

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 - ☐ Remove old and outdated testimonials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 your 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