



Harness the Power of Social Selling & Grow Your Business

Sameena Safdar, CEO
Amplify Your Voice LLC

July 22-24, 2025

Introduction

- Founder & CEO of digital marketing consultancy
- Fortune 500 legal technology client executive
- Lawyer by practice and training
- 22 years in account management/sales
- Now I help companies and individuals amplify their brands through social media



Mom of teens

Evangelist of innovation & legaltech & authenticity

DC statehood

"Don't dim your shine because others can't handle the light"

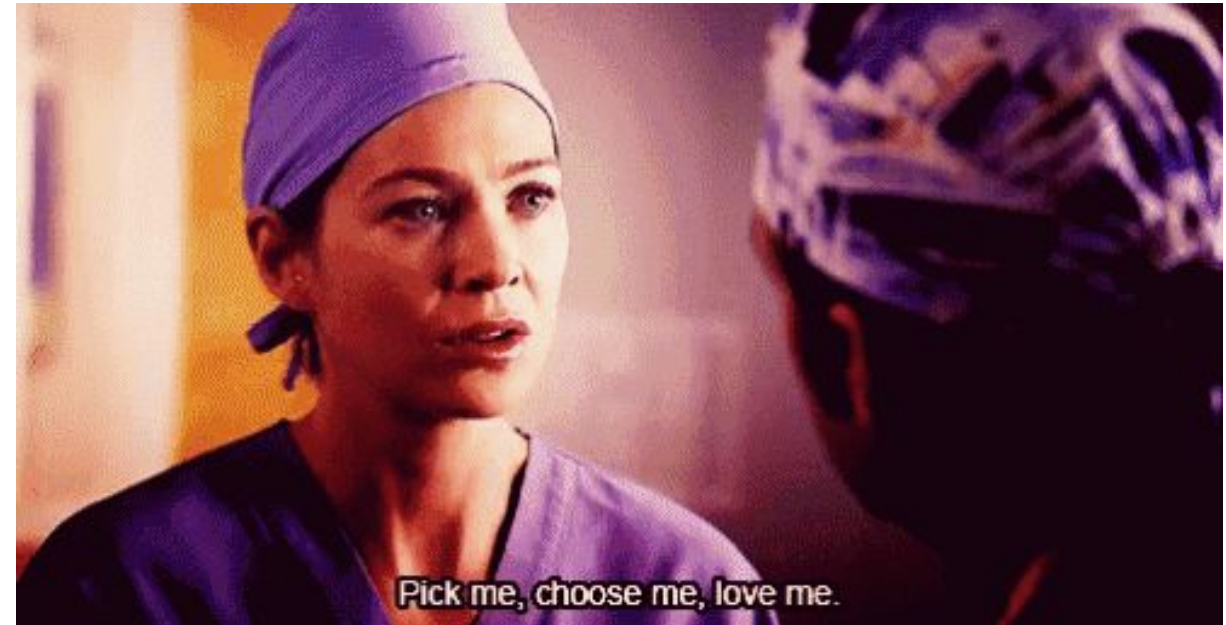
All the GIFs

Your Challenge



People don't want to be sold to!

Your Challenge



The Goal



How Clients Saw Me BEFORE



How Clients See Me AFTER



THE INTERNET OF TOMATOES ON THE BLOCKCHAIN



While much of the legal industry has been overwhelmed by the hype surrounding blockchain, a lot of the attention has focused on cryptocurrencies and initial coin offerings (ICOs). But at Thomson Reuters innovation lab in Boston last week, a farmer and the co-creator of a local food partnership spoke about how the Internet of Things (IoT) and blockchain technology are transforming the food-agriculture ecosystem in New England.

Jim Ward, farmer [Berry Farm](#), has 1 vegetables since cultivates more tr varying from swe and peaches. Tor profitable crop. S

partnered with Francis Gouillart, president and co-founder of [Experience Co-Creation Partnershi](#) grew, distributed, and marketed his tomatoes.

Together, they conceived a pilot produce distribution program using blockchain principles, where



LawNext Episode 34: Alternative Legal Models – A Panel Discussion

What Changed? Social Selling!

Definition: **Strategically using social media to build relationships** with potential and current customers to drive sales

- Social selling is more about **building long-term relationships** than making direct sales.
- It's a **complementary strategy** to other sales practices, such as cold calling and email outreach.

Who Can Engage in Social Selling? Everyone!



Follow these 4 steps:

1. Create your brand
2. Find your ideal customers
3. Engage them with insights
4. Build relationships

***Step 1* – Creating Your Brand: Focus on Authenticity**



Creating Your Brand: What Message Are Your Profiles Sharing?



Creating Your Brand: Flesh It Out



Think about what you want to showcase:

- Your expertise
- Who you tend to help and how
- What you bring to the table

Creating Your Brand: Get Introspective



Creating Your Brand: Who Are You?

Set a timer for 20 minutes and write your answers to these questions:

1. What do you like most about working as a distributor?
2. What do customers and colleagues like about working with you?
3. What's your favorite part of your day?
4. What's your superpower or the special skills you bring to the table?
5. What would you like to be remembered for?

Creating Your Brand: Weave It Into Your Social Media Profiles

Work your personal brand into your LinkedIn profile in 4 places:

1. Headline
2. Banner image
3. About section
4. Experience/volunteer listings



Creating Your LinkedIn Brand: Harness the Power of Your Headline

Use your headline to showcase who you are and what you bring to customers.

1. It should be **more than just your job title**.
2. Consider adding your **area of expertise**.
3. Include your **superpowers** or special skills.



Creating Your LinkedIn Brand: Sample Headlines



Ellen Feit · 3rd

Increasing brand visibility & profitability through strategic use of promotional products

Estero, Florida, United States · [Contact info](#)



Jonah Perlin ✓ (He/Him) · 1st

Georgetown Legal Practice Professor | How I Lawyer Podcast Creator | vLex Fastcase 50 Honoree | 🗣️ I write and speak about what lawyers do, why they do it, & how they do it ethically and effectively.

-  Georgetown University Law Center
-  Georgetown University Law Center



Natalie Roisman ✓ (She/Her) · 1st

Tech law + policy at Georgetown | shaping lawyers + policymakers in the age of AI | strategist, connector, community builder

Washington, District of Columbia, United States · [Contact info](#)



-  Georgetown Law Institute for Technology Law & Policy
-  University of Pennsylvania Carey Law School

Creating Your LinkedIn Brand: Don't Waste Your Banner Image

Choose a banner (i.e. background) image.

1. It could be your company name, but if so, consider adding your motto.
2. Consider an image of a place that is important to you.
3. Tie your image to something in your About section.



Creating Your LinkedIn Brand: Sample Banner Images



Kandis Gibson ✓ (She/Her) · 1st
Intellectual Property Disputes Litigator || 2023-2024 President,
Women's Bar Association of the District of Columbia

ML Morgan, Lewis & Bockius
LLP
H Howard University School of
Law



Anna Meraz (She/Her) · 3rd
Merchandising Assistant - Beer at Walgreens
Greater Chicago Area · [Contact info](#)

 **Dominican University**

Creating Your LinkedIn Brand: Personalize Your About Section To Better Connect

This is the key part of your profile where you can connect.

Format:

- **1st sentence:** Elevator pitch for what you do, who you help and why you love it – **WRITTEN IN FIRST-PERSON (I/me) VOICE**
- **Middle paragraphs:** Why you chose this industry, why customers like working with you, what you bring to the table from your past experiences, what your superpowers are
- **Conclusion:** Anything you like to do personally

Creating Your LinkedIn Brand: Sample About Section

About

A lifelong event planner, I believe strongly in the power of bringing people together to create communities of mutual support and empowerment as well as the importance of kindness and fun, especially in the pursuit of excellence and justice.

I have the pleasure of leading Association of Corporate Counsel National Capital Region – a diverse and inclusive community of seven paid leaders, 200 volunteer leaders, 2,500 in-house counsel members, hundreds of attorneys and professionals at our 50+ sponsor organizations, and more collaborators – in the District, Virginia, and nearby Maryland.

Our chapter hosts 150 events a year, including educational programs, socials, and service opportunities, as well as the ACC NCR Leadership Academy and the ACC NCR Corporate Scholars Program.

I apply my leadership and communications skills honed over a decade in private practice with my years working with legal departments and ACC chapters on their pro bono efforts to assist the ACC NCR community in fulfilling our mission to educate, engage, and empower our members.

During my tenure, the chapter has refined our legal educational offerings to meet our members' evolving interests and needs; average attendance has increased by roughly 50%.

In addition, we expanded to include seven affinity groups, new geographic/neighborhood advisory committees across the tri-state area, and dedicated community service and pro bono committees, along with launching a robust online community to increase connection and elevate the visibility of our activities, leaders, and sponsors.

Now, members engage on more topics, at more places, and in service like never before.

I have been fortunate to work at both for- and non-profit organizations that are committed to being a force for good and aspire to live and work in accordance with John Wesley's words: "Do all the good you can, By all the means you can, In all the ways you can...."

The image of the cherry blossom sculptures above reflects my personal background – born in Japan and raised in the DMV. In fact, my family has lived in the area for generations and I have followed in the footsteps of my grandfather and mother in living abroad (in addition to Japan, I have lived or worked in Germany, Poland, Russia, and Turkmenistan).

Elevator pitch



Skills & superpowers



Personal interests



Shannon Graving (She/Her) · 1st

Executive Director | ACC Aficionado | Community Builder | Event Producer | Force Multiplier | In-Box Famous | In-House Pro Bono & DEI Booster

Creating Your LinkedIn Brand: Showcase Your ROI in Your Experience



1. Ensure you're writing about yourself and your work, not just the company's work.
2. Include any statistics or ROI (e.g. success metrics) you can.
3. Write in first-person voice.

Creating Your LinkedIn Brand: Experience Listings



CEO/Founder

Amplify Your Voice LLC · Freelance

Mar 2021 - Present · 3 yrs 10 mos

Washington, District of Columbia, United States

Founder of a social media consulting and services organization, helping small companies and individuals amplify their voices, train their leaders, and build their personal and company brands through social media and public relations.

Specific services include:

- consulting on social media strategy and content;
- content creation for social media, sales collateral, and sales outreach communications;
- training sales and business development teams on increasing sales and client relationships through online engagement;
- individual or group coaching and training on personal branding, social media, networking, and diversity coaching;
- consulting on legal industry podcasts, journalists, and influencers to boost visibility; and
- providing and analyzing monthly statistics to suggest how to increase engagement.

Results:

- * Increased one client's followers across 3 social media platforms 20% and engagements/reactions by 135% in just 3 months
- * Assisted non-profit organizations in promoting awareness of their organization's mission and events, and increasing followers and engagements across 3 social media platforms 20%.
- * Increased an individual's post views to routinely over 11,000.

Ways To Create Credibility in Your Instagram Profile

Bio/Header



helenburnessmarketing

Following ▾

Message



538 posts 689 followers 461 following

Helen Burness she/her

Entrepreneur

👤 Helen B @ Saltmarsh Marketing & Helen Squared

🚀 Legal marketing for the brave, the bold, the entrepreneurial

🔗 linktr.ee/legally_helen

Followed by nakosar, weareilta + 9 more



briaunnadurhal ✓

Following ▾

Message



166 posts 2,156 followers 1,028 following

Briaunna Buckner

Public figure

Indigenous Detroit

Proud wife to Councilman @freddurhal3

Retired D1 Athlete 🏀

JSU Alum x2

👉 Law Alum

Attorney

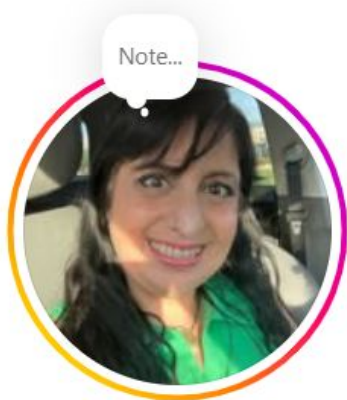
Zola Bee x Zaina 🐝 x IV

AKA ❤️❤️



🔗 youtu.be/ZiX5IW06W04

Followed by theappellateproj



Note...

sam2xdc

Edit profile

View archive



626 posts 509 followers 1,944 following

Sameena Safdar she/her

Proud DC resident

Day job: help attys leverage tech & AI to improve their work & lives

Night job: Raise teens & help create authentic social media

🔗 linktr.ee/SameenaKluck

Step 2 – Find & Connect on LinkedIn With Potential Customers, Existing Buyers & Partners

Look up your former clients and your new prospects, then **do some research**.

Review their About sections and their Activity to **find commonalities or interesting things**.

Then connect – **but warmly!**

Add a note to your invitation

×

PREMIUM

LinkedIn members are more likely to accept invitations that include a personal note.

Hi Shondella,

It was so lovely meeting you at the WBA Stars of the Bars event last night!

I share content on issues of change in the legal industry; I'd love to connect.

171/300



✦ Write with AI

Cancel


Send


Find & Connect With Customers: Don't Miss Their LinkedIn Updates




Ring the bell so you always see their posts!




Kandis Gibson ✓ (She/Her) · 1st
Intellectual Property Disputes Litigator || 2023-2024 President,
Women's Bar Association of the District of Columbia
Washington, District of Columbia, United States · [Contact info](#)


 **Morgan, Lewis & Bockius**
LLP



 **Howard University School of Law**




All Jobs My posts Mentions

 **Jason E. Gettleman** and others have added 7 comments on **Kandis Gibson's** post 1h
Happy Holidays, K!
It feels almost as if we've been sprinting towards 2025 these last few weeks. And if you know me, you know that as an...
43 reactions · 7 comments

 **Jennifer Marino Thibodaux** and 11 others reacted to **Anne Gallagher's** post that mentioned you 2h
December marks the 6th-month anniversary of the June 2024 launch of Own Your Story: Empower, Connect, Create Chang...
13 reactions

 **Anne Collier** commented on their post 3h
Thanks for all of the thumbs up!
 Supporting women in leadership is something we're passionate about here at Arudia. Through our...
15 reactions · 1 comment

 **Kelby Ballena** posted a short video: Can anyone relate to this horror during a trial? It's wonderful to have professionals like Staci Gellman looking out for you! 3h

***Step 3* – Harness the Power of Engaging Your Buyers**

Focus on **commenting** more than anything else you do on social media.



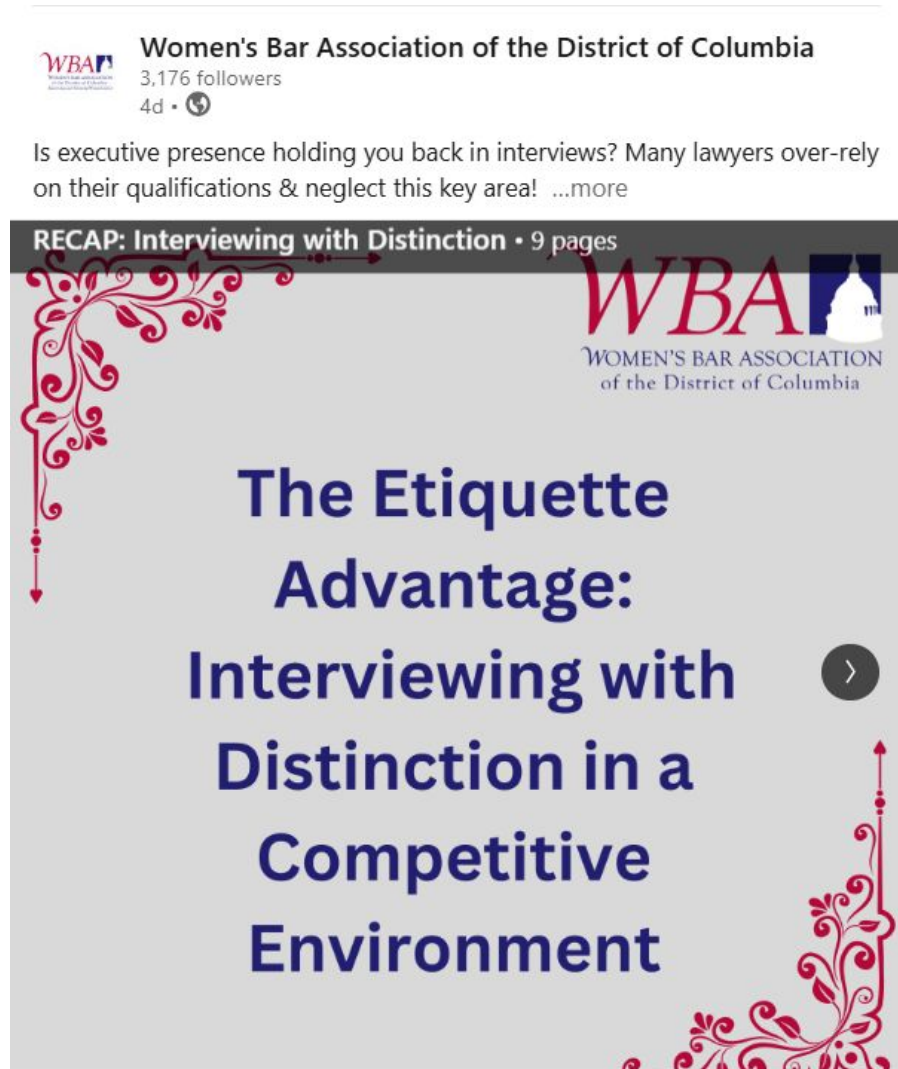
Engaging Your Buyers: You Can't Just Add an Emoji

There are many benefits of **commenting** over using mere emoji reactions:

- Amplifies that person's content
- Draws poster's attention to you
- Expands your network – others who react or comment will see it
- Gives you another way to engage with buyers



Engaging Your Buyers: Comment in Easy Ways To Grow Your Business



- Easy does it!
- One sentence is sufficient.
- Quote a section of the post or underlying article that resonates.



Sameena Safdar • You

4d ...

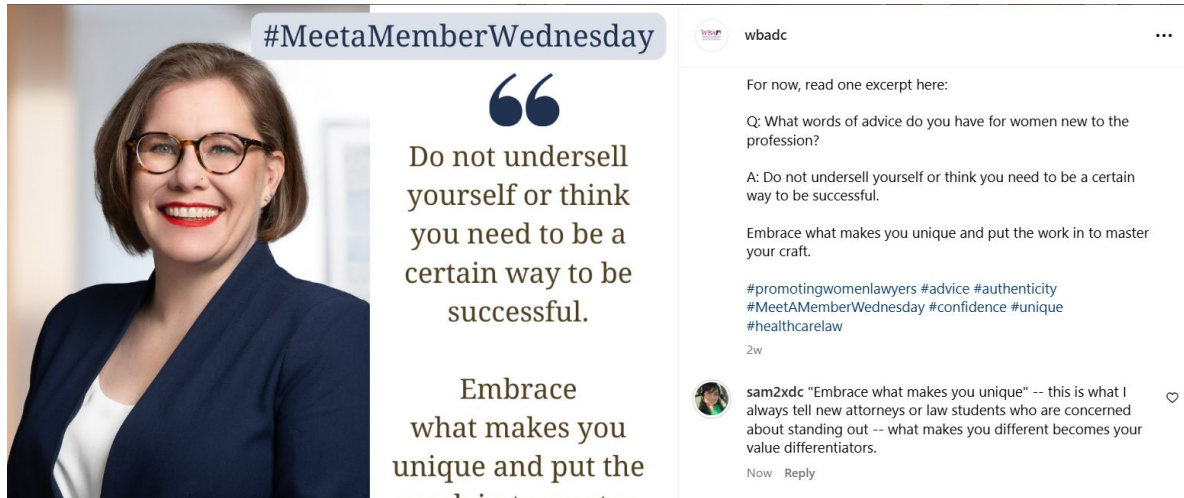
Partner to medium-sized law firms looking to improve client service ...

My tip? If you know names of your interviewers ahead of time, look them up on LinkedIn!

See if they post about issues important to them, share anything about their background in their About section, and/or if they have ...more

Like · 1 | Reply | 150 Impressions

Engaging Your Buyers: Comment in Easy Ways To Grow Your Business



Previn Warren • 2nd

Litigator | Trial Lawyer | Partner at Motley Rice LLC

1d • Edited •

+ Follow

I am in the process of litigating against maybe 50 partners and 50 associates at [Covington & Burling LLP](#), in what is potentially the largest piece of civil litigation pending before the federal courts. We disagree forcefully ...more



Suspension of Security Clearances and Evaluation of Government Contracts

[whitehouse.gov](#)

Jonah Perlin and 1,657 others

41 comments · 54 reposts



Like

Comment

Repost

Send

Add a comment...



Sameena Safdar • You

Partner to medium-sized law firms looking to improve client servic...

10h •

THIS: "But there is never a doubt that we are each carrying out our responsibilities as officers of the court, in furtherance of the basic principle that our civil justice system relies on an adversarial process between zealous advocates to ferret out the truth."

Like • 3 | Reply | 578 Impressions

Engaging Your Buyers: Share Insights



Engaging Your Buyers: Formulate Intriguing Posts

1. You can do this with just **2 lines of text!**
2. Use a headline/**compelling first sentence (try a quote, question, statistic or theme).**
3. Include lots of **white space.**
4. Last 2 lines:
 - **Last blank line**
 - Then **3-5 hashtags** (general and specific)

Engaging Your Buyers: Find Content To Share

1. Look at your **connections' content**
2. Your own **company's content**
3. Activities:
 - **Attending conferences** (HINT HINT!)
 - **Webinar** insights
 - Achieving **certifications**
 - **Work events** (including business travel)
 - **Seasonal** events
4. Third-party content – articles
 - **ASI industry news**
 - Marketing
 - Branding
 - Leadership
 - Work-life balance



Engaging Your Buyers: Sample Content for a Post

Giveaways, Not Throwaways: Reimagining Promotional Items

Rhett Power Contributor 

Rhett is a DC based executive coach who covers entrepreneurship.

Follow



Jan 14, 2024, 07:00am EST



promotional bags GETTY

The market for promotional products—swag, knick-knacks, trinkets, and leave-behinds—amounted to an astounding [\\$25 billion in 2022](#). This number serves as a testament to the immense market for branded tchotchkes to promote goods and services. They can be a powerful selling tool, after all. That is, of course, when done right. Otherwise, they become nothing more than throwaways and a waste of good money.

The purpose of getting a promotional product in someone's hands is to generate interest, awareness, and a favorable impression of your business. The problem is, most of the tchotchkes coming from brands don't seem like much of an investment or incentivize whatever action the brands want recipients to take. And with people keeping promotional products for an average of [five months](#), which does provide impressions, there's also the sustainability aspect to consider.

A [recent study](#) found that four out of five people are likely to choose a brand with a positive approach to environmental sustainability. So, tchotchkes may be delivering the wrong message when not useful, relevant, or valuable in some way, shape, or form. Serious thought must go into whatever it is you plan to give away. The question then becomes, how do you come up with an object that's so exciting and valuable that it causes recipients to reach back out to you? [Start here:](#)

Engaging Your Buyers: Sample Content for a Post

1. Think quality.

With the exception of pens, key chains are probably one of the most overused items given away by businesses—so much so that they’ve become clichéd. Fidget spinners, magnetic calendars, personalized notepads, erasers, mini flashlights, and stress balls also add no real value to building brand awareness. These tchotchkes might come emblazoned with your logo, and some may even offer solid impressions, but their ubiquity can make it feel as if little thought was given. Besides, many people find these items tacky, useless, and cheap.

Harsh words, no doubt, but for good reason: Promotional giveaways should be relevant to your brand. That’s why free product samples or free service trials can go a much longer way in driving interest and awareness, if not sales. Providing samples of food and beauty products delivers **20% and 30% higher conversion rates**, respectively. If not that, then get creative with your offerings—and never scrimp on quality. **One survey** found that roughly 72% of consumers correlate the quality of promotional products with the

reputation of a brand. If that reputation is a good one, expect consumers to respect and trust what you’re bringing to market.

2. Tell a story.

When choosing promotional products to give away, consider how the item might add to your brand story. “Start by framing the problem in reverse by envisioning the solution,” suggests [Dan Conner](#), general partner and founder of Ascend Venture Capital. “The ideal outcome is that the recipient is charmed enough to keep the item in a prominent place—say, on their desk. Once it’s there, your trusty tchotchke attracts enough attention to trigger a conversation among passersby. At that moment, the story of your company is aired, the ultimate in remote customer development.”

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For example, in an effort to promote one of its portfolio companies, Ascend Venture Capital distributed model kits to build a DeLorean, paired with a narrative about the company. This fresh approach transitions from some throwaway giveaway to an engaging storytelling opportunity, fostering

deeper connections between the company and potential stakeholders through memorable interactions. Brainstorm, eliminate, test, and adapt based on the target consumer, what you want to trigger, and the story you

Engaging Your Buyers: Sample Content for a Post

based on the target consumer, what you want to trigger, and the story you hope to achieve from whatever it is you're giving away.

3. Measure the impact.

As with any marketing initiative, you'll want to measure the return on investment of any promotional merch. However, some companies struggle with arriving at the right metrics for this type of promotion. Again, it all comes back to the goal. What are you hoping to achieve, beyond the storytelling element, by giving away that tchotchke? Are you looking to grow awareness? Are you using this as an opportunity to generate leads? Improving sales is certainly an acceptable goal, as well. Once you've defined the goal, it becomes that much easier to choose the right metrics to measure the impact.

Driving brand awareness may lead you to track brand impressions, brand search volume, website traffic, and social media engagement (e.g., followers, likes, shares, retweets, etc.). Generating leads, on the other hand, may require you to measure demos booked, connection requests accepted, new email subscribers, and time to conversion. One caveat with subscribers, though: Only use if getting the giveaway didn't require the exchange of an email address. The metric can become skewed otherwise. For a sales goal, it's a matter of tracking conversion rates, average deal size, total revenue, and the like.

With brands spending so much money on promotional products, you'd think that more thought and attention would go into what they're putting out there. That's not always the case, however. Good enough just isn't good

Engaging Your Buyers: Craft Your Post To Grow Your Business

Headline

- Did you know people keep promotional drinkware for a year or longer?

OR

- How do you ensure that people who take your company's merch become customers?

Text

Here are 3 things to prioritize when choosing promo items:

- Think quality
- Tell a story
- Measure the impact


Learn more in this article:

<https://www.forbes.com/sites/rhettpower/2024/01/14/giveaways-not-throwaways-reimagining-promotional-items/>

If you're ready to hear more about the merch with the highest rate of callbacks, message me!

Hashtags: #merch #promos #marketing #branding

Engaging Your Buyers: Sample Post



Sameena Safdar ▾
Post to Anyone

✕

How do you ensure that people who take your company's merch become customers?

Here are 3 things to prioritize when choosing promotional items:

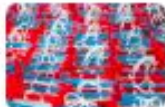
- 🎯 Think quality
- 🎯 Tell a story
- 🎯 Measure the impact

Learn more in this article:
<https://www.forbes.com/sites/rhettpower/2024/01/14/giveaways-not-throwaways-reimagining-promotional-items/>

If you're ready to hear more about the merch with the highest rate of callbacks, message me!

|

#merch #promos #marketing #branding



Giveaways, Not Throwaways: Reimagining Promotional Items
social-www.forbes.com

✕

Benefits of Using Generative AI: Save Time, Create More Content & Even Encourage Employee/Client Participation



Sameena Safdar • You

Partner to medium-sized law firms looking to improve client service & employ...
now • Edited •

Did you know that the promotional products market was worth \$25 billion in 2022?

But with so much waste and ineffective swag out there, it's time to rethink our approach.

To make a lasting impact, consider these 3 key takeaways:

Think quality: Ditch the cheap, useless items and opt for something relevant, valuable, and meaningful to your brand.

Tell a story: Choose items that add to your brand narrative and spark conversations.

Measure the impact: Track your ROI and adjust your strategy to achieve your goals, whether it's driving awareness, generating leads, or boosting sales. Remember, promotional items should be giveaways, not throwaways! By putting thought and creativity into your branded merchandise, you can build brand loyalty, drive engagement, and make a positive impression.

Read the full article to learn more about how to make the most out of your promotional items! <https://lnkd.in/e-WCEFer>

What's your favorite promotional item you've received? Share with us in the comments!

#promotionalitems #marketing #branding #sustainability #qualitymatters #storytelling #ROI



Giveaways, Not Throwaways: Reimagining Promotional Items

social-www.forbes.com

Ask GPT 4.1



Connection: Ready

Temporary Chat



GPT-4.1

New Chat



SS Sameena Safdar — 4m ago

Suggest comments any of my employees (of my promotional marketing distribution company) could make to this post: "How do you ensure that people who take your company's merch become customers? Here are 3 things to prioritize when choosing promotional items: Think quality; Tell a story; Measure the impact. Learn more in this article: <https://www.forbes.com/sites/rhettpower/2024/01/14/giveaways-not-throwaways-reimagining-promotional-items/> If you're ready to hear more about the merch with the highest rate of callbacks, message me! #merch #promos #marketing #branding



GPT-4.1 — 30m ago

Absolutely! Here are some thoughtful, engaging comments your employees could leave on that post, each reflecting industry knowledge and sparking further conversation:

1. "Great points! We've found that high-quality, useful merch not only makes a lasting impression but also starts meaningful conversations with potential clients. Storytelling through our branded items has really helped build connections. Thanks for sharing!"
2. "Quality over quantity is key! We always advise our clients to choose items that reflect their brand values and spark curiosity. Measuring ROI has also been a game changer for us. Would love to share some success stories!"
3. "Love this perspective! We've noticed that when our merch tells a story and is genuinely valuable, recipients are much more likely to become loyal customers. Tracking engagement has helped us refine our approach, too."

Cautions of Using GenAI for Social Media



ENSURE:

- **Appropriate for the platform?**
 - Emojis and hashtags
- **Easily readable?**
 - Not enough white space
- **Works for you?**
- **Sounds like your voice?**

REMEMBER, don't sacrifice authenticity and compelling content for speed!

Work With GenAI to Get What You Need

- Don't accept the first result (if not perfect or quickly fixable)
- Give it more guidance
- Remove extraneous things that create more work
- Ensure it's in YOUR voice (or employees' voice)

SS Sameena Safdar — 23m ago

Please make each comment only one sentence long and remove the quotation marks so I can easily cut and paste these into an email to my employees

GPT-4.1 — 23m ago

Absolutely! Here are revised, one-sentence comments without quotation marks:

Great insights—our experience shows that quality merch paired with a compelling story really increases customer engagement.

We always recommend choosing items that reflect brand values and measuring impact to see what truly resonates.

When our promo products tell a story and provide real value, we see a much higher conversion to loyal customers.



Ensure You Use Stories Feature on Instagram & Facebook!



- You'll get more attention from your followers.
- You can use emojis or gifs.
- You can put links in Instagram Stories (unlike Posts).



Engaging Your Buyers: Harness the Power of Trade Shows & Conferences

Every event you attend should **provide 3 different posts!**

BEFORE: Focus on sessions you're excited to see, or about being excited to attend in general.

DURING: Post a photo from the event – the venue, city, program, a selfie with fellow attendees, etc.

AFTER: Craft a summary post sharing 3 insights you gained or specific activities you enjoyed at the show.

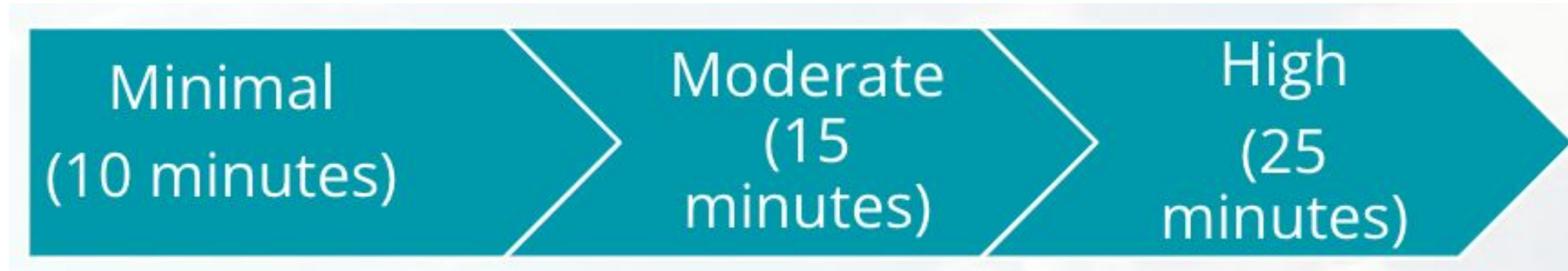


Step 4 – Build Relationships

1. Engage with and **amplify your customers by commenting** on their content.
2. **Send posts to buyers** via the platforms.
3. **Reshare customers' posts** if it feels natural.
4. When buyers go silent, **comment on their content or send articles of interest.**



Social Selling: Finding the Time



- Comment 2 times
 - Reshare 1 post
 - Connect with 3 people
- Comment 3 times
 - Reshare 1 post
 - Connect with 5 people
- Comment 5 times
 - Reshare 1 post
 - Share 1 original post
 - Connect with 5 people

Social Selling: Planning Ahead

Monday	Tuesday	Wednesday	Thursday	Friday
	7/21: Share photos from your travel to Chicago		7/24: Share a post about your favorite product from the ASI Show Chicago expo hall	
	7/29: Share insights on importance of unplugging on vacations		7/31: Share insights learned at ASI Show Chicago	
	8/05: Reshare a post from your company		8/07: Share an article or blog from ASI	
	8/12: Reshare an article on marketing and branded merch		8/14: Post on planning your promotional items for fall events	
	8/19: Share a testimonial from one of your customers		8/21: Post #TBT of branded merch at last year's fall homecoming and Halloween events	

Conclusion: Invest in Yourself & Your Sales!



Any Questions?





**Share your feedback
on the session with us!**



July 22-24, 2025