HubSpot

37 Tips for Social Selling on LinkedIn

Hacks for LinkedIn social selling newbies and experts alike.

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Introduction

Social selling and LinkedIn go hand-in-hand, like peanut butter and jelly, Tom Brady and Super Bowl rings, or Kenan and Kel.

But in order to get the magic happening, you need to know ***how*** to use LinkedIn to sell. And while there are tons of how-to guides and blog posts online, few of them expose the true tips, hacks, and secrets to being a social selling master.

In this ebook are top tips for using social selling on LinkedIn. Whether you're a LinkedIn selling expert, newbie, or somewhere in between, you should walk away with some new knowledge on how to engage, interact with, and sign new prospects with the help of LinkedIn after reading this ebook.

Tips for Beginners

New to LinkedIn social selling, or to LinkedIn in general? Here are some tips to get you started with using the platform and incorporating it into your selling strategy.

1. Optimize Your LinkedIn Profile

Leads who see your profile on LinkedIn should be impressed with what you've put on there, and thus, you should convey your understanding of this social networking platform with an optimized profile. At the very least, ensure your profile has the following:

- An up-to-date, professional profile picture with clear resolution.
- A 1-2 paragraph summary explaining how you and your company help clients.
- A downplayed presence of your previous roles. Your profile should be optimized for selling your product to prospects – not yourself to recruiters.

2. Post Daily Status Updates

You should aim to publish ***at least*** once a day on LinkedIn to keep your connections up-to-date with the latest industry content you've been reading and to keep your name synonymous with industry expertise and news.

Remember to follow the 80/20 rule of social sharing. **80% of the content** you promote should be industry news or helpful content that doesn't feature your product – at least not too heavily. This type of content includes news articles or blog posts that your connections would be helpful and/or offer insightful industry knowledge. 20% of the content you promote should be about your business, like new product announcements, case studies, and customer success stories. This balance helps earn you respect and trust, while showing you're looking to help other potential customers succeed.

3. Develop a Daily Routine

Social selling can be overwhelming if you don't have a plan. Set aside time to build an outline for a 15-30 minute daily routine for your social selling efforts LinkedIn.

For example, you may want to spend **15 minutes** reading the latest news and updates in your industry, **5 minutes** crafting and publishing a post to share the article you want to highlight, and **10 more minutes** reaching out to prospects pointing them to the piece of content with an explanation of why it's applicable to their situation. Whatever works best for you and your leads!

4. Don't Forget About Your Brand

It's easy to forget that social selling on LinkedIn is about connecting your prospects to your ***company*** through you, not the other way around. Keep your brand's tone in mind when conversing with leads to create a consistent brand experience from the first conversation.

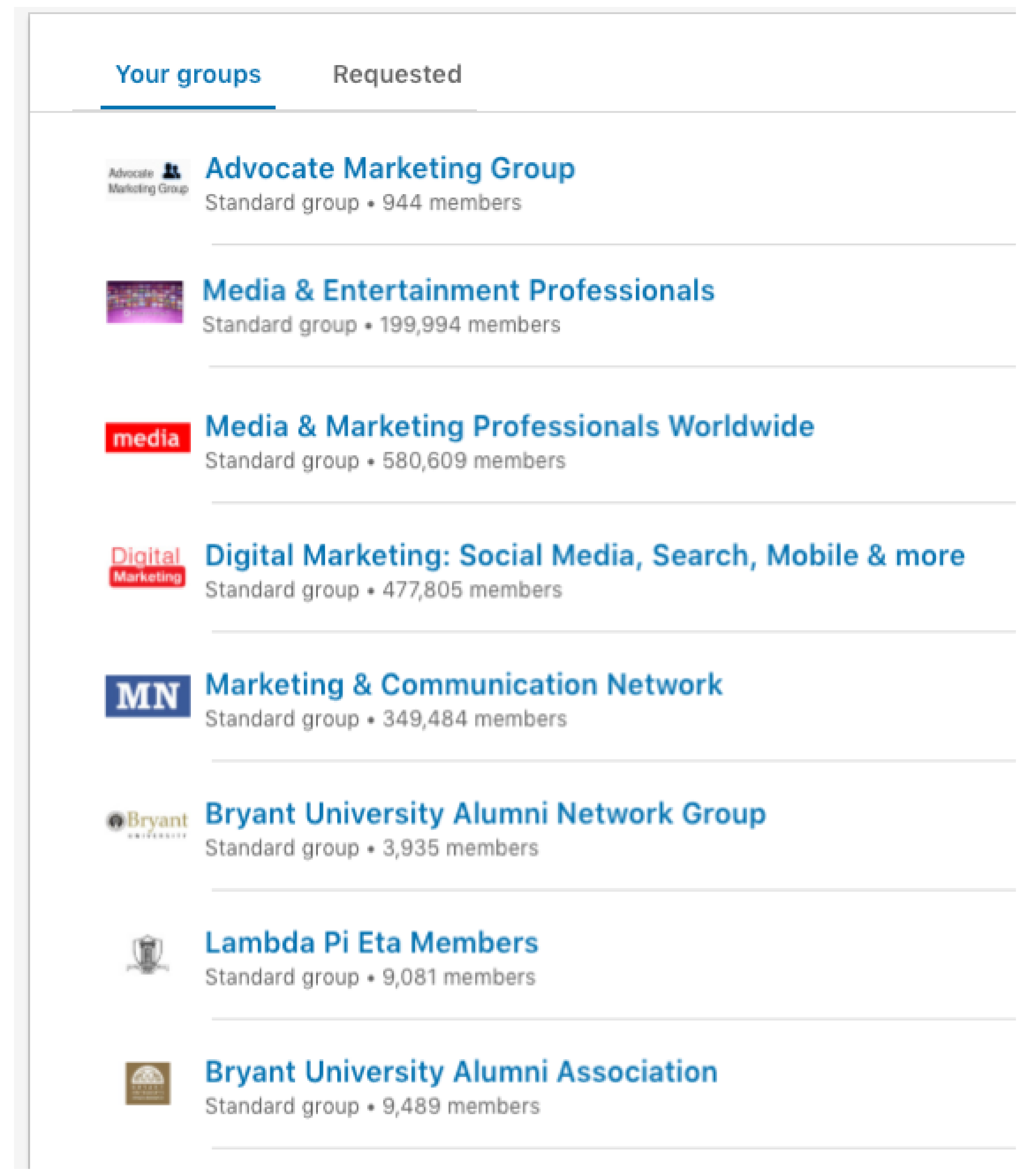
5. Stay in Touch With Marketing

Your company's marketing department should be making new content and collateral to help you earn trust with leads and close more deals. Check in with marketing frequently, set a regular cadence to see what new content or campaigns they have on their calendars, and ask how you can best position or frame the content in sales conversations.

6. Join LinkedIn Groups

LinkedIn lets you join up to 50 different groups on the site, and there are a bunch of perks to joining. Here are a few that come to mind:

- You can see what potential customers are talking about and offer a comment when appropriate.
- You can submit your own posts or articles to further cement yourself as a thought leader.
- You can send messages to other members of your group, even if you are not connected.



In other words, groups allow you to learn from, engage with, and send content to leads in an inbound way. You'll be seen as a member of a community, rather than another salesperson sending an inMail message.

7. Be Personal

Remember – even though you're using an online tool in the process, this is ***social*** selling, not ***automated*** selling. Do your homework on all of the leads you reach out to, and provide a personalized message or piece of content to everyone in your initial outreach.

People are smart – they know when they're being sold to, and they don't like it when it feels impersonal. Because LinkedIn is a software, you should make **even more** of an effort to be personal to break through that screen and make a connection.

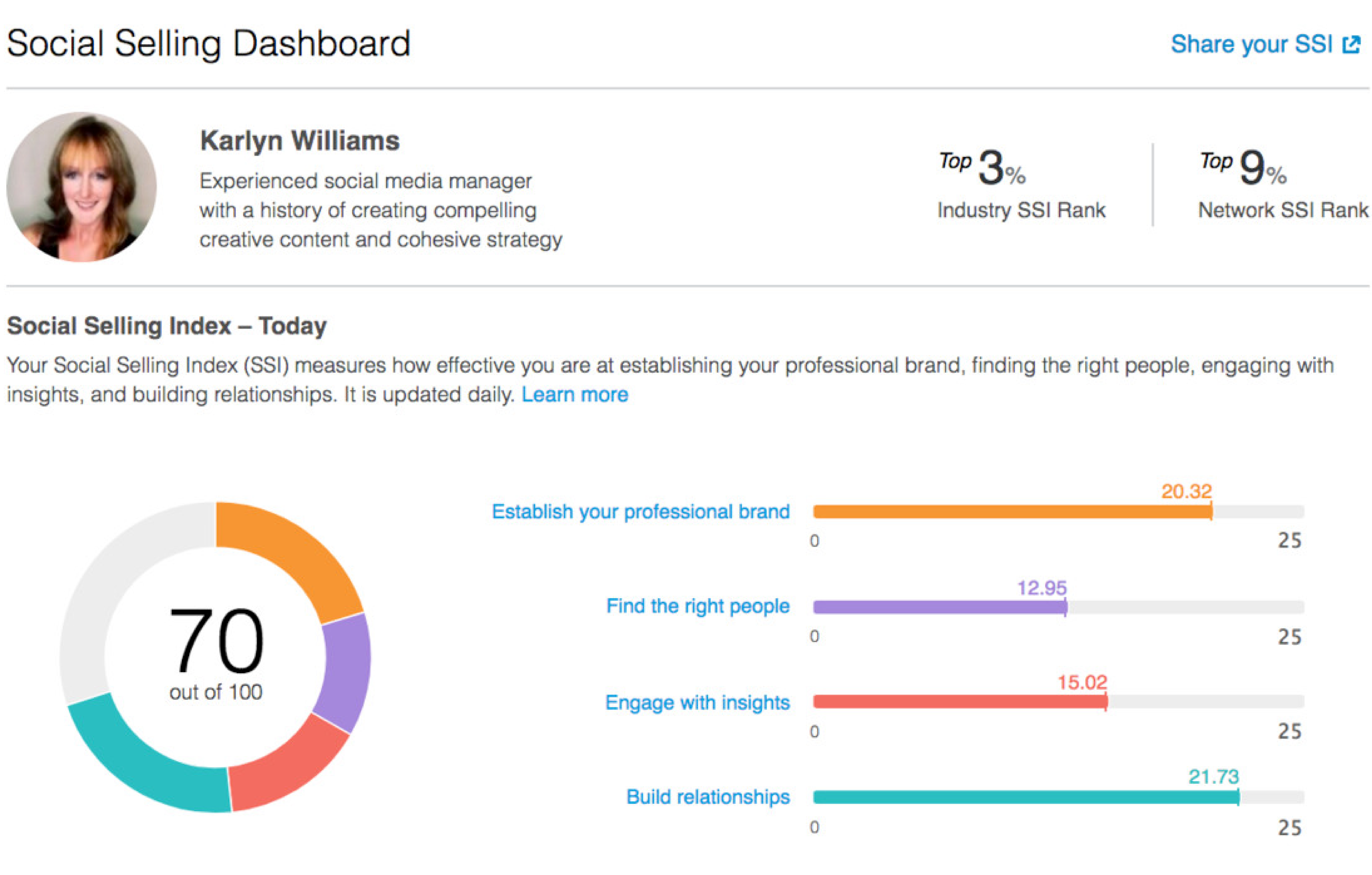
8. Know Your Social Selling Index (SSI) Score

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 lend 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.



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Improving Your Social Selling Index Score

Once you're familiar with your score, commit to consistently taking action to try and make it better. Here are some ways to improve your score in each part of the index's framework.

9. Establish Your Professional Brand

To increase this score, ask delighted customers to write you a recommendation, which shows those who visit your profile how you're able to solve for industry pain points.

10. Find the Right People

Boost this score by reaching out to those who have viewed your profile and are qualified to make a purchase. Chances are they're curious about you or the company you work for, which is why they clicked to see your profile.

11. Engage with Insights

Before sharing an article or piece of content with prospects, research them and their specific industry to ensure what you're sharing is relevant to them specifically. Be sure to reference the incident or reason why you're sharing the content in your message so they know you took a catered approach.

12. Build Relationships

Improve this score by focusing your outreach efforts on decision makers. This way, both you and those you reach out to don't waste any time.

13. Don't Give Up

Building relationships on LinkedIn and establishing yourself as an industry thought leader on the site take time.

That's a good thing, too, because the richer the relationships and the more established the credentials, the better your chances of closing are!

So, if you're new to this, don't get discouraged if you don't see immediate results. Keep putting the work in and lay a solid foundation on LinkedIn. Your prospects and company will ultimately thank you.

In the next section, we'll be highlighting one of the most crucial tools for LinkedIn social selling – the LinkedIn Sales Navigator. Read on to see how you can use this tool.

Tips for Using Sales Navigator

If you're serious about social selling on LinkedIn, you need to be using Linkedin Sales Navigator. This tool unlocks exclusive ways to find and engage with prospects who are the best fit for your product or service.

In this section, we'll go over the basics on how to use Sales Navigator, plus a few pro tips for the experienced social seller.

14. Save Leads

Interested in a lead who's not quite ready to buy? Save your leads and follow them for updates and to see when they're in the best position for you to reach out – like changing companies or positions. You can save leads from a company's Account Details page, from search results, from your Sales Navigator homepage, and from the lead's own page.

15. Sync Sales Navigator with Your CRM

Using a CRM at your company? Sync your sales navigator account with your CRM account to keep track of your conversations with all prospects. This will save you from jumping back and forth between two different sites, and provide powerful insights in your reporting. It only takes a click and you'll quickly thank yourself for doing it.

If you're a HubSpot CRM user looking to connect your account to Sales Navigator, click here.

If you want to know more about HubSpot's completely free CRM, click here.

16. Log Calls to Sales Navigator

If you use the Sales Navigator mobile app, you can log calls, their length, and their duration. This is an easy way to recall your previous conversations straight through LinkedIn rather than a supplemental call tracking software.

17. Integrate Email and Sales Navigator

Why stop at your phone and your CRM? You can sync your Sales Navigator account to your email, which produces the essentials of that contact's LinkedIn profile alongside your email inbox. You can even save as a lead directly through an email interaction.

18. Save Your Searches

Don't keep reinventing the wheel. Once you develop a filtered search that you believe will consistently produce quality leads, simply save that search to receive periodic emails for those who have newly met your criteria. You're able to run or edit these saved searches at any time.

19. Utilize Shared Experience

One of LinkedIn’s best premium filters is the “**Leads with Shared Experiences/ Commonalities**.” You’ll be able to more easily find leads who have areas of professional overlap as you. For example, reaching out with a “Glad to be talking to another UMass alum!” is a lot more effective than jumping right to the “have you evaluated your online banking needs lately?”.

20. Employ the “Past Not Current” Filter

People hop jobs all the time – and that includes your customers. You can utilize the “**Past Not Current**” filter to identify leads who previously worked at a company that is currently your customer. The conversation can go something like “I saw you moved on from [old company name]. Out of curiosity, what is [new company name] using for their [solution you provide]?” This is a great way to use your existing customer base to add to your customer base with the power of LinkedIn.

21. Save Your Searches

Looking for a very specific type of lead? Use a Boolean search to find who you need. This is where you’ll employ “OR,” “NOT,” and/or “AND” in your searches to take multiple factors into account. For example, you could search for “**“CTO” OR “VP of Security”**,” or “**“Manager” NOT “Sales”**” to accomplish your catered search needs.

22. Utilize Your Lead Recommendations

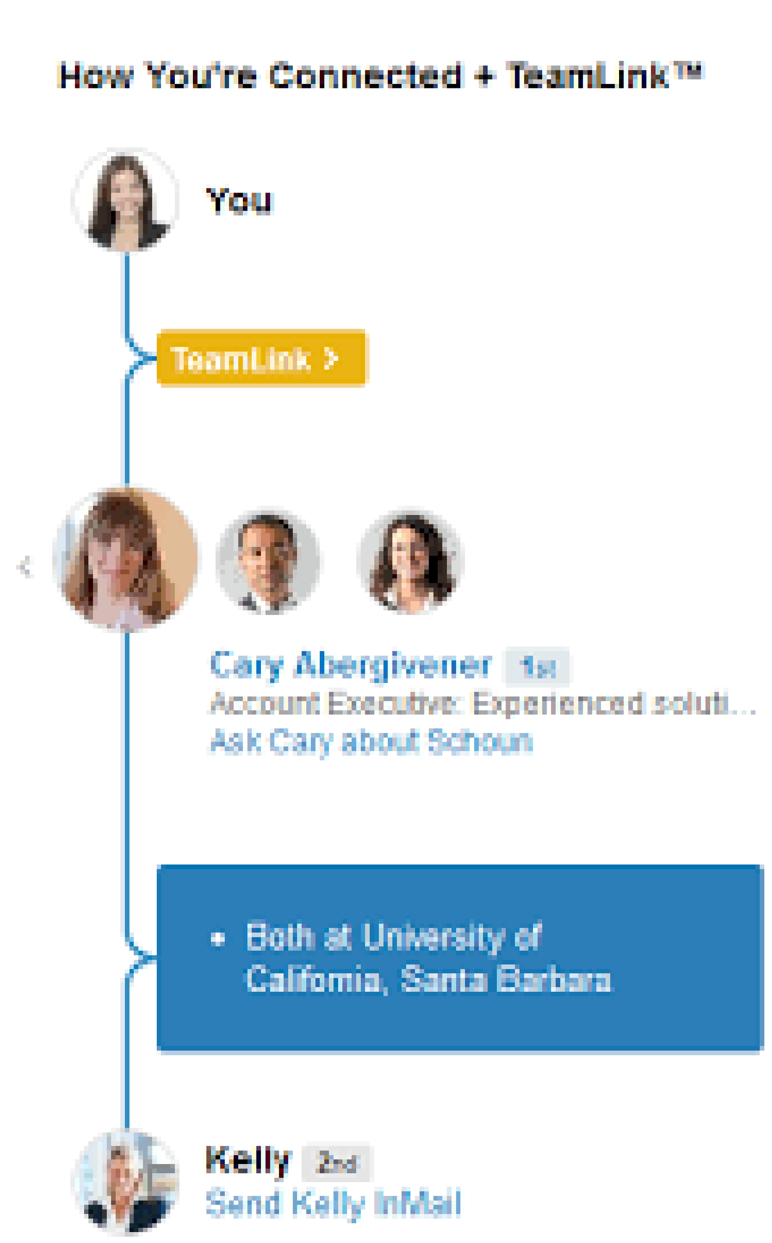
Lead recommendations are LinkedIn's gifts to you. Each person is similar to someone who you've saved as a lead, or is someone who matches the preferences saved in your settings.

23. Target Companies Better With Account Details Page

Want to reach out to a rep from a company you know would benefit from what you're selling, but not sure who to reach out to? Search for that company in your search bar and head to the **Recommended Leads** section, where suggested leads at that company based on what you're looking for in a lead will be produced. You'll also be able to monitor company updates, job changes from employees, news mentions, and more.

24. Keep Your Records Together With Notes and Tags

Notes and tags are for your own internal record keeping and organization needs. You can bucket leads into pre-set categories, like current role, with a **tag**, or with a custom note to yourself about that lead with a **note** (i.e. "Just took the role on in January – follow up in three months."). These tools are great for quick reference when you need to recall the needs of a certain lead. Your notes and tags will also be saved in your CRM if you've synced it with your Sales Navigator account.



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25. Apply the TeamLink Filter

LinkedIn is a networking site, so use your network to help you sell! When you apply the **TeamLink Connections** filter, you'll find possible leads who share a first or second connection with you, as it incorporates the connections of members of your sales team in addition to your personal first connections. You can then reach out to that mutual connection to see if he or she can make an intro on your behalf.

26. Save Your TeamLink Searches

Just like saving searches in general, saving TeamLink searches keeps you updated on your targeted leads' professional lives.

Simply revisit that search or set up a notification cadence to see if you develop any mutual connections for those prospects, and follow the same steps as above to start a conversation.

Got a sales team you're managing? Getting all of your reps to use LinkedIn can be difficult, and holding them accountable to sticking with it can be even more of a challenge.

The next section is dedicated to tips for ramping up your team to be better LinkedIn social selling.

Tips for Getting Your Team into Linkedin Social Selling

Some reps would rather jump right into selling in other ways than take the time to learn social selling on LinkedIn best practices. If this is true for your team, try these team training tips.

27. Provide Training for Your Reps

If your reps aren't familiar with LinkedIn – either at all or for using it as a social selling tool – set up training sessions for Sales Navigator or even have successful reps be there for a Q+A. You could even share this guide with them so they can get a basic foundation.

28. Offer Instructional and Educational Content

Set up regular meetings with the marketing department to ensure they're sending your reps the best and most relevant content to be used in social selling efforts.

Building this bridge can go beyond improving social selling programs – it can result in stronger sales and marketing alignment for the company as a whole by opening up doors for collaboration and feedback.

29. Offer Incentives

When all else fails, offer incentives like bonuses, gift cards, or other rewards for reps who close the most deals or bring in the most prospects through LinkedIn and Sales Navigator.

Pro Tips

If you're a seasoned LinkedIn social seller, you've probably been holding out for this section. Here are a few tips for you to take your LinkedIn game to the next level.

30. Record Personalized Videos

Got the LinkedIn app? Once you're connected with prospects, you can a record an introductory video for them, rather than sending a traditional text message.

On your mobile app, start a message for the prospect, press the + button, then press "video," and then record a quick 30-60 second video introducing yourself and explain why you're reaching out. It's a more personal way to make an introduction and impression.

31. Develop Talk Tracks for Each Role and Trigger Event

Different buyers in different positions have different needs. Do you have a talk track for each role you sell to, from an SVP, to a CEO, to an individual contributor? You can also develop tracks for when people have a role change, join a new company, or have asked you to reach back out and revisit after a few months. This creates consistency in your messaging and allows you to tweak your approach based on your success over time.

32. Create the Content That You Share

Think of how much more impressed your prospects will be if you share an article that you contributed to or a blog post that you wrote with them rather than a generic industry article or a blog post that Joe from marketing wrote.

Not only does this establish you as a thought leader, it shows you're willing to help prospects out in ways that don't just involve sharing. Plus, it's a great conversation starter.

33. Schedule Posts in Advance with a Social Media Tool

Condense your social selling work by scheduling posts a week or two in advance. This allows for more time of uninterrupted prospecting throughout the week while still sharing the same amount of quality content to your connections.

Need a social media publishing tool? Try HubSpot's!

34. Set Up Google Alerts for Targeted Accounts

This idea lives outside of LinkedIn, but can be immensely helpful in starting conversations on the platform. If there's an account you're desperate to get into your pipeline, set up a Google alert for whenever their company appears in the news. If the story is ever applicable to your business, use the story as a springboard for a conversation.

For instance, you might see a press release that they raised a new round of funding, and in the past haven't been able to explore buying from you for budgetary constraints. Reach out to your contact, offer congratulations, and ask if now would be a good time to reopen conversations.

35. Connect With Anyone Who Engages With Your Content

To continue to expand your network, use your status as a thought leader to connect with those who have liked, commented on, or engaged with your updates or with your group posts. Do this routinely so people remember who you are when you send the invite, and offer to keep the conversation ongoing.

36. Find the Right People

Keep your collateral and content organized when you send it to prospects. Since so many people are involved with the buying decision, you should try to keep all of your links, files, and resources in one place.

This is where PointDrive comes in. With PointDrive, you can package up content to share with potential buyers. You can even see how your content was engaged with by those who saw it.

You can learn more about how to use PointDrive here.

37. Scope Out Your Prospects' Profiles for Talking Points

Don't just go off of LinkedIn bylines for your conversation starters. Check out the profiles of everyone you're prospecting to see what you can bring up in that discovery call. Maybe they've listed their experience using a competitor product or software in their job description, or have gotten a certification that relates to what you're selling.

Conclusion

We hope these tips, hacks, and pieces of advice have given you the knowledge and inspiration to become a better social seller on LinkedIn.

Like all social media platforms, LinkedIn is always changing, so as you do more social selling, remember to document what works best for you, your company, and your leads.

If we can leave you with one tip that we believe will impact you the most, its **syncing your CRM with your LinkedIn Sales Navigator account.** This action keeps your data and interactions logged in one centralized place, and can streamline the organization in social selling so that you can focus on reaching out to prospects and closing them into customers.