

CHANGE

Stage 4

LinkedIn

(Part 2)

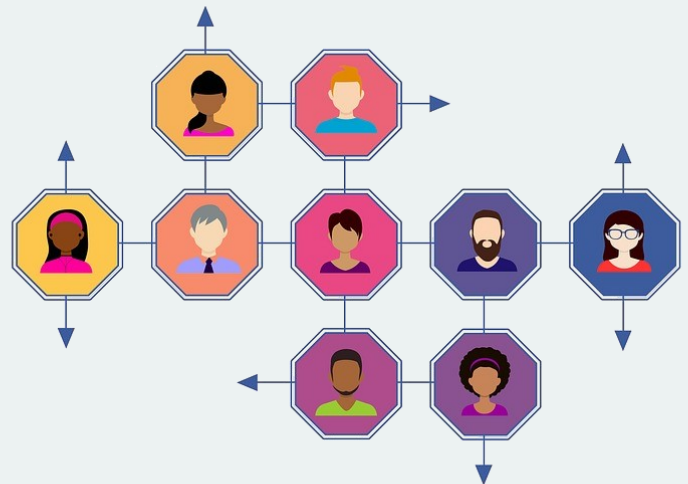
B2B vs B2C

Most Ecommerce stores operate on a Business-to-Consumer (B2C) basis. This means they are dealing with and directly selling to the consumer. This can be achieved in several ways, including Facebook and Google Ads. LinkedIn allows users to engage in Business-to-Business (B2B) marketing. Through B2B, the goal is to find another business to sell your products to in bulk. They then distribute and supply the end consumers. B2B can take time to establish correctly. It involves finding the right decision-makers within a company and targeting them with emails. Despite this, it costs nothing and can help you secure bulk orders which can massively boost your business revenue. There are also ways to automate the process, which our expert will outline later in training.



LinkedIn Engagement

LinkedIn is a social media network for businesses and professionals. It allows you to make connections, post articles, share, get followers and comment on other people's content. Its engagement levels are massive and comparable to Facebook five years ago. Through LinkedIn, you can also send a private message to particular individuals within an organization. It also allows you to reach out to important figures within a business. This means you can generate leads with Zero Ad Spend.



Sales Navigator

Using Sales Navigator, you can identify directors, owners and key decision-makers for specific businesses and reach out to them even if you are not connected. Its advanced search function helps you identify businesses and generate leads based on industry, company size and geography parameters. Combined with other tools, such as Dux-Soup and Hunter IO, it can help find who is in charge of agreeing to bulk orders and long-term supply contracts. This is particularly useful for those running White and Private Labelling businesses.



LinkedIn (Part 2)

This E-Book introduces some strengths and strategies LinkedIn has which can be useful for those running online businesses, particularly Ecommerce. It offers some insight into the process of B2B marketing and the use of a sales navigator in the process.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

