

How to Fuel Social Selling with Executive Activation

A Program to Supercharge Your LinkedIn Game

What is Social Selling?

Social selling is a method for leaders and organizations to connect and sell products and services on social media platforms like LinkedIn. **It's about:**

- Finding the right prospects.
- Building trusted relationships.
- Achieving sales goals by engaging potential buyers.
- Offering thoughtful content that helps them make a purchasing decision.

How Social Selling Fuels Growth

Your audience is on social media—and social selling works. Organizations that use social selling saw:

- A **45% increase** in sales opportunities through social selling
- A **40-50% increase** in new business for salespeople who use social selling

What is Executive Activation?

Executive Activation positions executives as thought leaders through curated content, unique LinkedIn articles and social media engagement.

Executive Activation brings Together the Best Parts of Thought Leadership and Social Media:

- Creating opportunities to share brand messaging
- Positioning team members as industry experts
- Building cohesion throughout the organization's online image

Who's it For? Subject Matter Experts Who:

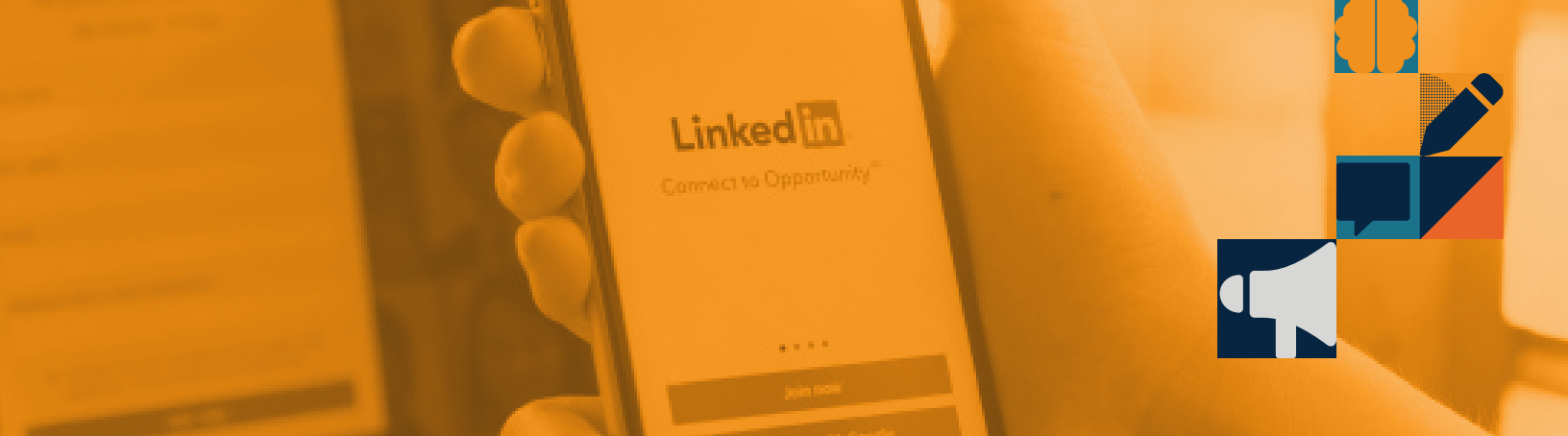
- Want to enhance their online image
- Want additional thought leadership opportunities
- Want to be seen as experts in their industries
- Want to help spread company-wide messaging and initiatives

** While executive activation is designed to require minimal time commitment from an SME, they must be available for interviews, approvals and edits.*



Roughly 17% of B2B marketers believe their thought leadership drives more RFPs. But when you ask actual buyers, that number jumps to 41% of C-suite execs and 37% of decision-makers.

Audiences exposed to brand messages on LinkedIn are 6x more likely to convert.



Start By Updating Your LinkedIn Profile

Scrap the CV-Style Online Resume

- You're not looking for a job—you're showcasing your personal brand and your organization's brand.
- The goal is to instantly show your audience you're a subject matter expert (SME) in your industry.
- You have roughly 10 seconds to get your point across in your profile.
- Confidence is good, self-promotion is not.
- The best profiles open the door to further conversation. Like meeting someone at a networking event, you build a relationship before asking for business.
- The goal is to have your personality come through in your profile.

Ask Yourself These Strategic Questions

- What guiding principle or philosophy has shaped my career?
- What value do I bring to clients and my team?
- What's my elevator pitch?
- What keywords are important to my role and my practice?
- What "voice" do I want for my profile (first person "I" or third person "he/she/they")

Ask Yourself These Tactical Questions

- Is all of my experience represented accurately?
- Is my education represented?
- Do I have honors and awards listed (third-party)?
- Are my volunteer and board memberships represented?
- Have I included thought leadership pieces and other media?

If You Have One Hour ...

Priorities

- Your (professional) profile picture
- Your headline
- Customized URL
- The summary section
- Your experience and education—focus on chronology
- Making it more complete
- Content that establishes your thought leadership
- Your professional extracurricular activities: volunteering, boards
- Descriptions of your previous job roles

"Nice to haves"

- Groups
- Recommendations
- Interests



The “Activation” Part: Creating and Sharing Content

Determine what your subject matter area of expertise is.

What topic do you want to be known for in your industry? What topic do you have a strong point of view on? Choose one to three topics to focus your executive activation efforts on. (These can change over time!)

Write short-form LinkedIn posts (think 100- 200 words) sharing your point of view.

Not every thought is worthy of a blog post. Writing short-form posts can help you connect with your audience and create a conversation about topics as they relate to your industry and expertise.

Share relevant content with your point of view attached (think 50 words).

Strengthening your point of view doesn't mean always writing net new posts. Share your commentary on other articles out there as they relate to your industry and expertise.

Write longer-form LinkedIn blog posts or articles sharing your point of view and expertise in a subject (think 500 words).

LinkedIn wants its users to stay on the platform; writing posts specifically for LinkedIn offers a way to engage followers while keeping them on LinkedIn. Remember, your job is to build trust through executive activation. It's not necessary to drive connections to your website with every post.

Comment on posts from connections in your subject matter area.

Commenting on posts increases your profile reach and obviously helps to elevate your personal brand in whatever area you're commenting. Smart, thoughtful notes get eyeballs on your content and can help to create connections and build trust.

If you're interested in jumpstarting your thought leadership efforts, reach out to Scribewise for help with executive activation.

Learn more at www.scribewise.com

