



# Building a Successful LinkedIn Cadence

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# Overview

When creating your videos, keep your sales process in mind. Create videos that can be used as often as possible, and build up your library.

By Including LinkedIn + vidREACH into our prospecting, we have repeatedly tripled the number of appointments set, leading to an increase in overall sales. This is too good not to share, so here is a job aid on how we did it.

## Building a Cadence for Unknown LinkedIn Contacts

We've boiled this down to just a few easy steps:

- 1 Establish a connection**  
This one is pretty simple. Send a LinkedIn connection invite!
- 2 Send a video**  
Once the contact has accepted your invite, respond to the acceptance with a video introducing yourself via LinkedIn Mail. Be sure to address your contact specifically by name. Keep it to 30 seconds MAX. Be sure to throw in a stat and the recipient's name in the campaign title.
- 3 Send a follow-up message**  
If your new connection doesn't respond to your introduction video, be sure to send them a follow-up message about a week later. But keep it short! 1-2 sentences are all you need.
- 4 Don't overwhelm them.**  
If your new connection still does not respond after you've sent your follow-up, wait a week, then send a "farewell" message letting them know how to contact you should they be interested in the future.

# Example Cadence

We've come up with an example cadence that is easy to follow and implement. Here's a handy chart with all of the details:

Cadence Step	When to Send It	Objective	Script	Tips & Tricks
Send the connection invite.	At the beginning of your cadence	Connect with prospects that need your product.	Script 1	Customize your connection request message.
Respond to connection acceptance with a video.	As soon as you see that your connection request has been accepted	Introduce yourself and your product/service.	Script 2	Create one video for general intro purposes. Create several videos for common names. Try to keep it under 30 seconds and customize the campaign name.
Follow-up if you do not receive a response.	1 week after your introduction message	Check your connection's interest level.	Script 3	Keep it short and sweet; 2-3 sentences max. You don't want to pester them.
Send one last message if you still have not received a response.	1 week after your follow-up message	Let them know you understand that they are busy. Remind them of how to contact you should they be interested in the future or ask if there is a better contact you should connect with.	Script 4	Keep this message light and brief. Include a benefit statement on why they would want to reach out to you in the future and how they can do it.

## Scripts

If you're a bit at a loss for what exactly to say in your messages, don't worry. As you practice the cadence, your messaging will come naturally. However, here are a few examples of what to say to get started:

### Script 1: LinkedIn Message

"Hi (INSERT PROSPECT FIRST NAME), it seems we have similar business interests and many colleagues in common. I would love to connect with you!"

### Script 2: Video (We've even included a [sample video](#))

Hi (INSERT PROSPECT FIRST NAME), I'm (INSERT YOUR NAME). Thanks for connecting with me! I wanted to reach out to you because, given your role, I thought it makes sense to introduce (INSERT PRODUCT or SERVICE). (INSERT 1 SENTENCE BENEFIT STATEMENT; i.e. what problem can you help them solve). I would love to tell you more about it and how other companies are using it. Click the link below and you can set up some time on my calendar to learn more. Talk to you soon!"

### **Script 3: LinkedIn Message**






"Hi (INSERT PROSPECT FIRST NAME), just checking in to see if you have time to connect. Do you have time (INSERT 2 DAYS AND TIMES YOU ARE AVAILABLE TO CONNECT)?"

### **Script 4: General Follow-Up**

"(INSERT YOUR NAME) here, I just wanted to circle back around. I know you are very busy and completely understand. I was reaching out because I thought you might have a need for (INSERT SHORT BENEFIT STATEMENT). Are you the correct contact for that? If not, would you mind directing me to the appropriate contact? If you are the appropriate contact but don't have time to connect now, please keep this message and reach out on LinkedIn whenever you have time. I hope you have a wonderful day!"

## **Get Organized**

One of the best things you can do for your LinkedIn cadence is to get organized. Here are a few ways to get started:

-  Practice your scripts so you don't need to read them.
-  Put a block of time on your calendar to create your videos. We recommend making this a weekly event, such as creating new videos every Friday.
-  Prepare your list on the same day every week.
-  Set reminders for sending your follow-up messages on your calendar to keep you on schedule.
-  Send videos on the same day every week.

If you're still wondering how you can best have an organized and thought-out cadence, don't worry. Check out the model week we've created on the next page to help you get into the rhythm of steady and productive LinkedIn cadence.

Monday	Tuesday	Wednesday	Thursday	Friday
		Practice Script #1	Prep List 1	Create videos for List 1
Send LinkedIn connection requests to List 1		Practice Script #2	Prep List 2	Create videos for List 2
Send LinkedIn connection requests to List 2  Follow-up with List 1		Practice Script #3	Prep List 3	Create videos for List 3
Send LinkedIn connection requests to List 3  Follow-up with List 2		Practice Script #4	Prep List 4	Create videos for List 4

## Helpful Tips

Lastly, here are a few tips for a smooth and efficient cadence:

- Search your LinkedIn connections with a combination of the **title** of your target market (CEO, VP of HR, etc) and **name**. This will create a target list of people to send to.
- Build your library with a series of videos created by **name**. Start with a general message, followed by several messages to common or gender-neutral names.
  - **Common names:** John, Sam, Rob, Jennifer, Susan, Lisa, Carol, Mark, James, Amanda, Katie
  - **Gender-neutral names:** Sam, Alex, Cameron, Blaine, Casey, Morgan, Taylor

## Questions?

Reach out to your Customer Success Manager directly or contact Customer Success via email or phone.

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