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Webinar

# Mastering Social Selling on LinkedIn

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# 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

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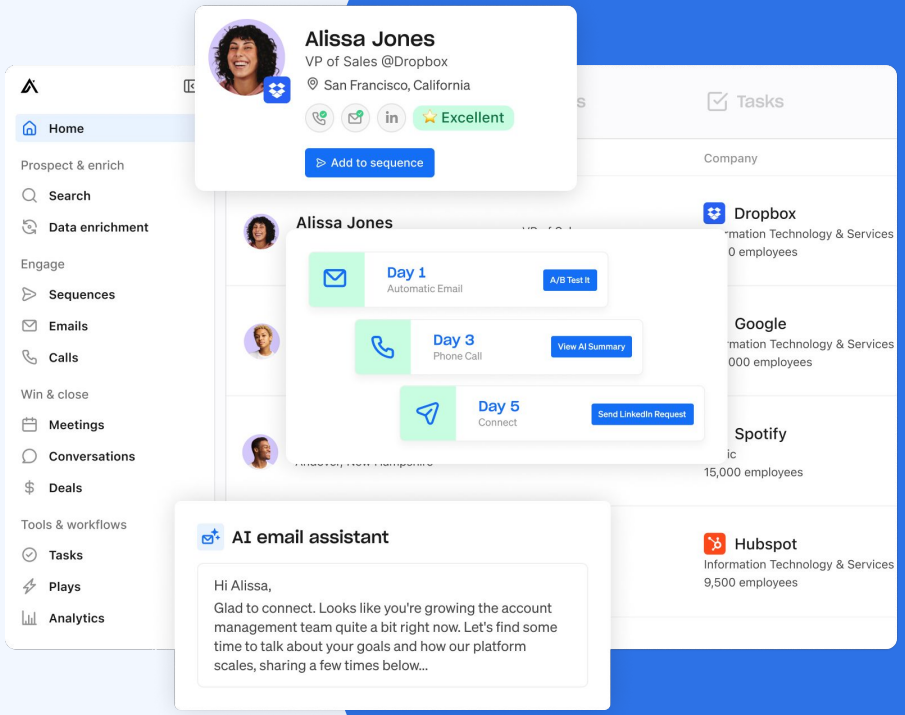
# The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

AUTODESK stripe DocuSign RIPPLING



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# Join our sales community in Slack!

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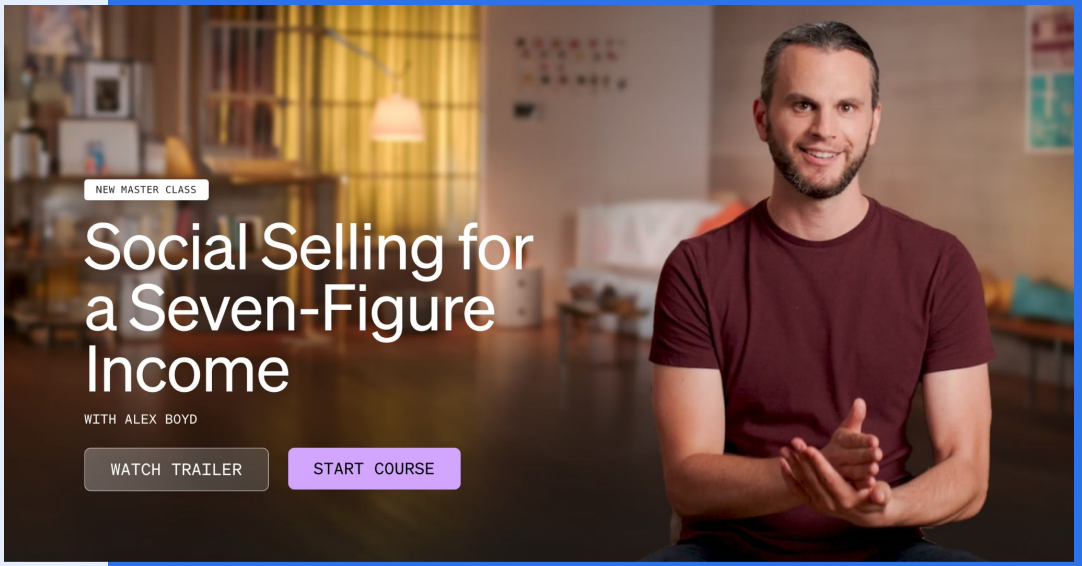
# NEW!
# Master Class




Look in the Docs tab

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## Your hosts

### James O'Sullivan

Apollo Academy Instructor

### Zoe Hartsfield

Community Partnerships & Evangelism @ Apollo

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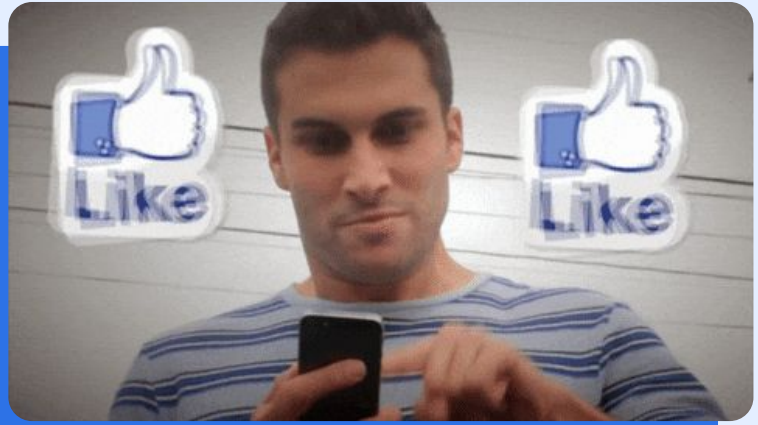
# Why LinkedIn?

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



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# 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

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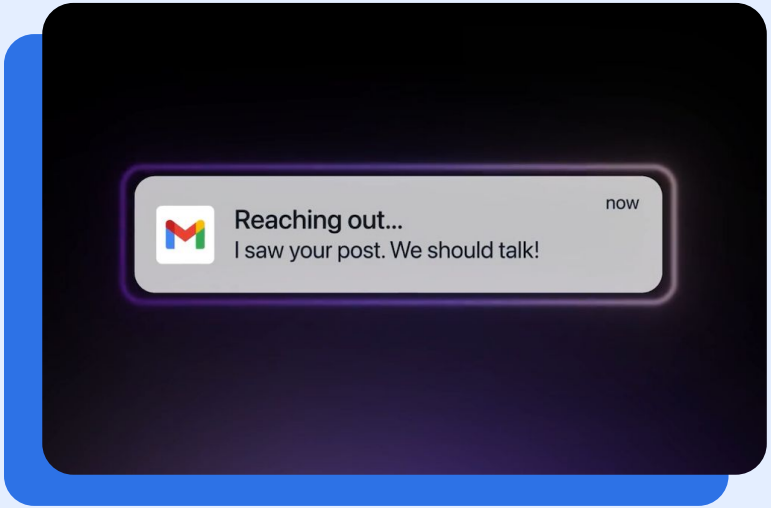
# What is social selling?

## Turning connections into revenue-generating conversations

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



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The best sellers FOLLOW UP + DIVERSIFY their outreach.

**70%**
booked meetings

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

**46%**
booked meetings

**16%**
booked meetings

**Not** using sequences

Sequences with **only** automated email

Top 1% of sellers

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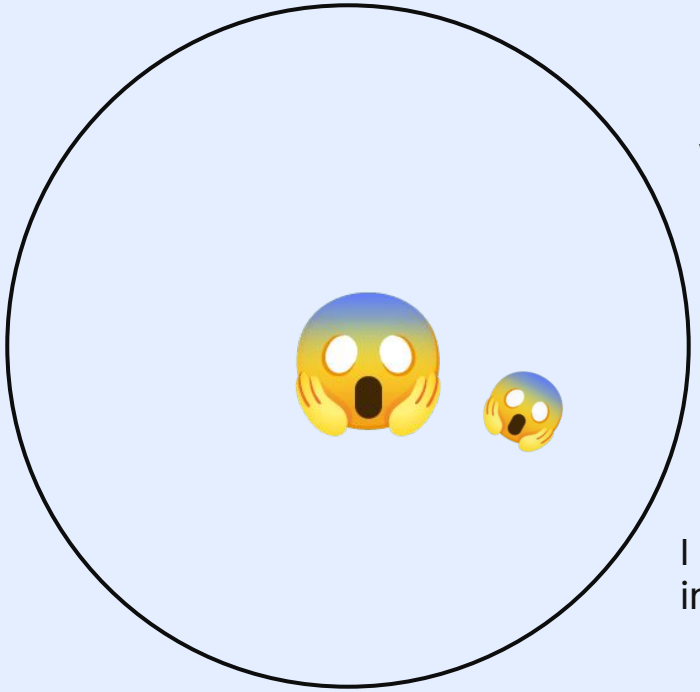
Where do I begin?
What will my connections think?
What if I look dumb?
I'm too early in my career
I don't have anything interesting to share

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# Social Selling 101

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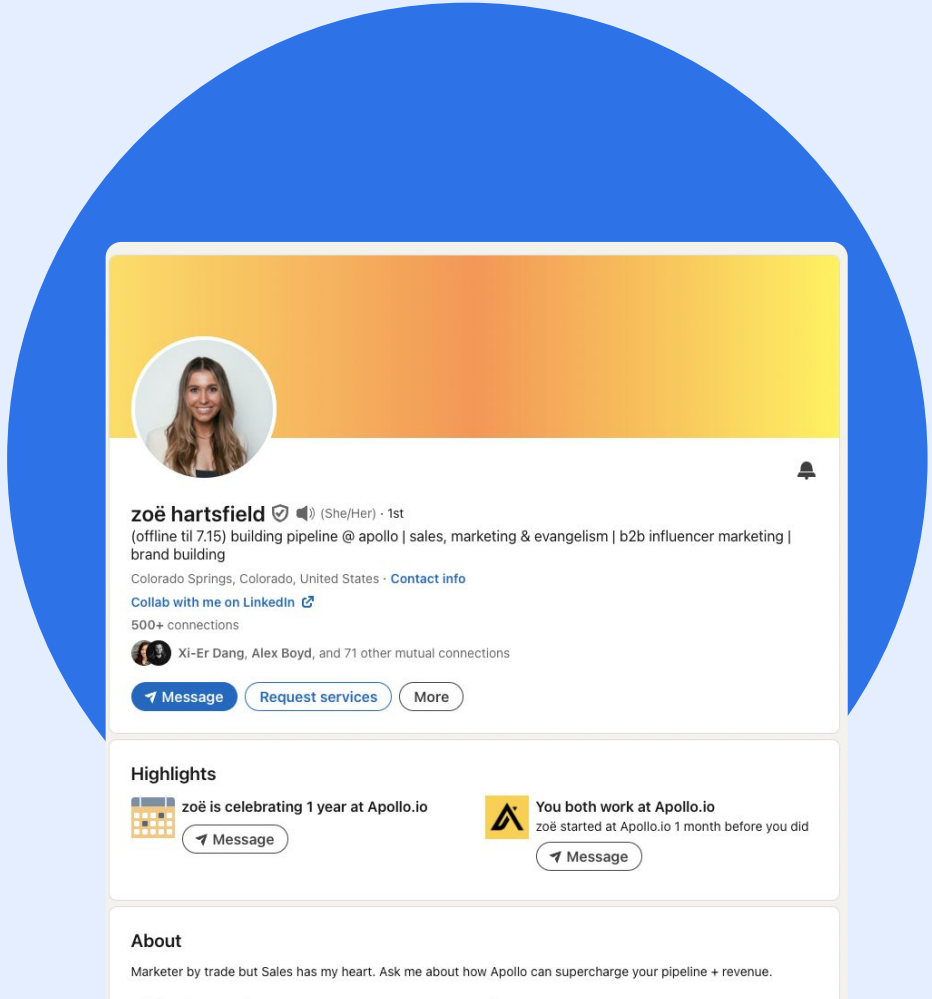
# LinkedIn changed my career trajectory



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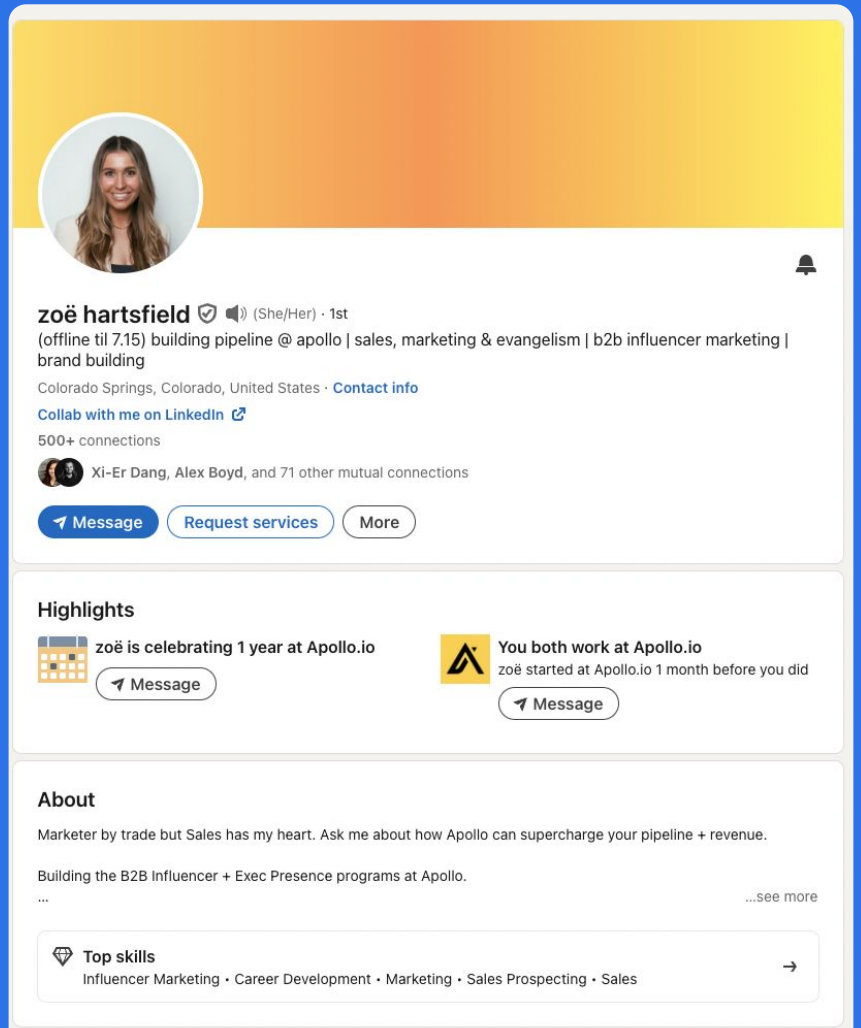
- Easier to book demos
- Speaking opportunities
- Webinars & podcasts
- Employment insurance
- Wider network
- Mentorship
- Build pipeline
- Build personal brand...



# Visibility precedes ability.

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# Cleaning up your LinkedIn profile

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# Zoe's Quick Tips

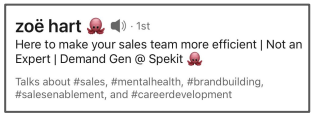
## URL

- 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

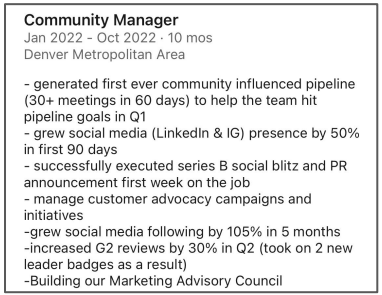
## Headline




- 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



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

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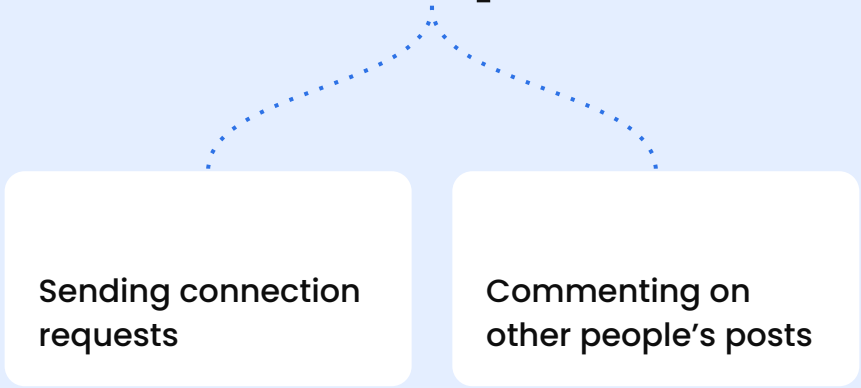

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# Sending connection requests

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# Connection Requests

## Why

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

## Who

## How

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# Connection Requests

## Why

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

## Who

- Peers
- Prospects
- Potential Mentors

## How

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# Connection Requests

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# 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

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# Connection Requests

## Why

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

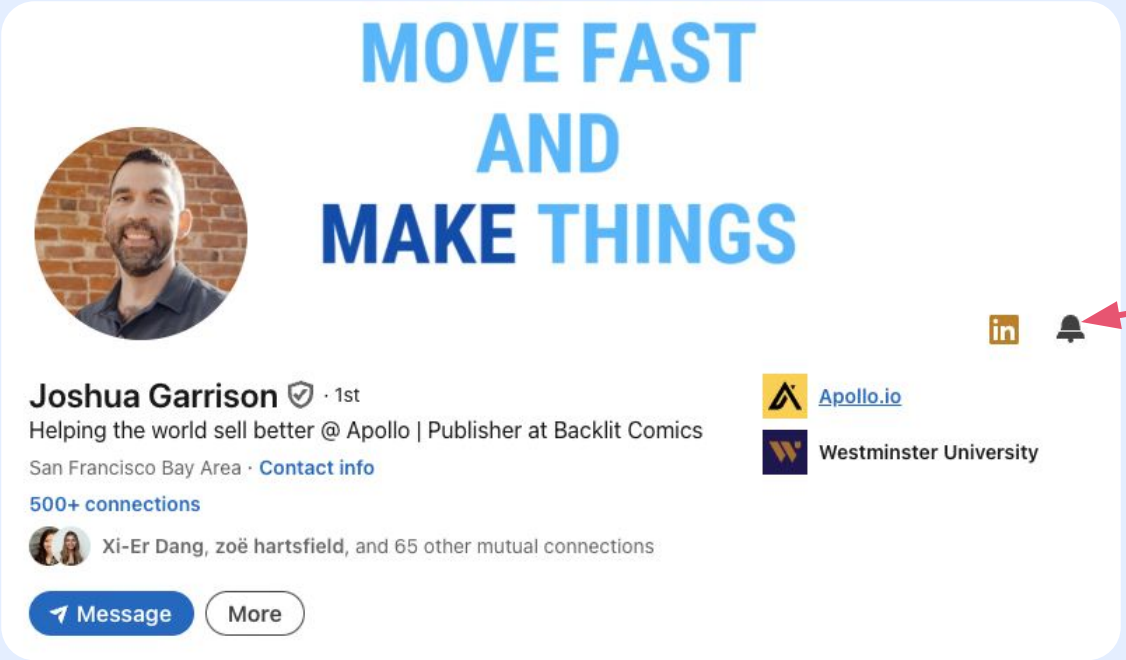
## Who

- 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!



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# Leaving comments

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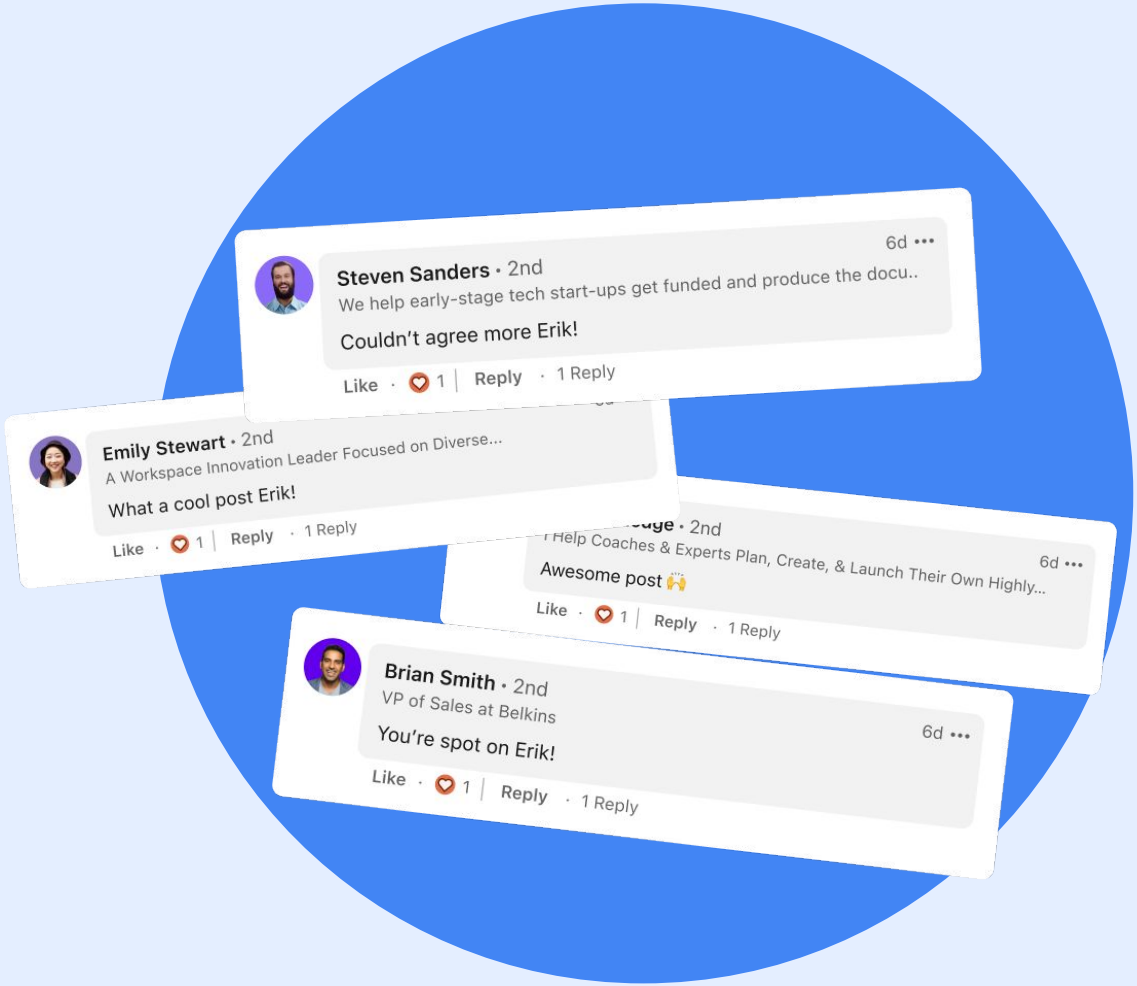
# Bad Comments



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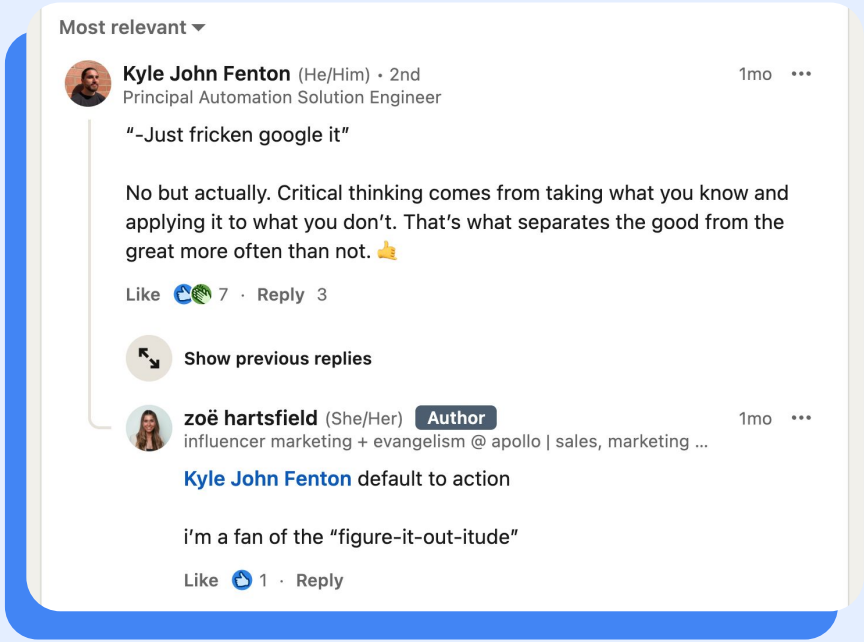
# Comment best practices

- 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.



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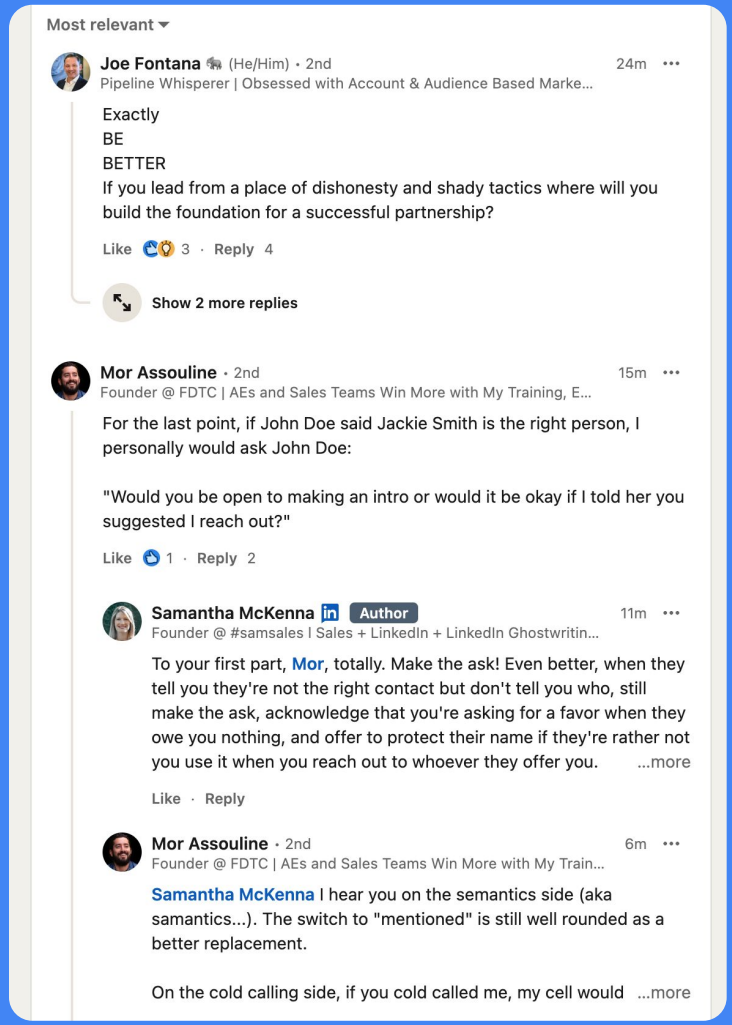
# The most effective comments are threads



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# Posting original content

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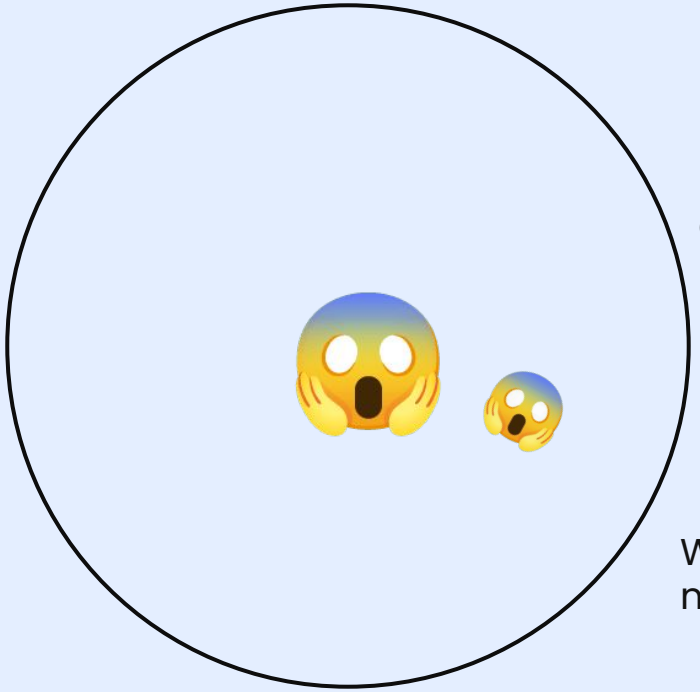
What if only 2 people like it?

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?

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# 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)

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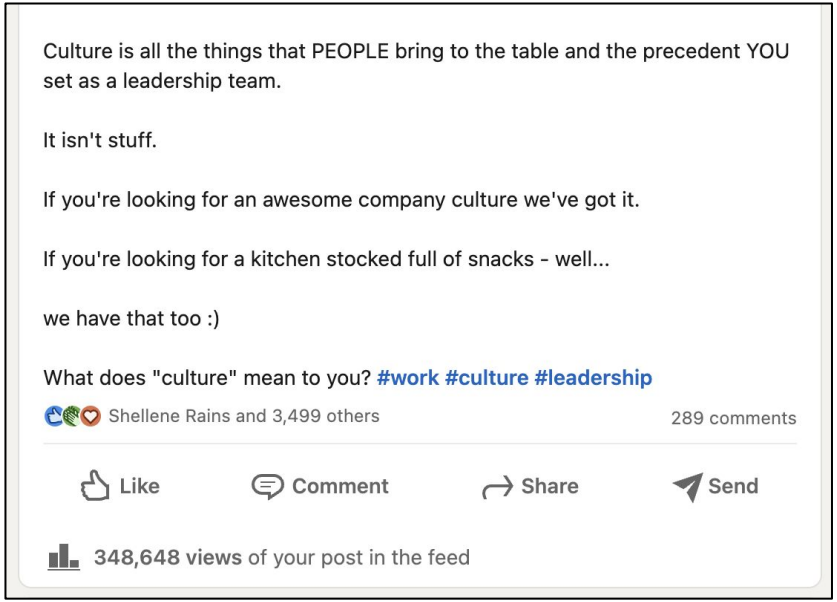
# Content Creation Best Practices

## You’re the expert

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



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# 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)

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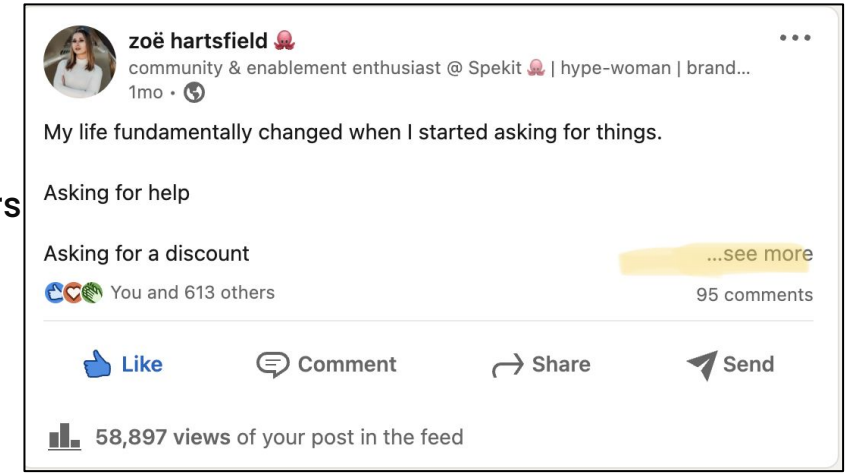
# Content Creation Best Practices

## 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



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# 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

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# 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**

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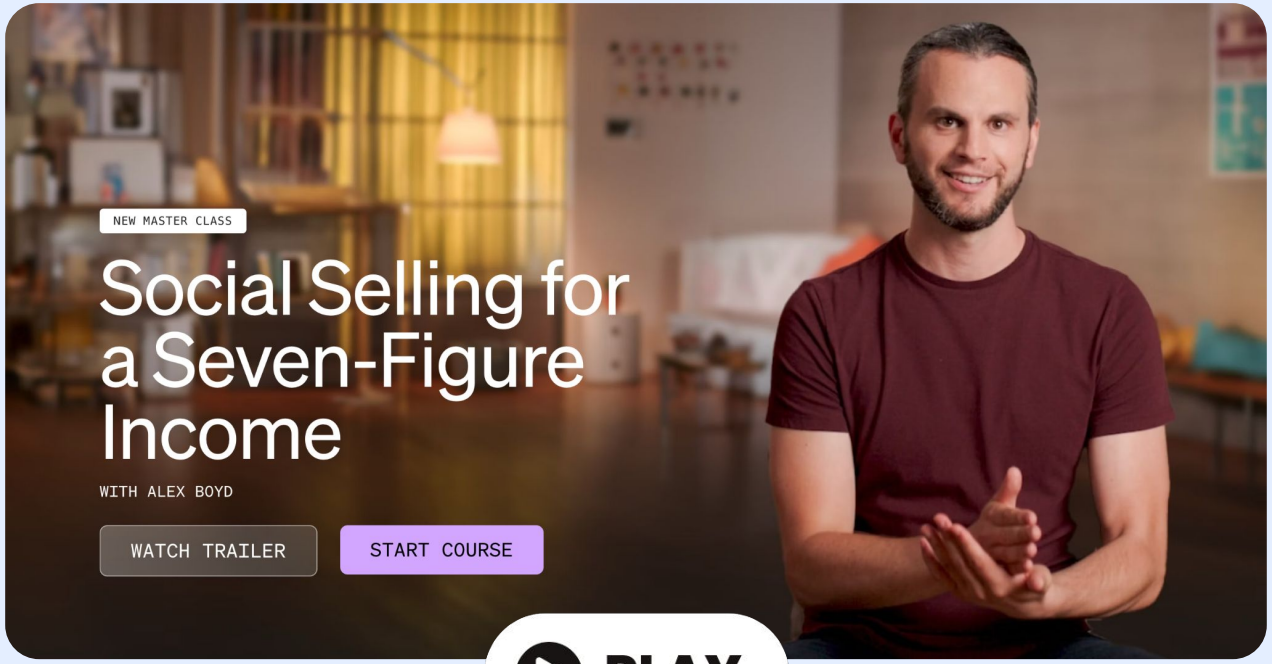
# Learn more with our NEW master class



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# Let’s do it in Apollo!

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# What we'll cover:

Finding best-fit leads on LinkedIn

Saving them to Apollo

Import LinkedIn connections to Apollo

Enriching contacts

LinkedIn sequence steps

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# Want to speak to Apollo's Sales Team?

(about a Professional or Custom Plan)

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# Q&A

# Thank you

We’d love to hear your feedback!

Follow us on