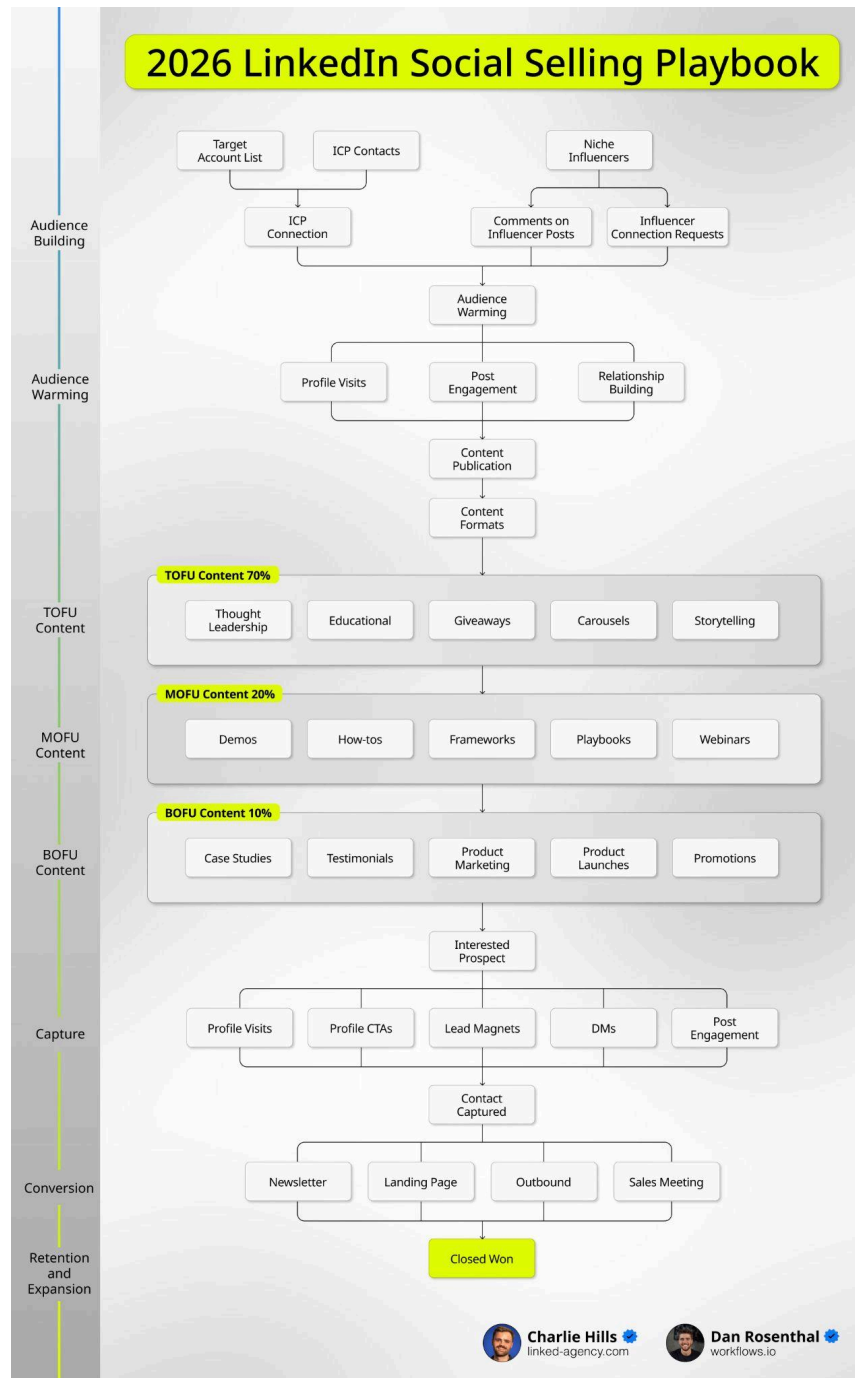


LinkedIn Social Selling Playbook 2026



How it works?

Step 1: Build your ICP-aligned audience

Move from random followers → a network that can actually buy.

Connect with target accounts, decision-makers, and niche influencers so every post lands inside your real buying universe.

Step 2: Warm the audience you built

Turn cold connections into people who recognise your name.

Use profile visits, thoughtful comments, and light DMs to increase relevance so LinkedIn shows your posts more often.

Step 3: Publish TOFU content

Make your ICP aware of who you are and what you know.

Share thought leadership, educational posts, templates, and carousels to build visibility, trust, and category authority.

Step 4: Publish MOFU content

Help your audience understand the problem you solve.

Explain symptoms → causes → solutions, show frameworks, and share how-to posts that make prospects realise the pain applies to them.

Step 5: Publish BOFU content

Show real results, real workflows, and real customers.

Use case studies, product walk-throughs, testimonials, and launches to create conviction and reduce perceived risk.

Step 6: Capture warm signals

Identify and log individuals showing early buying intent.

Warm signals include:

1. Profile visits
2. Profile CTA clicks
3. Lead magnet requests
4. Direct messages (DMs)
5. Post engagement

Each signal should be recorded in a CRM or tracker.

Step 7: Convert warm attention into meetings

Move interested prospects into your sales process smoothly.

Use newsletters, landing pages, warm outbound, and retargeting ads to turn curiosity into conversations and booked calls.

Step 8: Run the LinkedIn Flywheel

Let momentum compound over time.

Content builds trust → trust drives engagement → engagement creates pipeline → pipeline increases visibility → visibility grows your audience.

Step 9: Avoid common pitfalls

Don't sabotage the system.

Most people fail because they:

- post without building an audience
- skip TOFU/MOFU and only share sales content
- ignore DMs
- don't track warm leads
- treat LinkedIn like a feed instead of a revenue channel

Step 10: Turn LinkedIn Into Your #1 GTM Channel

When run correctly, your content becomes acquisition.

Audience → Warming → TOFU → MOFU → BOFU → Capture → Conversion = predictable meetings and revenue.