

LINKEDIN DAILY SOCIAL SELLING CHECKLIST



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▶ SIMPLE TO USE EVERY DAY TO HELP YOU STAY ON TRACK AND ON SCHEDULE WITH BUILDING A STRONG, PROFESSIONAL NETWORK ON LINKEDIN.



MONITOR YOUR FEED AND INTERACT AS REQUIRED

- ▶ Most importantly, monitor what works best for you and adjust your strategies accordingly.
- ▶ LinkedIn is the most dynamic of all social platforms. (It changes more often than any other) so you will need to be flexible and adaptable.



SEARCH/ PROSPECTING

- ▶ Carry out targeted search
- ▶ View 50 new profiles everyday
- ▶ Engage: Inmails, Phone, Video, Email
- ▶ Save leads in SalesNAV



PROSPECT PREPARATION

- ▶ Who are you targeting? Why?
- ▶ What is your engagement strategy?
- ▶ Supporting content available and ready?
- ▶ Are you 'conversation' pieces prepared?

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CONTENT PLAN

- ▶ Time your posts correctly
- ▶ What content should you share?
- ▶ What actions are you trying to drive?
- ▶ Who should you be tagging?
- ▶ What is your strategy to drive interaction?



CHECK YOUR NOTIFICATIONS

- ▶ Look for interaction opportunities
- ▶ Reply to Inmail/ Messages
- ▶ Connection requests actioned
- ▶ Don't forget SalesNAV (if applicable)

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BOOST REVENUE USING LINKEDIN