

**YOUR FREE GUIDE
TO LINKEDIN**



How to optimise your LinkedIn profile

Creating a LinkedIn profile

Creating a custom profile URL

Uploading a profile picture

SEO for your profile

Adding skills and endorsements

Getting recommendations

Uploading samples of your work

9 work samples

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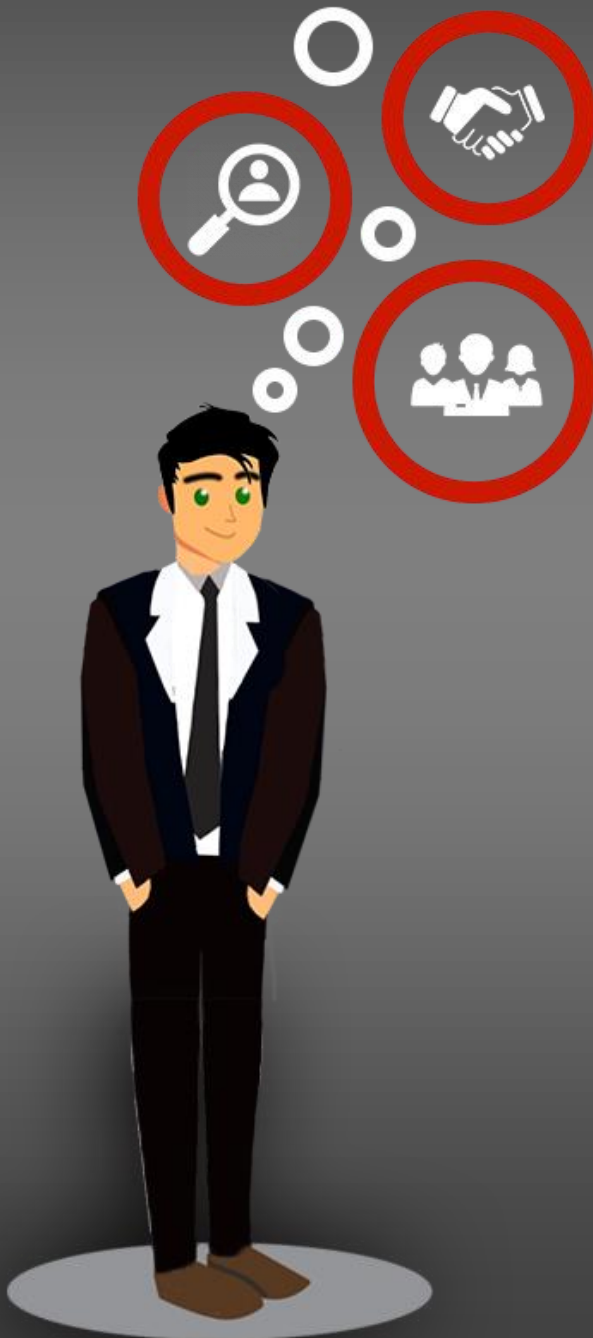
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A professional LinkedIn profile is like having an online CV to which employers, recruiters, and potential business partners have access.

In terms of professional personal branding, the LinkedIn network presents new opportunities to actively leverage your personal identity in the global business community.

It is a place where you can sell yourself and create a way to advertise yourself as a brand.

LinkedIn also allows you to:

- Develop and refine your personal brand
- Position yourself to attract companies that share your values
- Define what you are passionate about and get you connected to others who share those interests



Generally, your unique LinkedIn URL will already contain letters and numbers. But you have the ability to personalise it with your own name. If by chance that is already taken, try similar iterations of your name or initials.

The goal is to get a URL that is immediately identifiable as your own. Not only is this an easier way to find your specific page, but it makes returning to the page quick and seamless for both yourself and potential employers.

Tips:

- Include your custom URL in your email signature, resume and blog
- The URL character limit recommendation is to use between five and 30
- Don't use spaces, symbols, or special characters





A photo puts a face to a name so you're not just another silhouette. It helps establish trust and makes your profile ***seven times*** more likely to be found in a LinkedIn search.

Tips:

- Be mindful of your background - using a bright colour like red will help you stand out from the crowd
- Use the same image on all social media channels to help build your personal brand
- The recommended headshot pixel size is 400 by 400 and the file size cannot exceed 10MB



You can optimise your profile to get found by people searching LinkedIn for key terms.

Add the keywords you want to be found for to various sections of your profile such as your headline or in your summary.

Developing great content will tell a comprehensive and consistent story about your career history.

Tips:

- Use keyword rich job titles
- Use keyword rich titles for your websites
- Optimize your job descriptions





Endorsements are one-click acknowledgments of your talents from your network. They also affect your ranking in LinkedIn's search algorithm.

Having at least five relevant skills help people connect you to opportunities.

According to a LinkedIn study, the inclusion of these skills will result in up to 31 times more messages from recruiters and other members.

Tips:

- Add related skills
- Take control of your skills so they fit your profile
- Keep an eye on your endorsements to make sure they represent your personal brand well



LinkedIn no longer requires three recommendations to have a complete status but it's still important to have them from colleagues, management, people you manage, vendors, or customers.

Recommendations show up underneath each position for which they are written along with a thumbnail profile photo of the person who wrote it.

Tips:

- Be specific when requesting a recommendation and suggest points that:
 - Qualify your relationship by including how long you have known each other and describing your relationship
 - Describe a project that you worked on together
 - Note if they would work with you again or to provide their contact information for more detail
- Try to have at least two recommendations for each position



There are three main areas where you can add work samples.



1 - Summary



2 - Experience

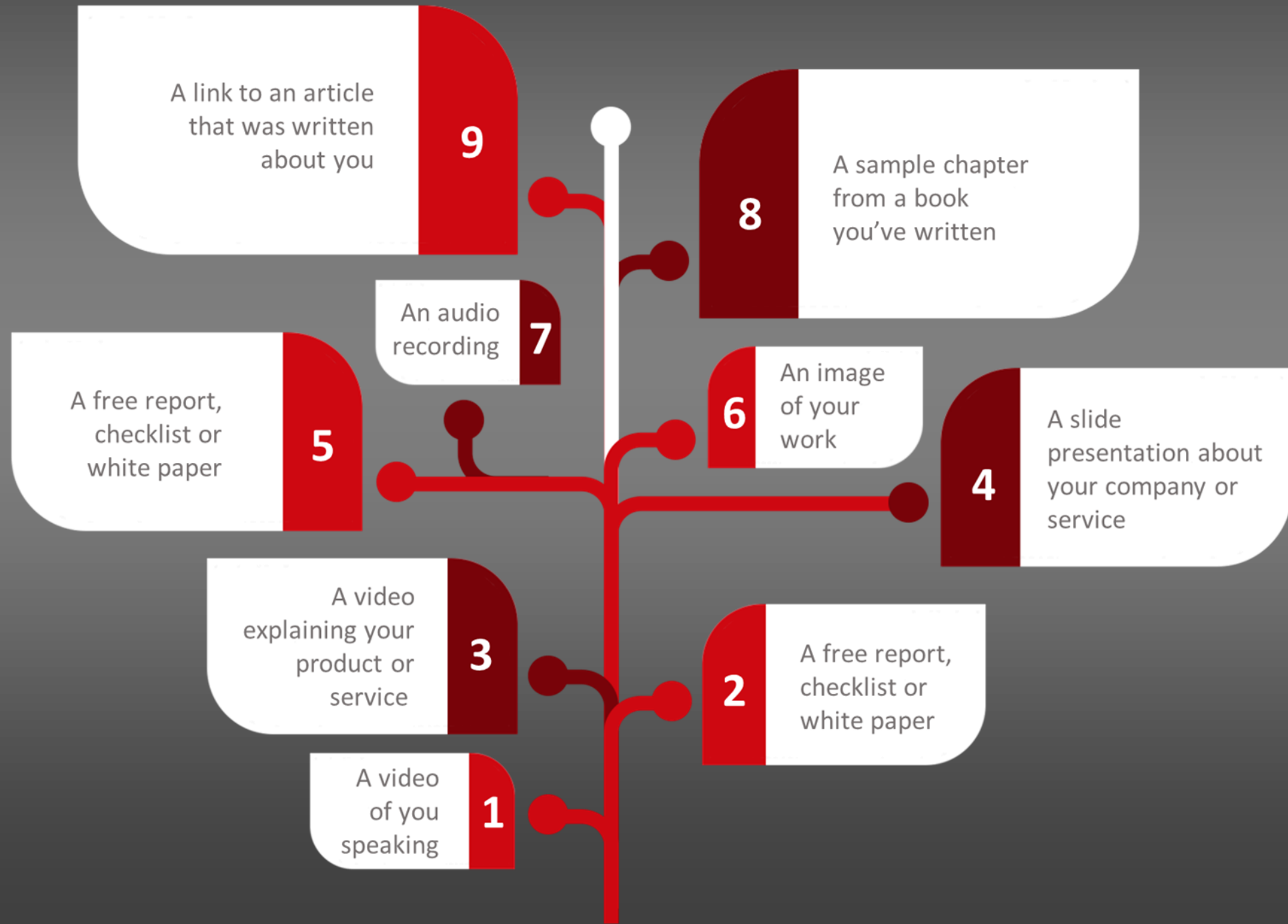


3 - Education

In the Summary section you should place the works you are most proud of or your most recent work relevant to the job you're looking for here. Most people keep the summary section near the top of their profile, as it highlights the interests and specialties which gives insight into your personality.

You can also add works to your Experience and Education sections for each job and school you worked or attended.





LinkedIn Pulse allows you to write posts to boost your brand. These posts are blog-like and get shared in the LinkedIn Pulse section.

The great thing about these posts is that they are searchable and will show up in Google's search results. This will help you to boost your personal brand even more.

Learn how HubLinked can help increase engagement through your pulse posts with our great content package.

[Click Here](#)

Free Marketing Template (Updated)

Published on May 18, 2017

Brynn M Beetge
Connecting You to Your Ideal Clients on LinkedIn

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Introducing a new and improved marketing template for your business. This is your free template to update and use as you wish.

The template is best used as a digital guide and strategy for ongoing business activity rather than a one-off campaign.

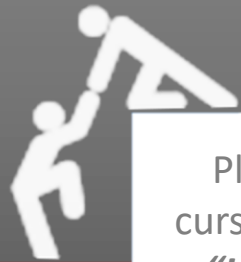


LinkedIn's publishing platform allows members, in addition to Influencers, to publish articles about their expertise and interests.

While publishing an article doesn't mean you're a LinkedIn Influencer, it does allow you to further establish your professional identity by expressing your opinions and sharing your experiences.

To publish an article, follow these steps:

1



Click **"Write an article"** located at the top of the homepage. This takes you to the publishing tool.

2

Place your cursor into the **"Headline"** field. Write the headline for your article here.

3

To begin writing your article, place your cursor below the Headline into the field **"Write here."** Add images or a video for visual impact. Draft your article here.



4

Click the **"Publish"** button in the top right of the page.

There is no preview button because what you see as you are creating, is how it will look when it's published.



5

You'll be asked to confirm that you want to publish your article.

Click **"Publish"** or click the **"Cancel"** icon to return to the writing experience.

6

You can share the article from the reading view once it's published.

Click the **"Share"** icon located next to the author by-line or at the bottom of the article to share it on LinkedIn, Facebook, or Twitter.



7

You can also disable the ability to leave comments on your published articles.





Write a ridiculously good summary

1



Personalize invitations to connect

5



Only use professional photos

2



Find and join groups

6



Use your own media

3



Export your LinkedIn connections

7



Keep your profile basics updated

4



Publish amazing posts

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Sending messages is important. Spending a few more minutes crafting a personalised note will help you make the connections you're looking for. Try these three steps to writing a LinkedIn message that will get opened.



Use what you know to develop a specific subject line, such as: "Following up from last night's event" is more likely to be read than "Following Up."



When you see someone you don't know well but are hoping to speak with, you usually give him or her a one sentence background: "I'm Sarah, we met at the 8th anniversary event" or "I'm Sarah, and I loved your latest blog on SEO."



People are time poor, and you can lose their interest quickly. Avoid a monologue of why you should be connected.



You can request an introduction to contact a 2nd degree connection from a connection you both have in common.

You should use this feature carefully, and really think about who you want to get introduced to.

Follow these three steps to request an introduction.

At Hublinked, we often seek introductions to business owners in companies that we can add mutual benefit to.

[Click here](#) to find out about our LinkedIn Automation.

Click on the person's name who you wish to connect with.

**Step
1**

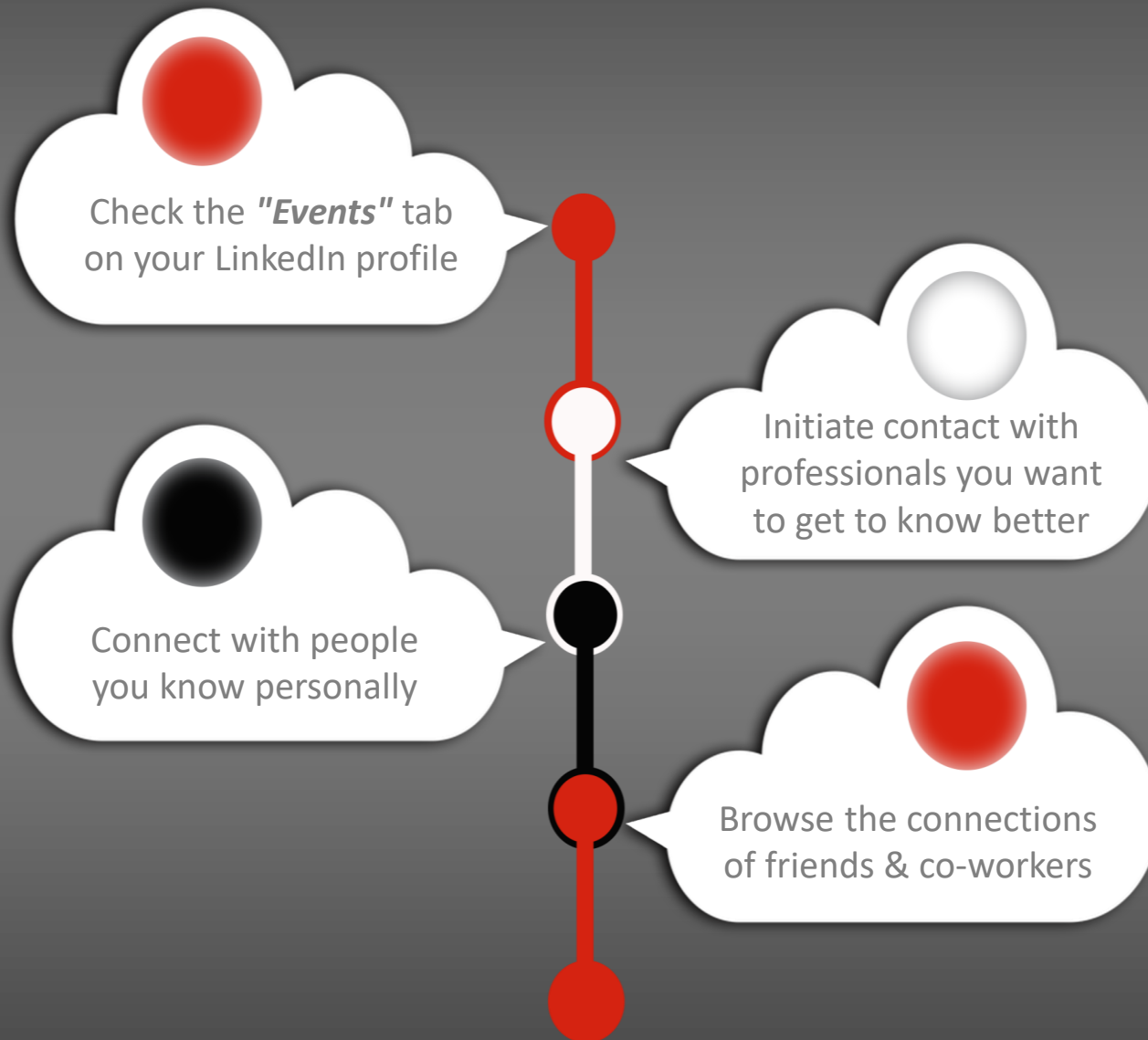
Check to see if this person is in your LinkedIn network.

**Step
2**

Hover over the little arrow to the right of the two buttons "**Connect**" and "**Send InMail**" then select "**Get introduced.**"

**Step
3**





Networking is all about growing and nurturing your connections.

You need to work at connecting with the right people and growing your relationship with them.

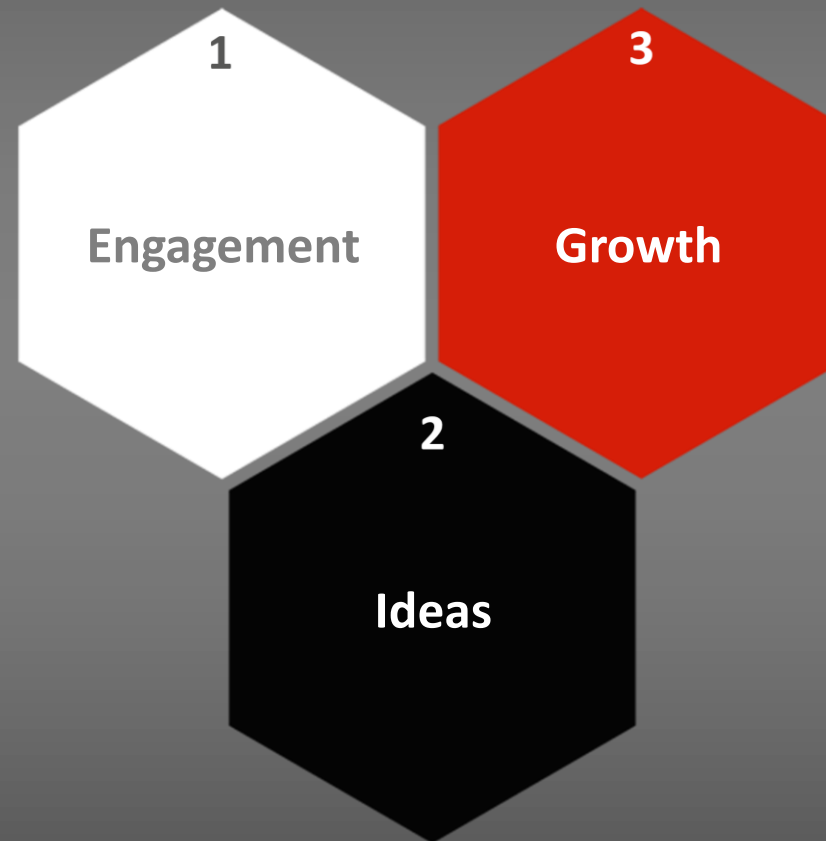
First try to identify your ideal client. You can use our [persona template](https://www.hublinked.com.au/find-your-ideal-persona/) to help you to create an the ideal persona or identify who they are on LinkedIn via the form on our website: <https://www.hublinked.com.au/find-your-ideal-persona/>.

The connections tab in the top navigation of LinkedIn offers a variety of other tools to grow and connect with contacts in your professional network.



In B2B marketing, creating and managing your own LinkedIn group for your brand is a great lead generation strategy. LinkedIn groups draw prospects to you in several ways:

Establish yourself as a thought leader in your industry. By engaging in the discussion your group members have and answering questions, you show how that you are resource.



Hosting valuable conversations is helpful to your current and potential customers. The group will advocate for the content you share and develop a connection to your message and brand.

Get ideas for content. This one isn't obvious, but it's great. Get a sense of conversations people are posting and questions they are asking. Use that as inspiration for your blog posts and social content.



This social selling tool makes it easy to find relevant prospects for your business. It does this by providing in-depth user details and advanced search and filtering options.

LinkedIn Sales Navigator is a paid feature but helps you find the right prospect - fast.

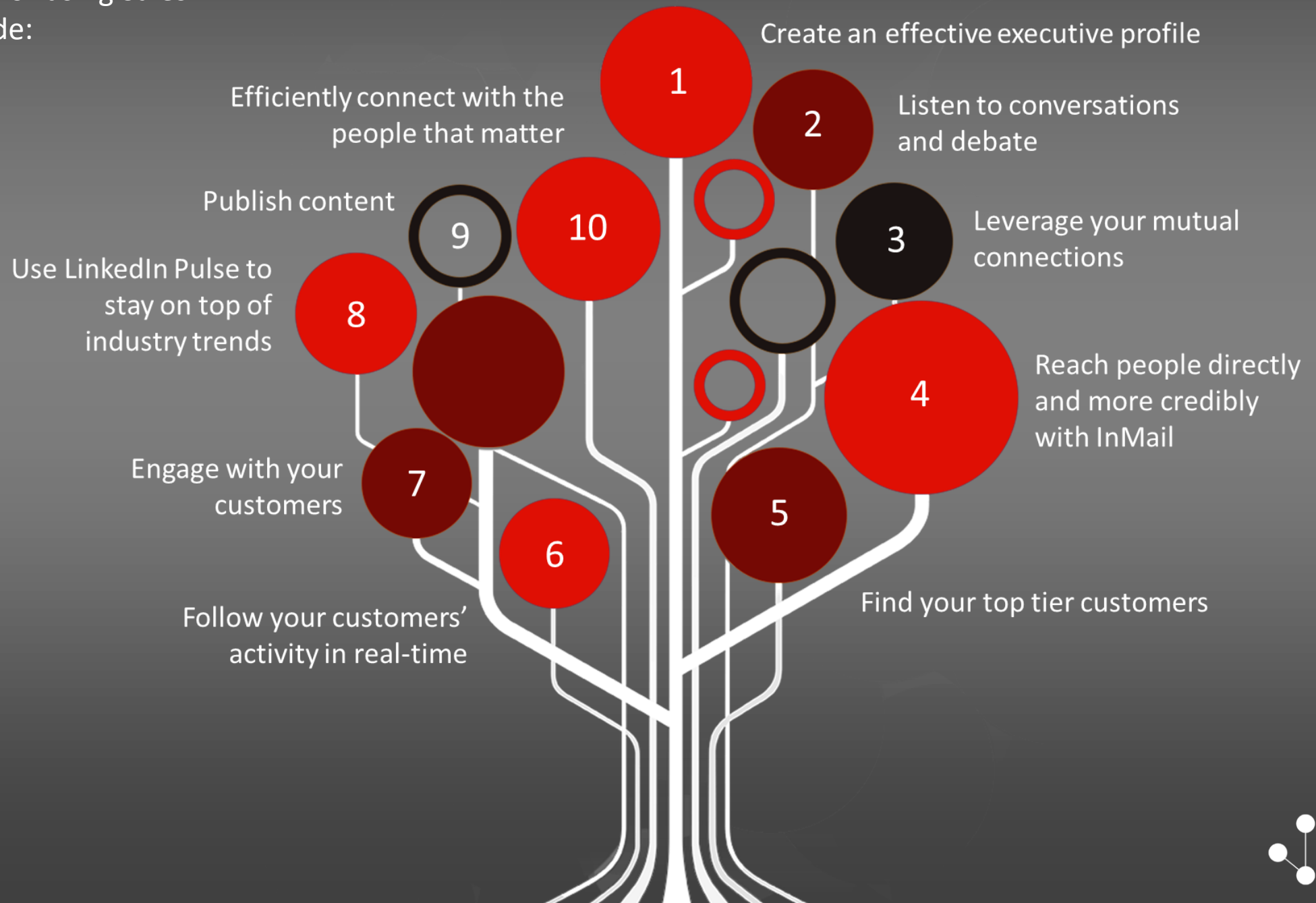
With LinkedIn's sophisticated algorithm, this sales tool gives you lead recommendations that are tailored to you.

You can also easily save leads and follow updates of your prospects to turn cold calling into warm conversations.

To find out more about LinkedIn's Sales solutions [click here.](#)



Our top 10 tips for using Sales Navigator include:





LinkedIn has rolled out the ability to tag or @mention other users and companies in status updates, much like the way it works on Facebook and Twitter.

To mention another user or company in your update, use the “@” symbol immediately followed by the users/company’s name in your status update. As a result, that user/company will get alerted that you mentioned them, and their name will also link to their profile in the status update.

The benefit is this will then create further engagement.





Leverage the perks of LinkedIn Groups

1



Leverage @mentions in your status updates

2



Take advantage of Advanced Search options

3



Use LinkedIn Pulse to keep track of industry news

4



Ask a question to start a discussion

5



Monitor your LinkedIn notifications for responses and continue to engage

6



Export your LinkedIn connections

7



Don't ignite a hater

8



1. Company pages
2. Completing your company profile
3. Company page SEO
4. Creating fresh content
5. Free content calendar
6. Content tips
7. Consider your employees
8. LinkedIn analytics
9. LinkedIn groups
10. Identifying your ideal clients
11. Your persona template
12. LinkedIn advertising
13. Summary business page tips



LinkedIn Company Pages help others learn more about your business, brand, products, services, and job opportunities.

They represent a central facet in using LinkedIn for business, which means it's extremely important to understand how your Company Page should be structured and used. This includes the branding and the sort of content you provide.

Not everyone can set up a Company Page on LinkedIn. There are a number of requirements in place which serve to ensure that only genuine companies can set up a LinkedIn Company Page.

- 1 You must have a personal LinkedIn profile setup with all of your correct details
- 2 Your personal profile must be at least be over 7 days old
- 3 Your profile strength must be listed as Intermediate or/all star
- 4 You must have several connections on your profile
- 5 Your current employee and position must be listed in the experience section
- 6 You must have a company email address added and confirmed on your LinkedIn
- 7 Your company email domain must be unique to the company



A complete company profile is very important because it calls for the utmost professionalism. Your Company Page on LinkedIn should show a white-collar persona that comes with some character. Follow the steps below to complete your company page.

1

Add images to stand out:

Include your company's logo and a cover image to bring your page to life. Your logo appears when members search for your company as well as on your employees' profiles.

2

Optimise for search:

Company Pages are SEO-friendly. Google previews up to 156 characters of your page text, so be sure that your description leads with powerful, keyword-rich copy.

3

Share engaging content:

Share company news, industry articles, or thought leadership pieces. Posts will appear on your Company Page and in the news feed on the homepage of each of your followers across all devices and platforms.

4

Track your progress:

Your Company Page includes helpful analytics that show changes in the size and composition of your follower community, as well as activity on your page.





When was the last time you reviewed your Company Page? Ask yourself if it represents your brand well? If it attract prospective clients? And does it showcase your business as an authority in its field?

Many companies take the necessary steps to create a company LinkedIn page, but aren't quite sure if their page is doing all it should. We're here to provide some advanced tips to make sure your page is the best it can be.

Tips:

- Create Showcase Pages
- Add keywords to your company profile
- Add a ***“follow us”*** button
- Write comment-worthy updates such as:
 - Asking questions
 - Sharing unique statistics
 - Sharing a valuable link



Update your page regularly with a variety of inbound content. Post a mixture of links, images and videos.

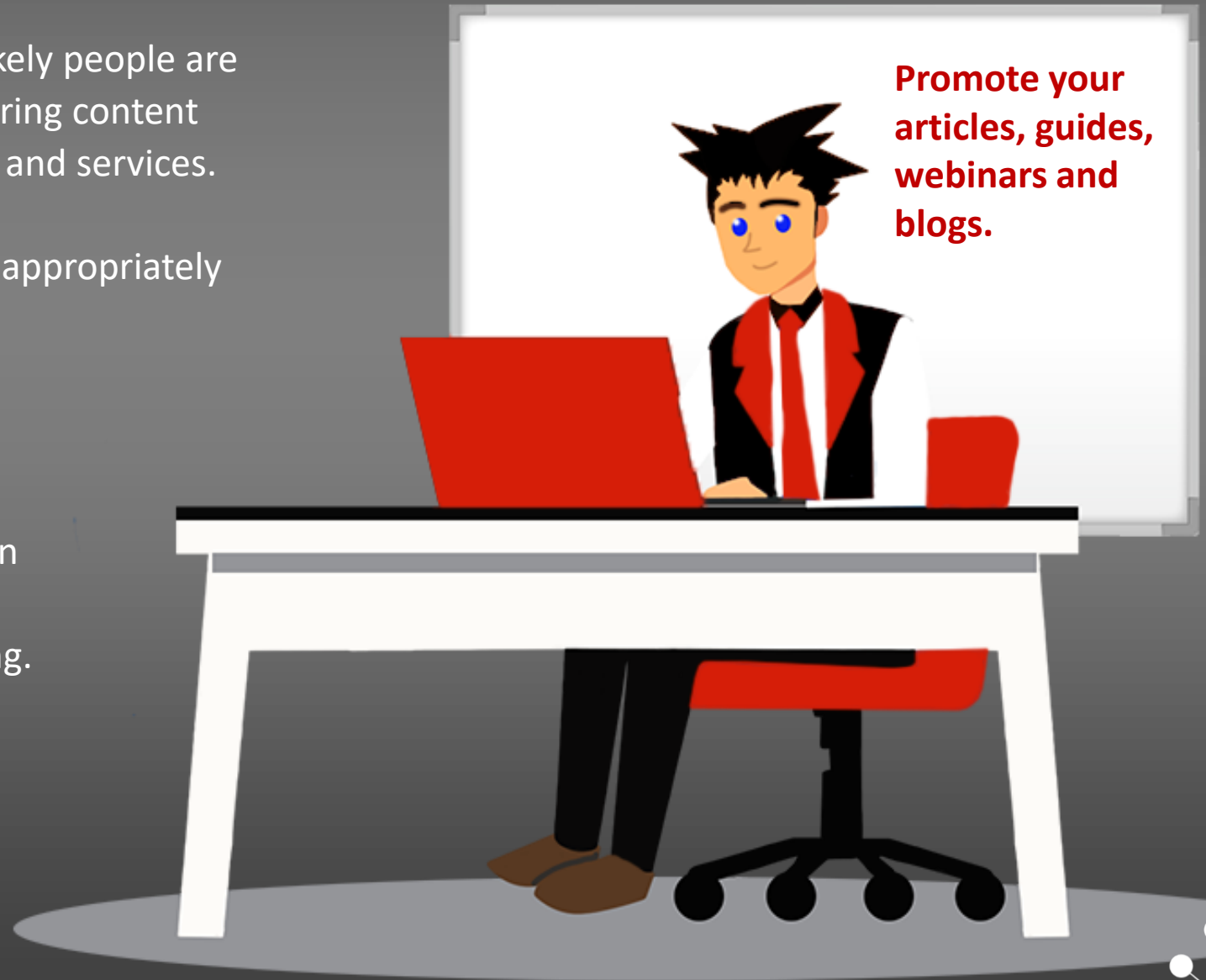
The more visual the content, the more likely people are to engage with it so post useful and inspiring content rather than content about your products and services.

Products and services can be showcased appropriately using purpose-built Showcase Pages.

Tip:

When posting a company update, you can click into the title and description generated and customise it before posting.

Promote your articles, guides, webinars and blogs.



1

Use both short form and long form content.

Make your short form content as useful as a an educational blog post, so that its easy to read and share.

2

Post updates that contain links and visual elements.

Status updates in LinkedIn function similarly to posts on Facebook. Create simple, easy-to-consume pieces of information.

3

Take every opportunity to engage.

Lead engagement via LinkedIn by answering questions and responding to comments.

People sign onto LinkedIn to connect with peers and learn about their industry. If you present your company as an industry leader in market education, with timely answers to important questions, your Company Page is virtually guaranteed to appeal to the right prospects.

After you've optimized your Company Page, it's time to start the content creation process. Using a social media management platform or content calendar such as the one below, to schedule posts can be a great way to plan your content marketing via LinkedIn.



	Topic/Title	Content/Details	Keywords	Target Persona
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				



Depending on the size of your company, your team may not even know you have a Company Page. Be sure to tell everyone in your company about the page and encourage them to share and comment on both the page, as well as the content on it. This engagement needs to be authentic.

Tips:

- Try not to share or comment all at once. It is better to pace it out
- Each employee can change and edit the update if they share it
- Feel free to share the post across multiple platforms. A good technique is to have different employees looking after different social accounts





The analytics provided by LinkedIn for Company Pages can be very useful.

At a glance, you can see which updates attracted the most impressions, clicks, interactions, new followers and engagement rates. You can also dive into your follower and visitor demographics and trends.

If you're a Company Page administrator, you can view analytics about your Company Page to gain deeper insights into your page performance.

LinkedIn Analytics allows you to:

- Evaluate engagement of your individual posts
- Identify trends across key metrics
- Understand more about your follower demographics and sources
- Understand more about your page traffic and activity



LinkedIn Groups are the place to be, not only for professionals looking to belong, but businesses aiming to cultivate a valuable community.

Some of the key benefits include:

1

A channel to share content to those who will find it most valuable. This allows for not only higher engagement, but more quality interactions.

2

Greatly boosting your brand's name and online reputation by participating. Search for Groups relevant to your industry to start engaging with posts and members.

3

Sharing relevant content is also a way to drive more visitors and prospects to your website. These individuals are in a LinkedIn Group relevant to your business, which makes them extremely valuable as potential leads.

4

As a business, having an active LinkedIn Group will help you connect with your customers. In building a LinkedIn Group, a brand creates a forum for their customers and audience to connect. This allows companies to reach a targeted audience of industry professionals.

5

Groups can help you gain insight into your target audience. You can join Groups with audience demographics that you think may be interested in your brand's product or service to see what kind of information the participants deem valuable and worthy of sharing.



What is an Ideal Persona?

By creating a persona, giving them names and visualizing them, it is easier to show them how your product, service or destination can solve their problem.

As a business, you need to be constantly thinking about your customer, their pain points, likes and dislikes.

Knowing your customer will also help you to make marketing decisions much easier and drive visitation and revenue. Persona's will help your brand in creating content with purpose that speaks directly to the needs of specific segments of your audience.

Key benefits include:

- Identifying where customers spend time
- Guiding the tone and substance of your content
- Creating an understanding of client needs and interests
- Pointing to content opportunities on specific topics
- Guide content formatting
- Helping retain visitors longer once they are interested



**Brynn
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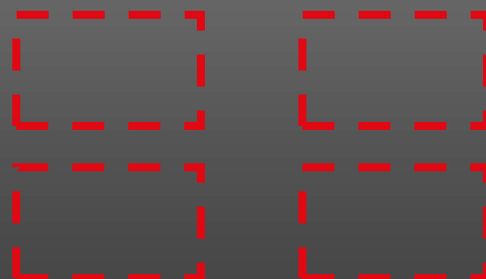
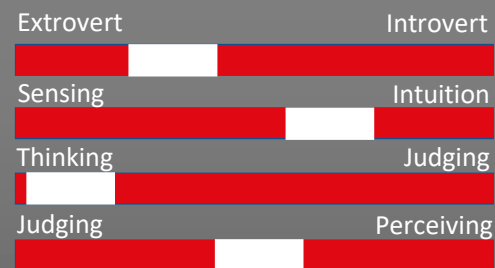


Bio

Business Owner

Helping companies connect to their ideal clients on LinkedIn.

Personality



Age
Role
Status
Location

Goals

- To increase profitability
- To Maximise his loyalty points and rewards
- To narrow his options when it comes to shop

Frustrations

- Too much time spent booking – he's busy
- Too many websites visited per trip
- Doesn't not like long processes

Motivations

Speed

Price

Comfort

Technology

IT and Internet

Software

Social Networks

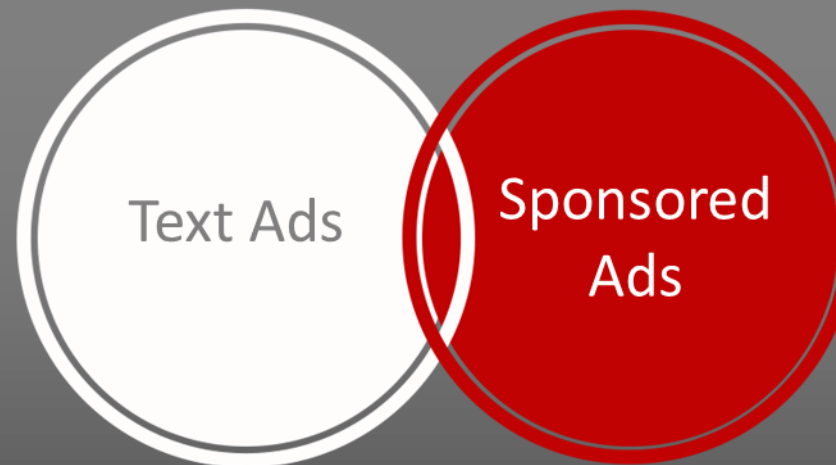
Mobile Apps



LinkedIn Advertising is often overlooked when it comes to paid promotion within inbound marketing. LinkedIn Ads can help you achieve a very targeted reach. It offers very precise targeting options. LinkedIn profiles also typically contain more detailed and up-to-date professional information compared to other social networks.

LinkedIn ads offer two types of promoting:

Text ads appear on the right-hand side of your LinkedIn feed. They are typically used to promote services of products.



Sponsored Updates serve to attract new followers to your Company or Showcase Page and serve to drive engagement with company-specific content.

[Click here](#)

for more information on LinkedIn Advertising





Layer in your visual and brand identity

1



Measure how your LinkedIn page is performing through analytics

5



Post updates and thought leaderships consistently

2



Don't forget about SEO

6



Share information that employees can use on their personal profile

3



Cross-promote, Include a Follow button on your company's website

7



Explore LinkedIn's Advertising

4



Showcase your customer portfolio and case studies

8





LinkedIn Company & Showcase Pages



LinkedIn SlideShare



Publishing Posts on LinkedIn



LinkedIn Sponsored Updates & Direct Sponsored Content



LinkedIn Groups



Pulse Posts

For help on the above please contact us
www.hublinked.com.au



Please get in contact with us if you are interested in a content piece similar to this one for your business. The results include:



Up To
10,000 +
LinkedIn
Views



Up To **20%**
Increase in
LinkedIn
Connections



Up To
1000 - 10,000
New Leads



Up To
80% Email
Open Rate



Up To **50%**
Increase in
Website Views

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