



Integrated Marketing Solutions

LEVERAGE LINKEDIN:

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

May 4, 2023

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)
 - Website URL
 - Industry (limited options)
 - Company size range
 - Headquarters
 - Founded
 - Specialties
 - 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
<p>Either the actual date, or the week if you are following a set schedule.</p> <p>Week 1</p>	<p>Get right to the point of your post – grab your readers’ attention.</p> <p>The key to successful posting is in the 3 R’s:</p> <ul style="list-style-type: none"> • Readable • Relevant • Repeatable 	<p>Include hyperlinks to specific pages on your website in every post.</p> <p>The purpose of social media is to drive traffic to your website!</p> <p>If you are posting a blog, send the reader to the blog page on your website.</p> <p>If a post, send to the specific page on your website which has greater details about your post content.</p> <p>www.customdirect.com</p>	<p>This is how people find topics, companies and people to follow and/or connect with.</p> <p>Use keywords from your industry, and company.</p> <p>#hashtagwork</p>	<p>These include:</p> <p>Capability or Product Spotlight (50%)</p> <p>Company Culture (25%)</p> <p>Thought Leadership (25%)</p> <p>Planned Spontaneity (an event, recognition, celebration)</p> <p><i>*BONUS *</i></p>

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!



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