



TIPS TO HELP YOU TURN BROWSERS INTO BUYERS



Join the “In” Crowd by using these LinkedIn Strategies

I have the privilege of talking with Brand Ambassadors daily and putting together strategies to strengthen business. This allows me to get the inside scoop on what’s working (and what’s not), and then compile best practices that are producing results on our path to profitability at Zindigo. One of my roles is to share these secrets to success... so here are some actionable items to help you turn browsers into buyers!

LinkedIn is a POWERFUL tool to grow any business globally! Whether it’s “you” you’re selling, your product, or your service, this biosphere has no boundaries for the savvy LinkedIn user.

With over [300 million users](#), LinkedIn is the biggest professional social network on the planet. Not only can LinkedIn help you get a build connections and network, but it can also help you garner attention and become an authority in your field. Features such as LinkedIn “publishing” and “groups” make it very easy to connect and show your expertise on a specific subject (lets say fashion, shopping, or technology for example ;).

Make it your goal to do the following on your LinkedIn profile. It can only produce great things for your business and professional career:

- **Update your photo.** Like it or not, LinkedIn is a professional network (keyword “professional”), and while everyone has their own flavor

and style, it's important not to lose sight of that. Your photo should be reflective of yourself and the organization(s) you represent. Plus we all change. So that picture from high school might not be the best choice (unless of course you are still in high school ;). The last thing you want to do is connect with someone online and have him or her go to another social channel of yours and not recognize you. Or if you ever meet in person and you look nothing like your photo. Take the time to get an updated professional photo and upload it to your profile. Remember first impressions last!

- **Update your profile.** Add a blurb about your new role as Zindigo Brand Ambassador to your profile and include a description of the role with your experience and skills with the Zindigo logo. If you don't include it, it's a missed opportunity. No one will see it or even know about your new exciting gig at a revolutionary fashion startup! An up-to-date accurate profile can go a long way in generating new business. Be sure to include both your shop link and your subscriber link in your description.

Example:

Zindigo Brand Ambassador/Boutique Owner

Proud owner of Zindigo Boutique:

[[ADD shop name, personal shop link](#)]. Zindigo is a revolutionary new startup that empowers entrepreneurs. We are building the world's largest boutique, filled with brands curated by Fashion Director Kareen Mallet, and sold in top retailers. Zindigo Brand Ambassador's have insider access to exclusive promotions and gift cards that we gift to our friends and family. You can get involved in the social fashion revolution too! Here are some options:

Subscribe: Get instant insider access by subscribing to the coolest blog online at Zindigo Daily. It's packed with coveted content, including fabulous fashions, celeb sightings, influencer interviews, tech tips and trends, exclusive gift cards and so much more! [[subscriber link here](#)]

Shop: Shop boutique brands sold at top retailers, curated by

our own Kareen Mallet, former senior ready to wear fashion director at Neiman Marcus. Zindigo purchasers get gift cards galore and private savings.

Sell: Open a shop, go social and get paid. Open a shop today and within minutes become an instant entrepreneur. Ambassadors get perks, perks and more perks, plus it's free for beta members, and you will earn an unprecedented 40% commissions on all that you sell!

Support: Spread the word by being a Zindigo fan. Talk it up! And watch as Zindigo becomes a household name through social suggestion and verbal virality.

- **Connect with LinkedIn's Recommended Connections Daily.** Every day LinkedIn recommends connections for you. This is the closest you will get to free customer acquisition. You should connect DAILY with approximately 10-20 additional new contacts that LinkedIn recommends. These are typically contacts of mutual connections. Connecting with these contacts daily can add 100 new contacts weekly to your potential customer base. Add these new contacts monthly to your Zindigo address book and send them an email from the "Email Library" (Ex: subscriber series, open a shop, gift card or Zindigo Daily). Be sure to include an impactful personalized message about your role and the opportunity.
- **Add rich media content.** LinkedIn is more than just a resume. It is a visual presentation of your professional life. By using [LinkedIn's Professional Portfolio](#) you can spice up your professional profile with more than just your work and education background. You can add attention-grabbing graphics and visual content. This rich media can help you stand out from the crowd and most importantly get remembered and increase your opportunities for sales in your shop.