

Strategies for LinkedIn

The main overarching strategies employed by LinkedIn tools can be categorized into the following:

Commenting: Engaging with comments on posts to attract investor attention and demonstrate interest.

Notification Pings: Utilizing notifications for various actions to initiate interaction with investors.

Enhancing Connections: Expanding the network by establishing and strengthening connections.

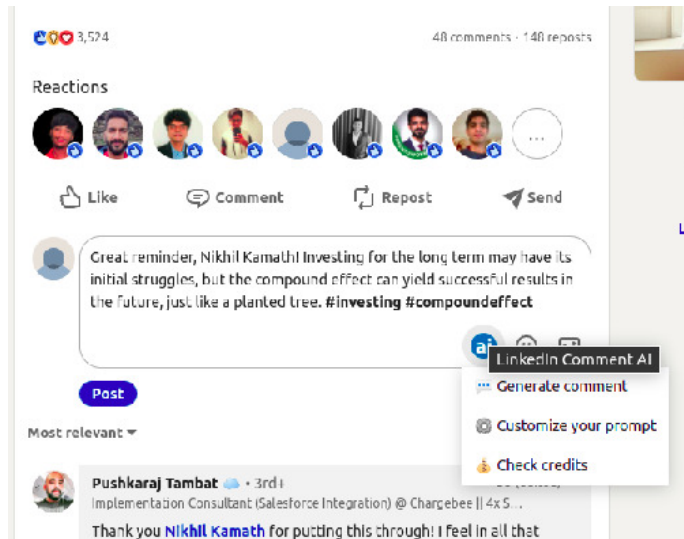
Additionally, LinkedIn offers a range of advanced search and analysis tools that facilitate lead generation and profile discovery. However, since we already possess a list of investors, that aspect may not be relevant.

Commenting:

Commenting on LinkedIn posts, as mentioned in the document, helps attract investor attention and allows for initiating contact while demonstrating interest. While most posts I observed do not have a large number of comments, when they do, the visibility and ranking of comments depend on engagement, relevance, and the connections of the commenter. Additionally, when a comment receives reactions, the original poster is notified as per default settings.

There are several AI tools (most as browser extensions) that automatically create comment content depending on the context.

BrandEngine AI, previously LinkedIn Comment AI.



One can choose from a range of objectives, and other options

[C+](#)

Prompt customization

Prompt template:

Authentic

Default

Compliment & question

Disagree

Authentic

Grab attention

Challenging

Customize

Tone:

Enthusiastic

Length of comment:

☐ Short (10 - 20 words)

☒ Medium (20 - 40 words)

☐ Long (40 - 70 words)

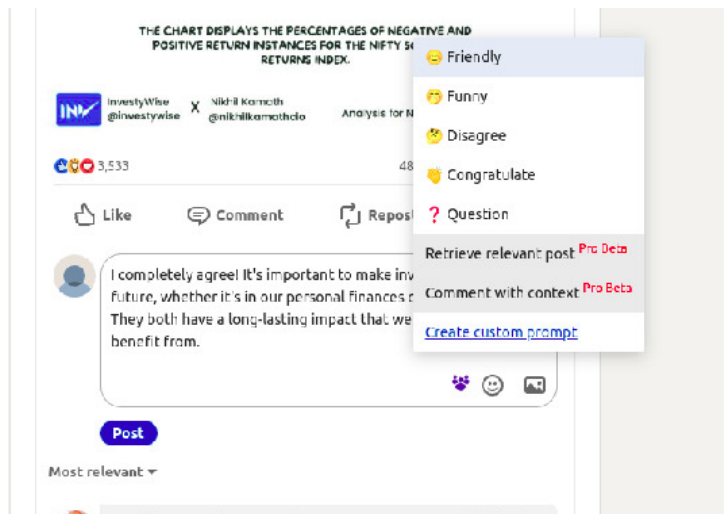
☐ Customize

Monthly Usage: [Subscribe Now](#)

Free Sign Up Comments: 5

Daily Free Comments: 0

A similar tool, Engage AI



Many of these tools use the GPT API and perform similar functions. Some of the previously discussed multi-platform tools can also be used for similar purposes. Many of these tools have automation features.

Notification Pings:

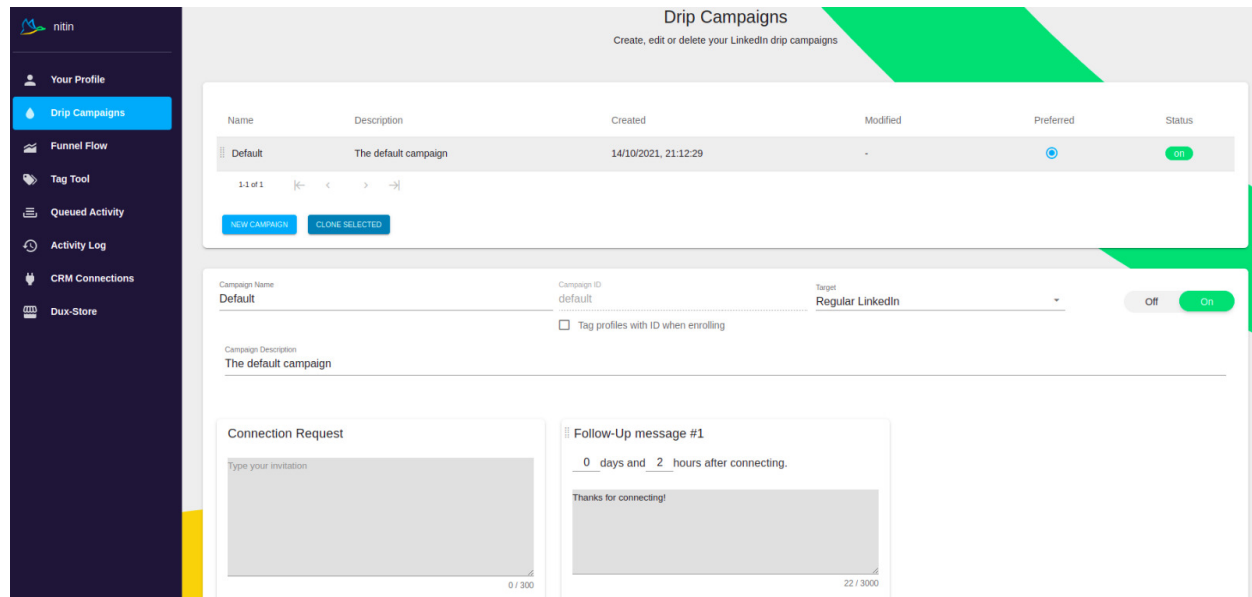
This is a somewhat exhaustive list of when notification pings occur, so could take advantage of these.

when does someone get a notification on linkedin:

- Connection requests
- Messages
- Mentions and comments on posts, articles, and comments
- Profile views
- Job alerts
- Recommendations received
- Skill endorsements received
- Group invitations
- Group activity updates (new discussions, comments, etc.)
- Event invitations and updates
- Company updates (job postings, announcements, articles, etc.)
- News and content recommendations
- Notifications about trending posts or popular content
- Birthday notifications for your connections
- Anniversaries of work milestones for your connections
- Congratulatory messages on work anniversaries, new jobs, or promotions
- Notifications about new followers
- Notifications about someone sharing or resharing your post
- Notifications about someone tagging you in a photo or post
- Recommendations requested by your connections
- Updates on job applications and status changes
- Notifications about LinkedIn Learning course recommendations or completion milestones
- Updates on the performance of your posts or articles (views, likes, comments)
- Notifications about new features, products, or changes on LinkedIn
- Privacy and security notifications (account settings, suspicious activity alerts, etc.)
- Notifications about upcoming webinars, workshops, or virtual events
- Notifications about new connections joining LinkedIn from your email contacts
- Notifications about someone you may know on LinkedIn based on mutual connections or shared interests

Some of these that we can use are automatic profile visits, automatic sharing, tagging, reactions etc.

Dux-soup can perform these automations, it seems relatively more popular and seems to have more extensive online resources too.



Above is Dux-Soup's interface on their free trial.

One of their primary features is the implementation of drip campaigns, which allows you to schedule a sequence of automated actions directed towards a user, like profile viewing and send connection requests.

Enhancing connections:

The visibility of your posts in an investor's feed and the ranking of comments can be influenced by your connection status (whether you are a 1st or 2nd-degree connection) and the presence of mutual connections. Being connected to investors directly or as second-degree connections increases the chances of your posts being seen and your comments being ranked higher.

Automation tools enable the sending of personalized connection requests in bulk. If establishing a direct connection proves challenging, an alternative approach is to aim for second-degree connections. By default, LinkedIn does not allow viewing a profile's connections unless a connection has already been established. However, some online suggestions propose viewing the reactions

or endorsements on a lead's page to gain insights into their connections. But this method would require individual exploration for each investor.

Since there are online tools to download all of someone's connections if you are already connected to them, can then try to connect with more of those people so that you would show up to the targeted investor as having more mutual connections.