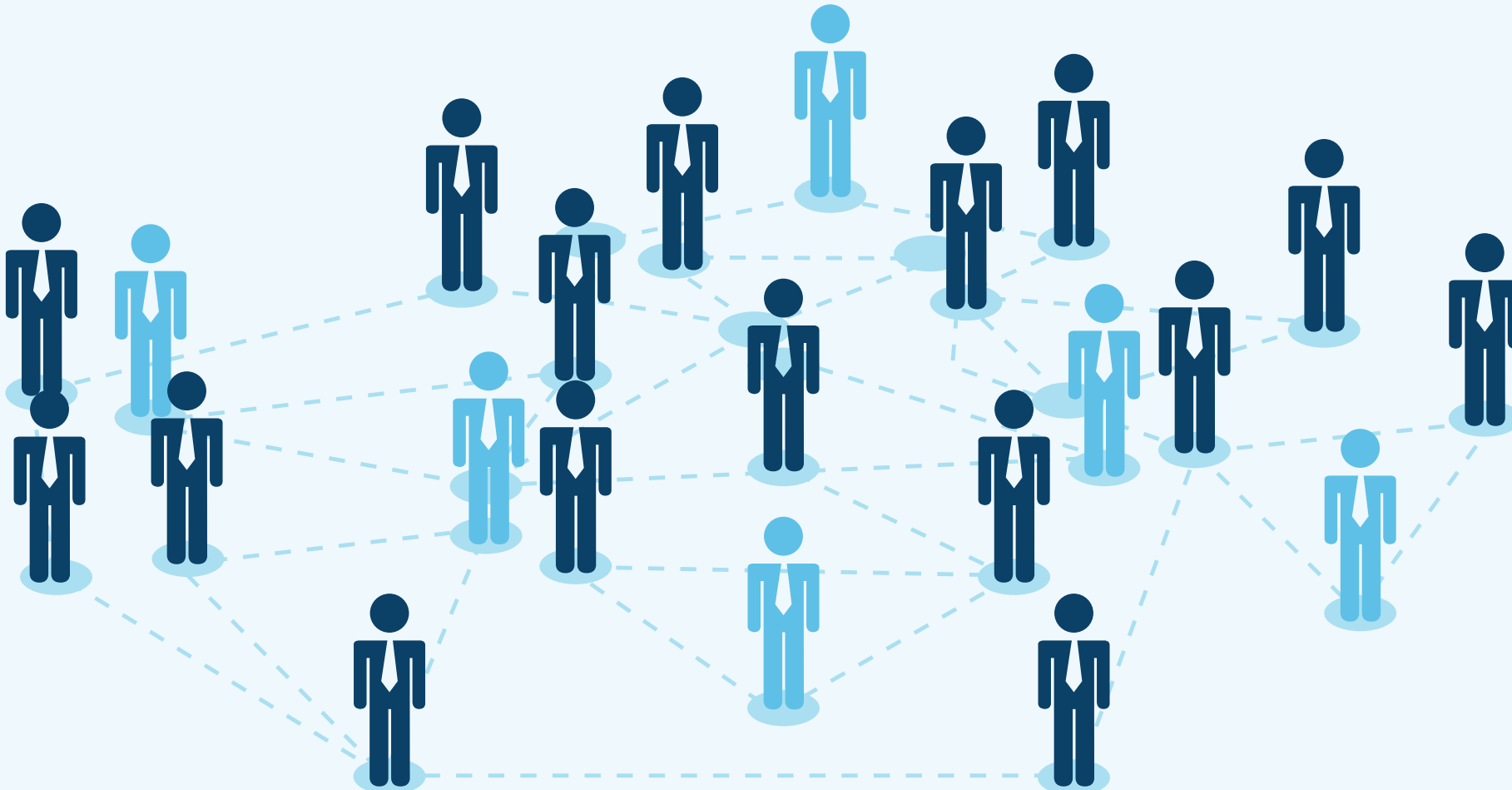
LinkedIn Strategies Every Business Leader Needs to Know

An Ebook by The Marketing Squad



INTRO

LinkedIn is one of the most effective tools for growing your personal network and your organization's network. It is the best place for professionals to network online, but there is a right way to do it and a wrong way to do it! Just like showing up to a networking event, there are certain nuances that separate the bad from the good, and the good from the great. Our goal is to equip you to leverage LinkedIn to tell your story and grow your business.

WHY LINKEDIN?

- **500,000,000** users as of 2018
- **30,000,000+** companies on LinkedIn in 2019
- **37%** of all millionaires used LinkedIn in 2018
- LinkedIn grows at an average of **2 signups per second**
- Employees typically have **10x** the social reach than the company does - leverage that
- LinkedIn is **277%** more effective at generating leads than Twitter and Facebook
- **61,000,000** LinkedIn users are senior level influencers
- **40,000,000** LinkedIn users are decision makers

IF WE THINK OF SOCIAL MEDIA CHANNELS AS PARTIES

- **Facebook would be a family reunion**
- **Instagram would be a night out with friends**
- **LinkedIn would be a business luncheon or cocktail hour**

The content on each platform should be appropriate for the “party”, LinkedIn began as a place for business professionals to find jobs and network. The types of content people on LinkedIn want to engage with are informational, they’re industry/job title specific, and they’ll make people better at their jobs.

IT'S THE DIGITAL NETWORKING SPACE!

This allows for 1-on-1 networking experiences at scale. All at once you could be engaging with 10 highly relevant, interested industry professionals if you play your cards right.

Client & Competitor research

Connect with the individuals at your clients' or partners' business to establish a deeper relationship.
(Also allows for future follow up.)

View the information your competitors are putting out via their business page and through their individuals to keep a pulse on their strategic decisions.

Stay current on the latest in the industry

Consume the latest and greatest content released in your industry to stay up to speed or even ahead of the curve.

CREATING A PERSONAL PROFILE

What should your profile do?
Your LinkedIn profile should convey your expertise and professional experience to prospects and connections while also showcasing what makes you uniquely you. Additionally, your LinkedIn profile should clearly link you to your company and the products/services you represent.

YOUR GOALS

- Get at least 50 connections
- Then shoot for 250
- And finally push for 500

QUICK TIP

List at least 5 skills (the more the better, profiles with at least 5 skills listed get contacted on average 17 times more than those that don't)

UPDATING/CREATING YOUR PROFILE:

Headshot

70% of your profile photo should be your face

Header image

Set yourself apart from the crowd with a creative, professional image.

Headline

Use the headline space to succinctly showcase your specialty, value proposition, or your "so what?"

Summary

Your summary should be roughly 3 to 5 brief paragraphs long, try to implement a bulleted section in the middle. It should walk the reader through your work passions, key skills, unique qualifications, and a list of the various industries you've had exposure to over the years. Try to avoid cliches and buzzwords as much as possible. Be uniquely you!

Basic profile information to add

Industry and location
Current position, including a description
Past positions
All Education & courses/seminars
A minimum of five skills
Interests

Facilitate recommendations & endorsements

Endorsements = Affirmation of the skills listed on your profile
One-click process
Must directly request
Recommendations = Written testament to your skills and professional experience
"Request" functionality through LinkedIn

CREATING A BUSINESS PAGE

The role

- Produce content for the employees of the organization to share
- Get as much traction that it can on its own through engaging with current following

Posting best practices

- Always include something visual (photo or video)
- Images equate to 2x comment rate
- The human brain processes photos 60,000 times faster than words and 68% of people identify as visual learners
- Focus on educating your audience
- Use the 4-1-1 rule
- For every 4 posts a company posts they should share 1 post and post 1 self serving post
- Linked in recommends posting once per week day
- Posts of YouTube links play directly in the LinkedIn newsfeed and result in a 75% higher share rate.

Engagement best practices

- Companies who post weekly see a 2x boost in engagement
- Respond to all comments on your posts
- Adding images to the company page equates to 94% more views

NETWORK GROWTH STRATEGIES

Posting best practices

- Choose 2 days a week to block out time to engage on LinkedIn
- Place a repeating calendar reminder for those times
- Respond to any messages in “Messaging” found at the top of the page.
- Re-share a post published by a partner, peer, or co-worker
- Make a list of these top people that you can reference each week
- Re-share a post from an industry thought-leader
- Make a list of these top people that you can reference each week
- Share one of the last posts published by the Business LinkedIn page.
- Ask an engaging question in your LinkedIn Group(s) to learn more about how others like you are doing their jobs. You can glean incredible insights!
- If you’ve read a pertinent article recently, make a short comment about it and then paste the article link
- Share about what you’re up to (fun project, recent business milestone, upcoming event)
- Post at least once per week
- Always include something visual (photo or video)
- Images equate to 2x comment rate
- The human brain processes photos 60,000 times faster than words and 68% of people identify as visual learners
- Share what it’s like to work for your business or in your industry
- Post thought leadership
- Focus on educating your audience
- Use the company page you’re affiliated with as a content center to share from

NETWORK GROWTH STRATEGIES

Engagement best practices

- On average “How to” posts get 68% more engagement
- Take a stand on something that’s important to you or taught you something
- Ask questions on other peoples’ posts or in relevant industry groups
- Search for 1 new team member from your clients who you’re not yet connected with on LinkedIn and request to connect
- You can often do this by looking up the client’s business page on LinkedIn OR the profile of another one of their members to see their connections.
- Look up prospects you’re about to meet with or just met with that week and request to connect with them on LinkedIn.
- Attached a short, personalized message with your request.
- If there is an upcoming meeting with them, mentioning that you’re looking forward to it.
- Who did you meet recently through work or outside of work (at church, dinner?)
- Consider sending these individuals connection requests
- Go to another team member's page to "like" and comment on their recent post.
- Visit you’re LinkedIn Group(s) to like and comment on recent activity within them.

BASIC NAVIGATIONS ON LINKEDIN

How to get back to the newsfeed

→ Select “Home” in the top Navigation

How to do an original post

→ From the “Start a Post” section that’s towards the top of your LinkedIn homepage above the newsfeed

How to find others

→ Enter the name of the business or individual you are looking for in the search feature at the top left of the screen

How to connect with people you might know

→ Click the “My Network” button in the navigation at the top of the screen

How to find and respond to messages people have sent you

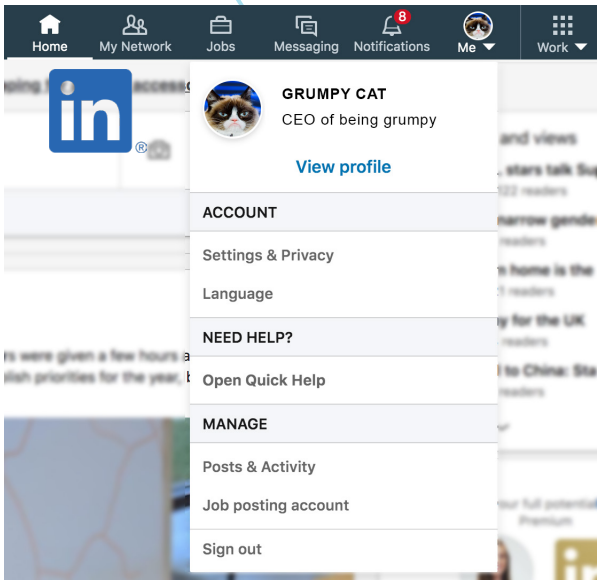
→ Click the “Messaging” button in the navigation at the top of the screen

How to see recent activity on your account

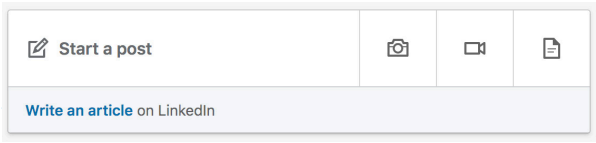
→ Click the “Notifications” button in the navigation at the top of the screen

How to see your profile

→ Click your picture that says “Me” below it in the navigation at the top of the screen



Here’s what your menu looks like!



Here’s where you start a post!