

WE HAVE TO USE THE ENGAGEMENT ON YOUR LINKEDIN CONTENT TO DRIVE SALES CONVERSATIONS!

We want candidates and clients coming to you, this is certainly the goal long term. However we also need to be proactive with the engagement we get on our content that can help you with your business development and candidate engagement activities.

Now if you really wanted to do this with people who have liked your posts you can, you can play around with it, but what you should DEFINITELY do is use the comments you receive on your content to drive sales conversations.

Personally if you receive comments from hiring managers or candidates that look well worth speaking to that are on the database I would pick up the phone. However if you wanted to approach these people with a LinkedIn message this is up to you.



THE ENGAGEMENT WITH YOUR CONTENT HAS TO BECOME
YOUR NEW REASON TO SPEAK TO PEOPLE IN YOUR
MARKET!

Calling or messaging people in your market because they have engaged with your content will probably be a new approach for you so here are some templated approaches that you can use that have helped me and my clients, it's down to you how you decide to approach it.

The goal with both of these approaches is to enable you to have more sales conversations with people in the market that don't start with ...

“Hi I have this fantastic opportunity, are you interested in opportunities at the moment?! OR Hi, do you have any hiring requirements this year?!”

All of your competitors ONLY have these approaches to start building relationships, if you're sharing relevant content to your market you need to use this to enable your phone and sales activity too!

How you approach people is completely down to you, play around with it and tweak it to make it work for you.

But the PUNCHLINE here is we have to use your content to drive sales conversations and it has to be combined with your phone activity.

It's about using BOTH not one or the other!

If you get 10 more opportunities to explain to people on the phone why you're different and how you work this will drive billings and help you build valuable relationships long term.

HERE ARE SOME EXAMPLES TO BRING THIS TO LIFE FURTHER

I think you have TWO options.

You either go straight in for the SELL or you approach it with a SOFTER approach.

BOTH CAN WORK

THE SALES APPROACH

“Hi Candidate / Client,

Thank you for engaging with my content recently and sharing it amongst your network, I really appreciate it.

Would be great to have an informal chat sometime to see if we may be able to assist you progress your career in any way? / support your business in any capacity?”

THE SOFTER APPROACH

“Hi Candidate / Client,

Thank you for engaging with my content recently and sharing it amongst your network, I really appreciate it.

You may have seen I’m trying to do more on LinkedIn so any feedback you have on my content is very much welcome!

Also whilst I have you, are there any topics you would like me to share content about that you would find valuable?! This will simply help me ensure that the content I share with my network is actually useful.

On a side note, do you know what we do here at ****Your Agency Name****?

How open would you be to having a no obligation chat on the types of businesses we work with and the typical people we help progress their career?!

P.s I know you will get pitched all the time from Recruiters, all I'm asking for is an opportunity to start building a relationship with people I could potentially help in the long term and if you're not happy to do this I totally understand (As long as you keep supporting my content haha!)”

SALES APPROACH

[Redacted]

TUESDAY

[Redacted] 7:59 am

Morning [Redacted] thank you for engaging and sharing the post. Would be good to have an informal chat sometime to see if we can support you at [Redacted] at any capacity.

TODAY

[Redacted] 3:22 am

Morning
More than happy to
My mobile is [Redacted]
Very best
[Redacted]

[Redacted]

MONDAY

[Redacted] 1:00 pm

Hey [Redacted] are you in the market for a new role?

[Redacted] 1:55 pm

Hey Graham !
Hope you are well ? Keep posting these amazing post 🙌
Yes i am indeed

[Redacted] 2:09 pm

Great, ping me your mobile and I will give you a call...



SOFTER APPROACH

7:45 pm
Hi

Thanks for your recent comment on my post.

Any feedback you have on my content is very much welcome.

Also whilst I have you, are there any topics you would like me to share content about?!

On a side note, do you know what we do here at

How open would you be to having a no obligation chat on the types of business we work with and the typical people we help progress their career?!

P.s I know you will get pitched all the time from Recruiters, all I'm asking for is an opportunity to start building a relationship with people I could potentially help in the long term and if

7:58 pm
Hello.

Thanks for reaching out...

I appreciate your content, you post some of the very few posts I actually engage with on LinkedIn! Re. content - I deliver a market update presentation every month to my wider team on trends (sustainability, tech etc.) with an emphasis on shopper perceptions/behaviour - if you see anything in this area it usually sparks good debate and opinions about where the future is headed!

I'm definitely keen on building relationships - and know of - but right now I'm happy at and have loads going on to keep me busy and not stalling.

That said, I might be looking at other opps in the next 6-9 months depending on whether or not me and my better half



(sustainability, tech etc.) with an emphasis on shopper perceptions/behaviour - if you see anything in this area it usually sparks good debate and opinions about where the future is headed!

I'm definitely keen on building relationships - and know of [REDACTED] [REDACTED] - but right now I'm happy at [REDACTED] and have loads going on to keep me busy and not stalling.

That said, I might be looking at other opps in the next 6-9 months depending on whether or not me and my better half fancy a move to London (it's about her as much as me!).

And of course I'll continue to pollute your posts with my 2 cents! Cheers [REDACTED]

[REDACTED]