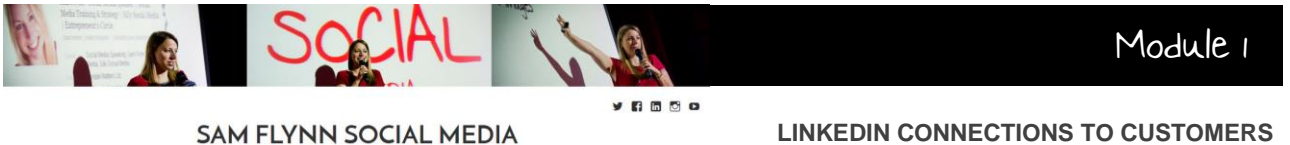


LinkedIn Connections to Customers



This course...

- Isn't about finding people on LinkedIn
- Or about being found
- No groups
- No company pages
- JUST your connections becoming customers



Why?

- Work hard to build connection network
- Then they sit there!
- We all want more business
- So, tap in to your network!



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LINKEDIN CONNECTIONS TO CUSTOMERS

Coming Up...

- Your profile
- Being seen by your connections
- Organising your connections to highlight potential customers
- Contacting your connections via LinkedIn
- Selling to your connections



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LINKEDIN CONNECTIONS TO CUSTOMERS

Your Profile

Next!!!!
UP Module 2



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LINKEDIN CONNECTIONS TO CUSTOMERS

Your Profile

Module 2



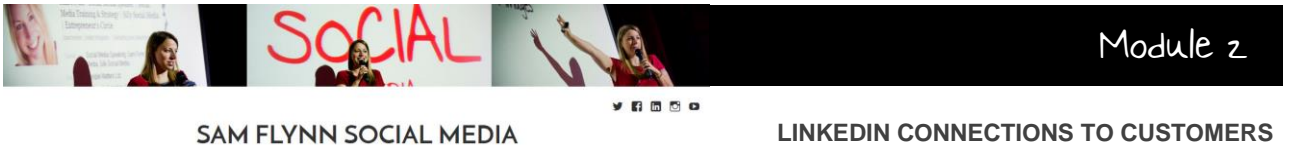
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LINKEDIN CONNECTIONS TO CUSTOMERS

Why is your profile the first step?

- Activity links back to your profile
- Give as much info as possible
- Attract them to want to do business with you
- Should be complete



What are the important parts?

- Profile picture:
 - Headshot
 - Professional
 - Reflect brand
- Headline:
 - Elevator pitch
 - Explain what you do
- Contact info:
 - Make it easy for them



What are the important parts?

- Summary:
 - The business first
 - Then you
 - Highlight how you help customers
 - Testimonials
 - Contact info
- Media:
 - Video
 - PDF
 - Image



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LINKEDIN CONNECTIONS TO CUSTOMERS

What are the important parts?

- Experience:
 - Current
 - Past
- Recommendations
 - Seek from all customers
- Other stuff:
 - Education
 - Awards
 - Associations



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LINKEDIN CONNECTIONS TO CUSTOMERS

Being Seen By Connections

UP Next!!!

Module 3



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LINKEDIN CONNECTIONS TO CUSTOMERS

Being Seen By Connections

Module 3



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LINKEDIN CONNECTIONS TO CUSTOMERS

Status updates

- Post daily update
- Can schedule through Buffer
- Your blog
- Articles and blog posts
- Business updates
- Questions
- Images
- Videos
- Offers
- Lead capture



Comment on status updates...

- Check your feed
- Comment on updates to increase visibility
- Make comment genuine and relevant
- Ask question to encourage conversation



Publish posts

- Articles hosted on LinkedIn
- Get followers beyond connections
- Connections notified
- Show expertise
- Share knowledge
- Post weekly
- Comment on other posts



Organising Your Connections

UP Next!!!

Module 4



Organising Your Connections

Module 4



Tagging connections

- Highlight those who are potential customers
- And top targets
- Tag them!
- Then filter by tags



Contacting Connections

UP Next!!!

Module 5



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LINKEDIN CONNECTIONS TO CUSTOMERS

Contacting Connections

Module 5



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LINKEDIN CONNECTIONS TO CUSTOMERS

LinkedIn messages

- Send messages to people you're connected to
- Don't instantly sell
- Articles of interest
- Knowledge
- Published post updates
- Every few weeks



Selling to
 Connections
 UP Next!!!
 Module 6



Selling To Connections

Module 6



Share offers

- Via messages and updates
- Opportunity to sell
- Give a reason to make first purchase
- They'll thank you if it's relevant



Generate leads

- Status updates and messages
- Free reports and downloads
- Link to web capture
- Add to email marketing system



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LINKEDIN CONNECTIONS TO CUSTOMERS

Organise meetings

- Once you've sent them a few messages
- 'Trying to get to know more of my LinkedIn connections'
- 'Working with other businesses in your industry'
- 'In your area'
- Not all will say yes



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LINKEDIN CONNECTIONS TO CUSTOMERS

Summary
UP Next!!!!



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LINKEDIN CONNECTIONS TO CUSTOMERS

Summary



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LINKEDIN CONNECTIONS TO CUSTOMERS

Summary...

- Get your profile right first
- Post updates
- Publish posts
- Comment on updates and posts of connections
- Tag them
- Send messages of interest
- Lead capture and offers
- Organise meetings



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GOOD
LUCK!!!



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