URL to IRL:
Social Selling - In Real Life

- Techniques that Work –

*Converting people on LinkedIn (URLs) to Trusted relationships **I**n **R**eal **L**ife*

Speakers Today…

Speaker

Viveka von Rosen
Founder, LinkedIntoBusiness.com
Author, *LinkedIn Marketing: An Hour a Day*
Forbes Top 50

Speaker

Adrienne Zoble
Owner & Founder
Zoble Associates

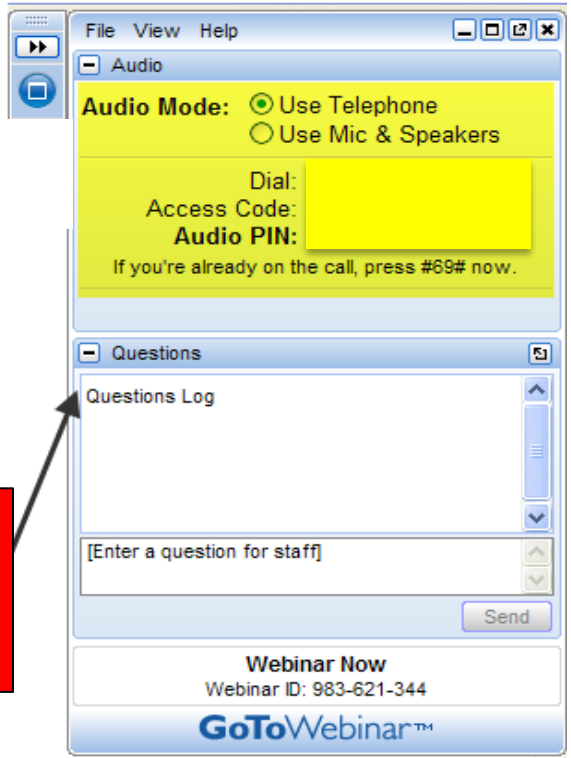
Speaker

Clinton Rozario
Product Manager &
Software Architect
eGrabber Inc.

Your Moderator… at your service…

Stephen Caster
Product Delivery Manager & Chief Trainer
eGrabber Inc.

Type in your Questions… We will have LIVE Q&A



Enter Questions (and responses) into this section on your control panel

Viveka von Rosen

- Founder of LinkedIntoBusiness.com
- Founder of the #LinkedInChat
- Author of *LinkedIn Marketing:*

  An Hour a Day and *LinkedIn Security: Who's Watching You*
- Contributor to The Sophisticated Marketer's Guide to LinkedIn
- Forbes Top 50
- eGrabber Super Fan ☺

Adrienne Zoble

- In the marketing business since 1977
- Helped tens of thousands of owners of small and growing businesses market smart, with amazing results.
- Emphasizes market planning, increasing one's referrals and generating additional business from existing clients/customers.
- Helps business owners and marketing directors recognize and promote the emotions that drive business: confidence, comfort level and trust

Let's Get Active on Twitter!

- ✓#URL2IRL
- ✓@LinkedInExpert
- ✓@eGrabber
- ✓@AZoble

What We'll Cover

1. How to go from "Unknown to Known"
2. How to get your prospects to Know, Like and Trust you on LinkedIn
3. How to find Email address & other information of Prospects on the Internet
4. How to use all that information to make Prospects like and trust you in real life
5. How to grow more business over time through real life relationships

The Unknowns and the Knowns

- Unknown to Unknown (Cold Calling)
- Unknown to Known (Shared Interests on LinkedIn)
- Known to Unknown (Introductions & Referrals)
- Known to Known (Best!)

90% of decision makers no longer respond to cold calls or emails*.

“Visibility creates opportunity” and LinkedIn can be used as the mountain top on which you stand to get your message heard.

How Do You Market?

- Social Media Blasts
- Education
- Voice-to-Voice
- Face-to-Face

6 Steps to Move From Unknown to Known on LinkedIn

1. Know who you want to know (KNOW your audience)
2. Tell them your story (Get them to KNOW and LIKE you)
3. Build credibility with media (Get them to LIKE and TRUST you)
4. Find your unknown prospects (look out for Adrienne's presentation "On Generating Referrals")
5. Build relationships with your network (Get them to LIKE and TRUST you through 'TOMA')
6. Take it offline!

"All things being equal, people do business and refer people they know, like and trust."

- Bob Burg

#URL2IRL

“Know me, like me, trust me, buy from me!”

- Joel Comm

Get Clear about Your Audience

Do you know exactly who your audience/tribe/market is?
(You can have more than one – but make sure they are defined.)

- Who are they?
- What gender?
- What age?
- What race?
- What education did they complete?
- What economic classification / income bracket?
- What do they like?
- How do they spend their free time?
- What is their Point of Pain?

Tell Them Your Story!

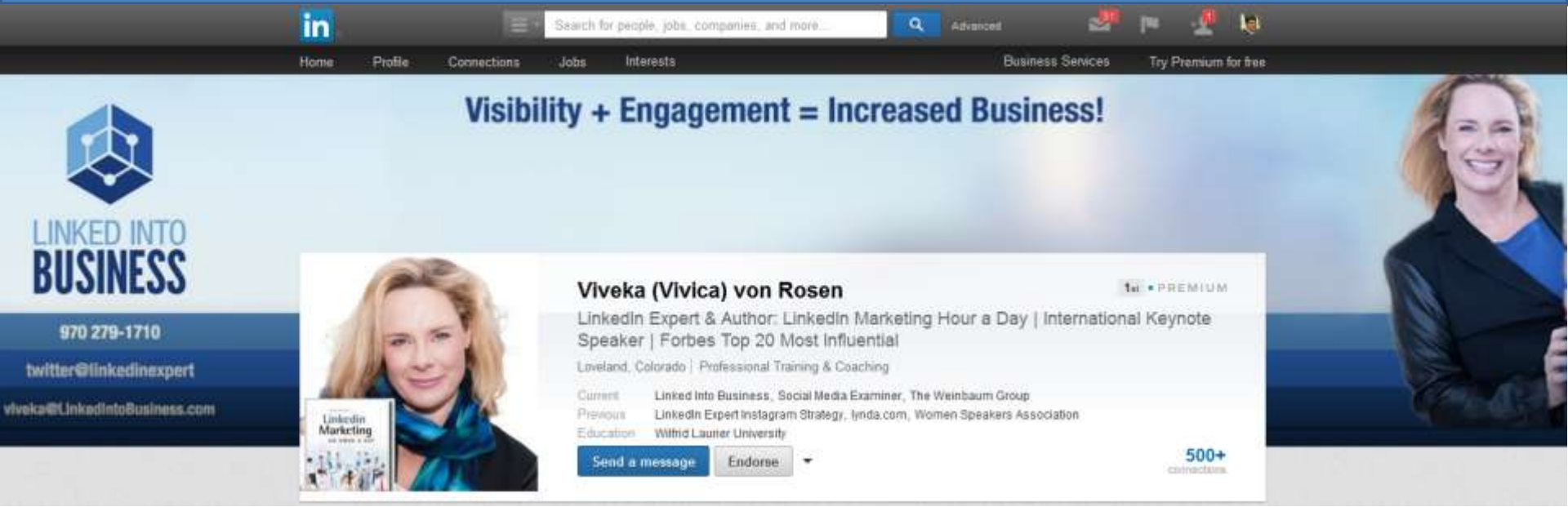
Summary Section (2000 characters)

Create powerful branded profile content to engage and attract.

- Focus on the WIIFT!
- Add useful Links
- Add Calls-To-Action (CTA's)
- Add contact info

#URL2IRL

Build Credibility



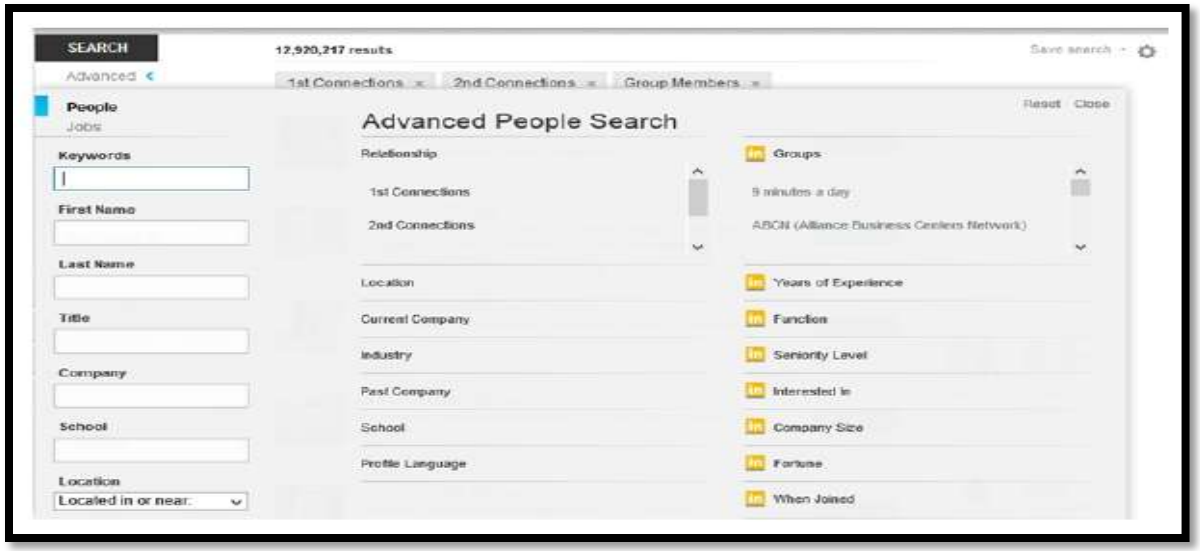
Build Credibility

Add media for branding and credentials

- Profile Photo (a close-up)
- Hero Image (1400 x 425 pixels)
- Media
  - Testimonials (.doc, .jpg, YouTube)
  - Product demo's
  - Accreditations
  - Portfolios (SlideShare, video, links)
  - Pictures with Influencers

Find Your Audience

Use Advanced Search to find exactly the right Prospect



Build Relationships

- Messages
- Invitations
- Introductions
- InMail
- Updates

What to Say

Who they are, dictates what to say…

- Peer-to-Peer
- Reference research
- Mention a Point of Pain/Pleasure
- Ask for advice
- DON’T SELL

InMail · Expertise request

Networking?

May 11, 2014 [illegible] PM

Hi [illegible]

You had me at "Collective Joy" thru Fest 300!

I am very interested in AIRBNB. I would love an informational conversation if you could spare a few minutes or if you can recommend me to a member of your team? AIRBNB needs to know me! I know I can bring value to your organization if you give it a whirl.

Let me get through the clutter…I am an amazing business executive with 18 years of experience in sales, marketing, licensing and product development with an MBA. Combine that with my absolute love of adventure, the outdoors, different cultures and extreme travel and you have someone that should be a part of your team. Check out my awesome blog for the proof of purchase!
www.adventuretravelgal.com

I want to get into an industry I love, your industry, and move to the Northwest with my New York savviness, believing in no better way than to connect with people at my ideal company. Are there any positions open within the organization? Any help you can offer is appreciated and I will be sure to pay it forward. I am ready to get my hands dirty and start where I need to start to make it work. Thoughts?

Best, Jennifer
[illegible] mobile
[illegible]

@Jennifer Zivic
The Adventure Travel Gal

Adventure Travel Expert, Climbing the 7 Summits!

www.adventuretravelgal.com

Get Beyond LinkedIn's Limitations

Use eGrabber's eMail-Prospector tool to get the phone numbers, email addresses, and public company information about a prospect.

2-MINUTE LIVE DEMO

eMail-Prospector

Turning Prospects Into Clients

- ✓ LinkedIn is a transition from URL to IRL
- ✓ Create a Marketing Plan
- ✓ Create Trust through F2F, V2V and Education
- ✓ Follow a Schmoozing Calendar (email me at azoble@azobleassoc.com to get it FREE!)

“Social Selling is the process of using your professional brand to fill your pipeline with the right people, insights and relationships...”

Koka Sexton,
Co-Leader of Corporate Content,
LinkedIn

Moving from URL to IRL

You've heard Viveka von Rosen explain many of the fine points to help you gain even greater benefits from your LinkedIn presence. Now, let's discuss real-world marketing. After all, when you're on LinkedIn, you're still in the world of technology.

LinkedIn is a social media powerhouse, but it's time to harness that reach to the building of in-person relationships.

Why Do They Buy?

There are three reasons why people purchase from you:

- Confidence
- Comfort level
- Trust

There are also three ways to enhance those emotions to grow your business:

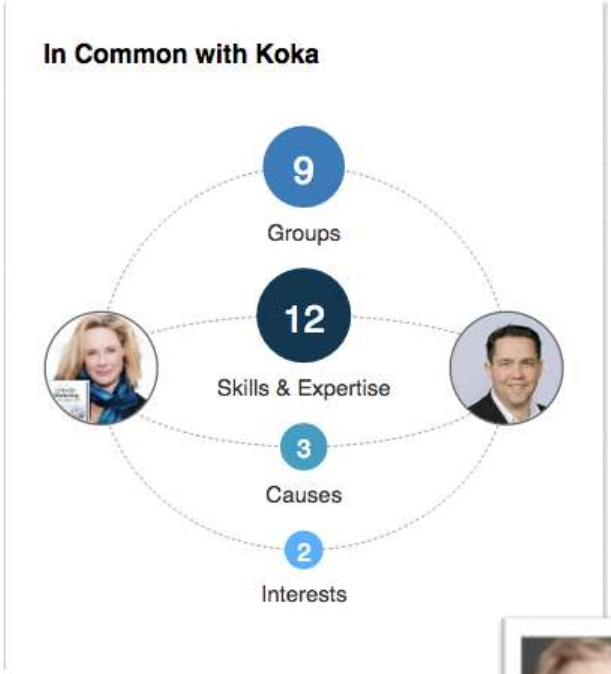
- Face-to-face encounters
- Voice-to-voice communication
- Education (to position yourself and your employees as The Experts)

Local LinkedIn Connections (face-to-face)

- How many of them have you met?
- How many of them *could* you meet?
- How much more might you learn from them through face-to-face communication, after what you've discovered on LinkedIn?

What Do You Have In Common?

- Are you from the same state?
- Did you attend the same or nearby schools?
- Did your schools compete against each other in sports?
- Were you both in the military?
  - What branch?
- What's their past work experience?
- Are you in similar industries or professions?
- For whom did they work?



You get the idea…

While you can gain much of this information from peoples' profiles on LinkedIn, meeting IRL let's you:

- ✓ Measure one's smile.
- ✓ Assess one's eye-blink rate.
- ✓ Test one's handshake.
- ✓ Utilize your ability to judge another.
- ✓ Exercise your own truth meter.
- ✓ Ascertain their actual expertise.
- ✓ Discuss how you can help each other.
- ✓ Determine if this relationship is worth pursuing. If it is, then,…
- ✓ Go for the close: the question is "where do we go from here"?

Engaging with Distant Connections

- ✓ **Set a time to speak.**
- ✓ **Give this conversation your full attention.**

(This means not while you're on the subway or shopping for dinner or watching your kids play soccer – you want to be totally there.)

- Listen for their voice inflections.
- How comfortably are they speaking, or can you hear hesitations?
- How enthusiastic do they sound about working together?
- How at ease are you with this person?
- How can you help each other?
- What's your Action Plan after this talk?

Leveraging the LinkedIn Opportunity

You know your field:

On a scale of one to ten, how well have you communicated your expertise to the marketplace?

- Do you tend to sell, sell, sell or do you tend to educate?
- If it's the former, how could you tone down the selling part?
- To what groups could you speak?
- Where could you publish articles, besides LinkedIn?
- Marketing Plan: who could benefit from your expertise? Define and prioritize your markets (www.azobleassoc.com).

Leveraging Referrals

Finally, what percentage of your business comes through referrals?

- How could you increase that percentage?
- What kind of Referral Program do you have?
- How often do you schmooze with clients? (email me at azoble@azobleassoc.com to get it FREE!)
- How often do you schmooze with others for mutual referrals?

Did You Know...?

There are 100+ categories of people who move through your personal and business lives.

- How many of them know who you are and what you do?
- When you go in via referral, your chance of closure increases by 75%.
- Price is not top priority, since you've been presold.
- Your sales cycle decreases dramatically.

So…What are You Waiting For?

To learn more about IRL Marketing, visit

www.azobleassoc.com to enhance all your connections on LinkedIn or you can e-mail me at azoble@azobleassoc.com
If you prefer voice - to - voice call me at **970 282 1150**

By joining LinkedIn to IRL (In Real Life) you'll have a dynamite, unbeatable marketing combination!

Wrapping Up

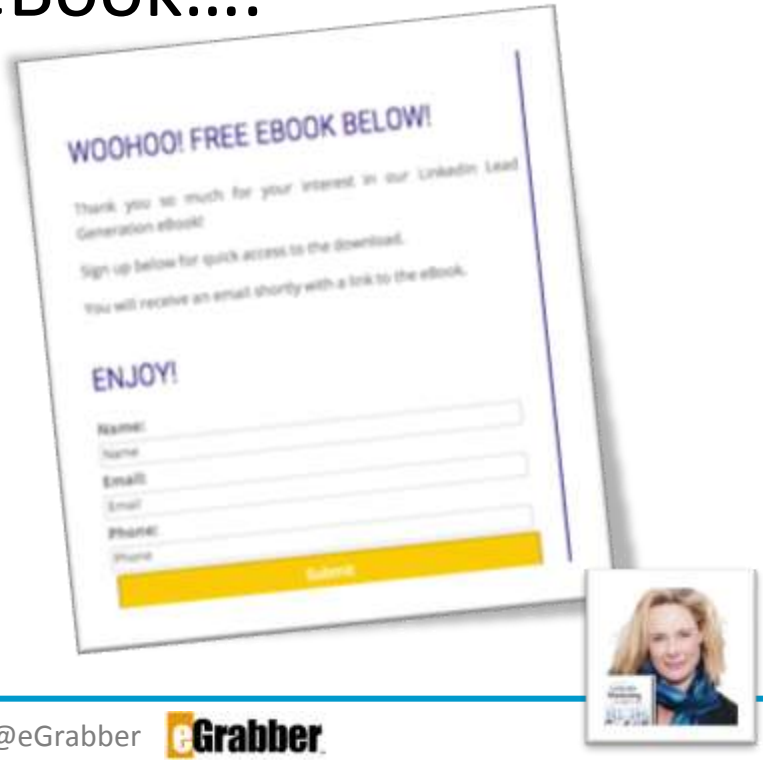
Special Offer #1

- eMail-Prospector
  - MSRP ~~$595~~ $495 for 365 days' license
  - Webinar **$100** OFF! (for the next 7 days)
  - Any Prospects' email addresses for $1.31 a day!

Special Offer #2

FREE LinkedIn Social Selling eBook….

bit.ly/URL2IRLeBook

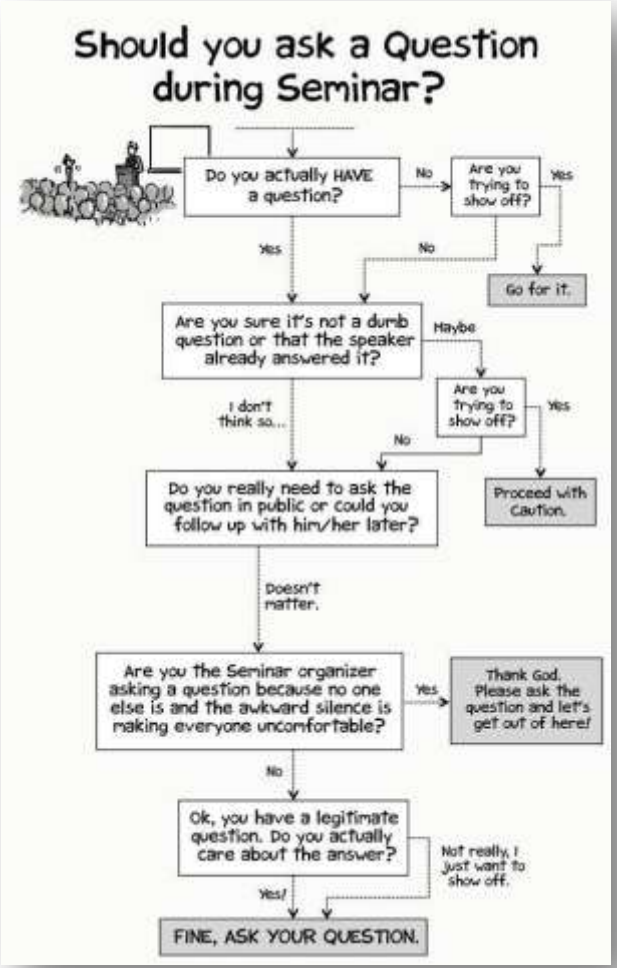


Special Offer #3

Get a Schmoozing Calendar (email me at azoble@azobleassoc.com to get it FREE!)

No Dumb Questions……

From “I F*ing Love Science” Facebook Page



Contact Us

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