

How to Leverage LinkedIn to Lock In Deals

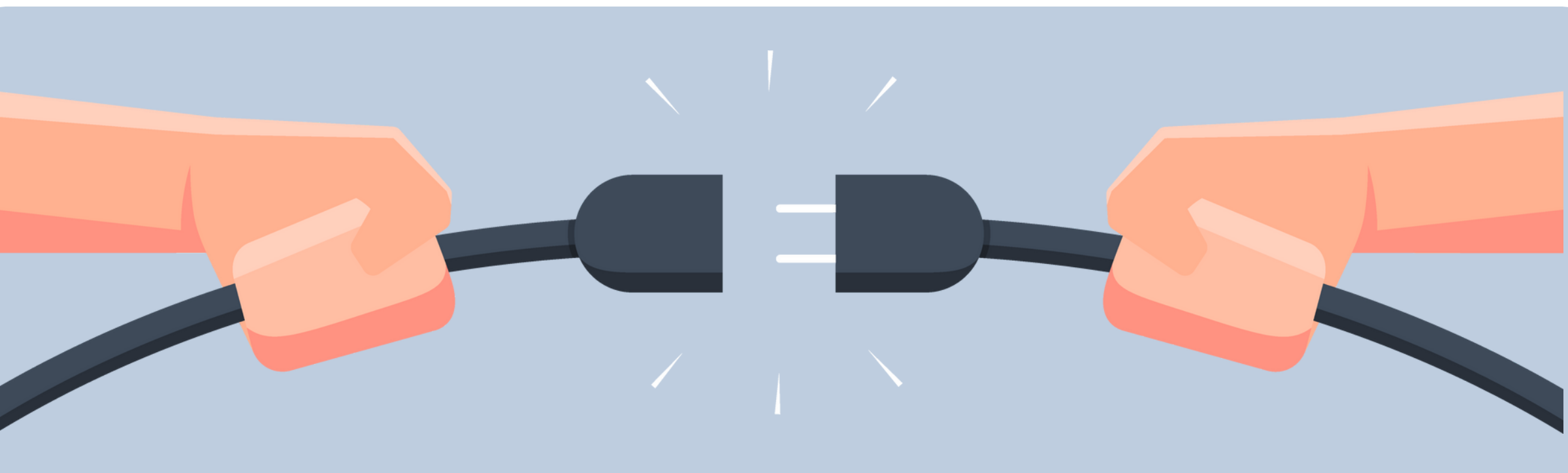




The Power of Social Media

Whether you're a LinkedIn newbie or a seasoned pro, optimizing your profile is crucial for maximum visibility. But that's just the beginning. Consistently sharing relevant and captivating content is key. And let's not forget about networking—the ultimate aim of building connections and seizing opportunities.

This guide offers simple tips to leverage the LinkedIn algorithm and effortlessly nurture your sales relationships.



Need LinkedIn support or help with your overall social strategy?

Reach out to Michelle Jones at michelle@growwithcreativete.com, and be sure to follow Creativate on LinkedIn at www.linkedin.com/company/growwithcreativete/

Sources:

The Complete LinkedIn Playbook
17 Best LinkedIn Summary & Bio Examples [And How to Write Your Own]
Brand Boost: LinkedIn Content and Creative Best Practices

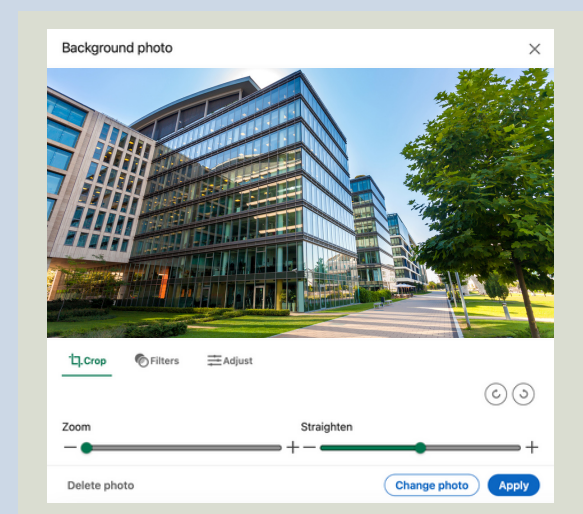
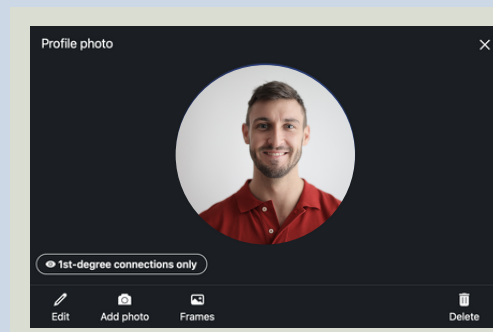


Getting Set Up for Success

Optimize your profile for the LinkedIn algorithm by completing these 6 essential items below. As you complete these steps, the strength of your profile will increase, ensuring maximum visibility on LinkedIn.

1. Include Your Professional Profile Photo and Cover Photo

- Choose clear, high-quality photos with simple background
- Appropriate clothing and grooming, showing upper body and face (remember to smile!)



Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/ 

2. Customize your Profile URL and Include your Contact Information

- Establish your personal brand by replacing long string of letters and numbers with simple and polished customized slug
- Example: /first name - last name

3. Craft a Compelling Headline

- First impression (220 characters)
- Include value proposition and professional identity
- Represents what you offer
- Consider unique skills and qualifications to highlight

Headline*

Current position

Position*

+ Add new position

Show current company in my intro

Industry*

Learn more about [industry options](#)

Education

Education*



Getting Set Up for Success Continued

4. Craft a Compelling Summary

- Digital elevator pitch
- Showcase your expertise
- Highlight background and goals
- Include your unique differentiators and keywords
- Display visual content in your summary
- Should be consistent with company brand
- Conclude with a strong call-to-action

5. Work History

- Include all relevant experience
- Select the company page in the dropdown when adding "Company"
- Use active language
- Add multimedia content
- Incorporate data
- Highlight transferable skills
- Proofread and be honest

6. Showcase Education, Certificates, Recognitions, Honors and Awards

- Be clear, concise and compelling
- Degrees and Industry-Related Certifications
- Industry awards and nominations
- Committee participation, publications, keynote addresses, panel moderations



Sample Summary

Hi! I'm Michelle and I'm passionate about marketing, manufacturing, and construction materials. I bring my experiences, expertise and strategies of working for multi-million and multi-billion-dollar B2B companies to benefit smaller businesses.

First, a few core beliefs:

- * Marketing should be a revenue generating activity for your business.
- * "We've always done it this way" has got to go. Nothing is safe. If it's not working, then let's get creative, scrap it, or pivot.
- * There are so many ways to connect your digital marketing dots... harness the power of data driven decisions!
- * I believe in continuous improvement, from operations to self.
- * Tactics without plans are like running without a destination.
- * Life is too short to not LOVE what you do!

So what do I do?

I specialize in helping small to medium size businesses grow through marketing. I love partnering with companies to help create a sustainable marketing strategy, and assist with identifying the best resources to execute it. This can mean website support, creating literature and sales tools, branding, social media, trade shows, copywriting, promotional items and more.

I'm passionate about finding creative solutions to business challenges, and building marketing strategies and departments. I'm known for tackling ambitious projects and executing a long-term marketing vision directly tied to overall company growth goals. Over the course of my career, I've been entrusted to manage multiple, decades-old brands.

I'm proud of my accomplishments professionally and academically. I've been promoted multiple times, been awarded for my performance by my employers, and recognized in the roofing industry for my contributions (2018 SPRI Member of the Year). I hold an MBA from Case Western Reserve University in Cleveland, OH.

Specialties: branding, marketing communications, project management, marketing strategy, event planning, trade shows, social media, content marketing, digital marketing, consulting, Salesforce.com, HubSpot, MailChimp, Google Suite, online advertising, Wix, content management, marketing, meeting facilitation, Microsoft Suite, newsletters, public speaking, writing, internal communications, public relations, B2B inbound, lead generation



Curate Meaningful Content

Do

- ✓ Provide value and share knowledge
- ✓ Use visuals and multimedia content to better communicate your message
- ✓ Use a professional tone and be respectful in sharing your opinions and perspectives
- ✓ Build a community by engaging with readers and other people in your network
- ✓ Be yourself by sharing content that is relevant to what you do and authentic to who you are

Don't

- ✗ Don't share content that is irrelevant to network or career
- ✗ Avoid sensationalizing content or misleading readers to entice clicks
- ✗ Steer clear of overpromotion --> choose to share valuable and interesting content to grow your network
- ✗ Don't use offensive language or share anything too controversial for LinkedIn
- ✗ Don't forget to proofread your posts (professional and error-free)

Ideas for LinkedIn Content:

- Share industry news accompanied by your own insights
- Offer your opinion on a current event and how it may be impacting your industry
- Share a personal goal related to your career development
- Write a mini-case study about a recent project you're proud of
- Share a quote that inspires you
- Offer (or request) podcast or book recommendations
- Share a success story of a client you've worked with
- Write about an important lesson you've learned on your career journey



Curate Meaningful Content Continued

- **Embrace Emotional Connection**
 - Community & Causes, Diversity & Equality
 - Personal Stories
- **Get Personal**
 - Communicate personal benefits of your brand to your clients (brand helps achieve goals, brand provides some emotional benefit)
 - Go beyond static with animated/video
 - Carousels (created with .pdf files) - provide engaging experiences
 - Repurpose big rock content!
- **Bring Your Value to Life**
 - Opportunity for peer validation - primary vehicle for increasing trust
 - Measure impact and ROI
- **Be Distinctive, Consistently**
 - Fluent Devices (logos, characters, iconography, etc.)
 - Adopt a distinct, ownable, repeatable look

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- Post “behind-the-scenes” photos of your workspace
 - Offer advice to people who are early in their careers or new to your industry
 - Give public kudos to a coworker who has been doing great work
 - Share a fun fact about your job, industry, or company
 - Offer your perspective on a highly-debated topic within your industry or niche
 - Share tips on managing work-life balance
 - Offer advice on improving productivity or organization at work



B *Building & Growing a Powerful Network*

Make Connections - Connection Requests

- Strategic network
- Personalize messages
- Interact with connections frequently
 - Comment on posts, answer questions or share pertinent information

Connection Message Templates

Unsure of what to say in your connection request? Here are a few templates to get you started. Just remember to edit them accordingly to make them more personal.

Mutual Interest

Hi [Name], I came across your profile and was impressed by your work in [industry/field]. I would love to connect with you and stay in touch on LinkedIn.

Shared Connection

Hi [Name], Our mutual connection [mutual connection name] has brought your role in [department/role] to my attention, prompting me to reach out to you. I appreciate the unique challenges that you face, particularly when it comes to [industry-specific challenges]. I'd like to learn more about your current challenges and explore how we could address them. Would you be open to connecting?

Referral

Hi [Name], [Referral name] recommended I connect with you on LinkedIn. I am confident [Company name] can also help you manage your [industry] needs. Let's chat!

Cold Pitch

Hi [Name], Are you caught in a cycle of [industry challenge], or do you have a proactive plan in place? I am eager to engage with you to gain a deeper understanding of the obstacles and difficulties you are encountering in managing your [industry] needs.



B *Building & Growing a Powerful Network Cont.*

Cultivate Relationships - Nurturing Connections

Maintain regular contact: By leaving comments on their posts, forwarding them pertinent articles, and occasionally sending them a message, you can keep in touch with your connections.

Display sincere interest: Communicate with your connections and express a sincere interest in their professional aspirations. Inquire about their endeavors, successes, and difficulties.

Offer value: by sharing your knowledge, perceptions, and experiences with your contacts. Share pertinent articles, offer to put them in touch with other professionals, or suggest books and training programs that might be useful.

Be receptive: When your contacts contact you with queries or requests, be receptive and accommodating. By doing this, credibility and trust will grow.

Celebrate achievements: Congratulate your contacts on significant occasions, such as job promotions, career anniversaries, or job announcements. This could improve relations and foster goodwill.

Participate in industry-related groups: You can join these groups and participate in conversations, discuss current events, share advice, and network to increase visibility and engage with others.

It's important to make this a part of your job. More than ever potential clients are researching the company and you before even taking the call.

What are they learning from your profile and what does it say about you?

Take it in bite sizes so it's manageable – try blocking 5 – 10 minutes a day to attend to your social media.