

# Mastering Social Selling

RESOURCE KIT

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## Helpful Links & How Tos

- [Download the Chrome extension here](#)
- [How to Download and Install the Apollo Chrome Extension](#)
- [Prospect in LinkedIn Using the Apollo Chrome Extension](#)
- [Add and Complete LinkedIn Tasks in a Sequence](#)
- [Automate LinkedIn Tasks with the Apollo Chrome Extension](#)
- [Use Apollo with LinkedIn to Send Personalized Messages](#)
- [Upload a CSV of Contacts to Apollo](#)

## Zoe Hartsfield's LinkedIn Profile Resources

- [LinkedIn Audit Checklist](#)
- [Personal Brand Identity Framework](#)
- [Watch on YouTube: Zoe's teardown of James's LinkedIn profile](#)

# Creative Ways to Search for Leads on LinkedIn

Search for your target customer's job title and add...

After you search for your target job title on LinkedIn, additional filters will appear.

## 2nd-level connection:

See only LinkedIn accounts that have at least 1 mutual connection

## Location:

Reference specific events, regional knowledge, or shared experience

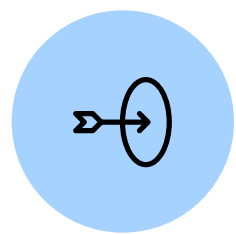
## Followers of:

See only prospects that follow a creator or influencer specific to your industry or solution

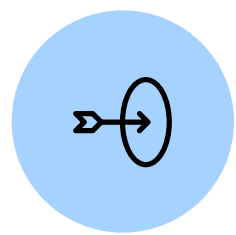
## Current and past employer:

Find prospects that work (or have worked) at organizations you've also worked at

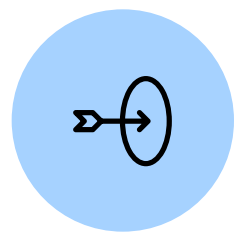
# Competitors



**Follow known and larger competitors on LinkedIn**



**Look for comments by people indicating an interest in the solution or frustration with the company's solution**



**Reference this comment when reaching out**

# Groups

- **LinkedIn has found that opening sales outreach with “I understand we share a common LinkedIn group” can improve the odds of securing a meeting (LinkedIn Global State of Sales report)**
- **Search for groups that attract your ideal customer as members**  
Not sure? Look up your active customers and previous buyers on LinkedIn and see what groups they are members of!
- **Join a group and find other members matching your buyer profiles**
- **When reaching out, reference their post, comment, or that you are a member of the same group**

## Influencers (specific to your niche/industry )

- ➡ Influencers post a lot, have heavy engagement, and are often a source of information for prospective customers
- ➡ Leverage influencers popular with your ideal buyer to find people commenting, sharing, or reacting to posts relevant to your solution
- ➡ Someone commenting on a post that relates to your offering or expertise?  
Highlight this in your outreach!

## Keywords + topics

- ➡ Search for keywords that would come up in posts related to your solution or area of expertise
- ➡ Prioritize recency and any posts focused on finding a solution, frustration with a problem (that can be solved by your solution), or potential customers frustrated with their current provider
- ➡ Reference this in your initial outreach



# How to Import Your LinkedIn Connections to Apollo

Downloading your connections from LinkedIn:

- ✓ Click on your profile icon, then “Settings & Privacy”
- ✓ Click “Data Privacy”, then “Get a copy of your data”
- ✓ Select “Want something in particular?”, then “Connections”
- ✓ You’ll receive an email when the download is ready.
- ✓ Once you receive the email, download the file, then remove the 3 unnecessary rows above your connection data

[Review a sample template for importing contacts within Apollo here](#)

# How to Import Your LinkedIn Connections to Apollo

## Uploading them to Apollo:

- ✓ Log in to Apollo and click on the “Search” tab on the left side of the screen.
- ✓ Click “Import”, then “Bulk import from CSV”
- ✓ Select your LinkedIn connections .CSV file and match the column descriptions with the matching Apollo fields
- ✓ Click the blue “Import” button at the bottom
- ✓ To now access your LinkedIn connections, simply click “Search” then “More filters”, then “Contact CSV Import”

# How to Import Your LinkedIn Connections to Apollo

Enriching/getting contact info for LinkedIn connections in Apollo:

- ✓ Select your new list from the “Contact CSV Import” dropdown mentioned above and click “Apply Filters”
- ✓ Select which contacts from the search results screen you want get info for
- ✓ Click “Enrich”, then select what contact information (email or phone #) you’d like added to your new LinkedIn leads within Apollo