

The Small Business Owner's Checklist For LinkedIn

Build Your Credibility and Showcase Your Value to your Clients, Prospects and Potential Partners on the World's largest Professional Network.



Checklist: Getting Started on LinkedIn

Here are the key elements for get you started on LinkedIn. Some steps you can take that will ensure visibility and credibility on your Personal Profile and Business Page.

Develop Your Personal Profile

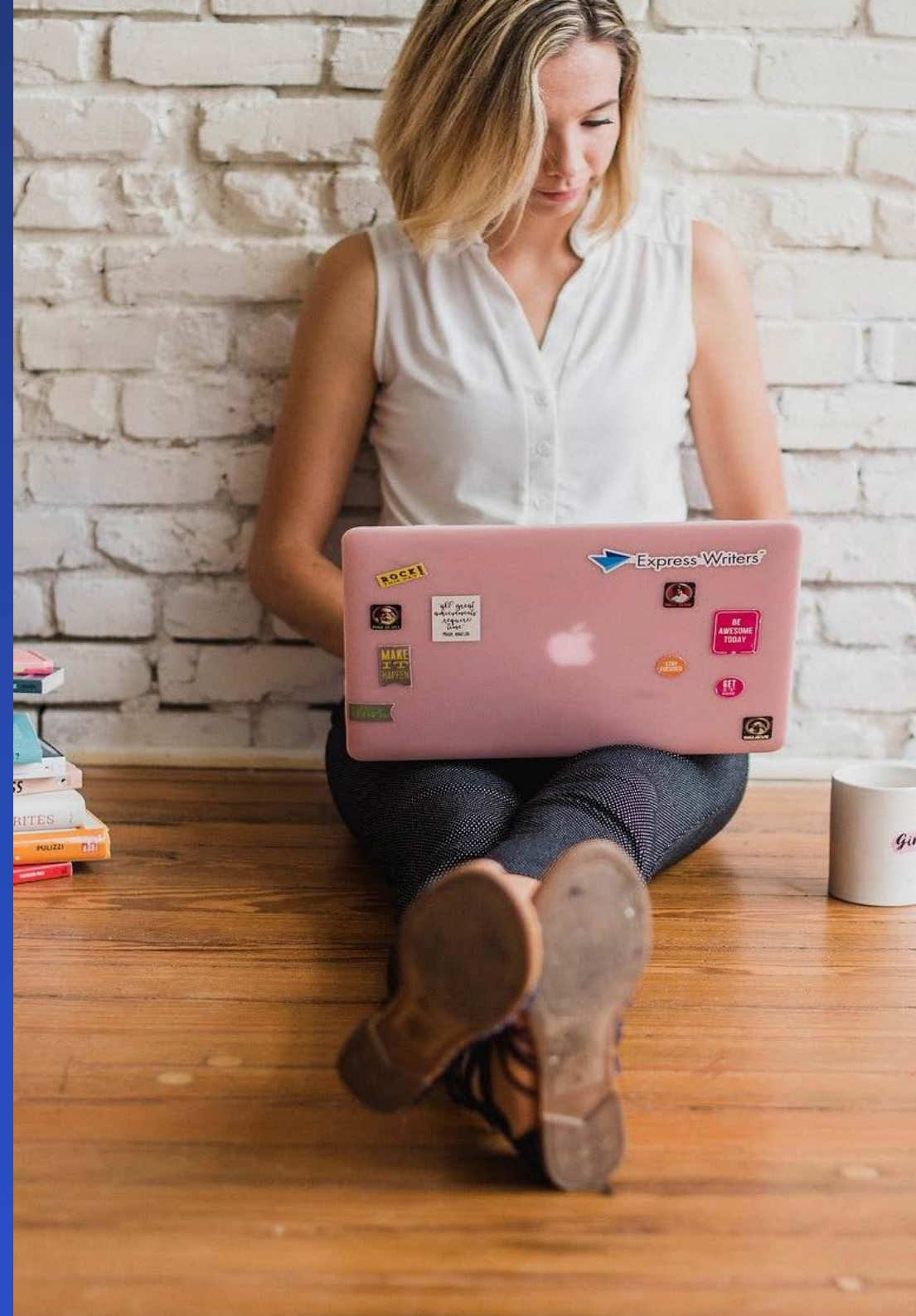
- ☐ Add A Banner Image to the top of your Profile
- ☐ Add a Professional Avatar Photo
- ☐ Fill in Your About (Summary) Section
- ☐ Add Your Work Experience (*at least last three position*)
- ☐ Showcase Your Skills and Recommendations

Create A Company Page (*Linked to your Personal Page*)

- ☐ Add Banner Image & Logo
- ☐ Create Company Overview in “About Us” Section
- ☐ Use Keywords and Hashtags for SEO

Build Your Connections

- ☐ Reach Out to your Peers and Prospects
- ☐ Sync Your Email Address Contacts Book



Checklist: Gaining Visibility on LinkedIn

Building on your Personal and Professional Profile requires you to create visibility and awareness.

Create a presence that people will come back to view your content

Develop a 80/20 rule for content 80% Shared 20% your won content .

Additional Profile Features

- ☐ Profile Your Education & Certification
- ☐ Share Your Volunteer Experience
- ☐ Showcase Media (Video, Presentations, Blogs)

Follow Expert Sources

- ☐ Search for Thought Leaders, Influencer's
- ☐ Join LinkedIn Groups and Interact with Members

Reach Out to Your Network

- ☐ Add Comments on Connections Post
- ☐ Share Updates with your Community
- ☐ Post from Your Company Page



Checklist: Build Your Reach on LinkedIn

Growing your reach on LinkedIn is an excellent opportunity for you to showcase your value and build Solid Business Relationships with your peers, prospects and potential partners.

Reach out Potential Connections

- ☐ Message Mentors and Clients
- ☐ Give context to conversations
- ☐ Share Links and PDF's to enhance engagement

Curate & Create Content

- ☐ Share Articles, Blogs and Video's
- ☐ Include Imagery that stands out
- ☐ Add Commentary and Polls

Publish Original Content

- ☐ Draft and edit original expertise & Case Studies
- ☐ Sharing your writing on LinkedIn Blogs



LinkedIn Strategies that will triple the size of your network

Strategies Tips

- ☐ Include images in posts
- ☐ Cater to your audience
- ☐ Create a group
- ☐ Engage your employees
- ☐ Connect with customer
- ☐ Share videos
- ☐ Track your LinkedIn analytics
- ☐ Start conversations with current connections
- ☐ Connect LinkedIn to your blog
- ☐ Create LinkedIn showcase pages
- ☐ Add your LinkedIn profile to your email signature
- ☐ Post regularly on pulse + news-feed
- ☐ Time your post wisely



In Conclusion

LinkedIn is where you can build a community and more prospect and customers relationships forward.

It is also the platform you can use to generate the results that matter, everything from driving awareness and building visibility.

People trust the information and content shared on LinkedIn because it's shared by legitimate professional.

*LinkedIn was voted the most trusted social platform globally in "Business Insider's Digital Trust Report"

You can reach the right professionals in the right mindset to drive organic engagement.

Source Content LinkedIn & Kompass Media



For more resources on LinkedIn and Social Media Marketing
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www.kompassmedia.ie M: 086 845 9960

