

GET STARTED WITH LINKEDIN



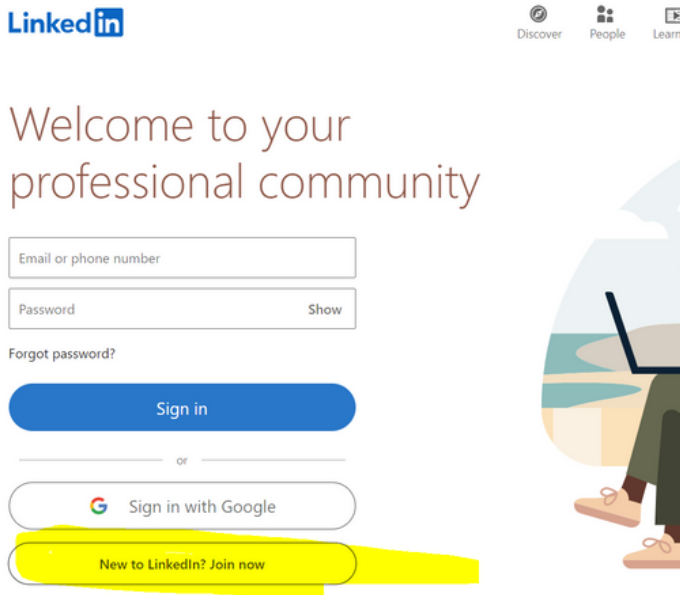
A step-by-step guide to level up your brand on LinkedIn!

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Step 1: Create Account

Go to <https://uk.linkedin.com/>



Create Account

- Click on "New to LinkedIn? Join Now"
- Enter your sign-up details

Step 2: Set Up Your Profile

Profile Banners

The profile banner sits at the top of your profile. This provides a chance to be more creative and highlight a key service you offer. Include a strong call to action e.g. Call Now/ Book Now to entice people to take action. Ask your team members to include the same banner to ensure consistency, professionalism and a strong brand presence.

To add your banner, you just need to edit your profile and click on the pen icon in the banner and add the image. If you want us to do this for you, [click here](#).

Step 2 Cont'd...

Profile Photo

Ensure you have a professional high res photograph (headshot). The ideal dimensions are 400px x 400px.

Headline

This is the first thing that prospects read when they visit your LinkedIn profile. So make it count! You want to ensure that new connections or visitors will want to continue to scroll and find out more about you.

The headline sits directly below your name on your profile and you have the opportunity to use 220 characters to allow you to get found and stand out. Use keywords relevant to your industry/service (these are searchable) and be descriptive.

Tell people what your organisation does and let people know how you can help. What problem do you solve? How can they get in touch with you? What service you offer? Who is your ideal client? To separate key points or services use the vertical bar (|).

Example: As "Plasterer" forms part of the keywords that may be typed in the search bar by future prospects, a recommendation would be:

[Name of company] | [Accreditation] | [Job Title e.g. Plasterer]
Experience working with Commercial & Residential Customers in
[Location] Get in touch to find out more & book your free quote.

Step 2 Cont'd...

About Section

This is the time to highlight your achievements and tell your career story.

Make it relevant to your target audience and provide a call to action "CTA" at the end. You have 2600 characters available so use wisely. This will expand on what you have written in the headline above.

Skills

Make the most of the skills section. You can list 50 skills that are relevant to the services that you offer. People search for skills so make sure that you update this regularly.

Featured

Do regularly update and utilise this section to highlight any key posts, upcoming events or articles that you may have written. You can either feature a post, an article, a link or media.

*If you haven't already got the "Featured" section - At the top of your profile go to "Add profile section" and click on the dropdown arrow next to "Recommended" and then "Add featured".

Step 3: Services Section

Services is a new LinkedIn feature that helps consultants, freelancers and those working for smaller businesses to showcase the range of services that they offer. Filling out the Services section of your profile can boost your visibility in search results.

You can check you have this feature by going to the "Add profile Section" button which sits underneath your profile header.

If this isn't available to you, you can request access by clicking the link [here](#).

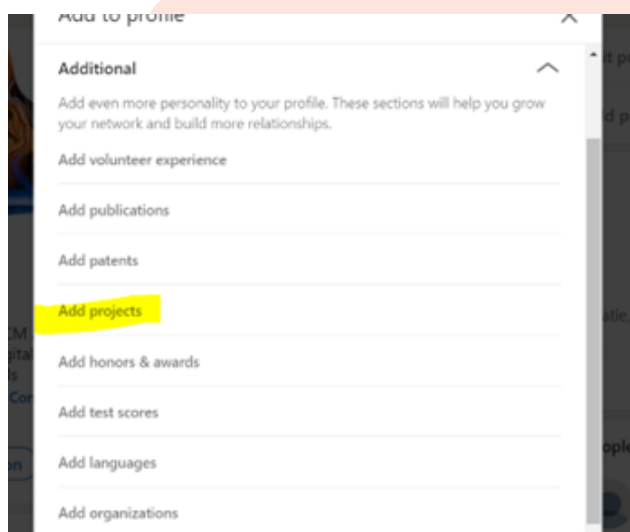


Take your project to-do to done

Search for services on LinkedIn

Try "email marketing"

Popular Services



You can also add projects to your profile page by clicking on the "Add Profile Section" and selecting "Add Projects" on the drop-down menu under "Additional".

Tip

Step 3 Cont'd...

Opportunity

The projects feature provides the opportunity to:

- Shows viewers what you and the business does whilst showcasing the work you've done for your clients.
 - Highlight key achievements and demonstrate your skills and experience.
 - Showcase your teamwork skills – You can add team members to a project.
 - Another opportunity to appear in the search results – so make sure you include keywords in your project name and description.
 - Assign a URL relative to your project – so can provide an opportunity to link back to the website.
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Step 4: Connections

Your professional network can help you unlock new opportunities, raise your profile and strengthen relationships. Networking is a great way to stay up to date with the latest development and equally share information with others in your field.

Ways to connect:

1. Connect with people you know.

A shortcut to your network is

<https://www.linkedin.com/mynetwork>

LinkedIn's algorithm automatically selects people you may know in a certain area, or because you worked at a particular company. From here you can also see a range of groups, newsletters and events that you also may be interested in.

2. Connect with people in your industry

When you send a connection request, introduce yourself and explain why you want to connect. Then once connected, build the relationship, e.g. like and share their posts.



The best time to connect with people is shortly after meeting them, over the phone or after an event you have both attended.



Step 4 Cont'd...

3. Join LinkedIn Groups

A good strategy is to join groups specific to your industry. They are a valuable source of information, ideas, and support. Contribute and be seen in front of hundreds if not thousands of people.

4. Connect with specific industry types (using the search function)

If you are looking for a person with particular expertise use the Boolean search on LinkedIn. (* Boolean uses the logic "OR", "AND", "NOT"). To find results containing an exact phrase, use quotation marks e.g. "Electrical Consultant")

You can also use the AND and OR functions. Use AND to search for two separate terms and OR if you want to combine the results. You can even use brackets if you are searching for more than one modifier e.g. Electrical Consultant (Hertfordshire)

Add NOT if you want to exclude terms – You add this before the search term e.g. "Electrical Consultant" NOT Trainee



Your most recent searches will be shown when you click in to the search bar.

Step 5: Engagement

Good content will drive engagement. If you're stuck on ideas on what to post why not keep an ideas board. Think about what's happened over the week, is there anything that could make for good content? E.g. lessons learnt and/or interesting conversations. Content is easier to create when you have inspiration noted down. If you don't have the time we can manage your content for you.

Some content examples include:

Audience Polls

This is a great way to generate views and engagement. Polls can help you find out more about your customers, and gauge their opinion and point of view.

Once a poll has ended, the voter will receive a notification that the poll has ended and remind them to re-engage and interact with your page.

To create a poll from your company page, click the Poll button below the Start a Post prompt. You can suggest up to four options and let the poll collect responses for up to 2 weeks.

Celebrate an Occasion

- **Welcome to the Team** – Celebrate a new joiner.
 - **Give Kudos** – If you think someone has done an amazing job or deserves praise give them kudos.
 - **Project Launch** – to share a new project milestone.
 - **Work Anniversary** – to celebrate a career milestone.
 - **New Position** – to share a job update.
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Summary

If you take the time to maximise your LinkedIn Profile you will get leads. LinkedIn is another opportunity to market yourself and your services.

Ultimately LinkedIn is a networking platform and networking is a two-way street. So if someone has taken the time to comment on your post, go and comment on something they've posted recently or send them a connection request.

Need help? - Get in touch



Thank you!



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