

Webinar

Mastering Social Selling on LinkedIn

Today's agenda

1. Housekeeping (Do these things first)

2. Meet the hosts James A. O'Sullivan & Zoe Hartsfield

3. Why LinkedIn?

4. Social Selling 101

5. How to use Apollo + LinkedIn

6. Q&A



The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

AUTODESK stripe DocuSign RIPPLING

The screenshot displays the Apollo.io interface with a sidebar on the left containing navigation options: Home, Prospect & enrich, Search, Data enrichment, Engage (Sequences, Emails, Calls), Win & close (Meetings, Conversations, Deals), and Tools & workflows (Tasks, Plays, Analytics). The main content area shows a contact card for Alissa Jones, VP of Sales at Dropbox, with a rating of 'Excellent' and an 'Add to sequence' button. Below the contact card is a sequence of outreach steps: Day 1 (Automatic Email), Day 3 (Phone Call), and Day 5 (Connect). An AI email assistant message is shown at the bottom, starting with 'Hi Alissa, Glad to connect. Looks like you're growing the account management team quite a bit right now. Let's find some time to talk about your goals and how our platform scales, sharing a few times below...'. On the right side, a list of companies is visible, including Dropbox, Google, Spotify, and Hubspot.



 Apollo.io

**Join our sales
community in
Slack!**

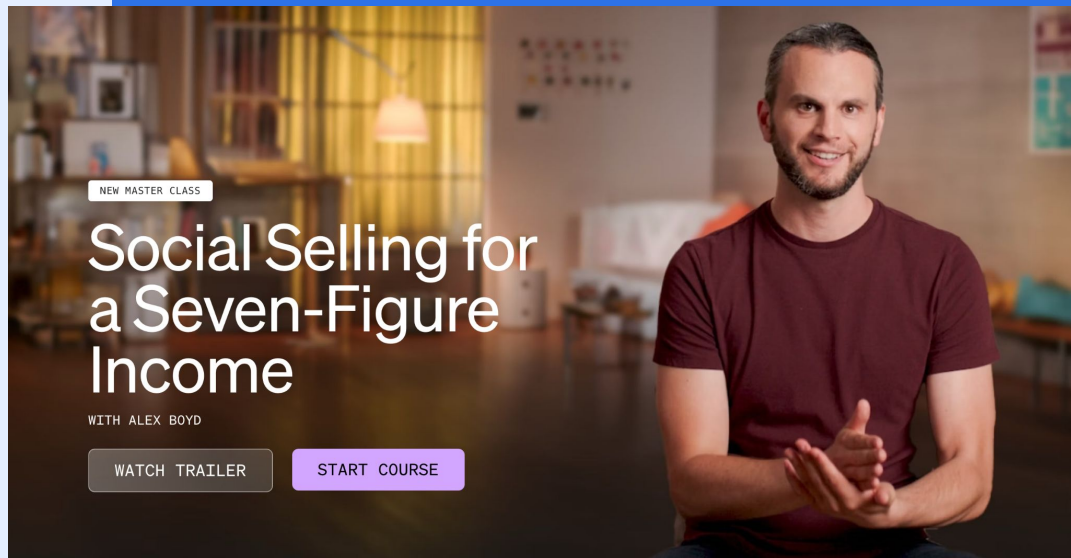
 Apollo.io **Sales Community**



Scan to join the Community!



NEW! Master Class



NEW MASTER CLASS

Social Selling for a Seven-Figure Income

WITH ALEX BOYD

[WATCH TRAILER](#) [START COURSE](#)

The banner features a man with a beard and short hair, wearing a maroon t-shirt, sitting in a modern office environment. He is smiling and has his hands clasped in front of him. The background is softly blurred, showing office furniture and a window with a lamp.

Look in the Docs tab



Your hosts



**James
O'Sullivan**

Apollo Academy Instructor

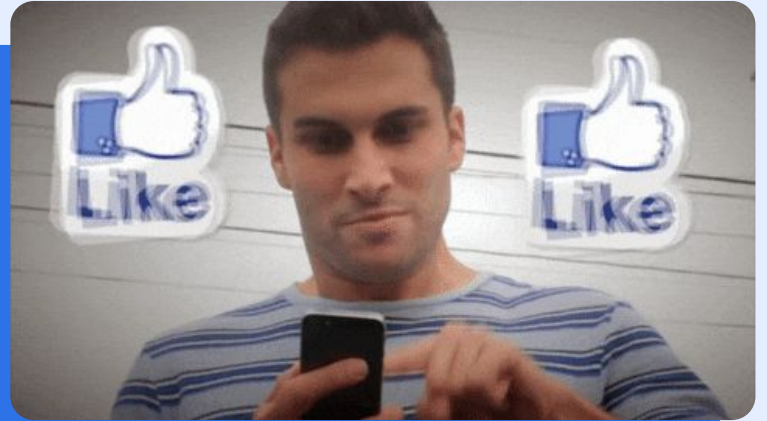


**Zoe
Hartsfield**

Community Partnerships &
Evangelism @ Apollo

Why LinkedIn?

Only 1% of active LinkedIn users create content ... and they get 9 billion impressions a week.



Benefits:

- Humanize yourself
- Better understand your prospects
- Warm them up
- Establish credibility
- Create outbound AND inbound opportunities

87%

of sellers confirm that social selling has been effective for their business

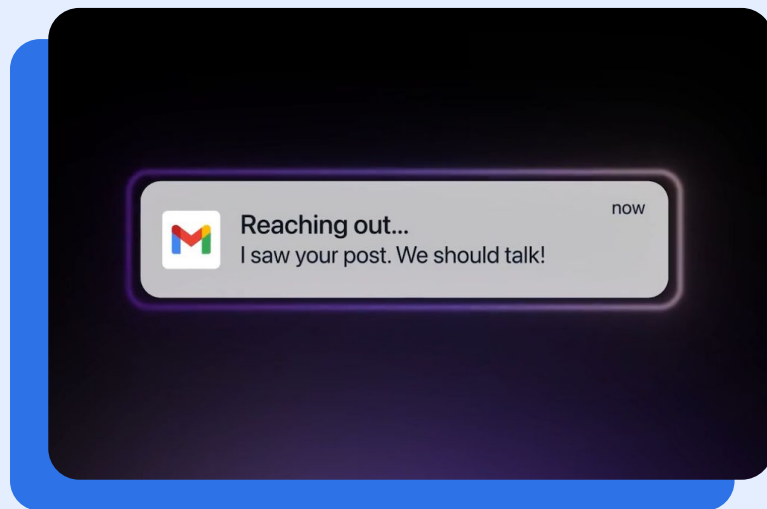
78%

of sellers outsell their peers who don't use social media

What is social selling?

Turning connections into revenue-generating conversations

- Sending strategic connection requests
- Commenting
- Posting
- Building your brand & authority



The best sellers FOLLOW UP + DIVERSIFY their outreach.



70%
booked meetings



46%
booked meetings

16%
booked meetings

- Sequences with:
- Automated email
 - Calls
 - Manual email
 - LinkedIn touches
 - Tasks

Not using sequences

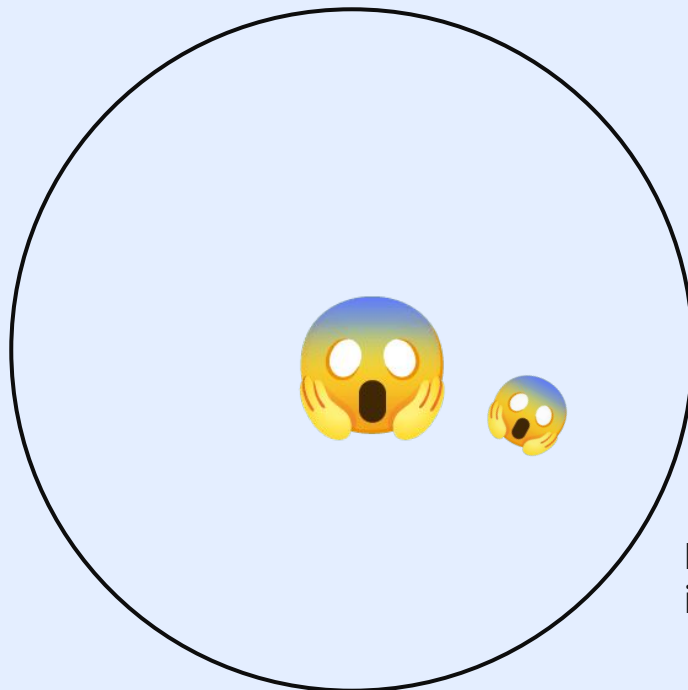
Sequences with **only** automated email

Top 1% of sellers



What will my
connections think?

I'm too early in
my career



Where do I begin?

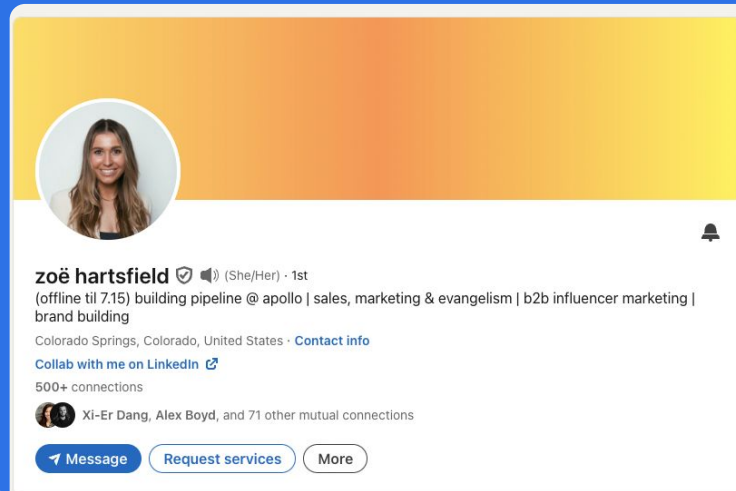
What if I look dumb?

I don't have anything
interesting to share



Social Selling 101

LinkedIn changed my career trajectory



A screenshot of a LinkedIn profile for zoë hartsfield. The profile features a circular profile picture of a woman with long brown hair. The background of the profile banner is a gradient from yellow to orange. The text on the profile includes the name 'zoë hartsfield' with a verified badge and a microphone icon, followed by '(She/Her) · 1st'. Below this is a bio: '(offline til 7.15) building pipeline @ apollo | sales, marketing & evangelism | b2b influencer marketing | brand building'. The location is listed as 'Colorado Springs, Colorado, United States' with a 'Contact info' link. There is a 'Collab with me on LinkedIn' link and '500+ connections'. A list of mutual connections is shown: 'Xi-Er Dang, Alex Boyd, and 71 other mutual connections'. At the bottom of the profile section are three buttons: 'Message', 'Request services', and 'More'.

Highlights

zoë is celebrating 1 year at Apollo.io

Message

You both work at Apollo.io
zoë started at Apollo.io 1 month before you did

Message

About

Marketer by trade but Sales has my heart. Ask me about how Apollo can supercharge your pipeline + revenue.

- Easier to book demos
- Speaking opportunities
- Webinars & podcasts
- Employment insurance
- Wider network
- Mentorship
- Build pipeline
- Build personal brand...



The image shows a LinkedIn profile for zoë hartsfield. The profile picture is a circular portrait of a woman with long brown hair. The background of the profile header is a gradient from yellow to orange. The profile name is 'zoë hartsfield' with a shield icon and a speaker icon, followed by '(She/Her) · 1st'. The bio reads: '(offline til 7:15) building pipeline @ apollo | sales, marketing & evangelism | b2b influencer marketing | brand building'. The location is 'Colorado Springs, Colorado, United States' with a 'Contact info' link. There is a 'Collab with me on LinkedIn' link and '500+ connections'. Below the connections, it says 'Xi-Er Dang, Alex Boyd, and 71 other mutual connections'. The action buttons are 'Message', 'Request services', and 'More'. The 'Highlights' section has two items: 'zoë is celebrating 1 year at Apollo.io' with a calendar icon and 'You both work at Apollo.io' with the Apollo logo icon. The 'About' section starts with 'Marketer by trade but Sales has my heart. Ask me about how Apollo can supercharge your pipeline + revenue.' and 'Building the B2B Influencer + Exec Presence programs at Apollo.' followed by '...' and a '...see more' link. The 'Top skills' section lists 'Influencer Marketing · Career Development · Marketing · Sales Prospecting · Sales' with a right-pointing arrow.



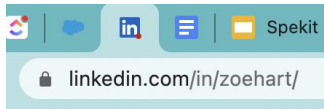
Visibility precedes ability.



Cleaning up your LinkedIn profile

Zoe's Quick Tips

URL



- Go to the top right corner
- Click "Public profile & URL"
- Change to a version of your name

Photo



- Should be of your face
- Clear / Not blurry or grainy
- Banner photo should not be left blank

Headline

zoë hart 🗣️ 📢 - 1st
 Here to make your sales team more efficient | Not an Expert | Demand Gen @ Spekit 🗣️
 Talks about #sales, #mentalhealth, #brandbuilding, #salesenablement, and #careerdevelopment

- Should answer: Who are you?
Who do you help?
- Can be clever
- Make it clear

About & Experience

- Tell me a story
- This is about YOU, not your company
- Leverage the "Experience" section as a sizzle reel for the impact you've driven in the role

Community Manager

Jan 2022 - Oct 2022 - 10 mos
 Denver Metropolitan Area

- generated first ever community influenced pipeline (30+ meetings in 60 days) to help the team hit pipeline goals in Q1
- grew social media (LinkedIn & IG) presence by 50% in first 90 days
- successfully executed series B social blitz and PR announcement first week on the job
- manage customer advocacy campaigns and initiatives
- grew social media following by 105% in 5 months
- increased G2 reviews by 30% in Q2 (took on 2 new leader badges as a result)
- Building our Marketing Advisory Council



**Earn the conversations in private
from the conversations you
have in public**



Earn the conversations in private from the conversations you have in public



Sending connection
requests

Commenting on
other people's posts

Sending connection requests

Connection Requests

Why

- Send a message without spending an email credit
- Get notified about new content

Who

How

Connection Requests

Why

- Send a message without spending an email credit
- Get notified about new content

Who

- Peers
- Prospects
- Potential Mentors

How

Connection Requests

Prospects

50%

Peers & potential mentors

50%



Connection Requests

Why

- Send a message without spending an email credit
- Get notified about new content

Who

- Peers
- Prospects
- Potential Mentors

How

- You have 100 weekly connections. Use them.
- Keep the note short and sweet or leave it out.
- Don't pitch slap

Zoe's A/B testing results

68%

Highly personalized

43%

No note

29%

Templated note

Connection Requests

Why

- Send a message without spending an email credit
- Get notified about new content

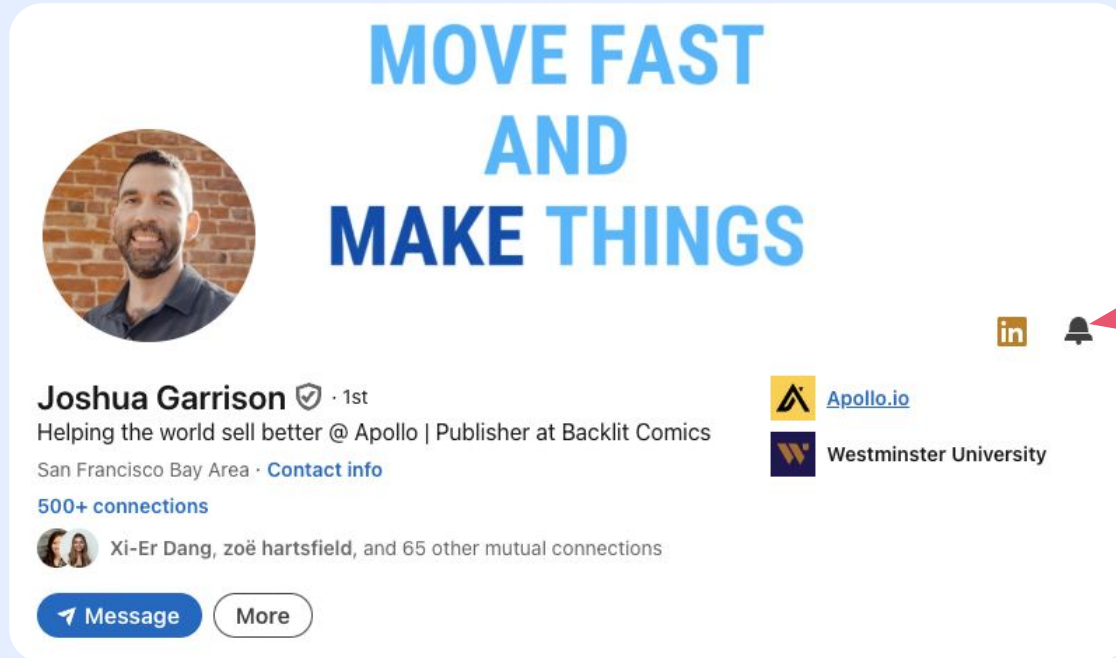
Who

- Peers
- Prospects
- Potential Mentors


How



- You have 100 weekly connections. Use them.
- Keep the note short and sweet or leave it out.
- Don't pitch slap
- Always send a "Thanks for connecting" note
- Don't use InMail

Once connected, ring the bell!







**MOVE FAST
AND
MAKE THINGS**



Joshua Garrison  · 1st
Helping the world sell better @ Apollo | Publisher at Backlit Comics
San Francisco Bay Area · [Contact info](#)
500+ connections
 Xi-Er Dang, zoë hartsfield, and 65 other mutual connections

[Message](#) [More](#)

 [Apollo.io](#)
 Westminster University



Leaving comments


Bad Comments



Comment best practices

- Comments are ranked and ordered by “relevance”.
- They should be no less than 4 words.
- Questions and insights are best. Seek to add value or propel the conversation forward.


Most relevant ▾


 **Kyle John Fenton** (He/Him) · 2nd Principal Automation Solution Engineer 1mo ...

“-Just fricken google it”

No but actually. Critical thinking comes from taking what you know and applying it to what you don't. That's what separates the good from the great more often than not. 👍

Like 🗨️ 7 · Reply 3

 Show previous replies

 **zoë hartsfield** (She/Her) **Author** 1mo ...
influencer marketing + evangelism @ apollo | sales, marketing ...

[Kyle John Fenton](#) default to action


i'm a fan of the “figure-it-out-itude”

Like 🗨️ 1 · Reply

The most effective comments are threads





Most relevant ▾

 **Joe Fontana** (He/Him) · 2nd
Pipeline Whisperer | Obsessed with Account & Audience Based Marke... 24m ...

Exactly
BE
BETTER
If you lead from a place of dishonesty and shady tactics where will you build the foundation for a successful partnership?

Like 🗨️ 3 · Reply 4



 Show 2 more replies

 **Mor Assouline** · 2nd
Founder @ FDTC | AEs and Sales Teams Win More with My Training, E... 15m ...

For the last point, if John Doe said Jackie Smith is the right person, I personally would ask John Doe:


"Would you be open to making an intro or would it be okay if I told her you suggested I reach out?"

Like 🗨️ 1 · Reply 2

 **Samantha McKenna**  **Author** 11m ...
Founder @ #samsales | Sales + LinkedIn + LinkedIn Ghostwritin...

To your first part, **Mor**, totally. Make the ask! Even better, when they tell you they're not the right contact but don't tell you who, still make the ask, acknowledge that you're asking for a favor when they owe you nothing, and offer to protect their name if they're rather not you use it when you reach out to whoever they offer you. ...more

Like · Reply

 **Mor Assouline** · 2nd
Founder @ FDTC | AEs and Sales Teams Win More with My Train... 6m ...

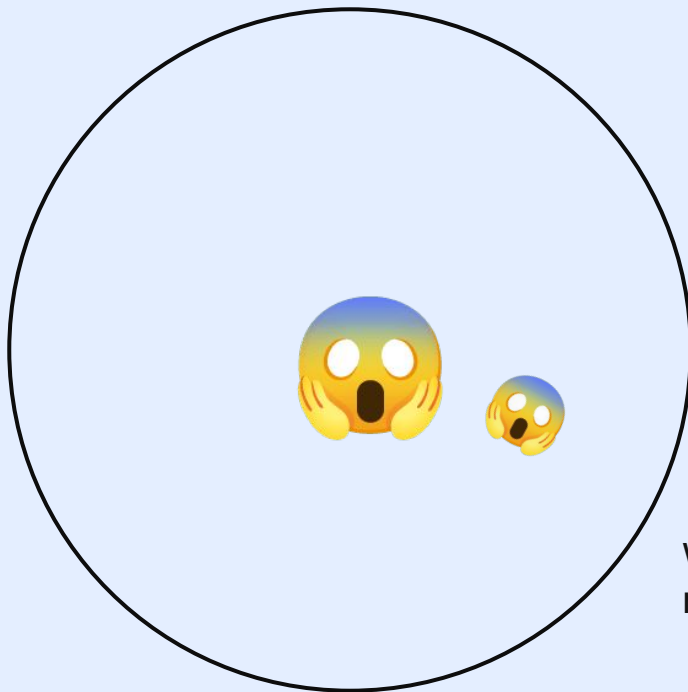
Samantha McKenna I hear you on the semantics side (aka samantics...). The switch to "mentioned" is still well rounded as a better replacement.

On the cold calling side, if you cold called me, my cell would ...more

Posting original content

What if only 2 people like it?

I'm an imposter. What can I share that people will care about?



I'm an imposter. What can I share that people will care about?

What if I look dumb?

What if no one sees my post?

Zoe's Personal Brand Framework

Key Topics

- What do you want to be known for? What things do you want people to think "Oh I would go to Zoe for advice on ..."
- 3-5 Topics

Audience

- Who are you talking to?
- Tip: Prospects, peers, and past versions of yourself are great personas to start with
- 2-3 personas

Tone

- What do we want to sound like? How do you want to make people feel?
- 3-5 words (e.g., Tone 1, Tone 2)

Content Creation Best Practices

You're the expert

- You're the expert in your own experience
- Share experience >>> accomplishments
- Seek to add value

Culture is all the things that PEOPLE bring to the table and the precedent YOU set as a leadership team.

It isn't stuff.

If you're looking for an awesome company culture we've got it.

If you're looking for a kitchen stocked full of snacks - well...

we have that too :)

What does "culture" mean to you? [#work](#) [#culture](#) [#leadership](#)

 Shellene Rains and 3,499 others

289 comments



Like



Comment



Share



Send



348,648 views of your post in the feed

Content Creation Best Practices

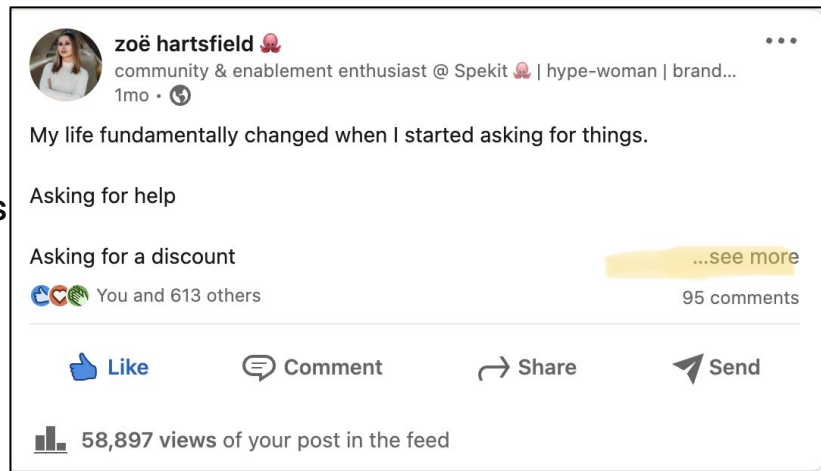
Pick your niche

- Know WHO you are speaking to (Prospects, End users + past versions of yourself)
- Pick topics that you're passionate about
- Pick topics that help your ICP and buying personas (think about the problem your product solves for)

Content Creation Best Practices

Write like you talk

- If you don't sound like it, don't say it
- Speak like you're speaking to yourself 2 years ago
- Be human



Content Creation Best Practices

Quick tips

- Break out long text posts for skimmability
- Use a variety of mediums (text, photo, poll, etc.)
- Stay consistent
- Keep a doc of running ideas

< Notes

March 24, 2022 at 9:13 PM



**In a world where you cs. Be
snuggling**

Be cowxhsvle

What's one thing you wish more people knew
or understood about you but font?

LinkedIn Challenge

**Spend 15 minutes 3x a week
connecting & commenting**

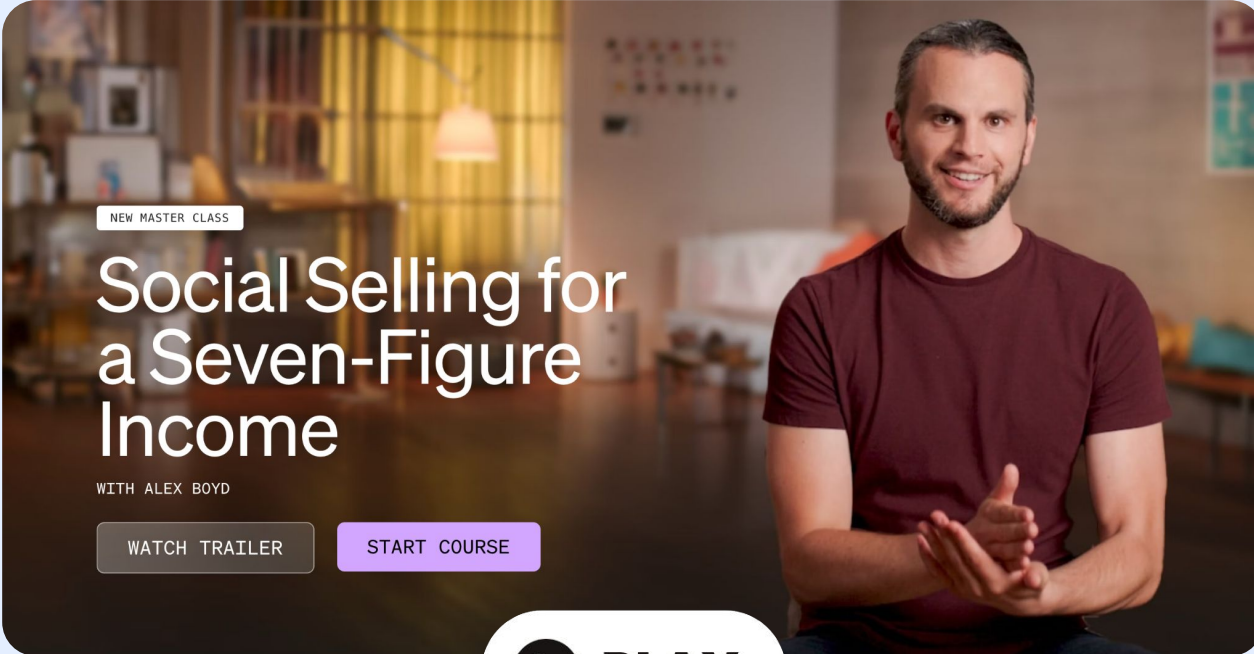
Aim to:

**Max out connections
every week**

**Leave 5 thoughtful
comments per day**

Post once a week

Learn more with our NEW master class



NEW MASTER CLASS

Social Selling for a Seven-Figure Income

WITH ALEX BOYD

WATCH TRAILER

START COURSE

PLAY

The image shows a video player interface for a master class. On the right side of the video frame, a man with a beard and short hair, wearing a maroon t-shirt, is smiling and clapping his hands. The background is a blurred office or home workspace with a desk, a lamp, and bookshelves. The text 'NEW MASTER CLASS' is in a small white box at the top left of the video frame. The main title 'Social Selling for a Seven-Figure Income' is in large white font. Below it, 'WITH ALEX BOYD' is in a smaller white font. At the bottom left of the video frame, there are two buttons: 'WATCH TRAILER' in a grey button and 'START COURSE' in a purple button. At the bottom center of the entire image, there is a large white rounded rectangle containing a black play button icon and the word 'PLAY' in bold black letters.

Let's do it in Apollo!

What we'll cover:

Finding best-fit leads on LinkedIn

Saving them to Apollo

Import LinkedIn connections to Apollo

Enriching contacts

LinkedIn sequence steps

Want to speak to Apollo's Sales Team?

(about a Professional or Custom Plan)

Q&A

Thank you

We'd love to hear your feedback!

Follow us on

