

Effective Social Messaging for LinkedIn

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Resources: <http://www.timetrade.com/>
Software: www.groupmessengersoftware.com

Introduction

If you're using LinkedIn messaging campaigns to get prospects and clients, then you know how incredibly effective it can be. There are many ways to connect with your LinkedIn connections. However, the examples below have proven themselves to be very effective in a short amount of time. Part of the reason for this is that they focus on sorting rather than convincing your target market.

Many people believe it is necessary to spend weeks or months building a relationship with their connections before asking them to participate in a sales call or directing them to a website to land the sale. Nothing could be further from the truth. We live in an increasingly busy business environment with more information and choices being presented to us all the time.

When someone connects with you on LinkedIn they are allowing communication because they want to expand their business. They are hoping you will be an active participant in this process. Not someone who just connects for the sake of connecting. Give your LinkedIn connections what they want – engagement. Engage with them quickly, starting with a message that thanks them for connecting and lets them know what you are about. Here is an example.

As soon as someone accepts your connection on LinkedIn send them a message like this:

Subject:

Thank you for connecting on LinkedIn! I think what I am currently doing will benefit you.

Message Body:

Thank you for Connecting with me. I look forward to a mutually beneficial relationship. My company/I am involved in....

[talk very briefly about what you do in the business world as it relates to this person]

I would love to know what you think about my/our efforts. You may call me anytime at 999-222-1111 or on Skype at [myskypeusername](#)

Here are the links to our/my website/blog.

[www.mydomain.com](#)

[www.anotherdomain.com](#)

I look forward to hearing from you in the near future!

Regards,

Your Name

As you can see this is a thank you and greeting email. This should be sent ideally the same day they accept your connection request.

After a few days go by the new connections that have not reached back out to you should get an email similar to the one below.

Subject: Can we Connect?

Body:

Hi [NAME],

We have been connected for about a week, but have not truly "connected" yet.

I take my connections very seriously and want to make sure they're mutually and strategically beneficial.

I like to actually get to know my connections as much as possible.

I took a look at your profile and I'd like to learn more about your business.

Are you available to meet either this or next week?

I look forward to hearing from you.

Regards,

Your Name

This simple email asks your new connection to communicate and creates an open ended invitation to do business. Notice you are asking about their business, not talking about yours. This is very important. If the person reading this does not want to talk about *their* business, they certainly are not open to talking about *doing* business. This entire strategy is about sorting, not convincing. Many people get caught up in the idea they need to tell others how fantastic they are, how much money they have made, etc. People generally do not care about you. Instead, they care about themselves and what you may be able to do *for them*.

This also runs counter to spending a bunch of time building relationships with your connections. While it is ok to send someone an entertaining piece of news about their industry it will generally not increase your overall sales compared to this strategy. Why? Because you can communicate with many more people if you simply just ask to communicate than if you spend a bunch of time “courting” them into a conversation.

Linkedin has 450 million members at this time and is still growing rapidly. This means you have a nearly inexhaustible source of people to target for your product or service. Sorting through your connections is the best strategy for most people. There are exceptions to this but for the vast majority of people this strategy will get you the most sales in the shortest amount of time.

You will find that many of your connections will set an appointment with you after the second message. You can use an appointment calendar such as TimeTrade and include it in your second and third messages to increase appointments and coordinate your schedule. After another week goes by you should send them the following message if they have not set an appointment to talk.

Message 3

Ask for the Meeting

Subject: Meeting

Body:

We've been connected on Linkedin for a couple of weeks, but we really don't know each other.

As great as being connected is; I still really like to actually get to

know who I am connected with.

At my company, (company name) we specialize in helping (who they are) in (what your product or service does).

I think there are several possibilities for us to do business together.

Would you be open to a call? You are welcome to set an appointment using my calendar. [time trade link here]

Let me know if this week or next week works best for you,

Regards,

Your Name

So, the strategy here is:

Connect

Provide Information about what you do

Ask to talk

Close Deal

You should take a couple of minutes to research your prospect prior to the call. What do they do? What is their company involved in? What is their target market? What can you provide for them?

Going into exactly what to say to your prospect is beyond the scope of this ebook, however, we should note that many companies will have a video or some value added proposition (something to give away) before they actually talk to a prospect. This should be available from your web site so they can get this information as they research you from the links in your first message to them. Do not let this stop you from sending your messages out though. Be proactive! Remember LinkedIn is a social network, so be social!

A quick word about the best way to get the right connections on LinkedIn. When searching for the right people on LinkedIn, many members just use the Advanced Search function and let it go at that. The better way is to join groups associated with your target market and then to search within the group using the Advanced Search. This will provide you with more active, targeted prospects. Next, use a personalized invite specifically mentioning the name of the group. This will greatly increase the number of connections you will get. Put only the persons first name in the invite and the full name of the group. Using this synergy to connect with people will make all the difference for you.

There is a software that has been developed that uses this strategy and sends the first introductory/welcome message to your new connections automatically. It also has many other features such as sending to your first degree connections and even acquiring the email addresses of prospects in your target market. To learn more visit: www.groupmessengersoftware.com

If you follow the advice provided in this ebook you will have all the targeted leads you will ever need for your business. Thank you for your interest and we hope we have helped you on your way to business success.