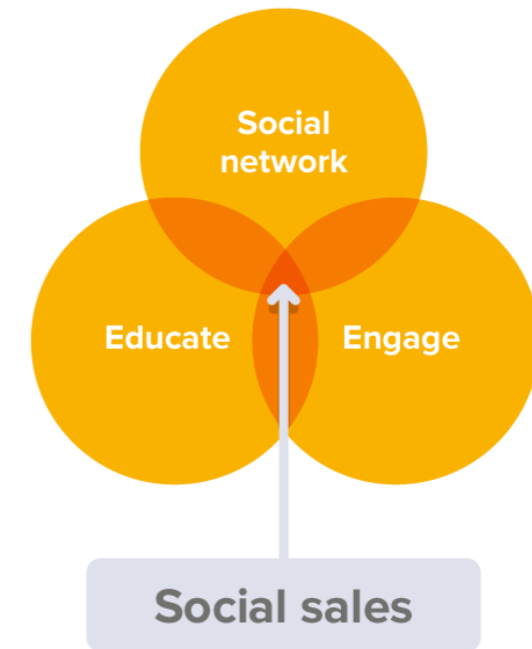
While the old sales model used to be about cold calling, sales demos and qualifying leads, the new way of [B2B sales](#) means using social media networks to reach new prospects, educate them on how your company can help them grow their business, and nurture them through content.

Why Social Media is so important?

Old sales model



New Sales Model



Social Selling 2.0

Accenture's [State of B2B Procurement Study](#) finds that 94% of B2B buyers conduct some degree of research online before making a business purchase, with 55% conducting online research for at least half of their purchases.

And what channels do B2B buyers use for research?

Yes, you guessed it. It's LinkedIn.

Introduction

[Research by IDC](#) has found that;

- 91% of B2B buyers are now active and involved in social media
- 84% of senior executives use social media to support purchase decisions
- 75% of B2B buyers are significantly influenced by social media

How social selling can grow your business?

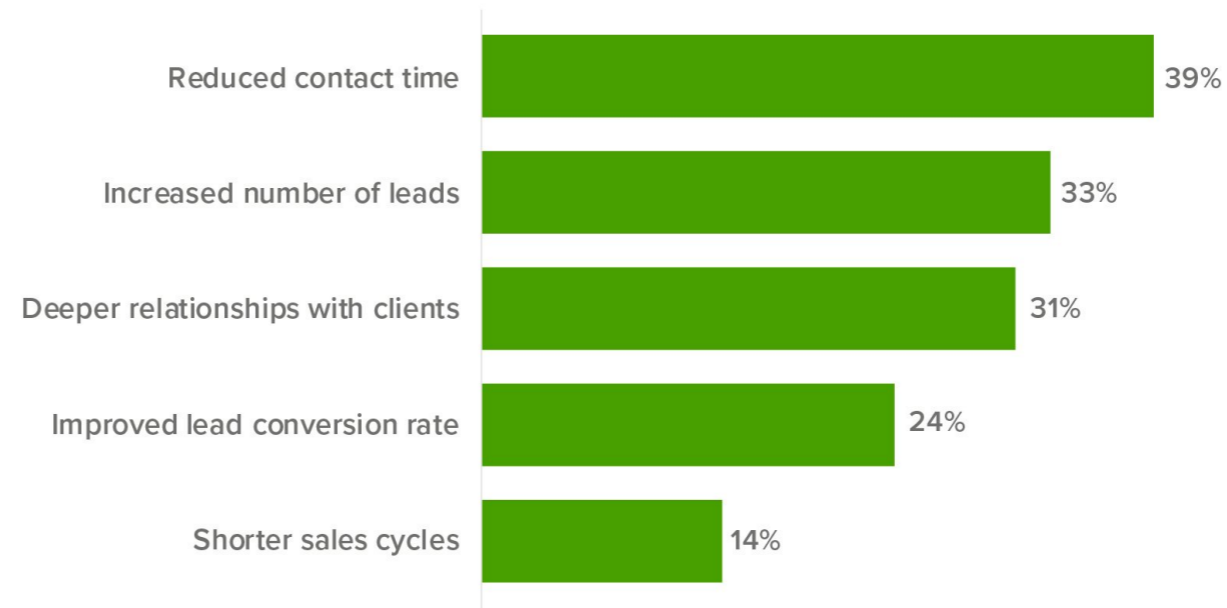
[Jamie Shanks from Sales for Life](#) shared his key findings in a social selling study of more than 45,000 sales reps and 200 companies. What he found was this:

For every \$1 invested in social selling, the ROI is \$5.

That's right!

Every dollar invested in social selling resulted in a five dollar return.

Primary benefits of social selling



Social Selling 2.0

Further benefits of social selling include an increased number of leads, improved conversion rate and shorter sales cycles.

But, here's the thing:

Only 1 in 4 sales reps know how to use social media for sales.

So, how can your business adopt a social selling strategy?

I have got you covered with 8 actionable social selling tips! Best of all, these 8 tips are all [in line with GDPR](#).



LinkedIn Inbound Strategies

LinkedIn Inbound Selling Strategies



LinkedIn Inbound Selling Strategies

1. Be Clear About Your Social Selling Strategy

You need to be clear of what benefits you want to achieve through your social selling approach. Are you looking to -

- Generate New Business Enquiries
- Followup with Existing Inquiries
- Generate Referrals.

Your Content Marketing will depend upon your Social Selling Goal. Type of Content shared by you will differ for Cold Leads, Warm Leads and Existing Customers.

2. Create Relationships Not Sales

Nobody likes the idea of being 'sold' something. Even if you have the best product or service in the world, a seller needs to create a relationship with prospects before making a sale.

This concept is especially true with social selling because people are inundated with offers on a regular basis. Be genuine, be a real person, and take the time to form relationships before trying to make a sale. How can you do it?

• **Serve Before Selling**

Showing you are human and forming a relationship are great social selling tips, but expert sales pros need to provide value before someone is really going to trust what's being said. Just because they may have opted in or shown some interest doesn't mean they are saying "please sell me something."

Serving before selling means giving away valuable information for free. It means solving problems and offering solutions without a dollar value attached. By thinking, "how can I help you?" instead of "what can I sell you?" will mean you are on the right track.

• **Sell Socially**

There are no participation medals in social selling: if you're going to do it, you have to do it right. That means providing valuable insight to the right prospects at the right time.

Your goal in social selling is to establish relationships that will eventually lead to a sale, not to make a sale on first contact. So, the Social Sales Funnel has 3 Steps -

- Optimize Your Profile to be Social Selling Ready
- Content Marketing for Personal Branding & Inbound Selling
- Higher Visibility for 10x More Connections, Enquiries & Sales.



LinkedIn Inbound Strategies

Profile Optimisation for Social Selling



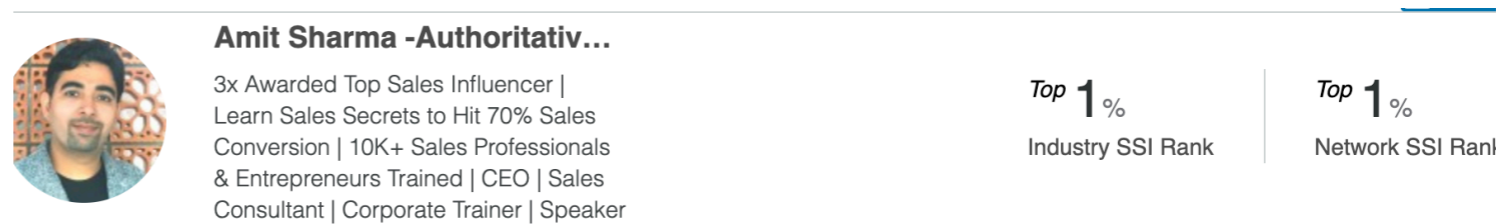
Optimise your Profile for Social Selling

Before you optimise your profile, Know Your Social Selling Index (SSI) Score.

Your Social Selling Index Score is determined by how well you meet four different criteria:

- Establishing your professional brand.
- Finding the right people.
- Engaging with insights.
- Building relationships.

Knowing and working to improve your score directly lead to stronger results for salespeople. We'll go over ways to improve your score on the next page. You can learn more about finding your SSI score here <https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi>

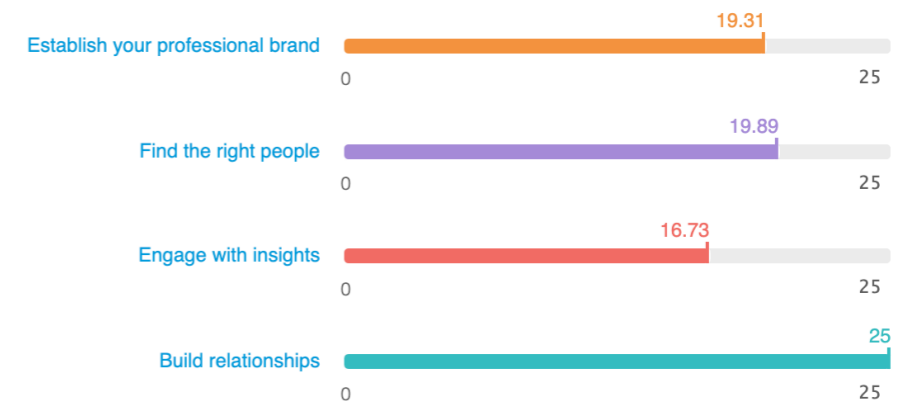
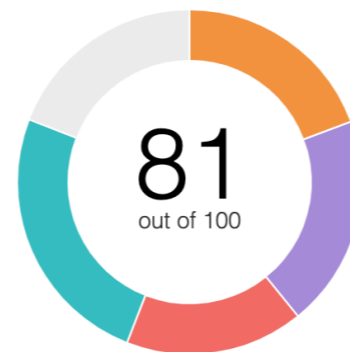


Amit Sharma -Authoritativ...
3x Awarded Top Sales Influencer | Learn Sales Secrets to Hit 70% Sales Conversion | 10K+ Sales Professionals & Entrepreneurs Trained | CEO | Sales Consultant | Corporate Trainer | Speaker

Top 1% Industry SSI Rank | Top 1% Network SSI Rank

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



LinkedIn describes its Social Selling Index as a “first-of-its-kind measure of a company’s or individual’s adaptation of the four pillars of selling on LinkedIn, based on a scale of 0 to 100.”

Performance in each of the four pillars is measured, and the compiled score is your Social Selling Index ranking.

The maximum score for each pillar is 25 and LinkedIn says the SSI is a “measure of a salesperson’s social selling skills and execution”. LinkedIn also claims that “statistics show that as a salesperson’s social selling index rises, so does their sales success.”

Optimise your Profile for Social Selling

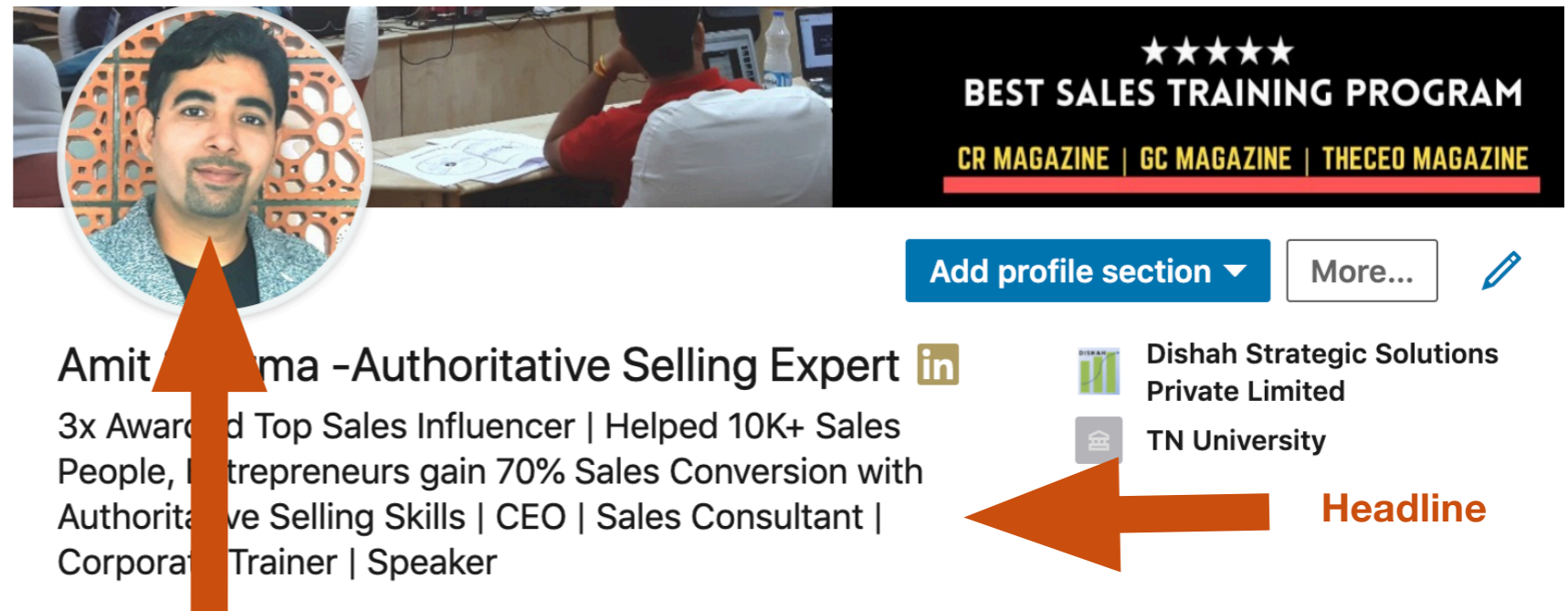
You can't be an expert unless you build a strong foundation for social media platforms. So many sellers seem to just create their LinkedIn accounts haphazardly and end up NOT getting the most out of them.

You need to make sure your profile actually shows up when customers and prospects are looking for expertise in your industry, so they start to recognize you as a leader—and a valuable contact—in your field.

Look at your profiles from a prospect or customer's point of view. Does it have all the elements needed.

Rewriting your LinkedIn profile is more labor-intensive, but it's an extremely valuable exercise. A good question to ask yourself while working on your profile is "would my target buyer care about this?" If the answer is no, it should probably be scrapped.

Here are seven steps to give your LinkedIn profile a social selling facelift:



Profile Picture

1. Profile Picture

Choose a current, high-resolution photo that makes your buyer feel confident in trusting you with their business. *According to LinkedIn, Profiles with pictures elicit a 40% InMail response rate. Strive for professional without being stiff.*

2. Add a Value Proposition to your Headline

Don't just write your title. Answer two questions: Who do you help and how do you help them? **Craft your headline** to be a mini value proposition packed with verbs and active language.

For example: I've helped 200+ B2B companies save over \$2 million through outsourcing solutions.

Optimise your Profile for Social Selling

3. About Section

Write a 3X3 summary -- three paragraphs with three or fewer sentences each. Reiterate your value proposition in the first, and provide some social proof of how you help clients achieve results in the second. Include a concise call to action in the last that explains why and how a buyer should reach out to you.

4. Experience Section

Write the experience section with an emphasis on how you enabled customers to improve their businesses -- not how many times or by how much you exceeded quota.

Add keywords to your About & Experience Section

For example:

"I'm passionate about helping business leaders adopt strategic outsourcing to

Experience



Dishah Strategic Solutions Private Limited

6 yrs 5 mos

CEO

Jul 2014 – Present · 6 yrs 2 mos

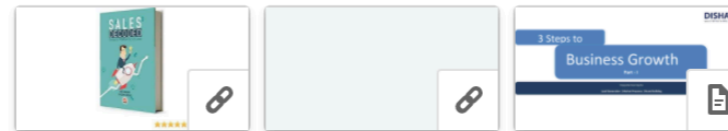
Serving as Chief Executive Offering, I holds company's P&L responsibility and is responsible for the success of Dishah Strategic Solution. My role in Dishah includes the following tasks:

Setting strategy and direction for global expansion.

Modeling and setting the company's culture.

Building and leading the Human Resource.

Allocating capital to the company's priorities.



make their business and workforces healthier and more productive.

Through a customised company productivity assessment, I identify areas of opportunity where outsourcing could dramatically impact results. For example, I helped implement an outsourcing program at [Company name] that resulted in a 25% cost reduction and a 30% increase in productivity.

I'm dedicated to partnering with leaders to discover if and how outsourcing can benefit their businesses. Contact me anytime at emma@outsourcingsolutions.com, or call me at 555-123-4567."

Include Contact Information



LinkedIn Inbound Strategies

Personal Brand Building & Credibility



Build Personal Brand and Credibility

1. Display Product/Service in Action

One of the best things about using social networks is that you can show your product in action. Social media networks give you the opportunity to share a product's image against plain white background and share an image or even a video that shows how your product works in the real life.

Adding real Customers experience using Pictures and Video Testimonials will make this public display even more convincing and real to favour your brand.

Use www.Canva.com free tool to customise your Banner Image to Display your Product, Services, Brands, Customers or more....



This space is just like a Premium Real Estate, seen by thousands of visitors of your Profile. You can leave it blank or with some random picture that doesn't pass any message.

OR, you have a choice to use it to Establish Trust and Brand Authority with the Customer. Make a wise choice.



Display Product or Service

Build Personal Brand and Credibility

2. Display visual content in Featured Section

Display at-least three to four pieces of visual content in your Featured Section. Post eye-catching pieces that will be helpful to your buyer to build a perception about your Personal Brand and Organisation Brand.

List honors and awards you've received.

List any work-related awards you've or your company has won with a brief description.

For example: Rookie of the Year, 2018: I was named Outsourcing Solutions' rookie sales rep of the year for driving outstanding results for clients and my exceptional social selling presence.

Featured

See all < > + ✎



Awarded "Top Sales Consultant of The Year 2020" by TheCEOStory



Awarded "Best Sales Training Firm" by GC Mag. & CR Mag. YouTube



Learn to Sell Like 70% Sales in One Day. Click Here for More Details: <https://www.dish...>

Mention Product Details and Running Offers

You can list Product Recorded Demo's, Customer Testimonial Videos, Running Promotions or Special Offer.

This is the second most significant section of LinkedIn Profile after LinkedIn Banner.

Share articles and blog posts

Do you blog? Post any articles published on third-party sites in the publication section of your profile.



LinkedIn Inbound Strategies

Content Marketing for Visibility, Engagement and Enquiries.



Content Marketing for Brand Building and Lead Generation

Every Entrepreneur, every Sales Professional is trying hard to generate Leads through content marketing on LinkedIn. They have been posting content, engaging with customers but only a few are able to drive traffic and enquiries. We bring you different type of content that will help you stand out, build brand, drive engagements and enquiries. Before we get there, let's take a look at the rules of content marketing.

Do Your Research

When you decide to reach out to your prospective clients through content marketing via LinkedIn, take time to do some research beforehand. You don't want to throw out some blanket pitch each time.

First visit their profiles [Atleast 50 Profiles] and understand what kind of content your prospective customers are engaging with - Industry Specific, Problem Specific, Interest Specific.

Use Storytelling to Engage

You may have good number of followers, and you may have caught the interest of some consumers. But your job doesn't end there. It is just the beginning. You have to engage clients throughout their journey. Otherwise, they might lose interest in

you at any time. There are many ways you can engage your followers viz. providing useful information, organizing an event or contest, etc. However, engaging people through content is the hardest and it isn't possible without Storytelling.

Storytelling I believe is one of the best ways to engage Customers.

Storytelling can happen through a video, an infographic, or just a simple image or post. A good explainer video can be a great brand storyteller. Tell a story about how your product makes life easier and how it has helped other people. You can also tell a story about how your product came to be and some of the important milestones you've completed along the way. It's totally upto your imagination but without Storytelling, your content will not bat a single eye.

So, here are some of the great content ideas for maximum visibility, engagement and enquiries.

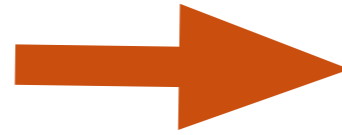
1. Answer a common questions you get from clients.



Yes, pick questions that are typically asked by your Clients and start answering those in your post.

This is by far the best way to engage your customers, get Maximum Engagement and Visibility since customers would love such sort of content.

And, this will help you get momentum and generate enquiries since people engaging with your content are hinting you for the same problem they have faced or are still facing.

Here is another Example -






 **Jake Dunlap** • 1st
Shaping the Future of Modern Sales and Marketing
3d • 

"How do I get access to more people in my account when my main contact won't let me talk to anyone?"



1. Easiest: Set the expectation on who needs to be involved, clearly - not implied, in the first meeting or onboarding call. Make it sound normal and typical and you will be shocked how many people go with it.
2. You get introduced to who you sound like. ✨ Write that down my Account management friends. If you talk about tactical and technical details, don't be surprised you are only allowed to talk to one department or user group.
3. Slow play and really invest in the relationship. Make sure you do 4-5 things for them before the ask.
4. Have names ready. Don't make people work for it. "I many times work with xyz group and saw Rachel Smith was the head of xyz at your company so thought it would be good..."

These four things will help you up your quality and quantity of contacts in all your current customers.

[#sales](#) [#accountmanagement](#)

   171 · 20 Comments










 4d • Edited • 

What do you do when people dont respond to your messages?

I use a simple hack which works most of the times

I just ask them to reply me with a, "No" ...see more

   1,094 · 78 Comments

 Like  Comment  Share  Send

2. Comment on industry news.

How does this effect your industry? Your Customers? Your Company? Your day-to-day? Is this news positive or negative? Example



3. Predict the future.

We're all curious about the future. Speculating the future can generate really strong engagement in your comments. Share your predictions on how things in your industry will change, what the future of the industry looks like, what the future of companies look like, etc.

4. Create or share an infographic from old blogs & ebooks.

It's the easiest medium to share data in a simple way and is easy to digest.

Use [Canva](#) to create your own, or curate someone else's (with credit!)

5. Spotlight how a customer uses your product/service.

The screenshot shows a social media post from 5 days ago. The post text reads: "Byju acquires whitehat Jr for 300M USD 🤖". Below this, it says "WhiteHat Jr is a edtech startup which teaches kids to code." and "Its less than 2 years old 😄". The post has 3,443 likes and 142 comments. At the bottom, there are buttons for "Like", "Comment", "Share", and "Send".

Is there a client that uses your product in a unique way? How do your clients or users maximize what they are getting out of your product?

6. Show what happens if you DON'T make a move.

You're probably used to talking about the results if your clients use your product or service, but what are the risks if they don't use it? What are they missing out on?

7. Talk about a common misconception in your industry.

Misconceptions like, No, sales people aren't all pushy. No, just because you work in travel doesn't mean you get to travel every week. No, technology doesn't have to be intimidating. What's the misconception in your industry or your role and how can you address that?

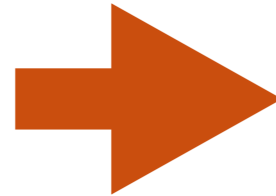
8. Create a top 10 list.


1. Top 10 lessons learnt.
2. Top 10 favorite books read.
3. Top 10 reasons why something doesn't work.
4. Top 10 reasons to fire someone?
There's a million options.

★ Bonus points: add a question at the end that asks your audience what they would add to your top 10 list.

9. Crowdsource your post.

Example: ask 10 people in your office the best advice they would have for someone that wants to get into your industry. Boom. You now have a post of “10 Travel Professionals Share Advice on Breaking into the Industry”



 **Justin Welsh** • 1st
I coach SMB SaaS founders to accelerate recurring revenue to...
2w • Edited • 🌐

This month marks the end of my first decade in startup tech.

So, in no particular order...

The 10 most important things I've learned:

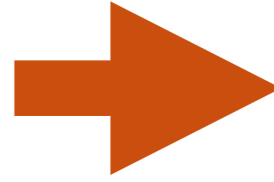
1. There is no right or wrong answer on the number of hours you need to work. Sometimes it takes 75 hours one week and 30 the next.
2. Self-care through nutrition, exercise, downtime, unplugging, etc. is a MUST.
3. Burnout happens when you lose control, not when you work hard for long periods of time.
4. If you don't have a solutions-oriented mentality, you likely won't enjoy working in startups. They often lack structure & resources.
5. Don't hang around folks who say something "can't be done". Go find people that accomplish difficult things against all odds.
6. Toxic employees that destroy your culture should be fired immediately. Do it ASAP.
7. Hiring incredible people will cover up a lot of other mistakes. Spend a ton of time here.

10. Re-post.

Identify your top performing post six months ago. Repost it! (*don't* re-share)

12. Share the story of how you got to where you are.

People love knowing the struggle behind the success regardless of how significant or insignificant it is. What was your path to getting to the company you're at? How did you get promoted? How did you graduate college? How did you get to a good mental or physical place in life? What did it taught you?



13. Reveal your process.

You can be serious or silly... like Dave's post below. 😂

Dave Gerhardt • Following
CMO at [Announcing January 22] | Brand Builder | Category Cr...
6h • 🌐

My writing process revealed:

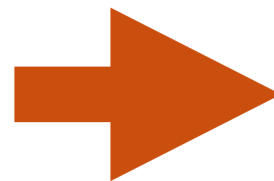
- 3 weeks before I'll write it
- 2 weeks before I blocked time to write it
- 1 week before I'll do it today
- Two days before. SHIT I really need to write this today.
- Day before. OK. I'm blocking an hour. Let's do this.

#marketing

🌐 🗨️ 296 · 53 Comments

14. Share a meme.

Yes, they are silly. Just make sure it's relevant to your audience and to your Industry.



Adam Posner • 1st
Connection Conduit | Founder @ NHP Talent Group | #TalentAc...
6d • Edited • 🌐

SA to all "newbies" here:

- There are a lot of people, with big "followings" that are going to TELL you what you NEED and MUST do to be successful on linkedIN.
- es, online authenticity can be manufactured! 🤖
- They mask this content with an altruistic hue, but there are hidden agendas to get you into their funnels/ streams to warm you up to sell you a course.
- Here are a couple of free tips:
 - You do you: focus on creating content around what you know well and feel passionate about. Do not feel obligated to post "feel good, rah rah" content you see the big names doing it.
 - Be mindful of "influencers" followers and engagement. Lots of "hacks" out there and people paying (one way or another) to drive engagement metrics to boost their optics. 🙄👉
 - Test and learn, try new things (text, video, images)- see what resonates.
 - Be Patient- real, intentional & meaningful growth and networking takes time and effort. 🙅

shortcuts = shortcomings 🙄

Just be yourself, have fun and don't stress out!

Nothing worthwhile comes easy...

thePOZcast #podcasthost #recruitmentmarketing

🌐 🗨️ 90 · 55 Comments

Jarrod Best-Mitchell • 1st
I'm the person you hire to get customers excited about your pr...
1w • Edited • 🌐

I better start prospecting. 😂😂😂😂😂😂😂😂😂

A fat pipeline solves everything.

Who else can relate?

Happy Selling Everyone
#sales #LinkedInTT #linkedin



How to Maximise your Content Visibility.



Join Groups & Share your Post in LinkedIn Groups. Use LinkedIn Search to Find Related Groups. Join at-least 10 Groups.



Use Related Hashtags to read wider audience. Use no more than 5 Hashtags in 1 post. To Find the most Popular LinkedIn Hashtags, checkout my Ebook <https://bit.ly/3f0BWYo>



Engage with your Post Audience. Ask questions in your post to encourage responses. Reply to Comments especially the Comments received in First 1 hour of the Post.



Find and Connect with your Industry Influencers. Like, Comment on their post and Share it on your Wall. Your visibility will increase among his/her followers



Post between 10am to 11am for maximum Visibility.

Linked





Amit Sharma

- 3 times Awarded Top Sales Influencer
- Authoritative Selling Expert
- 10,000 + Sales Professionals, 1000+ Entrepreneurs and 150+ Corporate already learnt Authoritative Selling to get 70% more Sales Conversions.
- Struggling to Generate Business Enquiries & Sales?
 - Customers like your Product but Don't Buy?
 - They disappear after hearing the pricing?
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Thank You

