

Brand Building 5 Minutes at a Time on LinkedIn



Key Takeaways

- › How to update your profile to meet your business goals
- › What actions to take to grow your network
- › How to build valuable relationships
- › How to participate in the social space to build your brand
- › How to elevate these skills to position yourself or your brand as an influencer in your industry



State of LinkedIn

- › The culture of LinkedIn as a social network has changed: it's no longer just a place to hire or get hired
- › More and more professionals are using LinkedIn to foster thought leadership, build relationships and improve brand perception
- › The news feed is used as a place to gather industry information, stay updated on trends and stay top of mind with key customers, prospects and partners



Notable Statistics

- › 303 million monthly active users (48% of all LinkedIn users)
- › Profiles with professional headshots get 14x more profile views



Optimize Your Profile

- › Update your title, headshot and experience
- › Claim your custom URL
- › Write a recommendation for someone
- › Ask someone for a recommendation
- › Endorse others' skills
- › Ask for endorsements
- › Create a 30 second welcome video for your profile
- › Add photos, videos and PDFs to enhance each section of your profile
- › Add links to your descriptions



Grow your network

- › Remove low quality connections
- › Connect with people you've met in the last week
- › Connect with colleagues/alumni
- › Connect with clients, vendors
- › Add mentors, professors
- › Connect with people suggested by LinkedIn
- › Connect with industry experts
- › Identify gate openers and super-connectors
- › Accept pending invitations to connect



Build Your Relationships

- › Warm up an old contact by sending a message asking, “How can I help?”
- › Send a 3-way message to connect 2 people in your network
- › Send a referral to someone in your network
- › Write a thank you note (handwritten or LinkedIn message)
- › Use the news feed to find opportunities to call someone in your network, say hello and catch up



Be Social

- › Scroll through your news feed to find posts to Like
- › Comment on posts
- › Share posts that are valuable to your network
- › Follow a company you're targeting and scour their recent updates
- › Find a Group to join
- › Scour Group feeds for opportunities to add value
- › Initiate a Group conversation by asking a question or offering a new perspective
- › Ask questions in industry Groups



Become an Influencer

- › Share an article that's valuable to your customers and prospects
- › Teach your audience something new or share your perspective by writing a LinkedIn Article
- › Post a photo of where you are and who you're with around town
- › Promote your colleagues, clients and vendors in a post
- › Post a question or an opinion soliciting a response from your network
- › Post a video of yourself answering commonly asked questions or a little known fact



Consistency is Key

- › Choose one or two ideas at a time and spend 1-5 minutes on that task
- › Check in to LinkedIn regularly (once a day or once a week)
- › Challenge yourself and try something new
- › Post original content consistently



Want More?

- › Connect with Melanie Romanaux on LinkedIn (www.linkedin.com/in/mjromanaux)
 - Ask me your social media questions any time
- › Follow Kabbage on LinkedIn and visit kabbage.com/NFIB for weekly business tips and tricks



Resources

- › Inc.com: How to Make Your LinkedIn Profile 20x More Appealing, According to Science
 - <http://bit.ly/LIprofileideas>
- › Inc.com: If You Do This 1 Thing on LinkedIn, You Look Like a Narcissist
 - <http://bit.ly/30krbJU>
- › Customizing your Public Profile URL
 - <http://bit.ly/LIcustomURL>
- › Everything You Need to Know About LinkedIn Video in 2019
 - <http://bit.ly/LIvideotips>

