

# 6 LINKEDIN

Best Practices That **WILL** Lead to  
**Maximum Effectiveness**



Go from leaving money on the table,  
to maximizing your sales potential on  
LinkedIn.

Prepare for a transformation with these  
6 best practices!

# THE 6 PRACTICES

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- Strong Online Presence
- Know Your Audience
- Communicate & Engage
- Provide Value
- Set a Meeting
- Manage Your Pipeline

*Let's Get Started* 

# BUILD AN ONLINE PRESENCE

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## You Need To:

- Create a strong professional profile
- Reinforce your thought leadership
- Engage your audience with content & conversation

This will establish you as an authority online, make your brand more personable, and help build and nurture stronger relationships.

*Let's view an example of this...*



# BUILD AN ONLINE PRESENCE

## Example:



The screenshot shows a LinkedIn profile for Richard van der Blom. The header features a blue banner with a circular profile picture on the left, a central text area, and a smaller profile picture on the right. The central text identifies him as a 'KEYNOTE SPEAKER' and 'TRAINER ON SOCIAL & VIRTUAL SELLING', lists his expertise areas, and includes a call to follow a specific hashtag. Below the banner, the profile name and headline are displayed, followed by a detailed description of his services. To the right, contact information for his company is provided. The bottom of the profile shows follower and connection counts.

**RICHARD VAN DER BLOM**

**KEYNOTE SPEAKER**  
**TRAINER ON SOCIAL & VIRTUAL SELLING**

*Thought Leadership - Tailor Made Training*  
*Sales Navigator - Social Selling - Consultancy*

Follow #LinkedInByRichardvanderBlom

**Richard van der Blom** · 3rd

✓ Social Selling & LinkedIn Sales Navigator Training Programs for your sales team 🚀 Marketing, Content & Employee Advocacy Training for your Marketing team 🗣️ Keynote Speaker

Talks about #socialselling, #leadgeneration, #salesnavigator, #virtualseelling, and #linkedinbyrichardvanderblom

Greater Valencia Metropolitan Area · [Contact info](#)

[Join my TRIBE Community here](#)

92,317 followers · 500+ connections

**Just Connecting B.V. - LinkedIn & Social Selling Training**

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Richard is a leader in the social selling space! Learn from him.



# KNOW YOUR AUDIENCE

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Understand their:

- Concerns
- Results they want
- Expectations
- Desires

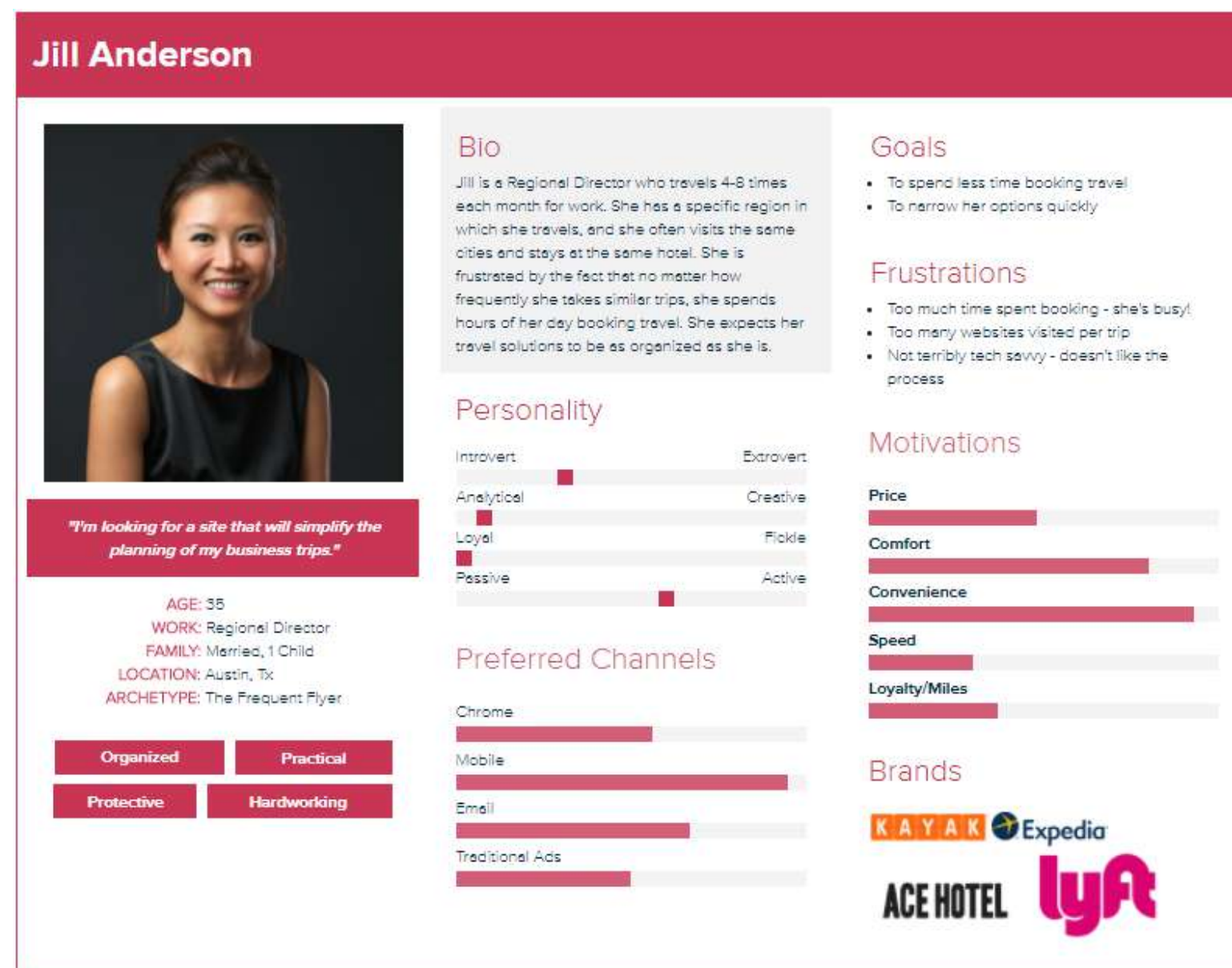
This "C.R.E.D" will allow you to create a strategy that is tailored to what drives them toward what they seek.

Compile all this information on one page by creating an audience persona (or avatar).

*Let's look at an example...* 

# KNOW YOUR AUDIENCE

## Example:



This fictitious avatar creates the "roadmap" to your audience.

## COMMUNICATE & ENGAGE

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This requires you to:

- Connect / Follow
- Nurture relationships
- Engage (via comments, shares, and messages)

This will help you to constantly be top of mind and help build familiarity and trust. And who do we tend to do business with? Those we trust!

*Once again, Let's see an example...* 



## Example:



Aim to comment on at least 10 posts from folks in the niche you are focused on.

# VALUE DRIVEN CONTENT

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Things to do:

- Answer questions
- Provide actionable tactics
- Explain a process
- Share a case study
- Provide niche related ideas and information

This will help you become an authority in your niche and boost your following. Remember, aim to educate your audience and potential customers. Avoid pitching.

*Let's see an example...* 

# VALUE DRIVEN CONTENT

## Example:



This SEO content tip is guaranteed to improve your rankings.

How to use The Underdog Strategy:

When creating a new piece of content, you search the target keyword in Google. You open the top result from a big site.

You create a content brief and base your strategy off it.

After all, it's ranking first, makes sense to analyze it, right?

The problem? You likely don't have their authority. If you published the same article, it wouldn't rank as well.

Instead, use The Underdog Strategy.

Locate the smallest, least authoritative site on the SERPs and analyze them instead (see image)

Find the small fish that are somehow ranking amongst giant websites.

Analyze...

1. Their entire site: what pages do they have that provide topical authority and relevance signals?

2. Their links: do they have more specific, better links to that grouping of topics than you, even if it's a smaller site? They might have more topically relevant links to this key area than others.

3. EEAT: where do they have links, interviews, mentions, podcasts?

4. The page: what exists on that piece of content that does not on yours?

5. SERP history: finally, analyze SERP history. How long have they been ranking for this term?

One of the biggest levers in content strategy for SEO is identifying what small websites are doing well enough to rank amongst big websites.

Then, create better content, adjust pages on your site, build topical authority, and hammer it home with high authority links. Guarantee you'll outrank them.

Seize this opportunity in your niche before it's too late.

SERP overview for "international marketing strategy" 4 Jan 2023 Compare with

Search result	AR	DR	UR	B
<b>Featured Snippet</b>				
International Marketing Strategy: 4 Pillars of Going Global <a href="https://pipeline.zoominfo.com/viewing/global-marketing-strategy">https://pipeline.zoominfo.com/viewing/global-marketing-strategy</a>	7.6K	83	7	
Global Marketing Strategy: 10 Principles of International <a href="https://www.mediabeacon.com/en/blog/global-marketing-strategy">https://www.mediabeacon.com/en/blog/global-marketing-strategy</a>	801K	49	8	
<b>People also ask</b>				
3 The Definitive Guide to Global Marketing Strategy   Wrike <a href="https://www.wrike.com/blog/global-marketing-strategy-guide/">https://www.wrike.com/blog/global-marketing-strategy-guide/</a>	6.6K	84	11	
4 International Marketing: Strategies, Examples, and Tips <a href="https://www.cyberclick.net/numericalbiogen/international-marketing-strategies-examples-and-tips">https://www.cyberclick.net/numericalbiogen/international-marketing-strategies-examples-and-tips</a>	127K	68	5	
5 13 Businesses With Brilliant Global Marketing Strategies <a href="https://blog.hubspot.com/marketing/global-marketing-strategies">https://blog.hubspot.com/marketing/global-marketing-strategies</a>	190	80	28	
6 How To Build An International Marketing Strategy That Adopts <a href="https://www.forbes.com/sites/theyec/2017/11/02/how-to-build-an-international-marketing-strategy-that-adopts-the-mother-tongue/">https://www.forbes.com/sites/theyec/2017/11/02/how-to-build-an-international-marketing-strategy-that-adopts-the-mother-tongue/</a>	104	94	7	
7 6 effective international marketing strategies by top brands <a href="https://www.content.com/mix/international-marketing-strategies/">https://www.content.com/mix/international-marketing-strategies/</a>	2.9M	34	3	
8 10 International Market Entry Strategies (With Definitions) <a href="https://www.indeed.com/career-advice/career-development/market-entry-strategies">https://www.indeed.com/career-advice/career-development/market-entry-strategies</a>	383	92	12	
9 What is international marketing and why is it important? <a href="https://advertising.amazon.com/library/guides/international-marketing">https://advertising.amazon.com/library/guides/international-marketing</a>	27	96	4	
10 Top 10 Strategies for Global Marketing - eduCBA <a href="https://www.educba.com/global-marketing-strategy/">https://www.educba.com/global-marketing-strategy/</a>	27K	77	13	

An example of guidance to help increase benefit from SEO.  
Not a sales pitch.

## SET A MEETING

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Offer More:

- Schedule a time to talk
- Meet "live"
- Provide them with additional "value" through a conversational approach

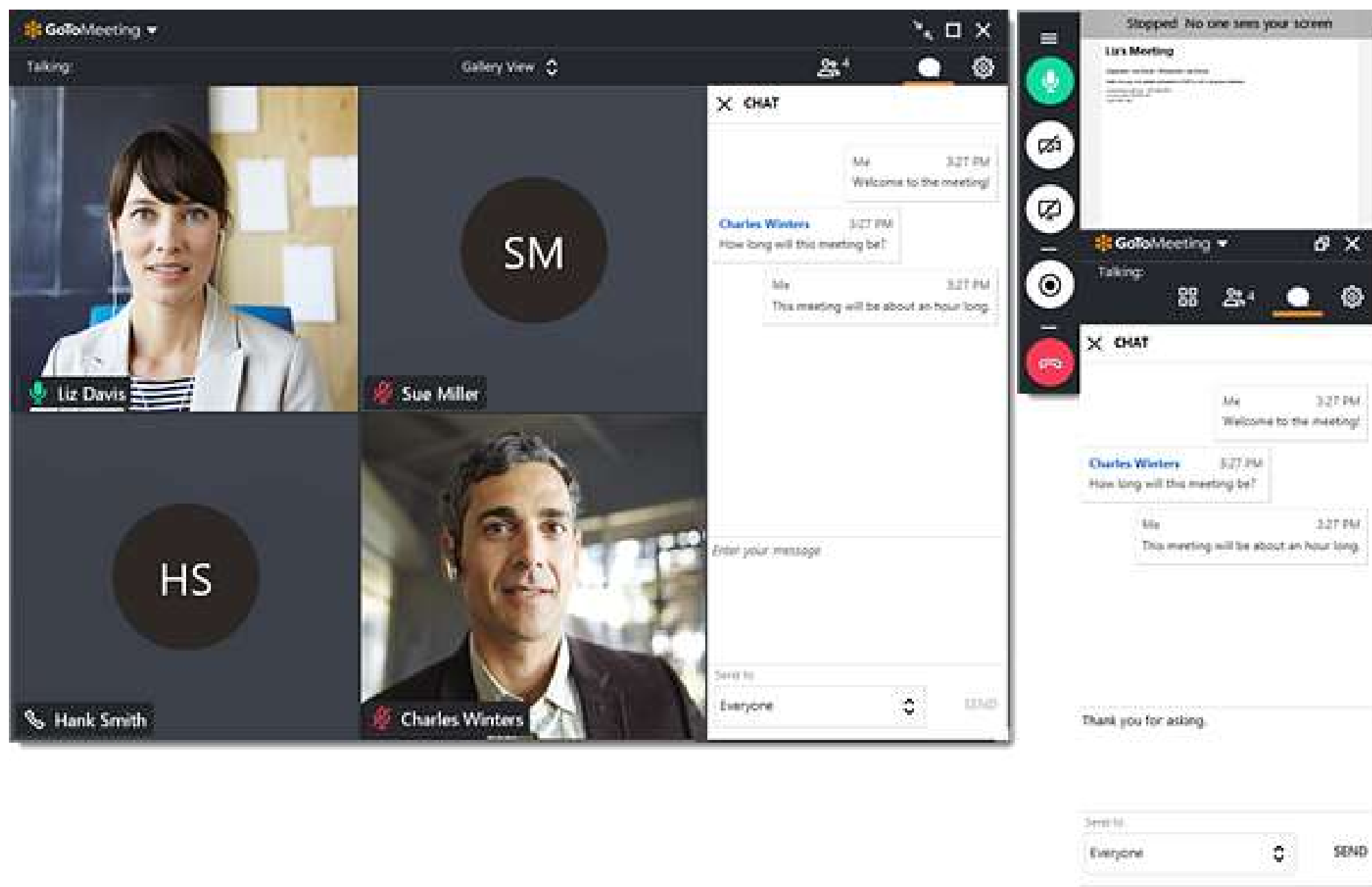
This will achieve two things. First, it will help you better understand the needs and interests of prospects. Second, it will assist them in moving one step closer to their ultimate objective.

*Let's see an example...* 



# SET A MEETING

Example:



The goals of this meeting are to learn about your prospects, share helpful guidance and determine if you are able to help further.



## 6. MANAGE YOUR PIPELINE

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When done correctly, the prospect literally asks for the ability to buy when:

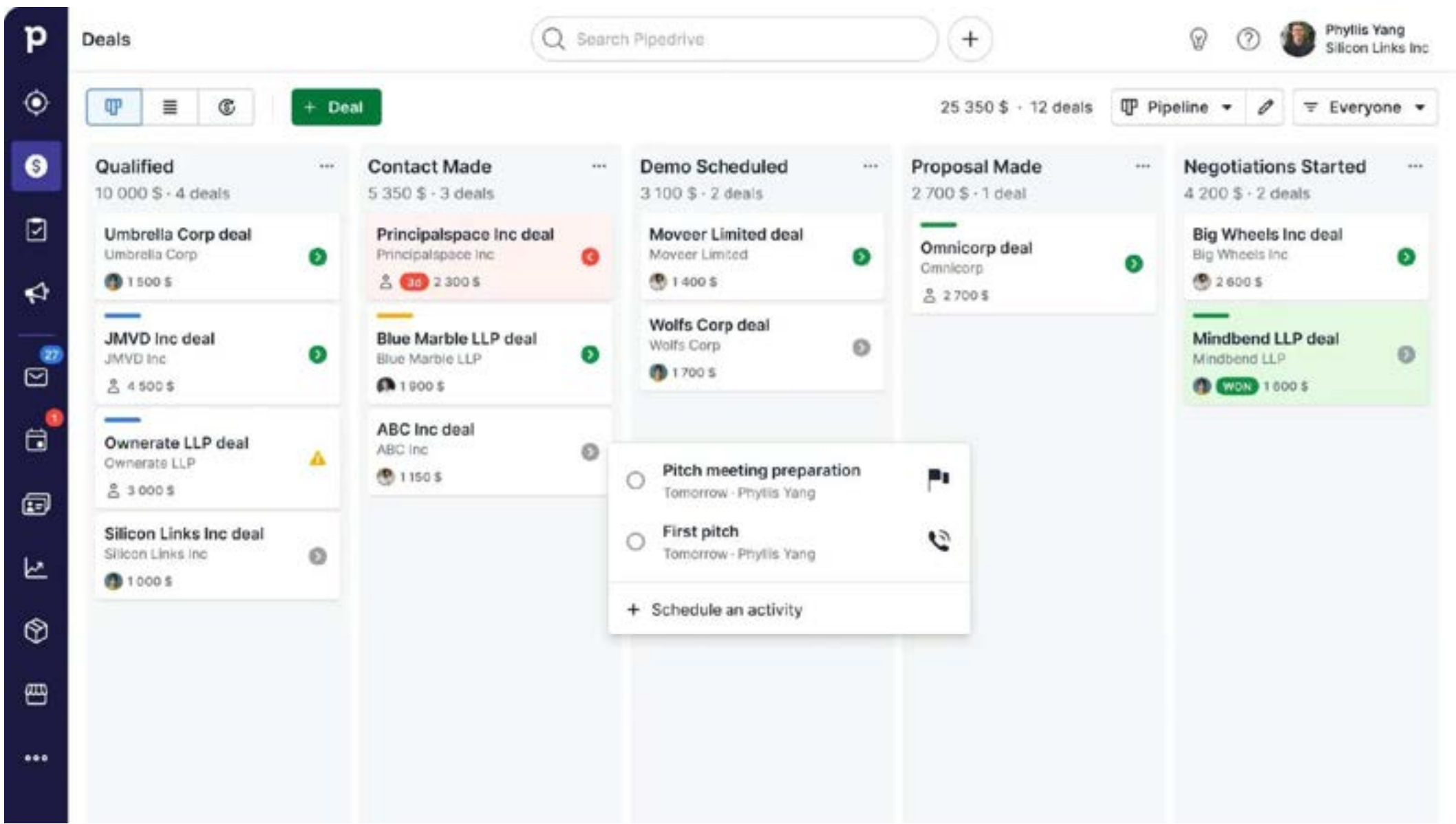
- They understand their issue
- They know you exist
- They know you provide the solution they seek
- They trust your capabilities

This will help increase the efficiency and precision of your sales process.

*Now... manage your pipeline*

# MANAGE YOUR PIPELINE

Example:



# LET'S RECAP

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Maximize your Revenue Generation potential on LinkedIn with these 6 Best Practices

- Strong Online Presence
- Know Your Audience
- Communicate & Engage
- Create Valuable Content
- Set a Meeting
- Manage Your Pipeline



## WHAT'S NEXT...

Add your comments



Want to add another "0" to your **annual growth?**

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