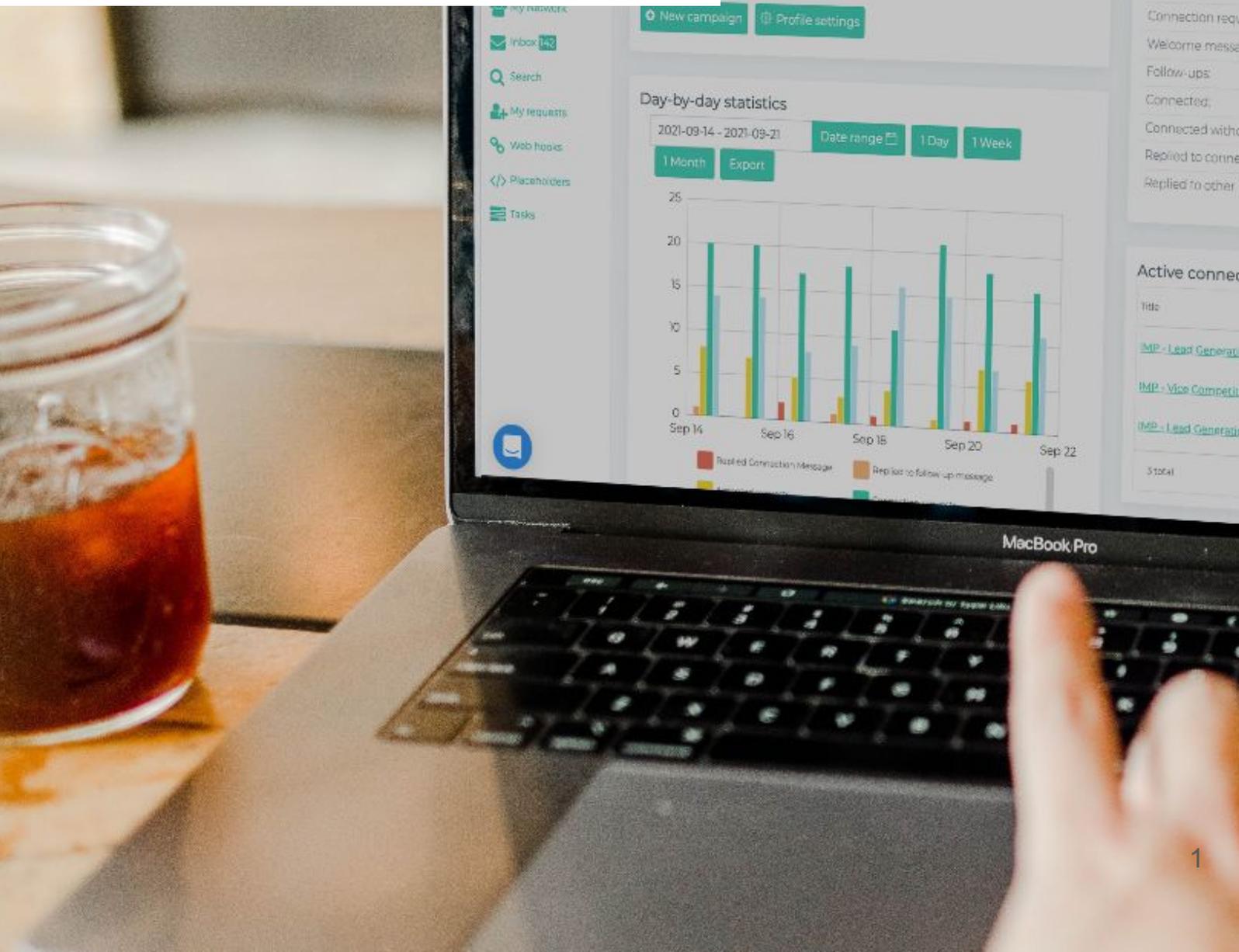


Optimise your **LinkedIn** **Sales Strategy**

 **Lasse Fijten,**
Social Selling expert
Director & Founder @ Improovy

2021 - Improovy, B2B marketing white paper



Contents

In this whitepaper, the goal is for us to share our expertise on Social Selling.

With a bit of necessary theory followed quickly by checklists and templates, you will have all the cards in hands to optimize your social selling skills!

FYI, following our own advices, we managed to increase our connection rates by 100% on LinkedIn!

3

Brief introduction

What is social selling?

4

Doing Sales on LinkedIn

What, Why & How

8

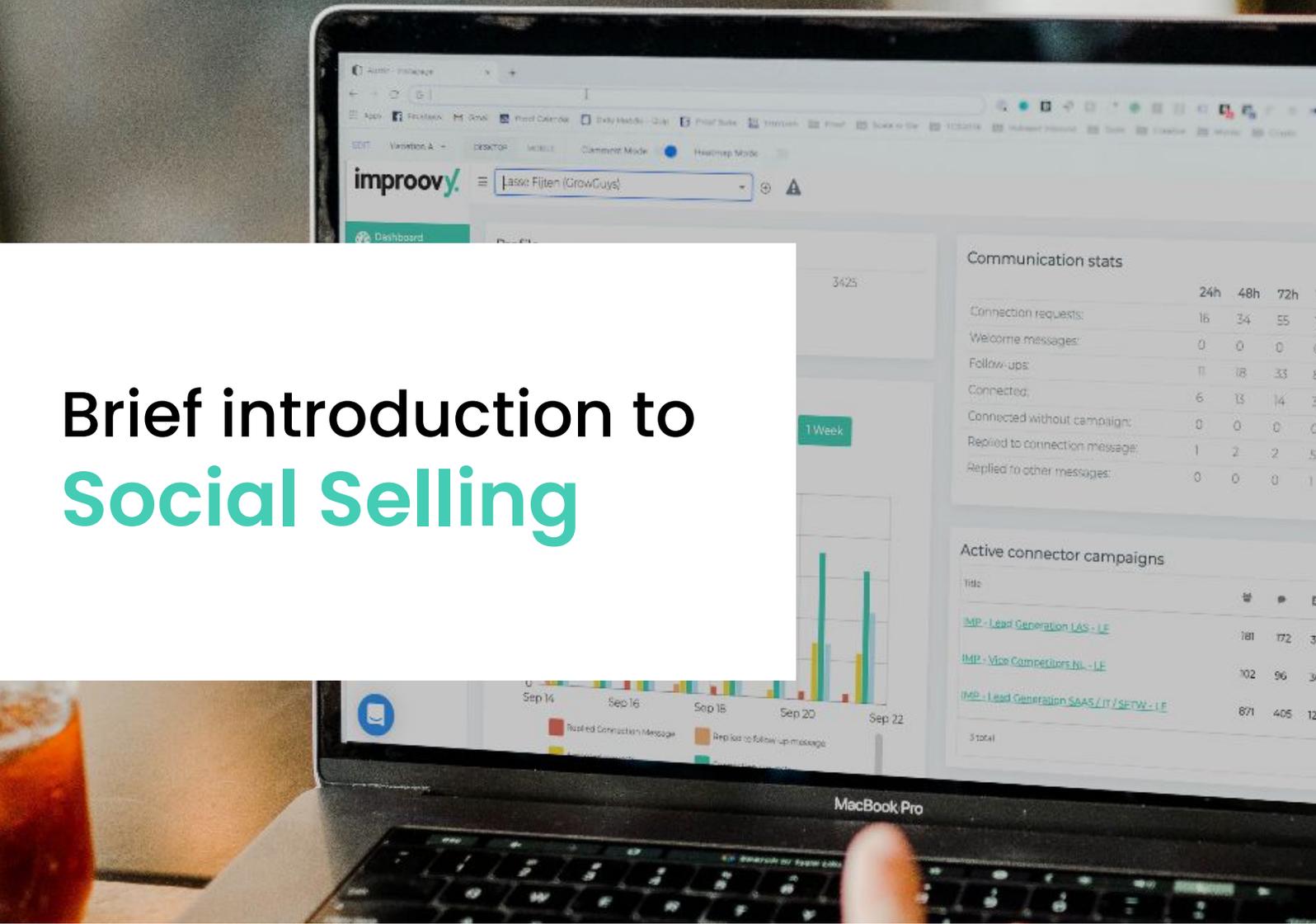
LinkedIn, the good practices

Social Selling Index, profile, network...

15

About Improovy

The team, our expertise



Brief introduction to Social Selling

Social Selling: paid ads, reach-outs, networking, nurturing relationships & more!

Let's start with a definition. *Social Selling* is all about the activities that a company but also individuals have online.

For brand or individuals, *social selling* includes a lot of aspects, from paid ads to building a real relationship with your customers and prospects.

Often, companies don't use social selling to sell anything at first. With social selling you have the opportunity to reach out to a new audience, finding new partners but also strengthen your relationship with existing customers.

31% of B2B professionals say that social selling has allowed them to build deeper relationships with clients.¹

If social selling is not a selling technique on its own, being present on social media, growing your network and learning to know your prospect will lead to many sales opportunities on the long term.

Indeed, more than 10% of sales representatives have closed 5 or more deals due to being active on social media.

This is why being present and active on social medias such as LinkedIn is key to a good online reputation but also a good and effective networking.

Let's dive into LinkedIn Social Selling and how to optimize your sales strategy!

¹ Ouellette, C. (2021) via <https://optinmonster.com/social-selling-statistics/>

1 Doing Sales on LinkedIn

What? Why? How?



Out of 740 million members, 40% use LinkedIn on a daily basis resulting in LinkedIn being a super-interactive social network.²

LinkedIn is the biggest professional database in the world - But why should you make use of LinkedIn and not other social networks? Nowadays, LinkedIn has more than 740 million members in 200 countries!³ This is immensely huge for a business platform. Making use of the data here will assure you to find your potential clients, partners or even employees. When it comes to partners, you can find more than 55 million companies registered on LinkedIn.⁴

People are always looking for new opportunities - and that's why LinkedIn is the perfect place to look for people! Hubspot found out that LinkedIn is way more effective than using Facebook or twitter for leads. People do look actively for opportunities here, so they are way more open to approaches from companies. In fact, it is 277% more effective to look here for leads than on the mentioned social networking sites. So, save your resources and start your search on LinkedIn immediately!⁵



Our expertise

We know how a good and detailed segmentation is crucial for a good online selling strategy. This is why we offer you a complete service, helping you map your market by segmenting your audience by geography, job titles, companies and much more!

Want to know more? *Check out our services overview!*

1 WHAT?



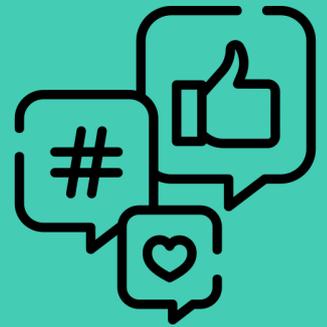
Map your market & segment your audience

On LinkedIn, you can map your market and your audience based on demographics, interests, on hashtags, and so many more filters. Discover brands and companies that you wouldn't have thought about based on your criterias, expanding your research field!

Social media codes & proximity

Keep in mind that the digital environment requires a certain business etiquette as well! You need to have a professional image in order to have success with making sales on LinkedIn.

On the other hand, being way too professional and stiff might be a real deal breaker as well. That means, add sophisticated value and knowledge to your network, but never forget to seem tangible and human. Everyone can see you and judge you based on your posts. Remember!



Be efficient and save time with automation!

LinkedIn gives the perfect opportunity to map your market, segment and reach out to your audience and all that in an automated way if you find the right partner - that's where Improovy comes into the picture!

You will save the time you need to close deals and you can be sure to spend the time invested into relevant prospects.

Using an automation software, you can save up to 6 days per month!

1 WHY?

LinkedIn can provide you with all the information you need to get to know the person you want to approach! You just need to check their company profile or personal profile, et voila, you have every information you are looking for. Every user can upload their CV, put work experience, interests, and skills, and based on this information it is easy to reach out to your target in a personalized way! Personalized messages always work better than generalized messages.

One of the main benefits of LinkedIn is that you can save plenty of time. This is underlined by the fact that you can easily reach out to your desired target or individual with sending a connection request and writing a personalized message. There is no need anymore to cold call your potential clients or partners and lose time. LinkedIn makes it easy and possible for you to send cold messages.



Join now

Sign in

Welcome to your professional community

Search for a job >

Find a person you know >

Learn a new skill >



Find the right job or internship for you

SUGGESTED SEARCHES

Engineering

Business Development

Finance

Administrative Assistant

Retail Associate

Customer Service

Operations

Information Technology

Marketing

Human Resources

1 HOW?

LinkedIn

SALES NAVIGATOR

With *LinkedIn Sales Navigator* you can use several filters and create a list of interesting prospects and map your market! You can select location, education, companies, industries and so on, to make it easier for you to come up with a list of potential partners and clients.

The tool is for now not allowing you to automate your out-reach. Using *Sales Navigator* will help you during your strategy process but won't be of any help for operations.

Manual work

You can visit your target's profile and send out a connection request and message manually. This is the most efficient way to go if you know exactly who you want to get in touch with. Indeed, you will be able to reach-out to them in the most genuine way possible, customizing your message efficiently to get results.

Most of the time, manual work comes in complement of the use of automation softwares to increase results.

Automation softwares

Besides these two options, there is the option of using an external automation software. This option bears the risk of getting restricted because LinkedIn could recognize you as spam.

However, these tools might save you time, but keep in mind that it could cause even more complications!

improovy.

Improovy has different [services](#) but is mostly focussed on LinkedIn.

[Improovy](#) can help you with your [marketing strategy from scratch](#), from A to Z. This starts with [market mapping](#) and finding prospects, [finding hot leads](#) from the very beginning, assuring you to stress less when it comes to finding those, and continues with reaching out to them in a very successful way of cold messaging.

Afterwards, Improovy can help with [Email Automation](#), and makes it even easier for you to understand the impact of the campaigns since they have an [integrated customer relationship management software](#) to offer to you as well. Improovy masters lead generation and cold messaging and helps its clients to forget the stress all around it.

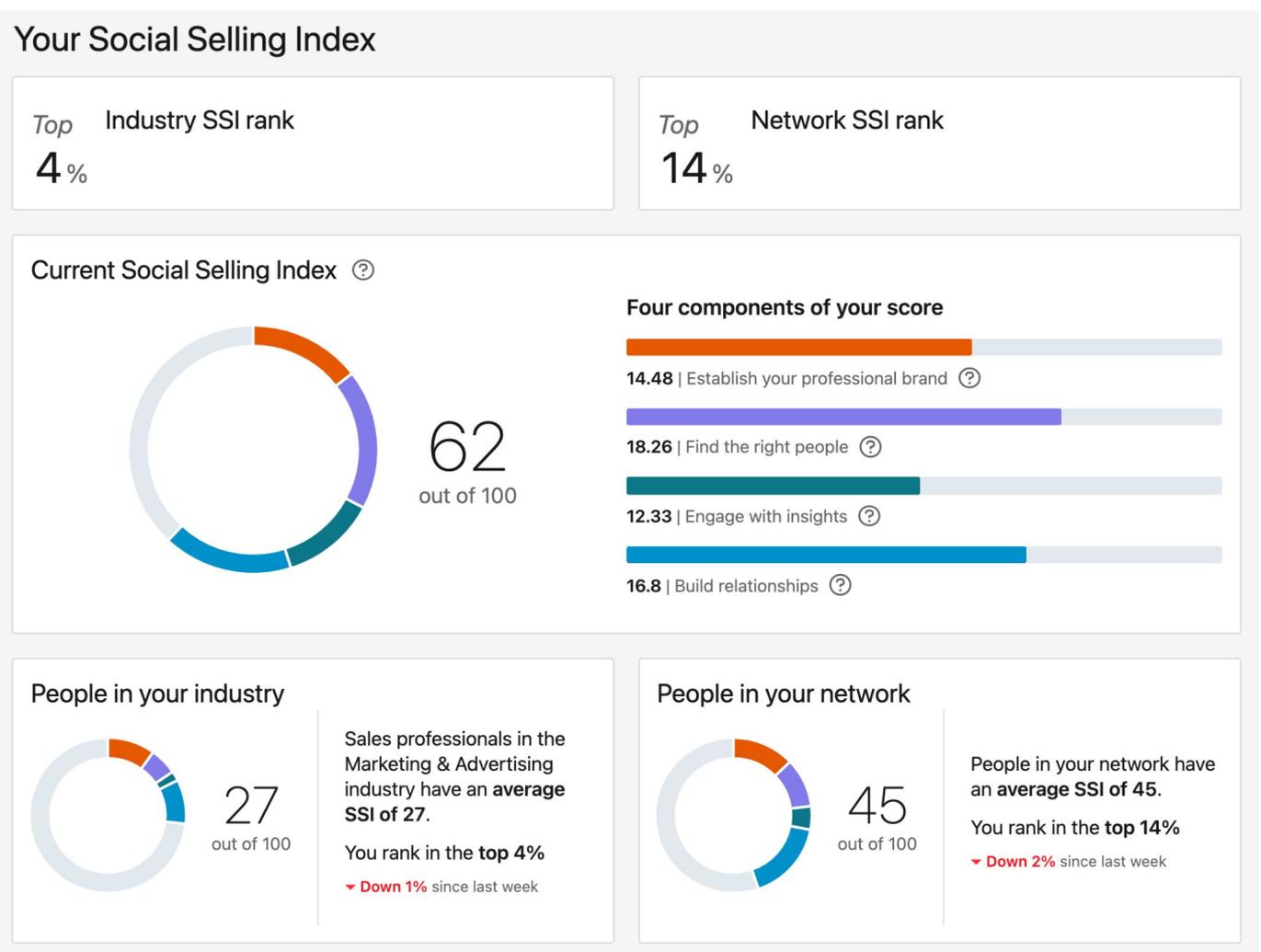
They help you save up to 6 days of time to close deals, and Improovy does all the previous needed steps!

2 LinkedIn - the good practices

Social Selling Index

With the growing importance of social media networks, the act of social selling is becoming more and more important as well. This is why your online presence must be irrefutable if you want to achieve good results, especially on LinkedIn where the success of your campaigns depend on your **Social Selling Index**. It is crucial to be able to measure your online presence and reputation.

You can use LinkedIn's social selling index, to see how you rank compared to your industry and what are the key factors to improve as shown below.



The social selling index on LinkedIn indicates the skills and success of a salesperson. A high SSI assures 51% more probability to hit quotas and 45% more opportunities per quarter.⁶ That is why it should be from the interest of every sales person to higher the social selling index. It is measured by having a completed profile, engaging with your network, connecting, and building relationships.

2 LinkedIn - the good practice

Checklists

Social Selling can be a lot to handle, even more since you have to think about a lot of different aspects:

- your own reputation
- your company's
- engaging enough
- making sure to have the highest Social Selling Index possible
- ...etc.

The checklists that will follow have different subjects: optimizing your LinkedIn profile, optimizing your company's page, how to network on LinkedIn and how to engage with your audience. All of these subjects and checklists, if respected, will allow you to have more impact on LinkedIn, and therefore, optimize your sales process.

It is time to get to work!



Checklist #1

Optimize your LinkedIn profile

- ❑ **Headline optimization** – Add unique and outstanding terms that describe your unique selling point shortly and snappy
- ❑ **Keywords** – LinkedIn functions as a search engine. Adding relevant keywords in your headline and summary makes it easier for people to find you!
- ❑ **Summary** – Use the summary to describe how you can benefit your network's lives.
- ❑ **Content** – Add value to your network! Surprise with your knowledge and let your connections benefit from your expertise.
- ❑ **Skills and education** – Fill in these sections with your skills and education, so that people know immediately what your talents are.
- ❑ **Recommendations** – Let your previous bosses, colleagues, and clients write a recommendation! This way you will seem more trustworthy.
- ❑ **Resume** – Add your CV into this section to ensure that you are skilled!
- ❑ **Picture** – Make it visual! Your picture will be the first impression, make sure it is appropriate!
- ❑ **URL** – Personalize your URL, to make it as easy as possible for other people to find you.
- ❑ **Background photo** – Adding a background photo will make your profile more appealing and outstanding.
- ❑ **Profile in several languages** – If you are operating on an international basis, adapt your profile to several languages, this will avoid pitfalls!
- ❑ **Name pronunciation** – LinkedIn has a tool where you can record your name, so that people know how to pronounce it, make use of it!
- ❑ **Increase the Social Selling Index** – By doing this you will be 41% more successful every quarter. Don't miss the chance.

Checklist #2

Optimize your LinkedIn company's page

Optimizing your personal LinkedIn profile is not enough in order to make sales. People will have a look at your company's LinkedIn profile as well. Make sure to stand out from the jungle of more than 55 million company accounts to drive traffic to your page, and keep the visitors there!

- ❑ **Accuracy of your LinkedIn information** - Make sure to have information here that is accurate and fitting. A corporate brand image including corporate and consistent information can increase revenue up to 23%!⁷
- ❑ **URL** - Adapt the URL to make it easier to find your company page! Again, keep it corporate and using similar URLs is part of that!
- ❑ **Speciality section** - Add your strengths to the speciality selection and include keywords. The strengths will make it clear immediately what you stand for and the keywords will drive more traffic to your page.
- ❑ **Distinctive banner and cover** - Make it visual! Appealing and corporate pictures will make your more distinctive and memorable!
- ❑ **Headline for brand message** - Add your brand message to the headline with relative keywords, so that it is recognizable from first sight what you stand for.
- ❑ **Business story in summary and throughout content** - Elaborate on your business story and add keywords. These informations are most likely interesting for your page visitors and again, it will be easier to find your profile on search engines.
- ❑ **Showcase page** - To help your company get discovered make use of the showcase case and show different aspects of the company and company culture.
- ❑ **Groups** - You can either own a group or let employees join groups and make use of the 'featured groups' tool to let people know where they can connect with the people from your company.
- ❑ **Follow topic-based communities** - Follow topic-based communities to engage with potential connections and your network and to be interactive. If you add value to your network, you will be in their heads longer!

⁷ Ivana V., 2021 via <https://www.smallbizgenius.net/by-the-numbers/branding-statistics/#gref>

Checklist #3

Network efficiently on LinkedIn

Optimizing your individual and company page won't be enough to make successful deals on LinkedIn. Your network is from huge impotence as well, so note down how to grow and maintain your network!

- ❑ **Set a goal** - Make sure to know why you want to expand your network. Formulate a goal, using the SMART method. This means make your goal specific, measurable, achievable, realistic, and time-able. Having your goal formulated, you can get started to reach your target, and desirable number of new connections!
- ❑ **Personalize your connector message** - When connecting and reaching out to your potential new contacts, make sure to add a connector message. To score a higher success rate, make the message personalized and refer to the content of the person or skills, experiences, and so on.
- ❑ **Remember face2face connections** - When connecting always remember real life connections. Maybe the owner of your favorite restaurant has a LinkedIn account? Connect to them! They remember you for sure and are probably more than happy to have another contact in their network as well.
- ❑ **Go tiny steps** - Quality over quantity! The quality of your connections says more than the number of connections you have. Make sure to set tiny goals. Instead of reaching 200 new connections per week, what about 100 every two and making sure they are relevant?
- ❑ **Groups** - Join groups to get to know people with the same interests. You will meet people that have the same interests and can share some valuable knowledge with them!
- ❑ **Keywords** - Since LinkedIn works like a business search engine, make sure to add keywords everywhere where you possibly can!
- ❑ **Algorithm** - Add value! Don't post just to post, focus on quality again, and not on quantity. Adding value will make the algorithm your friend and you will appear to more people which will grow your network automatically.

Checklist #4

Engage with your audience

Engaging is important in order to stay in the minds of your potential clients, business partners or simply connections. To boost your LinkedIn reputation there are several things to take into consideration:

- ❑ **Post regularly** - In order to engage post regular! Posting regular will make it easier for your contacts to remember you.
- ❑ **Write content** - Write your own content and share your knowledge! This way you add value to your network which is always appreciated!
- ❑ **Surprise with your content** - Besides posting regular and posting sophisticated knowledge, what about finding a niche and posting about that? Or indeed showing yourself as an expert in particular topics and writing about these topics? There won't be many people in your contact's network that have the same expertise so make use of that!
- ❑ **Like, share, and comment** - Like, share, and comment on posts of your network, colleagues, employees and company posts! Engage, engage, engage, and people will remember you as sophisticated person adding appreciated comments and effort to posts that again add value!
- ❑ **Promote yourself** - Another way of engaging is driving as much attention as possible to your page. So, promote yourself on all other social medias you have. Put your link into your bios and see how your reputation will get a boost!

2 LinkedIn - the good practices

How to create successful campaigns

Now that you know that you can segment your target on LinkedIn it's time to reach out to them in the right way. Luckily, Improovy provides you with templates, so that reaching out to your LinkedIn target is made easy.

The example is focussing on B2B decision makers, but of course the messaging depends on whom you are targeting. Instead of B2B decision makers, you could reach out to CEOs, Individuals, potential employees, and so on. There are plenty of targets, just make sure to know your target and personalize your connector message based on that!

B2B decision maker

Hi {first_name},

I am so glad I found your profile! It is always nice to have relevant decision makers in your network from which you can learn! I am working in the B2B industry as well, so I think we can relate to some things! We have something in common! Let's connect?

The connector message only allows 275 characters. Use the proposition message to explain your mission, story, and so on since there is no restriction of characters. After the proposition message explaining your individual behalf, follow-up messages are following. You can take the two as example!

Example 1

Hi {first_name},

You will no doubt be very busy. But I was wondering if you were able to look at my messages. I think I have an interesting opportunity for you.

Let me know when you have time for a short call!

Greetings,

{Your_name}!

Example 2

Hi {first_name},

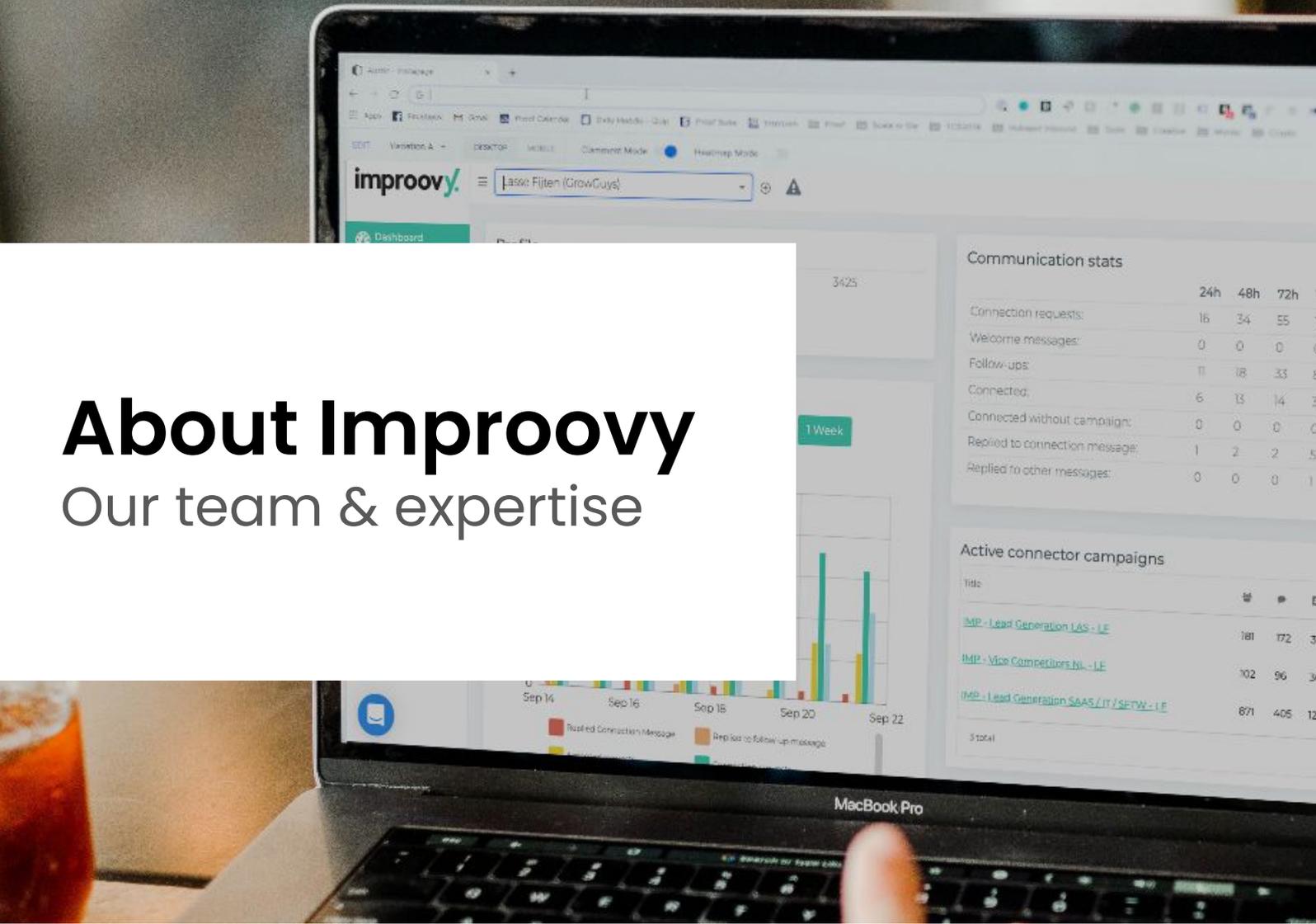
Here is {your_name} again :).

I'm still curious about your opinion on the opportunity I have for you, {first_name}!

I'd appreciate hearing from you!

Greetings,

{Your_name}!



About Improovy

Our team & expertise

Get to know **us!**

We are ready to boost your business! Are you?

If you are wondering how an automated [lead generation service](#) could help your business grow? Worry no more; we are happy to learn more about your challenge and how we can create a tailor-made solution for your business! Let's get [in touch](#) and start optimizing your sales strategy.

We are a young team of marketers and data scientists with expertise keen on helping you with all your issues!



Lasse Fitjen
CEO & Founder



Emma Moreau
Account & Marketing Manager



Oliver Bews
Sales Associate



Bernardo Kozmann
Account & Operation Officer



Lisa Katava
Marketing & Account Officer

IMPROOVY'S SERVICES

ALL-IN-ONE LEAD GENERATION SERVICE

Your strategic partner from

A to **Z**

Different campaigns available:

- Connector campaigns
- Group campaigns

Steps & Services incl:

1. Strategic intake
2. Prospecting
3. Lead searching
4. Optimised communications
5. LinkedIn/Email automation
6. Follow-up & optimization

LEAD SEARCHING

More than Leads
750M Database

Steps & Services incl:

1. Strategic intake
2. Market mapping
3. Prospecting & Optimization
4. Lead searching

PROSPECTING

More than Prospects
1M+ Database

Steps & Services incl:

1. Strategic intake
2. Market mapping
3. Prospecting
4. Optimization & update

EMAIL AUTOMATION

100% Contact
relevant Details

Steps & Services incl:

1. Strategic intake
2. Prospecting
3. Lead searching
4. Optimised communication
5. Email automation

EVENT LEAD GENERATION

Get familiar with potential
clients before the **event**

Steps & Services incl:

1. Scrapping exhibitors
2. Searching for relevant decision makers within the companies
3. 3 months before the event: network with them
4. 2 weeks before the event: contact them and set up a meeting at your stand
5. 1 week before the event: reminder message
6. At the event: close the deal!

LEAD GENERATION SAAS

improovy.
in-house!

Steps & Services incl:

- Set up your own campaigns
- Monitor results
- CRM integrations