



*A LinkedIn guide:*

# Top tips to get the most from LinkedIn

**asabell**

# Contents

<b>Be your own brand advocate</b>	<b>3</b>
<b>1. Consider your <b>purpose</b> on LinkedIn</b>	<b>4</b>
Networking	5
Sales	6
Thought leadership	7
Employment opportunities	8
<b>2. Make the most of your <b>profile</b></b>	<b>9</b>
<b>3. Think about your <b>presence</b></b>	<b>10</b>
<b>Bring the 3 Ps together for success</b>	<b>11</b>

# Be your own brand advocate

Your LinkedIn page is meant to be all about you. So, don't be shy! It's the perfect place to start building your personal brand in a professional setting.

People often hold back when it comes to their account and profile because they think it'll be time-consuming, seem boastful if they include numerous achievements or are simply concerned that their employer won't be happy with their online activity. But a little strategy can go a long way — for businesses and employees alike.

In fact, 57% of engagement is more likely to be turned into leads by employees with social media plans. And that can be a significant boost to business.

*This guide covers the three key things you need to consider to upgrade your personal use of the platform:*



*urpose  
rofile  
resence*

# 1. Consider your purpose on LinkedIn

*What do you want to achieve?*

## Networking

This is about the connections you build with other people, and, therefore, other businesses. It's all about getting to know who's who and being part of your professional community. The best way to do this is through sharing, commenting, engaging and generally building relationships with people who have similar interests and skills to you.

## Sales

Whether you're a 'salesperson' or just enthusiastic about what you do, LinkedIn can be a great place to generate interest in your business and drive sales. It's a useful place to connect with others, gaining insights into what's important to them and progressing genuine conversations that are professionally beneficial to you both.

## Thought leadership

People like to interact with people, that's why the most inclusive brands offer a personal touch. Typically, we also want to know that we're talking to one of the experts, someone who 'knows their stuff' and the best way to demonstrate this on LinkedIn is through insightful, knowledgeable content. It's the best way to both raise awareness and demonstrate your credibility.

## Employment opportunities

Thanks to LinkedIn, trawling vacancies is a thing of the past — with a compelling and professional presence on the site, great opportunities will come to you. Whether that's through being headhunted by potential employers or just sharing promising job opportunities within your network, it's a major recruitment platform that you can't afford not to be part of!

# When networking is your **purpose**

So much of our professional lives happen online, and networking is no different. LinkedIn was created to facilitate professional networking, so it's the place to do it — giving you a 300-million-person strong network to start connecting with<sup>1</sup>.

## *Keep it personal*

It doesn't take much effort to transform a generic connect request into a conversation starter. And that could make all the difference between a strong professional relationship and a name in a list.

## *Follow-up*

Not just those who've connected with you on LinkedIn, but also people who you've met at trade shows, conferences, volunteering, etc. Solidifying an in-person connection online is a great way to encourage you both to stay connected in the future.

## *Motivate yourself*

This could be as simple as setting a target of a few hours each week to dedicate solely to your LinkedIn goals. Whether that's increasing connections, posting a new blog every week, or taking part in a LinkedIn group in a more proactive way.

## *Use images*

People typically engage better with visuals, so images and videos are a good way to give your presence a more personal touch (but don't worry, they don't have to be of you if you're not a fan of being in front of the camera — try keeping them work-related instead).

## *Don't forget your friends*

This could be as simple as a 'like' or a comment but reaching out to those you're already connected to is a great way to strengthen those ties and make yourself visible to others in their network.

## *Make your words count*

Words are important, especially when SEO is involved, so be mindful to not use the same ones repeatedly.

## *Be a great connection*

This is about creating a strong presence and developing your brand and thought leadership — more on that later!

# When making sales is your purpose

Whether you're looking to close more deals in the short term or make business connections that have the potential to generate sales in the future, LinkedIn is the place to be.

## *Check out LinkedIn Sales Navigator*

Packed with advanced features to help you close more sales, LinkedIn Sales Navigator helps you target the individuals and businesses most likely to be interested in what you offer. [Find out how](#) it can boost your business, expand your customer relationships and maximise your sales with a free trial.

### *Seeking out more sales*

In an ideal world, your business would be swimming in quality leads, with daily opportunities to grow the pipeline. In the real world, however, that's just not the case. That's why it's often important to build your own B2B lead generation to keep business moving.

- 1** Find your buyers, then say 'hi'. Keep the intros warm and focus on engaging in quality conversation.
- 2** Join LinkedIn groups within your niche.
- 3** Take a look at the competition and check out their other social channels.
- 4** Like and follow potential buyers to increase awareness and make sure you're following the influencers in your field.
- 5** Set up alerts for specific terms so you can always be part of the right conversations.

### *Letting the sales come to you*

To have a potential buyer simply show up on the doorstep is a dream come true for many salespeople. By creating the right presence on LinkedIn and keeping on top of engagement, it's possible to turn that into a reality.

- 1** Get your LinkedIn Pulse blog started and make sure you update it regularly with content that will be relevant to your audience.
- 2** Make sure all your social profiles are completed and optimised.
- 3** Post, frequently! And use industry-related terms so people can find you easily.
- 4** Respond rapidly to buyer outreach, salespeople who respond to inquiries within an hour get 7x the conversions<sup>2</sup>.
- 5** Contribute through referrals and testimonials – keep these sincere but regular.

# When thought leadership is your **purpose**

It's always good to be recognised for your hard work. And LinkedIn is a great place to make your mark, demonstrating that you know what you do inside-out. As a thought leader, it's important to develop a personal brand – to speak about what you know in a way that really connects with your audience. Depending on the job you do, this is different for everyone, but there are some key things to keep in mind when you're sharing content on LinkedIn...

## ***Keep it relevant***

Address a burning issue for your target audience

## ***Say something new***

Demonstrate a new way to solve a problem

## ***Demonstrate depth***

Show you have (a lot of) relevant knowledge about the problem and solution

## ***Show your opinion's valid***

Prove your solution works through real examples and measurable benefits

## ***Stay practical***

Have a well-thought-out approach to solving the problem and overcoming any common obstacles

## ***Test, test, test!***

Show rigout. Make sure your solution works

## ***Keep it clear***

Communicate in words your audience understand

## ***Stay coherent***

Provide frameworks or models that simplify the problem and/or solution so it's easy to follow

Keeping these pointers in mind when you're adding to your profile, posting, commenting or updating your LinkedIn Pulse blog will help you to stay on-track as you create an online presence. They'll help you to stay relevant and make sure your brand is one that people enjoy coming back to.

***And the more people recognising your great work, the more opportunities you'll discover!***

# When finding or filling a role is your purpose

Whether you're looking for your next opportunity, or you need someone to join your team, LinkedIn is the place to be. In fact, someone is hired every 10 seconds<sup>3</sup> via LinkedIn and 35 million job seekers<sup>3</sup> visit LinkedIn every week!

## *Job search*

With a great profile and plenty of regular activity, you ideally won't need to go searching for your next opportunity, it should come to you.

But if you're in a hurry, LinkedIn is a really useful tool for job hunting. It has plenty of features that help you to find jobs relevant to your skills and there are millions of new jobs posted each day – so there's plenty to choose from!

Plus, if you're new to searching on the site, there are lots of handy guides and best practice insights to help you get started, including how to set up job alerts so you never miss your dream role!

## *Candidate search*

LinkedIn is a great place to post a job advertisement because it uses data to match the vacancy with a person's skills, experience, and goals.

It means your ad is targeted and appears in front of the people who are best suited to the role and your organisation.

And the best part of that is that they don't need to be actively looking. In fact, 57% of people on LinkedIn haven't visited the job boards recently, but 90% are open to new opportunities<sup>3</sup>. So, by using LinkedIn to find your next candidate, you're not limiting the pool of talent to just job seekers.

## *Promotion preparation*

Not everyone's ready for the next step-up in their career, and not every employer is ready to help you achieve it. That's another area LinkedIn can help with through its learning portal.

From creativity bootcamps, to Microsoft Excel training workshops, to the basics of data analytics – there are loads of great courses out there, many of which only require an hour or two of your time.

What's more, new courses are added each week and many are run by current industry-professionals, so you know you're getting the exact skills you'll need on-the-job.

## 2. Make the most of your **profile**

*To make sure your profile hits the mark, it has to be complete, coherent and compelling.*

### *Headline:*

A brief description of what you do professionally. Be succinct, confident and accurate so people will want to read more.

### *Photo:*

Smile! Or look distinguished, up to you, but try to avoid a selfie if possible...

### *Banner:*

Choose an image that reinforces your branding, whether that's your employer's logo or an image showcasing your business's activity.

### *Summary:*

Remember to keep this coherent - you're telling the story of you, but sticking to the important parts.

### *Endorsements/recommendations:*

These are so powerful and show that other people agree with all the great things you're saying about yourself! Give them out to others where they're due and don't be shy — ask for them if you've worked with someone who's been impressed by your skills and dedication.

### *Education:*

Knowledge is power - make sure you include all the basics as well as extra courses/training.

### *Interests:*

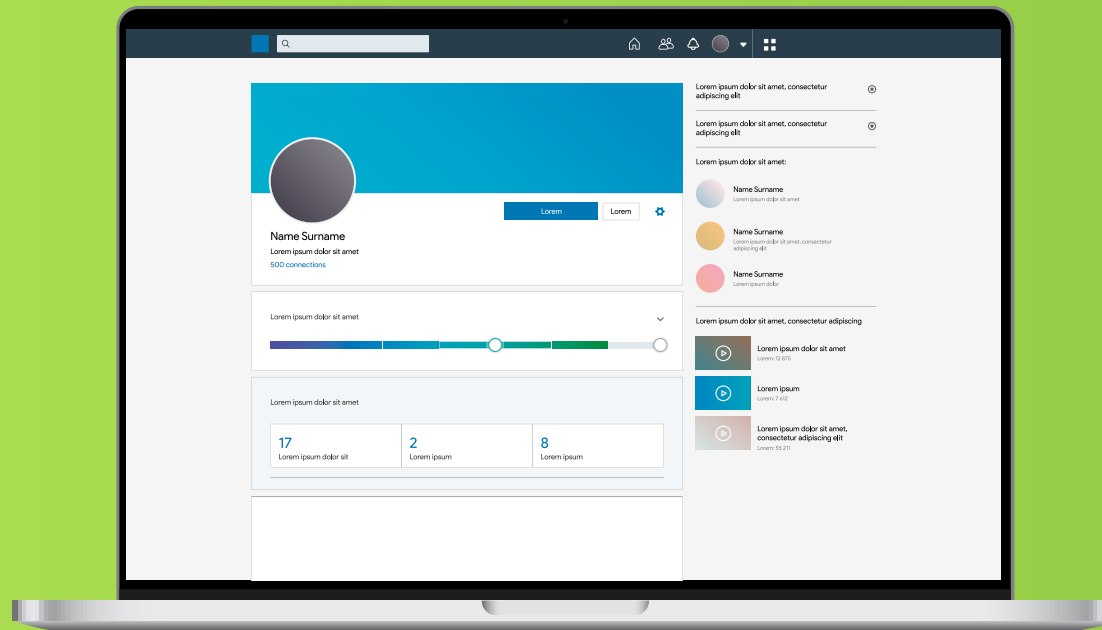
Keep these short and sweet. They're about your out-of-work interests and can be a great way to start conversations with others.

### *Job experience:*

Keep this section focused on key responsibilities and any unusual extras (like the fact you're the office baker).

### *Skills:*

You never know what unusual skills your colleagues or future employer might be looking for, so include the fact you're good at coding/speak Maori/trained as a barista...



# 3. Think about your presence

*After you've set up your profile well, you need to work on maintaining a strong presence on LinkedIn.*

What's the best way to stay active, while at the same time, staying true to your original purpose? Basically, how do you keep your profile fresh, engaging and not descend into cat videos like on other, less professional, networking sites!?

The key is to stay active within your LinkedIn community, regularly connecting with others, joining discussions, joining LinkedIn groups, commenting on other's posts and posting interesting updates yourself. Plus, don't forget that posting can mean videos and images, too — people are often more engaged by visual content than just words!

You can also maintain a strong presence on LinkedIn by curating content that's relevant to you — perhaps you have a thought leader you admire? Share their insights and stay active in the comments to encourage debate among your connections. This is also a great way to connect with new people — so don't forget to get in touch with them and add to your network with a follow-up message.

If you're confident writing longer form content, then a LinkedIn pulse blog is also a great idea. But keep in mind our brand awareness and thought leadership tips to make sure that it's working for you and helping you to achieve your goals.

And finally, a really quick and easy way to boost the people in your network is to give endorsements and recommendations when you've had a great experience working with them. It not only helps to strengthen your relationship, but also keeps your profile high on LinkedIn and increases the likelihood you'll be noticed by others in your field who they are connected to.

Ultimately, consistent activity that fits your personal brand will boost the number of people who view your profile, increase the connections you're able to make, help you to build relationships with others, raise your personal profile within relevant groups and add to your credibility.

# Bring the 3 Ps together for success

Focusing on your purpose, profile and presence are the key to a successful start on LinkedIn. Just a few changes can make such a difference to the impact you make and the results you see.

We've been helping individuals and businesses make the most of LinkedIn since its early years. From creating streams of interesting content and handling all the scheduling and management, to one-on-one LinkedIn training, we free our clients up to focus on their core business.

Get in touch if you'd like to explore the possibilities for you or your company.

<sup>1</sup>Borden, T, 2018, 9 best ways to grow your network on LinkedIn

<sup>2</sup>Meerman Scott, 2015, 8 ways of ruining your chances of making a sale<sup>3</sup>LinkedIn, 2020, LinkedIn Jobs page

*Think:*

## *urpose*

Work out what you're trying to achieve so you'll be able to follow through with the right actions.

## *rofile*

Showcase your strengths and catch attention in the right way with a complete, coherent and compelling profile.

## *resence*

Make your mark with varied and regular content that showcases your interests and expertise.