

Unlock the Power of LinkedIn:

Your Hands-on Guide to Social Selling



LinkedIn is not just a platform for job seekers and professional networking. It's also a powerful tool for social selling, helping you build relationships, generate leads, and promote your business.

With over 1 billion users worldwide, LinkedIn offers an unparalleled opportunity to reach a highly targeted audience and grow your business.

Whether you're a small business owner, a sales professional, or a marketer, here's a hands-on guide to building your brand, generating leads, and closing more sales through LinkedIn.



The benefits of social selling on LinkedIn



Helps in relationship building by providing opportunities to engage with potential customers and industry peers, establish trust, and credibility, leading to sales opportunities.



Enables lead generation by attracting potential customers through engaging with the target audience, sharing relevant content, and showcasing expertise.



Helps in building brand awareness by providing a highly visible platform to showcase the brand and products or services to a wider audience, increase the brand's visibility, and attract more potential customers to the business.

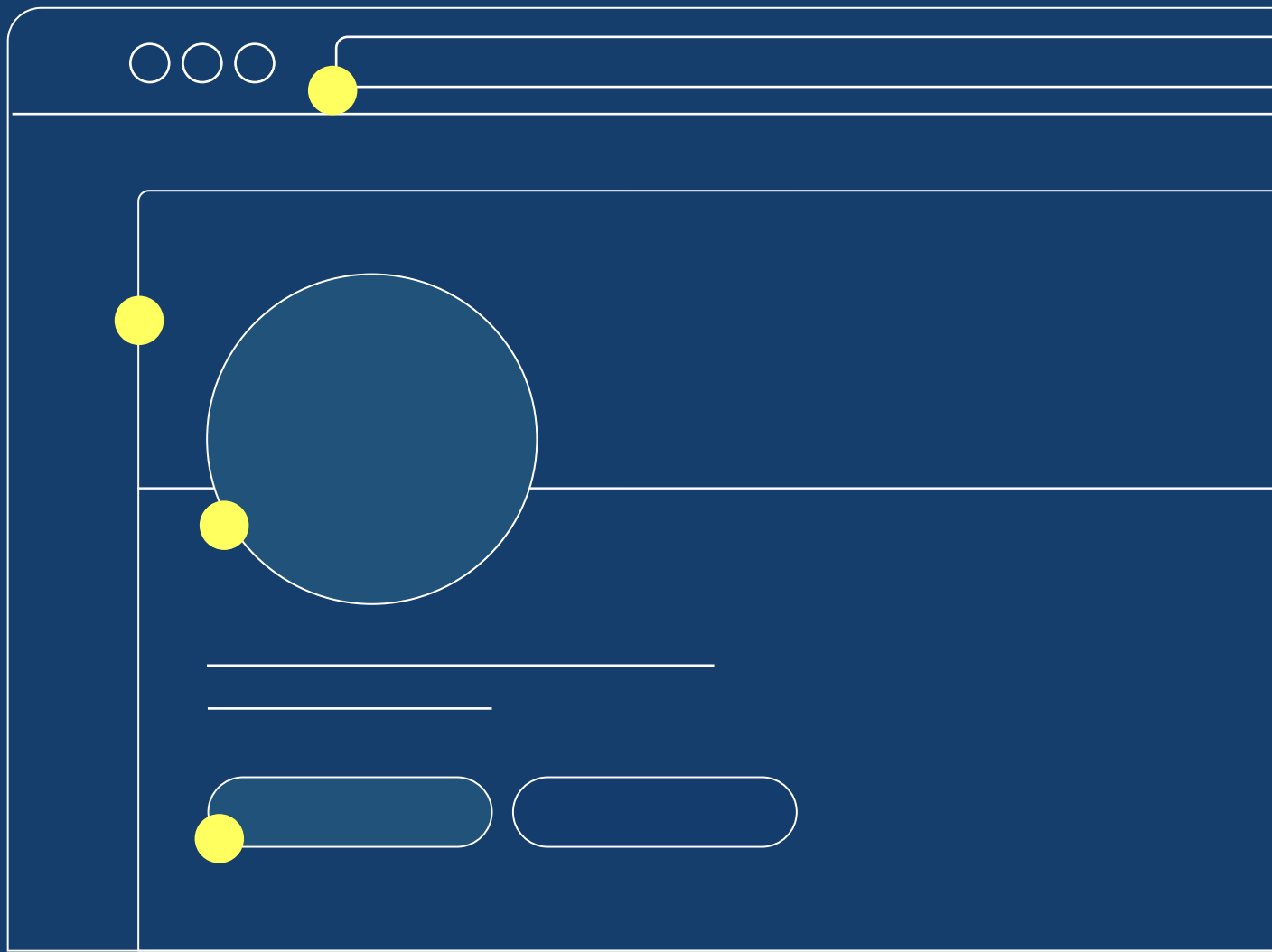


Provides targeted outreach options by allowing users to filter specific industries, job titles, and geographic locations, increasing the chances of converting prospects into customers.



Is cost-effective compared to other advertising methods, as it provides opportunities to reach a highly targeted audience without spending large amounts on advertising and also allows the use of organic methods to grow the presence on the platform.





PART 1

Stand out in a sea of professionals and establish yourself as a credible thought leader

LinkedIn is a powerful tool for building your personal brand as a professional and an expert. Here's a quick 5-step guide to help you establish a solid presence on LinkedIn and lay the foundation for a successful social selling strategy.

1

Optimize your LinkedIn profile

Your LinkedIn profile is your personal brand's digital storefront. To gain credibility on the platform, it's crucial to make your profile look professional and polished. A clear headshot, a captivating headline, and a well-crafted summary can significantly impact your profile visitors.

Having a solid online presence in 2025 is more important than ever. So a good LinkedIn profile is more relevant than your CV if you know how to make it stand out in the vast list of other users. Follow this checklist to be sure your profile will be the one they notice!



Custom Profile URL

The custom URL of your LinkedIn profile creates a more professional image. Also, a long link with additional numbers and incoherent text can be challenging to share and may look unprofessional if you add it to your email signature.



Profile photo

People «meet» you on LinkedIn by your profile picture; therefore, having one is essential, making it as inviting as possible. Here are some things you should consider:



Your face should be seen clearly and positioned in the middle of the picture



The picture should be recent, taken no later than two years ago



Lighter pictures are always better than darker ones



TIP: *If you want to stand out even more, consider a background color that is vivid and easy to notice. A distinct color will help other users recognize you, connecting you with the color you choose.*

☐ **Banner**

Like the profile picture, your banner is one of your profile's most important visual aspects. Not only does it make you stand out – it also tells something about you to the people that are visiting your profile. Here are a few approaches to banners you can consider:



Tell what you do – your role or job title, the project you're working on, or your current endeavor.



Tell people what you are working on now but make it simple! This is the best approach to banners on LinkedIn.



Tell your visitors about yourself: your hobbies, your interests, and maybe even some nature scenery that you find beautiful.



Be the ambassador of the company you work in! By tailoring your banner to showcase your company, you are telling them where you work and increasing brand awareness.

☐ **Header**

The header of the profile is arguably one of the most important elements of your profile. It appears everywhere: in search, suggestions, and the network tab. The most important aspect of tailoring your header is to tell your current position and a few of your interests connected to your professional journey.

☐ **Featured section**

The «featured» section can help you highlight your most important content (articles, posts, videos, etc.), allowing you to tailor what your visitors see about you first, emphasizing important skills and areas of expertise. It also helps with engagement – new people can revisit your content that was posted before more easily.

The featured section can be used to highlight:



Links of important
content



Your previous
post



Media



Articles



Newsletter



Summary

«Summary» is also known as the «About» or «Bio» sections. This is the place to highlight anything about your career, experience, services or products, hobbies, and so on. Writing it in 1st person is best because you are talking about yourself. Take time to write your summary. You can always edit it later but make sure it stands out.



TIP: *This is a chance to showcase yourself. Add a personal touch and let your visitors know your personality.*



Experience

The «Experience» section can be thought of as a CV. One of the most important things to consider is writing short summaries of your experience in that position. Use bullet points to highlight the main points, experiences, and skills you have learned while working there.



Education

«Education» is a section that portrays which schools you attended. However, try to focus on higher education – high school experience is common and does not indicate your professional journey. Add bullet points to highlight your experience and skills.



Licenses & certifications

Add all licenses or certifications that you have acquired. Consider the issued date and expiration date, and if there is a possibility, show the credential!



Recommendations

Recommendations are your colleague's, supervisor's, or manager's experience working with you. It is important to show that you did well in your previous positions, were a good team player, and that your future employer can trust you with the new job. You can ask to be recommended through your profile, as well as you can recommend another person through their profile.



TIP: *Keep the Skills, Courses, Projects, Languages, Volunteering Experience sections up-to-date as well!*



Share valuable content

Consistently sharing valuable and relevant content with your connections helps establish yourself as a strong leader in your industry.

Sharing industry news, insightful articles, and thought-provoking opinions can position you as a valuable source of information and expertise.



TIP: *Learn how to create compelling, effective copy for the content that will resonate with your audience.*



Engage with your audience

Engaging with your connections by:



commenting or reacting
to their posts



sharing their content



connecting and sending
direct messages

can help expand your network and build meaningful relationships (which we'll talk about in Part 2). Consistently being active on LinkedIn shows that you are invested in growing your professional connections and helping others.

4

Participate in LinkedIn groups

LinkedIn groups provide another excellent opportunity to connect with like-minded professionals and engage in industry-related discussions. They can help you communicate with potential clients, partners, and suppliers or attract new business, get job leads, increase your visibility, expand your network, and showcase your expertise!

5

Leverage audio and live events

You can also broaden your LinkedIn community using the LinkedIn LIVE and AUDIO features.

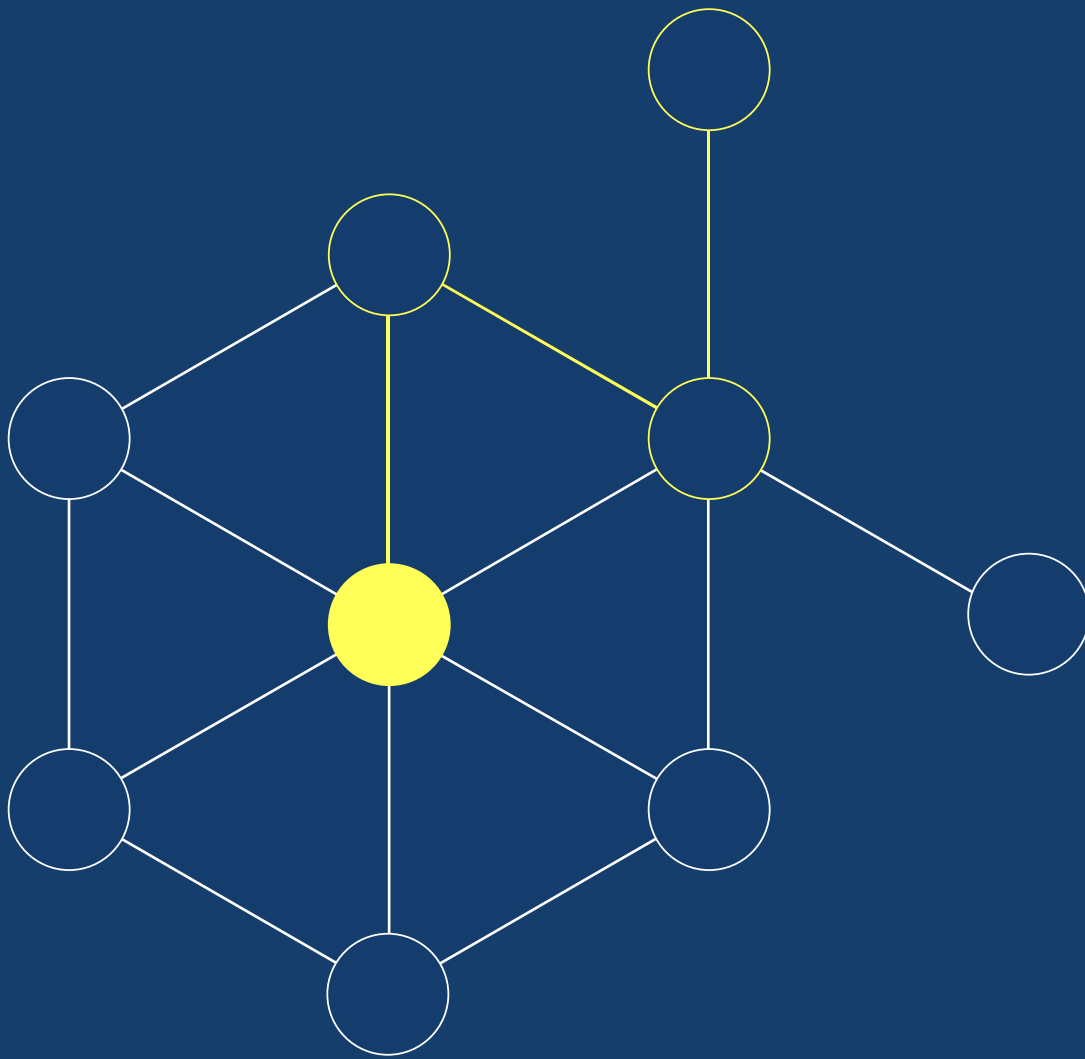
Events allow a way to bring a professional community together to connect, learn, and inspire.

The experience is comparable to real-world conferences or meetings – participants can join an event, listen to the speaker, and chime in if they have relevant thoughts. Of course, there is also a chance to share your field of interest with professionals worldwide!



Many **CEOs and Startup mentors** says that audio events are a great way to boost your company's visibility and provide more diverse content for your audience:

“Audio events are a new beneficial community-building tool that doesn't require much preparation. Sitting back, relaxing, and talking about various business and LinkedIn topics. Isn't that amazing?”



PART 2

Connect with your audience and generate sales opportunities

Now that you've optimized your profile and built some audience around your personal brand through valuable content and consistent engagement, you can proceed with the selling part of your social selling strategy.



Selling on LinkedIn – best practices



Connect, don't sell – pitch-slapping right after your connection request is accepted is a big NO.



Give value first – whether it's in your posts or outreach, offer something before you ask for something.



Know your targeting – the spray-and-pray approach simply doesn't work anymore, especially on LinkedIn.



Mind platform limits – LinkedIn has certain rules which you have to play by to avoid the penalties.



Keep it personal – treat your prospects as individuals, not just a record in your CRM.



Mix up the touchpoints – to make a real impact, connect with the prospects outside of LinkedIn as well.

How to find and segment your audience for outreach?

The first step of our LinkedIn prospecting process is to identify your ideal customer profile (ICP) and document its key attributes like firmographic, demographic, technographic data, etc.

Once you have a clear understanding of your ICP, you can use the info to tailor your search accordingly and create targeted audience segments using the following common tactics.

1 Leverage your network

The most obvious place to start looking for warm leads is your own connections, your company's followers, or even your company's executives' network. Those are people who know you or your product and will be most likely to respond.

2 Use LinkedIn Sales Navigator

Use the data about your ICP as search criteria on Sales Navigator. This can be anything from geography and industry to title and years of experience in the role. You can also apply different combinations of filters to segment your audience and target separate groups of potential buyers.

3 Tap into relevant audiences

Use the data about your ICP as search criteria on Sales Navigator. This can be anything from geography and industry to title and years of experience in the role. You can also apply different combinations of filters to segment your audience and target separate groups of potential buyers.

4 Explore niche communities

There are also groups dedicated to practically any topic, role, or industry that offer a highly relevant audience gathered around a specific topic or interest. And the best part is that you can access the full list of members to build targeted outreach lists.

What are the different types of touchpoints you can use?

The common types of touchpoints used in LinkedIn outreach:

- 1 **Profile view** – the default initial step to create awareness and a good ice-breaker (when used with email outreach).
- 2 **Connection request** – the best next step to engage a prospect, just make sure to attach a personalized note.
- 3 **Content interactions** (like/comment/share) – the perfect conversation starter and a must-have for building a connection and awareness with the audience.
- 4 **Sponsored/InMail message** – use it in case the prospect doesn't accept your request or you don't want to wait for that (and have spare money to burn).
- 5 **Direct message** – the main goal of any social selling/outreach campaign. This is where you can actually get to business.
- 6 **Skills endorsement** – the kind of touchpoint that is guaranteed to draw the prospect's attention! Just don't overuse it.
- 7 **Voice notes** – a creative twist on the good old LinkedIn messaging to stand out from the crowd.

Bonus : 5 message templates for LinkedIn



Connection request (outbound)

Hi [FirstName], I'm making an effort to expand my network of [Job Title] in [Industry], would you be open to connecting?

Connection request (inbound – trial nurturing)

Hi [FirstName], excited to connect with you regarding your free trial with [Product]. I've sent you an intro email but I wanted to say hi and connect here just in case.

New role (ICP-based)

Hey [FirstName], congrats on your new job as [Role] at [Company]! That said, are you planning to focus on [Problem/Task] in your first 90 days in the role? I might have a few interesting thoughts to share with you. If this makes sense, let's chat!

Referral request

Hi [FirstName], I'm looking to connect with the person in charge of [Role/Task] at [Company]. Are you the right person to talk to about that or maybe you could point me in the right direction? Thanks in advance!

Mutual interest (influencer or group)

Hey [FirstName], we both follow [Influencer/GroupName] so I figured it makes sense to connect. Curious how you handle [Problem/Task] at [Company]? Happy to chat and share a few ideas with you!

✳ **TIP:** Sending an empty connection request (even without the default text) is often considered a pro move. Use this tactic at your discretion.

How (and whether) to automate your activity on LinkedIn?

There's a lot of speculation when it comes to LinkedIn automation. Some say that it's a sure way to get your account blocked. Others have been successfully using various tools for years without any consequences.

Technically speaking, any form of automation falls into the don'ts of the platform's User Agreement. Yet, there are plenty of tools that can help you safely streamline certain activities on LinkedIn.

Without getting into too many technical details, it all depends on the platform limits. This may include the number of API calls that the tools make when running tasks on LinkedIn to automate certain tasks as well as more common limits, e.g., messages and connection requests sent.



TIP: Explore the [recommended LinkedIn tools](#) and do your research on how they handle safety limits to avoid putting our account at risk.

Expand your reach with multichannel campaigns

If you're looking to get the most out of your outreach campaign, depending on just one channel isn't the best strategy. Consider mixing a few channels and using various types of interactions instead.











Vlad Oleksienko, SDR Team Leader at **Reply**, believes that multichannel outreach is a must. Considering how crowded the prospects' inboxes are, this is by far the only way to break through the noise.














"Multichannel approach helped us 3X our reply rate (from 11% to 29.4%) and 2X the number of "interested" responses (from 6% to 14.2%) in just about 6 months. And it makes sense: Each prospecting channel has its advantages, but combining them will allow you to use each of them more effectively."

Multichannel sequence templates to copy

Outbound

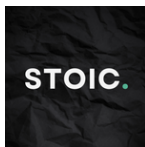
-   **Day 1** - LinkedIn (profile view) + Email
-  **Day 3** - Call/Voicemail
-  **Day 5** - Email
-   **Day 7** - LinkedIn (connection request) + Call/Voicemail
-   **Day 10** - LinkedIn (content interaction) + Email

Inbound (trial)

-   **Day 1** - Email (intro) + Task (research prospect)
  + Call/Voicemail + SMS
-  **Day 2** - Email (persona-based)
-  **Day 3** - LinkedIn (view profile)
+ LinkedIn (connection request)
-  **Day 4** - Email (follow-up)
-  **Day 5** - Email (personalized video)
-   **Day 7** - Email (personalized image) + Call/Voicemail
-  **Day 8** - LinkedIn (InMail/message)
-  **Day 9** - LinkedIn (InMail/message)
-  **Day 11** - WhatsApp (message)

Ready to unlock the power of LinkedIn?

Build your personal brand and start generating leads through LinkedIn.



Elevate your LinkedIn
presence with us



Scale your prospecting
and outreach on LinkedIn
and beyond