

LinkedIn Power Lab Webinar

Social Selling for Jobseekers

with Gunnar Habitz
Monday 29 August 2022

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

Social Selling for Jobseekers

LinkedIn Power Lab Webinar 29 August 2022



1. Why

Alternative to
click & apply



2. What

Activities for
inbound & outbound



3. When

Action plan to support
landing your dream role



Why

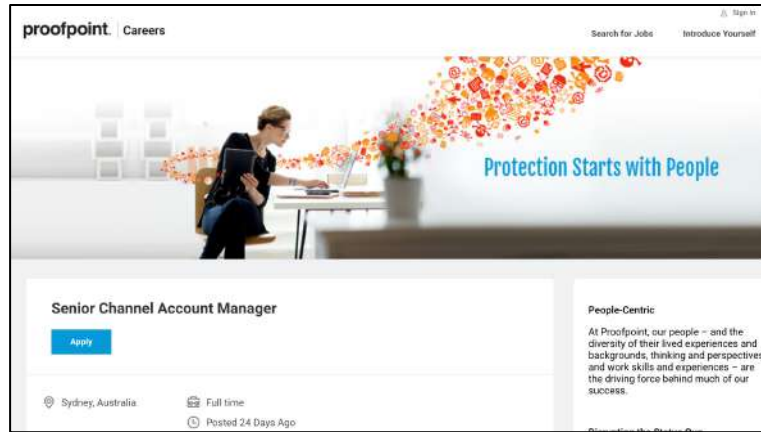
What is the alternative to **search for a job on LinkedIn etc. and just **apply**?**

Answer in the chat

Typical Job Search Activity

Example for the IT sales industry

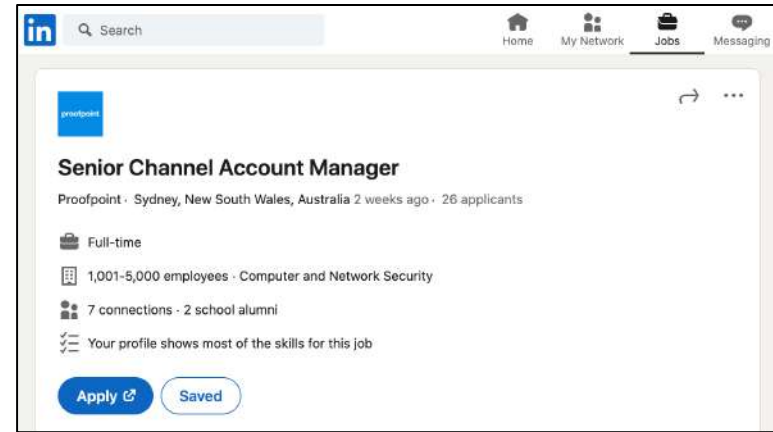
Company career page



Only visible roles

Filtered by an ATS machine first

LinkedIn or Seek



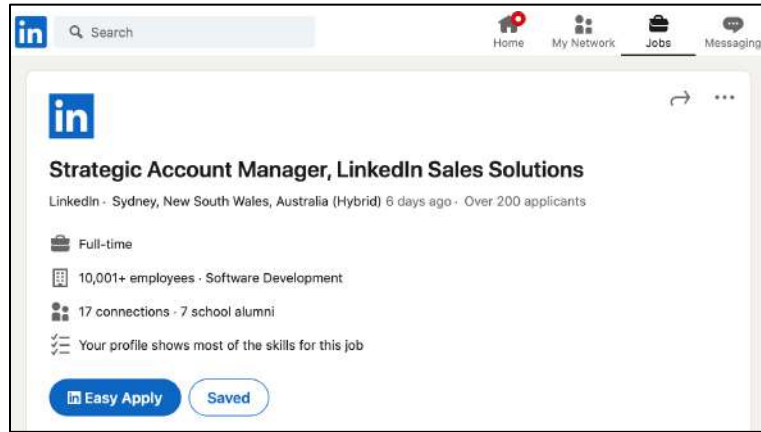
Only visible (and reposted) roles

Seen by a talent expert first

Clever Job Search Activity

Example for the IT sales industry

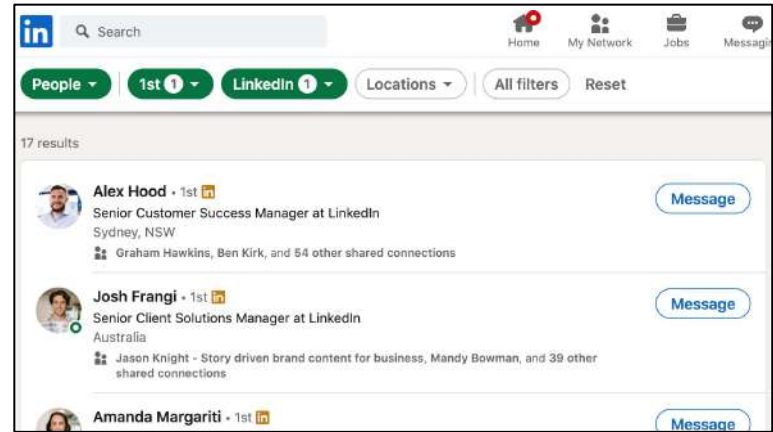
Find suitable role from any source



Find out who you know

Create some bullet points to sell you

Ask about the role and for a referral



Higher likelihood to open doors

Referrer can request status/feedback

Smart Job Search Activity

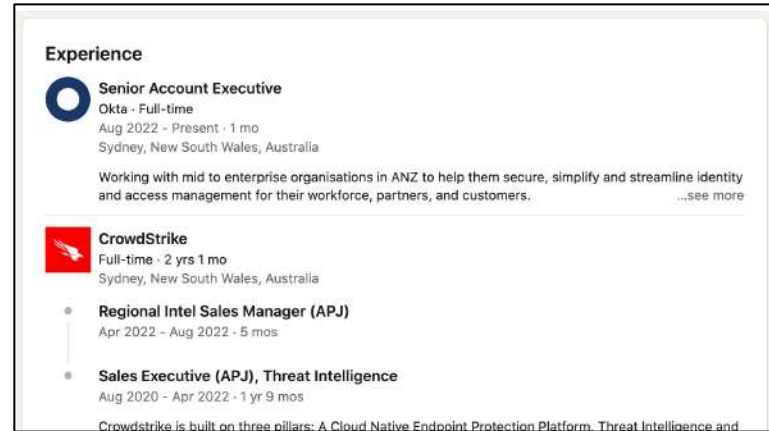
Example for the IT sales industry

Find out who changes companies



Congratulate and follow up
Works well with a network built before

Learn where they came from



Ask those you know about replacement
Connect directly and position yourself



What

When is the last time you **shared a
post which you **wrote** by yourself?**

Answer in the chat

Typical Employee Post

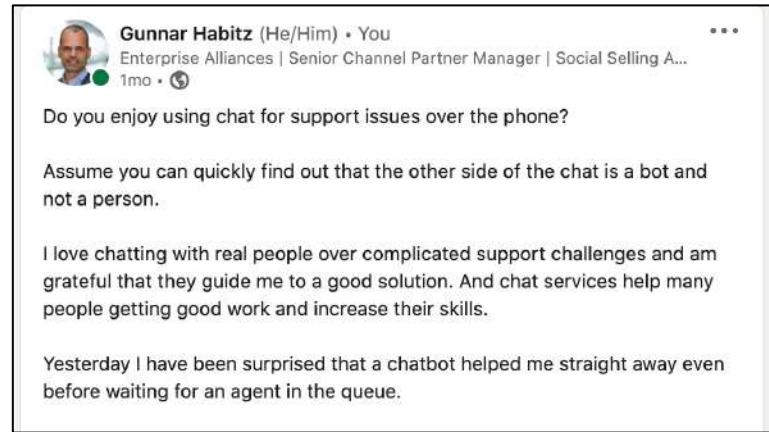
Example for the IT sales industry

Content delivered by marketing



Often just graphics instead of photos
Rarely reasonable engagement

Alternatively using an advocacy tool



Easier to do with ready-made content
Rarely personalised

What Employers Are Looking For

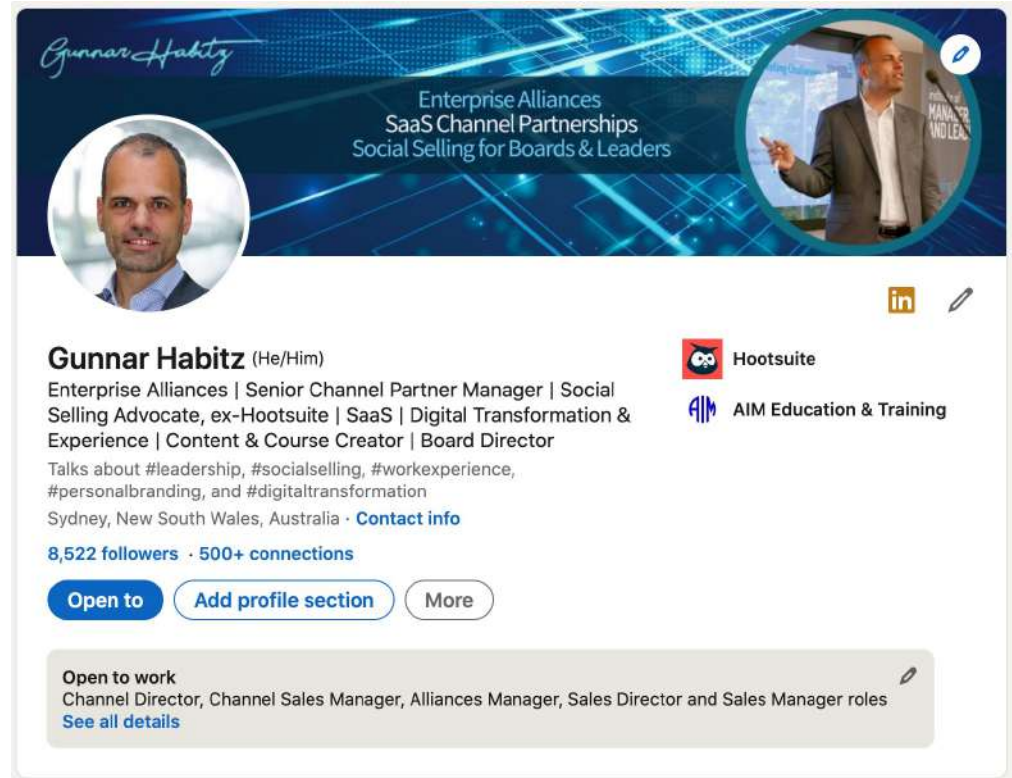
Example for the IT sales industry

1. You come from a similar background
 2. You have a relevant network
 3. You know your industry / territory
 4. You are a subject matter expert
 5. You can prospect new clients/partners
 6. You ignite a following
 7. You bring further talent
- Social Selling can help you here, if...
- a) You have a magnetic no-brainer **profile**
 - b) You know how to find & **connect**
 - c) You share relevant **content**
 - d) You know how to **convert**

Now It's Time to Complete Your Story

Refresh your LinkedIn profile along with your CV

1. **Headline**
2. Photo
3. Background image
4. Location & Industry
5. Contact info
6. **About** (written in 1st person)
7. **Experience** (achievements!)
8. Education & Certifications
9. Skills & Recommendations
10. Profile URL



The image shows a screenshot of a LinkedIn profile for Gunnar Habitz. The profile banner features a blue background with a circuit-like pattern and the text: "Enterprise Alliances", "SaaS Channel Partnerships", and "Social Selling for Boards & Leaders". There are two circular images: a profile picture of Gunnar Habitz on the left and a larger image of him speaking at a podium on the right. The profile name is "Gunnar Habitz (He/Him)". His headline is "Enterprise Alliances | Senior Channel Partner Manager | Social Selling Advocate, ex-Hootsuite | SaaS | Digital Transformation & Experience | Content & Course Creator | Board Director". Below the headline, it says "Talks about #leadership, #socialselling, #workexperience, #personalbranding, and #digitaltransformation" and "Sydney, New South Wales, Australia · [Contact info](#)". The profile shows "8,522 followers · 500+ connections". There are three buttons: "Open to", "Add profile section", and "More". At the bottom, there is a section titled "Open to work" with the text "Channel Director, Channel Sales Manager, Alliances Manager, Sales Director and Sales Manager roles" and a link to "See all details".



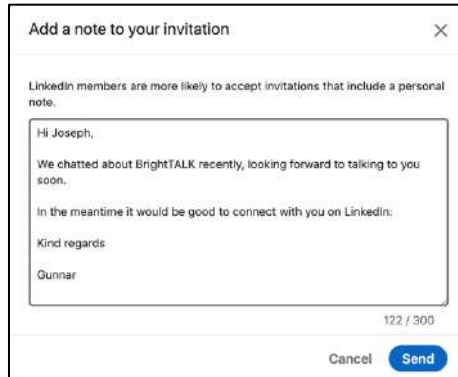
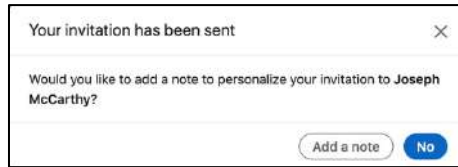
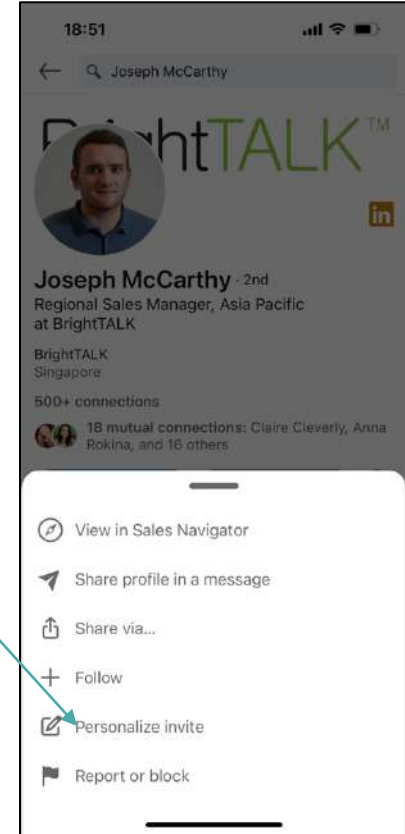
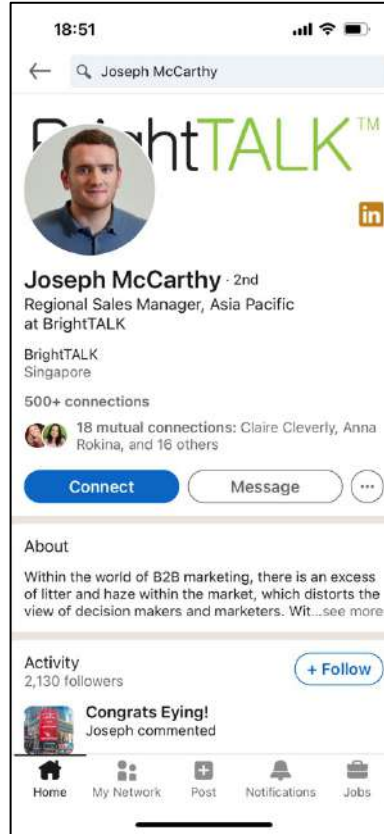
**Increase your network by former
clients and colleagues, suppliers,
partners, supporters, and influencers.**

Personalise Your LinkedIn Invite

On mobile press here

From collecting to connecting

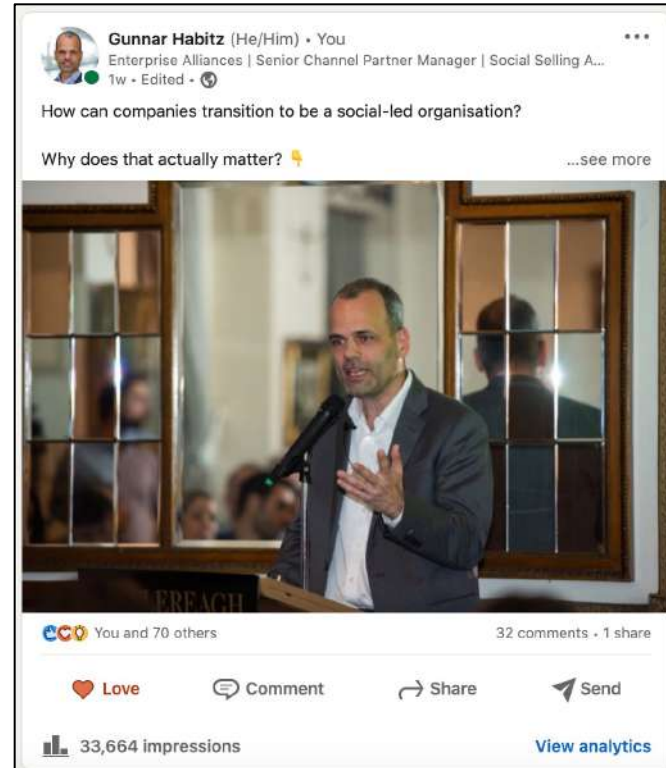
- Watch the profile to prepare your hook
- Helps to remember later in messages
- Add a personalised invite



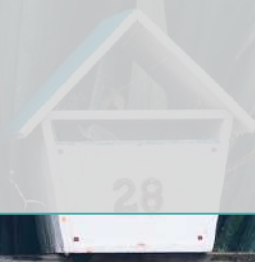
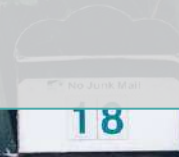
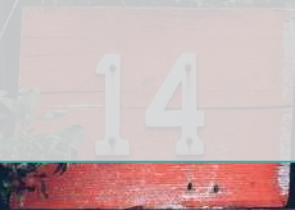
Smart Candidate Post

Example for the IT sales industry

1. Announcing your availability
2. What you learned in your role
3. Challenges of your profession
4. Understanding of customer problems
5. Success story in client view
6. Industry events or webinars
7. Shout out to others
8. Highlight your partners or suppliers
9. Personal development
10. Tips recommending books / podcasts



When

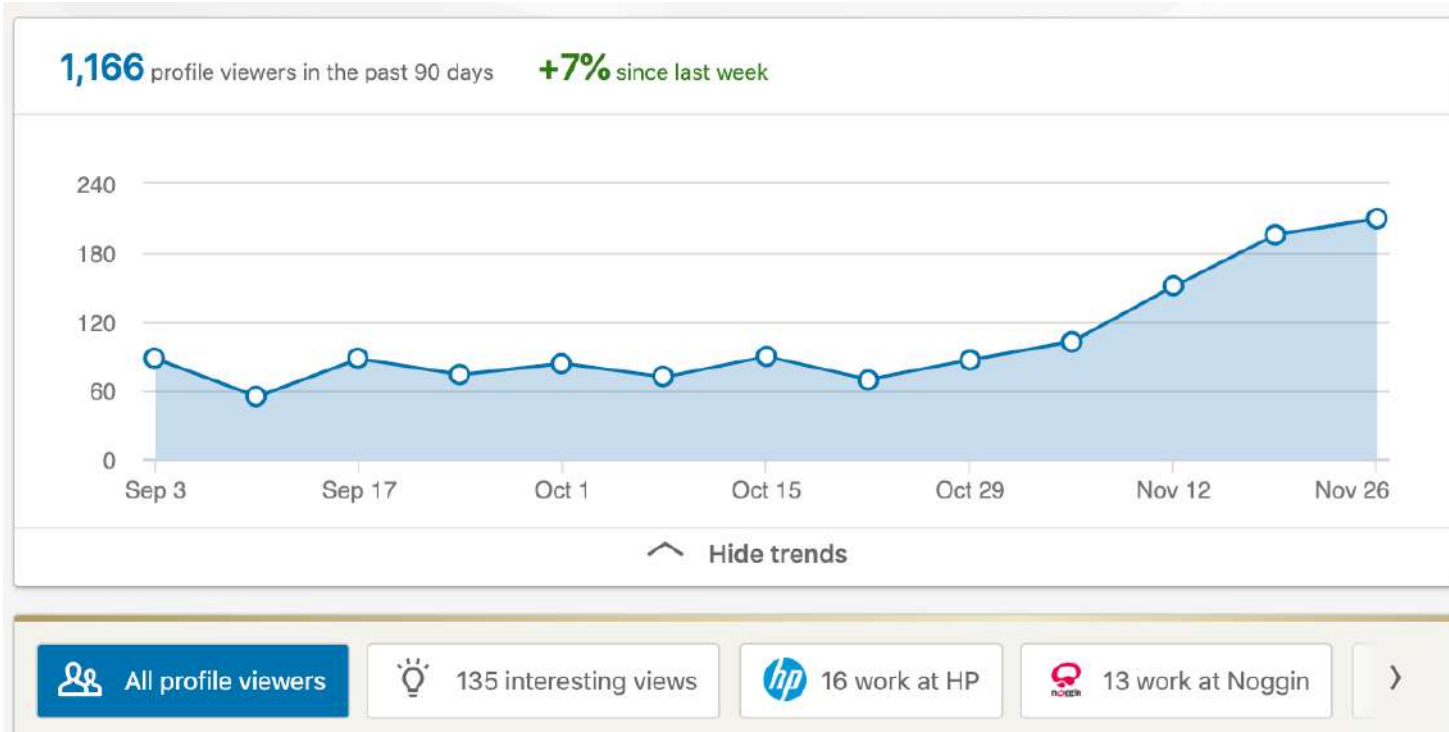


How much **time do you invest daily
into job search?**

Answer in the chat

Who's Viewed Your Profile

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



Who Viewed Your Profile?

LinkedIn Premium allows this – first 30 days are for free

	Premium Career	Premium Business	Sales Navigator Professional	Sales Navigator Team	Sales Navigator Enterprise
Access to LinkedIn subscriptions <i>Job seeker, LinkedIn Learning access</i>	✓	✓	✓		
Extended Network Access <i>Unlimited search, Saved searches, Who's viewed your profile in the past 90 days</i>	✓	✓	✓	✓	✓
Reach out <i>InMail</i>	10/ Month	15/ Month	20/ Month	30/ Month	50/ Month
Find the right people <i>Advanced search, sales spotlights</i>			✓	✓	✓
Prioritize and qualify <i>Lead and account recommendations, sales preferences</i>			✓	✓	✓

Action Plan


Assuming your profile and CV are up to date – 30-60 min per day

Inbound

- Check comments on your content
- Reply quickly
- Accept incoming requests
- Introduce those with others
- Reply to triggers (role change/birthday)
- Check who viewed profile (Premium)

Outbound

- Listen socially to target companies
- Connect with right people
- Comment on posts from others
- Share relevant content where suitable
- Write own material (1 per week)
- Send direct messages (voice/video)



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

How Can I Help You?

No promotional offering



Discovery Call

30min free discussion

Ideas for profile ideas

[Schedule here](#)

Thank you

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