

BEHIND THE CURVE WITH B2B SOCIAL SELLING?

8 Things Executives Must Do to Keep Pace on LinkedIn

By now, we are all aware of the value of companies having a strong social media presence. However, what is often overlooked is the importance of executives within those organizations having an equally robust social media presence, specifically on LinkedIn. Any leader with a business development responsibility, from CEOs to the sales team, can get tremendous value using LinkedIn, and yet many still don't maximize the opportunity.



IN FACT, **61% OF CEOs** HAVE NO SOCIAL MEDIA PRESENCE WHATSOEVER.

WHY? From our observations, there are a number of contributing factors. Some aren't sure where to begin. Others don't recognize the value and therefore don't choose to spend their time on it. Those who do see the value often struggle to find the time and don't have the marketing resources they need to support this effort. So why is it so important to carve out time in your day for LinkedIn?

FROM A B2B PERSPECTIVE, THERE ARE OVER

61M

SENIOR LEVEL INFLUENCERS ON THE PLATFORM

40M

DECISION MAKERS AND OVER HALF OF ALL SOCIAL TRAFFIC TO B2B WEBSITES COMES FROM



By increasing your visibility on this social platform, you're getting in front of your target audience on a daily basis. That's why we put together this quick and easy checklist of steps to start boosting your LinkedIn presence.



1 UPDATE YOUR PROFILE

Ensure that your intro section and work history are complete and boost your visibility with embedded keywords. Ensure you have a current and professional headshot, though it's okay to infuse some personality into the photo.



2 GET CONNECTED

Connect with everyone you meet (targeting a minimum of 500 contacts as a starting point), including friends, colleagues, former colleagues, connections you meet at events or on sales calls, vendors, etc. Use the search functionality to find relevant business contacts or import your email contact list.



3 GET RECOMMENDATIONS

Try to get recommendations from current or past clients and colleagues. If you don't want to ask, another effective way to garner recommendations is to give them out yourself. Often people will return the favor.



4 START POSTING

At least once a week you should be posting something original on your feed, ideally of interest to your target market. This can include articles on industry trends, something your company is doing that you'd like to share, or something you are personally doing that is noteworthy to your target audience, such as attending an industry event.



5 STAY ACTIVE & ENGAGED

Engage (like, share, comment) with other people's content at least once a week, but ideally every day.



6 PUBLISH LONG-FORM CONTENT

Publish content as an article, including blog posts from your website, to increase visibility and establish yourself as a thought leader in your industry. You may need to work with marketing if long-form content doesn't come naturally to you.



7 # USE HASHTAGS

Though hashtags weren't always relevant on LinkedIn, they are today. Start using them immediately to make your posts and content more easily searchable on LinkedIn.



8 FILL YOUR PIPELINE

If your organization is looking to get more opportunities into the pipeline, an often-overlooked tactic is to scour your LinkedIn connections (assuming you've already built up your base). Don't just scan your connections, but actually download the Excel file and go through one by one to identify potential prospects, partners and other business relationships worthy of reinvigorating. Add prospects you've identified to your CRM and reach out to them with a personalized message.

FOR MORE INFORMATION AND TOOLS TO BOOST YOUR PRESENCE ON SOCIAL MEDIA AS WELL AS IN DEPTH SOCIAL SELLING TACTICS, REQUEST MORE INFORMATION ON **MAGNETUDE'S** B2B SOCIAL SELLING WORKSHOP TODAY.

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Magnetude consulting is a B2B marketing firm that specializes in working with entrepreneurial companies looking to market the right way in today's increasingly complex environment by providing full-service, fractional marketing department services spanning marketing strategy, content development, digital marketing, sales enablement and more.