

How to Use LinkedIn for Sales Prospecting & Outreach

Why LinkedIn Is Effective

LinkedIn is a great compliment to email/phone outreach in that it maximizes cross-channel visibility with your highest value prospects. Plus, it's super target rich – all of your prospects are on LinkedIn and they're easy to find!

Make Your Profile Suck Less

It's good practice in general to have a professional headshot and a well-written summary on your LinkedIn profile, but this is especially true when it comes to prospecting or selling – it's much easier to build relationships with prospects if they can get a quick sense of who you are as a person from your profile.

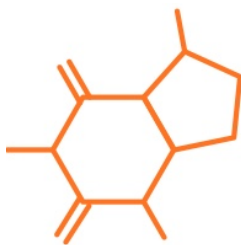


Don't Be Creepy

While you aren't knocking on doors, LinkedIn is more personal than traditional email or cold-calling. It's most effective when you can make a personal connection with the prospect – we do this by utilizing **shared connections** and letting the prospect know that we have someone in common (always ask for permission from the shared friend first!).

Mix It Up

There are a few different ways that you can engage with prospects on LinkedIn – via a quick profile view (which will send a notification email to the prospect), sending a friend request, tagging the prospect in a post/commenting on their posts, or through a direct message. We typically work through them in this order – start with the least aggressive approach first and work your way up.



Incorporate Touches Into Your Flows

Prospecting on LinkedIn is most effective when it's done alongside another form of outreach, like an email campaign. Adding social touch points like LinkedIn into your Sales Flow is a good way to differentiate your messaging, mix up your outreach and hit your target prospects from all angles. [Here's how we like to structure our Flows.](#)

Be Creative

Just like inboxes and phone lines, LinkedIn is a busy place, so you need to find a way to stand out – sending the default "please join my professional network" isn't good enough. The data is often available to find shared hobbies, passions and universities, so there really isn't an excuse not to craft a creative messaging angle. The same tactics that you use to relate to a prospect in a cold email or phone call still apply for LinkedIn.

