

LINKEDIN SUCCESS

Checklist



The Current State of LinkedIn

- Has over 500 million members
- Acquired by Microsoft in 2016
- Partnered with Oracle in 2018
- New Campaign Manager feature
 - Automatically adjusts bids on sponsored content
 - Businesses can gain optimal outcomes for their marketing budgets
- Customer centric marketing is more prominent

Creating a Killer Profile that Converts More Leads

- Having a complete profile is the best way to increase page views and connection requests
- Show up in more searches
- Need to keep your profile up-to-date
 - Make sure contact information is correct
 - Include your website address
 - Include Facebook and Twitter handles
- Add a Profile and Cover Photo to your Company page
 - Should clearly represent your company
 - Must be clear
 - Must represent your products and services
- Creating Your Profile Section
 - About Us should include company mission
 - Should clearly state what your company offers
 - Employees should have linked their personal profiles to your company page
 - Include customer testimonials
 - Remove old and outdated testimonials
- Include keywords
 - This makes your company searchable

- Use keywords related to your industry
- Publish Content
 - Publish content on a regular basis
 - Should relate to your industry
 - Should be on a topic you care about
 - Always proofread your content before publishing

How to Use Content Marketing on LinkedIn

- Focus more on increasing the intelligence of the buyer
- Should allow consumer to better understand what they are getting and why they need your products and services
- Publishing content will help you build trust with your prospects
 - Creates brand and company loyalty
 - Leads to longer relationships
- Anticipates the needs of your customers
- Delivers information on your products or services
- Using LinkedIn for Content Marketing
 - Created tools to help businesses run effective marketing campaigns
 - track and gather data
 - provides help with marketing campaigns
 - shows how to measure effectiveness of campaigns
 - Need to know your goals for the campaign
- Finding Your Target Audience
 - Must know your audience before starting your campaign
 - Must consider the problems they are facing
 - Must consider your solution to their problems
- Look at what you target audience is posting, sharing, and commenting on

- Consider what industry they are in
- Look at what other products and services are available to them
- Release your content regularly
 - Determine which areas you will utilize
 - Need to have a variety of content
 - Long-form posts
 - Articles
 - Videos
 - Sponsored content
 - InMail
 - Status updates
 - Infographics
- Utilize Video
 - Video ads make it easy to share your brand
 - Most important information should appear in the first two seconds of the video
 - Can use to provide previews to webinars, offer demos, or explain upcoming events

Utilizing LinkedIn Groups

- Provides opportunities to connect and interact with other members
- Can see if any of your current connects are members of the group you're interested in
- Can search groups by keyword
- Can view "Open Groups" without joining
- Closed groups must be joined to see content
- Should participate in the discussions of all the groups you join
 - Helps to build connections with like-minded people
- Gives you the ability to link to your company website
- Many benefits for starting your own group

- Raises your profile
- Lets you send out weekly emails to members of the group
- Drives traffic to your company website
- Creates a community
- Expands your personal network
- Generate more leads and sales

Measuring and Monitoring Your Results

- Is essential to your success on LinkedIn
- Will discover more information about your campaign
 - Steer your campaign in the right direction
 - Helps you achieve your goals and objectives
 - Shows you which efforts aren't working
- Utilize LinkedIn analytics
 - Tracks your updates, reach, and engagement
- Utilize Google Analytics

Using Premium LinkedIn Accounts

- Premium Business Account
 - Helps expand your network
 - Offers information about your competitors
 - Provides industry trends
 - Measures your company growth
- Sales Navigator
 - Lead generation tool
 - Advanced searches
 - Helps meet more goals
 - Creates more productive sales team

Finding and Selling Your Prospects

- Ask for introductions
- Join Groups
- Publish Content
- Monitor Your Competitors
- Follow Influencer's pages
- Create compelling calls to action

LinkedIn Mistakes to Avoid

- Posting the wrong kind of content
 - No social posts
 - No family posts
 - No political posts
- Setting your Profile to Private
- Adding your Connections to your email database
- Over-posting updates
- Publishing too many articles
- Spamming the members of your group
- Sending generic messages
- Self-promoting rather than social selling