

MASTERING LINKEDIN™ FOR MARKETING



BlissPoint

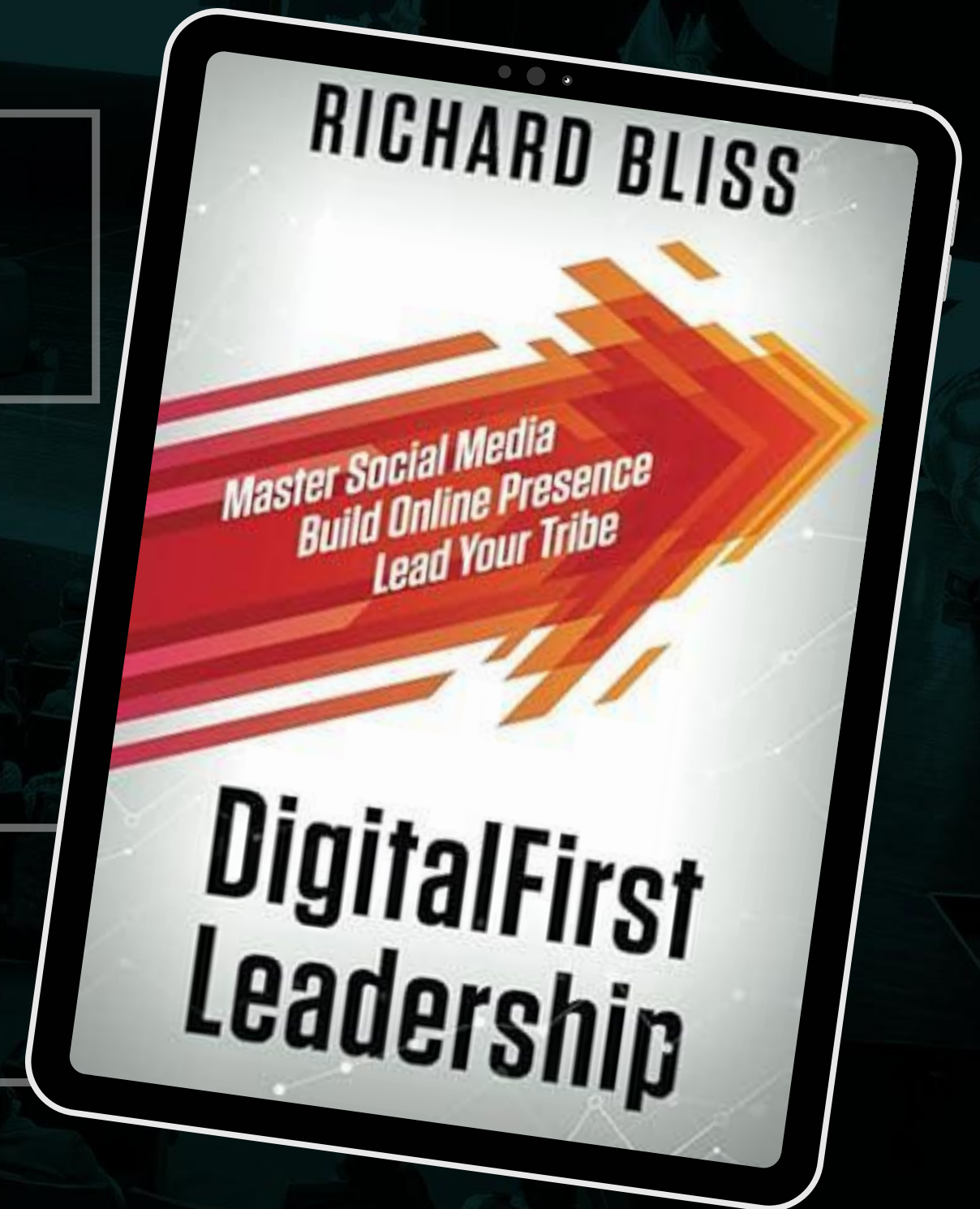
RICHARD BLISS

President & CEO, BlissPoint Consulting

LinkedIn Top Voices - Sales



Author of Digital First Leadership



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NETWORKS

 zscaler[™]

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COHESITY

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SOCIAL SELLING WITH LINKEDIN[™] BY RICHARD BLISS

BlissPoint



POST EXAMPLE

Just wrapping up an incredibly valuable experience at Marketverse by SINC in Austin!

Over the past three days, I enjoyed the intimate format and fostered genuine connections with fellow marketing leaders, sparking insightful conversations and shared learnings.

It's refreshing to engage in such a focused environment because of the in-depth conversations with fellow attendees who were often tackling the same key industry challenges that I am.

It was also nice to build some lasting relationships.

Highly recommend this forum for top marketing professionals seeking meaningful engagement and strategic insights.



SOCIAL SELLING WITH LINKEDIN™ BY RICHARD BLISS

BlissPoint

RICHARD BLISS
OLYMPIA, WASHINGTON
SAN DIEGO
BROTHER NAMED JOHN

SOCIAL SELLING WITH [LINKEDIN™](#) BY RICHARD BLISS



RICHARD BLISS ←
OLYMPIA, WASHINGTON
SAN DIEGO
BROTHER NAMED ← JOHN



SOCIAL SELLING WITH LINKEDIN™ BY RICHARD BLISS

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References

Richard L. Bliss

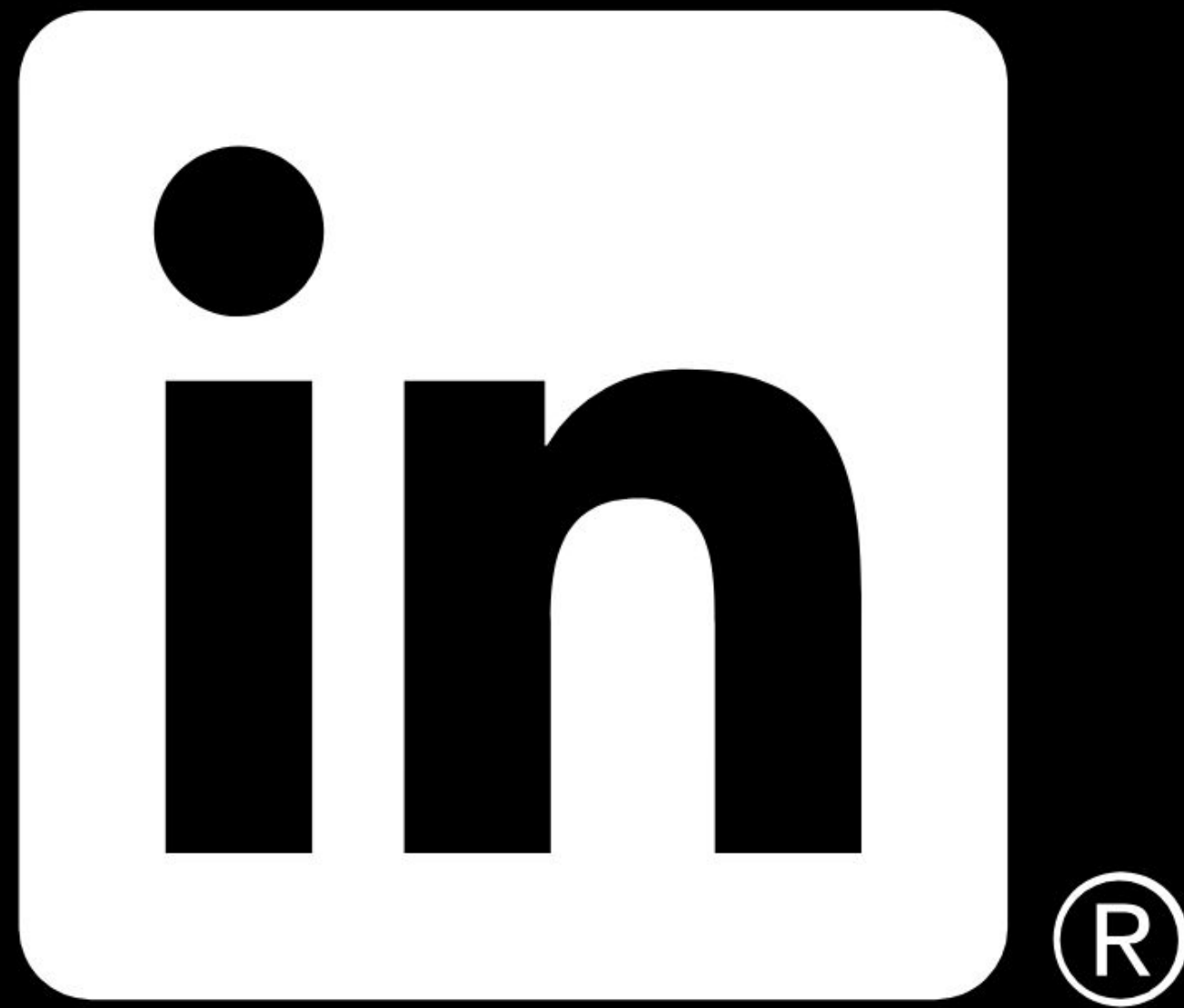
Known for	Arrest on charges of espionage while in Russia, subsequently released.
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[[edit](#)][[edit](#)]

Bliss, a resident of [San Diego](#) who grew up in [Washington state](#), was working as a field technician for Qualcomm in late 1997, on a two-month stint in the area of Russian city [Rostov-on-Don](#).^[4] It was his first trip overseas, having previously only travelled to [Canada](#) and [Mexico](#).^[5] He was working, according to the [Los Angeles Times](#), as "a supplier of communications equipment with Russian projects in Moscow, Rostov and Chelyabinsk."^[3] Several Russian firms were at the time employing American technicians to modernise antiquated telecommunications in remote areas of Russia.^[5] Qualcomm themselves stated following his detention that Bliss was "a Qualcomm employee installing a state-of-the art wireless local telephone system for the Rostov region."^[3]

HACKING THE ALGORITHM





To connect the **world's professionals** to make them more productive and successful.

Company Reach

2%

OF PAGE FOLLOWERS



SINC USA

Community. Content. Collaboration.

Events Services · Austin, Texas

3K followers

11-50 employees

3,386 FOLLOWERS



SINC

3,386 FOLLOWERS x **2%**

66 IMPRESSIONS

Personal Content **10%**
OF YOUR CONNECTIONS



9,277 FOLLOWERS



Ross Abbott  · 1st

Experienced Relationship Builder

Austin, Texas Metropolitan Area · [Contact info](#)

9,277 followers · [500+ connections](#)



SINC USA



University of New South
Wales

9,277 FOLLOWERS

Ross's REACH

9,277 FOLLOWERS X **10%**

927 IMPRESSIONS

Who Sees Your Content?

New Connections

100% of your posts will
appear in their feed for the
next two weeks.

Getting Likes

30% increased chance they
will see your next post.

Getting Comments

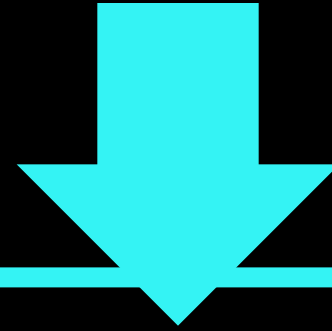
70% increased chance in
seeing your next post.

Profile View

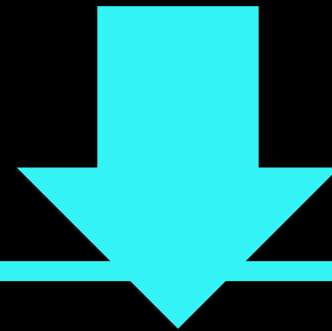
100% chance a 1st degree
connection will see your
next post.

The Test Is Answering This Question

Did your post **trigger**
a conversation amongst
your **10%** test group?



One Conversation At A Time



Limit to one post a day

IMPACTING A CONVERSATION

Including a Link = -50%

Reposting = 1%

CONVERSATION SCORING

LIKE



+1

SHARE

+3

OR

+10

COMMENT

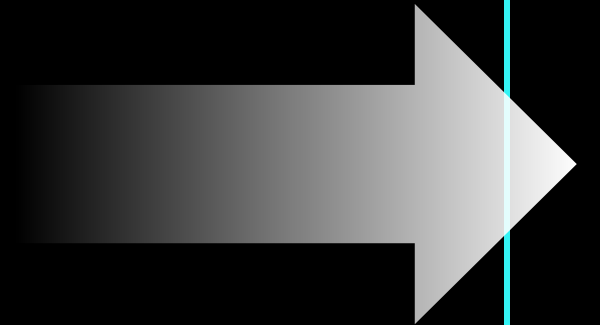
+15

DWELL
TIME

*see
more*

+5

VELOCITY



VELOCITY: STRIKE WHILE THE IRON IS HOT

The **Golden Hour** is the
First hour after posting

+

Seek **10 Comments** and
respond immediately

Get **1,000+** views
in 24 hours

BEST CONVERSATION STARTERS

#1

**Text
Only**

#2

**Personal
Photos**

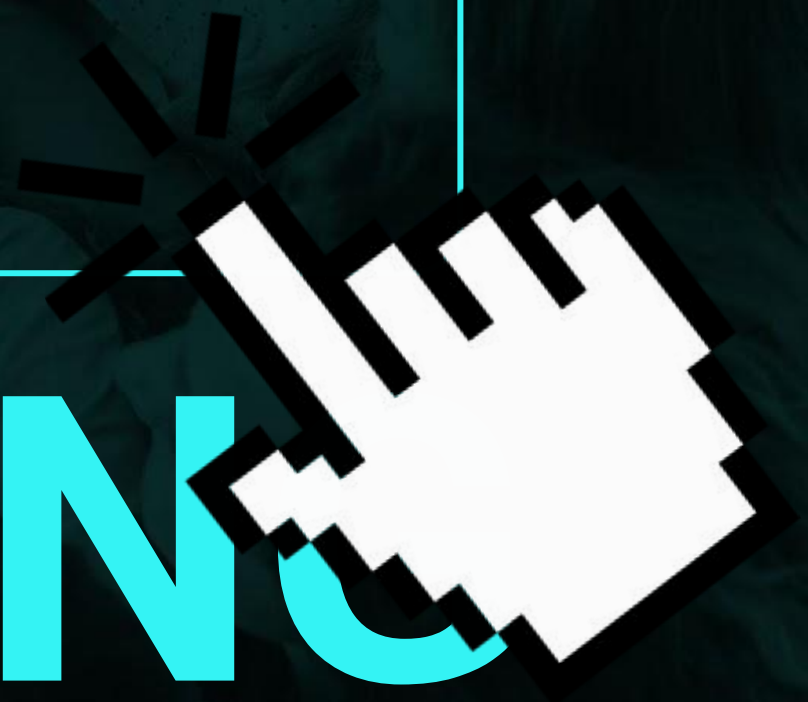
#3

**Stock
Photos**

#4

Video

THE POWER OF COMMENTING



CONTENT REACH

RESHARE

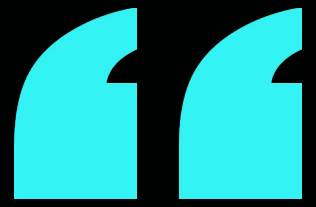
1/100

POST

10/100

COMMENT

30/100



100% of your **COMMENTS**
are shown to your
LinkedIn™ network.

COMMENTS are the
opportunity to tell your story.

SAMPLE COMMENTS

Congrats!

Easy solution for something
impacting all of us

Awesome

Thanks for sharing

**All comments
expand the
conversation to
your prospects
and customers.**



STRUCTURING YOUR COMMENT



Tag the author



Restate key points for your network



Provide your own insight and expertise



Jennifer Ametrano Rodriguez • 3rd+

Account Manager at The New York Times

1d • 🌐

Wordle, Josh Wardle's stimulating and wildly popular daily word game, is joining The New York Times's portfolio of original, engaging puzzle games that delight and challenge solvers everyday. Wardle created it for his pa ...see more



• **Richard Bliss** • 1st

1d ...

Top Social Selling Trainer on LinkedIn | Author of DigitalFirst Leade...

In today's world of digital-first engagement, it is great to see the written word having success. So often we are being told that video is the only way people engage. Wordle has shown us that we love puzzles and we love words and we love being part of a global community that enjoys a common daily routine.

Great for them to have it recognized and rewarded.

Like



40

Reply

8 Replies

Wordle Is a Love Story

nytimes.com • Subscription may be required



86

26 comments

SOCIAL SELLING WITH

BlissPoint



John Anderson • 2nd
RCG-Telecom Department as
2w • 🌐

If you sell cybersecurity services, h
talking about cybersecurity, so you
should be talking to YOU about cyk

👍 6 • 2 comments



Danielle Dedrick • 1st
Director of Sales at Trinisys

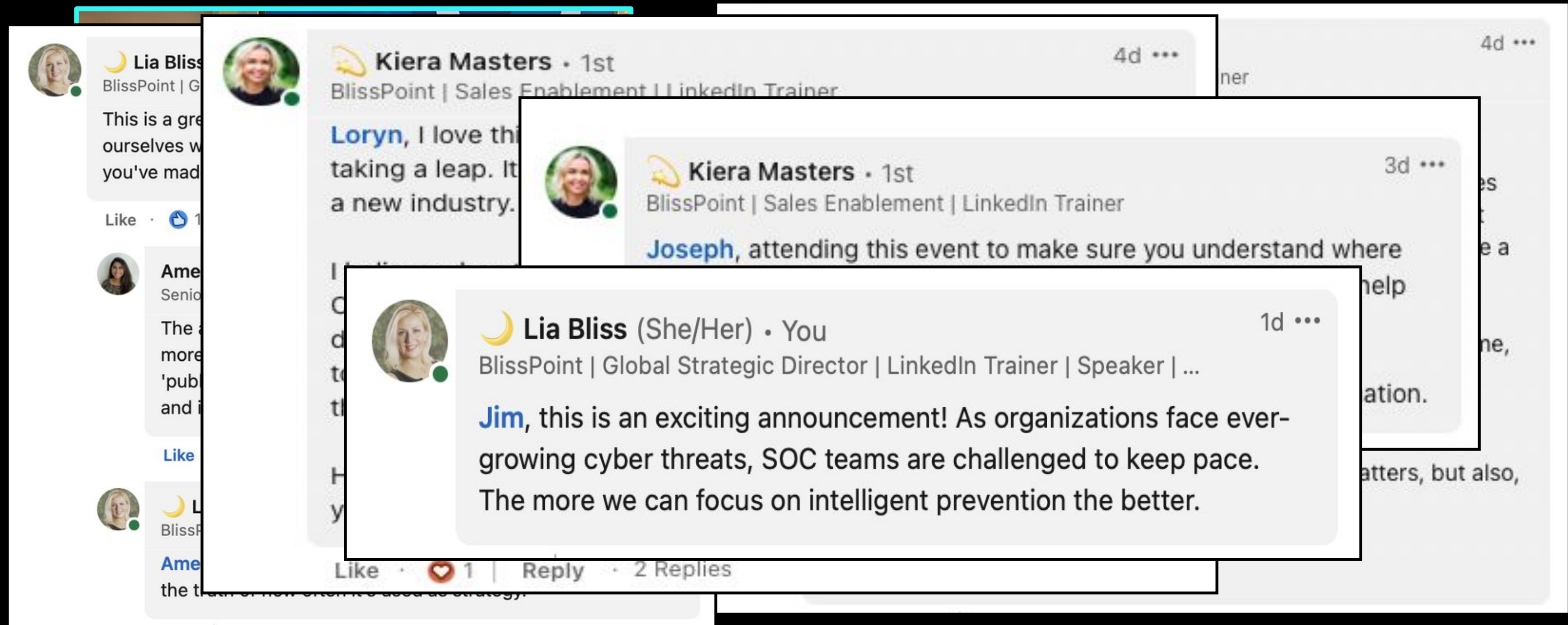
1w ...

John- you make a great point. I think starting the conversation telling someone they "should" be talking about cybersecurity can come from a place of judgement. As an outsider, there is a high chance you have no idea what conversations they have already had internally.

I like to start by learning what they have already explored and seeing where I can provide value in the conversation. Where have they gotten stuck and which resources can I connect them to to get unstuck?

Like • 👍 2 | Reply

CONNECT WITH PROSPECTS



BUILD YOUR VOICE: 3X5 PLAN

3 COMMENTS/DAY

X

5 DAYS/ WEEK

3X5 CONVERSATIONS

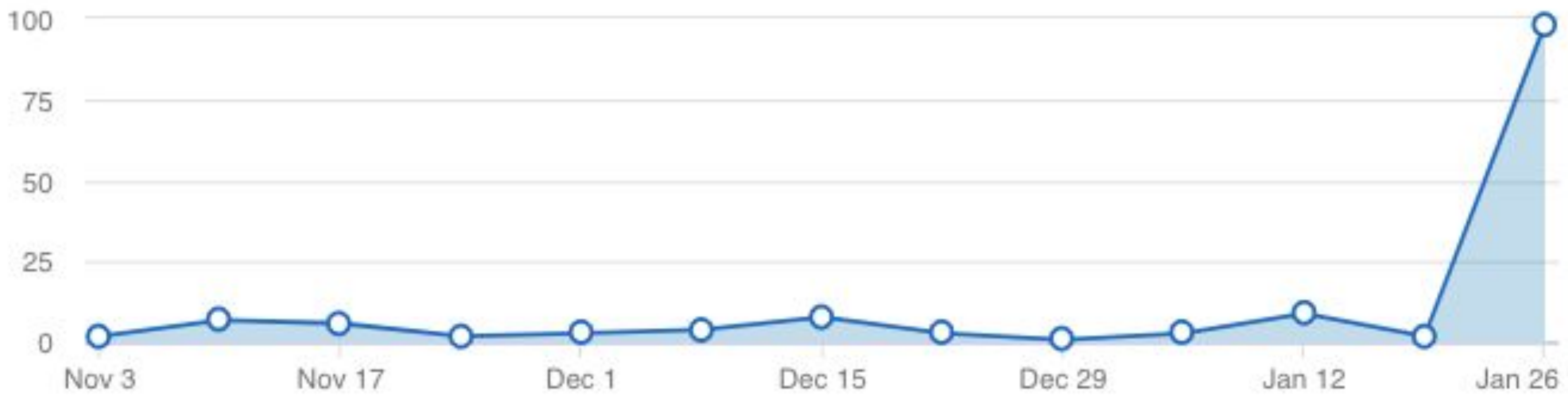
Your Company or Colleagues

1st Degree Connections within your Industry

2nd/3rd+ Degree Connections

Who viewed your profile

142 profile viewers in the past 90 days **+4,800%** since last week



Hide trends ^

MASTERING LINKEDIN™ TO ACCELARTE SALES

BlissPoint



BlissPoint Text Tips on LinkedIn

#SINC

1-415-534-9722





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Go Comment!!

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