

Maximizing LinkedIn: Strategies for Building a Pipeline

Connecting with Prospects

Your profile was viewed!

Connect by:

- InMail Message
- Sending an invitation

Example InMail Messages:

1st degree connections:

“Thanks for viewing my profile. It has been some time since we connected and I thought it might make sense for us to set up a call to explore ways we might be able to work together.”

More distant connections:

“NAME, Thank you for visiting my profile. I had a chance to look at yours and thought it might make sense for us to connect.”

Tips for Sending Invitations to Connect:

- **Personalize your request.** Specifically address your connection request to them –*make sure you spell their name correctly*. Remind them of how you know them (if applicable) and to specify why you’d like to connect. Mention something you have in common.
- **Flatter them.** Mention a specific strength or achievement, compliment their company, position, or experience.
- **Share your background.** Share your position, specialties and skills. If you’re looking to do business with them, share benefits to partnering with you.
- **Suggest a next step.** Provide a few days/times to talk on the phone. Maybe a meeting for coffee is appropriate – pick a date and time.



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Best Practices for Posting Content

Get more views, comments, likes, shares, and interaction on posted content.

Add Subtitles to Videos

Including subtitles increases engagement. Those who need to turn the sound down can follow your video's message. Reference LinkedIn's steps for how to [add closed captioning](#)! Your content will also be more accessible for those with hearing impairments.

Use Catchy Titles

Headlines and titles can make or break a post. This [OkDork](#) article suggests: making titles between 40-49 characters, using 'How-To' and list-style headlines, and not posing a question in the title.

Schedule Your Posts

Automatically schedule posts to keep your activity consistent. While LinkedIn does not have a built-in scheduling tool, but you can use an automated tool, such as Hootsuite and HubSpot. Don't disappear from the LinkedIn landscape! Remind your network who you are and what you can do for them.

NOTE: [HubSpot](#) suggests you post on Tues.: 9-11 am, Wed.: 11-2 pm & 4-6 pm, and Thurs.: 2-4 pm.



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Include a Call-to-Action

If your readers were interested enough to read to the end of your post, don't waste the opportunity – tell them what you want them to do next. Keep it very simple and avoid too many steps.

Engage Your Network

According to one [Fast Company](#) article, being helpful and available within your network is a good way to drive a shared sense of professional enrichment. Reply to comments and questions on your posts, and consider commenting on others posts when you see something you like.

Include an Image

Make posts more visual and compel others to open and read them by including an eye-catching image.



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