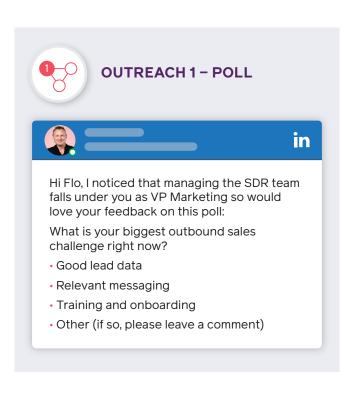


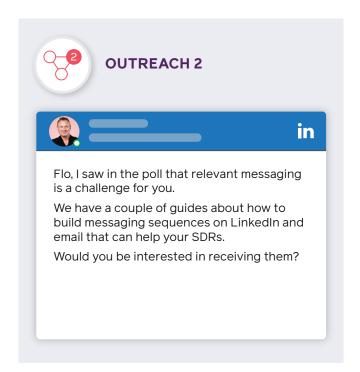
## **OUTREACH GUIDELINES FOR LINKEDIN**

## **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.

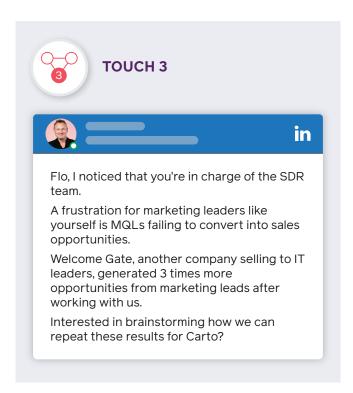
#### HERE ARE SOME EXAMPLES:







# **OUTREACH GUIDELINES FOR LINKEDIN**



### **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

