

Prospecting Sprint: Creative Strategies To Start Conversations on LinkedIn

with

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01 Four ways to find people who are active on LinkedIn

Aiming for people who are active on LinkedIn is an easy way to get a higher reply rate. Instead of going for someone that is barely using the platform and replies once every few weeks/months - which will only make the prospecting process even longer and more cumbersome - interacting with prospects that are using the platform on a regular basis or even more frequently will almost certainly guarantee them interacting back with you!

So how do we find people who are active on LinkedIn?

- **Juliana recommends the following 4 hacks that are relevant now:**
 - I. LinkedIn Events
 - II. Groups
 - III. Became a member
 - IV. Posted on LinkedIn

I. LinkedIn Events

Currently LinkedIn is pushing it's events feature up front, even more than the usual organic post reach. If you search for already existing events that are relevant for your target audience, you will be able to quickly contact prospects who are attending, without much effort. Even sending them a message on an event page, doesn't require you to connect with them!

<p>Step 1</p>	<ul style="list-style-type: none"> - Updated - LinkedIn giving it a BIG organic push! - Find key events that your potential clients might be attending. - Look for key topics or events that your competitors are doing. 	<p style="text-align: center;">Message template</p> <p>Hi XYZ, I've seen that you are also attending (Event Name).</p> <p>It would be great to learn more about (company name and what they do or challenges they might face) - looks interesting!</p> <p>I'll be attending to share some tips around (what you do) :) Looking forward to sharing some learnings!</p> <p>See you there!</p>
<p>Step 2</p>	<ul style="list-style-type: none"> - Find attendees who you want to target. 	
<p>Step 3</p>	<ul style="list-style-type: none"> - Send them a message, refer back to the topic of the event, why you are interested in their company and what they could learn from you. 	

II. Groups

Using LinkedIn groups is a way to find the audience who is active around a specific pain point or challenge in which they are moving.

<p>Step 1</p>	<ul style="list-style-type: none"> - Find key groups that are relevant to your audience. - Search for keywords around their pain points or technology they might use (great way to qualify your audience!) 	<p style="text-align: center;">Message template:</p> <p>Hi XYZ,</p> <p>I've been speaking with marketing leaders within the hospitality group about the 'challenge/pain point).</p> <p>Wondering if this is also an area of interest to you? If so, I would love to share</p>
<p>Step 2</p>	<ul style="list-style-type: none"> - Use Sales Navigator to find people who are part of those groups that could potentially be your target audience. 	
<p>Step 3</p>	<ul style="list-style-type: none"> - Message them referencing the 'pain point' 	

	<p>or challenge described on the group name.</p> <ul style="list-style-type: none"> - If you are targeting people in the UK or EMEA do not mention the group. 	<p>some findings and learning which might help.</p>
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III. Became a member

Using Sales Navigator you can filter out people who have recently joined LinkedIn, so you can write to people who have not been previously bombarded by messages and who will almost surely open your messages.

Step 1	<ul style="list-style-type: none"> - Run a search on Sales Navigator with your key audience. 	<p>Message template:</p> <p>Hi (First Name), I've been reading about your role at (Company) and I've seen that you (role description) which is why I thought I'd get in touch.</p> <p>I am/have:</p> <p>Organising an event</p> <p>Created a article/guide</p> <p>Something relevant to you</p> <p>Would you mind if I share with you more details?</p>
Step 2	<ul style="list-style-type: none"> - Select - Became a member between 1 day to 3 months ago. 	
Step 3	<ul style="list-style-type: none"> - Start a conversation with something that you've noticed on their profile. 	

IV. Posted on LinkedIn

To attract people's attention, we can comment on the most recently published posts, and add value in the comments. Writing something that may be interesting to the person who published the post will attract their attention.

Step 1	<ul style="list-style-type: none"> - Run a search on Sales Navigator with your key audience.
Step 2	<ul style="list-style-type: none"> - View list 'posted in the past 30 days'
Step 3	<ul style="list-style-type: none"> - Like and comment one of their posts
Step 4	<ul style="list-style-type: none"> - Ask to connect and mention what you liked about their post in the first like of your message. <p>'I really enjoyed reading your post about...'</p>

Exercise: It's your turn!

1. Pick one of the active audiences to target
2. Select one of the methods
3. Select one person to message
4. Use one of the message templates to start conversations/ or any other templates you prefer

** Do this exercise at least once or twice per week and then change the hacks you are using to see which one works best for you!*

02 Beyond the DM: Four creative ways to start conversations with prospects

Starting conversation in more creative ways will allow you to stand out from the crowd and build meaningful relationships with clients.

- **Polls**
 - Create posts using polls to ask your audience a qualifying question.
 - Organic reach of polls are really high at the moment.
 - Use people's answers to start conversations
 - This route will work if you have the right audience as part of your network
- **LinkedIn Stories**
 - In the UK and Europe stories are not very popular, however, they are a great way to start conversations...

- Create a short video with a message which might be relevant to some people in your network. End your video with a question.
- Tag them in your stories and continue this conversation via DM.
- Example: 'Just spoken to a few marketing directors about their top three challenges in (Pain points), here were my key takeaways.
- 'Would love to hear from other leaders in the industry - do you agree with these points?'

- **LinkedIn Events**

New platform is out... and it's brilliant!

- There are three ways you can start conversations through this platform
 1. DM (which we've discussed already)
 2. Group DM (you will get engagement this way, ask them questions that will be useful for the event - meanwhile you are also qualifying them!) e.g. 'what are the key topics you would like us to discuss)
 3. Share posts on the group! Algorithms will work in your favour... Create polls, ask them questions related to the event, invite speakers to introduce themselves (especially if it's someone from your team).
- Additional tips
- Organic reach, use keywords for the title (algorithm will recommend the right user for the event)
- Invite speakers and LinkedIn will suggest speaker followers to attend the event

- **Video prospecting**

- A text message can go far, but video will go even further
- Start a conversation with a video which they know it's been made for them
- Share insights and end the video with a question

- Share video with a text message, end your message with the same message that you use on your video

Exercise: It's your turn!

1. Let's create your next post
2. Think of a question you would like to ask your audience, that will allow you to qualify them.
3. Write down the different answers (remember you only have 30 characters!).

Other Resources and BONUS Content



Weekly exercise: 3 things you can apply right now

1. Create a LinkedIn story.
2. Check out any relevant LinkedIn events and connect with people.
3. Find key groups that are relevant to your audience.