



Advertising
Specialty
Institute®

Improve Your Personal LinkedIn Profile in 30 Minutes

Jay Busselle - FLEXpoint & Equipment Zone



It's Time To Leverage
LinkedIn



Is LinkedIn Worth It?

In a report produced by **MarketingProfs** and **The Content Marketing Institute**, B2B marketers found three channels to be more effective than any other for reaching buyers: Social media, email, and their blog.

Of those social media platforms, **LinkedIn** -not facebook, not Twitter, not Instagram, not Tik Tok- is the most effective! Among the B2B marketers who use **paid** social media, **LinkedIn** is the platform used most often.

B2B marketers also say **LinkedIn** is the organic platform that generated the best overall content marketing results for their organization in the last 12 months.

SEPT 2020, Stephanie Stahl -

<https://contentmarketinginstitute.com/2020/09/b2b-industry-benchmarks-budgets-trends-research/>

Three Outcomes!

**ONE:
Visibility**

Get Seen & Credibility!

**TWO:
Engagement**

Build Relationships!

**THREE:
Connections**

Trust >> Leads >> Sales!

The FIRST thing you need to be is:

VISIBLE!

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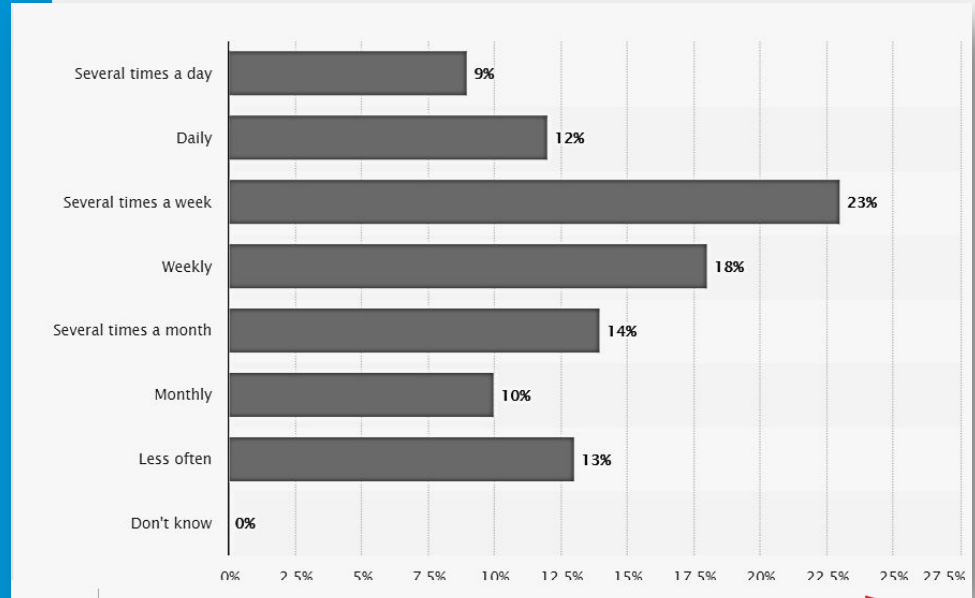
Users in the US

185 M!



What's the Frequency?

In the North America



2019 <https://www.statista.com/statistics/815162/frequency-with-which-us-internet-users-visit-linkedin/>

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Daily ACTIVE in US

30 M!

Source: Hootsuite Digital Trends Report 2022



Remember the BIG FIVE?

You should have done this
by now!

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1. **Your Banner**
2. **Your Photo**
3. **Your Headline**
4. **Your About**
5. **Featured**




This is SUPER LAME!



Clara Yoon · 2nd 
Marketing Manager at LinkedIn
San Francisco Bay Area · 500+ connections · [Contact info](#)

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

 LinkedIn
 Boston University

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Message

More...

Jeremy Picker · 1st  

Creative Director ⚡ CEO ⚡ I partner with companies who value design, creativity & quality to 1) Create better merchandise 2) Strengthen their brand 3) Increase their impact.

Denver, Colorado, United States · [500+ connections](#) · [Contact info](#)



AMB3R {fashion inspired. custom t-shirts.}

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Jessica Gibbons-Rauch, MBA, CAS · 1st

I help distributors and businesses create epic digital experiences and stay up on the latest trends and inspirations.

Winfield, Illinois, United States · [Contact info](#)

500+ connections



166 mutual connections: Dale Denham, Mandi Rudd, and 164 others

[Message](#)

[More](#)

Trendpreneur **Trendependent**

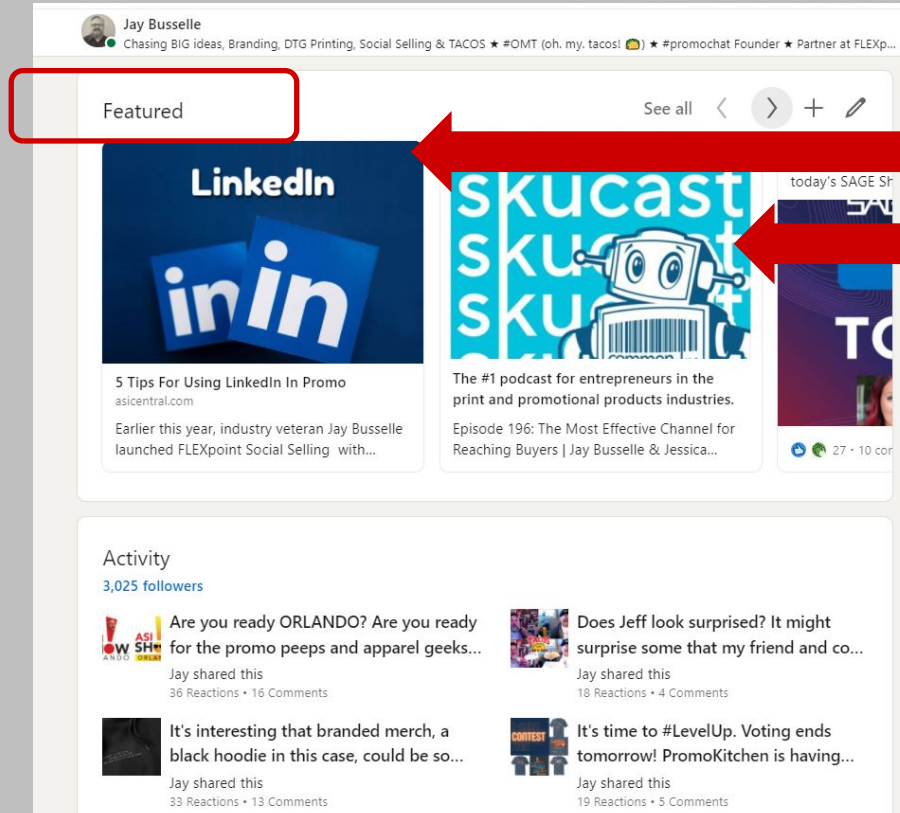


**Northern Illinois University -
College of Business**

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This is the **FEATURED SECTION**



This is the place to showcase your work. AKA: proof you ROCK!

(see also: evidence, examples, track record, history)

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Successfully Sharing

Follow him!



Danny Rosin
Co-Founder, Community Builder, Music Fanatic, Marketing Addict, Pathological Optimist, Dad

Followers 6,313

Talks about #music, #marketing, #leadership, #nonprofits, and #promotionalproducts

Message

You and 166 others 39 comments

Like Comment Repost Send

Danny Rosin • 1st
Co-Founder, Community Builder, Music Fanatic, Marketing Addict, Pathologi...
1mo • Edited •

This was humbling and hilarious. 😊 It was a bold new employee move that will become business folklore. [Daniel Mahoney's](#) blog about his first weeks as a new employee at [Brand Fuel](#) was pretty darn fulfilling to read. ❤️

Brand Fuel
1mo •

"The New Employee Who Shaved a Bald Spot to Win Halloween." New Blog: <https://lnkd.in/g/ZXS55c>

with Danny Rosin and 1 other

You and 54 others 12 comments

Danny's Insights

Company Blog

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The SECOND thing you need to be is:

ENGAGING!

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Your Audience Is Looking For:

1. **Useful Content (help)**
2. **How to Avoid Challenges**
3. **Inspiration and Ideas**
4. **Proof and Evidence**

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Before You Post Consider This:

1. What is the goal?
2. Who is the audience?
3. Why is this relevant?
4. Is there a call to action?



Six Types Of Content

ONE:
News and
Updates (text)

Share something fresh in
your feed

TWO:
Advice, Tips &
Lists, Graphics

Show me you can solve
problems

THREE:
Curate Third
Party Content

Share your insights on
relevant info



Less HYPE & more

HELP!



More Content

FOUR: Photos are Evidence

Your Feed, as an Article
& the Featured Section

FIVE: Longer Blogs

Publish an Article (blog)
once a month

SIX: Native Video

Post in your Feed... stop
the scroll 😊

INSIGHT

VS

information



DITCH THE
PITCH!



Add Your INSIGHTS!

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You do not merely want to be considered the best of the best.

You want to be considered the only ones who do what you do.

Jerry Garcia, The Grateful Dead

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Thanks!

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Marketing is based on **TRUST**. Not tricks!



FLEX *point*
A Social Selling System

Follow FLEXpoint or connect with me on LinkedIn. Email me: jay@goflexpoint.com