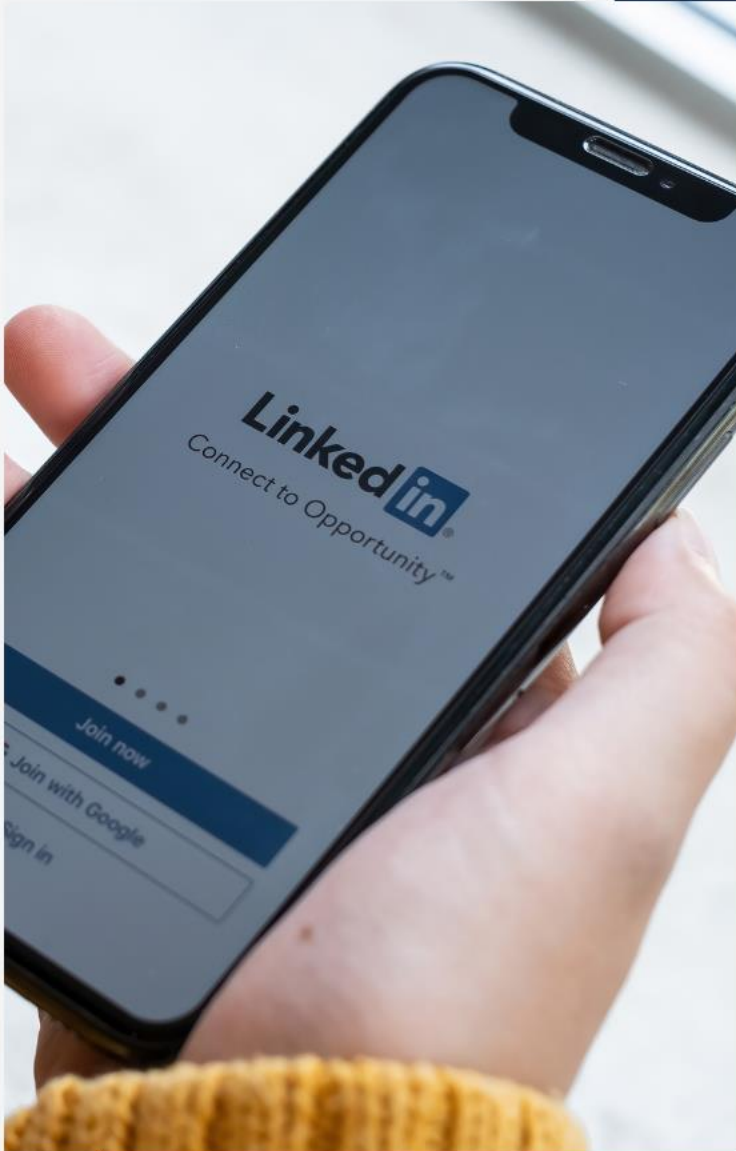


Using LinkedIn to generate leads

Hannah Cooper







Today's session

- Optimising your personal LinkedIn profile
- Tips for using LinkedIn
- Generating leads and networking opportunities



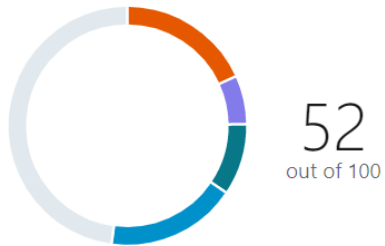
Check your Social Selling Index

Your Social Selling Index

Top Industry SSI rank
12%

Top Network SSI rank
27%

Current Social Selling Index [?]



Four components of your score

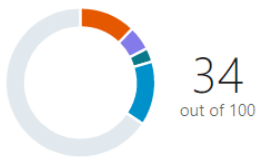
18.26 | Establish your professional brand [?]

6.62 | Find the right people [?]

9.69 | Engage with insights [?]

17.72 | Build relationships [?]

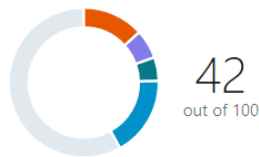
People in your industry



Sales professionals in the Public Relations and Communications Services industry have an average SSI of 34.

You rank in the top 12%
▲ Up 10% since last week

People in your network



People in your network have an average SSI of 42.

You rank in the top 27%

▲ Up 14% since last week

www.linkedin.com/sales/ssi

- Establish your professional brand
- Find the right people
- Engage with insights
- Build relationships



Establish your own professional brand – complete your profile with the customer in mind. Become a thought-leader by publishing meaningful posts.

Find the right people – identify better prospects in less time using efficient search and research tools.

Engage with insights – discover and share conversation-worthy updates to create and grow relationships.

Build relationships – strengthen your network by finding and establishing trust with decision makers.



Optimising your personal profile for new business

A blue bicycle is shown from a low angle, focusing on the frame and wheels. The frame is a vibrant blue and features the white 'LinkedIn' logo. The wheels are silver with black tires. The background is a light-colored paved surface. The image is partially obscured by a white diagonal shape on the left and a dark blue diagonal shape on the right.

LinkedIn





Writing your about section

- Digital elevator pitch
 - What you do
 - Who your audience is
 - How you can help them
- 3-5 sentences
- 57 words / 350 characters (including spaces) for preview
- About vs. Experience sections





Head of sales

Significant managerial experience in account management, sales, business development, and project management roles. Commercially aware with proven track record of exceeding targets within a wide range of sectors. Proactive approach to problem-solving with the confidence to make and act of decisions. Enjoy challenges and thrive under pressure. Able to motivate others to successfully reach goals and achieve more than expected. Natural ability to relate to people and articulate technical information.



Business development manager

Accomplished B2B and B2C Sales & Marketing

professional with broad experience across multiple industry sectors including print & production, database marketing, laboratory testing equipment, bespoke joinery, landscaping and boat sales.

Passionate about building relationships and delivering solutions. A capable and resourceful project manager, motivated to achieve and exceed targets.



Project manager

I specialise in collaborative public sector tendering. With expertise in contract development, and end-to-end bid management for winning proposals.

Identifying gaps in contract delivery and applying lessons learned on successive contracts by working with wider teams on delivering the improved value.

With strong focus on social value and sustainability, transform the projects into valuable opportunity to meet social and environmental obligations of our clients in public sector landscape.



What you do
Who is your audience
How you can help them



Specification manager



I currently work for COMPANY X as a Specification Manager, providing technical information and design advice to a variety of professionals across the East Anglia region.

I support architects, landscape architects, engineers and government agencies throughout various stages of the construction process.

Some key projects I've been fortunate enough to be involved with recently include the new Institute for Cancer Research HQ and the Sterling Prize Winning Goldsmith Street.

What you do
Who is your audience
How you can help them



Writing your about section

- Experience in the industry
- Results you can help to achieve
- *With seven years' experience supporting housebuilders in the specification of sustainable materials, I've worked on several notable projects including X and Y.*
- *My seven years' experience within the housebuilding industry has helped me to...*
- New to the industry? Any relevant experience / transferable skills



Writing your experience section

- Show not tell:

I am a good communicator > Working with multiple stakeholders to help them develop project messaging

- Use action words:

Responsible for, Leading teams, Developing plans for...

- Use the correct tense – supported / supporting
- How can what you did then, benefit your customers now?
- It's all about you
- Link your job to the company



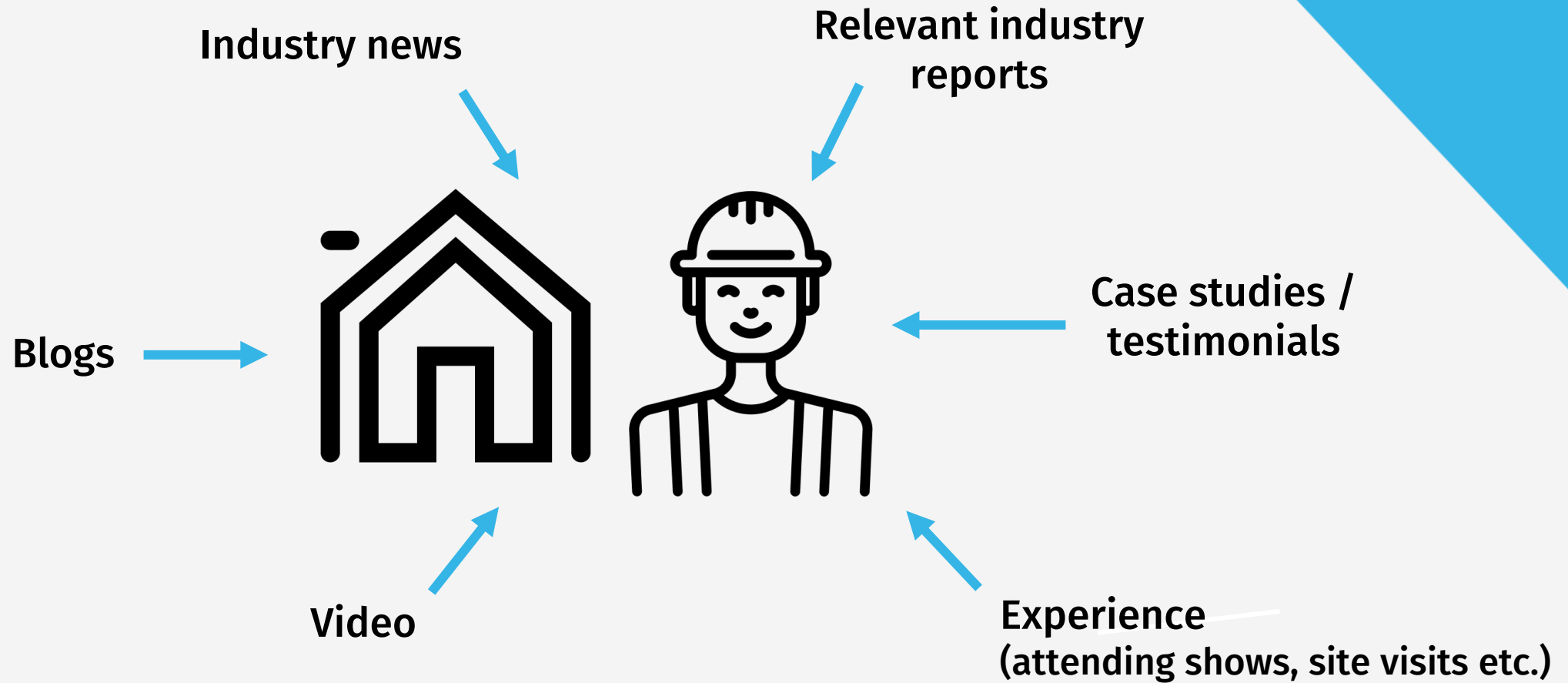
Tips for using LinkedIn

A blue bicycle with a white 'LinkedIn' logo on the frame. The logo consists of the word 'LinkedIn' in a white sans-serif font, with the 'in' part enclosed in a white square. The bicycle is parked on a paved surface, and the background is a light blue sky. The image is partially obscured by a white diagonal shape on the left and a dark blue diagonal shape on the right.

LinkedIn



What should I post?



For B2B buyers, the most important aspects of supplier selection are knowledge of the buyer's business (80%) and industry (78%)



Top tips...

Maximise dwell time: use at least 8 lines of text and think about the format of the post.

Polls (450%+)

PDFs (250%+)

Multiple images (150%+)

Every click on an arrow to proceed to the next slide or image is considered as a positive signal to the algorithm

Only tag people you think will engage (need minimum of 40-50%)

3 - 5 #hashtags per post

Don't post multiple pieces of content within 24 hours

Getting employees to comment on a company post (rather than share) will have 8x more impact

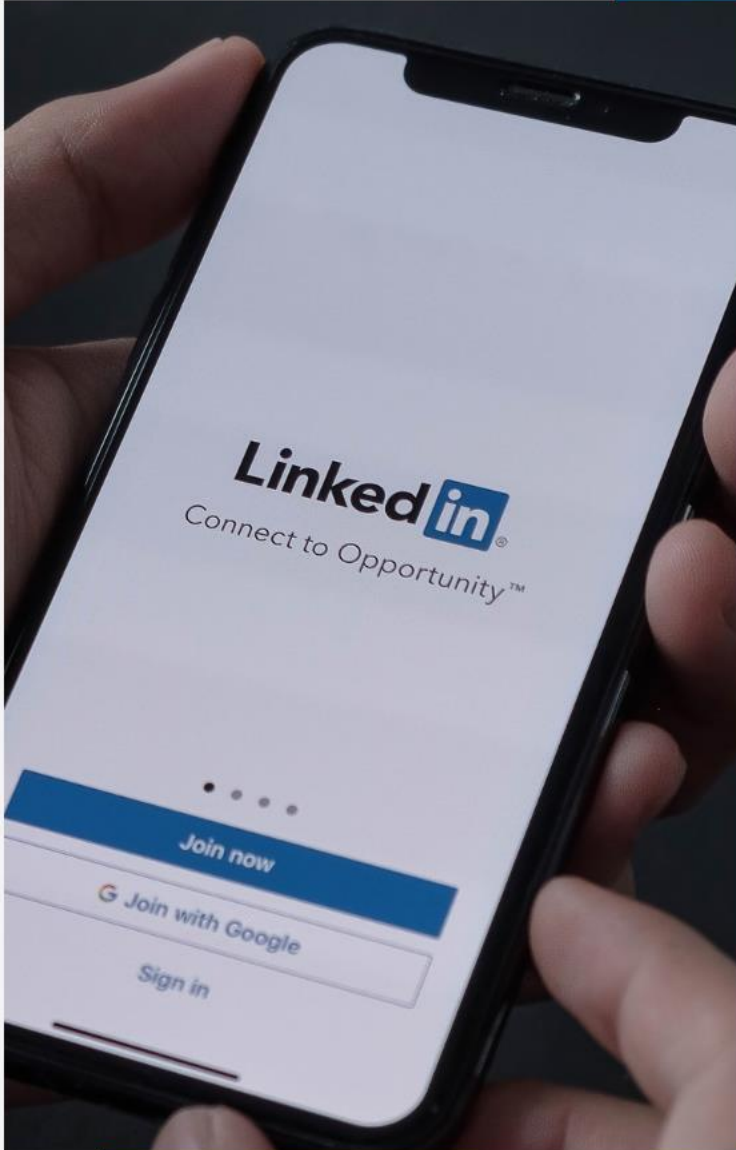
Focus on getting engagement within the first three hours

Any engagement after 24 hours does not substantially increase views

**Generating
leads and
networking
opportunities**

A blue bicycle is shown from a low angle, focusing on the frame and wheels. The frame is a vibrant blue and features the LinkedIn logo in white. The logo consists of the word "Linked" in a sans-serif font, followed by a white square containing the letters "in" in a smaller font. The bicycle is parked on a paved surface, and the background is slightly blurred. The image is overlaid with a white diagonal shape on the left and a dark blue diagonal shape on the right, creating a modern, geometric design.

LinkedIn



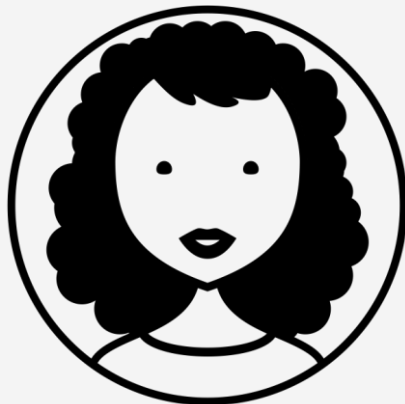
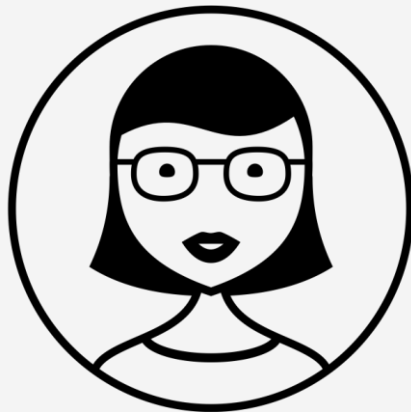
Searching for leads

Researching the leads

Engaging with the leads

Contacting the leads

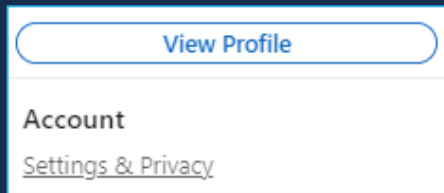
Who is your target audience?



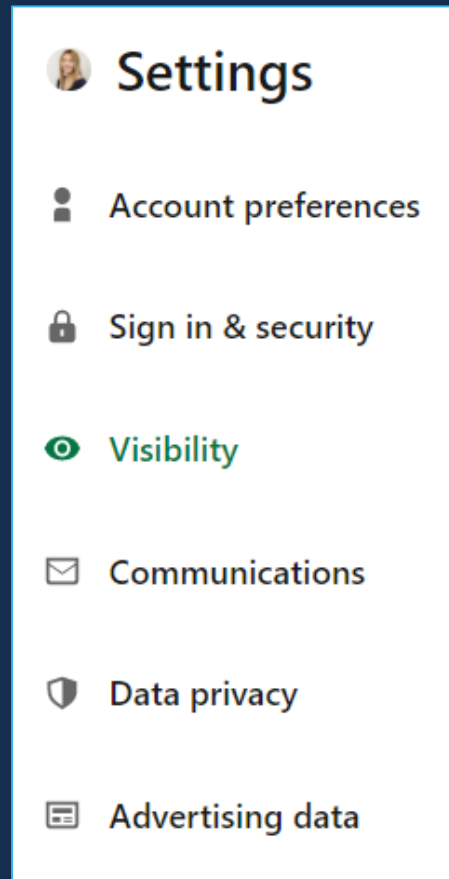
Step one: searching for leads

First - turn your profile private...

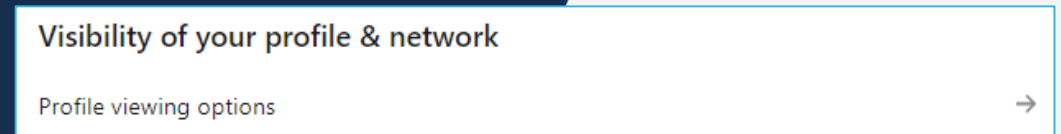
1



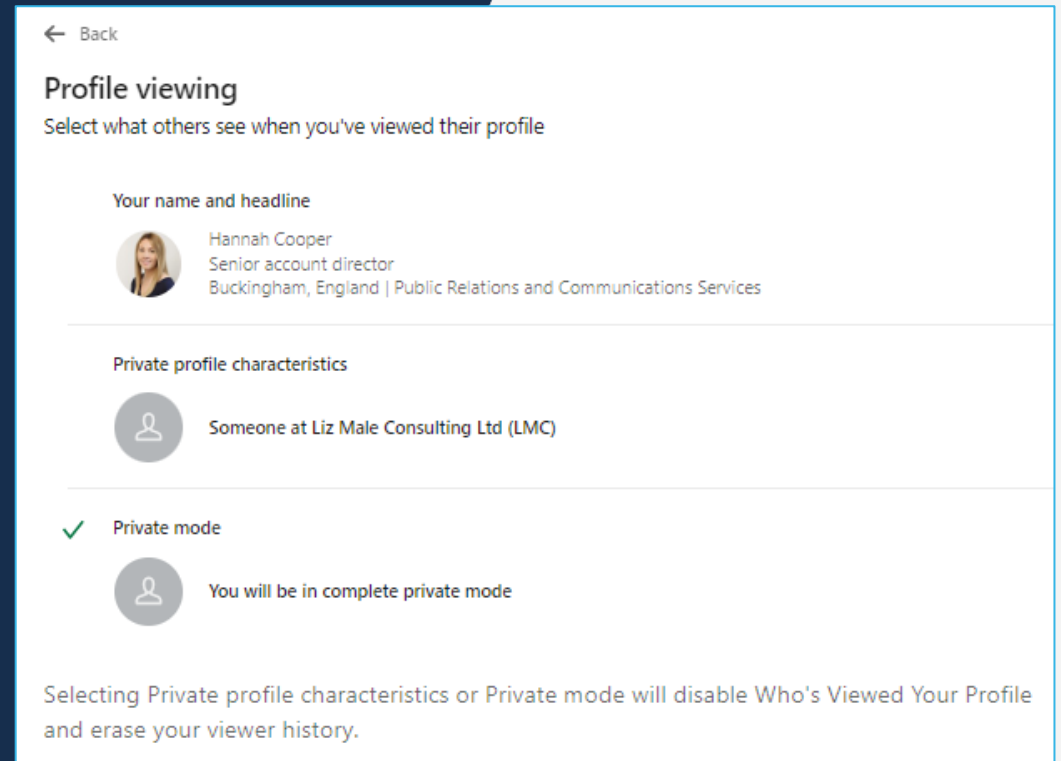
2




3




4



Using the search function




[People](#) [Posts](#) [Jobs](#) [Companies](#) [Groups](#) [Schools](#) [Events](#) [Courses](#) [Services](#) | [All filters](#)











Using the search function

People ▾ | United Kingdom 1 ▾ | Connections ▾ | Current company ▾ | All filters Reset

 **Sophie Callaghan** • 2nd
Buyer | Roseland Furniture
United Kingdom
Current: **Buyer** at Roseland Furniture [Connect](#)

 **Samara King** • 2nd 
Buyer at Ralph Lauren
London
 Ryan Blair is a mutual connection [Connect](#)

 **Chloe MacFadyen** • 2nd
Buyer - Sainsbury's Argos
Milton Keynes
Current: **Buyer** at Sainsbury's Argos
 Jamie Stimpson, Alexander Proudlock, and 1 other mutual connection [Connect](#)

 **Elicia Hicks** • 2nd
Buyer at My 1st Years
United Kingdom
Past: Junior **Buyer** at My 1st Years [Connect](#)

Filter by:

- Connections
- Industry



Industry

Industry

- | | |
|---|--|
| <input type="checkbox"/> Government Administration | <input type="checkbox"/> Housing and Community Development |
| <input checked="" type="checkbox"/> Residential Building Construction | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Professional Services |
| <input checked="" type="checkbox"/> Construction | <input type="checkbox"/> Advertising Services |

Add an industry

People ▾

United Kingdom 1 ▾

Residential Building Construction 1 ▾

61 results



Mark

3rd+

Senior Buyer at Bellway Homes
Crawley

Current: Senior Commodity Buyer at Bellway Homes



Enya

3rd+

Buyer at Taylor Wimpey Bristol
Greater Bristol Area, United Kingdom

Current: Buyer at Taylor Wimpey plc



Sarah

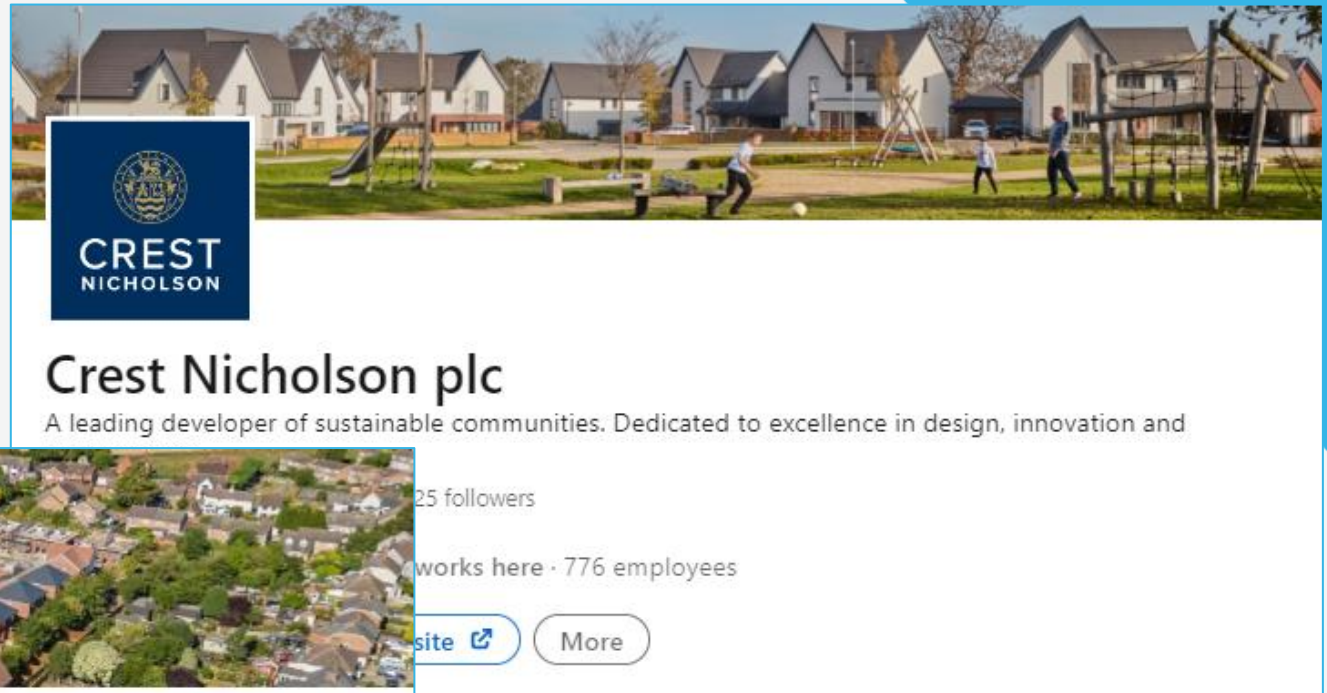
3rd+


Buyer at BDW
Skipton

Current: Buyer at Barratt David Wilson Homes



Using company pages

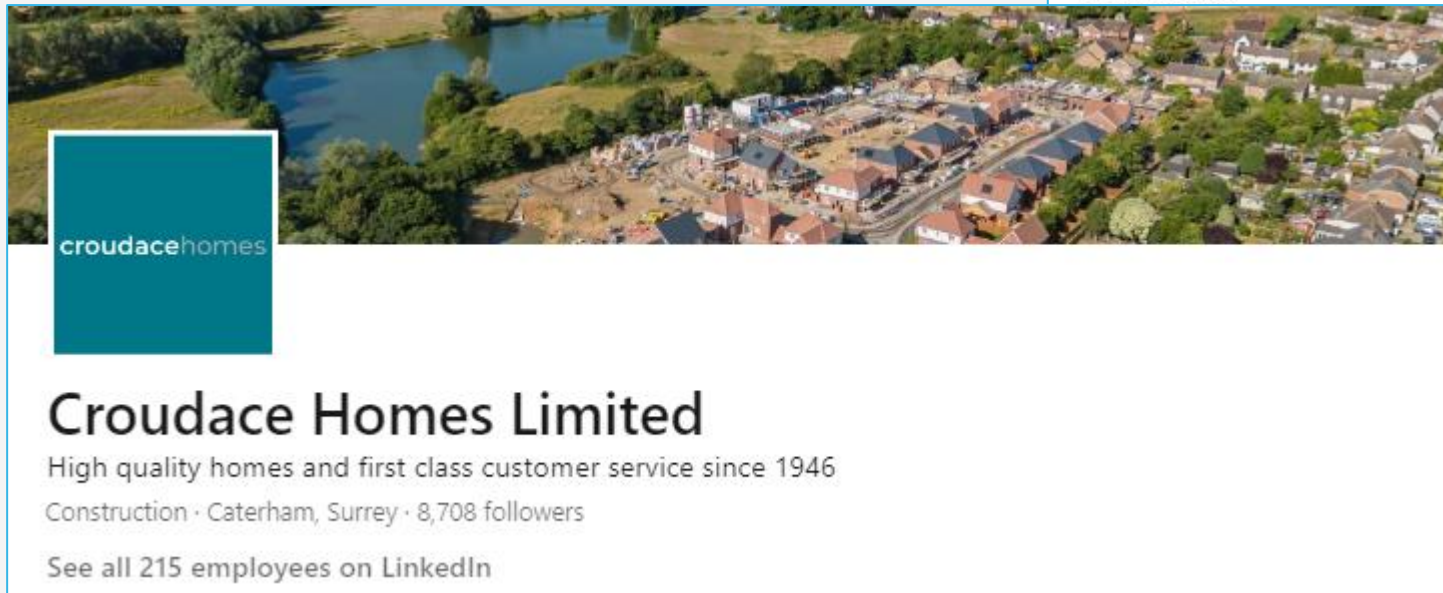



**Crest Nicholson plc**
A leading developer of sustainable communities. Dedicated to excellence in design, innovation and

25 followers

works here · 776 employees

[site](#) [More](#)






**Croudace Homes Limited**
High quality homes and first class customer service since 1946
Construction · Caterham, Surrey · 8,708 followers

[See all 215 employees on LinkedIn](#)



People | Croudace Homes Limited 1 | Connections | Locations | All filters | Reset

217 results

-  **Fraser Campbell** • 2nd
MRTPI | Senior Strategic Land Promoter at Croudace Homes (South Thames)
Nine Elms
Jamie Stimpson is a mutual connection
-  **ian saward** • 2nd
Manager at Croudace Homes Limited
Chelmsford
Dawn McKee is a mutual connection
-  **Ed Barton** • 2nd
Senior Land Negotiator, Croudace Homes Limited
London
Keith Osborne is a mutual connection

2 results




-  **Rob Cole** • 2nd
Senior Buyer at Croudace Homes Ltd
Caterham
Opal Pooley and Tom Noel-Hiles are mutual connections
-  **Annie Ewin** • 2nd
Buyer at Croudace Homes Limited
Caterham
Keith Osborne and Tom Noel-Hiles are mutual connections





Step two: researching the leads

Activity
693 followers

Jennifer Mee commented on a post • 1w
Would recommend Katie!! Ryan is fab 😊 Katie Cumming x

   205 257 comments

Jennifer Mee commented on a post • 1w
He's gorgeous Kim!!! Good luck! X

  117 15 comments

[Show all activity →](#)

[All activity](#) [Articles](#) [Posts](#) [Documents](#)

[All activity](#) [Articles](#) [Posts](#) [Documents](#)



Interests



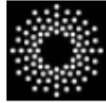
BBC News

7,924,908 followers



Blueprint Club

210 members



London Metropolitan University

150,559 followers



University of West London

70,192 followers



Westminster City Council

16,042 followers



Aston University

89,372 followers

See all

← Interests

Top Voices

Companies

Schools

← Interests

Companies

Newsletters

← Interests

Top Voices

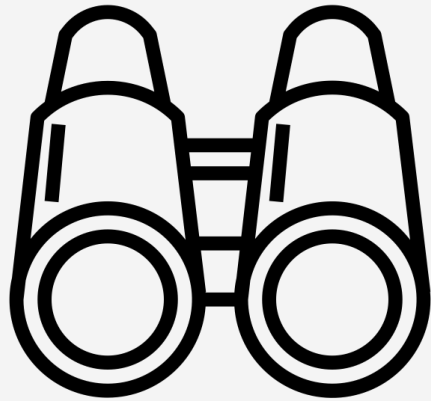
Companies

Groups

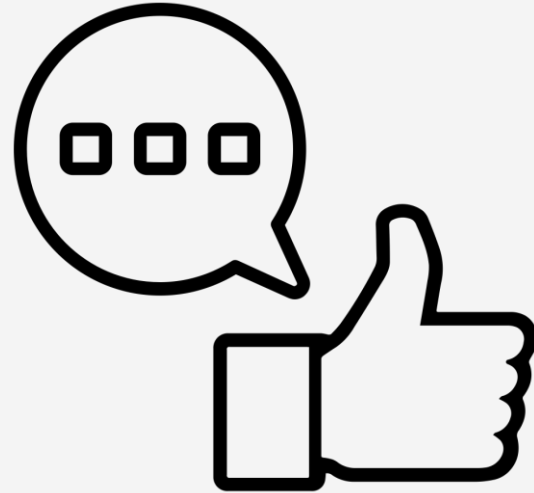
Newsletters



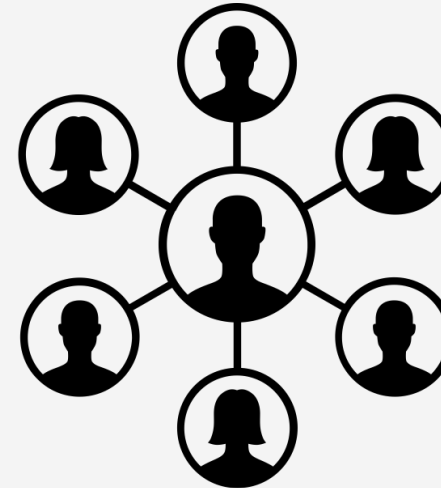
Step three: engaging with leads



Observe



Engage



Connect



Credit: CITB

Creating opportunities to engage

Follow the media (local news and trade)

Follow the company page

Follow hashtags

Join LinkedIn groups



Engagement

- Like posts
- Comment on posts / reply to comments
 - Ask insightful questions
 - Share experiences
 - Give feedback
- Share relevant posts and resources with them on messenger
- Tag them in posts/comments

I hope you don't mind me getting in touch - I saw that you'd commented on Joe's post and I thought that you might also be interested in this report on...

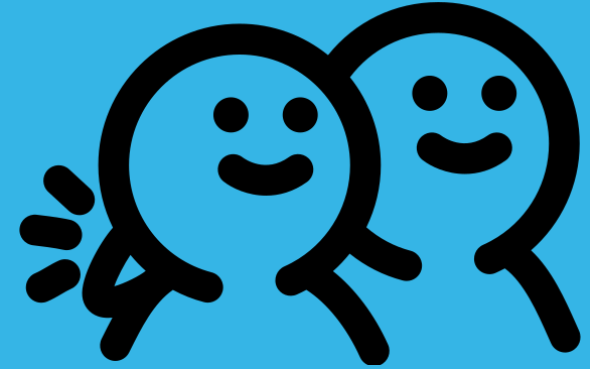
That's a really interesting point - I'd read something similar in Housing Today that could be of interest to you...

That sounds like a really interesting project - is there any more information on this anywhere?



Step four: connecting

- Have been engaging with their content
- Have a mutual connection
- Don't know them at all



**1st degree = you're
already connected**

**2nd degree = you have a
mutual connection**

**3rd degree = you don't
have any connection**



You have been engaging

- You've interacted via a LinkedIn post or Group
 - *After our brief conversation on John's post, I thought I'd reach out as we have similar interests...*
 - *I was really interested in your point about... on Lily's post last week and noticed you often post about.... It would be great to connect and share further insights on this...*
- You met in the real world
 - *This may seem like a random request, but we actually met very briefly at EVENT...*



Mutual connection

- Sales reps who were introduced by a mutual connection left a favourable impression with **87% of buyers** surveyed by LinkedIn.
- Ask your mutual connection to make an introduction, just like you would in 'real' life.



You don't know them

If you have no mutual connection:

- What do you have in common?
- Why are you reaching out?



Connecting: don't know them

- *I saw you commented on Rebecca's post and thought your point about... was really interesting. It would be great to...*
- *I saw your post on the group and wondered if you'd mind having further discussion on this? I'm really keen to learn more on...*
- *I really enjoyed your webinar on... it would be great to connect so I can follow your updates on this...*
- *I hope you don't mind me getting in touch - I saw you'd posted about... and wondered if this is an area of interest to you? Don't worry, this isn't a sales pitch - I just wanted to reach out to see if you'd like any more information on...*
- *I saw you'd asked for a recommendation on... I'd love to discuss this further if you have time for a quick call?*





Recap

Search

Research

Engage

Connect





Hannah@lizmale.co.uk

