

Get the right connections and start securing leads

Webinar

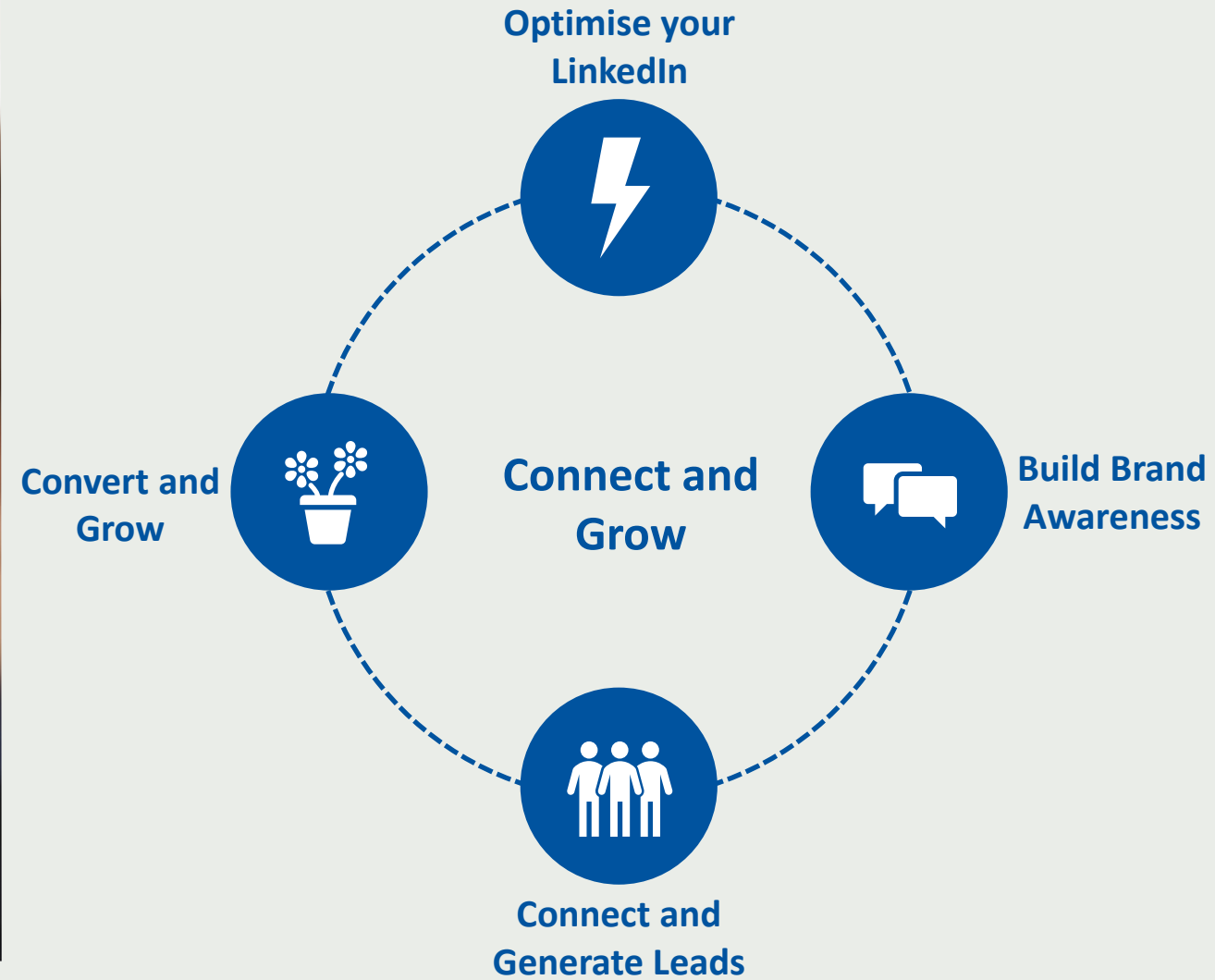
4 May 2020

Today's Agenda

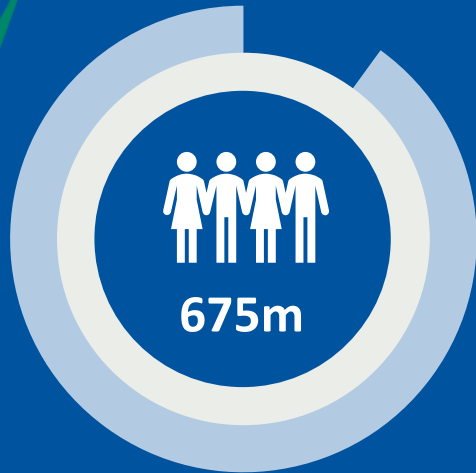
- What is your Social Selling Index (SSI)?
- Importance of Connections
- Search, find and connect with your target audience
- What should you say in your LinkedIn messages to secure new connections?
- What posts should you be writing and how often?
- LinkedIn Algorithms
- LinkedIn Additional Features



Four Steps to LinkedIn Success



Why you should use LinkedIn



Number of users on LinkedIn globally.



Number of users on LinkedIn in the UK alone and growing.



Percentage LinkedIn is better than Facebook and Twitter at generating business leads.



Percentage of Business to Business sales on social media which are done via LinkedIn.

Become an All Star

- Complete all sections
- General Admin
- Use a Headline that will get you found
- Use all key words in your ABOUT section
- Career Summary /Product or Service Catalogue
- Get Recommendations!!
- Featured Section

Social Selling Index

- Find yours at:
- [linkedin.com/sales/ssi](https://www.linkedin.com/sales/ssi)

Social Selling Dashboard

in Share



Emma Alkirwi

CV Writing Expert gaining clients proven interview results using their bespoke CVs. Owner of The CV Guru.

Top 1 %

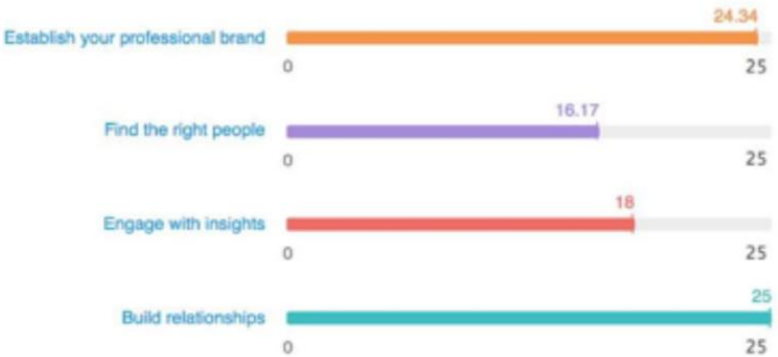
Industry SSI Rank

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](#)



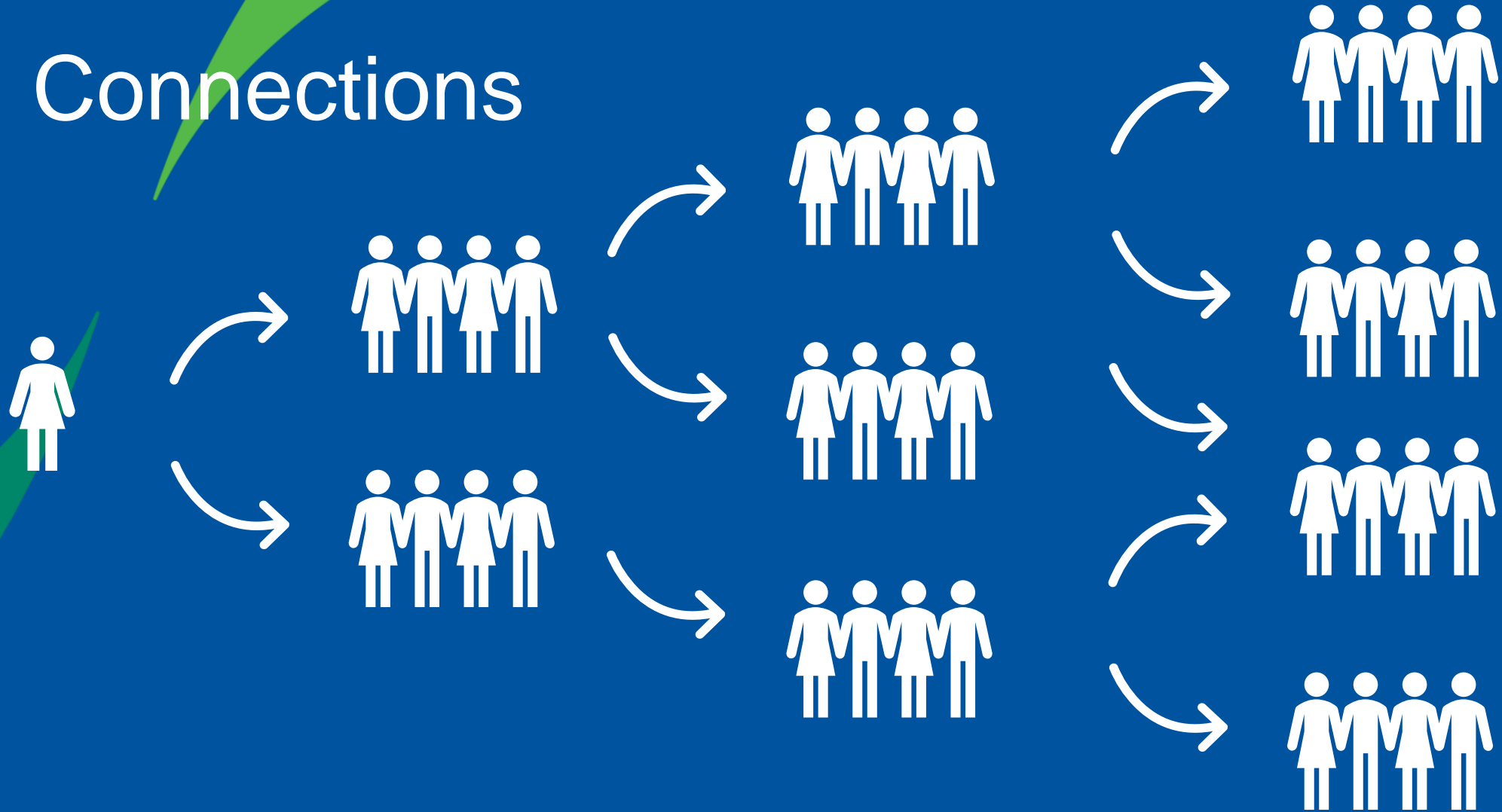
Weekly Social Selling Index



Connect with us

ly

Connections



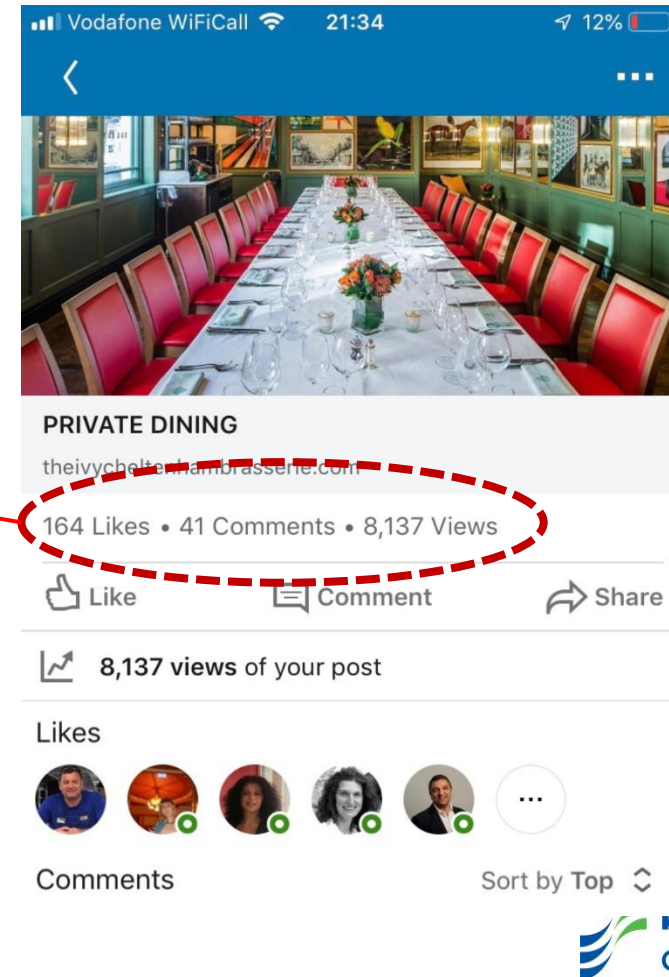
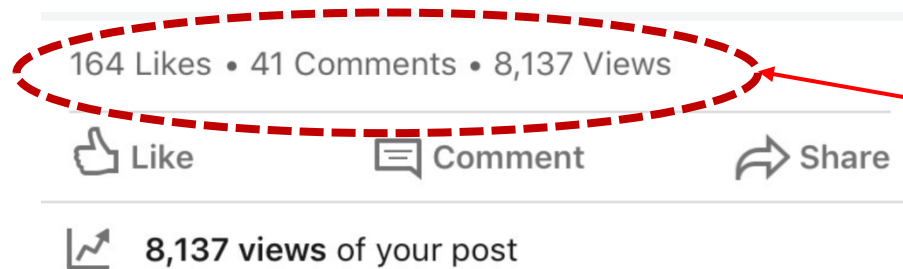
You

Your first level connections

Your second level connections

Your third level connections

How to use your connections to raise awareness



Who should you connect with

- University/College Friends
- Family Members
- Existing Clients
- Clients from previous employment
- Suppliers
- Networking Contacts
- Voluntary Organisations
- Colleagues and Ex Colleagues
- Business Cards on your desk
- Use the 'People you may know' feature

Cold market

- Local Businesses
- Public Speakers
- People you read about
- Your Target Market



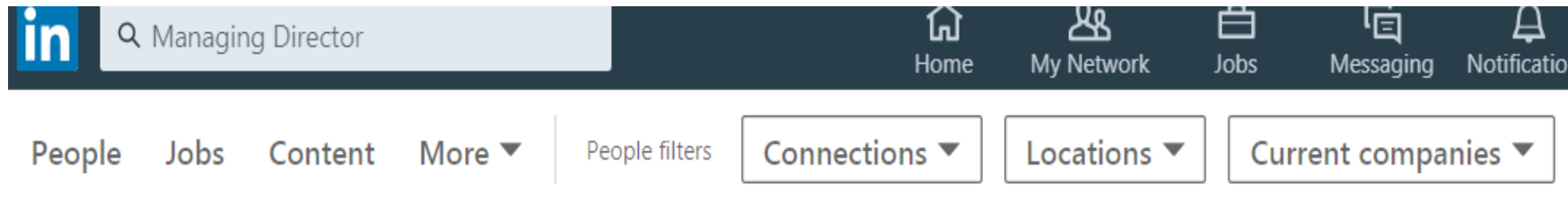
Glen Carlson



Andy Bounds

Find your target market

- Search Bar
- Type in job title of who you are looking for
- Use the filters



Boolean

- Helps you get a more targeted results
- Stops you hitting you commercial search limit
- OR, AND, “ ” (quotation marks)
- Example:
- “Managing Director” OR “Sales Director” OR “Company Director”

How to connect

- Always send a personal message
- NEVER HARD SELL!
- Use Compliments
- Find common ground

*Hi Colin
I can see we have many mutual connections
so I thought it would be good to connect.*

OR

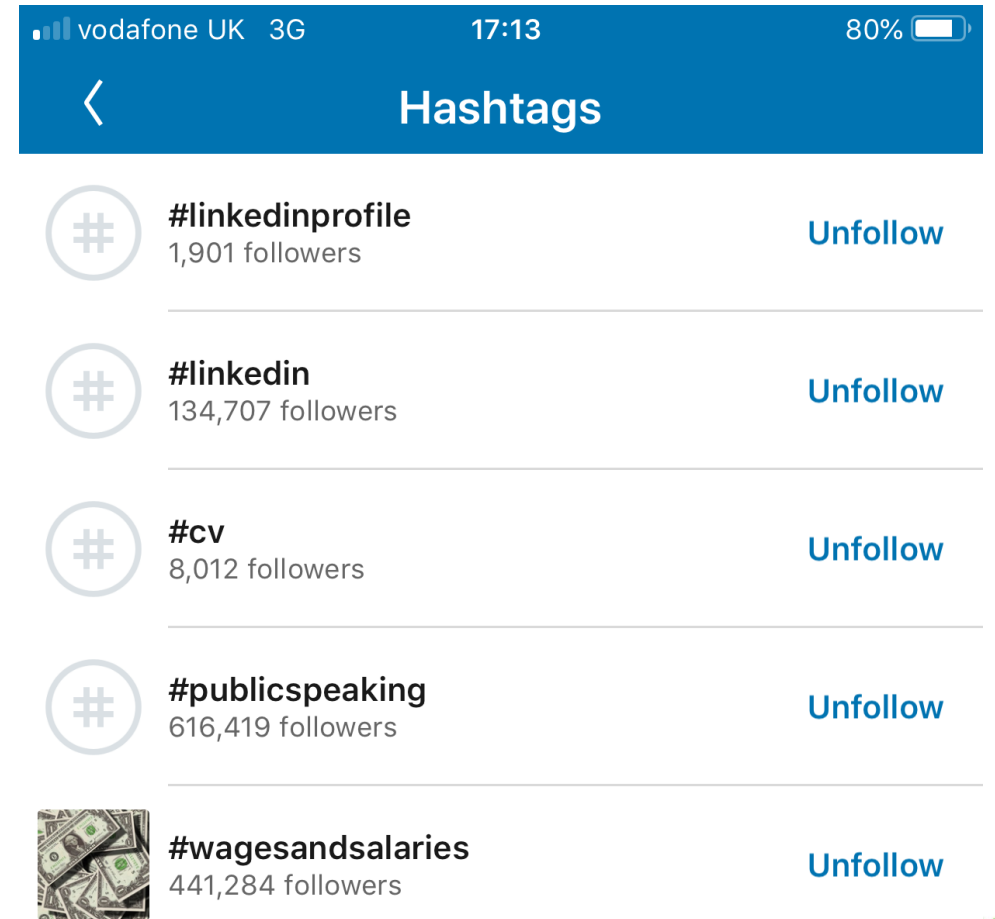
*Hi Glen,
Stacey recommended that I connect with you
given you contribute videos that I would find
interesting*

What to post

- Share Tips and Advice – Add Value
- News about your company or career
- Promote someone else from your network
- Share your recommendations
- Ask your connections questions: A, B or C
- Write articles
- Videos gain the most attention
- Share content from others
- Ask a question or ask for feedback

How often you should post

- 3 or 4 posts per week
- Contributes towards your SSI
- Tag others using @
- Use #
- Use pictures
- Make your own using Canva
- Free images from pixabay and pexels etc



Algorithms

- Like = 1 point
- Share = 2 points
- Comment = 3 points
- Reply back to comments as that develops more attraction and contributes towards the algorithm
- Gets more points the more activity that happens in the first hour so think about when you should be posting
- SUPPORT EACH OTHER

LinkedIn in 15 mins per day

- 5+ New Connections per day
- 5 Likes, Comments or shares a day
- 1 Post a day x 4 days per week
- Set yourself targets
- Spend time consistently, otherwise it will not work



Additional Features of LinkedIn

- Events
- Voice Messages
- Add a document
- LinkedIn Stories.....Coming Soon!
- LinkedIn Company Page
- LinkedIn Groups

Question time

Business Gateway East Dunbartonshire

- Offices in Kirkintilloch and Milngavie
- Here to support both people planning on setting up their own business and existing companies within East Dunbartonshire
- We provide practical assistance, training workshops, networking opportunities and information on the support available throughout the enterprise network and beyond
- Call 0141 578 8530 to arrange to meet a Business Adviser

Thank you

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