

## Strategies for Using LinkedIn for Outreach

### **Best Practices:**

1. **Optimize your profile:** A complete and professional-looking profile is crucial for successful outreach. LinkedIn reports that users with complete profiles are 40 times more likely to receive opportunities through the platform. Make sure your profile showcases your skills, experience, and achievements as a creator.
2. **Personalize connection requests:** Personalized connection requests receive a 56% higher acceptance rate than generic ones (Growth Everywhere). Always include a customized message when reaching out, mentioning mutual interests or commonalities.
3. **Leverage mutual connections:** LinkedIn research shows that 73% of professionals are more likely to engage with a connection if they have shared connections. If you have mutual connections with your target contact, ask for an introduction or mention the mutual connection in your outreach.
4. **Research your target:** Before reaching out, research your target contact's role and responsibilities within the company. LinkedIn users are 3 times more likely to engage with tailored messages that demonstrate a clear understanding of their position and company.
5. **Engage with their content:** Liking, commenting, or sharing a contact's content increases the chances of them accepting your connection request. LinkedIn found that users who engage with content are 5 times more likely to get a response to their connection requests.
6. **Provide value upfront:** Offering valuable insights, relevant content, or actionable advice related to your expertise can increase the likelihood of a response. LinkedIn states that messages that offer value receive a 50% higher response rate.
7. **Be concise and clear:** Keep your outreach messages brief and to the point. According to a LinkedIn study, messages that are 100-200 characters in length have the highest response rate.
8. **Be patient and consistent:** LinkedIn users are 21% more likely to respond to a message within a week of receiving it (HubSpot). Be patient when waiting for a response, and consistently engage with your target contact's content to remain top of mind.
9. **Use InMail strategically:** InMail has a 30% higher response rate than regular email, making it an effective tool for outreach (LinkedIn). However, use InMail sparingly and only when you have a compelling reason to connect, such as a specific collaboration proposal or a shared experience.
10. **Nurture relationships:** LinkedIn users are 51% more likely to engage with connections they have a history of interaction with (LinkedIn). Build and maintain relationships with your contacts by engaging with their content, sharing updates about your work, and offering assistance where appropriate.

## **LinkedIn Who To Look For:**

For larger brands:

- Titles to focus on: Assistant or Associate Brand Manager, Digital Marketing Manager, Influencer Marketing Manager, Influencer Strategist, Partnerships Coordinator, Content Marketing Manager or Coordinator.
- Titles to steer clear of: Brand Manager, Social Media Strategist, Social Media Manager, Community Manager, Any C-Suite roles (CEO, COO, CMO), Any VP level roles (VP of Marketing, etc.), Any Director-level roles (Director of Marketing).

For smaller to midsize brands:

- Titles to target: With a smaller marketing team, look for roles such as Marketing Manager, Director of Marketing, and Social Media Manager.
- Titles to avoid: Any C-Suite positions (CEO, COO, CMO), Any VP level roles (VP of Marketing, etc.).

## **LinkedIn Tools:**

1. LinkedIn Sales Navigator – a built in tool from LinkedIn to research and find prospects
2. Taplio – A LinkedIn engagement tool to target and engage with specific people
3. Buffer – Can be used for post scheduling if you decide you want to provide value on this platform
4. Shield – Used for statistics about your LinkedIn profile and content

## LinkedIn Connection Request Templates:

### **Mutual interests connection:**

Hi [Contact Name],

I came across your profile and noticed that we share an interest in [specific topic or industry]. As a creator in this space with a strong audience, I'd love to connect and explore potential collaboration opportunities with [Brand]. Looking forward to connecting!

Best, [Your Name]

### **Engaging with their content:**

Hi [Contact Name],

I recently read your post about [topic of the post] and found it insightful. As a creator focusing on similar topics, I believe there could be synergy in collaborating with [Brand]. Let's connect and discuss further!

Best regards, [Your Name]

### **Mutual connection introduction:**

Hi [Contact Name],

[Mutual Connection's Name] recommended that I reach out to you, as we both share a passion for [industry/topic]. I'm a creator with an engaged audience, and I'd love to explore potential collaboration opportunities with [Brand]. Let's connect and chat more about it!

Warm regards, [Your Name]

### **Recent brand campaign or achievement:**

Hi [Contact Name],

Congratulations on the success of [Brand]'s recent campaign! As a creator in the [industry/topic] space, I'm always looking for impactful brands to collaborate with. I'd love to connect and discuss possible partnership opportunities with [Brand]. Let's connect!

Best, [Your Name]

**Relevant expertise or experience:**

Hi [Contact Name],

I noticed your role as [job title] at [Brand], and as a creator with expertise in [specific area], I believe a collaboration could be highly beneficial for both parties. I'd love to connect and explore how we can work together to create engaging content for our audiences.

Best regards, [Your Name]