

10 Tips for Using LinkedIn for Business

So you have a LinkedIn profile but you're not sure what to do with it or what to do next?

I had the pleasure of attending a fantastic 2-hour information session this week with social media consultant extraordinaire Kerryn Page of Quisk Design and Kerryn has very kindly offered to share her top 10 tips for using LinkedIn for business here:

1. **Have a professional profile picture:** Your picture should be recent, professional and engaging - these factors increase the likelihood of your profile being viewed by 7 times!
2. **Great headline:** The headline is a very important part of your LinkedIn profile. It is your 'hook' to people finding you in a LinkedIn search and needs to be enticing enough for someone to click on your profile and not your competitors'. Keep your headline professional and include keywords to assist with your SEO and Google ranking.
3. **Personalise your LinkedIn profile URL:** When you first create a LinkedIn profile, LinkedIn will automatically allocate you a default URL for your profile. Securing your public profile URL (a unique URL for your profile) will help direct people to your LinkedIn profile. You can change your URL in your settings.
4. **Complete your profile in full:** Make sure you detail adequate content throughout your LinkedIn profile. You can add, remove and re-arrange sections that are or are not relevant. Use the relevant keywords that people would use to find you, your product/service and business/industry. This assists your profile to be optimised for search engines. If you want to stand out, don't simply list your job description. Make it compelling, yet truthful. Make people want to network with you or use you or your business's services.
5. **Create a company page for your business:** Creating a LinkedIn company page helps others learn more about your business, brand, products and services and job opportunities. It's an opportunity to tell your company's story, engage with followers, share career opportunities and drive word of mouth. It's also a good way to add credibility to you and your business.
6. **Post information and articles that highlight your expertise:** Building relationships on LinkedIn is not a short-term action. It takes time to build your credibility, giving others the opportunity to learn to trust you and for you to be identified as the 'expert' in your field. Be the creator of content or the source of content to educate people on your products and services. This will assist to position you as a knowledgeable resource on the topic and will put you in a much stronger position to influence their buying decision.
7. **Join a group:** LinkedIn groups provide a place for professionals in the same industry or with similar interests to share content and find answers, post and view jobs, make business contacts and establish themselves as industry experts. Choose carefully. Ensure they are relevant and the time you invest in them is worthwhile.
8. **Organise your LinkedIn connections:** Key relationship data can be added and saved against your connections. This information is only visible to you. You can add notes, reminders, information on how you met and tags to segment or group your lists.



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9. **Post regularly:** Typically, you will reach 20% of your connections/company followers with any one post, so it's recommended that you post 20 + posts per month. LinkedIn estimates that by posting daily (on weekdays) it can help you reach 60% of a unique audience.
10. **Export your connections:** You have the ability to export a full list of your connections (first name, surname and email addresses). Use this information with care and respect. Watch that any marketing activity you carry out with your connections is in line with the anti-spam rules.

And just a final note on your branding: ensure your LinkedIn company page profile and cover pictures are consistent with your business's branding. Keep to the style, colours, themes and formatting. This builds your business's credibility as a professional, legitimate enterprise and, of course, it looks great!

If you require any 'hands-on' assistance with LinkedIn, you can contact Kerry at **Quisk Design** on **(08) 8350 0088** or at kerryn@quisk.com.au.

For more business and life coaching tips to help you achieve your goals and create and live the life you've always wanted, visit www.blueskycoaching.com.au. To find out more about how you can work with me personally, call me on 0411 471 941 or (08) 8338 3134 or e-mail tania@blueskycoaching.com.au.



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