

10

HACKS TO BECOME A LINKEDIN ROCKSTAR



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If you're time poor like most busy professionals, attending networking events often goes to the back of the list. Fortunately you can make connections and grow your business network thanks to LinkedIn, the world's most effective B2B social platform.

LinkedIn is a powerful tool for connecting with like-minded professionals - but more importantly it's a dynamic marketing platform for reaching out to and engaging prospects.

With more than 430 million users, LinkedIn can be a powerful lead generation tool for sales people. So take note of these 10 hacks for becoming a LinkedIn rockstar and get the most out of your social time...



#1 - Take advantage of your connections' email addresses

Over the years it is likely you have built up a healthy collection of connections many of which may not be in your direct circle of contacts. Interestingly enough many of these contacts can have a positive connection to you and your brand that you can leverage from. The great thing is you can export your LinkedIn connections' email addresses and you can send these people personalised emails outside of the LinkedIn platform.

To export LinkedIn connections you simply click on the 'My Network' icon at the top of your LinkedIn homepage. Click your connections on the left rail, then click 'Manage synced and imported contacts' in the top right. Under 'Advanced actions' click 'export contacts'. Select 'Connections' and click 'request archive' - You will receive an email to your primary email address which will include a link to where you can download your list of connections. Job done - let the prospecting begin.

#2 - Keep Your Profile Up To Date

If you want to help more people to find you and to improve your chances of connecting with relevant potential contacts, it pays to keep your LinkedIn profile up to date.

And if you have specific skillsets that you want people to be aware of, be sure to highlight them in your description and in the content that you post to your LinkedIn profile.

#3 - Hide Your Connections

There is absolutely no point in you showing your connections. It serves more negative than positive value as it provides an opportunity for your competitors to find out who you are doing business with. It is information you're better off keeping to yourself. You can prevent your competitors from doing this by simply hiding your connections. Click on your picture in header bar and select Settings & Privacy. Go to 'Who can see your connections' and click 'Only You'

It also pays to change your viewing settings in 'How others see your LinkedIn activity' / 'Profile viewing options' to 'anonymous' so you can fly under the radar when using LinkedIn to spy on staff or searching for talent.

#4 - Be Responsive

If you follow your LinkedIn feed, you'll be all too aware that LinkedIn provides real time data showing exactly what your connections and potential prospects are up to. Whether they added a post, had a birthday, received a promotion or switched roles - you are in the loop. The great thing is you can use these little windows of opportunity as triggers to strategically engage with your connections. At the very worst, it provides an incentive to engage - at it's best it provides an opportunity to reinforce your connection and start a real conversation that can convert your cold prospect into a hot lead and eventually a sale.

#5 - Video Can Be The Point Of Difference To Set You Apart

How many times have you been to someone's profile and seen video. Everyone's got some copy and a photo. If you want to shine it could pay to add a video to your profile that lets people know what it is about you that sets you apart and makes you the provider of choice in your given industry. It's not the place to put 10 different videos as people searching your profile are generally chasing a quick snippet about you to find out more quickly.

#6 - It Pays To Give & Get Recommendations

Recommendations on your profile are like stripes on your shoulder or badges on your chest. They reflected people have work with you in the past and demonstrate that they got value out of dealing with you. So how do you get recommendations on your profile - it's actually pretty simple. The best way to get recommendations is to give them.

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#7 - Followers & Fans Offer A Wealth Of Opportunity

If you've done some great work for someone or you have a case study that demonstrates how you were able to help their business, it's well worth going to it's company LinkedIn page and check out it's followers. Whilst these are cold leads it's likely the people that are following the company's LinkedIn page have a genuine interest in that business and will understand or recognise the value in the relationship you have with them which can provide that little bit of lubrication to get you in the door and talking with a fresh prospect.

#8 - Use Your Posting Power

LinkedIn can be a powerful platform for posting your original content. You can use content you have created from other areas of your business to post on LinkedIn.

Whether it's an enticing blog post, a juicy article or a powerful white paper posted into your LinkedIn profile, this content ensures you get noticed and with brand consistency.

#9 - Profile Edit Updates Should Be Turned off

People are time poor so it's important to share the good stuff with your connections on LinkedIn. We recommend you turn off your

profile edit updates as there is no point in showing every small incremental content change you make. You are far better off avoiding meaningless information sharing with potential prospects and save it for the content that can make a real difference when showing the value you can really bring and for advancing your brand. No one needs to see the fact that you updated your school info or a prior job role.

Go to Privacy/How others see your LinkedIn activity/Share job changes, education changes, and work anniversaries from profile and change setting to 'no'. (That is of course unless you make a major change of jobs and you want to notify your connections network)

#10 - Laser Focused Targeting

If you not currently using the LinkedIn advertising platform it's definitely worth having a closer look. LinkedIn is the world's biggest business network of active professionals. When you advertise with LinkedIn you have the opportunity to place your content in front of highly targeted audiences. You can segment your targeting to find your ideal prospects right down to the positions they hold in organisations or for that matter target specific businesses, ensuring you attract only the most highly qualified leads. And as you well know, the more targeted your audience - the better your return on investment.



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What Next?

Nice work improving your B2B skills!

Now that you have gained valuable insights and actionable strategies, it's time to take your skills to the next level.

We invite you to view the Masterclass: , "Unlocking B2B Lead Gen and Sales Conversion Secrets", where our specialists share their insights and strategies to help you unlock your B2B lead gen and sales conversion potential.

In this masterclass, we delve into the three key areas of building authority, predictable, high value lead generation and collaborative sales conversion. We share practical tips and strategies to help you hone your sales processes and drive our revenue growth..

To access the masterclass, simply click on the following link:

<https://bdmmedia.com.au/free-masterclass/>

We hope you find this masterclass helpful in taking your B2B sales to the next level. Thank you for choosing our ebook guide and for your commitment to improving your B2B sales processes.

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