



OPTIMISING YOUR *PROFESSIONAL BRAND TO* **ACCELERATE** SALES

Part 6 of LinkedIn's INside Sales Series



Developing a clear and consistent professional brand can significantly enhance your sales prospects both on and off social media. This eBook describes how to develop and maintain your professional brand through three main areas of your LinkedIn presence: profile, rich media, and content.

THE OBJECTIVE

Create a profile that clearly defines your value to customers and generates business opportunities.

WHY IT MATTERS

81% of buyers are more likely to engage with you if you have a discrete professional brand.¹ This switches the traditional sales paradigm around, so that decision-makers are seeking you out instead of vice versa. How does this play out in actual fact? Sellers who exceed quota receive 35% more views on LinkedIn than average.

That's largely because buyers are actively researching your brand - and you - well before they make contact. A strong professional brand which provides value to the research process raises the likelihood that these potential buyers will "buy in" and approach you for a sale. This translates into significantly more revenue: sellers who use a rigorous social selling approach outperform their peers by an average margin of 72%.²

¹ <https://business.linkedin.com/marketing-solutions/blog/6/60-b2b-marketing-quotes-stats-and-facts-for-the-modern-marketer>

² <http://www.business.rutgers.edu/executive-education/blogs/27-surprising-facts-about-salespeople-who-are-social-selling>

TIPS AND STEPS

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YOUR PROFILE

A fully-filled profile is the best way to gain the trust of prospects. Use a professional, warm photo on your profile, and treat your headline as the first and most powerful way of getting people interested in knowing more about you. At LinkedIn, our sellers often use a very simple format for their headlines:

Your role description, helping your customers solve their problems

One example would be:

Data-driven marketer, helping retailers personalise campaigns in Asia

Which clearly explains what you do, who your customers are, and what sort of benefits or services you provide them with.

Pro Tip:

Use words in your summary that your prospects often search for to boost SEO on Google. You can base these on your own discussions with customers or your marketing team's insights.



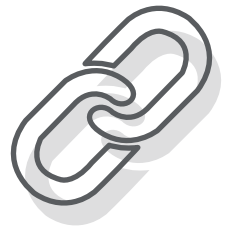


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YOUR PROFILE (cont.)

After your headline, your summary is the most relevant area of content to potential buyers. One way to turn your summary from a simple résumé into a reputation-building asset is to follow the following structure:

- **Passion:** a sentence about what motivates you professionally and what that means for customers.
- **Background:** one or two sentences summing up your career to date.
- **Company:** three to four sentences about solutions you offer and how they've solved industry or customer problems in the past.
- **Call to Action:** contact details and best channels to get in touch - just as you'd have on a business card.



Pro Tip:

Include your LinkedIn profile as a URL in your email signature.

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RICH MEDIA

Forrester's Terry Forsey argues that a single minute of video is worth 1.8 million words³ in engagement. Embedding relevant rich media - not just videos but also websites, infographics, and even slide sets - in your profile can greatly boost engagement from people who visit it. There are two areas to which you can add rich media:

- Enhance your **summary** with awareness-type content: C-level interviews about your company, whitepapers dealing with industry issues, or campaign microsites.
- Support your **job roles** with greater detail about specific solutions, including presentations or even personalised videos where you directly address customers.



Pro Tip:

Get content from your marketing team and use your ongoing conversations with customers to filter out what will work best for your particular audiences.

³ <https://www.linkedin.com/pulse/one-minute-video-worth-18-million-words-forrester-research-forsey>

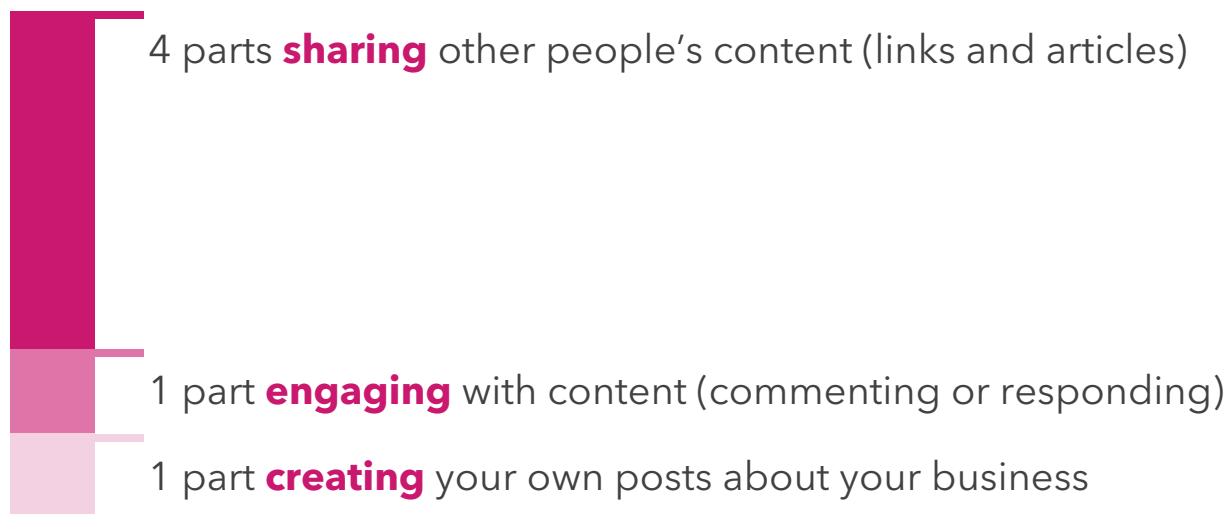


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CONTENT

More than 2 billion pieces of content are shared every week on LinkedIn, by users including your prospects and customers. Engaging with this content can spark conversations and highlight common interests that lead to a relationship or sale. Don't feel uneasy about commenting or sharing a prospect's posts: that's why they've shared them in the first place!

Not all content has to be created by you. At LinkedIn, we use the "4:1:1 ratio" of



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CONTENT (cont.)

As with the rich media on your profile, work with your marketing teams to share their content that's most relevant to your customers' needs. It's likely that prospects will share those needs and find the content equally useful. Effective social content should be:

- **Authentic:** write in your natural voice, and use your personal passions (like travel or sports) as the "angle" to talk about business issues or insights.
- **Valuable:** offer new perspectives or practical solutions to issues that you see your customers facing. What solves their problems or helps them do things better?
- **Active:** connect other people with content that's relevant to them. One trick is to link to your own (relevant) content when commenting on prospects' own posts.

Pro Tip:

When it comes to approaching a prospect "cold" (without referral), alluding to content they've shared previously can provide an opening. In your initial message, mention that you enjoyed reading something they shared, and provide a link to another piece of content - whether created by you or someone else - which offers a different take on the same issue. Doing so provides the prospect with value while demonstrating you've done your homework.





About Us

LinkedIn Sales Navigator makes it simple to establish and grow relationships with prospects and customers by helping you tap into the power of LinkedIn, the world's largest professional network of 414M+ members. Designed for sales professionals, LinkedIn Sales Navigator combines LinkedIn's network data, relevant news sources, and your accounts, leads, and preferences to produce customized recommendations and insights.

With LinkedIn Sales Navigator, you can focus on the right people and companies, stay up-to-date on what's happening with your accounts, and build trust with your prospects and customers.

For more information, please visit our [Sales Solutions](#) site.