

11 Ways to Use LinkedIn for Business Development

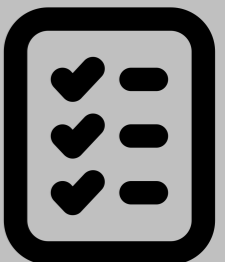
by
Brynne Tillman



1. Convert Your Profile From a Resume to a Resource

Create a Buyer-Centric Profile That Attracts, Teaches and Engages Your Prospects.

- Convert your headline from your job title to your value proposition
- Write your summary in a way that offers insights to your prospects
- Design your job description around how you help your clients not years in business or daily responsibilities
- Add case studies and link publications that can add credibility



2. Drive Traffic to Your Profile

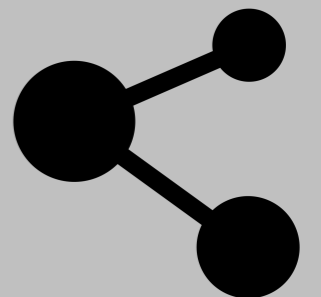
Once you have a buyer-centric profile, it is vital that you get people visiting it.

- Visit profiles of ideal prospects, they will often look back
- Add a link to connect with you on your email signature
- Engage on your prospects LinkedIn activity
- Add your LinkedIn URL to your business card



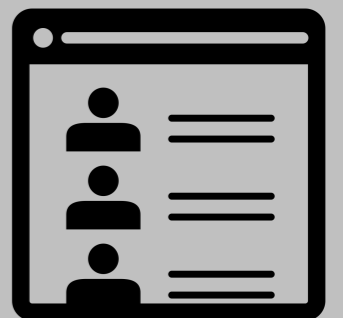
3. Connect with Everyone You Meet and Speak with

If you have a phone conversation, sales meeting or simply meet someone at a networking make sure you follow up with a connection request.



4. Engage on Your Newsfeed

Your connections are sharing content every single day with the purpose of getting engagement. Look through your news feed and like, comment and share on updates from your targeted buyers and stakeholders.



5. Create Search Strings

Finding your buyers on LinkedIn is the core of effective social selling, so be sure to create search strings that help build the right lists. Develop a search string that best matches the criteria of your targeted market. The elements to the search string are:

OR- Marketing OR Sales - This combination will perform an all encompassing search that includes all LinkedIn profiles that has the keywords Marketing or Sales.

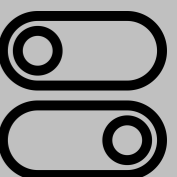
AND - Marketing AND Sales - Is much more limiting as the profile must include both terms marketing and sales.

NOT - Marketing NOT Sales - Will deliver a search of profiles that include the word marketing and not the word sales.

" " - "Vice President Marketing" - Is used when there is more than one word in the title or phrase.

() - Is used to group phrases together. ("Vice President" OR Director) AND (Marketing OR Sales) will bring up a search of all Directors and VPs that are in Sales or Marketing.

Paste this search in the search bar and click on the People tab to see a list of prospects.



6. Send Welcome Messages

When you connect with a new person on LinkedIn, don't ignore them send a welcome message that offers value.

Here is mine:

NAME,

Thanks so much for adding me to your network. I am not sure if you are using LinkedIn for sales, but if you do I would like to share with you 11 Ways to Use LinkedIn for Business Development <http://bit.ly/2mxHNZL>.

I also had a chance to visit your profile and thought it could be mutually beneficial to set up a brief introductory call to explore ways we might be able to work together. If you are open, here is a link to my calendar, ScheduleaCallwithBrynne.com, please pick a time that works best for you.

Good Networking,
Brynne Tillman
215.499.0499



7. Engage on Who's Viewed Your Profile

This is a great opportunity to see who is thinking about you. Don't ignore the people that you'd like to chat with! Reach out with a message to a 1st degree connection or a connection request to someone you aren't connected to yet.

Here is mine:

NAME,

Thanks for visiting my profile, I had a chance to look at yours and thought it might make sense for us to connect.

Brynne

Make sure you send them the welcome message once they connect!



8. Engage with Your Notifications

Much of your network is up to shows up in your notifications. When they engage with your content, have a birthday, change jobs or are mentioned in the news, it will show up here.

Make sure you visit your notifications daily and stay in front of your connections so you stay top of mind.



9. Join and Engage with Groups

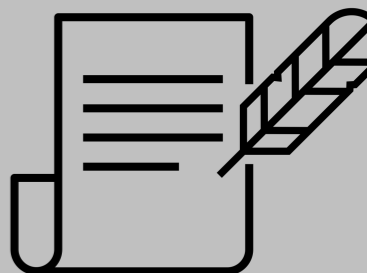
By joining relevant groups, you can join conversations around industry trends and hot topics. Consider asking questions and starting conversations that attract your targeted buyers.



10. Write LinkedIn Blog Posts

Original content helps to build your reputation as a thought leader and subject matter expert. Write about challenges and insights that can help your readers even if they never speak with you. There are many ways to get content ideas including:

- Any time you answer a client question
- Interview blogs with clients and industry experts
- Checklists
- Industry trends
- Book reviews or lists



11. Company Pages

Most professionals connect to their company page on LinkedIn. This allows us to search and filter company pages to find the right decision makers, influencers and stakeholders in a specific account. By using your search string and choosing a specific company in the search filters on the right hand side, you can identify exactly who in a company you want to connect to. You can even see if you have any shared connections that can help you get an warm introduction.



Want to Learn More?

Check out: Amazon Best Seller:

The LinkedIn Sales Playbook:

A Tactical Guide to Social Selling

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