

LinkedIn Power Lab Webinar

From Content to Conversation

with Gunnar Habitz
Monday 19 June 2023

Welcome!



G'day, my name is Gunnar

Social Media Consultant, Social Selling Blogger, Online Course Creator, Book Author



Please use the chat room to contribute or unmute yourself

From Content to Conversation

LinkedIn Power Lab Webinar 19 June 2023



1. Content

Write to engage



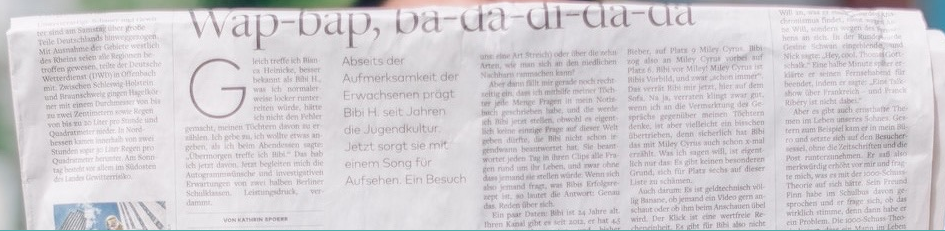
2. Converse

Engage to convert



3. Convert

Turn that further



Wap-bap, ba-da-di-da-da

Gleich trifft ich Bibi H. auf Heideck, besser bekannt als Bibi H., was ich normalerweise locker nenne. Bibi H. ist eine 14-jährige Schülerin, die mich heute zum ersten Mal trifft. Sie hat mich nicht den Fehler gemacht, meinen Töchtern davon zu erzählen, ich würde sie, ich würde etwas anhaben, als ich beim Abendessen sagte: „Dienstag treffe ich Bibi.“ Das habe ich jetzt davon, kein begleitet mich die Autogrammsuche und unvergessenen Erinnerung vor zwei Jahren Berliner Schulklassen. Leistungsdruk, verdammt.

Absicht der Aufmerksamkeit der Erwachsenen prägt Bibi H: seit Jahren die Jugendkultur. Jetzt sorgt sie mit einem Song für Aufsehen. Ein Besuch

Wie eine Art Strich) oder über die roten Arterien, wie man sich an den niedlichen „Nachtbarn“ rumschauen kann.“ Aber dann Bibi mit gerade noch rechtzeitig ein, das ich natürlich meine (Vicki) alle. Menge Fragen ist mein Notizbuch geschrieben habe, und die werden ich nicht lesen, obwohl es eigentlich keine sonstige Frage auf dieser Welt geben dürfte, die Bibi nicht schon erwartet jeden Tag in ihrer Copy alle Fragen rund um ihr Leben, und zwar ohne dass jemand sie stellen würde. Wenn sich also jemand fragt, was Bibis Erfolgsrezept ist, so lautet die Antwort: Genau das. Heden über sich.

Ein paar Drogen Bibi ist 14 Jahre alt. Ihren Kanal gibt es seit 2011, er hat 43.000 Abonnenten. Sie gibt für Bibi also nicht Biber, auf Platz 9 Miley Cyrus. Bibi sagt also an Miley Cyrus vorbei auf Platz 6. Bibi vor Miley Cyrus ist nicht Vorbild, und zwar nicht immer.“ Das werde Bibi mir jetzt, aber auf dem Sofa. Na ja, vorerst klingt zwar gut, wenn ich an die Vermarktung der Gespräche gegenüber meinen Töchtern überlegen, denn sicherlich hat Bibi das mit Miley Cyrus auch schon x-mal erzählt. Was ich sagen soll, ist eigentlich nur das: Es gibt keinen besonderen Grund, sich für Platz sechs auf dieser Liste zu schämen.

Auch darum: Es ist geldlos, das ist ein Video, das jemand ein Video gern anschaut oder ob ihm beim Anschauen über wird. Von Klack ist eine wertvolle Beziehung. Es gibt für Bibi also nicht

Content

**At which time do you typically post
your content on LinkedIn?**

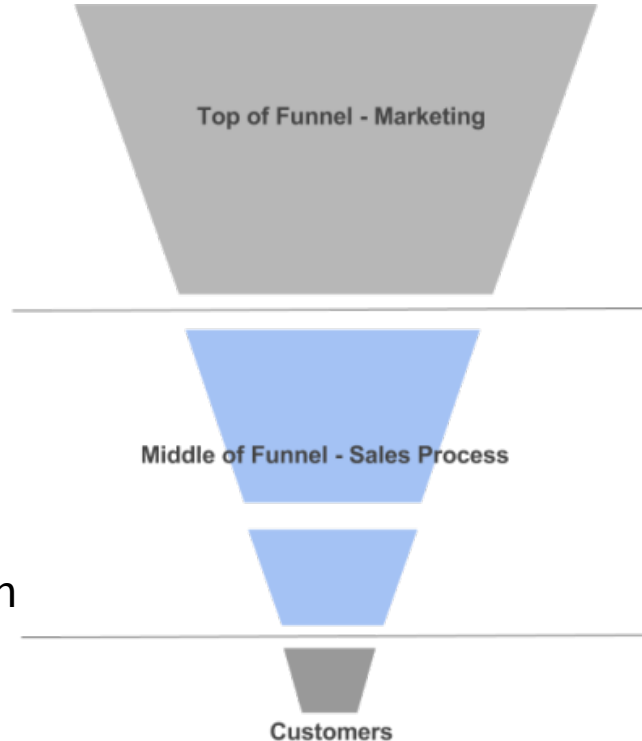
Answer in the chat

Social Media Planning Considerations

Turn social listening into winning activities

Profile

- What do you do to help whom achieve what?
- Powerful headline (now 220 characters)
- Impressive summary written in 1st person
- Featured section with rich media
- **Critical:** genuine person



Content

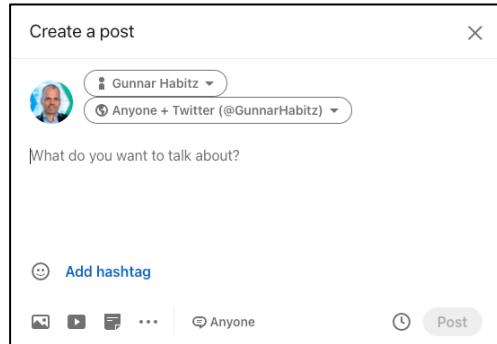
- Topics & ideas
- Curated vs. created
- Length & frequency
- Timing & scheduling
- Ready to engage quickly
- Does the content guide through the funnel?
- **Critical:** set ROI targets and measure them

How to Start Writing a Social Media Post

Which approach is yours?

Freestyle

- Start your post staring at the famous blank screen
- Craft your sentences in your own imaginary structure
- Advanced to be proficient and efficient at the same time



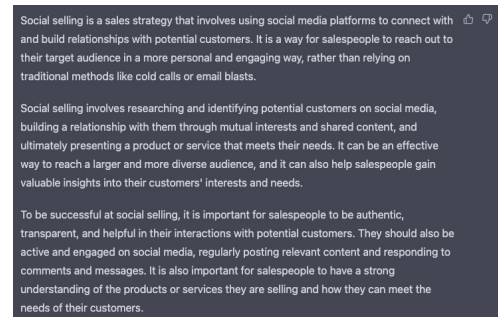
Template

- Copy a successful post and change what's needed
- Copy posts from others in search for a structure
- Use a template file such as a Google Doc with choices



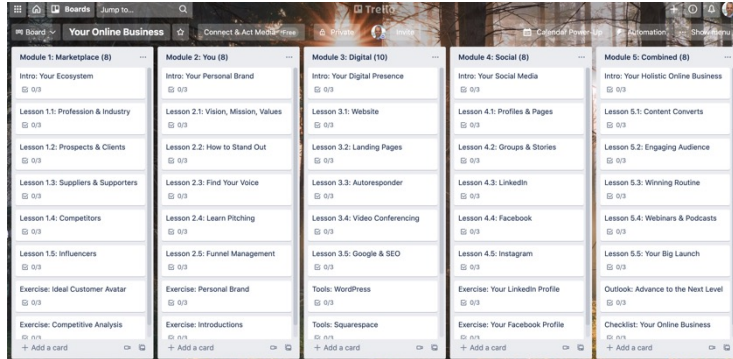
Systems

- Employees can use pre-made content in advocacy tools
- Use ChatGPT's intro, example paragraphs and conclusion
- Apply that to the intended outcome of your post



Trello

My method to choose content



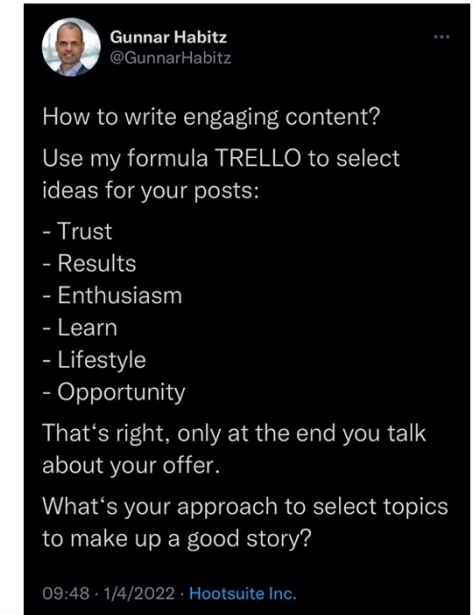
- **T**rust
 - **R**esults
 - **E**nthusiasm
 - **L**earning
 - **L**ifestyle
 - **O**ppportunity
-
- Provide value in all posts
 - Post once per day
 - Pitch never
 - Produce in batches



Gunnar Habitz (He/Him)
Social Selling Advocate at Hootsuite | Senior Partner & Alliance Manager APAC | Advance social as highest...
2d · Edited · 🗨

How to tell a good story on [#linkedin](#)?

Follow this formula:



Ever Thought About...

Different ways to find more ideas for material

Office

Use the buzz of a shared workspace to create ideas



Cafés

Inspiration from a good cup of coffee in special environment



Collaboration

Video conference with your dedicated brainstorming team



Converse

A person is seated at a wooden table, interacting with a tablet computer. The person's left hand is on a smartphone, and their right hand is pointing at the tablet screen. On the table, there is a white coffee cup. The background is a bright, out-of-focus window with sunlight streaming in. A semi-transparent white box with a thin blue border is overlaid on the image, containing the word "Converse" in a bold, black, sans-serif font.

How much time do you invest per day on liking and commenting on other people's posts on LinkedIn?

Answer in the chat

Example: Endorsement Related Introduction...

Dialogue with Michael Eckhardt, Keynote Speaker, Workshop Leader, Institute Director

JUL 17, 2016



Gunnar Habitz • 3:41 PM

Hi Michael, merci for endorsing me for Product Management!
Good to read this from you who taught me the TALC process

JUL 19, 2016



Michael Eckhardt -- Chasm Director • Workshop Leader • Keynote Speaker • 1:34 PM

Hi Gunnar -- thanks for your note and glad you appreciated the endorsement.

-- I certainly remember the tall, smart very active and engaged Gunnar Habitz at our TALC programs in Zurich !

-- Congrats on your relocation to AIM in Sydney -- what were the main motivations in you making that move ?

Michael Eckhardt
Managing Director
CHASM INSTITUTE
Silicon Valley Office
Palo Alto, California



Gunnar Habitz • 2:42 PM

Hi Michael,
nice to read! Yes, TALC means a lot to me and I gave trainings in Grenoble about it with best practice sharing.
The move to my dream destination is only temporary as I am on a sabbatical after WFR from HP Inc, so I thought another qualification in management would be good. Finding next job in Sydney is more difficult than I thought, all works via networking and it takes long to build it.

Gunnar



Michael Eckhardt -- Chasm Director • Workshop Leader • Keynote Speaker • 2:48 PM

Gunnar -- let me know if your networking would be helped by an introduction to Peter Strohkorb, who is based in Sydney. Check out his LinkedIn profile and let me know.

Cheers, Michael

SEP 8, 2016



Gunnar Habitz • 3:36 PM

Hi Michael,
thanks again for connecting me with Peter Strohkorb, just met him in Sydney yesterday, we share a lot of common understanding.
Gunnar

From Publish to Engagement

Working towards the desired outcome

Schedule

- Create a calendar
- Write at least half in batches
- Craft other posts ad-hoc
- Transform your comments on others' material into a post

Publish

- Post when the audience is active, not when you write
- Avoid getting newer posts into the feed of your audience
- Use a scheduler software, e.g. Hootsuite, to post at right time

Engage

- The first 90min engagement count
- Bring readers to your post
- Tag people in your comments
- Send the post to others in direct message with relevant hint

Commenting

- Provide insightful comments
- Not just “Great Post”, “Well done”, “You rock” or repeat a sentence
- Good approach to find your voice
- Become recognised for the quality of your thoughts
- Read further comments to find prospective members of your tribe

The screenshot displays a LinkedIn comment thread. At the top, Tolgar Alpogut, MBA (1st degree), comments on a post from Gunnar Habitz CMgr. Tolgar's comment is from 6 days ago and has 1 like and 3 replies. He says: "Gunnar, could not have said it better. As I work on my own brand, consistency has been the true North star. I really appreciate the tips. Happy Monday!". Gunnar replies 5 days ago with 1 like, stating: "Absolutely, Tolgar, this is so critical especially after creating a brand. The consistency becomes part of the brand itself". Tolgar replies again 5 days ago with 1 like, asking: "Thank you, Gunna. To that point, when it comes to personal branding.. how consistent is consistent? Is there a best practice?". Gunnar replies 5 days ago with 1 like, explaining: "Tolgar, it depends what you would like to achieve. Find the right balance to ensure you can deliver. Some people go straight into 2 posts daily, that might not be sustainable".

Tolgar Alpogut, MBA · 1st
Helping B2B Solve Marketing & Strategy Problems | Growth Leade... 6d ...
Gunnar, could not have said it better. As I work on my own brand, consistency has been the true North star. I really appreciate the tips. Happy Monday!
👍 · 1 Like | 💬 · 3 Replies


Gunnar Habitz CMgr · You
Helping consultants, partners and their clients manage risk s... 5d ...
Absolutely, **Tolgar**, this is so critical especially after creating a brand. The consistency becomes part of the brand itself
👍 · 1 Like | 💬

Tolgar Alpogut, MBA · 1st
Helping B2B Solve Marketing & Strategy Problems | Grow... 5d ...
Thank you, Gunna. To that point, when it comes to personal branding.. how consistent is consistent? Is there a best practice?
👍 · 1 Like | 💬

Gunnar Habitz CMgr · You
Helping consultants, partners and their clients manage risk s... 5d ...
Tolgar, it depends what you would like to achieve. Find the right balance to ensure you can deliver. Some people go straight into 2 posts daily, that might not be sustainable
👍 | 💬

Comment Example

LinkedIn post [Planning without testing](#) about implementing Crisis Management Plans

**Gunnar Habitz CMgr** • 1st
Helping consultants, partners and their clients manage risk smarter | Alliant...
4d

Planning without testing?

Eighty-four percent of organisations have a crisis management plan in place according to Deloitte's global crisis survey, "Stronger, fitter, better." Unfortunately, they don't test those plans regularly.

External consultants often contribute to crisis plan development. How then can they increase the value of the engagement, by helping their end clients take the decisive step to crisis preparedness?

Consultants are probably accustomed to end-customers seeking crisis advisory services after they've experienced a critical incident – and probably botched the response.


That's when external experts are usually called in to dramatically rework existing crisis and crisis communication response procedures and turn out a best-practice crisis management plan.

After that, the expert schedules an exercise drill with relevant stakeholders, to test crisis scenarios under crisis-like conditions.

Typically, though, the engagement ends there. Maybe, the consultant checks in a year later to see whether those crisis protocols have been adopted.

Read further how the consultant can bring a modern [#crisismanagement](#) software solution, like Noggin Crisis, to life.

[#incidentmanagement](#)



Kerry McGoldrick • 1st

Recognised leader in governance, risk and resilience

1d ...

Thanks for opening the conversation [Gunnar](#). Like any organisational initiative, crisis programs won't "stick" without [#leadership](#), buy-in and support. The key ingredients in sustaining preparedness and readiness are training/awareness and testing/exercising. This comment isn't a revelation - people get that's what's needed. But intent doesn't always translate to action as organisations are busy, complex, changing environments, with often competing priorities.

[#risk](#) [#resilience](#) [#crisis](#) [#readiness](#)

👍 • 2 Likes | 💬 • 2 Replies



Gunnar Habitz CMgr • You

Helping consultants, partners and their clients manage risk smar...

1d ...

True [Kerry](#) - these steps from awareness to exercises are needed on a regular base. Technology can help but training in good times is crucial so that people know what to do in a moment of crisis

👍 | 💬



Kerry McGoldrick • 1st

Recognised leader in governance, risk and resilience

1d ...

Good point. Too often the focus is on production of "the plan" rather than the capability of people.

👍 • 1 Like | 💬



Matthew Harper • 1st

Managing Director at Resilient Results

1d ...

There are so many points that your article and the Deloitte report raise that it is difficult to provide a perspective without writing a significant piece, so I will respond just on the use of an emergency/crisis package such as Noggin.

In its purest form, crisis management is almost always about making very hard decisions under the worst circumstances with time pressures that challenge the everyday decision-making processes and almost certainly with less than ideal information. If these elements aren't there, then its probably not a crisis.

Using a system like Noggin to merge the business aspects of business continuity, safety, security and risk management allows senior executives to be presented with a quick precis of the evolution of the crisis, the actions already taken, and often the decisions that need to be made. A successful implementation of a system can therefore raise the thresholds for a crisis response, primarily because the non-crisis decisions and actions have been planned, programmed and tested well before the crisis hits.

Thoughts?

👍 • 3 Likes | 💬 • 2 Replies



Gunnar Habitz CMgr • You

Helping consultants, partners and their clients manage risk smar... 1d ...

Thanks for your explanations, [Matthew](#), much appreciated. You're right, in a time of crisis full information is limited as is time. Imagine a system only used in critical situations and the leaders lost their password not using it day in day out. Better to have a system that works in business as usual mode in ...see more

👍 • 1 Like | 💬



Craig Armour • 1st

Focus your opportunities, Optimise your delivery - The Value Ac... 1d ...

Hard to argue with [Mathew's](#) experience here. For my part the key is providing the frameworks and tools to rapidly assess criticality, and make effective decisions.

A lot of that assessment can be done before hand. Some may emerge as the crisis evolves.

👍 • 1 Like | 💬

A photograph of two women sitting at a wooden table in a meeting. The woman on the left is wearing glasses and a light blue top, smiling and looking towards the other woman. She is holding a pen over a notepad. The woman on the right is wearing a dark blue top and is looking at a laptop. The background is a brick wall. A semi-transparent white box with a teal border is overlaid on the image, containing the word "Convert" in bold black text.

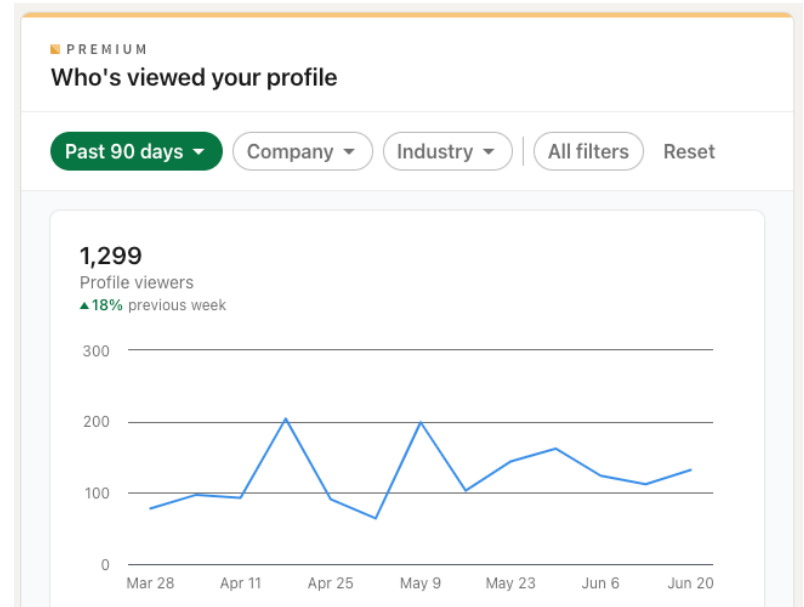
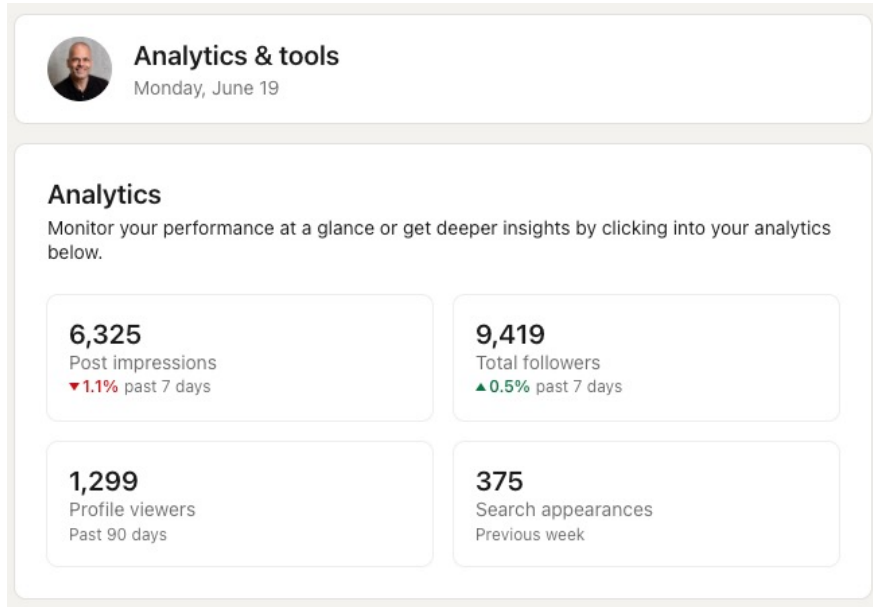
Convert

How many **comments on your posts
do you typically **turn** into **1:1**
conversations per week?**

Answer in the chat

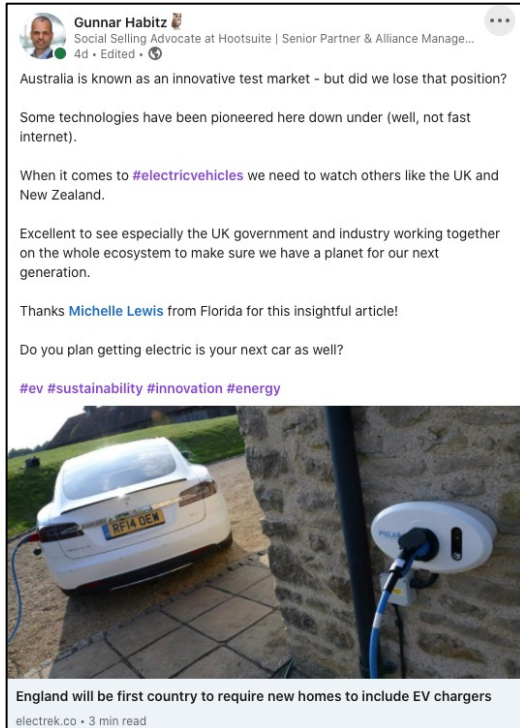
Who's Viewed Your Profile

LinkedIn Premium shows up to 90 days – turn those into conversations



Content Analysis

Example: England will be the first country to require new homes to include EV chargers



Gunnar Habitz 🌱
Social Selling Advocate at Hootsuite | Senior Partner & Alliance Manage...
4d · Edited · 🌐

Australia is known as an innovative test market - but did we lose that position?

Some technologies have been pioneered here down under (well, not fast internet).


When it comes to #electricvehicles we need to watch others like the UK and New Zealand.

Excellent to see especially the UK government and industry working together on the whole ecosystem to make sure we have a planet for our next generation.

Thanks [Michelle Lewis](#) from Florida for this insightful article!

Do you plan getting electric is your next car as well?

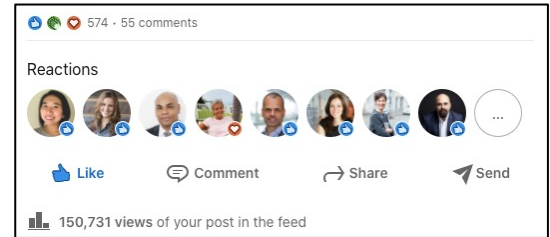
#ev #sustainability #innovation #energy



England will be first country to require new homes to include EV chargers
electrek.co · 3 min read


Material

- [Curated good content from www.electrek.co](http://www.electrek.co)
- Sent to me by my best mate
- Started with hook and rather provocative question
- Summarised key takeaways
- Kept the post very brief to encourage reading
- Tagged the original author
- Used only 5 hashtags, #innovation has 39M followers
- ... and the Tesla photo rocks!



👍👍👍 574 · 55 comments

Reactions

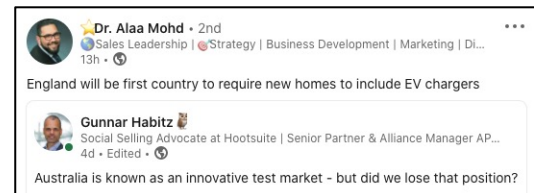


👍 Like 💬 Comment ➔ Share ✉ Send

📊 150,731 views of your post in the feed

20 reshares

- 3x from 2nd grade connections
- 15x from 3rd grade connections
- 2x from company pages
- Most share it without any own commentary except this one



Dr. Alaa Mohd · 2nd
Sales Leadership | Strategy | Business Development | Marketing | Di...
13h · 🌐

England will be first country to require new homes to include EV chargers

Gunnar Habitz 🌱
Social Selling Advocate at Hootsuite | Senior Partner & Alliance Manager AP...
4d · Edited · 🌐

Australia is known as an innovative test market - but did we lose that position?

Conversion Activities

Example: England will be the first country to require new homes to include EV chargers

Commenting

- Within first 1.5h of posting need to comment
- Other checkpoints in the evening, then next morning, next evening etc.
- Keep conversation going
- Answer all except short one-line comments

Connecting

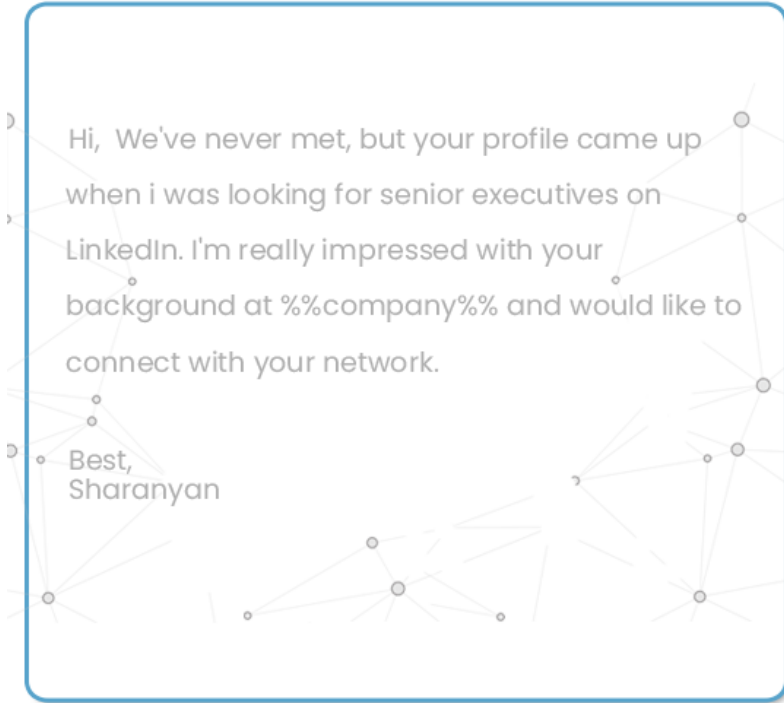
- 20 people shared the post
- No idea who are the viewers
- Watch the profiles of the commenters
- Connect with a personalised invite when suitable
- Find out about their second degree connections

Converting

- Figure out how you can help those new connections
- Communicate directly with them in LinkedIn messaging
- Use voice and video to disrupt their text-based messages
- Suggest similar content
- Share your own hashtag

The Art of Crafting Good Messages


Disrupt typical outreach cadence beyond connecting

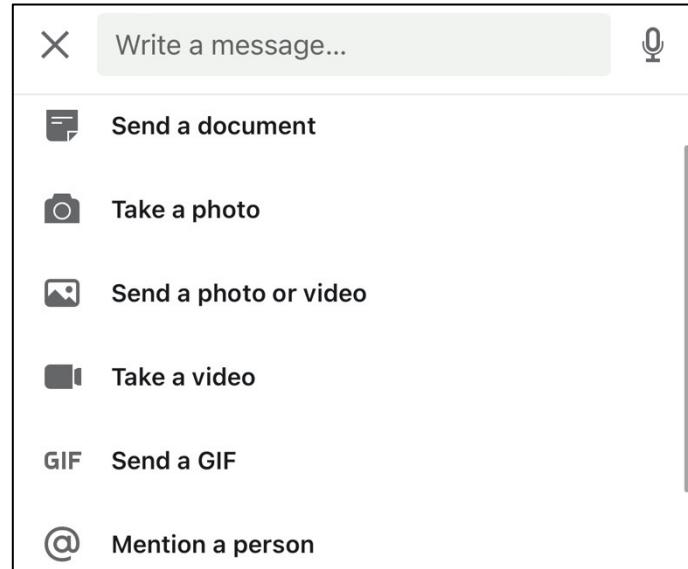
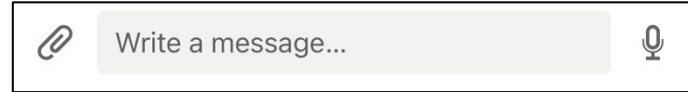


- Use LinkedIn Messaging not only for connections
- Engage with their content before reaching out
- Write brief, succinct, to the point, with free lines
- Personal intro extremely short with a hook
- Better grab attention in first sentence (“WIIFM”)
- Close with a call to action and follow up
- **Benefit:** Stand out with your own personality

Voice & Video Messaging

How to simulate working together?

- Disruption in the messages are voice & video calls
- Best way to showcase the real you
- Only on the mobile app
- Voice: press mic button to record 60 seconds
- Video:  sign, Video button for 2 minutes
- **Benefit:** Stand out with your own personality



Content to Conversation

LinkedIn Power Lab Webinar 19 June 2023



1. Content


- Align with your sales funnel
- Write with audience in mind
- Find ideas outside of the box

2. Converse

- Use a calendar
- Learn the art of commenting
- Engage in first 90min

3. Convert

- Analyse viewers and reactions
- Connect where suitable
- Communicate to stand out



Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.

Next Steps

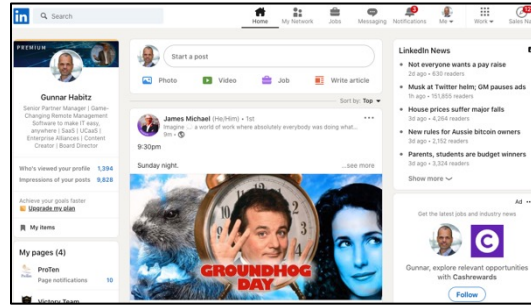
LinkedIn Challenges for Small Businesses

Do you see yourself here?



Overcautious

Not connecting with others
Missing affinity with technology
Unclear about sharing content



Overwhelmed

Irrelevant content in the feed
Only connected by strangers
Not clear where to start



Overthinking

Paused by perfectionism
Unclear how to convert followers
Listening too much without action

How can I Help You?

Improve your LinkedIn activities



Online Course

Enhance your knowledge
Transform to the next level

[Join here](#)



Profile Refresh

CV style to story-telling
Advisory or done for you

[Book here](#)



Coaching

Work together with me 1:1
From profile to conversion

[Get started here](#)

Organic LinkedIn Course

My best approach to learn and apply quickly



Challenge

- Grow your online presence
- Shape your personal brand
- Define your target market



Connect

- Improve your profile
- Find your tribe
- Connect properly



Content

- Comment with style
- Curate from others
- Create own content

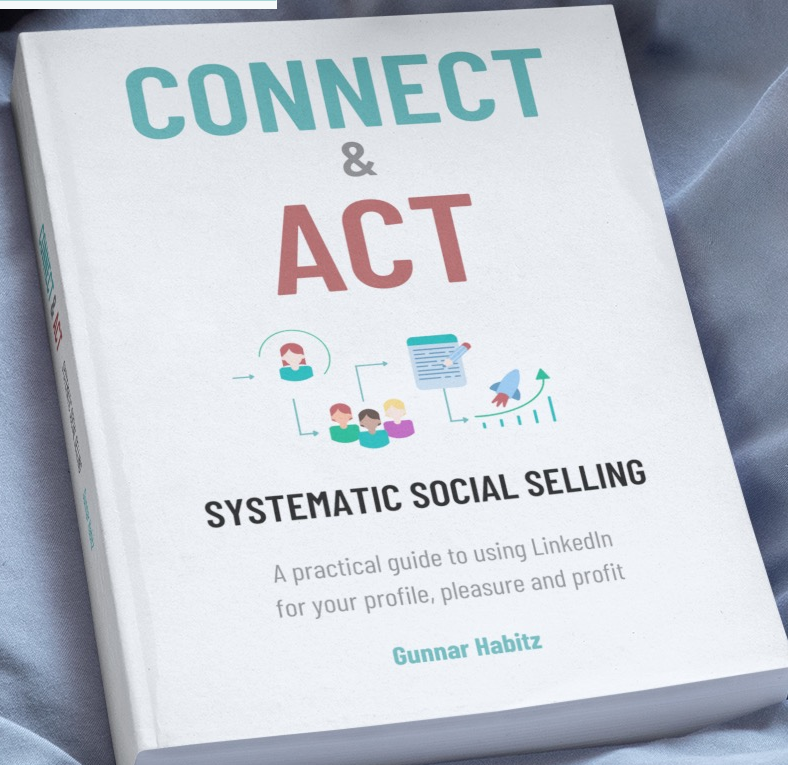


Convert

- Engage with your audience
- Establish a winning routine
- Elevate to the next level

My Social Selling Book

www.connectandactbook.com



[linkedin.com/in/gunnarhabitz](https://www.linkedin.com/in/gunnarhabitz), gunnarhabitz.com.au, +61 481 232 126