

5 ways to quickly find sales leads on...

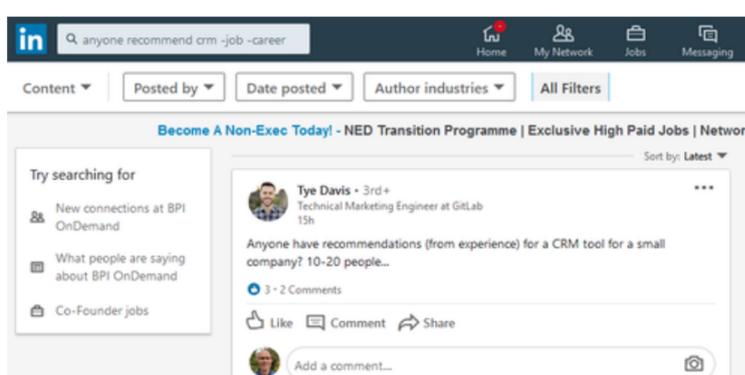


1. Find people that are actively looking for your product

Use the LinkedIn search bar to search for 'Content' (posts) where people are looking for recommendations for the type of product you sell.

Type in a simple search like this, including your product:

"anyone recommend" YOUR PRODUCT

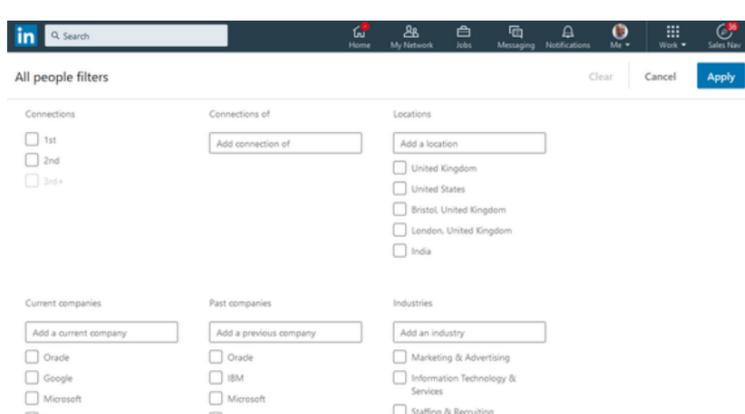


2. Connect and share useful information with target customers

Search for your target audience and send a non-salesy connection request.

Once connected, share information they'd find useful and could help improve their business - a small guide, a video or an infographic.

Follow-up and ask if you can help in any way or if they'd like to find out more about the info you sent.

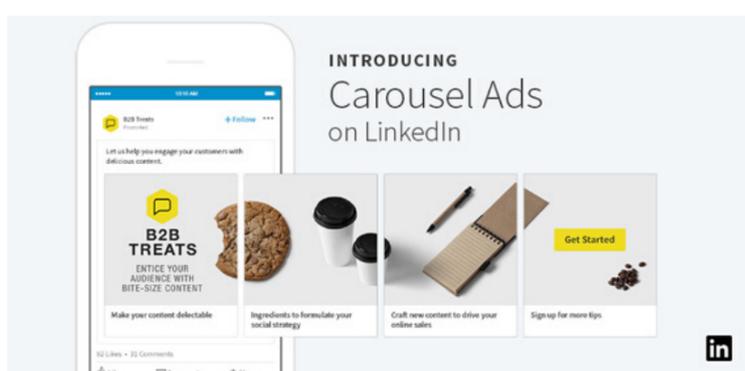


3. Target posts at a specific audience ("Sponsored posts")

Use the LinkedIn advert tool to promote your expertise and products to a targeted audience.

On your company page click on the 'Admin tools' dropdown and select "Sponsor your updates".

From here you can create posts/ads that are targeted at an audience with several outcomes, like clicking through to your website, downloading content and registering for an event.

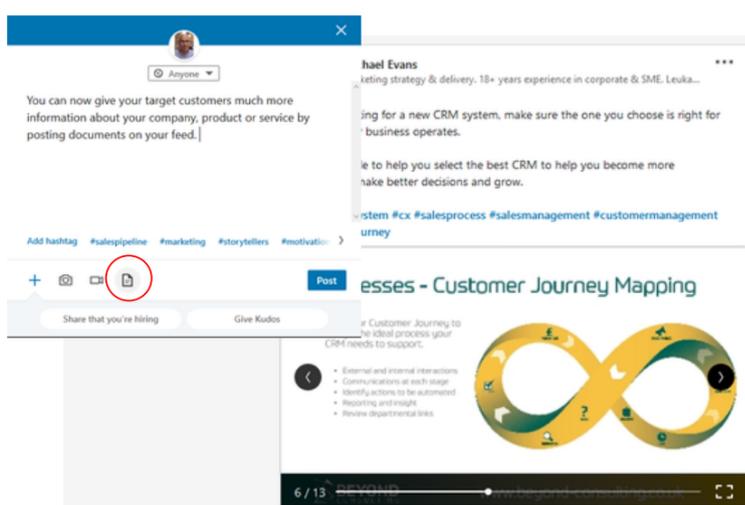


4. Share more info by posting pages of brochures, presentations etc

You can now give your target customers much more information about your company, product or service by posting documents on your feed.

LinkedIn users have the option to either click through each page on LinkedIn or download as a pdf.

Just click on the document icon when you create a new post and upload your document.



5. Help people that are seeking advice

By spending 5 minutes each day looking through your LinkedIn feed and using search function, you can find posts from people asking advice about the subjects you're an expert in.

Take a non-salesy approach to sharing your advice by commenting on their post and also point them to any further information you have on your website, including documents they can download.

