

Agency Workshop:

How to Effectively Use LinkedIn for Real Business Outcomes

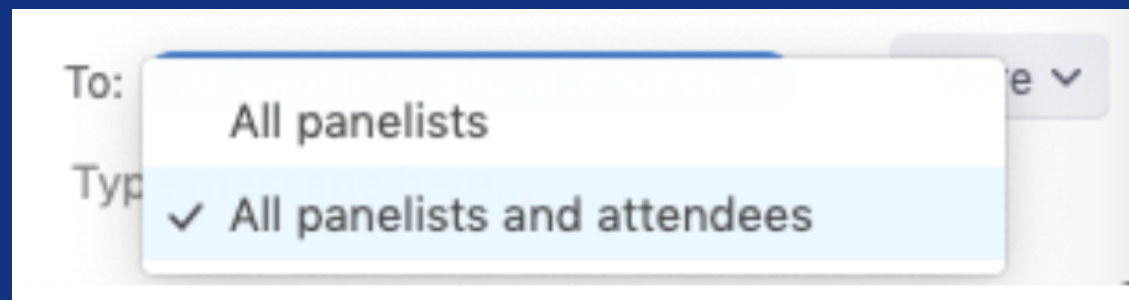
A Webinar by HeyOrca + Skaled Consulting

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Before We Begin:

- Follow us on IG and twitter @HeyOrca + @SkaledConsulting (@SkaledConsult)
- Set your chat to all panelists and attendees so everyone can see your comments and question



- Make sure you can hear us
- We will be distributing this slide deck and the recording
- Please use the chat feature instead of the Q&A feature for questions

Win a \$25 Amazon Gift Card!

- Tweet/IG Story about your lessons learned in the workshop
- Tag @SkaledConsulting + @HeyOrca
- We will pick a winner!



MEET YOUR EDUCATORS



JAKE DUNLAP

CEO, Skaled Consulting



KATIE THOMPSON

Community Manager, HeyOrca!



JOE TEO

CEO, HeyOrca!

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MEET YOUR EDUCATORS



JAKE DUNLAP

CEO, Skaled Consulting

As the Founder + CEO of Skaled Consulting, Jake helps executives around the world accelerate business growth with data-backed sales solutions. Jake is a LinkedIn expert and influencer, shaping the landscape of how marketing teams, sales teams, and executives sell and shape their personal brands through Digital Presence.

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SKALED CONSULTING

How we drive results.

1.

Modern Sales Strategy

We focus on creating a better buyer experience and a smooth path to purchase.

2.

Intentional Digital Presence

We deploy a connected content strategy to grow your audience and position your team as industry thought leaders

3.

Quality Execution

Forget 'one size fits all'. We deliver a tailored and quality solution to fit your team's challenges.

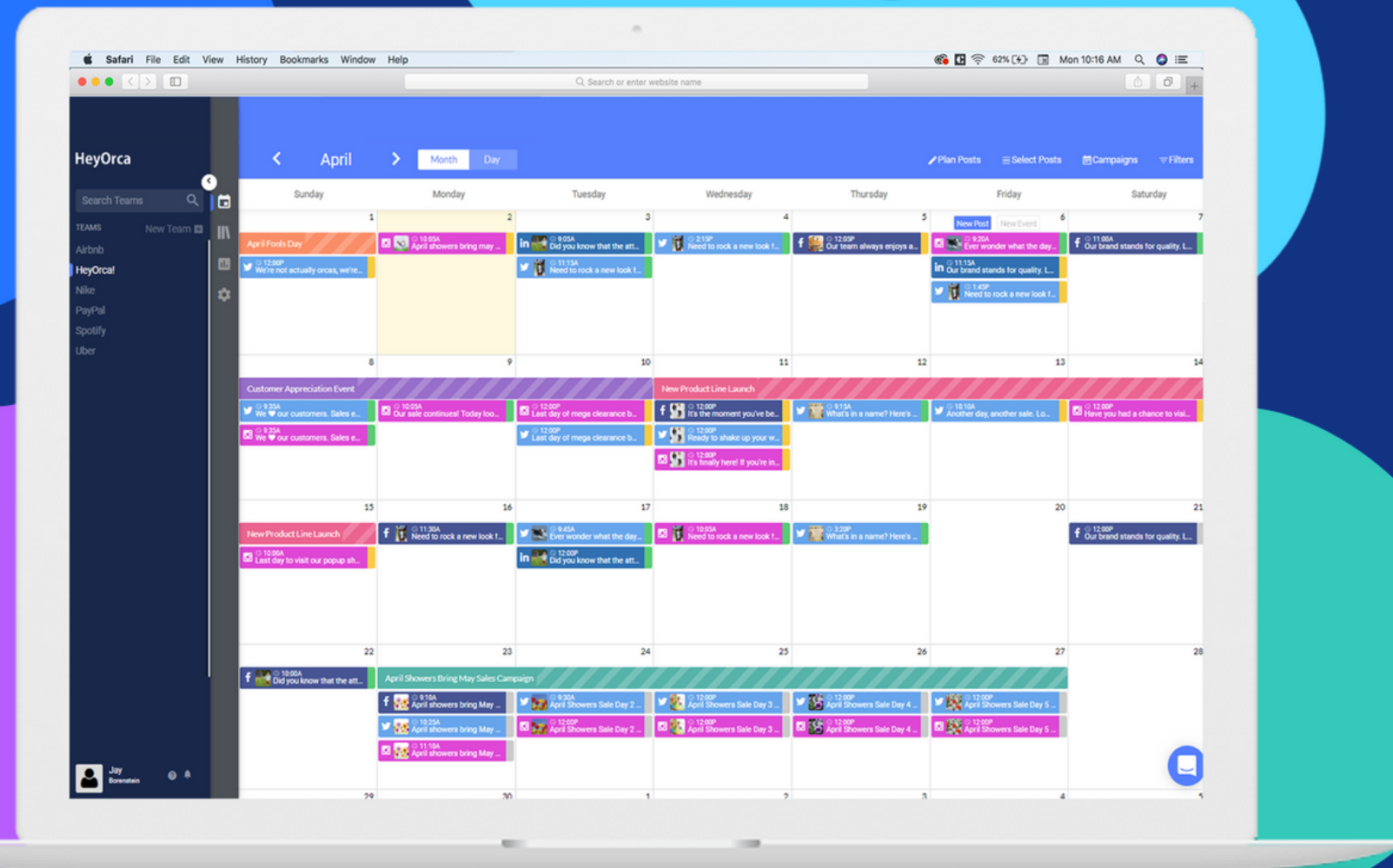
4.

Results

Our proven approach delivers a world class solution that drives results.



A Content Calendar Built For Social Media Agencies



Join Our Social Hub!

Join our Facebook group where we talk about all things social and #agencylife at

www.facebook.com/groups/lifeinsocial/

LIFE IN SOCIAL 🐙



What We'll Be Covering:

- Key LinkedIn Stats
- How to Optimize Your LinkedIn Profile
- How the LinkedIn Algorithm Works
- How to Optimize Your Content
- How to Build Your Audience and Effectively Engage with Them



Poll Question

Which LinkedIn page do you use more in
your marketing strategy?
Personal or Business?

People Follow People

Not Brands

Company pages are passive.

Personal profiles are active.

There's over 600 million users, and only 1% post regularly. So if you just start posting ONCE per week, you'll instantly be in the top 1%.

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Key LinkedIn Stats

Important Stats

LinkedIn has over **660 million** users in over 200 countries.

The average sessions runs **6 mins 7 secs**

More than **30 million** companies listed on the platform.

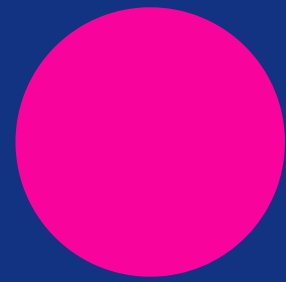
52% of buyers list LinkedIn as the most influential channel during their research process.

57% of LinkedIn's traffic comes from mobile devices.

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How to Optimize Your LinkedIn Profile



Your LinkedIn Bio

If your LinkedIn bio reads like a resume
it's killing your response rates.

**Instead – start to think
like your buyer.**

What would they want to see? An expert.
Someone who talks like they actually
know something about the space, not a
product.

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Which person would you rather connect with?



Jill Doe

Enterprise Sales at Workday



Jill Doe

Helping HR Executives Maximize
Retention Through Smart
Technology

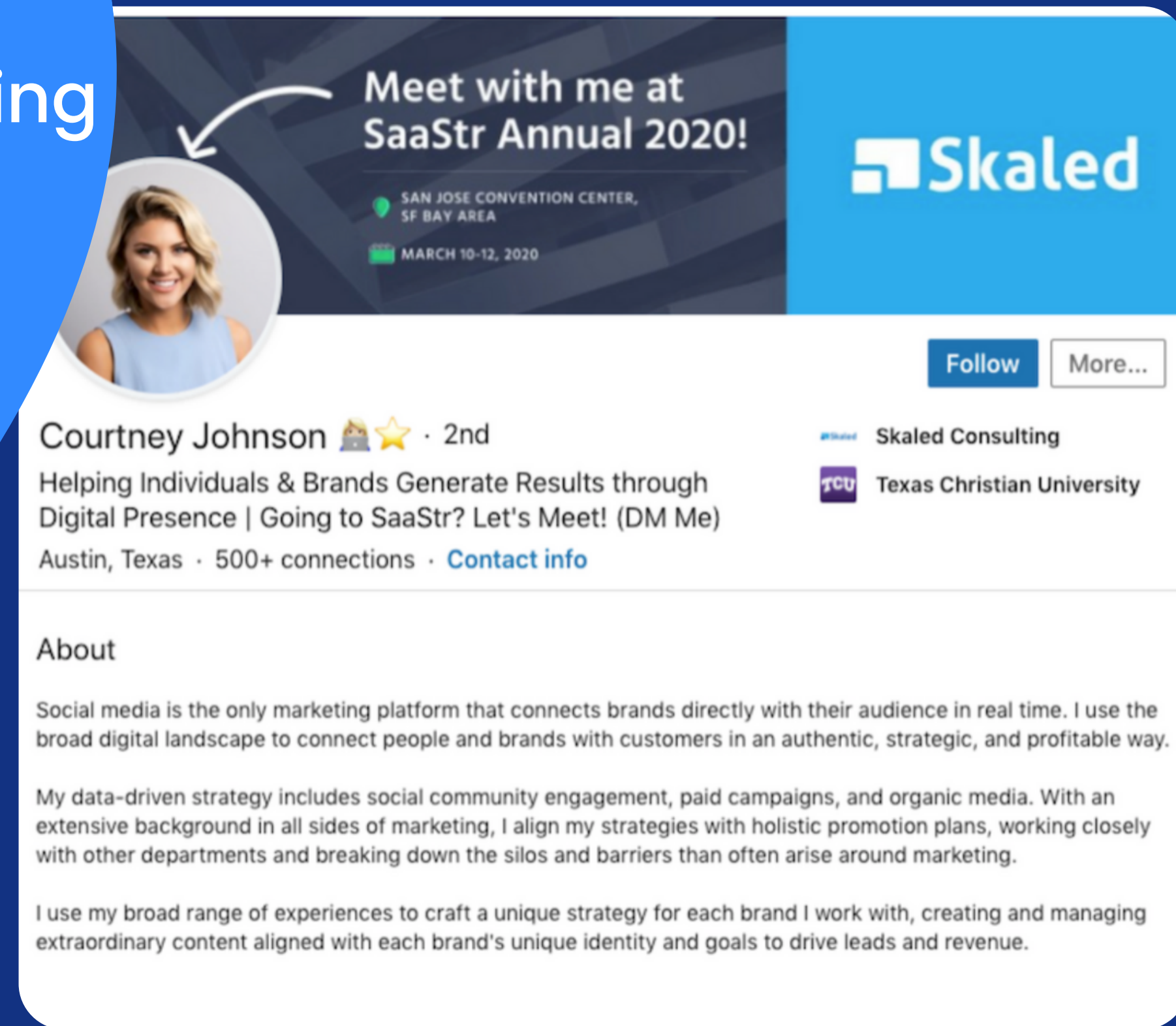
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Visuals

A professional page has the following elements:

- Header Photo
- Professional Profile Picture
- Custom URL
- Headline that explains how you help your buyer, not what you do
- Media in the 'About' tab
 - Not just company white papers but relevant content from outside your company make your profile a resource



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Summary

Reposition your summary away from 'who you are' and change it to 'Industry insights and your role in being a part of the future'.

Make it a billboard to your buyers saying – 'this woman/man knows my world.'

About

In 2020, sales technology and social media are transforming how buyers interact and engage with sales organizations. Buyers are looking as closely at a sales rep's LinkedIn profile as they are at the product or service they're selling. Building a strong digital presence is now essential to sales success.

My mission is to shape the future of modern sales and optimize the way sales leaders engage with buyers. With 40+ employees and a network of 100s of top experts, we at Skaled Consulting and Skaled Digital Presence are dedicated to helping you:

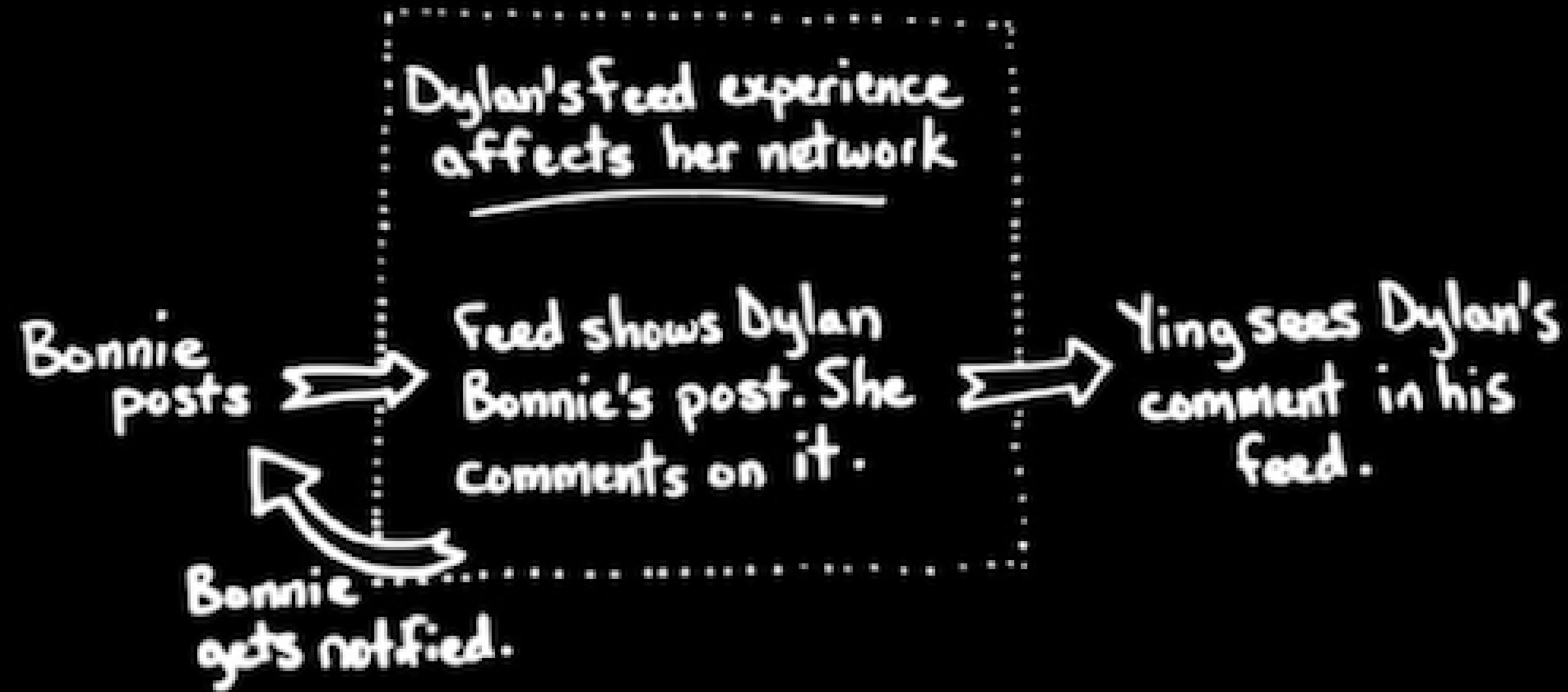
- Align sales and marketing organizations to increase sales productivity 10-20%
- Eliminate “distractions” and unnecessary meetings in sales and marketing orgs
- Develop a personal branding strategy for sales success
- Create replicability via advanced processes and playbooks
- Build content, social and SEO strategies that are brand specific and sales-focused
- Automate follow up, data entry, and task management in CRM and the sales stack



How the LinkedIn Algorithm Works

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When you post to LinkedIn it puts your content in one of three buckets:

1. Spam
2. Low Quality
3. High Quality

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How to Get Around Spam

Three Easy Rules

1. Don't Post Multiple Links
2. Don't Tag More than 5 people
3. Don't Post More than every 3 hours

High Quality vs Low Quality

Keep in Mind:

- Only tag people if you know they will respond
- Use 3 hashtags – ranging from broad to very niche
- Format your post so it's easy to read
- Go niche vs broad on your topics
- Post things that encourage a response (i.e. ask a question)
- Don't use outbound links (put them in comments)
- DON'T POST LINKS
- Tag others for engagement impact



LinkedIn Golden Hour

It's the first hour after you post on LinkedIn, LinkedIn measures the initial engagement to see if it's worthy of moving on into other people's feed.

If your post does well in first hour, it's much more likely to do well all day, week, or month.

Golden Hour Do's & Don'ts

It's the first hour after you post on LinkedIn, LinkedIn measures the initial engagement to see if it's worthy of moving on into other people's feed.

Do

- Post at a time when your followers are online.
- Ask a question to spark engagement
- Interact with other post is in its first hour.
- Follow a consistent posting schedule so your followers know when to check for new posts.
- Respond to anyone who engages.

Don't

- Just post and forget. You need to come back to the post and interact with any comments.
- Tag people unless you know at least one of them will respond within an hour.
- Go back and edit your post. In my experience, this weakens the reach.



Don't Post & Ghost!

If you want your content to continue into more and more feeds, you **NEED** to be constantly re-engaging with comments and interactions.



Three Ranking Signals

1.

Personal Connections

To determine which posts are most personally related to members LinkedIn considers:

- Who you work with/have worked with
- Who you've interacted with before

2.

Interest Relevance

LinkedIn's algorithm sources what groups you're in and the hashtags, people and pages you follow.

The algorithm also looks at the language of the posts and the companies, people and topics mentioned in it.

3.

Engagement Probability

First the algorithm evaluates the likelihood that you will share, comment, or react to a post.

The model also takes into account timely feedback to content creators.



How to Optimize Your Content

Optimizing Content

Dos & Don'ts

- LinkedIn wants you to stay ON the platform so if you link OFF of the platform you will be penalized.
- When re-sharing remember users won't engage with you, they will engage with the original post.
- Text gets better results than anything else on LinkedIn. People tend to read text posts more often than they watch videos.

Do

- Create content that is easy to read
- Use strong formatting
- Use hashtags
- Use a strong headline
- Include a social CTA or question

Don't

- Post links in the body
- Post and ghost
- Be overly promotional

Audience Building & Engagement

Building Your Audience

1.

Identify your ICP

Use Sales Navigator to create a list of your target audience.

2.

Interest Relevance

Connect with 50–100 people daily.

3.

Engagement Probability

Engage with your prospects daily and deliver value-driven content to them.

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Engagement Tips

- Talk WITH your audience not TO your audience.
- Take 10 minutes a day to engage with other people's posts.
- Comment back on your own post comments.



7 TYPES OF LINKEDIN REQUESTS

TOM
FISH
BURNE

I NOTICED WE
HAVE BLUE
SHIRTS IN
COMMON.



TENUOUS LINK

DO YOU HAVE 15
MINUTES TO TALK
WITH A TOTAL
STRANGER?



BRAIN PICKER

INTERESTED IN
#AGILE #DIGITAL
#DISRUPTIVE
#BLOCKCHAIN?



BUZZWORD ARTIST

I RUN A TEAM
THAT CAN HELP
WHATEVER IT IS
THAT YOU DO.



LEAD GENERATOR

I'M SO BUSY
NETWORKING, I
DON'T HAVE TIME
TO WRITE A NOTE.



SPRAY & PRAY

IF YOU ACCEPT,
I'LL THANK YOU
WITH A NONSTOP
SALES PITCH.



SNEAK ATTACK

SOMEONE YOU
ACTUALLY KNOW

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Q & A

