



“How to Optimize Your LinkedIn Profile and Best Practices For Success”

[Speaker: Chelsea Krost](#)

Millennial Marketing Strategist and [LinkedIn Instructor](#)

What We Will Cover



How to use LinkedIn to grow your professional network



The top benefits to having a presence on LinkedIn



The difference between a personal Personal Profile and Company Page and how to leverage both effectively for success



What content to create and share

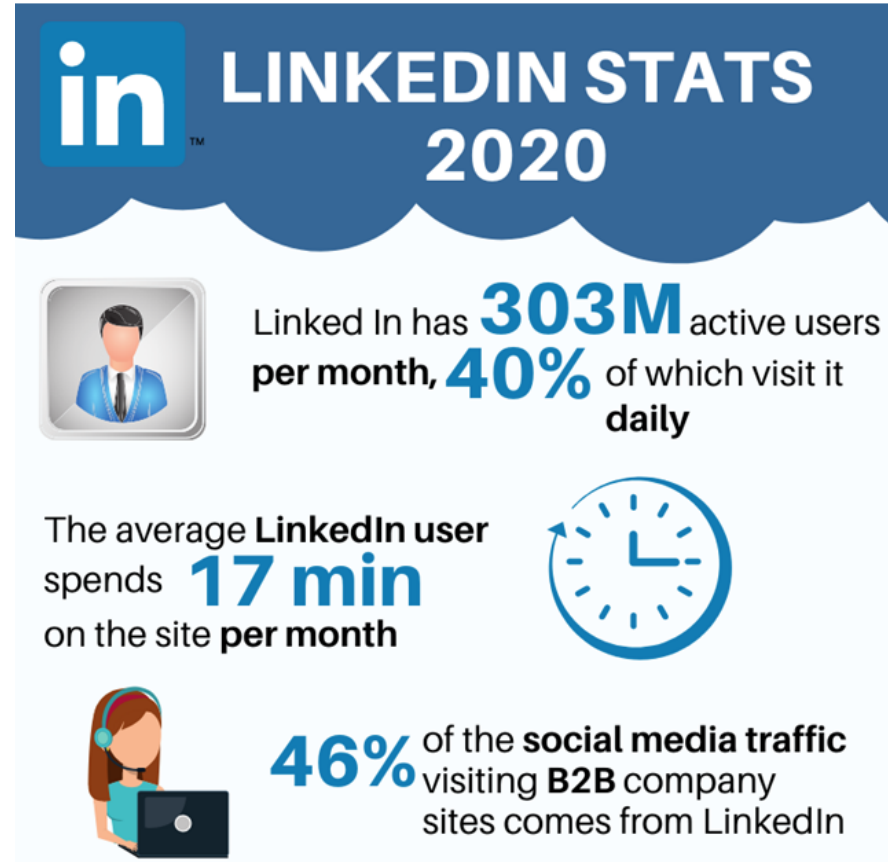


Key features and best practices

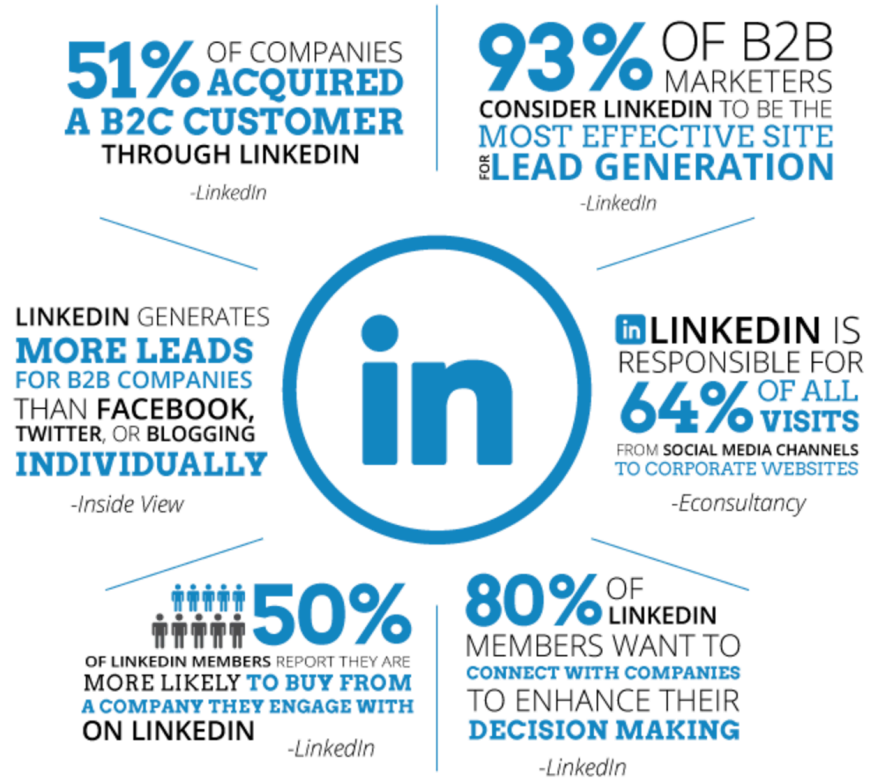


How to locate good talent and potential hires

Global Connection At Your Fingertips!



Is LinkedIn
really
effective?





THANKS TO
LINKEDIN I AM
HERE WITH YOU
ALL TODAY!

Keys To Success



UNDERSTANDING OF
LINKEDIN
DEMOGRAPHICS



OPTIMIZED PERSONAL
PROFILE AND OR
COMPANY PAGE



USING KEY WORDS
AND INBOUND LINKS



CONSISTENT POSTING
AND CONTENT
MARKETING EFFORTS



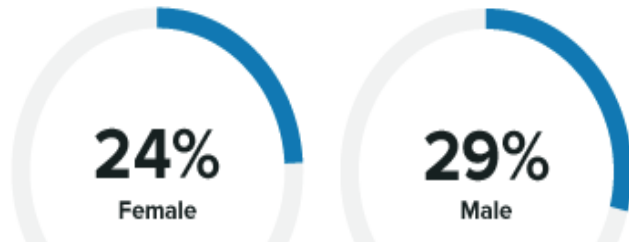
FOCUS ON BUILDING
AND NURTURING
QUALITY CONNECTIONS
AND LESS ON SELLING

Who Is On LinkedIn?

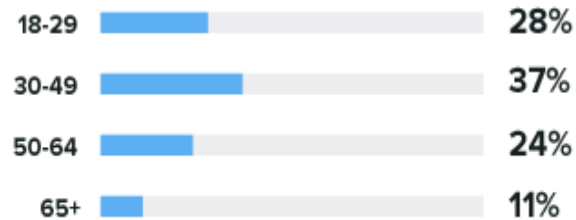


LinkedIn usage among key demographics

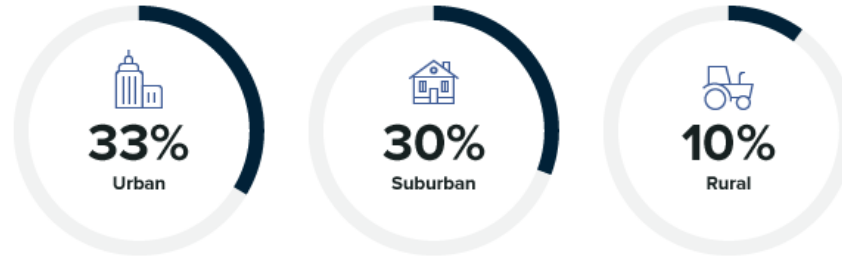
Gender



Age



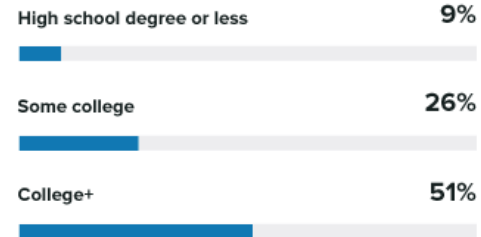
Location



Income



Education



LinkedIn has
exactly **148**
industries inside
the platform

LinkedIn Top 10 industries list:

- Information Technology and Services
- Hospital & Health Care
- Construction
- Education Management
- Retail
- Financial Services
- Accounting
- Computer Software
- Automotive
- Higher Education

Benefits of Having a Company Page



Benefits of Having a Personal Profile



Build your personal brand



It can help rank your name on Google



A great platform to maintain and grow your personal and professional network



Stay relevant and on top on industry news






Position yourself as a bigger asset to your company and/or clients



Nurture connections and convert to leads, sales, sponsors, partnerships, speakers, subscribers, etc in a more personalized and organic way. (Less Salesy)

Don't deny the power of a Google Search

✕🔊🔍




[All](#) [News](#) [Images](#) [Videos](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 58,900 results (0.57 seconds)

[www.linkedin.com](#) > chelseakrost ▾

Chelsea Krost - America's Leading Millennial Influencer ...



Chelsea is a dynamic broadcast/digital influencer and Marketing Strategist who has worked in front of the camera and behind the scenes for the past 10 years. She ...

You've visited this page many times. Last visit: 2/4/20

[chelseakrost.com](#) ▾

Chelsea Krost: Home

MILLENNIAL EXPERT. COACH & CONSULTANT. SPEAKER. HOST. AUTHOR. **Chelsea Krost** has had a passion for empowering Millennials since she ...

[About](#) · [Work With Me](#) · [Media](#) · [Blog](#)


You've visited this page 3 times. Last visit: 1/13/20

<https://twitter.com/ChelseaKrost>

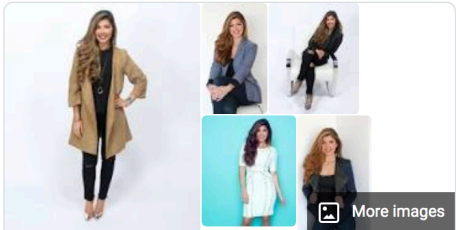
Chelsea Krost (@ChelseaKrost) · Twitter


Google Account

Where you'll find tools to secure and manage your Google Account and control your data



[GO TO GOOGLE ACCOUNT](#)



 More images

Optimize Your Company Page

1. Update the profile image and banner image
2. Create a catchy “ABOUT US” section with keywords
3. Fill out all key fields to create a “completed page”
4. Build a career page to attract top talent
5. Give the company page personality with content and storytelling
6. Collect and give endorsements
7. Add social media buttons or a LinkedIn “Follow” button to your website.



Great Company Page Examples: Profile Image & Banner

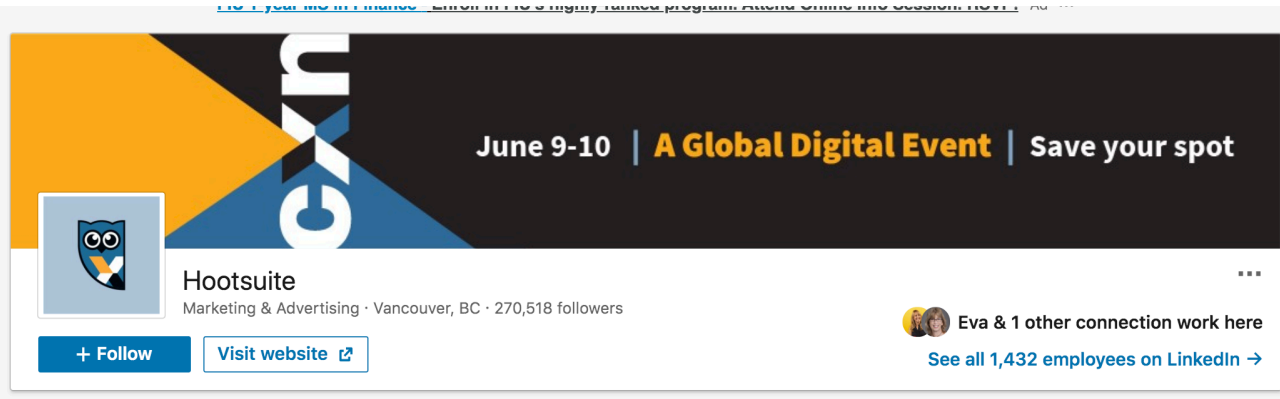


The American Red Cross profile page features a large banner image of a red and white disaster relief van parked in front of a house, with several people standing nearby. The profile picture is a white circle with a red cross. The page includes a '+ Follow' button, a 'Volunteer' button with an external link icon, and a link to 'See all 25,256 employees on LinkedIn'.


**American Red Cross**
Non-profit Organization Management · Washington, DC · 253,991 followers

[+ Follow](#) [Volunteer](#)


 Troy & 1 other connection work here
[See all 25,256 employees on LinkedIn](#)



The Hootsuite profile page features a large banner image with a black background and orange and blue geometric shapes. The banner text reads 'June 9-10 | A Global Digital Event | Save your spot'. The profile picture is a blue owl icon. The page includes a '+ Follow' button, a 'Visit website' button with an external link icon, and a link to 'See all 1,432 employees on LinkedIn'.

**Hootsuite**
Marketing & Advertising · Vancouver, BC · 270,518 followers

[+ Follow](#) [Visit website](#)

 Eva & 1 other connection work here
[See all 1,432 employees on LinkedIn](#)


Create a catchy
“ABOUT US” section
with keywords

RED CROSS:

<https://www.linkedin.com/company/american-red-cross/about/>

in Search

Home My Network 52 Jobs Messaging 2

 **American Red Cross**
Non-profit Organization Management
Washington, DC · 253,995 followers

+ Follow Volunteer

Home

About

Life

Jobs

People

Videos

Insights PREMIUM

Ads

Overview

The American Red Cross is a historic organization that works every day to prevent and alleviate human suffering. In other words, we help people prevent, prepare for, and respond to emergencies. We provide domestic disaster relief, blood collection and distribution services, preparedness information, health and safety training, service to the armed forces, and international services.


Getting involved with the Red Cross leads to many possibilities. Here are some ways to give and get involved with the Red Cross:

Become an Employee: You can make a difference every day. No matter what your interests are, you'll find something that you enjoy at the Red Cross. Become an employee and see first hand how we work together to provide relief and help save lives.

Volunteer: You can make a difference every day. You can help comfort victims of a house fire or teach a pet first aid class. Whether you are interested in community services, international services, disaster services or any of the other lines of services in the Red Cross, you'll find something that fits your niche.

Donate: You have the power to make a difference in someone's life. All you have to do is make a contribution. Every donation helps provide services to those in need.

Give Blood: You can help prevent life threatening reactions of patients. Donor blood must be compatible with the recipient's blood, and it is very likely that a donor within the same racial/ethnic group will be a better match.



Completed
Company Pages
generally
receive twice as
many visitors
than those with
incomplete
pages.

URL. Make sure people can find your business' website by including the URL on your company page.

Address. Make sure this is up-to-date.

HQ Country. Is your brand global? Indicate on your page where your headquarters is located.

Industry. Another key piece of information that people will want to know at first glance.

Company size. Let people know how many employees your business has.

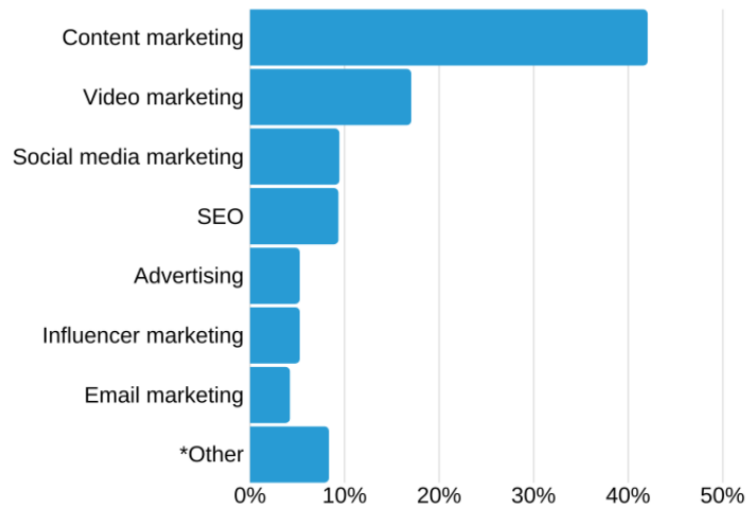


Company Page Best Practices

- Use your Company and keywords and hashtags within bio & content
- Inform and share value driven content...
- Encourage colleagues to engage with your content.
- Encourage employees to fill out their LinkedIn profiles.
- Link to your Company Page in your marketing communications, email signatures, newsletters, and website.
- Post at least once a week – *AUTOMATE*

Your Content is KEY

Which marketing discipline do you plan to devote the most time/budget to in 2020?



*Other: Chat marketing, Voice marketing, Link building



Content that performs BEST on LinkedIn

VIDEO FORMATS:

- Explainer Video
- Short Video Series
- Video Case Studies
- Event Recap
- Product Launch or Demo
- Teasers & Behind the Scenes
- Media Clips

•Video is 5x more likely than other types of content to start a conversation among members.

•LinkedIn members spend almost 3x more time watching video ads compared to time spent with static Sponsored Content.

Types of posts and content to share on LinkedIn



Share Company milestones



New events, partnerships, product launch



Client and Company success stories



Original research, White-paper reports, ebook



Info-graphics and solo Images featuring statistics



Highlight company leaders



Third party content – industry relevant -trending



Thought leadership articles and/or blogs

Automate: Work Harder Not Smarter

Core features of the Hootsuite platform



Scheduling

Save time and keep your social media presence active by [scheduling your posts](#).



Content curation

Easily find, manage, and share compelling [social media content and images](#).



Promote

Promote your best performing content right from [the Hootsuite dashboard](#).



Analytics

Report on the impact of your social media efforts with [social media analytics](#).



Monitoring

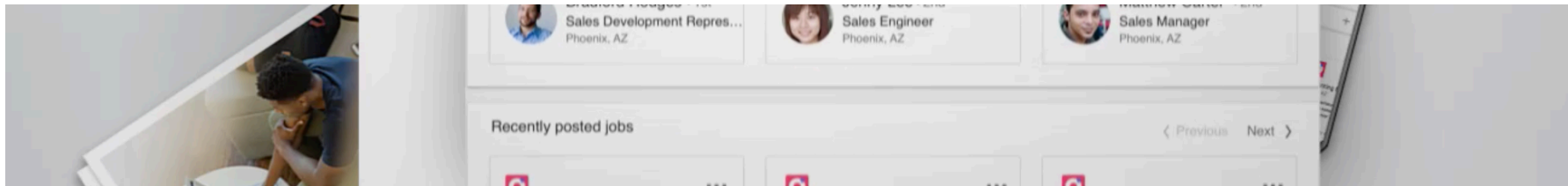
Follow topics that matter—and respond quickly—with [social media monitoring](#).



Team management

Make teamwork a breeze with flexible [assignment and approval workflows](#).

Attract quality talent and potential hires with Career Pages



LinkedIn Career Pages

Put your company culture and open roles in the spotlight

[Request a free demo](#)

[Download datasheet](#)

90%

of candidates are open to new opportunities


1.8x

higher chance of candidates more likely to apply to a job if they know your company

73%

of companies see a lift in Career Pages views when running Traffic Driver Ads

Attract quality talent
and potential hires
with Career Pages



American Red Cross
Non-profit Organization Management
Washington, DC · 253,998 followers

+ Follow Volunteer

Troy & 1 other connection work here
[See all 25,256 employees on LinkedIn](#)

Home About Life **Jobs** People Videos Insights PREMIUM Ads

American Red Cross has 658 job openings - find the one for you.

Job title or keyword Search

Recently posted jobs

Regional Philanthropy Officer I
American Red Cross
Chico, CA, US
1 week ago

Regional Philanthropy Officer I - San Jose/ S...
American Red Cross
San Jose, CA, US
2 weeks ago

Regional Philanthropy Officer II, Individual...
American Red Cross
San Francisco, CA, US
1 week ago

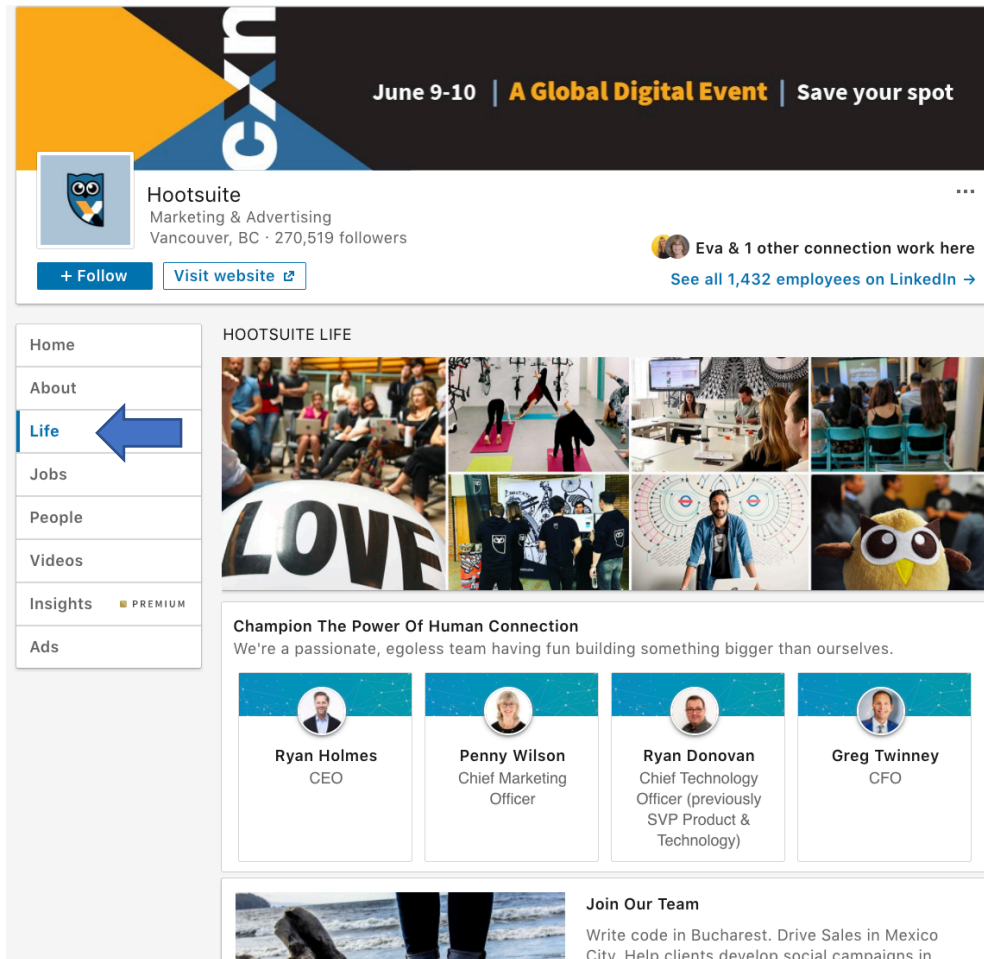
[See all jobs](#)

Show Job Candidates Your Company Culture: LIFE TAB

- Glassdoor reports that 69 percent of job seekers are more likely to apply to a company that makes an active effort to promote its culture online.

American Red Cross:





[Hootsuite:](#)



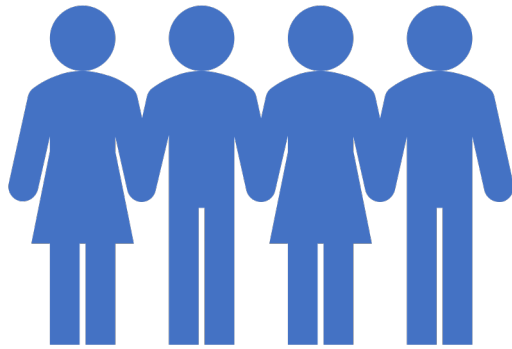
The screenshot displays the Hootsuite LinkedIn profile page. At the top, a banner features the Hootsuite logo and the text "June 9-10 | A Global Digital Event | Save your spot". Below the banner, the company name "Hootsuite" is followed by "Marketing & Advertising" and "Vancouver, BC · 270,519 followers". Navigation buttons for "+ Follow" and "Visit website" are present. A connection status shows "Eva & 1 other connection work here" with a link to "See all 1,432 employees on LinkedIn".

The left-hand navigation menu includes links for Home, About, Life (highlighted with a blue arrow), Jobs, People, Videos, Insights (marked as PREMIUM), and Ads.

The main content area is titled "HOOTSUITE LIFE" and contains a collage of eight images depicting office culture, including people working, a large "LOVE" sign, and a person in a yellow owl costume. Below the collage, a section titled "Champion The Power Of Human Connection" features a quote: "We're a passionate, egoless team having fun building something bigger than ourselves." This section includes four employee profiles:

Employee Profile			
 Ryan Holmes CEO	 Penny Wilson Chief Marketing Officer	 Ryan Donovan Chief Technology Officer (previously SVP Product & Technology)	 Greg Twinney CFO

At the bottom, a "Join Our Team" section includes a photo of a person's legs in a body of water and the text: "Write code in Bucharest. Drive Sales in Mexico City. Help clients develop social campaigns in".



THINK OF EMPLOYEES AS
BRAND ADVOCATES




Optimize Your Personal Profile Page

- Do you have a high res bio image?
- Is your industry, services provided, and company present?
- From reading your bio & banner will your audience be able to answer: who you are, what you do, and how to connect with you?
- Do you have a call to action link in your bio?
- Are you using industry Keywords in your Profile and content?
- Are you using multi-media in the Experience section?
- Have you leveraged endorsements and recommendations?

LinkedIn Tip:

You only see the first two sentences of your LinkedIn bio before clicking “see more” so make them count!

Think about those important keywords to BOOST SEO value



The banner image is a collage. On the left, a white mug of coffee sits next to a notepad with the handwritten text 'get more leads' and a pen. In the center, a tablet displays the text 'CLOSE MORE SALES' with a lightbulb icon. On the right, a woman (Kathleen Tamburino) is standing outdoors in a park-like setting.

LEADS CLOSE MORE SALES HAVE MORE

Kathleen Tamburino ★ • 1st

a LinkedIn Trainer who has Helped SMB Owners Create
r \$1 Million in new Business in Less Than 8 Months

t Palm Beach, Florida Area

[Message](#) [More...](#)

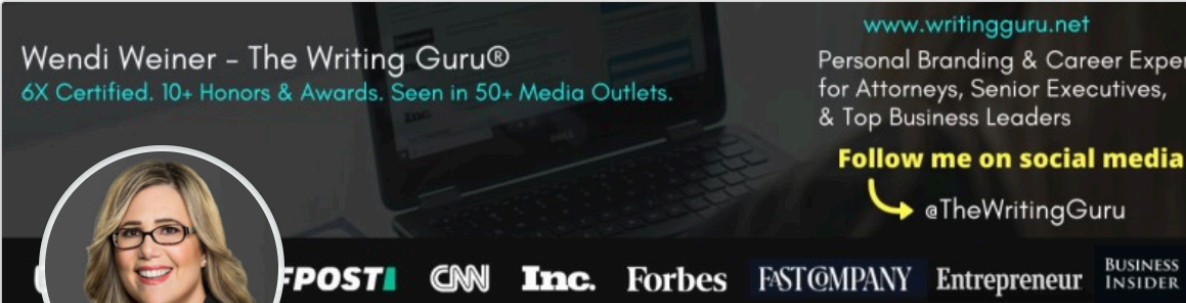
[Organic Lin](#)
[Generation](#)

[Dowling Co](#)

[See contact](#)

[500+ connec](#)

come! I'm a LinkedIn Expert and Business Coach. I have helped my clients create o
w business in less than 8 months by teaching them how to use my authentic Linke
eration system. You will see from my profile that as a former Business Teacher and !



Message

More...

Wendi Weiner, Esq., The Writing Guru® · 1st

Attorney ♦ Personal Branding & Career Expert (50+ Media Outlets) ♦ Top Executive Resume Writer & LinkedIn Profile Writer for Attorneys, Senior Executives, & the C-Suite

Miami, Florida · 500+ connections · [Contact info](#)



The Writing Guru®



Stetson University College of Law

Providing services

Resume Writing, Public Speaking, Career Development Coaching, and Writing

[See all details](#)

Highlights



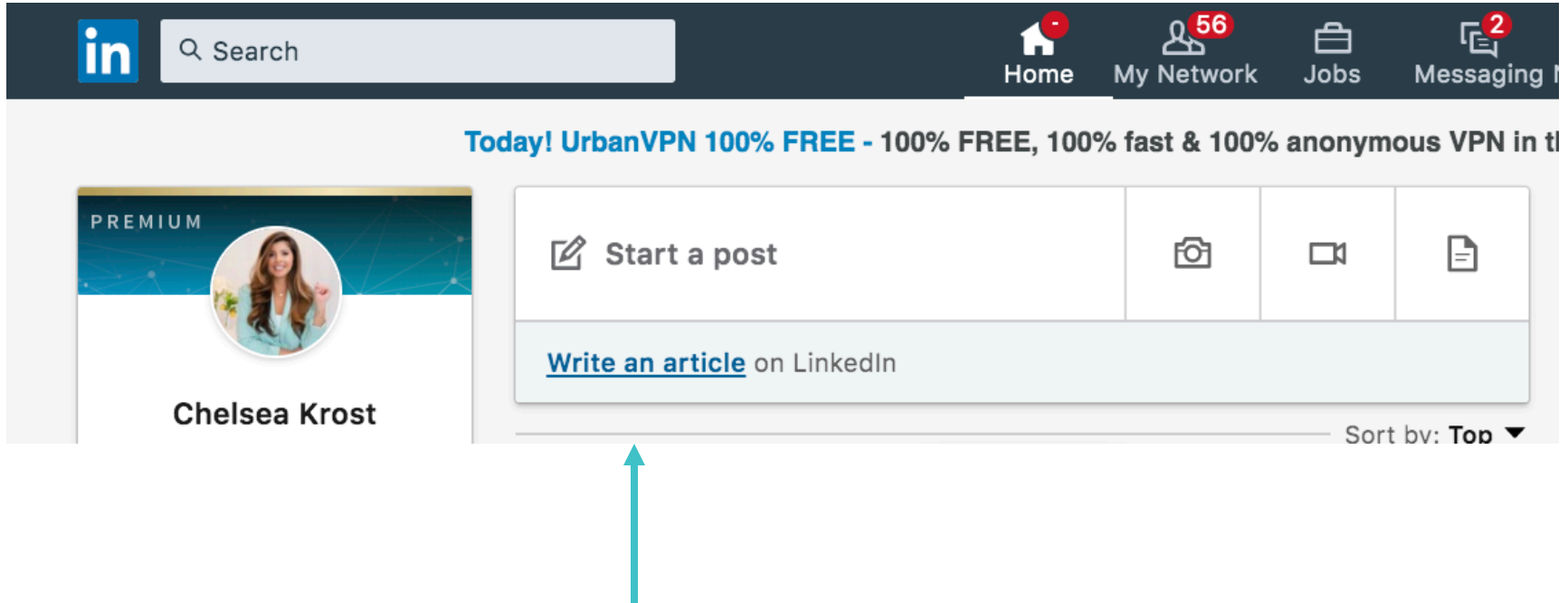
127 mutual connections

You and Wendi both know Bala Vishwanath, Claudio Toyama, and 125 others

Personal Profile Page Best Practices

[Example: Wendi Weiner](#)

Publish Articles or Blogs Native On LinkedIn



The image is a screenshot of the LinkedIn homepage. At the top, there is a dark blue navigation bar with the LinkedIn logo, a search bar, and navigation links for Home, My Network (with a 56 notification badge), Jobs, and Messaging (with a 2 notification badge). Below the navigation bar, a promotional banner for UrbanVPN is visible. On the left side, the profile of Chelsea Krost is shown, including a 'PREMIUM' badge and her profile picture. The main content area features a 'Start a post' button with icons for text, image, video, and document. Below this, a light blue button labeled 'Write an article on LinkedIn' is highlighted with a blue arrow pointing to it from below. At the bottom right of the main content area, there is a 'Sort by: Top' dropdown menu.

Today! UrbanVPN 100% FREE - 100% FREE, 100% fast & 100% anonymous VPN in the

PREMIUM

Chelsea Krost

Start a post

[Write an article](#) on LinkedIn

Sort by: Top ▼

BENEFITS:

1. Provides more value to connections who view your profile.
2. Showcase your expertise and thought leadership
3. Great opportunity to insert strategic CTA's & inbound links
4. Your connections are notified each time you publish a post on LinkedIn.
5. You can share your article to FB & Twitter from LinkedIn

The screenshot shows a LinkedIn interface. At the top is a dark blue navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network (56), Jobs, Messaging (2), and Notifications (16). The main content area is divided into two columns. The left column displays the profile of 'Wendi Weiner, Esq., The Writing Guru®'. Her profile includes a circular profile picture, a banner image, and a bio: 'Attorney ♦ Personal Branding & Career Expert (50+ Media Outlets) ♦ Top Executive Resume Writer & LinkedIn Profile Writer for Attorneys, Senior Executives, & the C-Suite'. Below the bio, it shows 'Followers 11,890' and a blue 'Following' button. The right column shows 'Wendi's Activity' with tabs for 'All activity', 'Articles', 'Posts', and 'Documents'. The first activity is an article titled 'Who do I hire to write my resume?' posted on August 25, 2018. The article's image shows a desk with a plant, a pen, and a resume. The article title is overlaid on the image. Below the image, the article title is repeated, followed by the author's name and the date. At the bottom, it shows '101 · 34 Comments'. On the far right, there are partial views of other users' profile pictures under the heading 'Interests'.

Wendi Weiner, Esq., The Writing Guru®
Attorney ♦ Personal Branding & Career Expert (50+ Media Outlets) ♦ Top Executive Resume Writer & LinkedIn Profile Writer for Attorneys, Senior Executives, & the C-Suite
Followers 11,890
Following


Wendi's Activity
All activity Articles Posts Documents

Wendi Weiner, Esq., The Writing Guru® posted this

Who do I hire to write my resume?

The Top 3 Things To Look For When Hiring An Executive Resume Writer
Wendi Weiner, Esq., The Writing Guru® on LinkedIn
August 25, 2018
101 · 34 Comments

Instantly Generate New Connections & Expand Your Network



The image shows the LinkedIn homepage. The top navigation bar is dark blue. The 'My Network' icon, which shows two people, is circled in red. Other icons in the bar include Home, Jobs, Messaging, Notifications (with a red badge showing '6'), and Me. Below the navigation bar is a banner for 'Optimize Amazon Listings' with the text 'Position your brand for success on Amazon with Amazzia. Contact us today! Ad ...'. The main content area has a blue background with a central graphic of a magnifying glass over a person icon, surrounded by other icons representing different network features. To the right of this graphic is the text 'See who you already know on LinkedIn'. Below this is a white box with the text 'Syncing your contacts is the fastest way to grow your network'. Underneath this box is a paragraph: 'We'll periodically import and store your contacts to suggest connections and show you relevant updates. You control who you connect to, and you can manage your contacts anytime. [Learn more](#)'. Below the paragraph is a text input field containing 'chelseakrost@gmail.com' and a blue 'Continue' button. At the bottom, there is a row of icons for other email providers: Gmail, Yahoo!, Outlook, AOL, and a generic email icon, preceded by the text 'Or use one of these:'.

in Search

Home My Network Jobs Messaging Notifications 6 Me

Optimize Amazon Listings - Position your brand for success on Amazon with Amazzia. Contact us today! Ad ...

See who you already know on LinkedIn

Syncing your contacts is the fastest way to grow your network

We'll periodically import and store your contacts to suggest connections and show you relevant updates. You control who you connect to, and you can manage your contacts anytime. [Learn more](#)

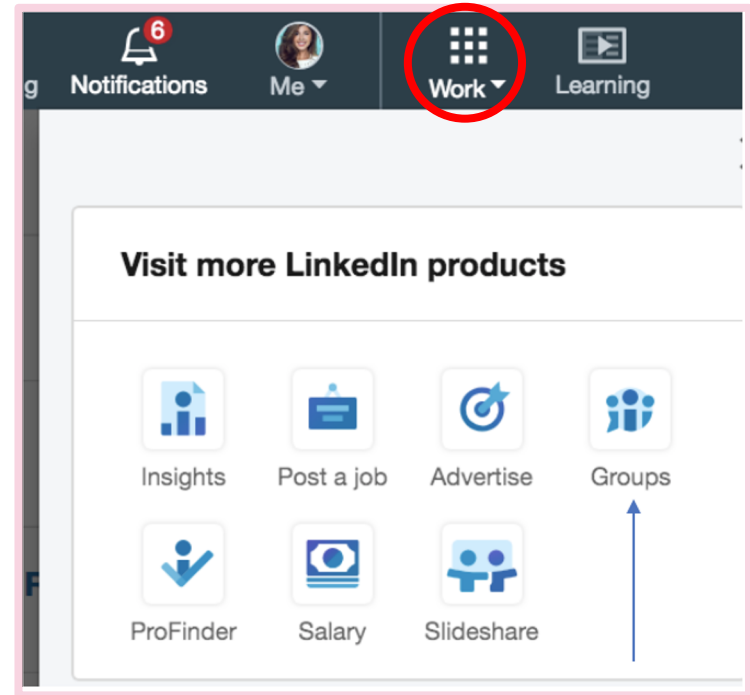
chelseakrost@gmail.com Continue

Or use one of these: Gmail YAHOO! Outlook AOL

Take Advantage of LinkedIn Groups

How to discover the right groups:

- Check out what groups your 1st degree connections in your industry are in
- Search for groups by dropping in keywords in the search box at the top of your home page
- Review what groups LinkedIn suggests for you.
- Do a Google search “Top LinkedIn groups for *Service Providers*”



LinkedIn Groups Best Practices

- Once you join a new group share a post that introduces yourself, what you do, and why your excited to join the group
- Be friendly, engaging, and supportive to group members
- Share value driven content
- Share insight and comment on other peoples posts
- Don't be overly promotional or sales
- Patience & persistence





Your Premium features

Premium Business includes:

15 InMails per month

Who's viewed your profile

Business insights

Job insights

Unlimited people browsing

LinkedIn Learning

Open Profile



Strategic Business Investment:
Approximately \$59.99 per month

InMail Messaging Benefits

- Can send an InMail Message to someone who is not a 1st degree connection
- Many user's InMail messages goes direct to their email inbox
- A great tool to cultivate new industry relationships
- A great tool to introduce yourself to new customer prospects
- Can move conversations towards your sales funnel: discovery call, email list, landing page, booking page
- Make it turn key: Craft outreach templates for different objectives



ALWAYS BE A STUDENT!

The screenshot displays the LinkedIn Learning platform. At the top, the LinkedIn Learning logo is on the left, followed by a 'Browse' dropdown and a search bar with the text 'Search for skills, subjects or software'. On the right, navigation links for 'Home', 'My Learning', 'Me', and 'EN' are visible. The main content area is divided into a left sidebar and a central video player. The sidebar, titled 'Contents', lists the course structure: 'Introduction', 'Your most powerful marketing tool' (marked with a green check and '1m 45s'), '1. Personal Branding Basics', '2. Personal Brand Content Marketing', '3. Monetize Your Personal Brand', '4. Press and Speaking Engagements', and 'Conclusion'. The central video player shows a woman with long brown hair, Chelsea Krost, wearing a white dress with gold polka dots, standing against a blue background. Above the video, the course title 'Learning Personal Branding' and subtitle 'Your most powerful marketing tool' are displayed, along with engagement metrics: 31,583 likes and 92,843 views. Below the video, there are tabs for 'Overview', 'Q&A', 'Notebook', and 'Transcript'. The 'Overview' tab is active. Below the tabs, the instructor's name 'Chelsea Krost' is shown next to her profile picture. To the right, under the heading 'RELATED TO THIS COURSE', there is a link to 'Learning Groups' with a 'New' badge and a 'See all' link. Further right, under 'Related courses', a partial view of another course is visible.

[Click here to view my PERSONAL BRANDING COURSE](#)



IT'S ALL ABOUT:
ENGAGEMENT. CONSISTENCY
& AUTHENTICITY