

Checklist “Heat up Your Summer Sales”

Plant seeds in the summer for a rich sales harvest in autumn.

As B2B-seller, it is crucial to maintain your LinkedIn-activities during the summer months to prevent a potential sales slump. By using this daily LinkedIn-checklist, you take goal-oriented steps to strengthen your visibility and connections, to share relevant content and to identify valuable prospects.

Good luck!

Greetings

Het Winger team

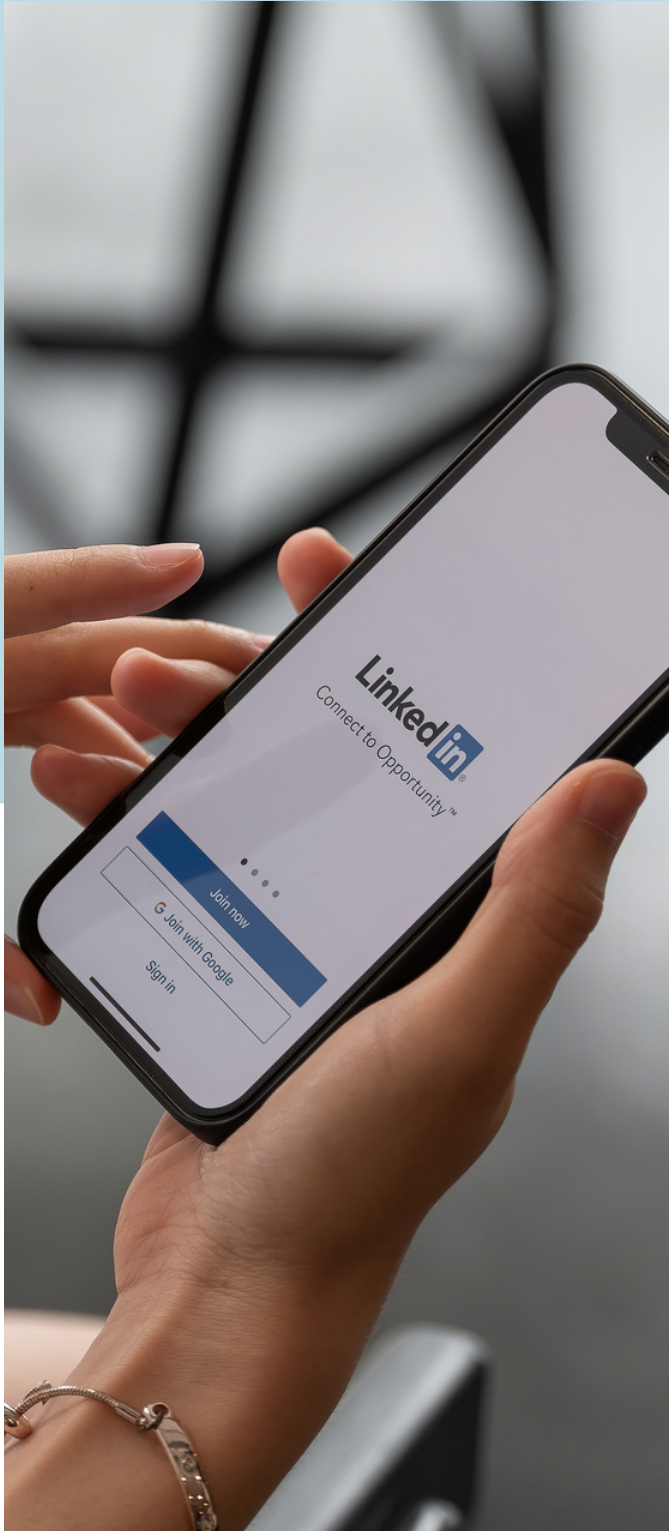
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Plan your content strategy:

- **Identify** your target group and their interests.
- **Develop** a content calendar, focused on the summer months.
- **Add** seasonal themes, trends and subjects that are relevant for your sector.
- **Share** knowledge by means of educative content and position yourself as an expert.
- **Vary** the type of content you are posting (photo, GIF, video, slideshow, article, infographics, etc.).
- **Share** success stories, customer testimonials and case studies to demonstrate that other similar companies trust you and are satisfied about the services.
- **Post** at least one post per week
- **Plan** your content by means of the LinkedIn content planner



Daily checklist:



Maintain your network daily:

- **Respond timely** on messages and connection requests.
- **Look daily** at your newsfeed for relevant posts and articles.
- **React on content** of **your network** by means of a like or comment. Comments give you the most visibility. Respond with a comment from your expertise and think of each post like it's a mini post.
- Use the **celebrations page** ([linkedin.com/celebrations](https://www.linkedin.com/celebrations))
 - Congratulate connections (with new functions or promotions)
 - An anniversary (professional birthday)
 - Wish your network in a personal and/or original way a happy birthday

Daily checklist:



Maintain your prospects:

- Use the advanced **search function** of LinkedIn to search potential customers.
- **Look at the profiles** of your target group and search for relevant starting points
- **Send personalised connection requests** that are valuable for the receiver. CAREFUL! Don't send commercial connection requests.
- Thank your new connections through a **direct message** and share useful content but think about the relevancy and keep it valuable. Ask them to follow your business page.



Daily checklist:



Keep up with your progress and results:

- **Set daily and weekly goals** for your LinkedIn activities in the summer (for example the amount of connection requests, number of posts, generated leads, etc.).
- Check your **LinkedIn statistics** on your profile to keep up with involvement, reach and overall performance..
- Adjust, if necessary, your **LinkedIn strategy** based on the results. In this way, you can analyse what content works well and focus more on it.



A few Winger Academy tips:

01 Consistency is the key to sales success!:

The biggest challenge in building LinkedIn success is to persevere and push through. Trust the process, even though the first results are disappointing. Remember to stay consistent in your LinkedIn activities to build relationships, increase involvement and maximize your sales success.



02 Plans are nothing. Planning is everything:

Block fixed LinkedIn moments in your agenda. By recording your schedule for the summer, you are committing yourself to actually pick it up every day.



03 Kick your fear if you are able to score:

Notice buy signals and act on them yourself. Is somebody with whom you are not yet connected responding to your content, then send the request yourself. Is somebody with whom you are not yet connected visiting your profile, then send the request yourself.

