



Simple Ways to Make Commenting on LinkedIn More Effective

by Anya Ciecierski, ERP/CRM Software Blog



**Posting is not
enough – you
need to engage**

Why?

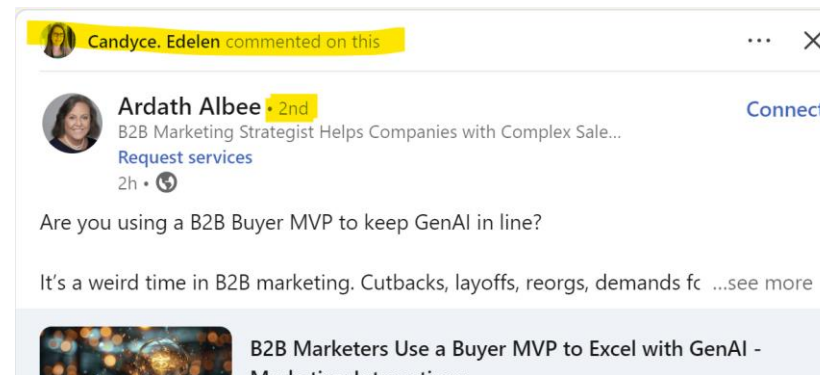
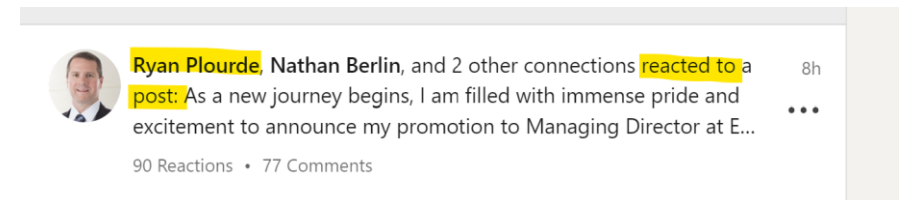
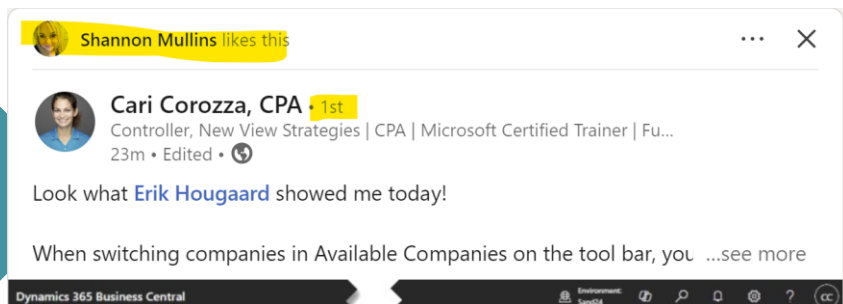
*"Your connections commented on this
so we think you will like it too."
-LinkedIn*

- Commenting shows engagement and drives conversations. LinkedIn values this more than anything and will reward you.
- Getting comments boosts your posts. And gets more people to see you.
- The LinkedIn algorithm puts your posts into the feeds of people whose posts you've commented on. So choose people who are connected to the people you target.

Why?

When you comment on a post:

- 1) The poster (VAR) gets a notification that you (ISV) commented. (*Name recognition*)
- 2) The people who read the post will see your comment. (*Visibility with new network*)
- 3) Your first-degree connections are more likely to see the (VAR) post with your comment in their feed. (*Extra visibility with your network*)
- 4) Second degree connections can surface too!



LinkedIn Values Conversations

They need to know who you want to talk to!

Commenting Goals

- Set a goal to comment on 3-5 posts a DAY
- Comment on posts from people who are connected to your target market.
- Comment on people who will be RECIPROCAL. (Active, Peer) Maybe not Satya. He won't engage. Ask: Who could you pass the mike to on a stage and ask for a comment?
- How? Create saved searches to make it easy to find posts to comment on. [How to Video to Create Saved Searches](#)
 - Prospects
 - Influencers
 - Specific Topics You Can Talk About

What to Say

- Give your opinion.
- Tag someone else who is smarter than you and ask them for their opinion.
- Share a similar resource or “that reminds me of.”
- Quote the post “This line resonated with me...”
- Disagree (politely) to spark conversation.
- Bonus: When you post a truly meaningful comment that sparks interest and gets reactions from others in that thread, consider turning it into your next post with a few additions.

Commenting Tips

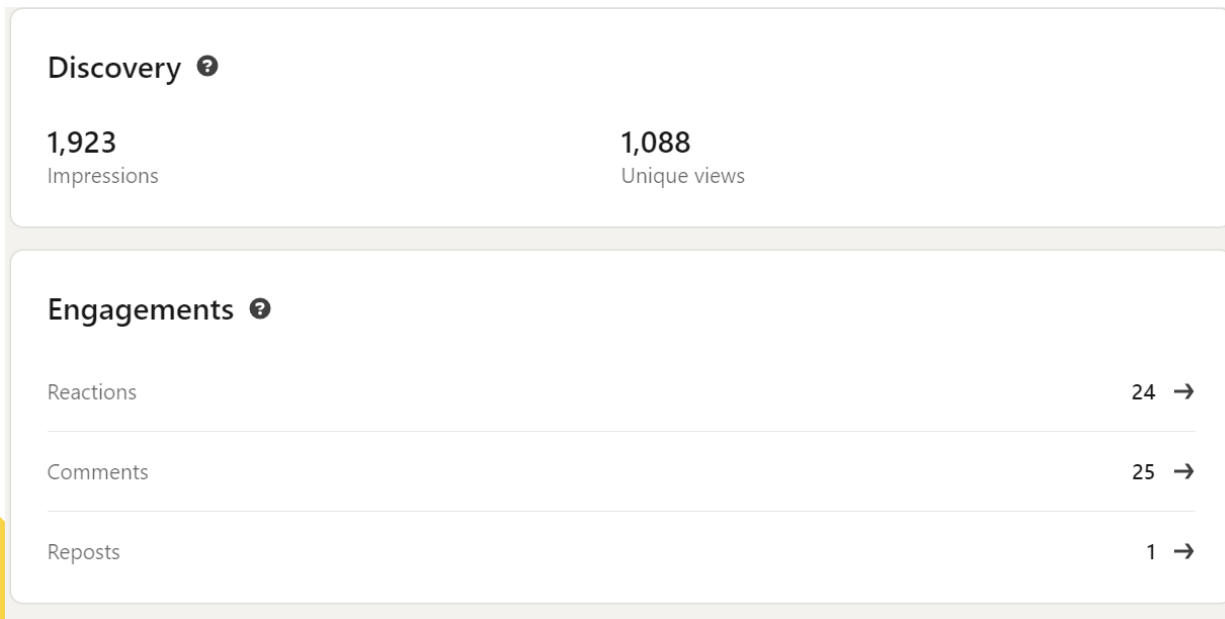
- Comment with more than 5 words (not just “great post” as that sounds like a bot). Try to make it insightful.
- Try to get as many comments as possible within first 90 minutes. Keep the commenting chain going by asking follow up questions
- Reply to ALL comments that people leave on your posts. Try to do it quickly. And then comment on OTHER posts right away after replying to the ones on yours. For some reason the algorithm likes this.
- Scheduling posts is okay BUT you will get slightly more reach if you are active on LI just before and after you press publish on your post.
- You will help the person who posted more if you comment as a “top level comment” rather than as a reply to someone else’s existing comment.

How to get comments

- To get comments you have to give first.
- Don't be boring. Not just ads.
- Ask questions.
- Say something controversial.
- Intentionally leave out some info and say "what is missing" or "what can you add"
- Tag specific people and ask for their thoughts. (CAREFUL! If they don't comment can hurt you)

BONUS! Posting strategy

- https://www.linkedin.com/posts/anyacc_groupblogging-msdyn365bc-ecommerce-activity-7204233981871951872-snbp?utm_source=share&utm_medium=member_desktop



Anya Ciecierski • You
Marketer focused on Microsoft Dynamics. Creator of top lead gen sit...
[Visit my website](#)
1mo • Edited • 📎

What are the important questions a Dynamics 365 BC user should ask before buying an eCommerce tool?

I asked 5 top eCommerce vendors for Microsoft Dynamics 365 BC to answer these questions:

1. What are your solution's ideal customer characteristics (number of users, transaction volume, product catalog size, revenue, etc.)
2. What external commerce channels do you integrate with?
3. What is your pricing model (user, transaction, other?)
4. What is the average time to implement?
5. Is implementation done in-house or by a partner? Is there an additional implementation fee?
6. Who provides support for the eCommerce solution?
7. Do you offer custom development services?
8. What type of integration is offered to Microsoft Dynamics 365 Business Central? (Built-in, API, other?)
9. What other products do you offer pre-built integrations to? (Payments, shipping, marketing automation, tax solutions, fraud prevention, personalization, etc?)

Register for our eCommerce for Dynamics 365 BC/NAV Comparison Showcase on June 26th and you will receive a COMPARISON PDF with answers to these 9 questions from [DynamicWeb](#) eb, [i95Dev](#), [k-ecommerce](#) - powered by [mdf commerce](#), [Dynamics eShop](#) and [Suite Engine, LLC](#).

If you are evaluating eCommerce tools for D365 this is a way to do a ton of research all at once.

Watch recording on demand at <https://lnkd.in/dh95iGRv>

[MSDynamicsWorld.com \(MSDW\)](#) and [ERP Software Blog](#)

[#groupblogging](#) [#msdyn365BC](#) [#ecommerce](#) [#D365BusinessCentral](#)

🌟 How can an eCommerce tool benefit Dynamics 365 BC users? 🌟

👤 You and 23 others

25 comments • 1 repost

👤 Like Comment Repost Send

📊 1,919 impressions

[View analytics](#)

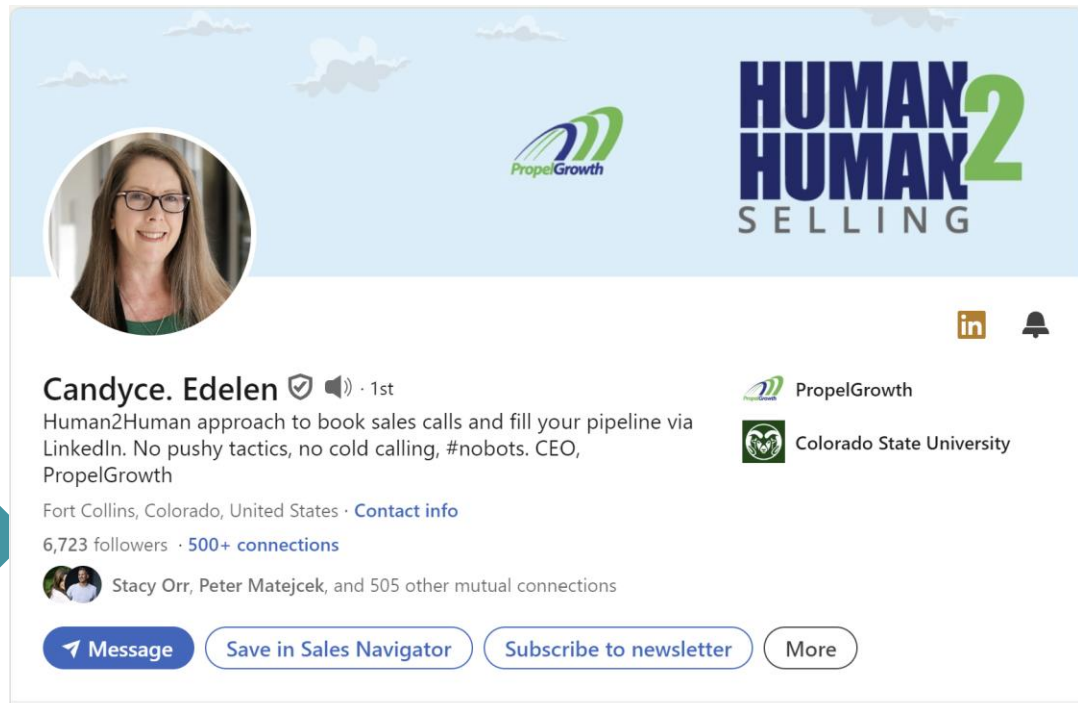
BONUS! Posting strategy

- 1) Designed the first sentence to draw people to click “read more” – the HOOK!
- 2) Tried to frame it as educational rather than coming right out and saying that I was promoting a webinar.
- 3) Didn’t include the graphic image for the webinar (see reason #2)
- 4) I emailed all the people I tagged in the post and asked them to comment. Ideally within first 90minutes and more than 5 words.
- 5) I made sure I quickly replied to all comments.
- 6) I went back after half a day and left another comment of my own.
- 7) I did NOT put the registration link in the main post OR the first comment. I waited for someone else to comment first and then left the registration link and graphic.
- 8) I liked my own post
- 9) After 2 weeks I edited post and added link to on-demand session.



**If you only have
time to do one
thing.....
COMMENT!**

Where did you learn this?



The image shows a screenshot of a LinkedIn profile for Candyce Edelen. The profile picture is a circular portrait of a woman with glasses. The background banner features the 'PropelGrowth' logo and the text 'HUMAN2 HUMAN SELLING'. The profile name is 'Candyce. Edelen' with a verified badge and a shield icon. The bio reads: 'Human2Human approach to book sales calls and fill your pipeline via LinkedIn. No pushy tactics, no cold calling, #nobots. CEO, PropelGrowth'. It also lists 'PropelGrowth' and 'Colorado State University' as affiliations. The location is 'Fort Collins, Colorado, United States' with a 'Contact info' link. The profile has '6,723 followers' and '500+ connections'. At the bottom, there are buttons for 'Message', 'Save in Sales Navigator', 'Subscribe to newsletter', and 'More'.

- Candyce Edelen, [PropelGrowth](https://www.linkedin.com/in/candyceedelen)
<https://www.linkedin.com/in/candyceedelen>
- [Free webinar: Go from Invisible to Influential on LinkedIn](#)
- [30 Day LinkedIn Challenge \(\\$640\)](#) (starting September 10)
- Mention “Anya sent me”

Referrals

Shaun Els

<https://nanopage.co>

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Questions?



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