

# OUTREACH GUIDELINES FOR LINKEDIN

## GENERAL BEST PRACTICES

- Keep LinkedIn outreach relatively brief – even shorter than email. This is especially important because of the white space on LinkedIn.
- Don't pitch straight after connecting. Prioritise your relationship.
- Engage with your prospect's LinkedIn posts. Tag them in something relevant!
- Personalise whenever possible. A more personal interaction can go a long way.
- Don't just use LinkedIn – integrate it with other channels.
- Remember that voice notes and video help you stand out in inboxes.

## HERE ARE SOME EXAMPLES:



### OUTREACH 1 – POLL



in

Hi Flo, I noticed that managing the SDR team falls under you as VP Marketing so would love your feedback on this poll:

What is your biggest outbound sales challenge right now?

- Good lead data
- Relevant messaging
- Training and onboarding
- Other (if so, please leave a comment)



### OUTREACH 2



in

Flo, I saw in the poll that relevant messaging is a challenge for you.


We have a couple of guides about how to build messaging sequences on LinkedIn and email that can help your SDRs.

Would you be interested in receiving them?

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## TOUCH 3



in

Flo, I noticed that you're in charge of the SDR team.

A frustration for marketing leaders like yourself is MQLs failing to convert into sales opportunities.

Welcome Gate, another company selling to IT leaders, generated 3 times more opportunities from marketing leads after working with us.

Interested in brainstorming how we can repeat these results for Carto?

## AWARDS & INDUSTRY ACCOLADES

- **Customer Satisfaction** - 4.7 rating on G2
- **Industry Recognized** - **LinkedIn's Top UK Startups 2019, 2020 & 2021** / Tech Nation Future Fifty / Salesforce Lightning Data Partner, May 2018 / ISO 27001 Certified
- **Customer Awards** - G2 Leader in 4 categories: Lead Intelligence, Sales Intelligence, Marketing Account Intelligence, Market Intelligence
- **Award-Winning Team** - BESMA Customer Service Team of the Year 2018

