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How to Put Gasoline in Your LinkedIn Enterprise Ferrari

Contents

Introduction

If you downloaded this eBook, it's likely because:

- You are considering LinkedIn Enterprise for your sales and/or marketing team.
- You have tried implementing LinkedIn Enterprise into your sales and marketing departments but are not sure that it is getting results.
- You have tried implementing sales solutions under LinkedIn Enterprise into your sales and marketing departments with some success but would like to get better results.

Many sales and marketing managers integrate LinkedIn Enterprise Solutions into their organizations because they believe it will improve recognition of their brand and drive leads.

Introduction

While it's true that you can improve your brand's recognition and drive leads through LinkedIn, it's not because the tool does it for you – your sales and marketing people still have to drive!

These tools provide increased prospecting and solicitation capabilities, but it is your workflow and your sales teams' consistency that will determine your results.

Ways That You Can Solicit Via LinkedIn

1. **To your connections** – via direct message.
2. **To prospects who are not connections** – via InMail.
   - This is one feature included in most LinkedIn Enterprise Solutions.

Pros of InMail

1. Enables you to directly solicit anyone on LinkedIn.
2. Prospects who don't accept your solicitations are credited back to you.

Cons of InMail

1. Does not enable you to gain the connection on LinkedIn to the prospect.
2. Looks like a solicitation and often has very low open rates.

⇨ ⇨ ⇨ ⇨ ⇨ ⇨ ⇨ ***So how can your salespeople put gasoline in their LinkedIn Ferrari?*** ⇨ ⇨ ⇨ ⇨ ⇨ ⇨ ⇨

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Step 1 – Form a Battle Plan

Your salespeople need to develop a strategy. Marketing on LinkedIn may not be a fight, but you still need a battle plan.

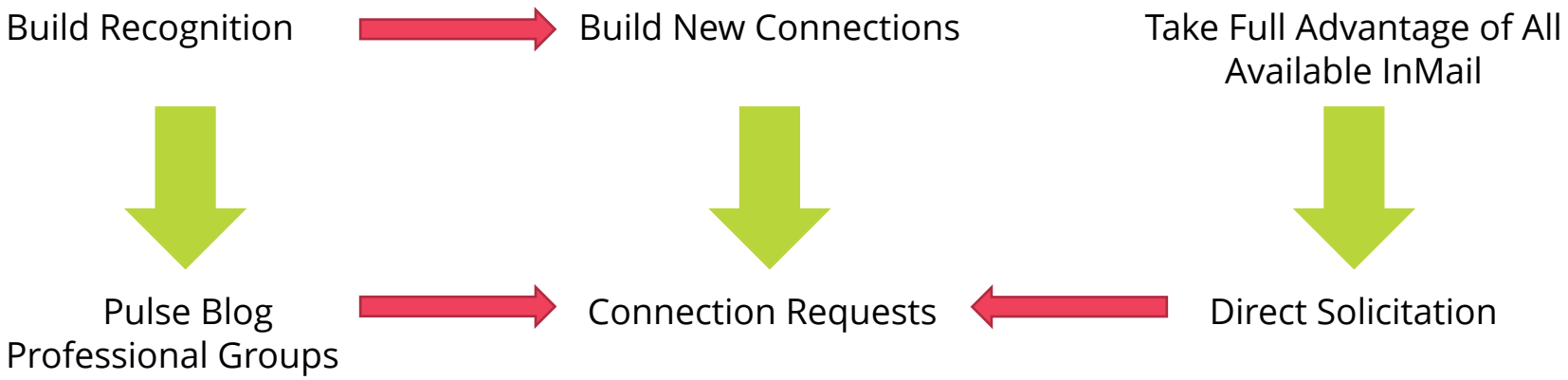
Who is the target?

Specific criteria matters in LinkedIn, especially when performing a targeted search. You don't have to know the contact's name or company name of exactly who you want to prospect – just specific profile attributes. These include:

- **Industry** – critical for locating where they are networking in LinkedIn.
- **Job Title** – critical for ensuring you are targeting the correct decision maker or influencer.
- **Location.**

Step 1 – Form a Battle Plan

Once you know those items, it's time for the battle plan – how will you infiltrate these networks.



What should your goal be? ***GET THE NEW CONNECTION.***

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Step 2 - Build Recognition So Prospects Know You

Groups present incredible potential because they enable you to build recognition and expand your connection base without having to meet prospects in person.

Expanding your connections is key to LinkedIn sales. Once you have established a connection, even if your prospect isn't ready to convert yet, you can continually soft market to them and maintain recognition as a provider of your services or solutions.

The secret to getting the connection is recognition. Someone who recognizes you is more apt to connect then someone who doesn't.

In fact, it is also NOT a best practice on LinkedIn to send blind connection requests to people you don't know.

Groups are an ideal way to source new connections. By posting consistently you will become a regular face and naturally build a network out of targeted members.

Step 2 - Build Recognition So Prospects Know You

Dos and don’ts in groups:

- ✓ Do post regular content that is not self-promotional in nature.
- ✓ Do engage in threads in the group and tag other members on comments.
- × Do NOT send mass connection requests to other group members.
- × Do NOT post self-promotional content and links.

Choosing Groups

- It is advantageous to join 10, 15, or 20 groups if you can (meaning there are enough industry groups representing your prospects).
- Try to target groups that have members you want to target. This goes back to knowing your ideal industries, job titles, and locations.
- Try to target groups that have a minimum of 500 members.

Step 2 - Build Recognition So Prospects Know You

The Numbers

- If you join 10 groups with 500 members each, you have now exposed yourself to 5,000 prospects.
- Each time you post to the group, members are notified, and you are included in the group's weekly digest.
- If you post to your groups weekly, that is 5,000 taps per week.
- Over time this will establish brand authority and create trust and recognition with the members in your groups.

Step 3 - Prospect New Connections

Outside of posting in groups, you will also want to be soliciting new connection requests across LinkedIn. But you don't just want to prospect anyone — they should match your targeted criteria.

The best way to do this is through the Advanced Search Filter, which leverages reverse prospecting capability.

Here you can indicate the job title of the prospect you are targeting, plus the location, the size of company, and more. Then you can select to view prospects who are in mutual groups with you.

When reaching out to connect, establish how you know the prospect and/or how they know you. If you are in a mutual group, say so in your invitation request. If you are in similar industries, you could also use that.

Try to limit invitation requests, even where there is recognition, to 20 per week.

Step 4 – Establish a Consistent Workflow

Posting in groups and sending connection requests takes time. And with that time, consistency is KING. If your sales staff can't dedicate three focused hours to LinkedIn every single week then there is no point to pursuing LinkedIn Enterprise Solutions for sales. You will not have the consistency to be impactful.

But by creating a workflow, you can make the most of those three weekly hours to build a sales process that is highly targeted and gets results.

Example Weekly Workflow

- Create some interesting, discussion worthy content to share in your LinkedIn groups.
- Post that discussion content to 10, 15, or 20 groups.
- Find 20 new prospects to connect with.

Step 4 – Establish a Consistent Workflow

Example Weekly Workflow continued…

- Follow up with prospects who accepted your connection request the previous week with a Call-to-Action (CTA). For example, you might send a message along the lines of “Want to meet?” or “Do you have time for a phone call?”
- Use your maximum weekly InMails. This is to target blind prospects who would not recognize you or have not connected with you.
- Send invitations to connect to InMail recipients who accepted and replied to your initial InMail and who you think would be open to more contact.

Through this weekly workflow, you will build a robust network over time, consistently.

Key Takeaways

- ✓ Connections are gold.
- ✓ Focus on building recognition.
- ✓ Follow best practices and be human in your messaging.
- ✓ Establish a workflow.
- ✓ Be consistent.

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Conclusion

We hope you have found this eBook useful.

LinkedIn consistency can be challenging for sales teams. Busy schedules and changing priorities can quickly see LinkedIn deprioritized in favour of other activities. But there is massive value to be found in maintaining a constant pipeline through consistent LinkedIn marketing.

You know your sales and marketing teams best. If you think that this method would be too challenging to deploy in a meaningful way across your sales organization, another option to consider is outsourcing your LinkedIn sales activities to DigiForce.

You can consider a pilot of your two or three most ambitious salespeople to participate. DigiForce will act as your salespeople through LinkedIn and source leads. Your sales staff can then refocus their objective to following up with connections who have shown interest.

Conclusion

This enables you to monitor and measure results and ensure that your sales profiles are consistently active. Not to mention the amazing brand authority that is created when a company's sales team is active on LinkedIn.

For more information about this program, please reach out to David Sahly:

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About the Author

DigiForce is a digital marketing agency that understands enterprise business. Our team takes a purpose-driven approach, letting strategy lead content. We have a combined 20+ years working in the digital marketing field.

Within our team, we have experts in strategic marketing, content creation, pay-per-click advertising, website development, and more. We are a one-stop-shop that is your marketing department's greatest ally. We allow you to get more done using less resources.

Work with a Team with a Diverse Skillset

There is nothing worse than reviewing content created by a third party and feeling that they are completely disconnected from your business. Our team members don't just know digital, we also know how to translate your company's message.

We have 20+ years of experience working with companies who provide service to the following industries:

- Technology and software.
- Real estate.

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About the Author

Work with a Team with a Diverse Skillset continued…

- Legal/government.
- Financial – lending, mortgages, economy, insolvency, account/tax, and more.
- CPG.

Chances are if we have targeted you, it's because we know your business!

Learn more at www.digiforcemarketing.ca.

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