

# 6 LinkedIn Browser Extensions to Enhance Your Marketing

Are you active on LinkedIn?

Want to make the most of the time you spend there?

Installing third-party browser extensions can help you get more out of LinkedIn's powerful marketing and lead-generation features.

In this article, you'll **discover six browser extensions to improve your LinkedIn marketing experience.**

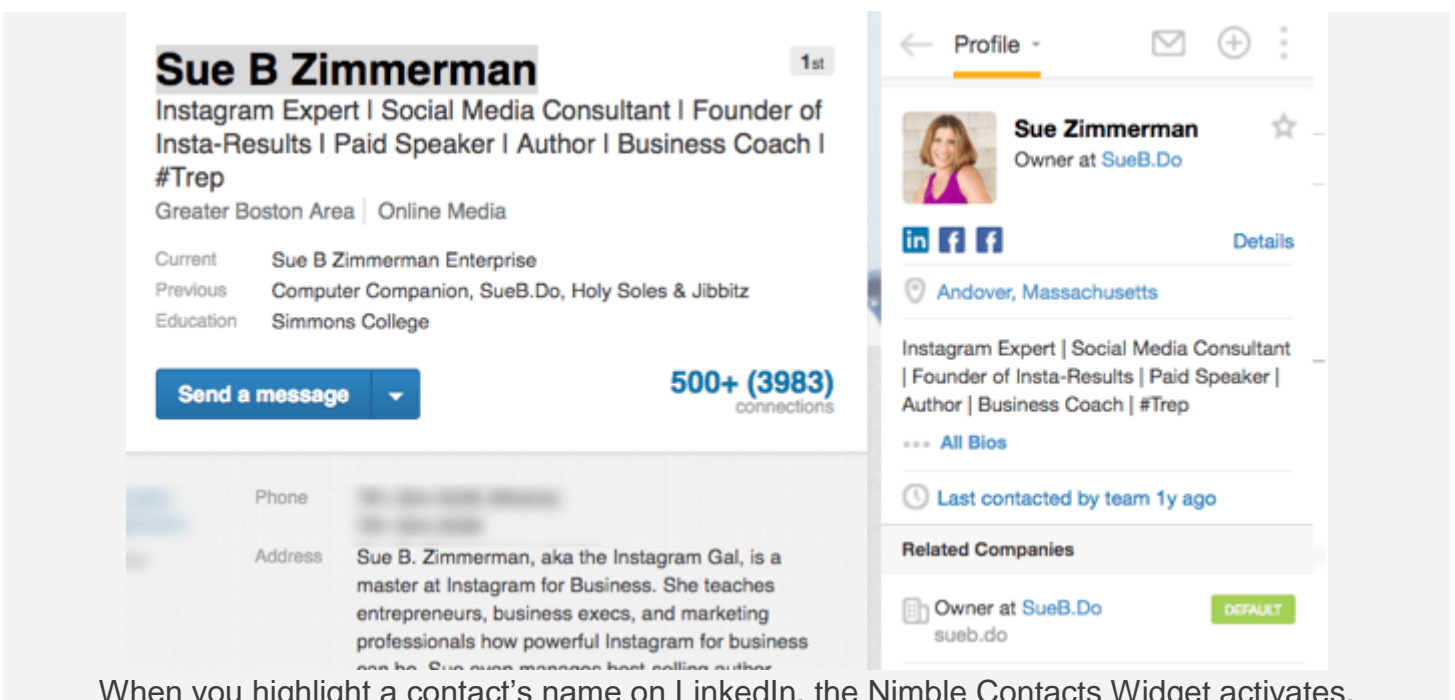
Discover six browser extensions to enhance your LinkedIn marketing.

## #1: View Social Activity and Track Prospects With Nimble

[Nimble](#) is a social sales and marketing CRM system. The [Nimble Contacts Widget](#) gives you deeper access to LinkedIn members' social activity and allows you to write and export notes.

To use the extension, you need a Nimble account. The cost is \$15/month, but you can get started with a 14-day free trial. Once you **install the extension, log in.**

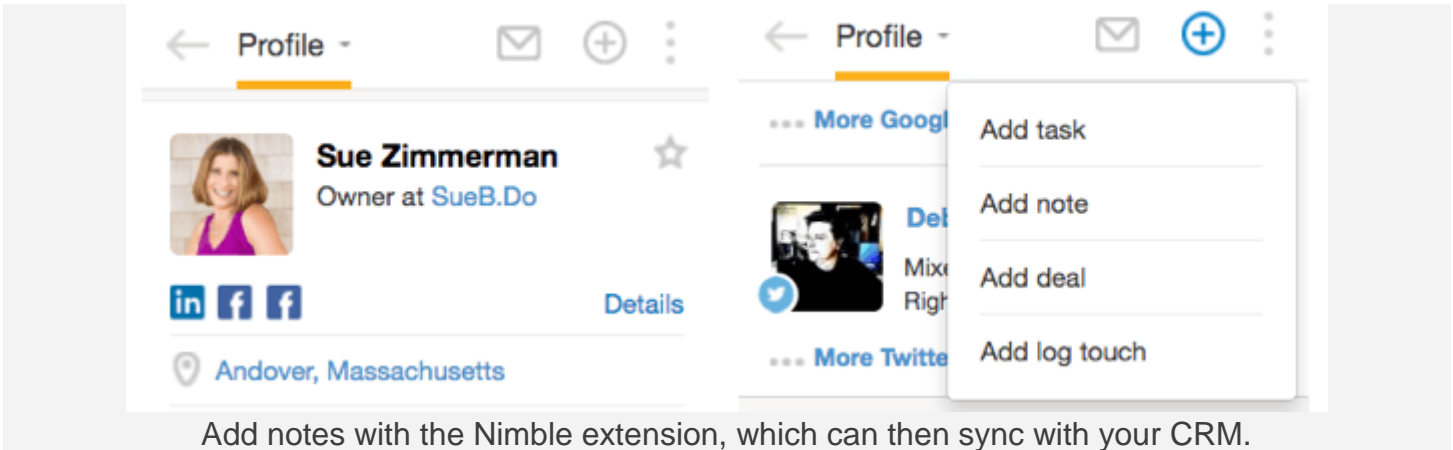
When you **find a [prospect on LinkedIn](#)**, highlight the person's name and Nimble will activate the live profile feature. This allows you to immediately **view and add that person's social presence.**



The image shows a LinkedIn profile for Sue B Zimmerman. The profile includes her name, title (Instagram Expert | Social Media Consultant | Founder of Insta-Results | Paid Speaker | Author | Business Coach | #Trep), location (Greater Boston Area | Online Media), and a list of current and previous companies. A blue button labeled "Send a message" is visible. The Nimble Contacts Widget is overlaid on the right side of the profile, displaying a smaller version of the profile with a star icon, social media links, location, and a "Details" button. The widget also shows the text "Owner at SueB.Do" and "500+ (3983) connections".

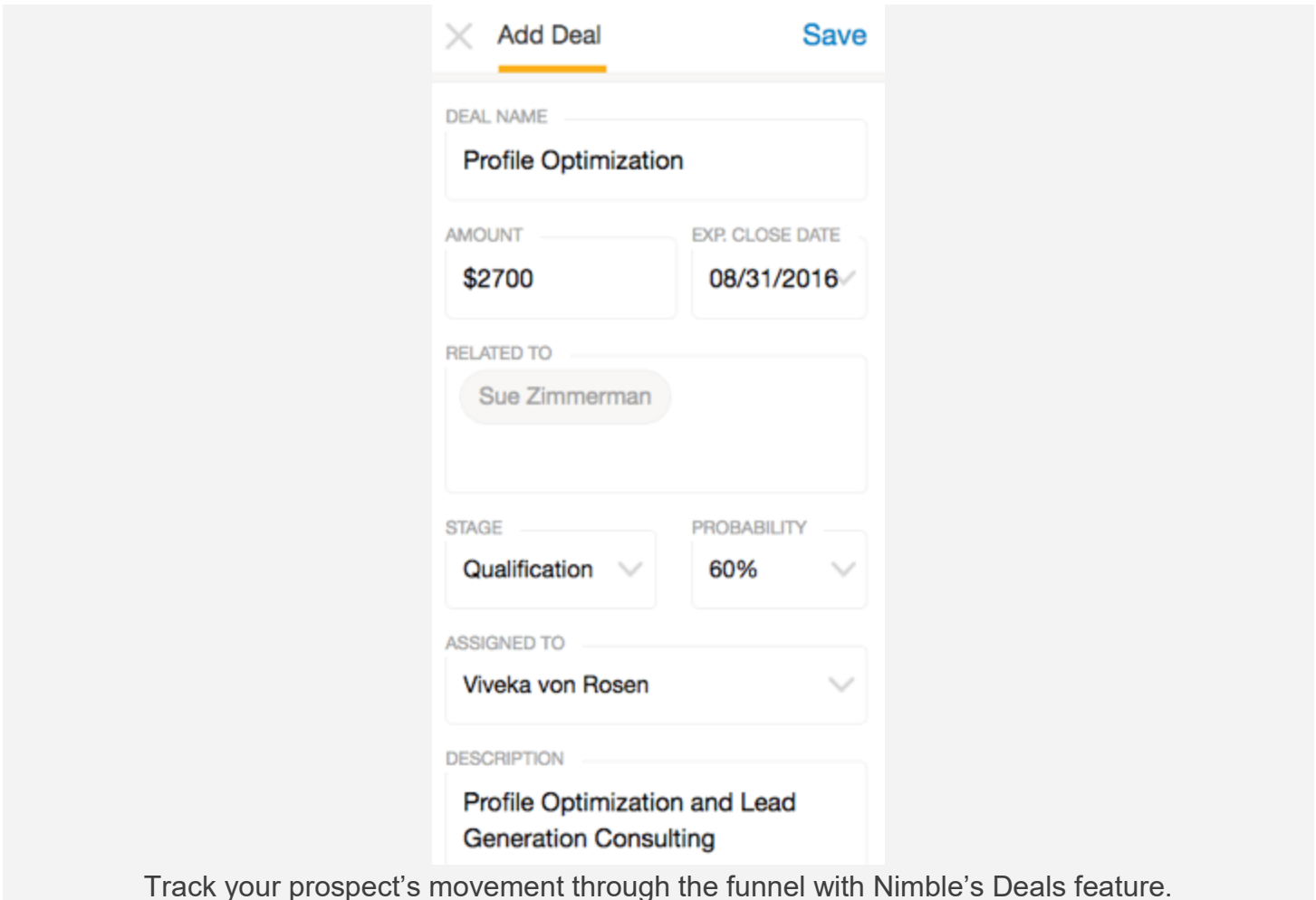
When you highlight a contact's name on LinkedIn, the Nimble Contacts Widget activates.

With one click, add your prospects to your Nimble CRM. You can **add tags, include contact information, and make notes** within the app.



Add notes with the Nimble extension, which can then sync with your CRM.

Once you save and sync your prospect's profile to Nimble.com, you can activate Nimble's other features. For instance, Deals allows you to **track where your prospect is in your lead-generation funnel**: qualification, decision-making, analysis, value proposition, quote, negotiation, or close deal.



Track your prospect's movement through the funnel with Nimble's Deals feature.

If you're not already using a CRM system, consider Nimble. If you're using Nimble, simply add the extension.

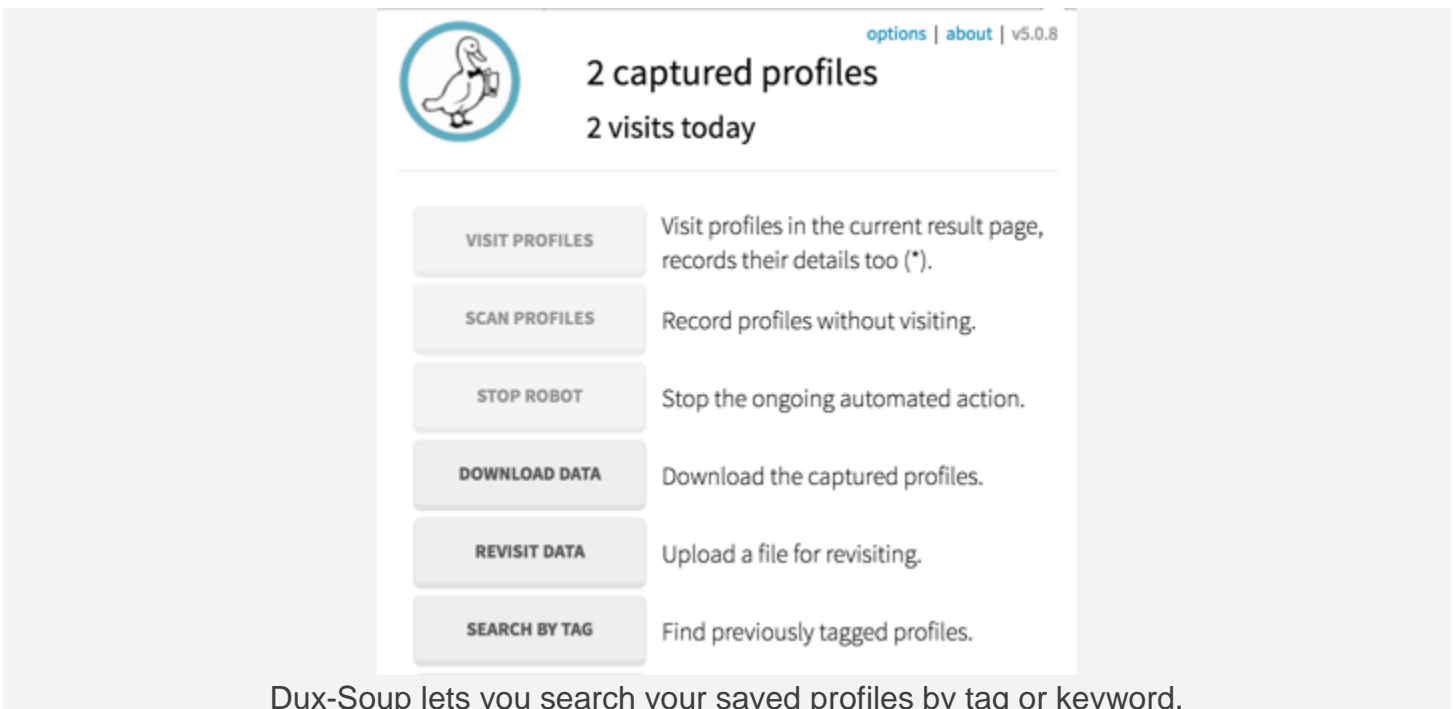
According to Nimble CEO Jon Ferrara, the company is working on a lightweight version of Nimble that's not synced to the app, but will allow people to review social profiles.

Nimble's features, combined with the browser extension, make finding, saving, engaging, and nurturing your leads easy since all of the information you need is in one comprehensive and intuitive dashboard.

## #2: Add Notes and Tags to Profiles With Dux-Soup

If Nimble is more than you need, take a look at [Dux-Soup](#), which has both free and paid versions. It's another prospect and profile management browser extension. The [Dux-Soup for LinkedIn extension](#) will **keep track of every profile you visit**, and allows you to **tag and take notes on any member's profile**, not just your first-level connections.

With the free version, you can **search the profiles you've saved by keyword or tag**. Additionally it automates the process of viewing 100 profiles or 100 members of a group per day.



Dux-Soup lets you search your saved profiles by tag or keyword.

One lead-generation strategy is what I call "proactive viewing." It's simply to click on and look at your prospects' profiles. They'll be notified that you've viewed their profile and will hopefully view your profile in return. This would take a lot of time to do manually.

Dux-Soup automates the process of both prospects you find in a search and ones with which you might share a group. Because of LinkedIn's recent crackdowns on user regulations, you probably don't want to view more than 100 profiles a day anyway.

Dux-Soup also allows you to take notes on prospects with whom you're not connected. The notes and tags are searchable, which makes it even easier to manage your LinkedIn prospects.

The screenshot shows a LinkedIn profile for Kim Garst, a Live Streaming Strategist and Social Selling Pro. The profile includes a 'Send a message' button and a connection count of 500+ (21210). The Dux-Soup interface is overlaid on the right side, showing 'Your Tags' (SME, Influencer, PostPromotion) and 'Your Notes' (Great content to share, Social Boom, Talk about JV, Influencer, Tampa). A 'Save' button is visible at the bottom of the notes section.

Tag and make notes on profiles and connections with Dux-Soup.

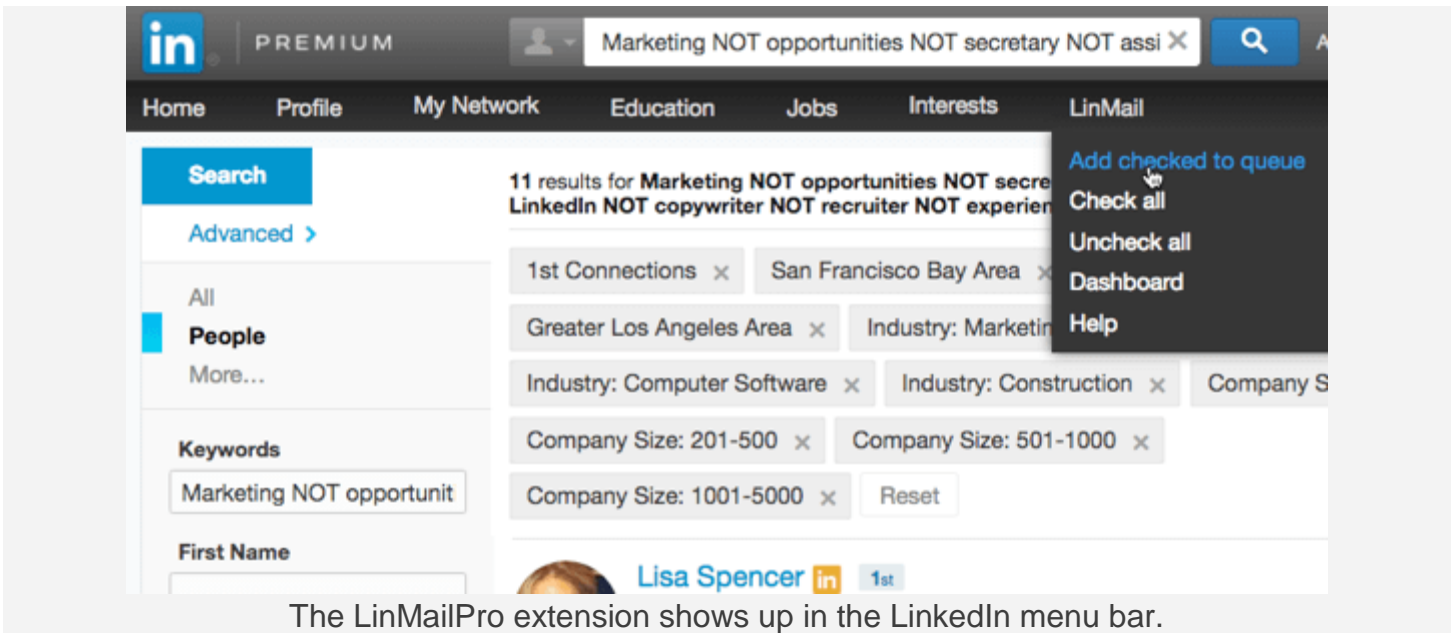
The professional edition of Dux-Soup is \$15/month, and allows you to **export the data you create into a CSV file and download profile notes**. Plus, there's no limit on the number of tags you can use.

It's certainly worth testing the free version of Dux-Soup. The ability to take notes and use tags on your entire network is something you can't even do on LinkedIn.

### #3: Personalize and Automate Messages With LinMailPro

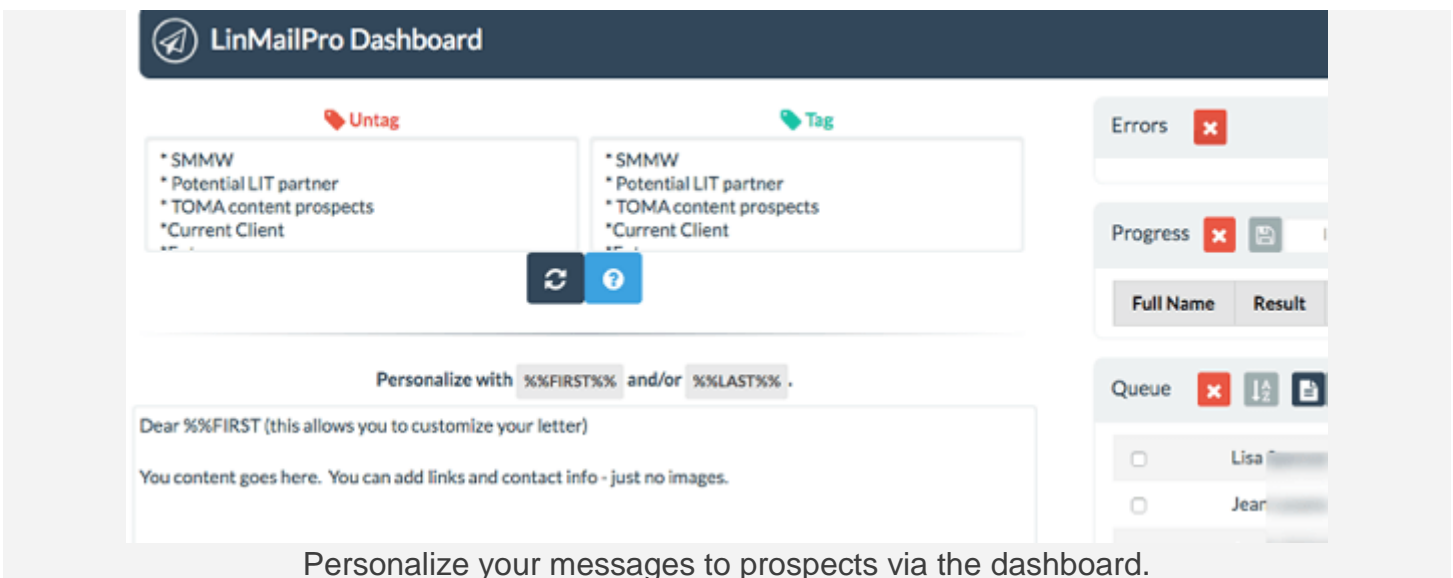
Among other things, [LinMailPro](#) allows you to personalize and automate private messages to your connections. After you install the [LinMailPro extension](#), it will be embedded in your LinkedIn menu bar.

Here's how it works: First **search for connections** via the advanced search, LinkedIn tags, new connections, or even by people who viewed your profile. Then **select the first-level connections you want to send a message to** and **open the LinMailPro dashboard**.



The LinMailPro extension shows up in the LinkedIn menu bar.

Now **compose and personalize your message** and **send it**. Share useful links, resources, and upcoming events with your network through these messages. It's quite a time-saver.



Personalize your messages to prospects via the dashboard.

Whatever you do, don't use LinMailPro to spam your network. The private messages you share should always **focus on providing useful information, not sales pitches**. If too many people flag your messages as spam, LinkedIn will restrict your account.

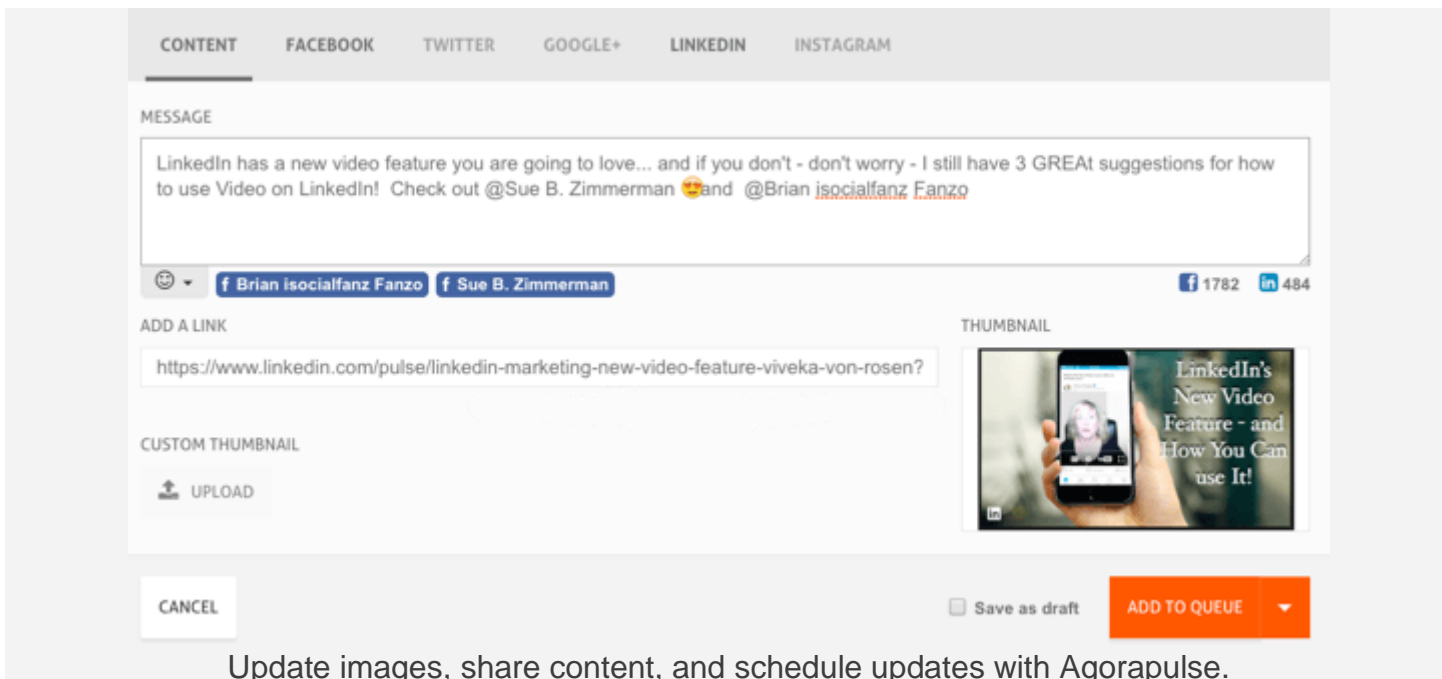
Additional benefits include the ability to **tag groups of connections with one click**, and similar to Dux-Soup, **automatically view the profiles of your prospects**.

Yes, LinMailPro is \$58/month, but it's the one extension I can't live without.

## #4: Customize and Schedule Content With Agorapulse

Curating and creating content are key when marketing on LinkedIn. There are many great social sharing and scheduling tools out there such as [Oktopost](#), [Hootsuite](#), and [CoSchedule](#). I use [Agorapulse](#), because it's affordable and has a wonderful extension.

The [Agorapulse extension](#) makes it easy to **share content on LinkedIn, as well as other social channels**. Plus, if you don't like the photo that populates with the link, you can **upload a new image** and either **publish the update immediately or schedule it for later**. You can **add emojis and mention people** too.



Update images, share content, and schedule updates with Agorapulse.

The ability to customize which images you share with your posts is essential, since visual content gets the most exposure on social networks.

Agorapulse is \$49/month.

## #5: Share Content Through Buffer

If you want a free sharing tool, try the [Buffer extension](#). It lets you **publish posts on all of your social networks**, not just LinkedIn.

[Buffer](#) also will **track results and analyze everything you share**.





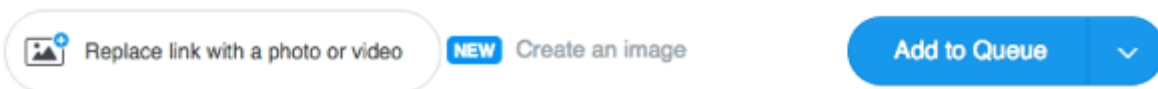
Message for LinkedIn

Check out Steve Dotto's post on his Favorite iPhone Apps Now - Ask Dotto Tech #20  
<http://bit.ly/2aT2xcC>



Favorite iPhone Apps Now - Ask Dotto Tech #20  
<http://bit.ly/2aT2xcC>

We are shaking it up a bit and going mobile. iPhone apps are the topic of Ask Dotto Tech #20. Sharing a few of our current favorite apps here at Dotto Tech, such a great idea from one of our viewers!



Buffer is a great free alternative to use as a LinkedIn social sharing tool.

The premium version (\$10/month) allows you to add more social sites, such as company pages and groups.

## #6: View Total Number of Connections With LinkedIn Connection Revealer

Do you ever want to know the actual number of connections for profiles listed as having “500+ connections”? The [LinkedIn Connection Revealer](#) shows you.



**Steve Dotto**

1st

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Vancouver, Canada Area | Information Technology and Services

Current Dotto Tech  
Previous DDC Productions Inc., Motion Works  
Education School of being in the right place at the right time

Send a message

500+ (2897) connections

<https://ca.linkedin.com/in/dottotech>

Contact Info

The LinkedIn Connection Revealer shares how many actual connections someone has.

If you only want to connect with people who have huge networks on LinkedIn, this gives you an accurate number. That way, you can **make an informed decision before reaching out**. This extension is free.

## **In Conclusion**

LinkedIn is a wonderful resource for business. Use it with browser extensions to streamline use of your time. Plus, be more efficient while researching and connecting with prospects and reaching out to your network.