



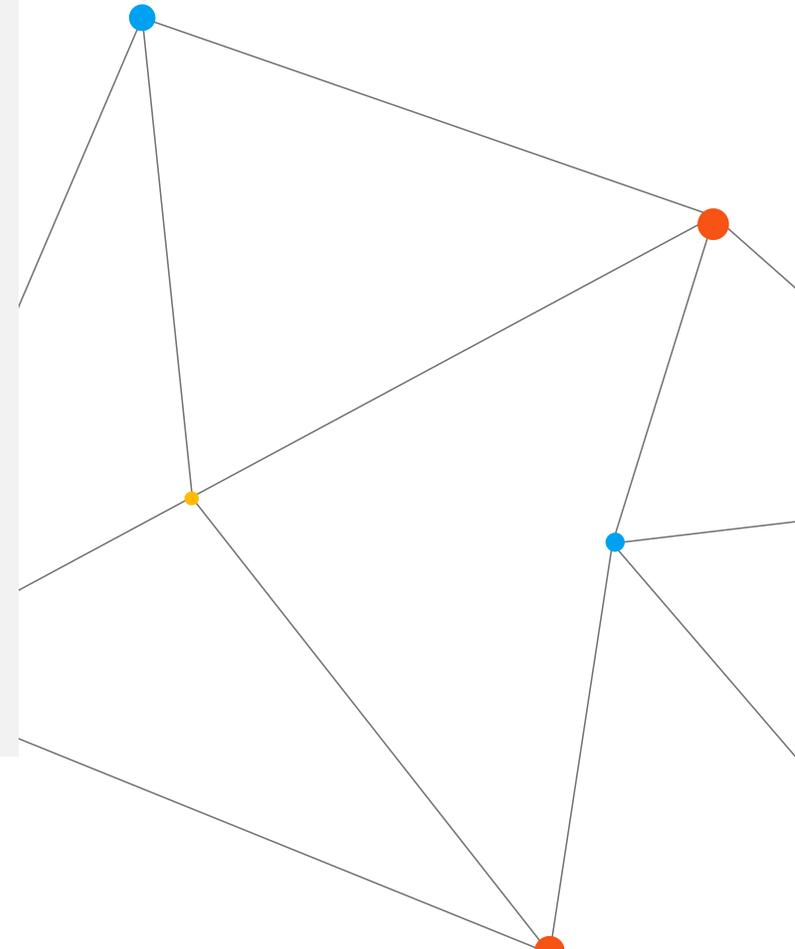
LINKEDIN BEST PRACTICES



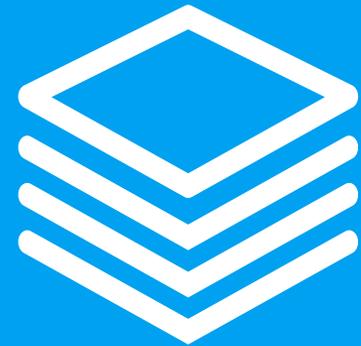
Marc DiGiorgio
Co-Founder
TekStack

Topics we'll cover in 60min

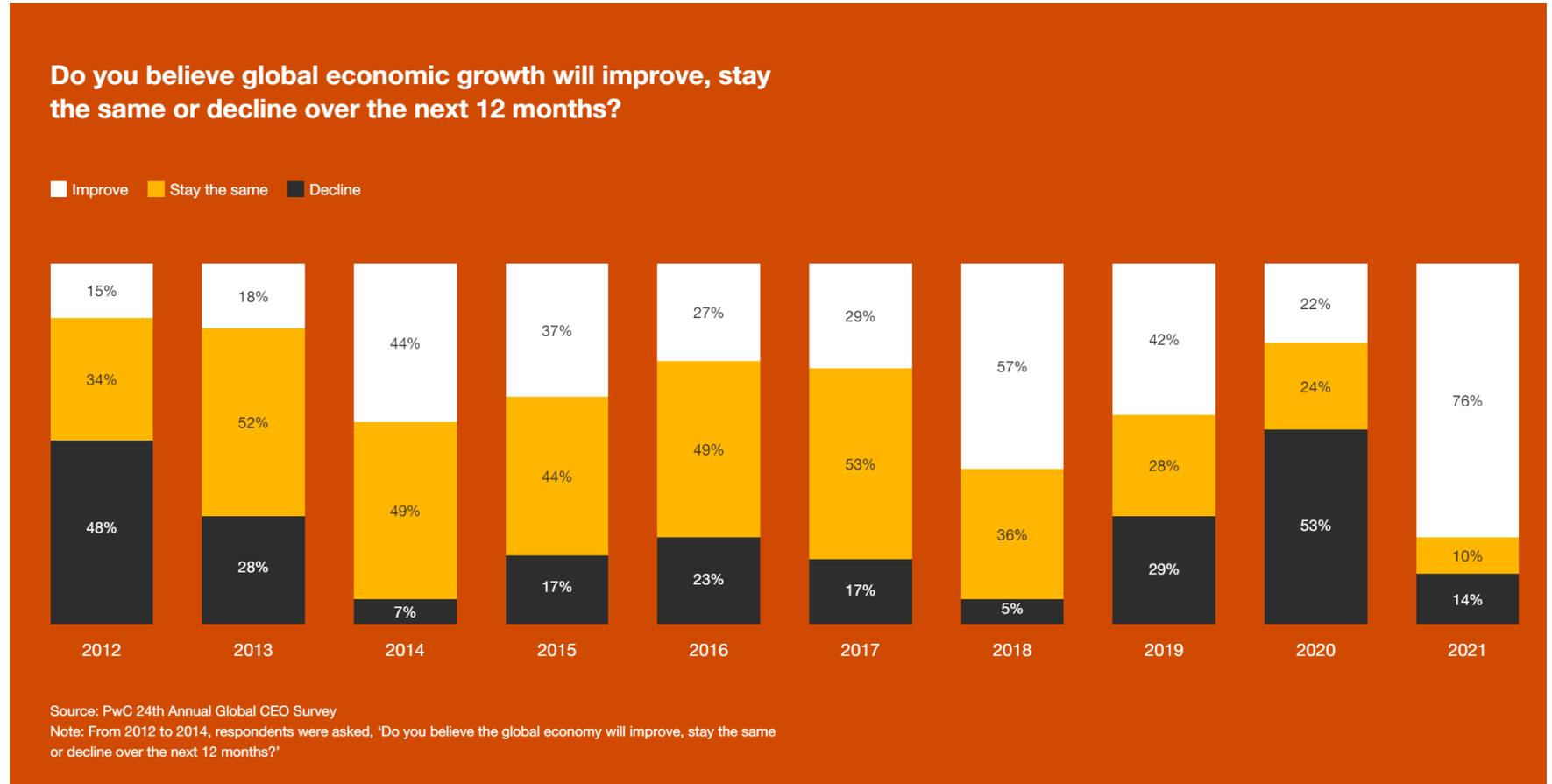
- Building Personal Brand
- Building Company Brand
- Types of Engagement
- Frequency of Posts
- Building an Audience
- LinkedIn Groups
- LinkedIn Events
- Hard Pitching on LinkedIn
- Sales Navigator
- LinkedIn Analytics
- Building Audiences
- LinkedIn Ads
- Automated Engagement
- Co-ordinated Engagement



There **WAS** never a
more **challenging**
time for sales reps...



ECONOMIC OPTIMISM IS AT THE HIGHEST LEVEL IN 10 YEARS



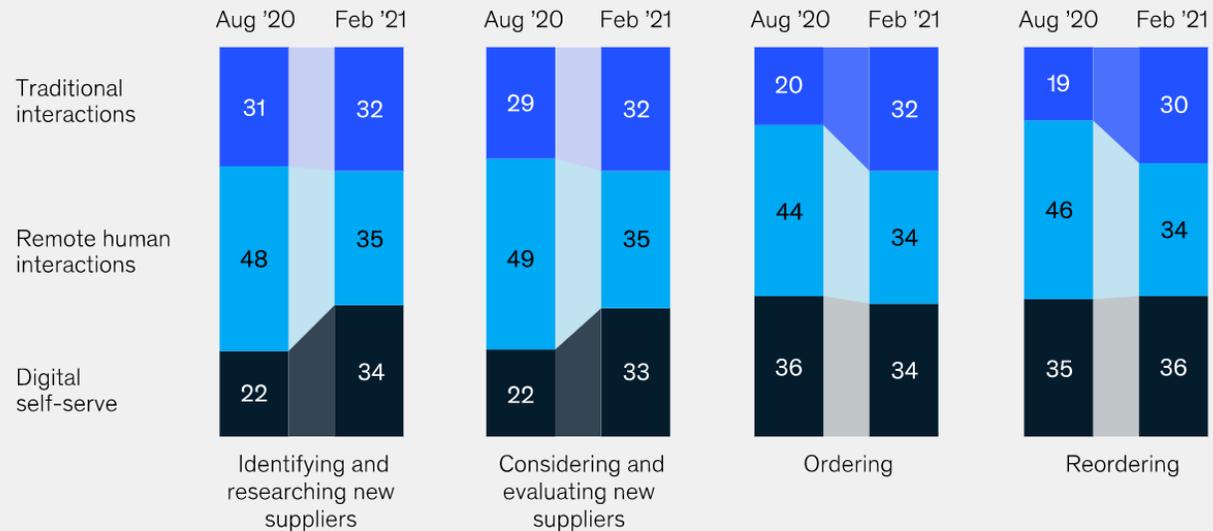
Source: [PWC](#)

B2B BUYERS PREFER REMOTE & SELF-SERVICE

McKinsey
& Company

Current way of interacting with suppliers' sales reps during different stages...^{1,2}

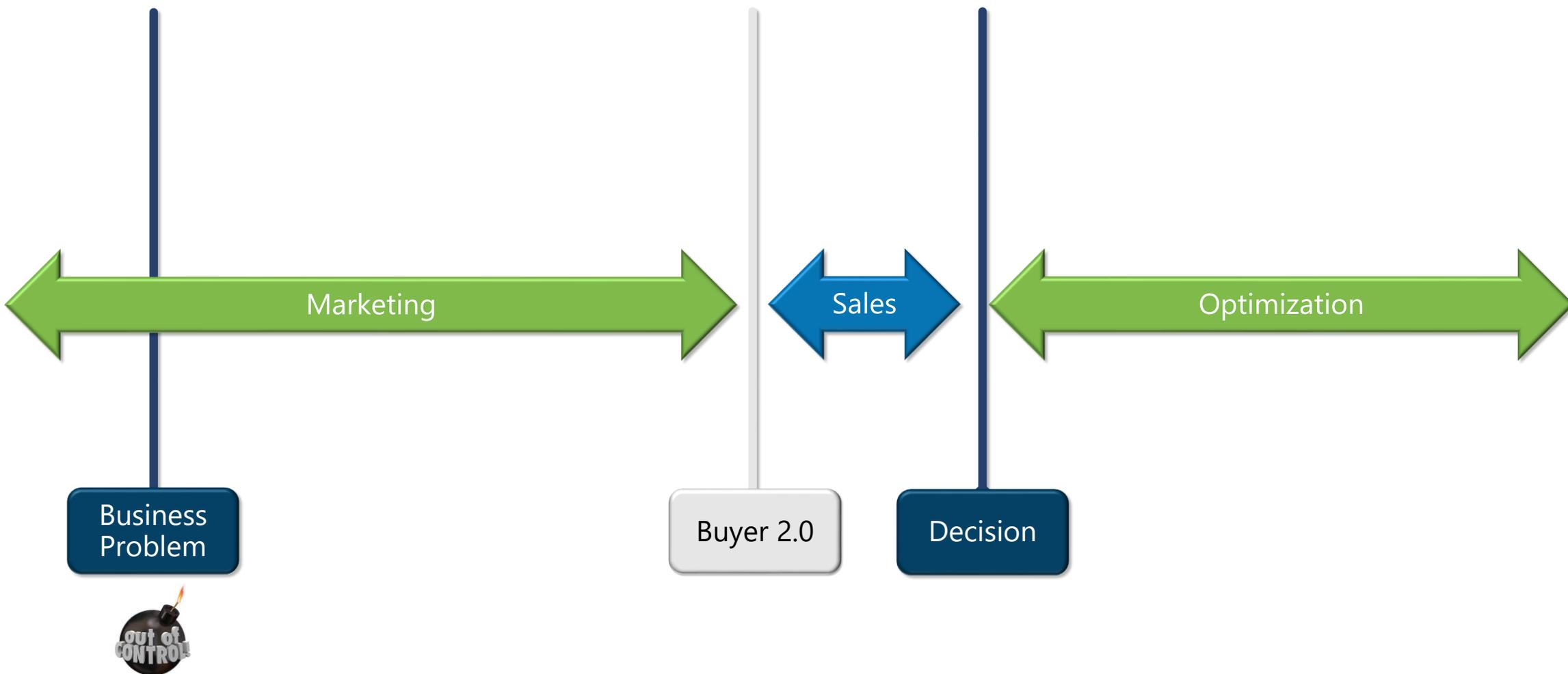
% of respondents



... and that's exactly what customers want³

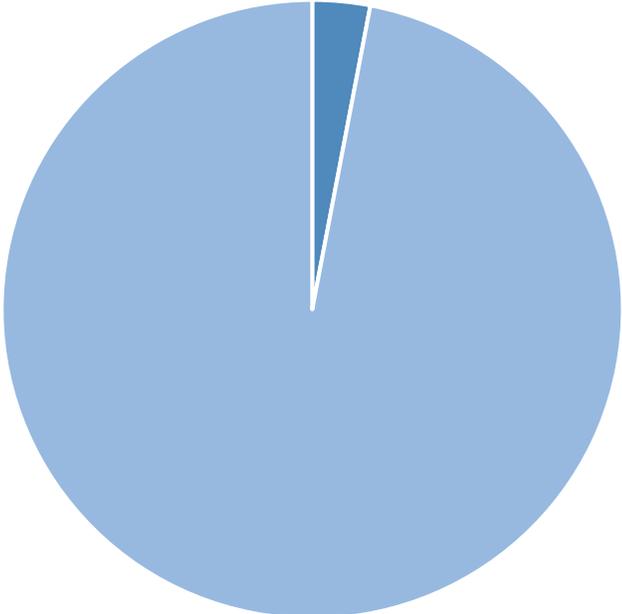
~2/3

of buyers prefer remote human interactions
or digital self-service

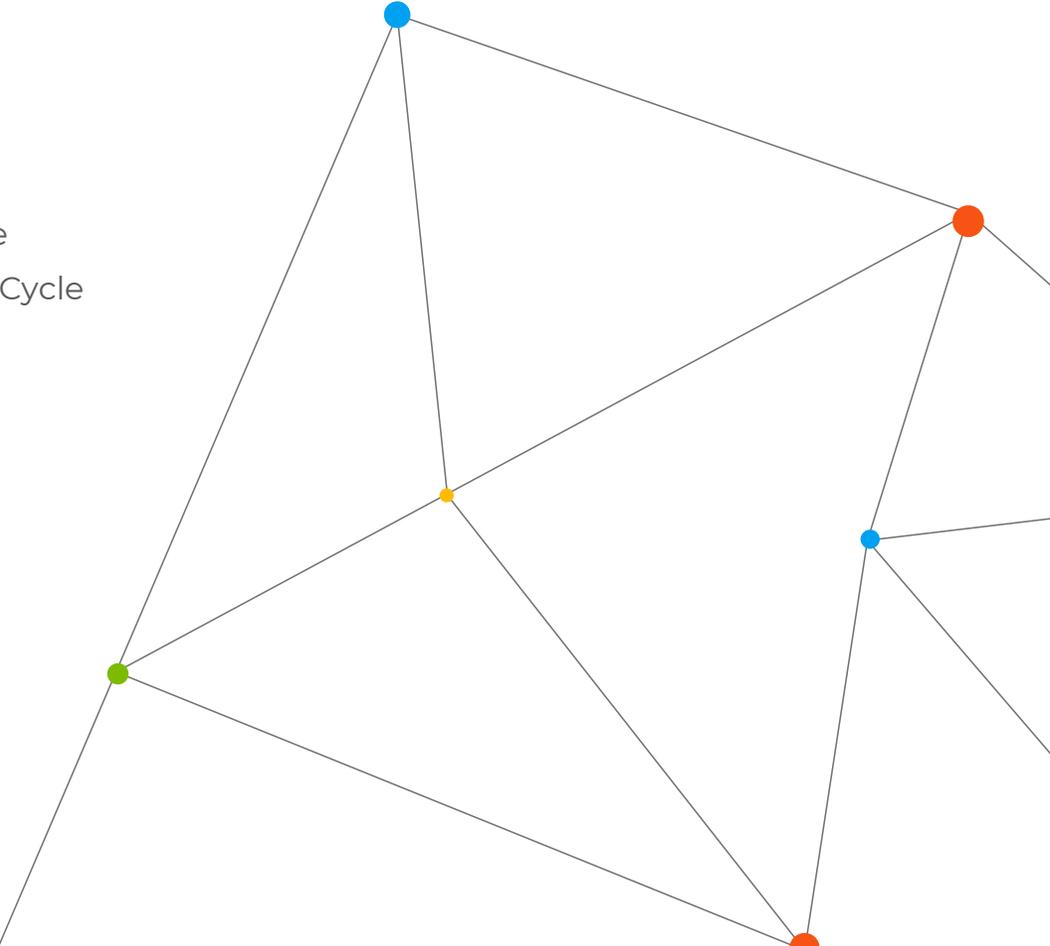


ONLY 3% OF YOUR TARGET BUYERS ARE IN ACTIVE BUYING CYCLE

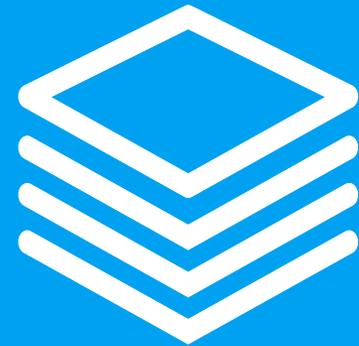
% Of Buyers



- Active Buying Cycle
- Inactive Education Cycle



Therefore, **LinkedIn** becomes an important source of **education** for economic **buyers**.



PERSONAL VS COMPANY BRAND BUILDING



Marc DiGiorgio
Founder@TekStack. Better tools for B2B SaaS companies to punch above their weight.
Toronto, Ontario, Canada · 500+ connections

[Join to Connect](#)

[TekStack](#)
[DeGroote School of Business - McMaster University](#)
[Company Website](#)

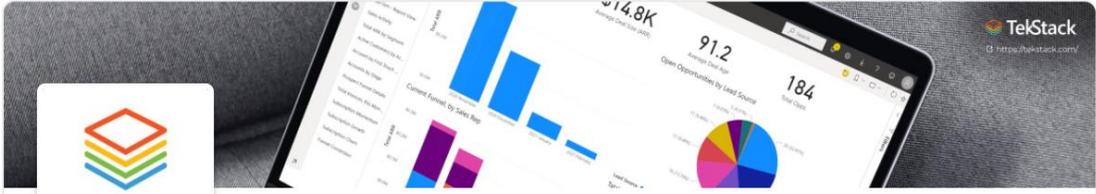
About

Founder | CEO of TekStack. A single system to scale software & services businesses. Father, cyclist, runner, triathlete, IRONMAN. Nemawashi - plant a seed everyday.

Articles by Marc



2X Sales Bookings?
By Marc DiGiorgio
Jan 22, 2021



TekStack
Computer Software
Toronto, Ontario · 3,114 followers
Punch above your weight. A single technology stack to run your software business. Powered by Microsoft.

[Follow](#)

[View all 21 employees](#)

About us

A single system to run your software business. Built for software & service companies, TekStack streamlines every part of your business so that you can scale. Powered by Microsoft.

Website	http://www.tekstack.com
Industries	Computer Software
Company size	11-50 employees
Headquarters	Toronto, Ontario
Type	Privately Held

WHAT TYPES OF ENGAGEMENT?

Engaging with Members

Connect

Follow

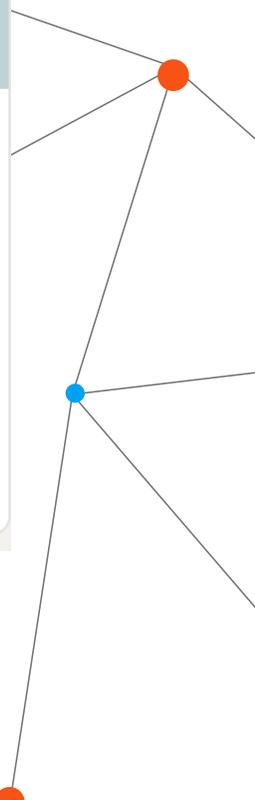
Message*

Like

Comment

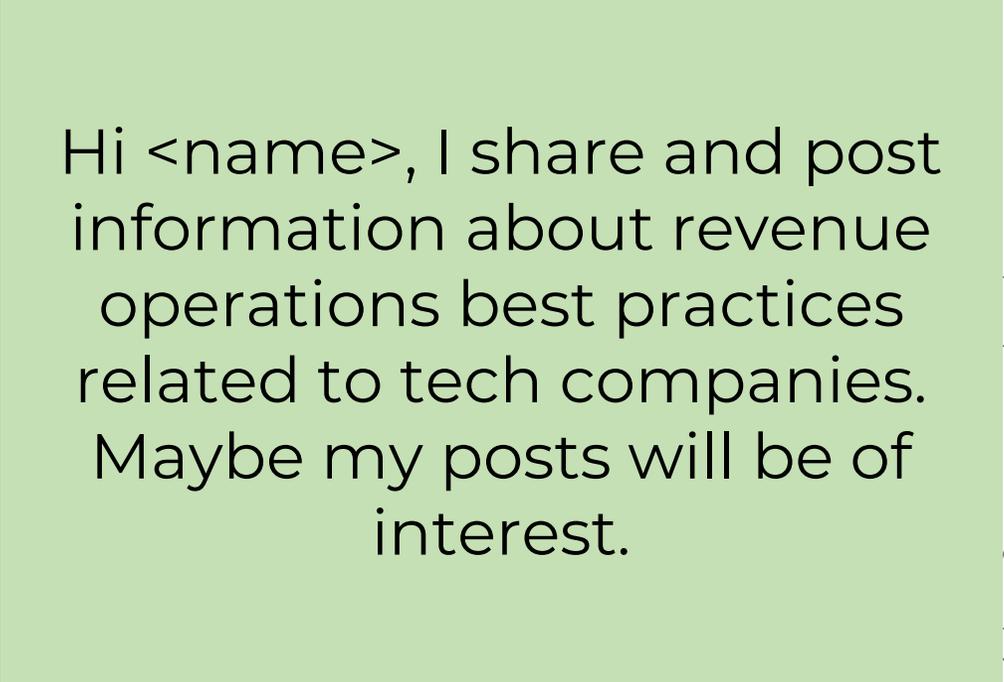
View Profile

The image shows a LinkedIn profile card for the 'McMaster Hong Kong Students' Alliance'. The profile picture is a circular image of a person, which is blurred. Below the profile picture is a blurred text area. To the right of the profile picture, the organization's name 'McMaster Hong Kong Students' Alliance' is displayed with a blue square icon. Below that, the affiliation 'DeGroot School of Business - McMaster University' is shown with the DeGroot School of Business logo. Underneath the affiliation, it says '72 connections'. At the bottom of the profile card, there are three buttons: 'Message' (highlighted with a red circle), 'View in Sales Navigator', and 'More'. The background of the profile card is a light blue gradient.



ENGAGEMENT TIPS

- Set daily and weekly goals for posts, connections, and general engagement
- Experiment Connection Requests with note or without note
- As soon as you connect, scroll through their feed and like, comment, or share their content. **Dopamine hit!**
- **DO NOT TRY TO SELL ON LINKED IN!**
- If you are trying to connect with a target client, try the 'Follow' route. Its more passive and they will receive a notification that you are following.



Hi <name>, I share and post information about revenue operations best practices related to tech companies. Maybe my posts will be of interest.

WHAT TYPES OF ENGAGEMENT?

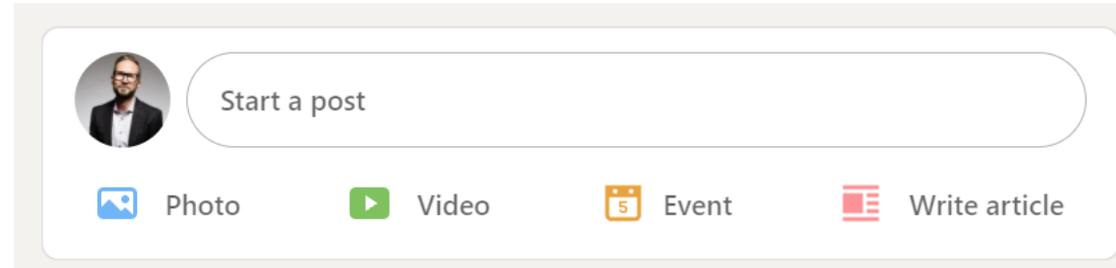
Creating Content

Photo

Video

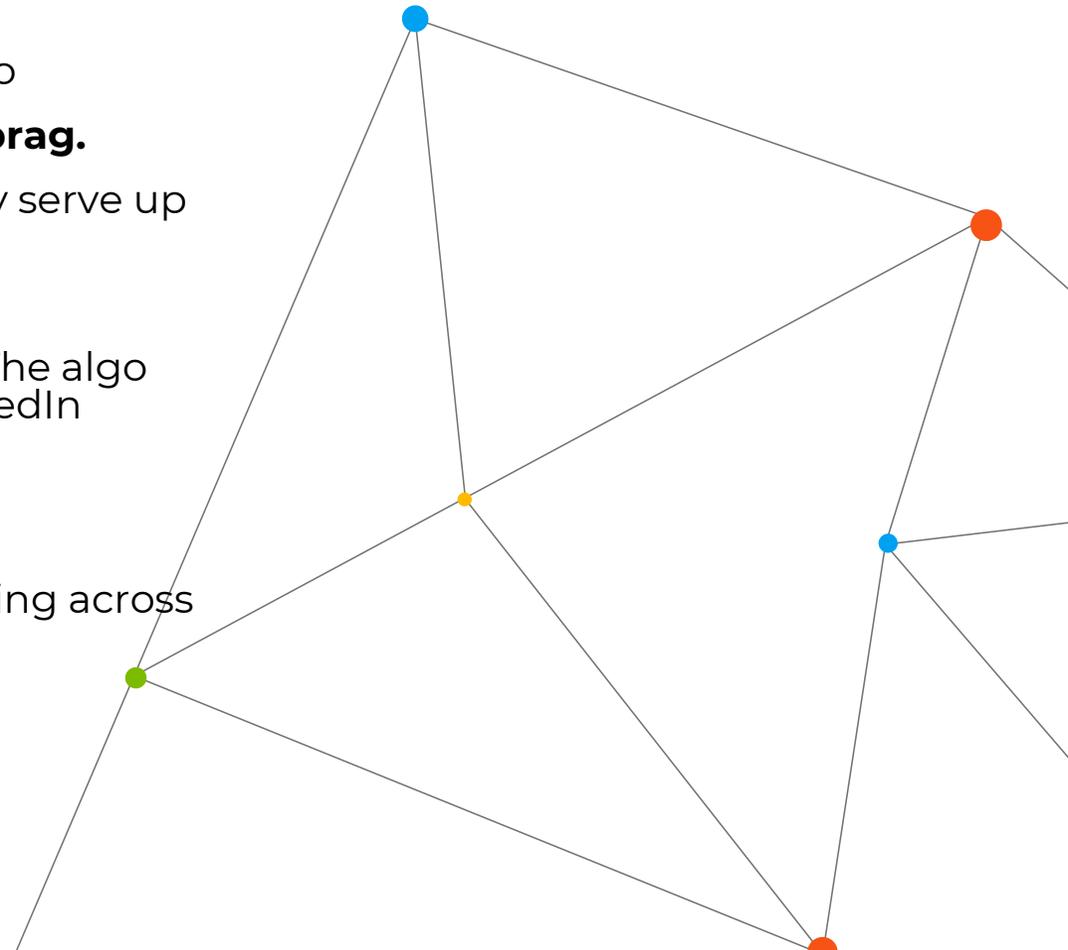
Event

Write Article



CONTENT TIPS

- Posts without links get the most **algo love**
- If you post with links, put the link in the comments for **max algo love**
- Include Hashtags in all your posts.
- Tag people and your company
- If you post with photo, use Canva to create custom photo
- People love personal stories but beware of the **humble brag.**
- Inserting a link from an industry article will automatically serve up the featured image of the articles.
- Same with your company's blogs.
- LinkedIn can host your videos or you can include links. The algo doesn't seem to care but Videos are categorized on LinkedIn
- Same with LinkedIn Articles
- Its okay to post the same content in multiple places
- Use tools like Hootsuite to schedule posts if you are posting across channels.



COMPARE THE ENGAGEMENT

 **Marc DiGiorgio**
Founder@TekStack. Better tools for B2B SaaS companies to punch above the...
2w • 🌐

Had a great time with [Dennis E. O'Connell](#), [Michael France Brock Kuhse](#) and the gang at Taylor Business Group. They did a bang up job with their BigBig 2021 conference. Really enjoyed hanging with their MSP community and lea ...see more

 **TekStack**
3,114 followers
2w • 🌐

[Marc DiGiorgio](#) and [James Patterson](#) have returned from BigBIG2021, and they are buzzing with ideas to help MSPs!
...see more

We're back from BigBIG 2021 with Big Plans!



Back from BigBIG 2021 with Big Plans! - TekStack
tekstack.com • 5 min read

 Josh Brandley and 4 others

 Like  Comment  Share  Send

 276 views of your post in the feed

 **Marc DiGiorgio**
Founder@TekStack. Better tools for B2B SaaS companies to punch above the...
3w • 🌐

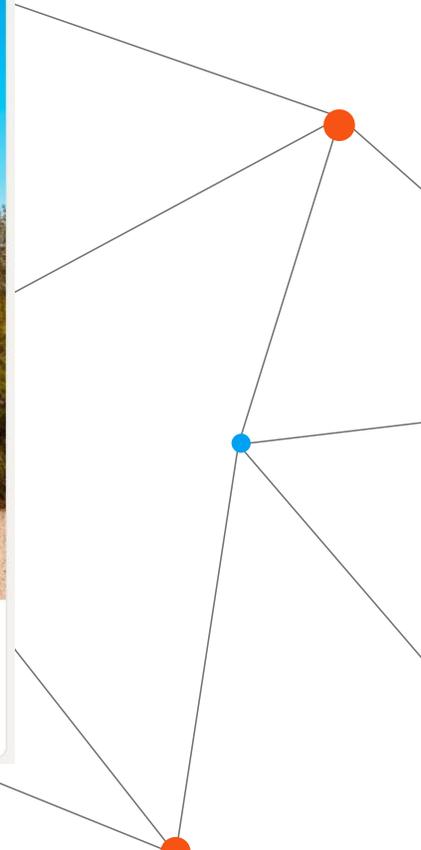
A long early morning ride on a beautiful day near Tonto National Forest in AZ. Looking forward to hanging with the [#msp](#) community at [#BigBig2021](#).



   Jenya Lorenc and 39 others

 Like  Comment  Share  Send

 1,586 views of your post in the feed



COMPARE THE ENGAGEMENT

 **Marc DiGiorgio**
Founder@TekStack. Better tools for B2B SaaS companies to punch above the...
3mo • Edited • 🌐

New grad looking for your first job? Landing that job is DEAD EASY if you just do these four things.....

- 1) Outreach. When applying, make sure you also do an outreach to the hiring manager. Don't know who that is? Guess, and then outreach to their boss as well. Phone works great, but so does LinkedIn message. This will make you stand out from the crowd.
- 2) Research. Research your interviewers, research the company, their competitors. Be prepared.
- 3) Questions. Have 5 really good questions lined up. Ego questions are great too. "How did you get your start? What advice would you have for me?" No one can resist those.
- 4) Followup. After every interview, send a note or personal video. If you really want to stand out, invest some time in a followup exercise, something related to the job.

This stuff is easy to do. Do these four things and you'll increase your interviews, and get an offer for EVERY job you've interviewed. Its shocking how few people do this stuff. Hiring managers want you to make it easy for them, especially with entry level jobs where the talent pool is difficult to separate. [#hiring](#) [#linkedin](#)

 Amanda Snow and 34 others 2 comments

 Like  Comment  Share  Send

 3,249 views of your post in the feed

 **Marc DiGiorgio**
Founder@TekStack. Better tools for B2B SaaS companies to punch above the...
6mo • 🌐

We are pumped to incorporate SalesSpark into TekStack. Sales Acceleration apps like Outreach and Salesloft empower sales reps to build their own funnel using marketing-like cadences. But using a 2nd or 3rd system of record for k ...see more

 **TekStack**
3,114 followers
6mo • Edited • 🌐

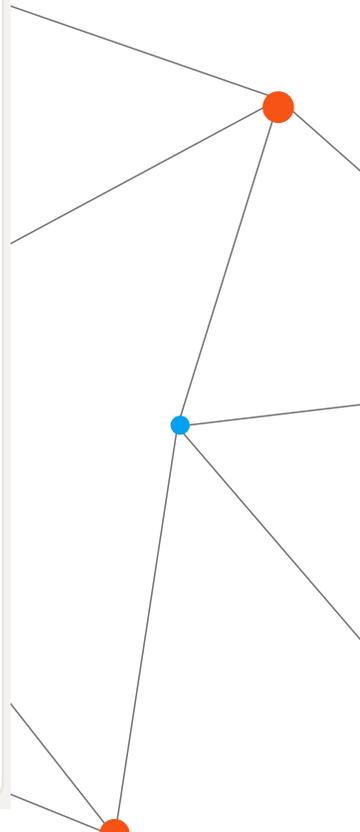
TekStack has acquired SalesSpark in an asset purchase agreement. This provides TekStack customers with a native Sales Acceleration app. In addition to integrating sales acceleration into the SalesStack app, we will make : ...see more



 Arafat Kayser and 14 others 1 comment

 Like  Comment  Share  Send

 779 views of your post in the feed

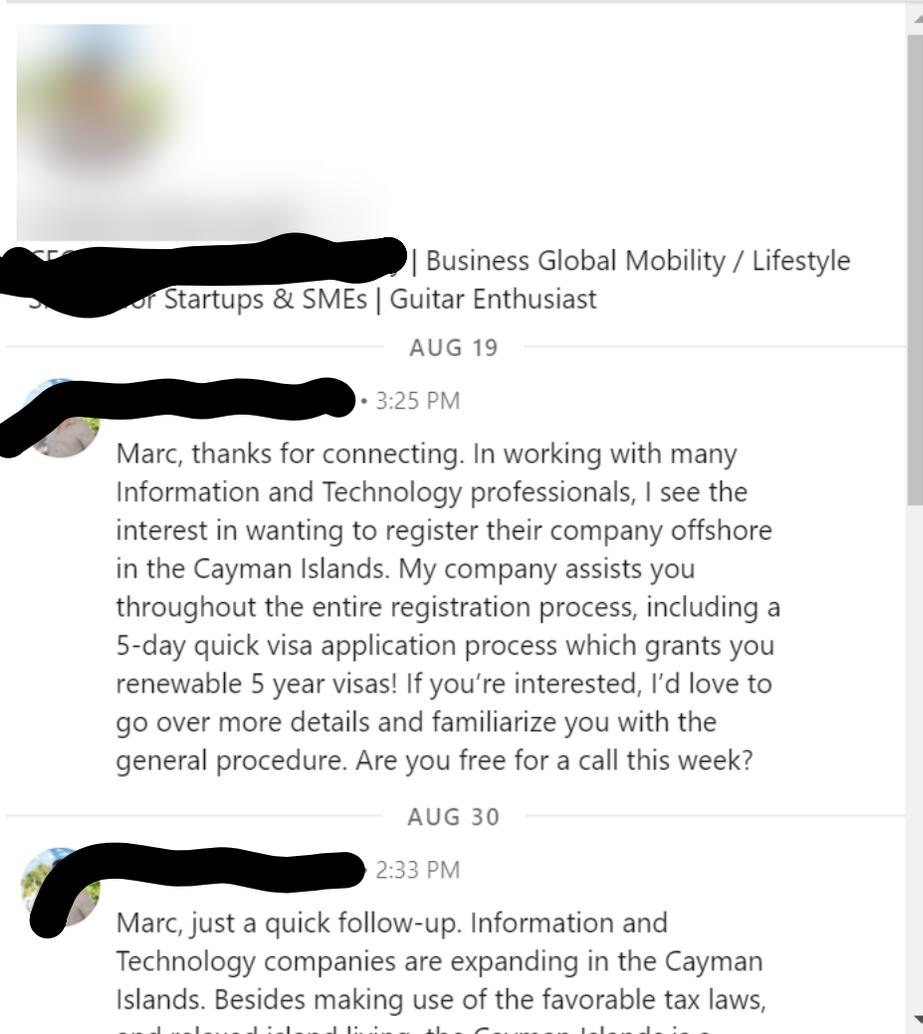


SHOULD I HARD PITCH ON LINKEDIN?

NO!

DON'T BE THIS GUY

- 1) Connection Request
- 2) Immediate Pitch
- 3) Unsolicited Follow-up every 10 days



TRY THIS...

- 1) Connection Request
- 2) Thank you note
- 3) Engage in my posts for 3 months!
- 4) Send personal note

Aymen Lafehal
I Help Brands & Businesses Gain a Competitive Advantage in the C

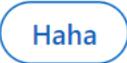
 Aymen Lafehal · 1st
I Help Brands & Businesses Gain a Competitive Advantage in the Connected World & increase mrr 2X

JUL 8

 Aymen Lafehal · 8:13 AM
hey great to connect I just looking to grow our Network

TUESDAY

 Aymen Lafehal · 10:03 AM
Hi Marc
I'm impressed with your work on TekStack keep killing it

IF YOU WANT TO PITCH, BEST TO USE EMAIL

The screenshot shows a browser window with the Microsoft website open. The URL is <https://www.microsoft.com/en-us/>. The page features a 'New' badge and the headline 'Surface Laptop Studio'. Below the headline, it says 'Flex your creative muscle on the most powerful Surface Laptop. Now available with Windows 11.' and a 'Shop now >' button.

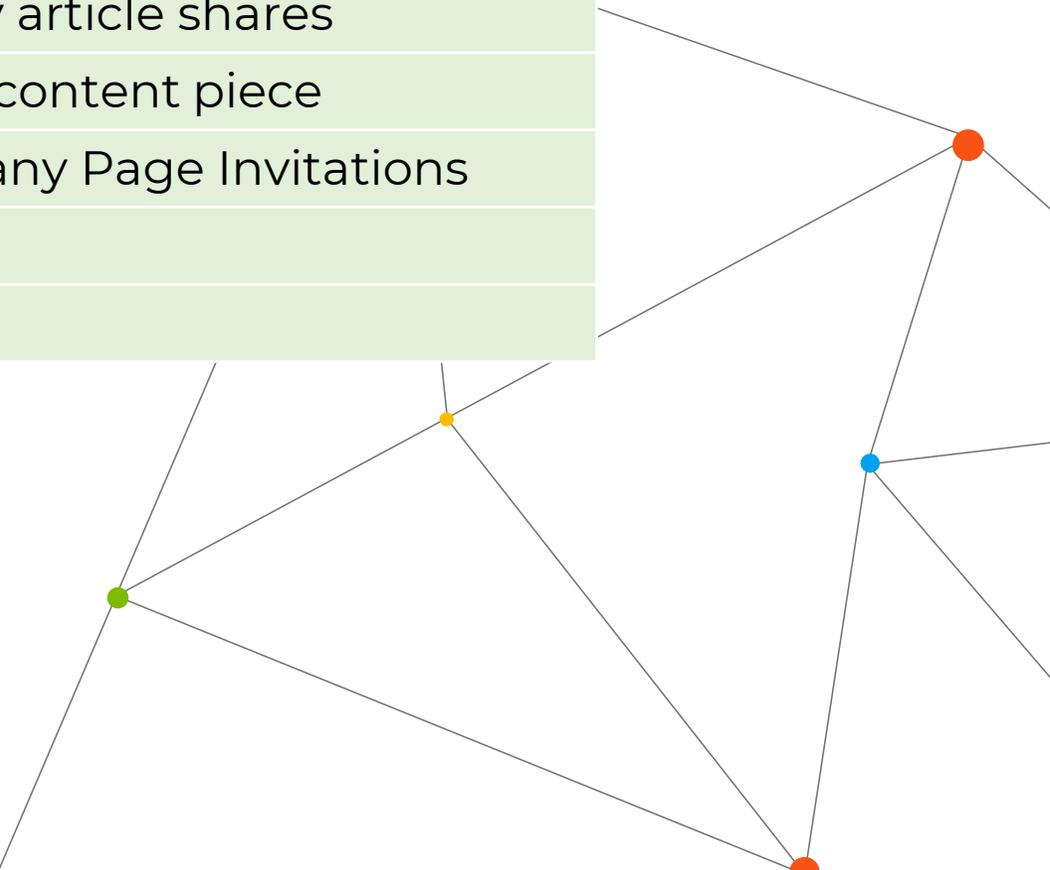
Overlaid on the right side of the browser is the Hunter search interface. The search query is 'microsoft.com', resulting in 34,272 results. A message states: 'We didn't find the email address of this person.' Below this, the most common email pattern is identified as '{last}{f}@microsoft.com'. There is a search input field with the placeholder 'Find someone...'. Filter buttons are visible for 'Support: 464' and 'IT / Engineering: 295'. The search results list the following individuals:

- Wade Wegner** (verified), wade.wegner@microsoft.com, 7 sources
- John Shewchuk** (Distinguished Engineer, verified), johnshew@microsoft.com, 10 sources
- James Cantwell**, jamescan@microsoft.com, 4 sources
- Matt Snell**

At the bottom of the search overlay, there is a dropdown menu set to 'Aditya's leads' and an 'Open' button. The search progress is shown as '8 / 500 searches'.

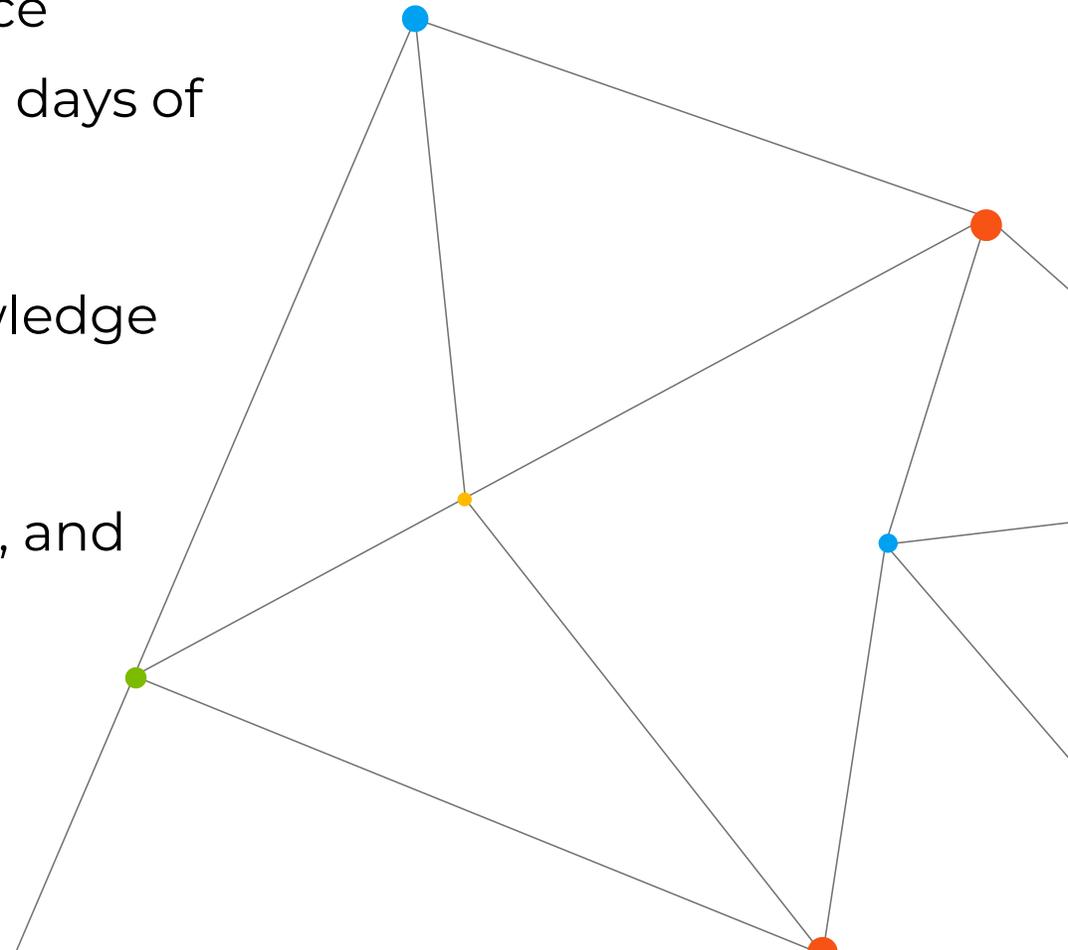
HOW FREQUENTLY SHOULD I ENGAGE?

Personal (weekly)	Company Page
2 posts	2 industry article shares
50 Connection request	1 custom content piece
50 like/comment engagements	25 Company Page Invitations
5 industry article shares	
3 company page shares	



CONTENT IDEAS

- Your vendors like Microsoft, Google, AWS, have massive marketing teams that create content daily. SHARE IT!
- When you share it, add a little flavor or spice
- Create a content calendar and plan out 60 days of content.
- Hit your support desk to see what kind of questions clients are asking. Write a knowledge article about it.
- Keep track of new product releases, pricing/licensing changes, industry events, and write about it!



OCT

WEEK 6

MONDAY

04

ROI Calculator/Ads
in motion

TUESDAY

05

WEDNESDAY

06

ROI LinkedIn post
promotion



THURSDAY

07

Customer success



JC

FRIDAY

08

Feature spotlight:
Relationship
Management



SATURDAY

09

SUNDAY

10

NOTES:

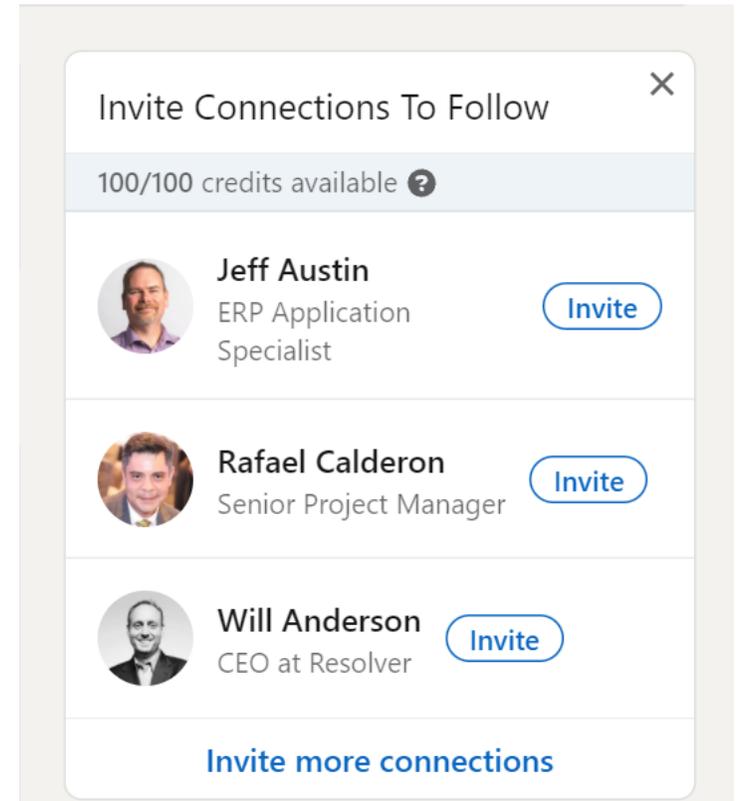
for the ROI Ads we'll need:

- Budget
- Landing page
- payment info

HOW DO I BUILD COMPANY FOLLOWERS?

In order of effectiveness

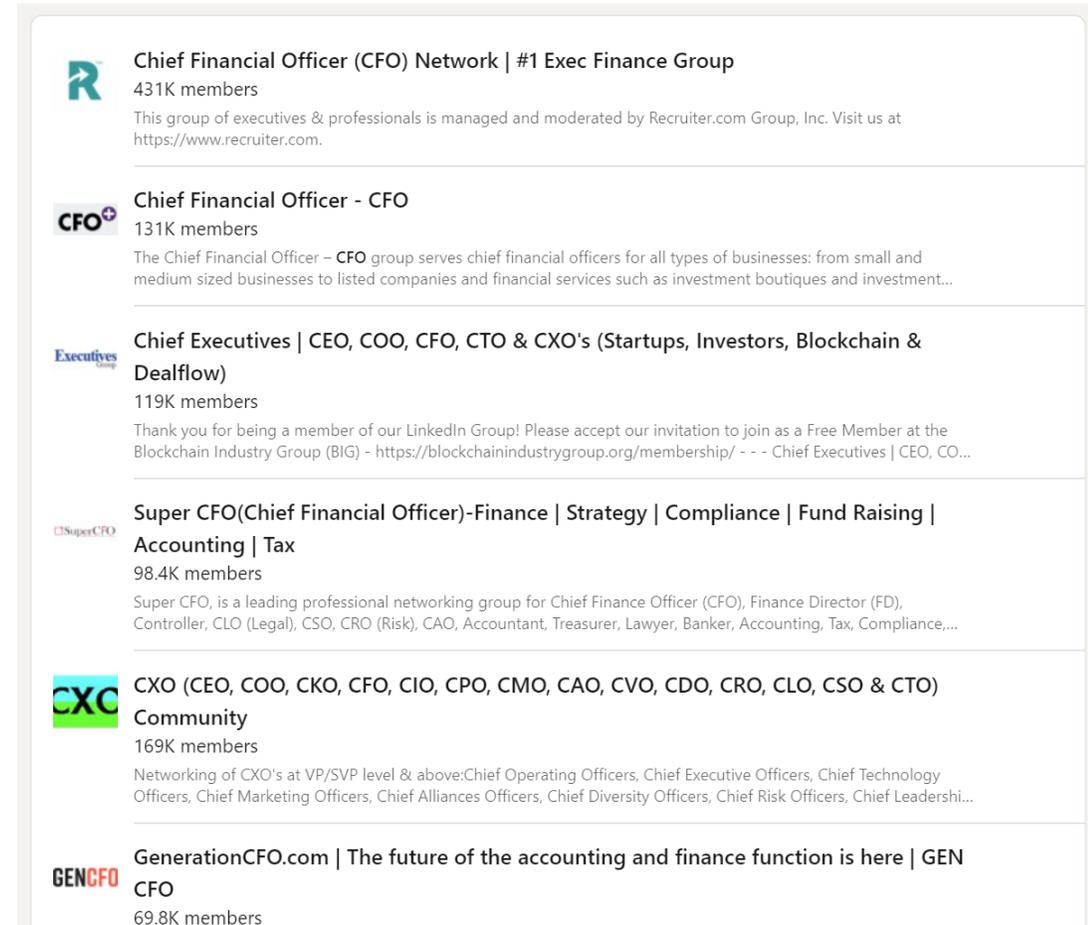
- LinkedIn Job Postings
- Invite Connections
- Create great organic content
- Notify Employees
- Buy followers through paid ads



WORKING WITH LINKEDIN GROUPS

- Join as many groups that your ICP and buyer personas would be part of
- Contribute opinions, questions to the group
- Comment on other posts

<https://contentmarketinginstitute.com/2015/05/linkedin-group-tips/>

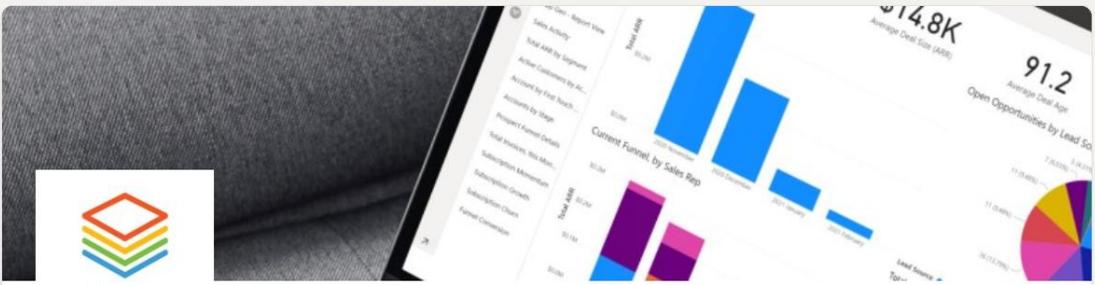


The screenshot displays a list of LinkedIn groups. Each group entry includes a logo, the group name, the number of members, and a brief description. The groups listed are:

- Chief Financial Officer (CFO) Network | #1 Exec Finance Group**: 431K members. This group of executives & professionals is managed and moderated by Recruiter.com Group, Inc. Visit us at <https://www.recruiter.com>.
- Chief Financial Officer - CFO**: 131K members. The Chief Financial Officer – CFO group serves chief financial officers for all types of businesses: from small and medium sized businesses to listed companies and financial services such as investment boutiques and investment...
- Chief Executives | CEO, COO, CFO, CTO & CXO's (Startups, Investors, Blockchain & Dealflow)**: 119K members. Thank you for being a member of our LinkedIn Group! Please accept our invitation to join as a Free Member at the Blockchain Industry Group (BIG) - <https://blockchainindustrygroup.org/membership/> - - - Chief Executives | CEO, CO...
- Super CFO(Chief Financial Officer)-Finance | Strategy | Compliance | Fund Raising | Accounting | Tax**: 98.4K members. Super CFO, is a leading professional networking group for Chief Finance Officer (CFO), Finance Director (FD), Controller, CLO (Legal), CSO, CRO (Risk), CAO, Accountant, Treasurer, Lawyer, Banker, Accounting, Tax, Compliance...
- CXO (CEO, COO, CKO, CFO, CIO, CPO, CMO, CAO, CVO, CDO, CRO, CLO, CSO & CTO) Community**: 169K members. Networking of CXO's at VP/SVP level & above:Chief Operating Officers, Chief Executive Officers, Chief Technology Officers, Chief Marketing Officers, Chief Alliances Officers, Chief Diversity Officers, Chief Risk Officers, Chief Leadershi...
- GenerationCFO.com | The future of the accounting and finance function is here | GEN CFO**: 69.8K members.

RUNNING LINKEDIN EVENTS

- Easy to share events
- Engage with attendees
- Create polls
- You can use LI registration or your favorite webcast app



TekStack

Event ended

Drive Sales Velocity

Event by TekStack

Online

Wed, Apr 14, 2021, 2:00 PM - 2:45 PM (your local time)

Event link: <https://app.livestorm.co/tekstack/drive-sales-velocity?s=d2d63e30-1dfc-47b0-9939-26763f12cac2&type=light>

99+ Lak Chahal and 285 other attendees

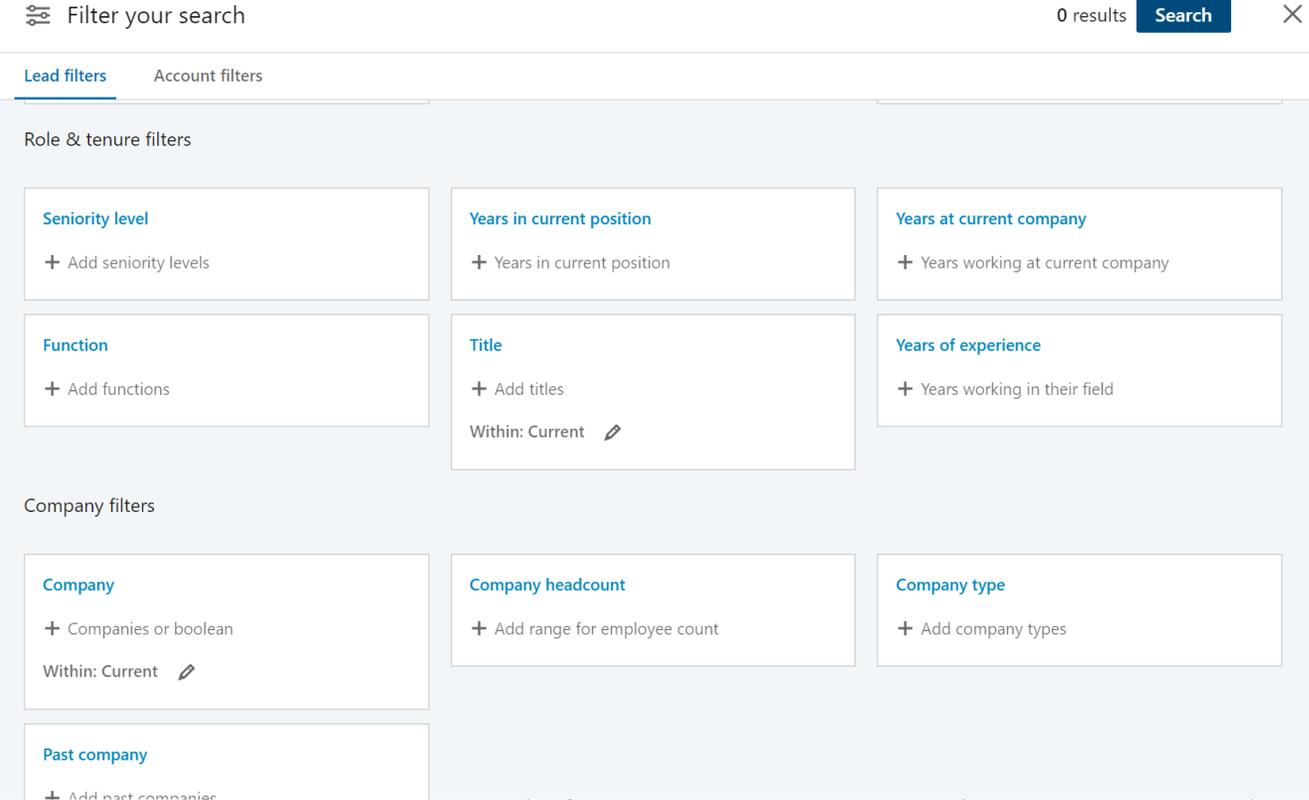
Share

Home Details Networking Analytics

DO I INVEST IN SALES NAVIGATOR?

\$80/mth

- Search for Leads and Accounts with more criteria and further degrees
- Enhance your company search results
- Build Lead and Account Lists
- Get lead and account insights
- 20 InMails per month
- Enhanced Presence Notification
- CRM “Integration”



The screenshot shows the Sales Navigator search filter interface. At the top, it says "Filter your search" with a search icon on the left and "0 results Search" with a search button and a close icon on the right. Below this, there are two tabs: "Lead filters" (selected) and "Account filters". The filters are organized into three sections: "Role & tenure filters", "Company filters", and "Past company".

Role & tenure filters:

- Seniority level:** + Add seniority levels
- Years in current position:** + Years in current position
- Years at current company:** + Years working at current company
- Function:** + Add functions
- Title:** + Add titles. Within: Current (edit icon)
- Years of experience:** + Years working in their field

Company filters:

- Company:** + Companies or boolean. Within: Current (edit icon)
- Company headcount:** + Add range for employee count
- Company type:** + Add company types

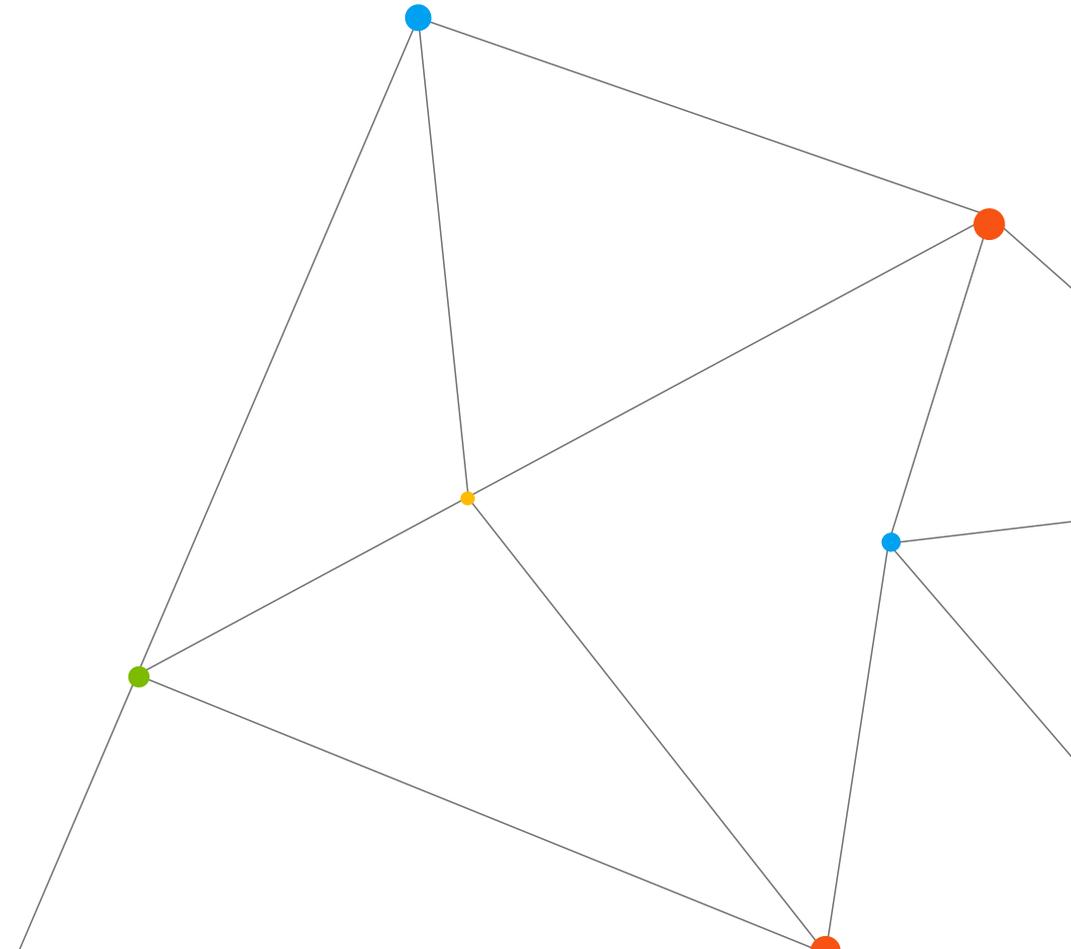
Past company: + Add past companies

DO I INVEST IN SALES NAVIGATOR?

The screenshot shows a LinkedIn profile for DealHub.io. The navigation bar at the top includes Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Sales Nav. The profile header shows the company name, a search bar, and buttons for 'More', 'Visit website', and '+ Follow'. The main navigation tabs are Home, About, Products, Posts, Jobs, People, Insights, Events, and Videos. The 'People you may know' section is visible, featuring several profiles: Gideon Thomas (Chief Marketing Officer), Eyal Elbahar (CEO), Eyal Orgil (CRO), Haim Kopans (venture capitalist), and Haim Cohen Mi... (VP Sales Development). A red circle highlights the 'SALES NAVIGATOR' section, which displays three profile pictures and the text '30 decision makers' with a 'View' button. A 'Message' button is also visible on the right side of the profile.

ALWAYS ON THE LOOKOUT TO BUILD OUR CRM OF ICP ACCOUNTS

1. Learn of new account
2. Add Account to CRM
3. Add Contacts using Navigator Search
4. Enrich Account & Contact information
 - Contact LinkedIn
 - Contact Title
 - Contact Email
 - Account technology stack
 - Account URL
 - Account LinkedIn Profile
 - Account # of Employees
 - Account Location information
 - Account & Contact First Touch Lead Source
5. Add Contacts to an Outreach Sequence



WORKING WITH ANALYTICS



TekStack

Super admin view

View as member

All Pages

Products

Content

Analytics

Activity 23

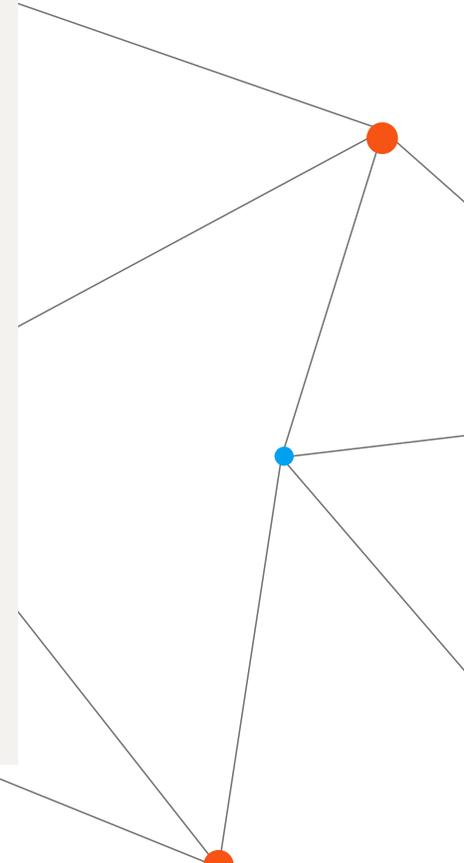
Admin tools

Update engagement ?

Time range: Oct 6, 2021 - Oct 20, 2021

Show: 10

Update title	Posted by	Created	Impressions	Views	Clicks	CTR	Reactions	Comments	Shares	Follows
How to choose the right CRM software for your organization All followers Boost	Mehreen Hasan	10/19/2021	203	-	5	2.46%	5	0	0	-
MSPs Webinar Series Part 1: Creating Differentiation All followers Boost	Jean Claude...	10/15/2021	259	-	21	8.11%	9	0	2	-
Alignment Letters or Emails, are a powerful tool that you can use at the earliest stage ... Video All followers Employees notified Boost unavailable i	Jean Claude...	10/15/2021	416	84	13	3.13%	8	0	0	-
RevOps Maturity Model - TekStack All followers Boost	Mehreen Hasan	10/13/2021	366	-	11	3.01%	10	0	0	-
The Sales Playbook of Successful B2B Teams All followers Boost	Jean Claude...	10/11/2021	299	-	15	5.02%	7	0	0	-
TekStack is built for B2B Software Companies and provides everything your... All followers Boost	Mehreen Hasan	10/8/2021	480	-	8	1.67%	15	0	1	-



WORKING WITH ANALYTICS



TekStack

Super admin view

View as member

All Pages ▾

Products

Content ▾

Analytics ▾

Activity 23

Admin tools ▾



Start tracking and benchmarking your Page's performance
Edit your competitors list to track specific Pages on LinkedIn. [Learn more](#)

Time range: Sep 19, 2021 - Oct 18, 2021 ▾

Follower metrics ?

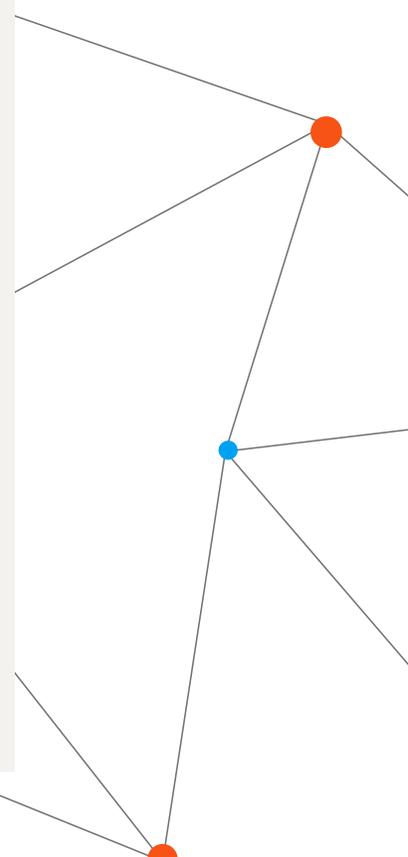
Ranked by total followers

Page	Total followers	New followers
1 Resolver Inc.	11,954	85
2 TekStack	3,114	200

Organic content metrics ?

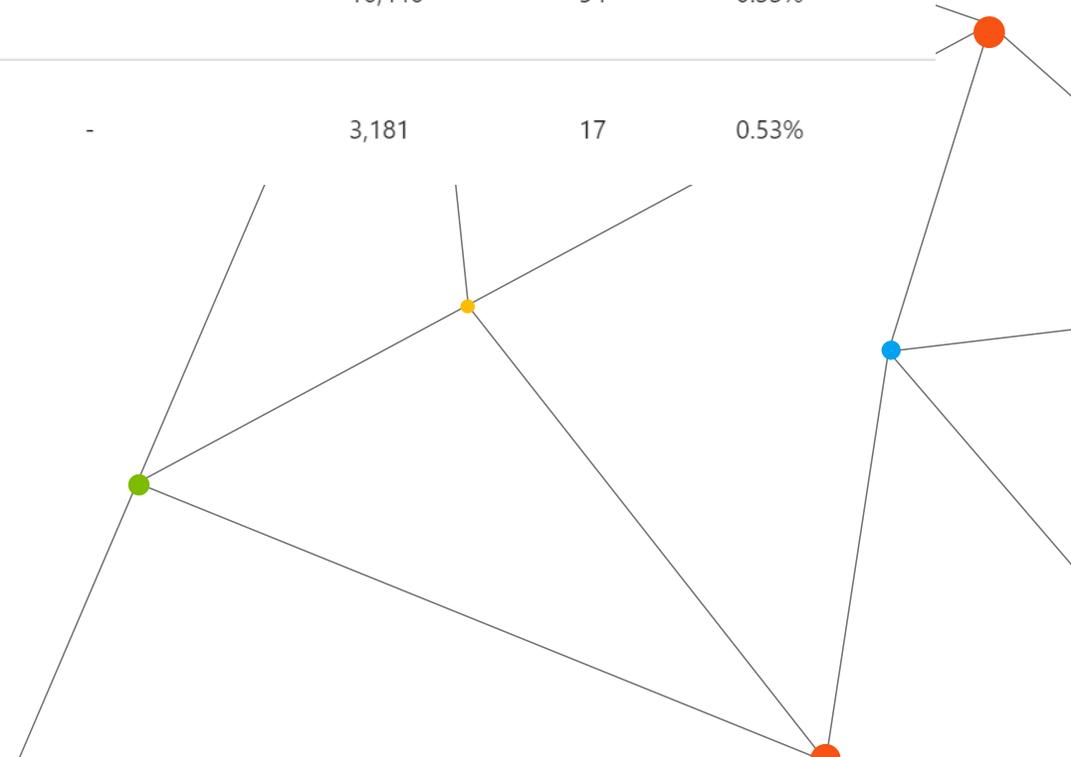
Ranked by total engagements

Page	Total engagements	Total posts
1 TekStack	166	13
2 Resolver Inc.	76	2

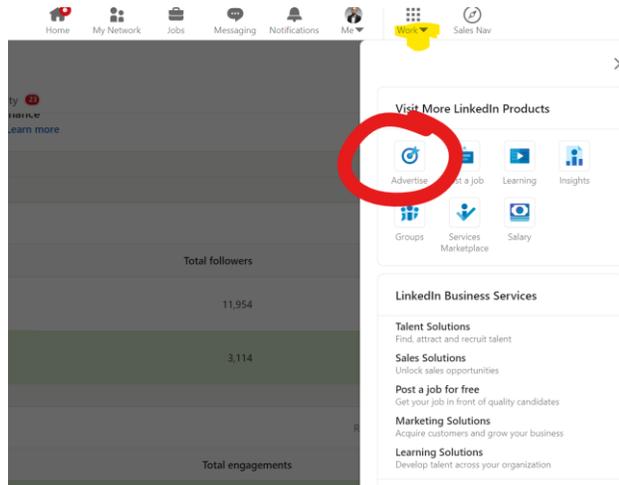


RUNNING LINKEDIN ADS

Campaign Name	Status	Spent	Key Results	Cost Per Result	Impressions	Clicks	Average CTR
<input type="checkbox"/> 2 campaigns	-	CA\$1,976.81	-	-	19,627	71	0.36%
<input type="checkbox"/> ROI Calculator ID: 171138336 · Sponsored Content	Active Running	CA\$1,350.11	0 Conversions	-	16,446	54	0.33%
<input type="checkbox"/> Maturity Model ID: 171208326 · Sponsored Content	Active Running	CA\$626.71	0 Conversions	-	3,181	17	0.53%



BUILDING AUDIENCES



Choose how to install your tag



I will install the tag myself

Get the tag code to add to your website

Paste the Insight Tag code below in your website's global footer, right above the closing HTML `<body>` tag. Adding the tag to the footer will let you track conversions or retarget on any page across your whole site.

```
<script type="text/javascript">
  _linkedin_partner_id = "1635226";
  window._linkedin_data_partner_ids = window._linkedin_data_partner_ids || [];
  window._linkedin_data_partner_ids.push(_linkedin_partner_id);
</script><script type="text/javascript">
  (function(l) {
    if (!l){window.lintrk = function(a,b){window.lintrk.q.push([a,b])};
    window.lintrk.q=[]}
    var s = document.getElementsByTagName("script")[0];
    var b = document.createElement("script");
    b.type = "text/javascript";b.async = true;
    b.src = "https://snap.licdn.com/li.lms-analytics/insight.min.js";
    s.parentNode.insertBefore(b, s);})(window.lintrk);
</script>
<noscript>
  
</noscript>
```

AUTOMATING ENGAGEMENT

Conversify

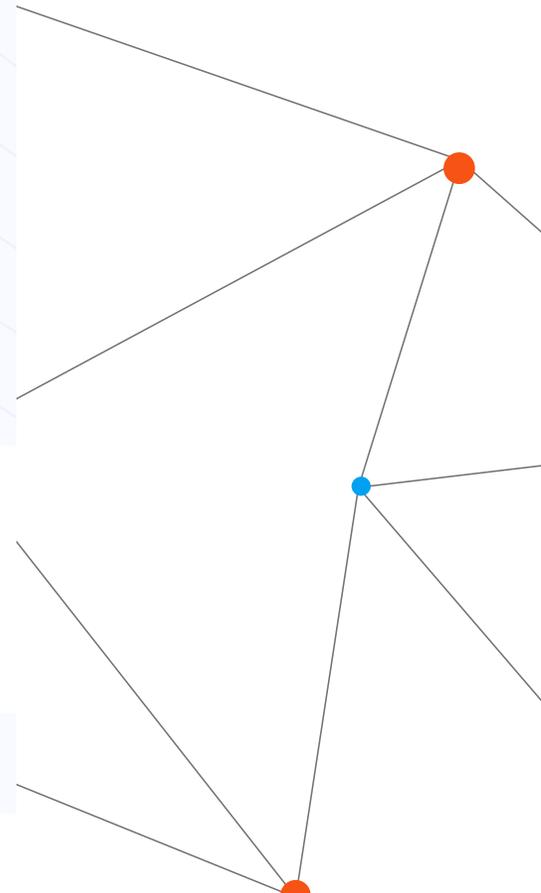
Process Pricing Contact [Login](#) [Get Started](#)

Outreach, Connect & Engage on LinkedIn. 10x Faster.

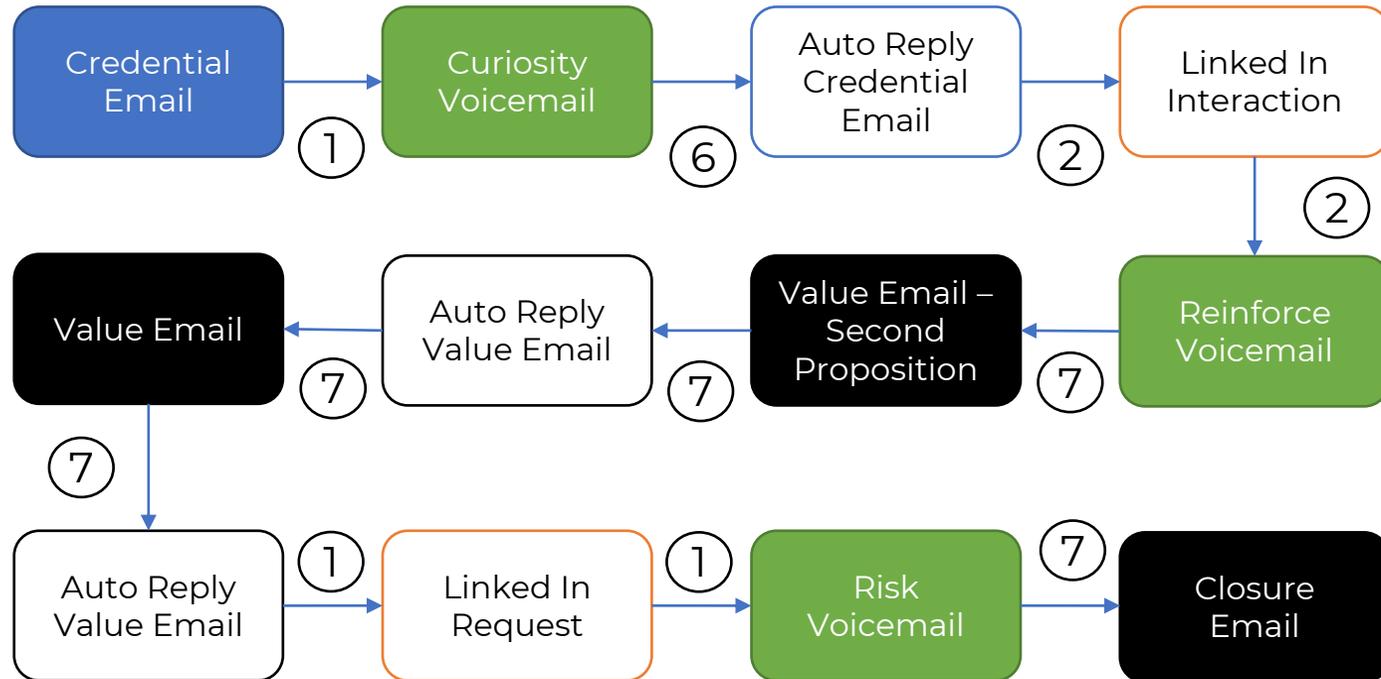
Conversify will skyrocket your productivity, book you more meetings, and help you crush your sales targets

[Start Your Free Campaign](#)

No credit card required



CO-ORDINATING LINKEDIN OUTREACH WITH OTHER TOUCH POINTS



Manual Emails

- Heavily Researched
- Consider Use of Video

Voicemails

- Assume the voicemails are transcribed.
- Think of them as a text message.

Auto Emails

- Great for replies, but also effective once you've established yourself

LinkedIn

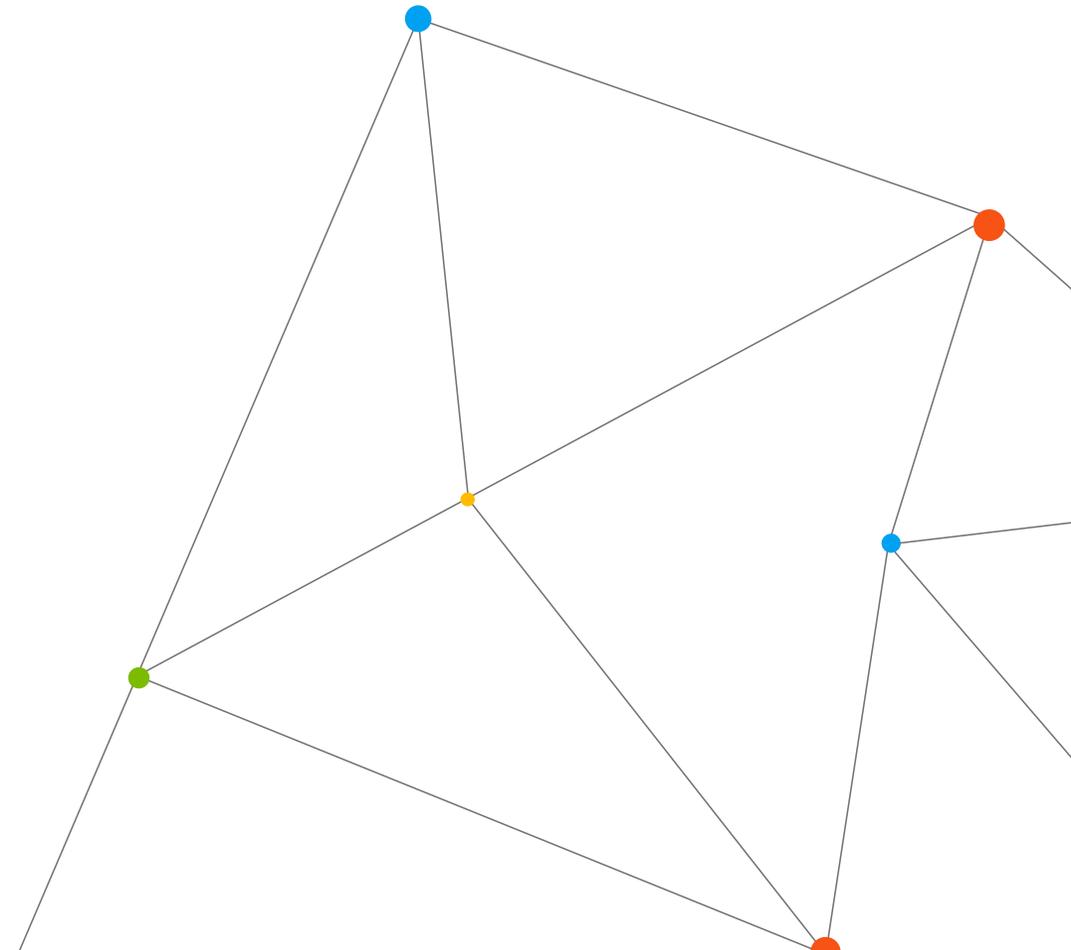
- Don't sell. Interact.

MULTIPLE CHANNELS, COMBINATION PUNCHES

Where should I start?



1. Clean up Personal and Company Pages
2. Build a content calendar
3. Create an Engagement Plan!
4. Engage every day
5. Invite Followers
6. Use LinkedIn as part of your prospect engagement

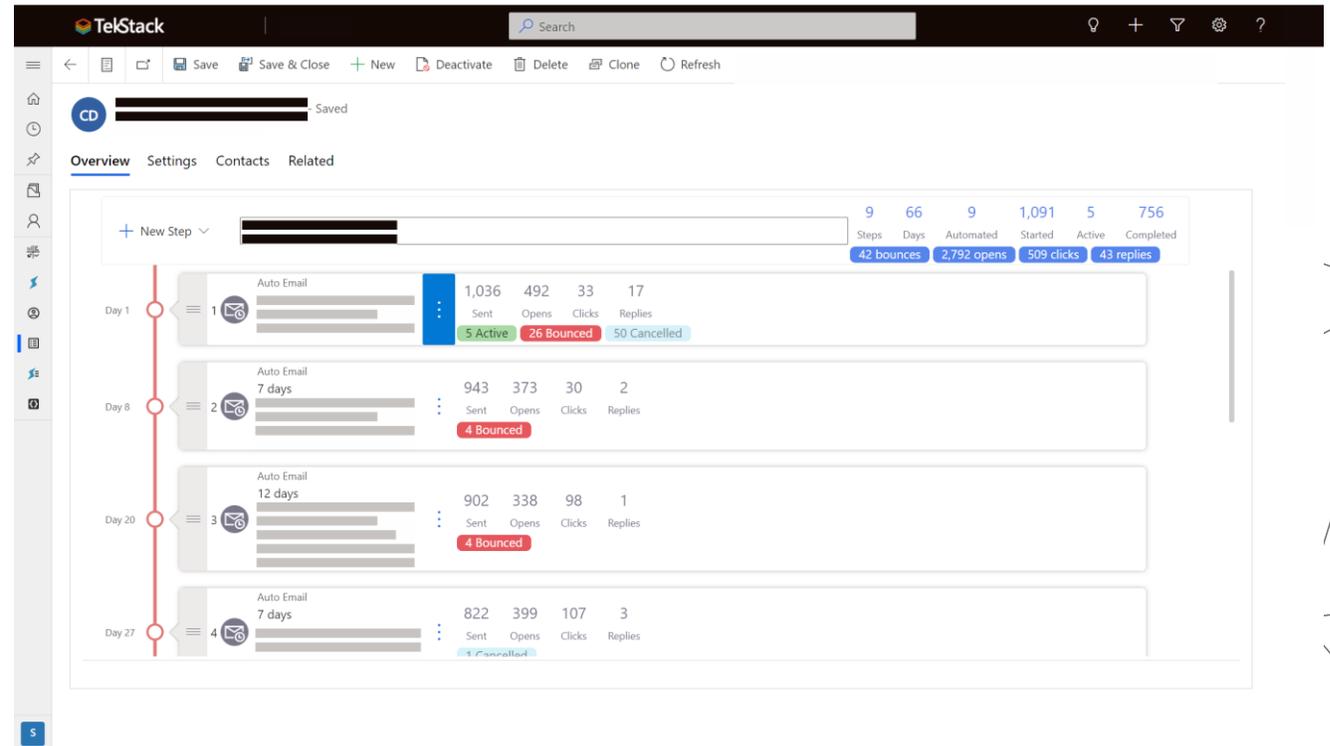




CRM FOR TECH FIRMS..

- 1:N Marketing Engagement
- 1:1 Strategic Prospecting
- Account-centric approach
- Track Opportunities
- Customer Success

Powered by Microsoft



4 UPCOMING WEBCASTS FOR MSPS....

www.tekstack.com/events

marc@tekstack.com

The screenshot displays the TekStack website's navigation bar with the logo and links for PRODUCT, SERVICES, RESOURCES, PRICING, SUPPORT, and a GET IN TOUCH button. Below the navigation are two event cards. The first card features a photo of a hand holding a tablet with the text 'be the difference' and a green coffee cup. The event title is 'Part 1 of 4: How to Differentiate your MSP offering in 30 days or less.' The date is 09 NOV and the time is 11:00 AM - 11:30 AM. The second card features a photo of four people in business attire meeting around a table with documents and a laptop. The event title is 'Part 2 of 4: How to perfect outbound sales engagement to find more leads'. The date is 16 NOV and the time is 11:00 AM - 11:30 PM. Both cards include a share icon and a 'VIEW DETAIL' button.

TekStack PRODUCT ▾ SERVICES ▾ RESOURCES ▾ PRICING SUPPORT **GET IN TOUCH**

Part 1 of 4: How to Differentiate your MSP offering in 30 days or less.
Part 1 of 4: If you want to stand out ...
09 NOV
11:00 AM - 11:30 AM

Part 2 of 4: How to perfect outbound sales engagement to find more leads
Part 2 of 4: You don't have a sales team; ...
16 NOV
11:00 AM - 11:30 PM