

# LinkedIn: Your “Swiss Army Knife” for Market Research



Sophie Lechner  
ACES Buzz Call  
September 28<sup>th</sup> 2021

# My Bio In Pictures

 Lawyer

  
COLUMBIA  
BUSINESS  
SCHOOL

 Global Marketing

  
The Gateway to Global Markets



# My Bio In Pictures

## The **MAGNET** Method

I help entrepreneurs, coaches, consultants and authors  
master LinkedIn to grow their business  
while staying aligned with their values and their personality

### The LinkedIn **MAGNET** Method

- 12-week Individual Coaching
- Grow your business using LinkedIn
- Ongoing – limited spots

### The **MAGNET** Content Workshop™

- 1-day Workshop
- Generate 6 months of content
- Next: October 21<sup>st</sup> - 8 spots open

Excerpt from **Forbes interview** of Sophie Lechner:

"Lechner [...] calls upon select individuals from her **global network** located in the Americas, Europe and Asia, who can share knowledge with [her] clients."

Entrepreneurs / #ScalingUp

NOV 23, 2017 @ 10:52 AM 3,558

The French-Pakistani Entrepreneur Training Companies For Business Expansion Abroad

by Nina Roberts, CONTRIBUTOR

Options expressed by Forbes Contributors are their own.

In conversation with **Sophie Lechner** on **The Worldly Marketer Podcast**

by Verbaacino.com



How to Compete More Effectively in Foreign Markets

by Sophie Lechner, president and CEO of Global Commerce Education

In a recent interview, Lechner says that if your company is entering a new foreign market, you need to have the skills to do so successfully. The G2 Experience accelerates the global expansion of companies by giving their leaders intercultural and market savvy competencies through action learning, deep immersion and targeted networking in global business hubs. Sophie Lechner is president and CEO of Global Commerce Education Inc., which oversees the G2 Experience.

I had the privilege of interviewing her on how the G2 Experience will enable leaders to compete more effectively in foreign markets.

**Yrittäjät**

10.2017 | 17.02

Yrittäjät Sophie Lechnerin mukaan suomalaisyrityksen suunnitelma on päästä ulkomaisiin markkinoille on yksi tärkeimmistä tavoitteista.

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TEP CONFERENCE • INTERNATIONAL WEEK

**The Master Key to Cross-Border Business Success? A Global Mindset!**

By Sophie Lechner

So you think you are ready to go international. You are likely not. Consider this: Research shows that 50% to 70% of all deals fail because of culture and communication issues. It's the silent killer because it is rarely diagnosed, even after the deal is closed.

The issue comes from underestimating the role of cross-cultural understanding in the successful development of global markets. Preparation, of course is critical, but so is having a global mindset.

Just because you are right, does not mean, I am wrong. You just haven't seen 11% from my side.

Finpro @FinproFi

Following

Sophie Lechner, founder of Global Commerce Education, speaks about the relation of culture and commerce.

Access Networking Visibility

WEBCAST

**Marketing Your Product to a U.S. Audience!**

Testimonial from Expert Sophie Lechner followed by Q&A

June 12th 12:00 PM ET (US & Canada) 6 PM GMT + 2 (Paris)

booleev

AmCham Latvia

WEGG webinars

FREE!

NEXT UP - 5/4/16 @ 11am (CST)

Seven ways you can turn cross-cultural understanding into a competitive advantage with Sophie Lechner

REGISTER NOW!

WIGA NYC

Workshop Series!

TOOLKIT FOR POWERCHARGING WOMEN'S US JOB SEARCH WITH SOPHIE LECHNER

VERS LU BE SIENU

Customer Understanding Segmentation

**Finding Great Partners to Grow Your U.S. Operations**

Our Guest Today: Sophie Lechner

A production of Globalcity Radio

Your host: Doris Nagel

GLOBALCITY

- Webinar invitations
- Guest podcasts
- Speaking abroad
- Partnerships
- Forbes Interview
- Interns
- Friends

# Prior Buzz Calls

- Feb 2021: LinkedIn For Leads
  - Establish your brand
  - Increase your visibility

<https://education.mirasee.com/aces-club/2021/06/linkedin-roi-lets-crack-the-code/>

- June 2021: LinkedIn ROI – Let's Crack the Code
  - Curation & Posting
  - Engagement
  - The 30-day Experiment

<https://education.mirasee.com/aces-club/2021/02/linkedin-for-leads/>

Be sure to be logged in to your ACES portal before you click on these links:

# Agenda

## Today: LinkedIn – Your Swiss Army Knife for Market Research

- How to think about Market Research
- Types of Market Research
- How to do it on LinkedIn
- 6 Key Steps



# ACES Special



- Critical Settings
- LinkedIn profile checklist
- Best "About" in 7 points
- Daily Routine Checklist



- Annotated Profile Examples
- Template Header
- 30-day 15mn/day calendar



- **6** More resources!!

To receive the toolkit,  
email me at [slechner@gceemail.com](mailto:slechner@gceemail.com)

or

type TOOLKIT in the chat

or

Message me on LinkedIn

## This is for you if...

- You're new in business – product market fit

OR

- You're well established and launching new products

OR

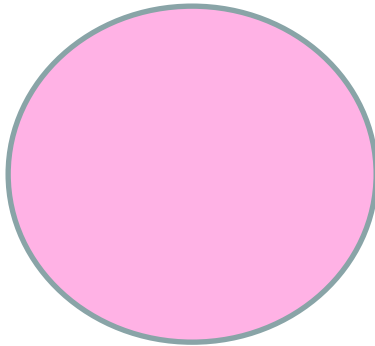
- You're pivoting your strategy

Newsflash: You should always be doing market research!

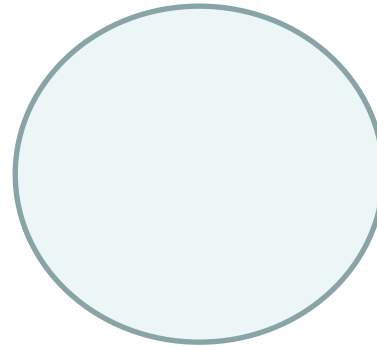


# In the beginning...

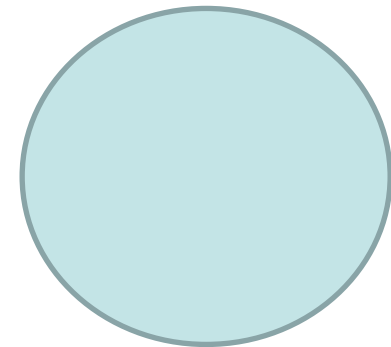
**Your Offer**



**Your Audience**



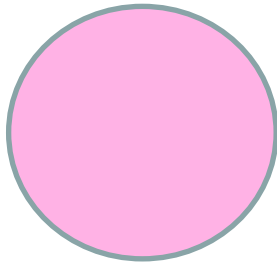
- Who is my audience?
- What are their needs?
- How are those needs met today?
- What is my offer?
- Can my offer better match their needs?



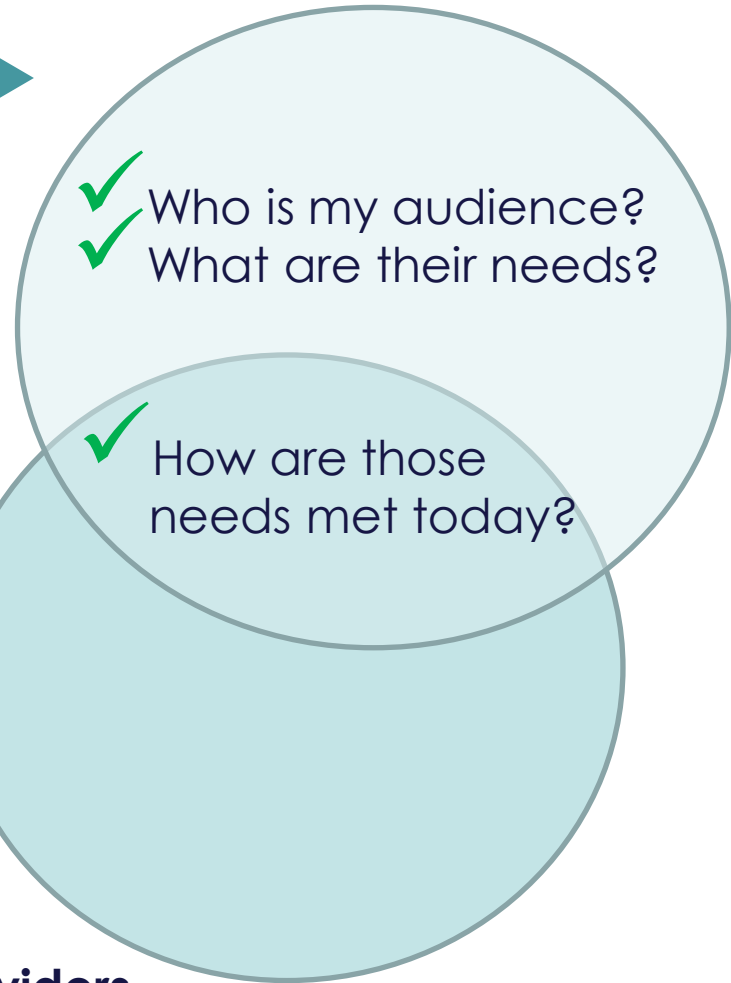
**Other Providers**

# Then...

**Your Offer**



**Your Audience**



- What is my offer?
- Can my offer better match their needs?

**Other Providers**

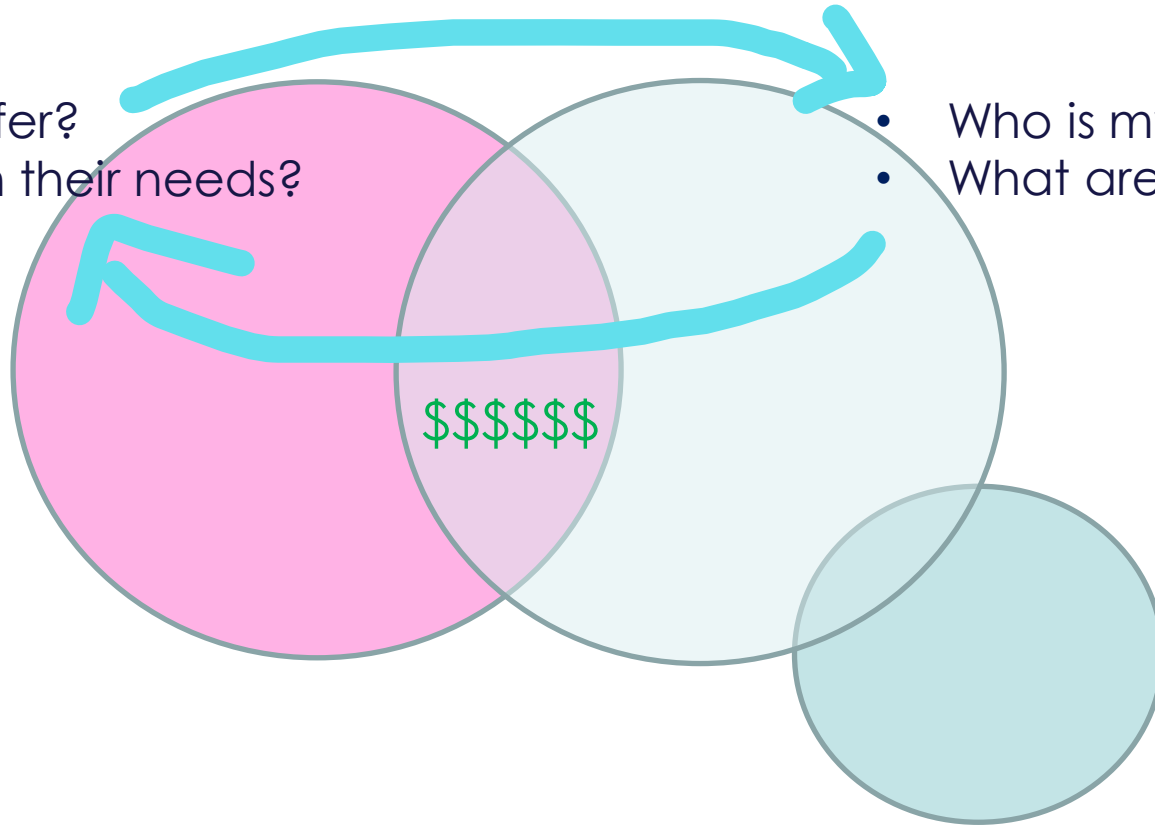
# ...and then...

## Your Offer

- What is my offer?
- Does it match their needs?

## Your Audience

- Who is my audience?
- What are their needs?

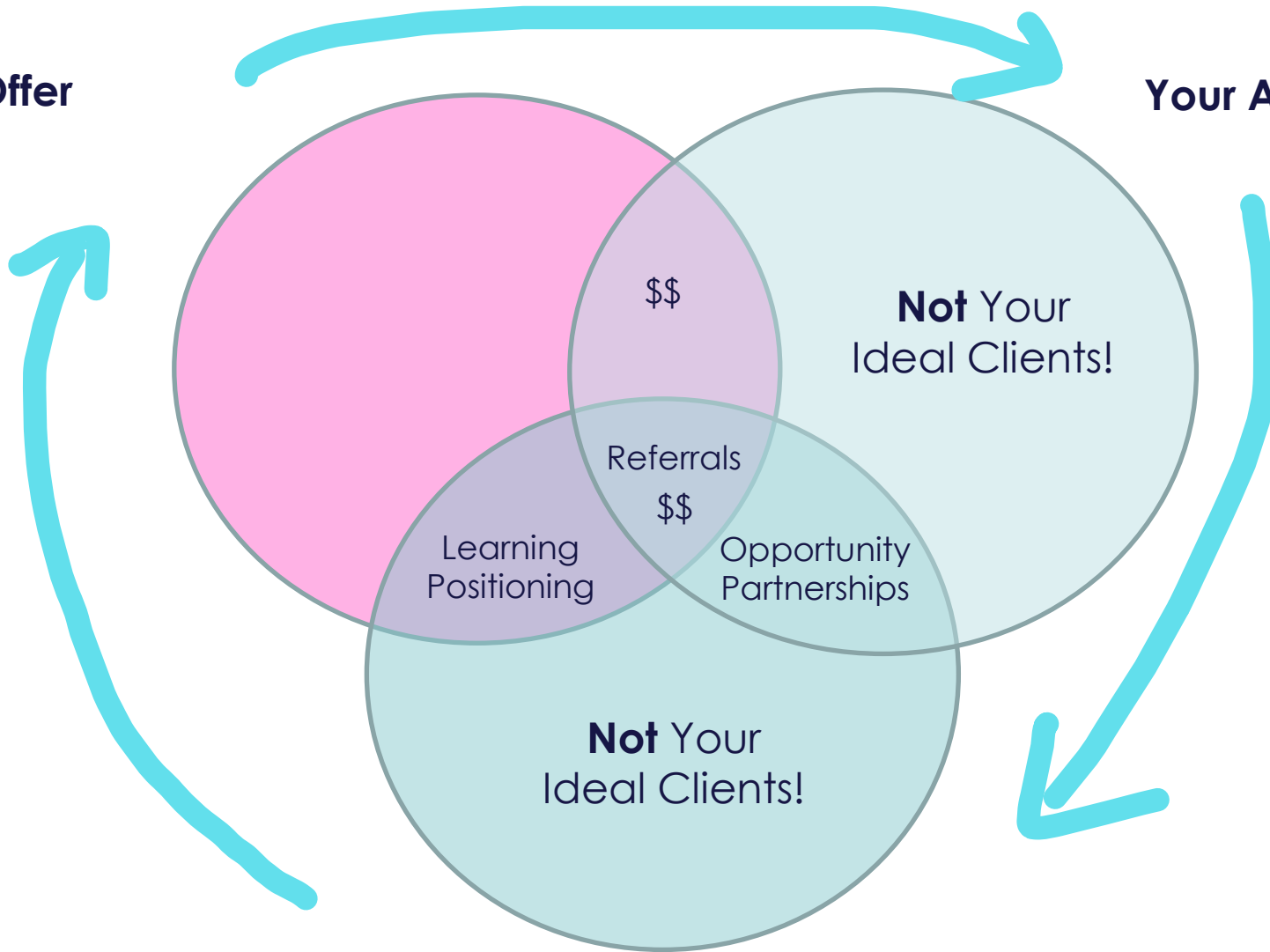


## Other Providers

# A More Healthy Model

Your Offer

Your Audience



**Other Providers**

# Definitions

## Primary vs. Secondary Market Research

- Primary: you go find answers yourself, i.e. you ask questions
  - Questionnaires/surveys
  - Focus groups
  - Interviews
- Secondary: You rely on other sources
  - Industry reports
  - Articles, studies, publications

# How to do that on LinkedIn

- Secondary & Primary
  - Learn about the market
  - Find your audience
  - Find and study your competitors



# Secondary Market Research



You will find treasures of information on LinkedIn

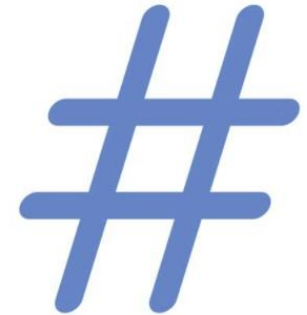
- Set yourself up to receive
- Channel your Sherlock
- Become a mole

# Step 1- Set Yourself Up to Receive

## ■ Learn about the market

### ■ Follow hashtags

- Industry keywords (e.g., architecture, IT)
- Topic keywords (e.g., sustainability)
- Offer keywords (e.g., mindset, nutrition)



### ■ Follow industry leaders

- Companies
- Publications
- Influencers/Authors



### ■ Your feed will now bring you market data



Ninja tricks for good hashtags



## Step 2 – Channel Your Sherlock

- Google and read research reports
  - Industry reports
  - Financial analyst reports
  - Find and follow the authors & their team
    - Read their articles and posts
    - Explore the comments
  - Use your learnings to add hashtags



Sources for reports



## Step 3 – Become a Mole

- Learn about your competitors/colleagues
  - Follow companies and individuals
    - Research their website
    - Explore their profile
    - Read their articles and posts
    - See what they like and comment on
  - In the comments, identify their clients
    - Explore their profiles, articles and posts



# Primary Market Research



People on LinkedIn love to help

- Mine your connections
- Attract your audience
- Find your research subjects

# Step 1- Mine Your Connections

- Select who to talk to
  - Download your connections into Excel
  - Sort them & select 20 to 30 to speak to
- Set up a call
  - Message them asking for a 20 min. chat
  - Listen carefully and probe to go deeper
  - Be sure to record



Instructions to download  
Template request message



## Step 2 – Attract Your Audience

- Post about your topic
  - The pain points you plan to address
  - Your experience solving these problems
  - Your values and ideas on the solution
  - Include questions
- Engage in conversation
  - Respond to comments with a question
  - Follow those who comment
  - Then connect and ask for a chat



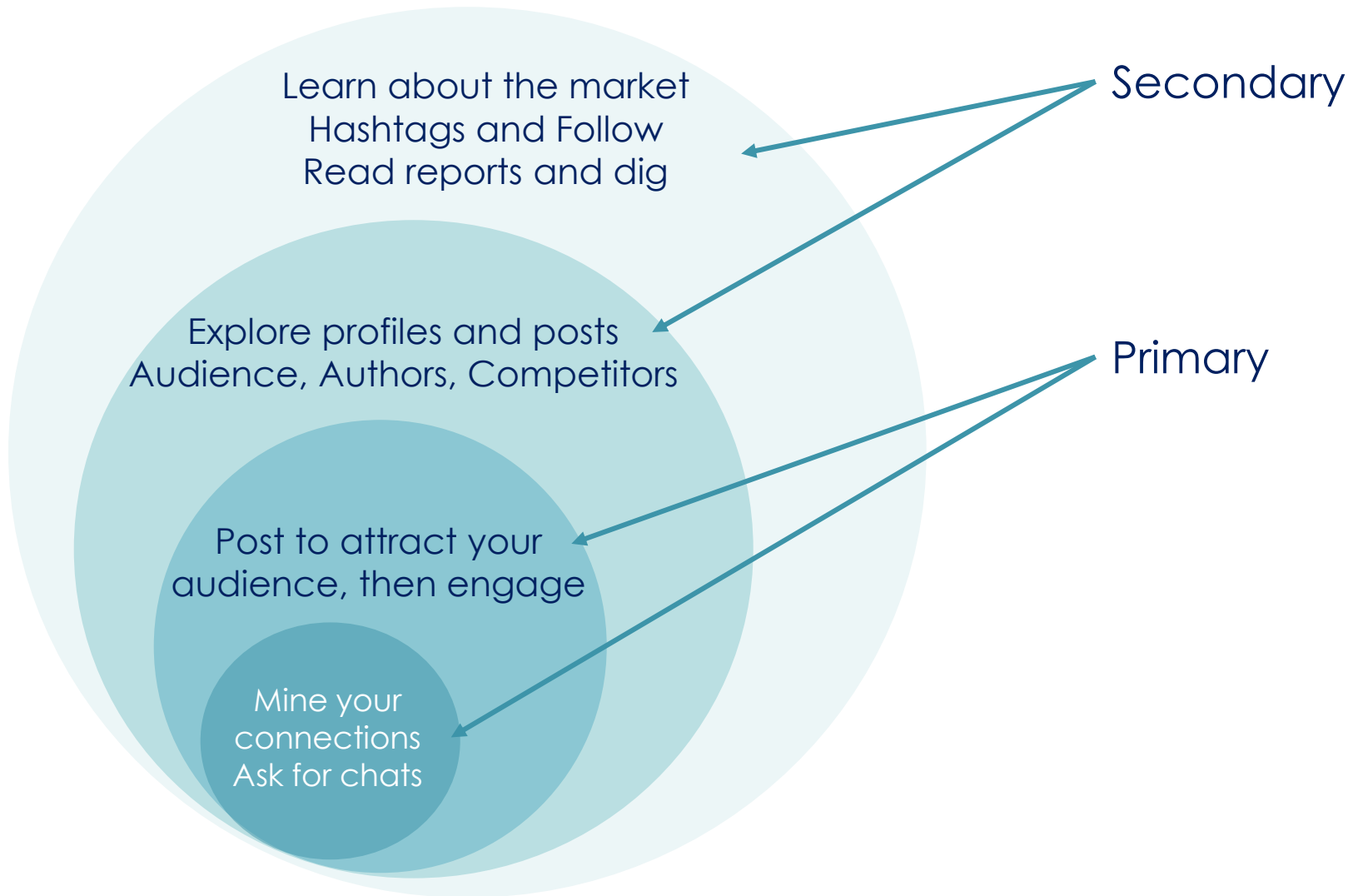
## Step 3 – Find Your Research Subjects

- Search for specific people
  - Prospects
    - Share an asset on your topic
  - Authors, influencers
    - Engage with their content
    - Ask for their expertise with short specific questions via comments
    - Engage in conversation



Instructions on doing searches  
Ideas for assets

# The Process of Market Research



# ACES Special



To receive the toolkit,  
email me at [slechner@gceemail.com](mailto:slechner@gceemail.com)  
or  
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or  
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- Critical Settings
- LinkedIn profile checklist
- Best "About" in 7 points
- Daily Routine Checklist



- Annotated Profile Examples
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- 30-day 15mn/day calendar



- Ninja tricks for good hashtags
- Sources for reports
- Instructions to download
- Template request message
- Instructions on doing searches
- Ideas for assets





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<https://www.linkedin.com/in/sophielechner/>

To receive the toolkit and/or join the ACES POD:



- email me at [slechner@gceemail.com](mailto:slechner@gceemail.com)
- type TOOLKIT or POD in the chat
- message me on LinkedIn

The **MAGNET**  
Method