



SOCIAL SELLING ON LINKEDIN

– KEVIN MAUTINO & JENNIFER COTTRELL

Updated for 2025

WHAT IS SOCIAL SELLING?



- Social selling is about cultivating relationships and providing value.
- The key is to engage meaningfully, not just sell.
- Leverage LinkedIn to establish credibility, provide insights, and connect authentically.

OPTIMIZING YOUR PROFILE



- **Profile Photo:** Use a professional and current image.
- **Header Photo:** Industry-related or a meaningful background (no personal/family photos).
- **Headline:** Clearly state what you do and the value you bring.
- **About Section:** A concise mix of experience, expertise, and how you help others.
- **Experience Section:** Associate positions with company LinkedIn pages for credibility.
- **Projects & Featured Section:** Showcase key work and industry contributions.

GROWING YOUR NETWORK STRATEGICALLY



- Connect with industry peers, clients, former colleagues, and alumni.
- Follow industry influencers and engage with their content.
- Join relevant LinkedIn groups to access niche communities.
- Create a prospect list of key individuals and companies.
- Give and request recommendations and endorsements.

CREATING ENGAGING CONTENT



- **Visual Content:** Use eye-catching images, videos, and carousels.
- **Thought Leadership:** Share unique insights, experiences, and actionable tips.
- **Storytelling:** Make posts personal and relatable to enhance engagement.
- **Hashtags & Tagging:** Use 3-5 relevant hashtags and mention key people to expand reach.
- **Polls & Questions:** Encourage interaction by sparking discussions.

ENGAGEMENT & INTERACTION STRATEGIES



- Comment meaningfully on industry-related posts.
- Reply to comments on your own posts to keep the conversation going.
- Reach out to those who engage with your content.
- Use LinkedIn's 'Notifications' to find opportunities to interact.
- Provide value first – position yourself as a resource, not just a salesperson.

THE \$1.80 ENGAGEMENT STRATEGY



- Created by [Gary Vaynerchuk](#) to maximize visibility.
- Engage with **90 LinkedIn posts daily**, leaving meaningful comments (90 x \$0.02 = \$1.80).
- Find posts through:
 - Your LinkedIn feed (following influencers and peers)
 - Hashtag searches for industry-related content
 - LinkedIn News
- Thoughtful engagement leads to increased profile visibility and connections.

DO THIS, NOT THAT



✓ Do:

- Provide value in every interaction.
- Keep a professional, yet conversational tone.
- Personalize connection requests with a message.
- Share a mix of personal insights and industry knowledge.

✗ Do Not:

- Send generic or spammy connection requests.
- Be passive-aggressive when trying to connect.
- Talk about controversial or political topics.
- Rely solely on selling – focus on relationships first.

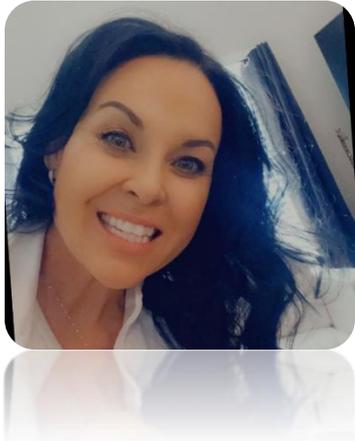
MEASURING SUCCESS & ADJUSTING STRATEGY



- Track LinkedIn Analytics: Identify top-performing content and engagement trends.
- Adjust your approach based on audience interaction and feedback.
- Experiment with different content formats to see what resonates most.
- Stay consistent – success on LinkedIn takes time and ongoing effort.



Jennifer Cottrell (DFW/AUS)



- Started concentrating on LinkedIn during 2020-2021, when a lot of people were working remotely or inaccessible.
- It takes constant work, dedication, and persistence to get connections and responses.



Example: Novolex

- Reached out to their Sr. Directory of Logistics in February 2022:

“Hi Robert,

I would love a chance to work with you... My name is Jen Cottrell from Aeronet Worldwide. I would love to chat to see if I can help take a load off your plate. I can assist with all freight forwarding (domestic and international) and offer warehouse storage for clients. I have great rates and would like to share them with you!”

- He responded the same day and gave me his email address. Aeronet was allowed to get that year’s RFQ bid, and was awarded a large number of imported containers.
- **\$1.6 million** in revenue in 2023!



Example: Stout Stuff

- Reached out to their Sourcing Director in September 2022:

“Good Morning Chris,

I would love a chance to work with you and your team at Stout Stuff! My name is Jen Cottrell from Aeronet Worldwide. I would love to chat to see if I can help take a load off your plate. I handle all of freight forwarding (domestic and international), White Glove and offer warehouse storage for clients. I also just recently gained another 86,300 sq. ft. to my warehouse! I have great rates and would like to share them with you!

Let me know.”

- This resulted in a conversation that ultimately led to our Houston station, introductions to other decision-makers, discussions with Aeronet stakeholders.
- The process took about a year, but Stout Stuff ended up signing on for warehousing, drayage, etc.
- **\$620,000** in revenue from July 2023 through January 2025!

THANK YOU



ANY QUESTIONS?

Kevin Mautino: KMautino@Aeronet.com

Jennifer Cottrell: JCottrell@Aeronet.com

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