



Connected Circles



EPTDA LinkedIn Training -
Social Selling

December 8, 2021



Agenda

- 01** | Introduction - Who We Are
Our Mission & Motivation
- 02** | What is Social Selling?
- 03** | Building Your Personal Brand for
Social Selling
- 04** | Optimising Your Profile
- 05** | Becoming Active
- 06** | Social Selling Principles & Strategies
- 07** | Commenting & Engaging



Connected Circles

01. Introduction

Who we are?

Conversation is a force for good

Our mission at Connected Circles is to disrupt how leaders communicate with key stakeholders in the digital age. As trust moves from brands to people, leaders are expected to be visible, accessible, and human. We help purpose-driven companies, leaders and their teams to create meaningful conversations and make a positive impact in the world.

Connected Circles

Tech-driven

With the right balance of tech and human capabilities, we help our clients to generate new business, retain and attract talent, boost their brand reach by as much as 400%, and gain trust through transparency, consistency, and relevant content.

Connected Circles is Insight-driven

Employees expect leaders to be visible

86% of employees agree it's critical for their CEO to publicly speak out about one or more of societal challenges.

63% agrees that CEOs should take the lead on change rather than wait for governments to impose change on them. (*Edelman Trust Barometer, 2021*).

Meaningful conversations build trust

88% Of Decision-Makers say that Thought Leadership can be effective in enhancing their perceptions of an organization.

48% Of Decision-Makers say that compelling content can be effective in influencing their purchasing decisions (*Edelman and LinkedIn, 2020*).

Content of leaders and employees is more effective than brand content

On average, content shared by employees generate 8 times more engagement, **561%** higher reach, and converts **7** times more leads than similar content on brand channels (*DataWorlds, 2019*).

Leaders who work with Connected Circles generate **3 times higher engagement** than other leaders.

Ultimate personalizations is the future of content

Our work starts with understanding the unique needs of all your key stakeholders.

We create personalized content tailored to stakeholders and in line with your organization's expertise and brand identity.

Connected Circles is Data-driven

Stand out with our data-informed content

We have analyzed **50,000+** posts of CEOs worldwide to understand what content engages the most.

Using the formula of the most engaging posts, we create content that will stand out and engage your stakeholders.

Stay relevant with our AI-enabled content search

We use AI technology to receive the latest and the most engaging content on any theme or a niche topic in the world.

Personalized insights

Go beyond LinkedIn analytics. Stay informed with our LinkedIn reports anytime, anywhere, from any device:

- Track your network growth.
- Measure the performance of your content.
- Understand who is engaging with your content.
- Stay updated on your key accounts, competitors or partners.
- Keep track of your brand visibility and engagement.

Connected Circles is Impact-driven

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Confidential

Employee engagement

Align employees around key themes. Foster long-term motivation & advocacy

Stakeholder trust

Gain trust through transparency, consistency and relevant content

Talent acquisition

Build engaging campaigns by analyzing talent behaviours online

Sales lead generation

Multiply conversion rate through human, timely engagement

Brand visibility

Boost reach by 400%+ by empowering personal profiles

Recruitment savings

Attract through smart content rather than paying headhunters

Earned media

Reduce your advertising costs through organic reach.



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02 . What is Social Selling?

- **Social selling** is about **leveraging social media networks** and your **professional brand** to achieve your **sales goals**.
- By improving your personal brand, finding the right connections and building trusted relationships, you can become empowered to be better at sales lead generation, build and maintain those relationships.



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03 . Building Your Personal Brand for Social Selling



1 of 1

Team SSI rank

Top 1%

Industry SSI rank

Top 5%

Network SSI rank

Current Social Selling Index ⓘ



73
out of 100

Four components of your score



21.18 | Establish your professional brand ⓘ



15.02 | Find the right people ⓘ



13.74 | Engage with insights ⓘ



23 | Build relationships ⓘ



People in your team



People in your team have an average SSI of 73.

You rank 1 of 1

No change since last week.

People in your industry



Sales professionals in the Public Relations & Communications industry have an average SSI of 29.

You rank in the top 1%

No change since last week.

People in your network



People in your network have an average SSI of 48.

You rank in the top 5%

No change since last week.

Social Selling Index (SSI)



Profile

Establish your professional brand/
Personal Branding



Content

Create content that is innovative
and inspiring!



Network

Find & connect with the right
people



Relationships

Interact with others



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04. Optimising Your Profile

*Tell and communicate your
story*



What Makes a good LinkedIn profile

Step by step

- 01 | Profile picture and banner
- 02 | Headline be recognized & found
- 03 | Biography - tell your story
- 04 | My features
- 05 | Update the professional experience section
- 06 | Add media content to your experience section



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05. Becoming Active

Writing a post and sharing value



Core pillars

Value creation

Great content is all about providing value to others through discussion, education, inspiration, or entertainment.

**Before publishing, ask yourself:
Why should anyone care?**

Authenticity

Real connection happens on a human level. The best performing content is authentic - about your real thoughts, emotions, struggles, lessons. Sharing your personal story does not mean being unprofessional.

**Before publishing, ask yourself:
How well does this reflect me?**

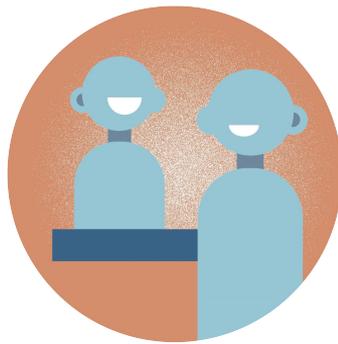
Know who you are talking to

- Before writing, make it clear who are talking to.
- It's okay to have different audiences for different posts.
- Tailor content to that audience.
- Make your content relatable (emotionally or rationally).
- Respect the intelligence of your audience (i.e. over explaining vs. under explaining)

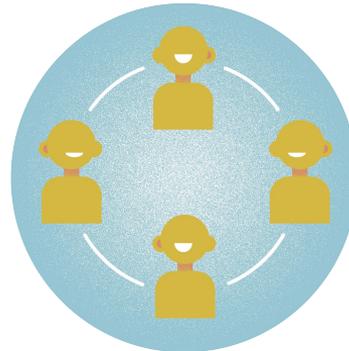
Several audiences



Potential lead



Client



People in the industry



Colleague

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All you need to know about LinkedIn hashtags

>>
1/9

Algorithm Cheats 1/7

How often should I post on LinkedIn?

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Algorithm Cheats 1/9

WHY YOU SHOULD STOP SHARING OTHERS' LINKEDIN POSTS

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LinkedIn Algorithm CHEAT SHEET

>>
1/8

Connected Circles 1/9

6 REASONS WHY CEO'S SHOULD BE VISIBLE ONLINE

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Algorithm Cheats 1/8

TO TAG OR NOT TO TAG?

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Never stop learning

Follow Connected Circles on LinkedIn



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06 . Social Selling Principles & Strategies

Finding relevant prospects



Step by step

01

Understand existing sales proposition

Existing current customer list (companies and decision makers)

02

Segment the market (your target industries) and identify unknown prospects - Identify new categories

03

Map top decision makers from each target company

Build a list per target company and understand how they behave online

04

Adopt invitation & messaging strategy for each target segment

- invitation messages and follow-up chats

05

Set content & engagement strategy per segment

Content split to add value to each segment and engaging with prospects



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07. Commenting & Engaging

Building relationships



Interactions

- The purpose of social networks is to create interactions between you and other members
- Developing your network means interacting with other users
- Think about replying to comments, liking, sending private messages to your existing network but also to your targets and peers!
- Algorithms particularly appreciate high interactions and favor the diffusion of your publications



Your network, your company and the algorithm will appreciate it!

Build relationships

- The distribution of your post is over, it's all about meaningful conversations
- Commenting on others' posts is the best proactive way to be seen by the people who matter
- A great way to get the attention of your prospects.

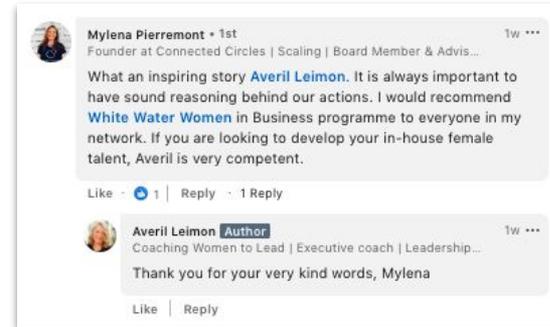
Increasing the reach of content

- The success of your content's reach depends on your activity score.
- Higher activity score = greater content reach = better results
- Commenting on other people's content increases your activity score
- It also increases your chances of being seen by those people the next time you post.

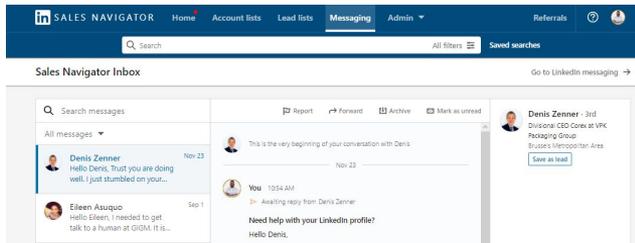
Reply to comments on your own posts



Commenting on the posts of your prospects



Sending private messages





Questions & debriefing



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Thank you!