

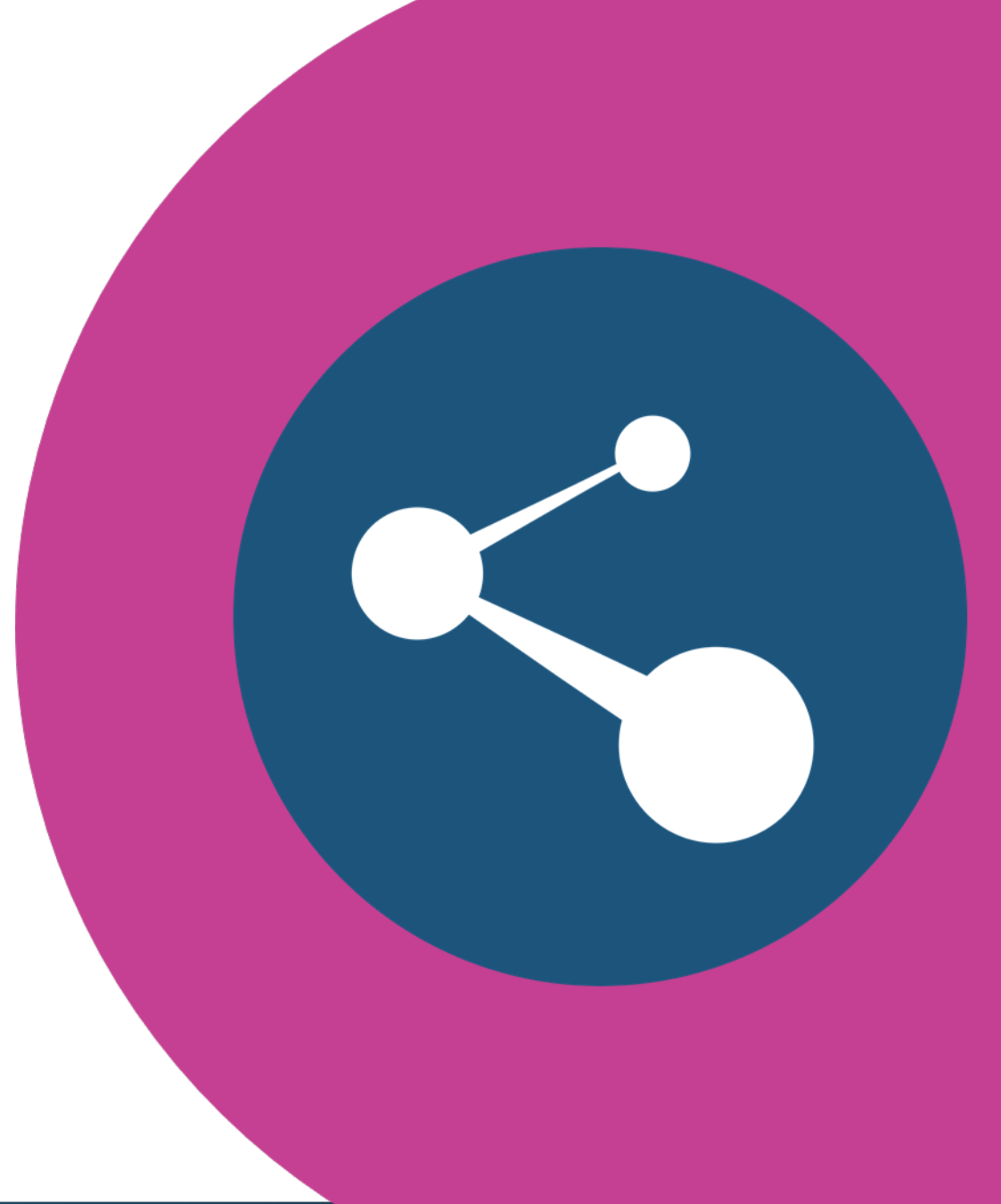


The Only Enterprise-Class Account-Based Sales and Marketing Platform

LinkedIn Executive Playbook

Steps to Become a Social Leader

April 2022





12 Steps to Become a Social Leader

Today's Top Performing Leaders Are Social Leaders

Your Path to Social Leadership

How to Get Started

○ Personalize and Engage

- Create an effective executive profile
- Control your privacy & confidentiality
- Efficiently connect with the people that matter

○ Demonstrate Leadership

- Show that your company is innovative
- Offer an authentic, human face to your company
- Be a voice of your industry
- Build thought leadership

○ Accelerate sales

- Connect with your top 100 customers
- Empower your team to leverage your network
- Be where your customers are & identify new leads

○ Gain Industry Insights

- Stay on top of the leading ideas in your industry
- Hire the best, worldwide
- Keep tabs on the competition & potential acquisitions

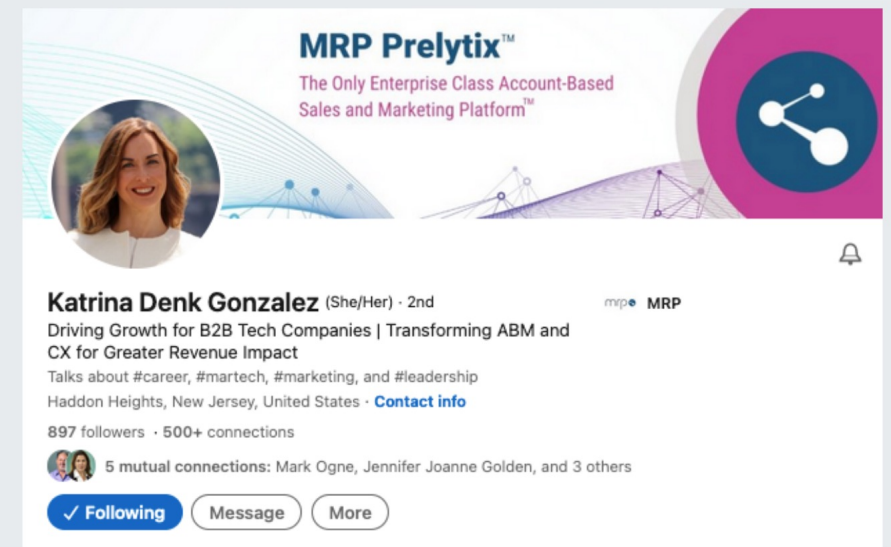
Executive Profile

Personalize & Engage

Step 1: Create an efficient executive profile

Your profile is a key component of your experience on LinkedIn. It's practically your digital business card when you reach out across your professional network. This is how potential customers can locate you and understand your role.

Having a complete branded profile is important to show you're an active participant in the ecosystem. The following tips are inspired and validated by the profiles of the most successful leaders on LinkedIn.



01

Profile Picture

Your picture is your virtual handshake. Pick a picture that's friendly, professional, and aligns with your role as a leader.

02

Headline

Don't just post your job title. Use this section as an opportunity to tell the customer what you do for the company and can do for them.

03

Profile Banner

Make your profile banner pop with a custom MRP LinkedIn Banner. This gives you an opportunity to make a positive first impression.

04

Summary

The summary is a personal note where you can share more about the vision you have for your role or company. Use it wisely.

Control your Privacy

Personalize & Engage

Step 2 : Control your Privacy

Managing privacy on LinkedIn isn't a matter of limiting your information, it's a matter of deciding what you'd like present to those inside your network versus those outside your network.

You can easily control the privacy of your network and activities to align with both your constraints and comfort level.



01



Your Connections

Public: Your connections can view your entire network.

Private: Your connections can only view people you have in common.



02



Your Updates

Public: If you turn on your activity broadcast, your connections will receive notifications.

Private: If you turn off your activity broadcast, your network does not receive notifications



03



Your Visit Activity

Public: People you recently visited can see your name.

Private: Be a LinkedIn Anonymous User to select your level of anonymity.



Start Building a Network

Personalize & Engage

Step 3: Start Connecting

With more than 700+ million members throughout the world, LinkedIn is both the largest and most advanced business network in the world. It isn't intended to replace face to face interactions, instead, it optimizes your ability to:

- Keep your network fresh and active
- Strengthen your global connections
- Know more about people you've met or are about to meet

3 FACTORS TO CONSIDER

Connect to the Right People



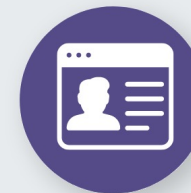
01. Connect to Sub-Audiences

Break down your audience into sub-audiences within the same city. When LinkedIn detects post engagement concentrated from a cluster of people, it's likely to promote your post to more people like them.



02. Avoid Connection Messages

Research has found that connection requests without messages seem more real--and are more accepted.



03. Jumpstart your Connections

LinkedIn blocks you from connecting to people too far removed from your personal network. The more connections you start with, the larger your breadth of potential connections for automatic outreach.



Show MRP is Innovative

Leadership

Step 4: Show MRP is Innovative by having socially engaged leaders.

80% of employees say they would rather work for a social CEO, and 2 out of 3 customers say that their perception of the CEO impacts their perception of the company.

Through LinkedIn, the top executives have a clear opportunity to bring a sense of proximity and connection to the their company's professional and consumer ecosystem at a low cost and with low time commitment.

SHOW INNOVATION

Be a Socially Engaged Leader



Share the Good News

Follow our social media accounts to re-share relevant news, whitepapers, videos or events happening at MRP.



Connect with MRP Employees

Invite MRP employees to connect with you. The more connections you have the larger your breadth of potential outreach later.



Post Regularly

LinkedIn is a content deficient platform so your posts get more views that they would on other platforms. Try to post 2-3 times a week.



Be Insightful

LinkedIn promotes people who post high-engagement content, and spark conversations in the comments section or reply to people asking questions. Feel free to chime in other's conversations to get noticed.

A Human Face to MRP

Leadership

Step 5: Be the authentic human face MRP

In the social media era, we're more and more curious about the people behind a brand or a company.

Top executives on LinkedIn leverage the opportunity of a personal and direct channel of communication between themselves and the rest of the world, including journalists, stakeholders and customers.

Themes that Get Traction



01 Human-Focused Posts



It's ok to share posts that do not relate to our industry but connect to your audience on an emotional level. This is achieved through masterful storytelling and vulnerability.

02 Industry-Focused Posts



Industry-focused posts are insight-driven pieces of content that cement your position as a **thought leader** in your industry. This theme should be your priority.

03 Combination Posts



The combination of these two post themes is what builds a high-affinity audience: your posts provide industry insight and a relatable human touch.



Be a Voice in the Industry

Leadership

Step 6: Be a voice of your industry and build thought leadership.

With over 1.5 M unique publishers actively sharing content, users connect daily to review their newsfeeds and read about leaders and companies they follow.

These tips will help you to easily share business insights with your network and efficiently position yourself as an industry leader.

BE A VOICE IN THE INDUSTRY Building Thought Leadership



Share recommended articles, personal insights, corporate presentations, and relevant industry news to demonstrate your thought leadership



Take the time to write long-form posts about the industry, and ask your colleagues or social team to help you amplify your posts.



Invite social influencers to an interview or a recorded Zoom call you can post on your profile. The more recognition you give, the more you'll get.

Connect with Top Customers

Accelerate Sales

Step 7: Connect with the C-level of your top 100 customers

Business is about people, but nurturing relationships takes time. LinkedIn allows you to efficiently:

- Establish resilient and direct channels of communication
- Remain top of mind for your customers and provide them necessary attention
- Cement enduring relationships
- Keep tabs on your contacts' movements, interests and needs –in real-time



Find Customers

#1

Search for Customers

LinkedIn allows you to easily find your customers by searching by name, company, or position.

#2

People you May Know

LinkedIn will also suggest people you may know based on your network, as well as people in your contact book if you allow this access.

#3

Follow Your Customer's Activity

If you are connected with your customers, their public activity will appear in your newsfeed.

Empower Your Team

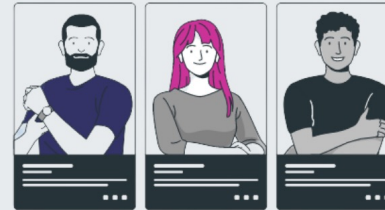
Accelerate Sales

Step 8: Empower your team to leverage your network – at your discretion

Relationships accelerate business-but if your relationships are hidden, they're of no value to the team around you.

Through LinkedIn you can shorten your team's path to key decision makers, while maintaining control of their access.

UNLEASH YOUR SALES TEAM



“The strength of the team is each individual member. The strength of each member is the team.”

Phil Jackson

1

In coordination with your Director of Sales, define & communicate the rules regarding the introduction process for strategic prospects.

2

Encourage your sales teams to use the resources they have available, including your network.

3

Work with your social media team to amplify your message on a bigger platform like Funnel Amplified.

Identify New Leads

Accelerate Sales

Step 9: Be where your customers are & identify new leads

People do business with companies and individuals they “know, like and trust.”

LinkedIn expands your presence, approachability and reputation by improving your ability to:

- Build brand awareness
- Engage with your customers, partners, and suppliers
- Activate your customers and allies as brand ambassadors

INTERACT WITH Customers

Like in real life, in-person interactions with your customers are the best way to create brand advocates. By posting discussions on your LinkedIn profile or Company Page, you engage your customers in a unique way

For example, Richard Branson tries to personally respond to a few customer questions a day. He even asked his followers for advice on names for Virgin divisions. Encourage engagement as much as possible in your posts.

Joining and following group discussions in precise domains or verticals is an excellent way to gain customer insights about needs, consumption habits, motivations & fears.

Listen to your customer

LinkedIn also allows you to listen to potential customers. Just be careful to engage in heated debates.



Stay Informed

Accelerate Sales

Step 10: Stay on top of the leading ideas in your industry.

Staying abreast of industry news is key to building upon your expertise and expanding the respect your peers and reports have for you.

LinkedIn allows you to easily track industry news, extract customer insights and understand the shifting competitive landscape – all in one place.

What is Your Network Up To?

- ✓ See what your network is up to: updates, posts, new connections, work anniversaries, new titles, etc.
- ✓ Follow companies to receive their latest posts & announcements
- ✓ Join groups and view updates from discussions aligned with your personal and business goals



Hire the Best

Industry Insights

Step 11: Hire the best, worldwide.

Visibility, personal connections & referrals are key success factors when it comes to hiring – especially the best.

In addition to the suite of services that it offers for HR & Recruiting departments, LinkedIn is empowering executives to better identify and attract top talent

Hire the Best Worldwide



**LinkedIn
has the
largest
professional
network**



**Find
people
with
specific
expertise
from
across the
globe**



**Your
network is
your best
asset to find
the right
talents.**



**Re-post
strategic job
opportunities**

Track the Competition

Industry Insights

Step 12 : Keep tabs on the competition and potential acquisitions.

LinkedIn enables you to track your competition's latest movements in real-time. With technology accelerating the cycle of market disruption, it's important to have an eye on both incumbents and upstarts in your industry.

LinkedIn plays a critical role in the new venture lifecycle – frequently deployed before the first business card is printed – and will often be the first place that new challengers appear on your radar.

KEEP AN EYE ON Competitors

View company pages to see the latest news, updates and services.

Spot the next generation of competitors.



Identify who in your network can tell you more

Use LinkedIn Pulse & join relevant groups to track new comers



The Only Enterprise-Class Account-Based Sales and Marketing Platform

Thank You!



Learn More At MRPFD.COM

