LinkedIn: Connecting Across Demographics

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AGENDA

• The True Demographics
• Who to connect with
• How to connect with them
• Managing connection requests
• Mobile vs Desktop
Who Am I?
Sue & I are owners of Team Creative Connections
LinkedIn has helped us build our distributorship
2019 Joined the team of Social Sales Link

True Demographics
• Approximately 600 million users
• Male 56% Female 44%
• By Age (profile per sproutsocial.com):
  • 29% of 18-29 year olds
  • 33% of 30-49 year olds
  • 24% of 50-64 year olds
  • 9% of 65+ year olds

True Demographics
• By age group of internet users (per statista.com)
  • 45% 18-24 year olds
  • 51% 25-34 year olds
  • 50% 35-44 year olds
  • 43% 45-54 year olds
  • 30% 55-64 year olds
  • 26% 65-75 year olds
  • 20% 76+ year olds
WHO to Connect With?

Three Type of Connectors

- Clients
- Suppliers
- Networking Partners
- Social Acquaintances
- Family?
- Competition?

HOW to Connect- Desktop

ALWAYS ADD A PERSONAL NOTE!
HOW NOT to Connect- Desktop

Best Policy on Desktop- Click their picture, visit their profile and click “Connect”

Connection Tips

• Know who you want to connect with
• Always send a personal message WITH CONTEXT (the why)
• If you can’t find a context then ‘follow’
• What to do with requests you receive?

Managing Connection Requests

1- My Network
2- Number of pending invitations
3- Manage all – click to manage pending invites
Managing Connection Requests

1- Received Invitations
2- Sent Invitations
3- Ignore/Accept Button
4- Reply- to send message

Mobile Connecting

Mobile Connecting- QR Code
RECAP

Know who you want to connect with
Make connecting with people part of your routine
ALWAYS send a personalized connection request with context
DON’T sell in your connection request

Q&A

Steps to Download SAGE® Mobile™

1. Download SAGE Mobile™ on your mobile device
2. Select Tradeshows from the menu bar on the left
3. Select Expo East
4. Select the Schedule icon → Education tab
5. Select this session’s title → Tap the Rate & Review area
6. Select stars to rate the session (5 is excellent)
7. Be sure to provide comments

**Automatically Entered Into A Raffle To Win A Bulova Watch**

One winner selected on Tuesday & one on Wednesday

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