



TOOLS AND TIPS

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SocialGen

Commercial in Confidence

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Mere-exposure effect

From Wikipedia, the free encyclopedia

The **mere-exposure effect** is a psychological phenomenon by which people tend to develop a preference for things merely because they are familiar with them. In social psychology, this effect is sometimes called the **familiarity principle**. The effect has been demonstrated with many kinds of things, including words, [Chinese characters](#), paintings, pictures of faces, [geometric figures](#), and sounds.^[1] In studies of interpersonal attraction, the more often someone sees a person, the more pleasing and likeable they find that person.

SUMMARY



Address your target audience

- Use a question to hook them in



Address your customer challenges

- This creates relevance and will qualify your connection



How do you help them overcome challenges

- Paint a picture of what their life looks like after using your products/services/solutions



HUMANISE your profile

- Use language that is more emotive such as “Love” or “Passion”



Call to Action (CTA)

- Encourage your new connections to get in touch or direct them to other value channels (e.g. Landing Pages)



BEST PRACTICES

When “Resharing” Posts

- Always add a short paragraph as to why you are sharing the post (100 – 200 words)
- Do not share more than 3x per week
- Do not rely only on reshares
- Ask a question in each post to promote comments

When setting up a “Poll”

- Make sure it's around a topic or question YOU really want to know
- Create a poll no more than 1x every 2 weeks
- Do not rely only on polls
- Create a separate post to share the results of the poll and how this data can help your network

When posting an “Article”

- Make sure the content is from a well known and reputable source
- Always add a short paragraph as to why you are sharing the article (100 – 200 words)
- Do not share more than 3x per week
- Ask a question in each post to promote comments

"LINKEDIN FOR BREAKFAST"

Every morning, in the time it takes to drink your coffee, add as many decision makers as you can on LinkedIn that could be prospects. You don't need to have dealt with them previously, but always make sure to add everyone you are currently dealing with externally as well.

WHY?

Consider your connections to be your marketing base - they will see any updates or interactions of yours on their LinkedIn feed. You need a large audience to make your marketing efforts worth the time.

Just as importantly - you will see their interactions with the platform. This may give you insights on their pain points, challenges facing their business, events they are attending, or even just information to break the ice. This information is crucial for insights led selling.

BONUS TIP - Connect with your competitors and see who they are connected with and are interacting with on LinkedIn! If your equal at a competitor suddenly connects with a multiple prospects from one business, highly likely that they are in sales process.

SHARING CONTENT

- Share content that will resonate with your prospects, particularly that ties in with your particular value add.
- Share content that helps with every part of their buying process - not just material that promotes your product.
- Promote our events, webinars, etc with your prospects - help funnel them into our deal flow.
- Add additional information or commentary when you share to make it personal to your

ENGAGING WITH CONTENT

Like, share and comment on content written by or shared by your prospects. Use the platform to engage with them and their brand. Show you are engaged and have bought into their business as well and give them your support.

BUSINESS DEVELOPMENT: SALES NAVIGATOR

Process to Follow

- Use Sales Nav to create a List
- Use the Advance Search function to find relevant prospects
- Connect with prospect, then save to List
- As the Connection notifications come through – send your outbound Message – for free!
- Once you have given your list time to accept or reject your connection request– say a week or more – use your 30 Inmails to send your same outbound message to those that have rejected or not yet accepted your connection request.
- (Remember, all Inmails that generate a response (even a no) get credited back)

BUSINESS DEVELOPMENT: SALES NAVIGATOR

Other Uses:

- **Connect** with and save a separate **List** of all your leads to track their LinkedIn activity.
- Follow up an outbound call and outbound email with an **InMail** or **Message**.
- See if people you are connected with are connected to your leads or prospects and ask for an introduction.
- **Connect** with your competitors and see who they are connected with and are interacting with on LinkedIn! If your equal at a competitor suddenly connects with a multiple prospects from one business, highly likely that they are in sales process.



Tactical, Tailored, Leverage

CONNECTION REQUEST Scripts - Examples

Example One:

Hi <NAME>, LinkedIn recommended we connect as we are both connected with <CONNECTION NAME> and I noticed you're the <TITLE> at <COMPANY>. For networking purposes, I'd like to connect with you on LinkedIn. Regards, <YOUR NAME>

Example Two:

Hi <NAME>, hope you're well. I noticed that we are connected to <CONNECTION NAME #1> and <CONNECTION NAME #2>. Considering your role at <COMPANY> I thought it would also be good for us to connect and network on LinkedIn. Regards, <YOUR NAME>

Example Three:

Hi <NAME>, how are you? I came across your profile as we're both members of the <GROUP NAME> group. Seeing as you're the <TITLE> at <COMPANY> it seems we share professional interests, so I'd like to network with you. Regards, <YOUR NAME>



Tactical, Tailored, Leverage

THANK YOU Scripts - Examples

Example One:

Hi <NAME>, just a quick note to say thank you for connecting with me. I hope my network offers some value and I look forward to our connection. Regards, <YOUR NAME>

Example Two:

Hi <NAME>, I'm sure you get lots of request to connect so wanted to say "Thanks" for accepting mine. I'm always interested to know my connections so let me know if your thoughts on catching up over a 'virtual' coffee? Regards, <YOUR NAME>

Example Three:

Hi <NAME>, thank you for connecting with me and considering we share some common professional experiences and interests, let me know your thoughts on catching up to exchange notes or ideas. Regards, <YOUR NAME>

JEFF YANG

Founding Director & Head of B2B Social



TRENDS AND STATISTICS

Our B2B Social Selling Experiences

OUR FOOTPRINT

Developed over **797,000+** strategic relationships between decision makers and **900+** senior executives as Social Sellers

EXPOSURE

The average exposure for each active social seller **20,000+**

Typical Decision Makers
C-Levels
President & Vice President
Director

ARE DECISION MAKERS ACTIVE?

Australia – 3 to 5 Days
North America – 4 to 5 Days
Singapore – 4 to 6 Days
Europe – 5 to 9 Days
Hong Kong – 5 to 6 Days
India – 5 to 6 Days

OUR PERFORMANCE

Rolling average of **30-40% Online** conversion for 1st Degree Acceptance
15-20% offline acceptances from meeting requests



JEFF YANG

Jeff Yang is the founding director of the world's leading B2B Social Sales & Marketing Enablement agencies and has served as the Head of Digital with Australia's most awarded digital marketing agencies.

Today, Jeff works with dozens of globally recognised brands such as American Express, IBM and Capital Group and trains hundreds of B2B professionals on how to use social media to grow their personal brands and promote their businesses online and generate qualified business opportunities.

Jeff is a pioneer in the B2B Social Enablement space across Asia Pacific and is a valued mentor on this topic. He contributes regularly to entrepreneurial organisations such as The Entourage, Business Blueprint, Australian Computer Society, Hong Kong Trade Development Council and the Taiwan External Trade Development Council.

Jeff is passionate about B2B Social and loves to share his experiences on how to use professional social networks to generate measurable and profitable outcomes for startups and established organisations alike.



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