

51 Tips for Social Selling on LinkedIn and Beyond

Top tips for newbies and experts alike.



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Introduction to Social Selling

What is Social Selling?

Social media goes far beyond casual and personal socialization. These days, it's an important and useful tool that can allow business relationships to form in productive and efficient ways. It also makes for more accurate prospecting.

Sometimes referred to as *the new cold call*, social selling allows salespeople to source prospects and connect with them on social media. Social selling is about developing relationships to funnel prospects down the sales pipeline and form business connections using networks like Twitter and LinkedIn.

Keep in mind that different platforms are suitable for different types of people and behaviors. For instance, LinkedIn is the best media for B2B selling, as it's essentially a mecca of decision-makers and direct users within your target audience. It's also a great channel to demonstrate expertise and thought leadership, therefore building trust and increasing interest in your product or services.

Facebook and Twitter, on the other hand, are more effective when selling to consumers (B2C) and building communities. When we talk about B2C social selling, it's important to understand that the methods differ from selling to businesses. These platforms allow for broad reach and engagement, so this will be the main focus for social selling, instead of direct messaging.



Instagram, YouTube, and TikTok can also be highly effective for specific markets and industries. Remember that when choosing your channels, it's important that they align with your social selling objectives.

When it comes to social selling, it's best to focus on the quality of prospects you can gain. Social media allows salespeople to refine their contact lists and engage with potential leads that appear to be a good fit right away. Sourcing prospects online rather than the standard cold call provides the unique opportunity to filter and narrow down your prospect list down to those that explicitly match your user personas. It's much more efficient to find someone online that you know works in your industry and start a conversation that's likely to result in a sales opportunity than to simply go down a list of numbers making calls, with the hope that they yield a sale.

Social Selling Isn't...

It's important to understand the difference between social selling and social media marketing. Social selling isn't paid advertising, branded content, marketing, or spamming on social media. Instead, it's a precise opportunity to source the right prospects, connect with them, and eventually build mutual business relationships. Doing so through social platforms allows companies to meet their target audience exactly where they are and break the barriers between a brand and the consumer. Humanizing businesses through social connections aids greatly in generating more relevant, interested, and qualified leads.





Join the Club: Social Selling Is Becoming the Norm

Social media is taking a prominent stand in the world today. This is where most of your clients are, especially younger generations and innovative startups. Plus, 71% of all sales professionals are already using social selling tools, because people are ready and willing to start business relationships and close deals on social media.

Deals that start on social media platforms like LinkedIn have a high chance of successfully closing. In fact, 78% of businesses that use social selling outsell businesses that don't use social media, [according to LinkedIn Sales Solutions data](#).

While following the herd may not always be the best approach, when it comes to social selling, it's often the right choice. Everyone else is doing it and if you're not, you're likely missing out on lucrative business opportunities and a higher ROI, especially in the world of B2B.

Now that we've gone over what social selling is and how it can benefit your business, let's take a look at the top social selling tips you can use to further your sales efforts.

Social Selling Tips to Drive Sales for Your Business

1 Post Daily Status Updates

You should aim to publish at least once a day on the platforms you plan to use for business to keep your connections and followers up-to-date with the latest industry content you've been reading and to keep your name synonymous with industry expertise and news.

Remember to follow the 80/20 rule of social sharing. Eighty percent of the content you promote should be industry news or helpful content that doesn't feature your product – at least not too heavily. This type of content includes news articles or blog posts that your connections would be helpful and/or offer insightful industry knowledge.

Twenty percent of the content you promote should be about your business, like new product announcements, case studies, and customer success stories. This balance helps earn you respect and trust, while showing you're looking to help other potential customers succeed.

2 Develop a Daily Routine

Social selling can be overwhelming if you don't have a plan. Set aside time to build an outline for a 15-30 minute daily routine for your social selling efforts. For example, you may want to spend **15 minutes** reading the latest news and updates in your industry, **5 minutes** crafting and publishing a post to share the article you want to highlight, and **10 more minutes** reaching out to prospects pointing them to the piece of content with an explanation of why it's applicable to their situation. Whatever works best for you and your leads!

3 Don't Forget About Your Brand

It's easy to forget that social selling is about connecting your prospects to your **company** through you, not the other way around. Keep your brand's tone in mind when conversing with leads to create a consistent brand experience from the first conversation.

4 Expert Highlight: Use ChatGPT in Your Social Media Prospecting Flows



“

AI has been around for quite some time. However, since the beginning of 2023, many use cases and tools have been built on top of ChatGPT. For the first time, we saw a widespread adoption from many different industries, and almost no one with an internet connection missed it.

Thibaut Souyris, *CEO and Founder at SalesLabs*

A Simple Prospecting Flow

You can use AI, specifically ChatGPT, to help you identify your prospects' problems. Here's how:

- Go to <https://chat.openai.com/>
- Sign up or log in.
- Open a new conversation.
- Ask the ChatGPT to act like the prospect you plan to reach out to and to come up with three challenges faced by this prospect.
- You can add more information about the company, such as a short description of what it does, and more information about the prospect, such as their LinkedIn About Section.

**Here's a prompt
you can use:**

"Act like {nameOfProspect}, the {jobTitle} at {company}. {company} is {companyDescription}. Here's more details about {nameOfProspect}:

{LinkedInAboutSection}.

Now list your top 3 challenges for 2023. Bullet point answers only, no jargon, clear and concise sentences."

Example:

"Act like Eric, SDR Manager at {company}. {company} is a leading graph data platform.

Here are more details about Eric (Eric's "About" section on LinkedIn):

As a certified sommelier and strategic Sales Development Manager, I know how to pair the perfect pitch with the perfect bottle of wine 🍷. But don't let my love of vino fool you - I'm all business when it comes to driving pipelines for tech companies.

With a passion for coaching and a creative approach to sales, I'm the ultimate combination of brains 🧠 and bottle-opening 🍾 abilities.

Connect with me on LinkedIn to see how I can bring my unique blend of skills to your tech sales team and help drive your pipeline to new heights (and maybe even recommend a nice Pinot Noir to celebrate with). Cheers!" 🍷

Now list your top 3 challenges for 2023. Bullet point answers only, no jargon, clear and concise sentences."

Here's what ChatGPT returned:



- Scaling up the sales development team while maintaining quality and efficiency.
- Staying ahead of the competition by continuously improving the sales development process and strategies.
- Adapting to changing market dynamics and customer needs while ensuring a consistent and effective sales approach.

You can use insights like these to create personalized messages for prospects on social media.

5 Stay in Touch With Marketing

Your company's marketing department should be making new content and collateral to help you earn trust with leads and close more deals. Regularly check in with marketing to establish a cadence for staying updated on their new content or campaigns, and inquire about the best way to position or frame the content in sales conversations.

6 Be Personal

Remember – Even though you're using an online tool in the process, this is social selling, not automated selling. Do your homework on all of the leads you reach out to, and provide a personalized message or piece of content to everyone in your initial outreach.

People are smart – they know when they're being sold to, and they don't like it when it feels impersonal. Make an effort to break through that screen and make a connection.

7 Provide Training for Your Reps

If your reps aren't familiar with social media – either at all or for using social platforms as social selling tools – set up training sessions for them, or even have successful reps be there for a Q+A. You could even share this guide with them so they can get a basic foundation.

8 Expert Highlight: Bridge the Gap Between Social Selling and Cold Calling



Tom Slocum,
*Founder at The
SD Lab*

In an era driven by authenticity and value, traditional selling techniques are becoming obsolete. The focus has shifted from 'selling' to empowering prospects to become the heroes of their own stories.

Through my experience and the F.E.T.C.H Social Selling method, I've learned that genuine engagement is the cornerstone of success.

F.E.T.C.H an acronym standing for Follow, Engage, Track, Connect, and Help — provides a framework for effective social selling. It's about building relationships through mutual value, capturing momentum from industry influencers, and starting meaningful conversations with target prospects on your list. This approach not only piques curiosity but also establishes trust and relevance.

Combining F.E.T.C.H with the T.A.B Calling method revolutionizes cold calling, enabling us to have engaging conversations that inspire action. T.A.B — an abbreviation for Trust, Attitude, and Brevity — is a proven formula for crafting impactful cold calls. Start with an engaging opener that piques curiosity, earn the right to the conversation by

demonstrating trustworthiness and knowledge, and then inspire action by leading the prospect to ask for the next steps.

The synergy between F.E.T.C.H. and T.A.B. creates a holistic strategy that bridges the gap between social selling and cold calling. It's about fostering meaningful connections, understanding unique roadblocks, and delivering relevant insights.

9 Offer Instructional and Educational Content

Set up regular meetings with the marketing department to ensure they're sending your reps the best and most relevant content to be used in social selling efforts.

Building this bridge can go beyond improving social selling programs – It can result in stronger sales and marketing alignment for the company as a whole by opening up doors for collaboration and feedback.



Joshua B Lee,
Founder of
StandOut
Authority

Command the limelight by curating and sharing exceptional content. Illuminate industry insights, distribute knowledge, and position yourself as not just an influencer but a thought leader with influence. Ponder upon:

Is your content genuine and relatable?

Does it exude expertise?

Is trust your cornerstone?

Or are you veering into aggressive sales?

10 Offer Incentives

Offer incentives like bonuses, gift cards, or other rewards for reps who close the most deals or bring in the most prospects through social media.

11 Expert Highlight: Turn Social Selling into Video Selling



Jan Benedikt Mundorf,
Account Executive at Pleo Technologies

In the fast-paced world of outbound prospecting, leveraging the power of personalized videos can be a game-changer. However, the journey to success is paved with trial and error.

So far, I have recorded around 5000 videos for outbound prospects.

In the beginning, they took me too long to make, it felt awkward rewatching them, and I presented the entire solution of our product. The result was a low reply rate.

Here's a rundown of key insights I gained along the way:

- ✔ **Brevity is Key:** Keeping videos under 60 seconds is paramount. In a fast-paced digital landscape, capturing attention swiftly is essential.
- ✔ **Focus on a Single Problem:** Addressing one core issue per video ensures clarity and resonates better with the recipient.
- ✔ **Confidence and Presentation:** Be confident by standing up, smiling, and utilizing good lighting. This not only exudes professionalism but also establishes a connection.

- 📌 **Thumbnail Appeal:** Crafting an intriguing thumbnail compels prospects to click on the video, driving higher engagement rates.
- 📌 **Avoid Rewatching:** Overanalyzing videos can hinder the natural flow and authenticity of your message. Trust your preparation and delivery.

Here is a talk track that worked for me:

“

Hey [prospect name]! My name is Jan. I thought of making a short video to introduce myself and share a quick story of how we could help you to [insert value prop].

I am really inspired by the things you have done here at [company name]. Still, I could not see how you're currently, [uncover challenge] helping your team to [outcome]. So if you are interested in how others [their position] are currently solving [outcome], I'd like to learn more about you.

If not - no worries! Can't wait to hear from you.”

In outbound, there's no universal formula for success. But when a prospect opens your video and replies within minutes - it's a good feeling.

The key takeaway is that with the right strategy, personalized videos can be a powerful tool to forge connections, offer value, and drive engagement. Adapt, experiment, and find the approach that resonates best with your prospects.

12 Develop Talk Tracks for Each Role and Trigger Event

Different buyers in different positions have different needs. Do you have a talk track for each role you sell to, from an SVP, to a CEO, to an individual contributor? You can also develop tracks for when people have a role change, join a new company, or have asked you to reach back out and revisit after a few months. This creates consistency in your messaging and allows you to tweak your approach based on your success over time.

13 Create the Content That You Share

Think of how much more impressed your prospects will be if you share an article that you contributed to or a blog post that you wrote with them rather than a generic industry article or a blog post that Joe from marketing wrote.

By sticking to your niche, providing value, and actional tips, buyers start to establish a degree of trust and see you as a potential expert who can solve their problem(s) by continually seeing you talk about how to solve it

Eddy Bahnam,

Sales Strategist at EB3 and Regional Sales Director at Fransyl

14 Schedule Posts in Advance with a Social Media Tool

Condense your social selling work by scheduling posts a week or two in advance. This allows for more time of uninterrupted prospecting throughout the week while still sharing the same amount of quality content to your connections. Need a social media publishing tool? Try [HubSpot's](#)! And get a head start on planning your content calendar with this free [content calendar template](#).

15 Set Up Google Alerts for Targeted Accounts

If there's an account you're desperate to get into your pipeline, set up a Google alert for whenever their company appears in the news. If the story is ever applicable to your business, use the story as a springboard for a conversation.

For instance, you might see a press release that they raised a new round of funding, and in the past haven't been able to explore buying from you for budgetary constraints. Reach out to your contact, offer congratulations, and ask if now would be a good time to reopen conversations.

16 Connect With Anyone Who Engages With Your Content

To continue to expand your network, use your status as a thought leader to connect with those who have liked, commented on, or engaged with your updates or with your group posts. Do this routinely so people remember who you are when you send the invite, and offer to keep the conversation ongoing.

People who engage with a LinkedIn post demonstrate a proactive interest in the topic discussed within the post. They may already have a problem you can solve, and they are knowledgeable about what you do.

Additionally, you have the context to better personalize your cold outreach messages. This makes it easier to convert these people into customers. Using tools like lemlist, you can export all the likes, filter leads that fit your Ideal Customer Profile (ICP), then add the relevant leads to a multichannel campaign. Campaigns like this can aid a 3.6% meetings booked rate.

Lucas Perret,
Growth Manager at lemlist

17 Scope Out Your Prospects' Page for Talking Points

Don't just go off of LinkedIn bylines or X (formerly Twitter) bios for your conversation starters. Check out the profiles of everyone you're prospecting to see what you can bring up in that discovery call. Maybe they've listed their experience using a competitor product or software in their job description, or have gotten a certification that relates to what you're selling

18 Lay a Strong Foundation: Prioritize Relationship Building



Marta El Bay,
*Partnerships
Manager at Surfe*

The core essence of social selling revolves around building relationships, with product or service sales following as a secondary aspect. Start by identifying the pain points you address and determine if your lead, whether a customer or a partner, faces the same challenges and how they currently manage them. Your introductory message should reflect your genuine interest in understanding your counterpart. **Here's an example:**

- ❌ "Hello X. My name is Marta, and I work at Surfe. We offer a solution that connects LinkedIn to your CRM and syncs all activities. Are you interested in a call?"
- ✅ "Hello X, I've noticed your active presence on LinkedIn. Are you also tracking your LinkedIn activity within your CRM?"

19 Conduct Thorough Research

This step directly correlates with the first one, underscoring the importance of researching your prospects. Although research requires an investment of time, it's what sets you apart from the flood of sales representatives filling your prospects' inboxes. Spend time understanding their companies, reading their posts, and their interactions. This will provide valuable insights into their interests and enable you to craft personalized messages. An excellent practice is to reference one of their posts. **Here's an example:**

- ✅ "Hello X, I read your 7-step guide on how to build your personal brand on LinkedIn. I'm curious if, in your role as an AE at Xcompany, you've noticed a positive impact on your sales numbers since adopting these strategies. How did LinkedIn help you exceed your targets, if it did?"

LinkedIn Spotlight: Top Tips to Drive Sales on the #1 Social Selling Platform



20 Optimize Your LinkedIn Profile

Leads who see your profile on LinkedIn should be impressed with what you've put on there, and thus, you should convey your understanding of this social networking platform with an optimized profile. At the very least, ensure your profile has the following

- ✓ An up-to-date, professional profile picture with clear resolution.
- ✓ A 1-2 paragraph summary explaining how you and your company help clients
- ✓ A downplayed presence of your previous roles. Your profile should be optimized for selling your product to prospects – not yourself to recruiters.

21 Join LinkedIn Groups

LinkedIn lets you join up to 50 different groups on the site, and there are a bunch of perks to joining. Here are a few that come to mind:

- ✓ You can see what potential customers are talking about and offer a comment when appropriate.
- ✓ You can submit your own posts or articles to further cement yourself as a thought leader.
- ✓ You can send messages to other members of your group, even if you are not connected.

In other words, groups allow you to learn from, engage with, and send content to leads in an inbound way. You'll be seen as a member of a community, rather than another salesperson sending an inMail message.

22 Expert Highlight: Build a Welcoming Community



Jared Robin,
*Co-Founder
of Revgenius,
Founding member
of RevRoom*

There's a beautiful synergy between social selling and community building. When they're working hand in hand, they set you up for success. Why?

Well, both sales and communities are all about authenticity, relationships, mutual trust, and delivering real value.

Here is the simplest advice to build community:

- ✔ Comment on others' social posts.
- ✔ Offer to help somebody in DMs.
- ✔ Help your teammates win by assisting where needed.
- ✔ Help someone get a job.
- ✔ Be active in communities.
- ✔ Offer to connect people.
- ✔ Post daily on LinkedIn.
- ✔ Respond to comments.
- ✔ Mentor someone.

When you're helping others, magical things happen and people open up, making it easier to establish long-lasting relationships.

You build trust, and that's where the real magic begins. You're not just selling a product or service, you're building long-lasting relationships.

In the world of sales, these genuine connections are golden. They lead to more than just transactions — they lead to partnerships, referrals, and a community of like-minded individuals who believe in what you do.



Darren McKee,
Co-founder of
SaaS Bros, Vice
President of Sales
at Skye

Since 2020, I've built an organic community of over 100K humans. The catalyst behind this growth was consistency, 1000+ days of content creation in a row.

This helped my brand, and equally as important, it changed the entire way I sell complex enterprise deals and build relationships with my ICP. I don't know about you, but I'd much rather do a Sales Navigator spotlight search or make a post directly to my prospective customer vs hundreds of cold calls and emails.



The Power of Your Social Selling Index Score



23 Know Your Social Selling Index (SSI) Score

Your **Social Selling Index Score** is determined by how well you meet four different criteria:

- ✓ Establishing your professional brand.
- ✓ Finding the right people.
- ✓ Engaging with insights.
- ✓ Building relationships.

Knowing and working to improve your score directly lends to stronger results for salespeople.





Britta Behrens,
*LinkedIn expert,
consultant, and
keynote speaker*

To raise your SSI, the goal is not necessarily to be on LinkedIn every day, but to strongly establish your personal brand and business with meaningful content, engagement, and growth. The SSI is a useful indicator that shows us what is needed for good communication and networking.

Act like a social seller. LinkedIn is for building long-term business relationships. Your communication on LinkedIn provides you with the opportunity to build a strong network and expertise. This strengthens the brand awareness of your company, ultimately leading to cooperation, business, and customer inquiries. LinkedIn serves as an inbound channel and is suitable for account-based marketing. Outbound and cold calling are tempting, but not at all efficient or successful. Get to grips with social selling and act accordingly.

The Social Selling Index gives you an explicit orientation towards which areas you still have deficits and need to catch up.

Once you're familiar with your score, commit to consistently taking action to try and make it better. Here are some ways to improve your score in each part of the index's framework:

24 Establish Your Professional Brand

To increase this score, ask delighted customers to write you a recommendation, which shows those who visit your profile how you're able to solve for industry pain points.

25 Find the Right People

Boost this score by reaching out to those who have viewed your profile and are qualified to make a purchase. Chances are they're curious about you or the company you work for, which is why they clicked to see your profile.



Ben Wright,

*Business and Salesteam
Growth Expert, Director
of Stronger Sales Teams,
and BHuman Consulting*

Connect with relevant decision-makers and expose them to your content, to build genuine connections before you even pitch. Providing value to relevant decision makers through content shows them your expertise and forms a positive attitude towards you. What's more, you can create and strengthen their interest in your service or product — and boost your SSI!

26 Engage with Insights

Before sharing an article or piece of content with prospects, research them and their specific industry to ensure what you're sharing is relevant to them specifically. Be sure to reference the incident or reason why you're sharing the content in your message so they know you took a catered approach.

27 Build Relationships

Improve this score by focusing your outreach efforts on decision makers. This way, both you and those you reach out to don't waste any time.

28 Don't Give Up

Building relationships on LinkedIn and establishing yourself as an industry thought leader on the site take time. That's a good thing, too, because the richer the relationships and the more established the credentials, the better your chances of closing are!

So, if you're new to this, don't get discouraged if you don't see immediate results. Keep putting the work in and lay a solid foundation on LinkedIn. Your prospects and company will ultimately thank you.

29 Expert Highlight: Use Your Real Voice, Not Just Your Brand Voice



Gabby Gomez,
*Inbound Success
Coach at HubSpot*

Videos, text messages, and content are great. But when it comes to a private message with voice, you not only make communication more personal, but you also create a sense of trust.

You can spend hours going back and forth texting, but when you send a voice note/message, your prospect will also have insight into your tone of voice, mood, feelings and even your environment, which will help them draw a mental picture of you and your business.

Take the time to deepen those relationships, and eliminate hours of impersonal communication. Voice messages will also help you get noticed and differentiate yourself from what others are doing.

Tips for Using Sales Navigator

If you're serious about social selling on LinkedIn, you need to be using [LinkedIn Sales Navigator](#). This tool unlocks exclusive ways to find and engage with prospects who are the best fit for your product or service.

In this section, we'll go over the basics of how to use Sales Navigator, plus a few pro tips for the experienced social seller.

30 Save Leads

Interested in a lead who's not quite ready to buy? Save your leads and follow them for updates and to see when they're in the best position for you to reach out – like changing companies or positions. You can save leads from a company's Account Details page, from search results, from your Sales Navigator homepage, and from the lead's own page.

31 Sync Sales Navigator with Your CRM

Using a CRM at your company? Sync your sales navigator account with your CRM account to keep track of your conversations with all prospects. This will save you from jumping back and forth between two different sites, and provide powerful insights in your reporting. It only takes a click and you'll quickly thank yourself for doing it.

If you're a HubSpot CRM user, here's [how to connect your account to Sales Navigator](#).

32 Log Calls to Sales Navigator

If you use the Sales Navigator mobile app, you can log calls, their length, and their duration. This is an easy way to recall your previous conversations straight through LinkedIn rather than a supplemental call tracking software.



33 Integrate Email and Sales Navigator

Why stop at your phone and your CRM? You can sync your Sales Navigator account to your email, which produces the essentials of that contact's LinkedIn profile alongside your email inbox. You can even save as a lead directly through an email interaction.

34 Save Your Searches

Don't keep reinventing the wheel. Once you develop a filtered search that you believe will consistently produce quality leads, simply save that search to receive periodic emails for those who have newly met your criteria. You're able to run or edit these saved searches at any time.



35 Utilize Shared Experience

One of LinkedIn's best premium filters is the "**Leads with Shared Experiences/Commonalities**." You'll be able to more easily find leads who have areas of professional overlap as you. For example, reaching out with a "Glad to be talking to another UMass alum!" is a lot more effective than jumping right to the "Have you evaluated your online banking needs lately?"

36 Employ the "Past Not Current" Filter

People hop jobs all the time – and that includes your customers. You can utilize the "**Past Not Current**" filter to identify leads who previously worked at a company that is currently your customer. The conversation can go something like, "I saw you moved on from [old company name]. Out of curiosity, what is [new company name] using for their [solution you provide]?"

This is a great way to use your existing customer base to add to your customer base with the power of LinkedIn.



37 Save Your Searches

Looking for a very specific type of lead? Use a Boolean search to find who you need. This is where you'll employ "OR," "NOT," and/or "AND" in your searches to take multiple factors into account. For example, you could search for **“CTO” OR “VP of Security”**, or **“Manager” NOT “Sales”** to accomplish your catered search needs.

38 Utilize Your Lead Recommendations

Lead recommendations are LinkedIn's gifts to you. Each person is similar to someone who you've saved as a lead, or is someone who matches the preferences saved in your settings.

39 Target Companies Better With Account Details Page

Want to reach out to a rep from a company you know would benefit from what you're selling, but not sure who to reach out to? Search for that company in your search bar and head to the **Recommended Leads** section, where suggested leads at that company based on what you're looking for in a lead will be produced. You'll also be able to monitor company updates, job changes from employees, news mentions, and more.

40 Keep Your Records Together With Notes and Tags

Notes and tags are for your own internal record keeping and organization needs. You can bucket leads into pre-set categories, like current role, with a **tag**, or with a custom note to yourself about that lead with a **note** (i.e. "Just took the role on in January – follow up in three months."). These tools are great for quick reference when you need to recall the needs of a certain lead. Your notes and tags will also be saved in your CRM if you've synced it with your Sales Navigator account.

41 Apply the TeamLink Filter

LinkedIn is a networking site, so use your network to help you sell! When you apply the **TeamLink Connections** filter, you'll find possible leads who share a first or second connection with you, as it incorporates the connections of members of your sales team in addition to your personal first connections. You can then reach out to that mutual connection to see if he or she can make an intro on your behalf.

42 Save Your TeamLink Searches

Just like saving searches in general, saving TeamLink searches keeps you updated on your targeted leads' professional lives.

Simply revisit that search or set up a notification cadence to see if you develop any mutual connections for those prospects, and follow the same steps as above to start a conversation.

Instagram: Not Just a Personal Social Platform



Instagram can be a great channel to increase your credibility as a business in the eyes of your consumers. As per [HubSpot's 2023 Sales Strategy & Trends Report](#), 51% of salespeople use Instagram to source prospects.

Instagram is an incredible platform for B2C companies, enabling them to forge authentic connections with their target audience. It is particularly effective for reaching younger demographics, typically up to 29 years old.

In addition to engaging content and constant communication with the audience, Instagram Shop feature can be a powerful tool. When prospects are interested in your product, this feature makes it easier for them to check it out, eliminating the additional step of clicking the link to your website. When it comes to content, you can directly link products in the posts, which takes it up a notch.

Here are a few tips to get started with social selling on Instagram.

43 Don't Underestimate Video Content

With social selling, you want to have a big reach, and what better way to do it than leveraging Instagram reels? If video is already part of your sales and marketing strategy, Instagram is a good channel to get the message across.

Some call it the TikTokization of Instagram, but ever since vertical videos became popular, the algorithm seems to prefer exactly that type of content. Reels are a great way to broaden your reach, and with the right audio, you can double that effect. One tip is to identify trending sounds and create videos that put your own unique spin on the trend. This not only showcases your personality but also increases the likelihood of reaching a wider audience of potential prospects with minimal effort.



44 Don't Miss Out on UGC

Instagram is a perfect channel to leverage user-generated content. Arguably, it's one of the best ways to increase engagement and make deeper connections with your audience.

People like to share their experiences and refer brands and individual accounts to their friends and followers. Encourage people to tag others in your posts for some real word-of-mouth advertising. This works for business accounts and individual ones, too. Asking people to share what they've learned from you, or crafting content in a way that makes it worth sharing can go a long way.

45 Social Selling by Collaborating with Influencers

It's no secret that influencer marketing is an effective strategy for social media marketing, but what if it can be leveraged for social selling, too?

The key here is to partner with **micro, and even nano, influencers**. They're proven to have greater engagement rates than most macro influencers, which means their communities are animated and are likely to have deeper trust in the content they put out. Hence by partnering with micro influencers on a few posts, you're unlocking a new audience that may not be huge, but that has more potential to become quality prospects.

Consider building personal connections with these influencers organically, engage in the comments, and then collaborate for thought leadership.

Taking Your Social Selling Efforts to TikTok

TikTok is THE new video platform for brands to leverage. Here are some tips to help you and your company get new reach and expose your products or services.

46 Give a Behind-the-Scenes Look

Show the life of your company: employees, their time in the office, aspects of operations, introduce team members, film behind the scenes of social events.

47 Stay Current

Hop on trends. No, not just do one of those dances, but rather see how you can put a twist on a current trend to make it relevant to your brand and target audience. You can also make use of trending audio to reach new audiences.

48 Be Genuine and Creative

Find a clever way to mention your product/service. To avoid having your videos look like an ad, use the expertise in your field to create valuable content where you may mention your brand

Use Duets to Further Your Creativity

Film duets and respond to the videos of other users. It can be advice, solutions to the problem your business solves, or a hot take on a relevant topic. Who doesn't like those?

49 Provide Value to Your Audience

A lot of users use TikTok to search for answers, educate themselves, and look for people who make content on their topics of interest. Take advantage of that by making sure your content provides the value they are looking for.

50 Go Live

Livestream on TikTok to answer questions in real time, amp up engagement, and host group talks. Take advantage of the Live gifting feature that essentially allows viewers to exchange Virtual Coins for Gifts, and send them while a creator is livestreaming. These gifts can be exchanged into real money, so be sure to check out TikTok's resources to learn how to use the feature.



51 Add Hashtags to Your Posts

Create hashtags and challenges to drive user-generated content and engagement, bringing more awareness to your brand.



Conclusion

We hope these tips, hacks, and pieces of advice have given you the knowledge and inspiration to become a better social seller.

Social media platforms are always changing, so as you do more social selling, remember to document what works best for you, your company, and your leads.



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