

Tool Spotlight: Mobile Apps to Help Maximize Social-Selling Efforts

Social Selling for Financial Professionals

There are many different mobile applications (apps) that can help you maximize your social-selling efforts. You can quickly gather information about your clients or prospects and stay in touch with them in or out of the office. Below are a few popular apps that may help you save time. Keep in mind that certain apps may not be available on all mobile platforms.



LinkedIn for Mobile App

LinkedIn for Mobile App gives you access to LinkedIn while on the go. You'll be able to easily stay up-to-date with your connections, gain insights, and share your expertise. You also can use it to search for and follow people, companies, and groups. It's the power of LinkedIn in your pocket.



LinkedIn Groups

LinkedIn Groups is a great app to use that can help boost your professional reputation by helping you get involved and share your perspective. With this app, you can join private communities, enjoy meaningful conversations, and stay up-to-date with all the groups you join on LinkedIn.



Evernote®

Using LinkedIn's database of more than 300 million professionals, Evernote software can automatically create a content-rich note from every business card you scan and then directly connect with a person on LinkedIn. You need an Evernote Premium account (for an additional cost) to use this feature.

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To learn more about how you can use social selling to grow your business, call your consultative wholesaler at (800) 722-2333 or visit SocialSelling.PacificLife.com.

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Newport Beach, CA

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