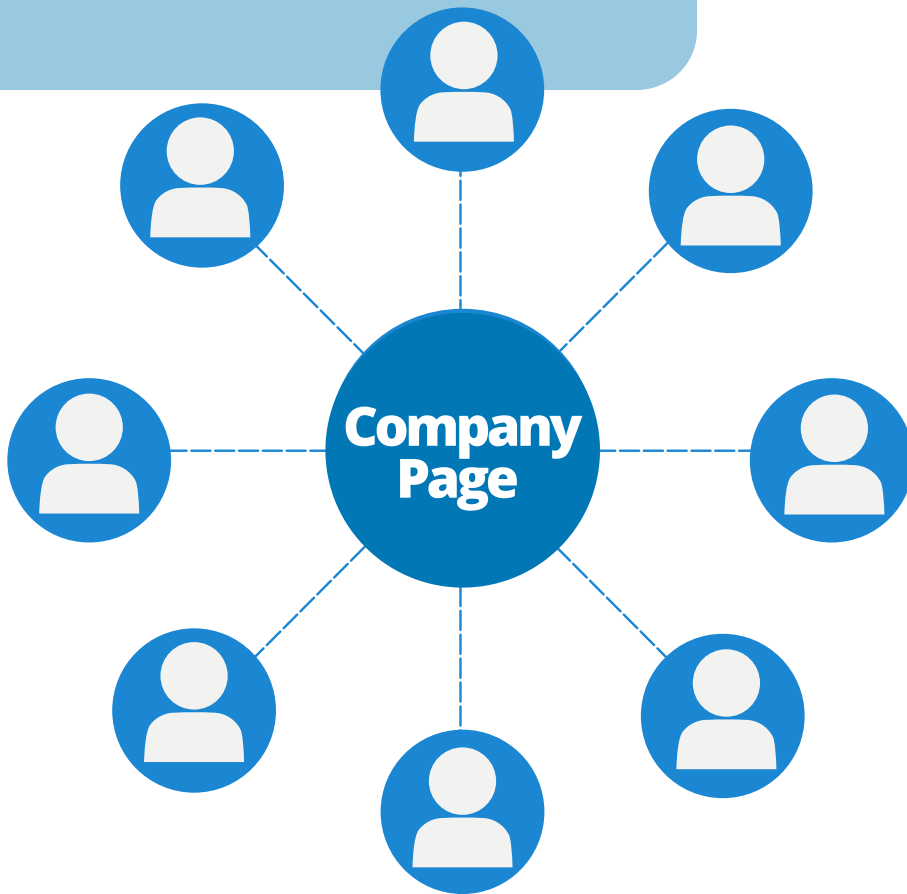# BUSINESS DEVELOPMENT GUIDE FOR LINKEDIN

in

A quick way to find NEW prospects, partners and influencers

*Start by looking at who's **following** your company's page on LinkedIn!!*

Company Page

Unlock an exponential number of people and opportunities

Step One: Add your company page followers to your own personal LinkedIn network

Login to the company page on LinkedIn that you manage, view the page as an ADMIN, and have this guide in front of you. Then...
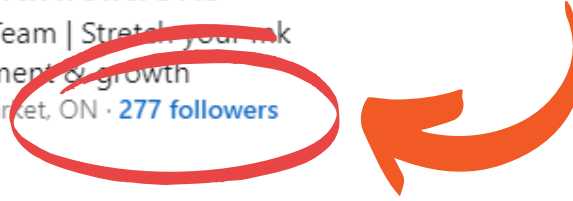
![JGC logo] **What to do next**

1 **Click on 'followers' on your company page** (in blue, located under the company name)
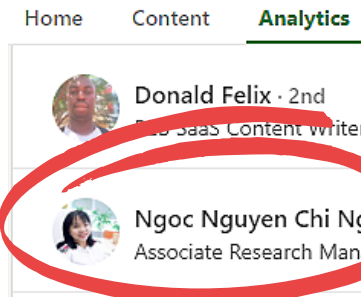
Joanne Gore Communications
Your (virtual) B2B Marketing Team | Stretch your ~~mk~~
generate awareness, engagement & growth
Marketing & Advertising · Newmarket, ON · **277 followers**

2 **Click on one of the names that you see**

Home   Content   **Analytics**

Donald Felix · 2nd
~~B2B SaaS~~ Content Writer

Ngoc Nguyen Chi Ng
Associate Research Mana

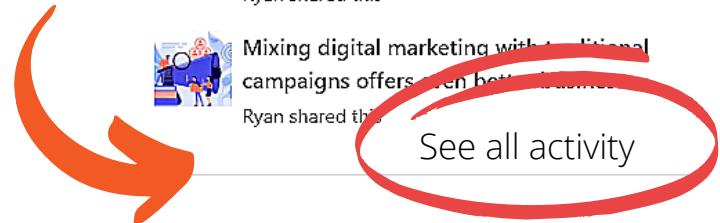**If you have even just 10 personal connections, you the opportunity to connect with:**

2nd degree = 1,000
3rd degree = 100,000

3 **In that profile, click on "See all activity"**
(under Activity as you scroll down)

Activity
2,801 followers

With great leadership comes great responsibility, right? But how do you...
Ryan shared this

Mixing digital marketing with ~~traditional~~ campaigns offers ~~even better business~~
Ryan shared this

See all activity

4 **Do you see a post you relate to?**
Like, and Comment

👍 COMMENT

5 **Do you want to add this person to your network?**
Connect, or Message

CONNECT

Step Two: Connecting to 2nd degree connections--
the followers of your followers

2nd degree

1st degree

Once you have that new connection, who was a follower of your company page, check out THEIR connections.

2nd degree connections =100 times your 1st degree connections
100 times the chance to connect with NEW prospects, partners and influencers

What to do next

Joanne Gore

B2B Marketer who's passionate a
hardware, print and manufacturir
stretch their marketing dollars wi
awareness, engagement and grov

Talks about #b2b, #print, #leadgen, #r

Newmarket, Ontario, Canada · Contac

6,108 followers

500+ connections

1. **Click on your new connection's 'connections'** **(i**n blue, located under the person's name in their profile)

CLICK

2. **Click on one of the names that you see**

3. **In that profile, click on "See all activity"** **(under Activity as you scroll down)**

COMMENT

4. **Do you see a post you relate to?** *Like, and Comment*

5. **Do you want to add this person to your network?** *Connect, or Message*

CONNECT

Looking for more B2B Social Selling tips?

Dip your toes into social selling waters and go from cold calling to warm conversations.

Let JGC guide you through unchartered waters to help you craft the perfect sales pitch in a social selling era.

All the insights you need are included in a curated program to help grow your personal brand and engage with new business buyers. Reach out and learn more about JGC.

More Downloads from Joanne Gore Communications:

- **LINKEDIN PROFILE SCORECARD**

- **SOCIAL MEDIA SOCIAL SELLING**

- **SOCIAL MEDIA CONTENT LIBRARY**

- **ULTIMATE GUIDE TO OPTIMIZING SOCIAL POSTS**

We offer you social selling solutions that drive awareness, engagement and growth – and help you pinpoint your quickest time to money.

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