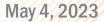


# **LEVERAGE LINKEDIN:**

#### Build Your Brand on LinkedIn with 15 Minutes a Day



### What We Are Covering Today

- LinkedIn: Lean In or Get Left Behind
- LinkedIn Business Profile Must-Haves Checklist
- How to Build Post Content for the Year in 1 Hour
- 15 Minutes a Day to Grow Your Brand Awareness
- Engage Your Team to Spread Your Reach
- When to Get Help



### LinkedIn: Lean In Or Get Left Behind

- Over 80% B2B occurs on LinkedIn between Connections
- More than 590M+ professionals
- Drives traffic to your website!



## LinkedIn Business Profile Checklist

🛛 Logo

□ Proportionally sized (400 x 400 pixels)

Clean, easy to read

Cover Image

□ Properly sized (1128 x 191 pixels)

Reflects your capabilities and/or branding

Tagline

Straightforward explanation of your core competency

About

Utilize all of the provided fields

Overview (comprehensively introduces your company & capabilities)

URL Website URL

□ Industry (limited options)

Company size range

Headquarters

□ Founded

Specialties

 $\Box$  Location

Content

Post regularly

Employees Personal LinkedIn Pages linked to Company Page



## How to Build a Year of Content in 1 Hour

#### 12-POST LinkedIn CONTENT CALENDAR

Date	Point of the Post	Link to	Keywords	Type of Post
Either the actual date, or the week if you are following a set schedule. Week 1	Get right to the point of your post – grab your readers' attention. The key to successful posting is in the 3 R's: Readable Relevant Repeatable	Include hyperlinks to specific pages on your website in every post. The purpose of social media is to drive traffic to your website! If you are posting a blog, send the reader to the blog page on your website. If a post, send to the specific page on your website which has greater details about your post content. <u>www.customdirect.com</u>	This is how people find topics, companies and people to follow and/or connect with. Use keywords from your industry, and company. #hashtagswork	These include: Capability or Product Spotlight (50%) Company Culture (25%) Thought Leadership (25%) Planned Spontaneity (an event, recognition, celebration)



### 15 Minutes a Day to Grow Your Brand Awareness

- Content is King
- Your team is engaged with company posts and with their own Connections
- Use hashtags to draw attention to company posts AND find target audience conversations to engage with and follow
- Invite Your Connections to Follow your business LinkedIn page
- Recognize the difference between personal and professional ... your business LinkedIn page should be Switzerland – don't take sides



### **Engage Your Team to Spread Your Reach**

- Strongly encourage your customer-facing employees to have LinkedIn profiles
- Be sure everyone on your team is properly linked to your business LinkedIn page ... look for the logo!
- After each company LinkedIn post, Notify Employees
- Ask team members to engage with company posts by Liking, Commenting and Sharing with Comments.



#### When Should I Get Help?

- Your website lacks clear navigation for your core competencies
- Your content development needs are significant what is your time worth?
- Your LinkedIn business page doesn't exist and you lack in-house resources to establish one



# **THANK YOU!**



Integrated Marketing Solutions

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