



Advertising
Specialty
Institute®

Optimizing & Leveraging LinkedIn 2022

Jay Busselle - FLEXpoint



WHY ARE
YOU
HERE?



Optimizing & Leveraging
LinkedIn



Is LinkedIn Worth It?

“Publishing valuable content on LinkedIn positions you as an authority on your topic. Posting regular, relatable content creates trust with your connections and helps you to be seen as an expert on a given topic. **Those who are seen as experts get more business and are paid more.**”

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/>

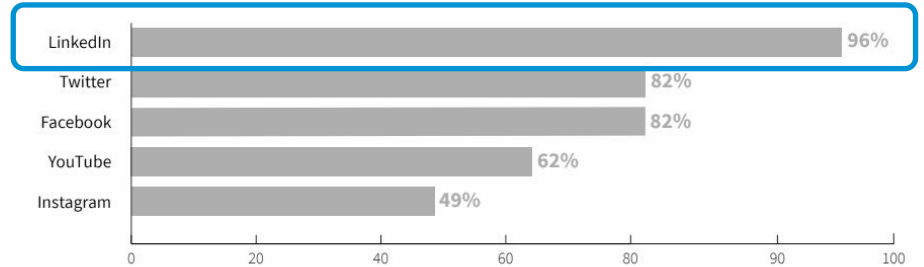
HELL
YEAH!



Which platforms generate best organic results?

B2B in the North America

Organic Social Media Platforms
B2B Content Marketers Used in Last 12 Months



2020 study conducted & provided by by Content Marketing Institute and MarketingProfs.

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!

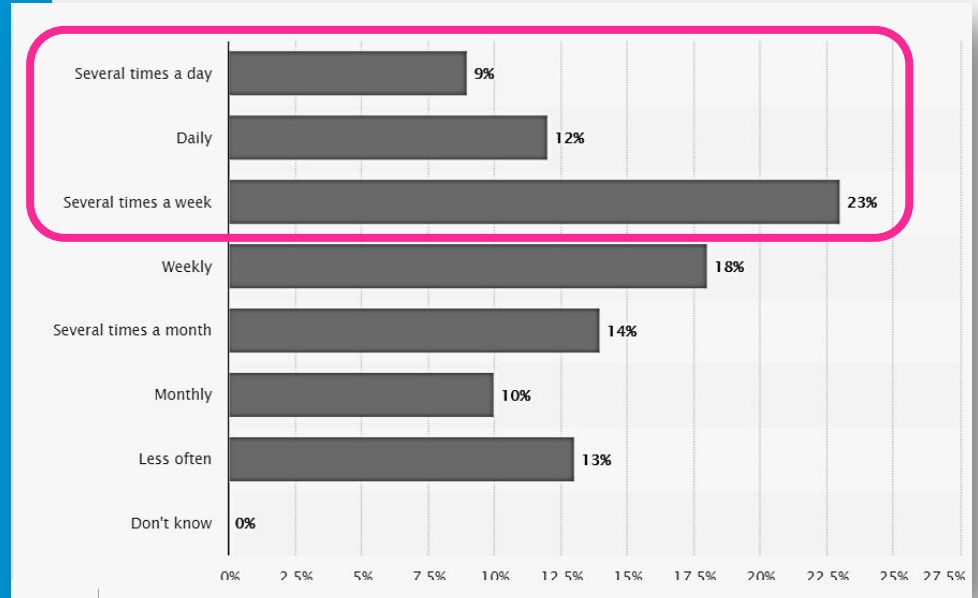


Users in the US

178 M!

What's the Frequency?

In the North America



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

Daily ACTIVE in US

37 M!



Remember the BIG FIVE?

You should have done this
by now!

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



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.}



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](#)

Trendspoke Trendependent





Northern Illinois University -
College of Business

BEFORE




Joshua Pospisil · 1st
Marketing Manager with a love for design and coding!
Houston, Texas, United States · [296 connections](#) · [Contact info](#)

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


 KTI Promo
 Art Institute of Houston

AFTER





Design, Marketing, & Tech Are What I Do
 Lover of All Things Promo
 #onwednesdayswewearpink

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

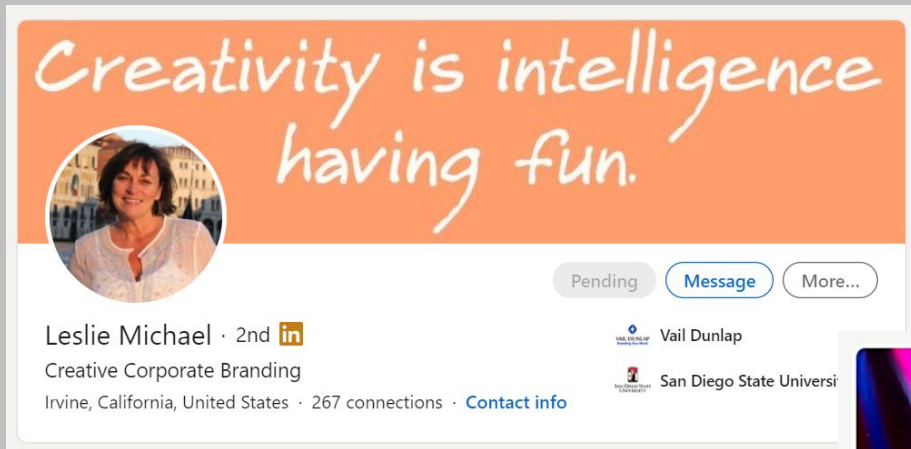
Joshua Pospisil · 1st 

I LOVE marketing, design, tech, & all things PINK! These passions allow me to build up distributor partners. I help them look like heros with access to killer tech & innovative solutions.


Houston, Texas, United States · [300 connections](#) · [Contact info](#)

 KTI Promo
 Art Institute of Houston


BEFOR





Creativity is intelligence
having fun.




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


Leslie Michael · 2nd 
Creative Corporate Branding
Irvine, California, United States · 267 connections · [Contact info](#)

 Vail Dunlap
 San Diego State University


AFTER





Creativity is intelligence
having fun.
ALBERT EINSTEIN



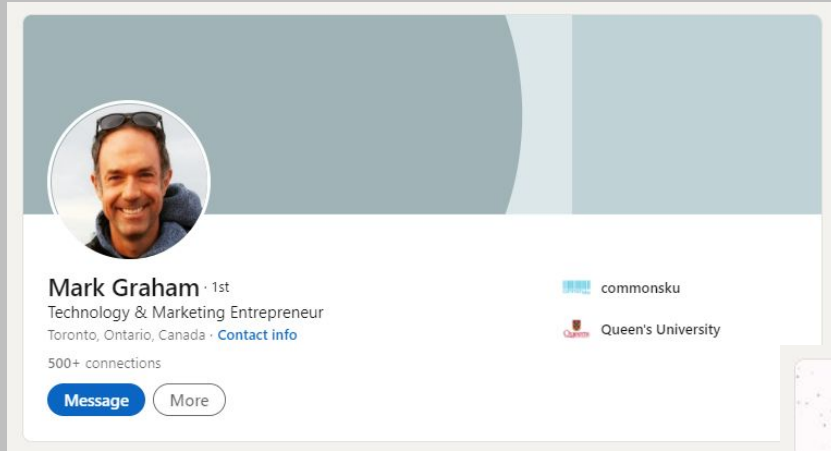
 

Leslie Michael  · 1st
I transform boring swag into memorable experiences. Leading business executives work with me because I deliver creative solutions, execute plans for every marketing project and make them look amazing.
Los Angeles Metropolitan Area · [Contact info](#)
500+ connections

 Creative Impact Marketing - powered by Vail Dunlap
 San Diego State University

 45 mutual connections: Ed Glenn, Paul Bellantone, MBA, CAE, and 43 others

BEFORE





Profile picture of Mark Graham. The background is a simple light blue gradient.

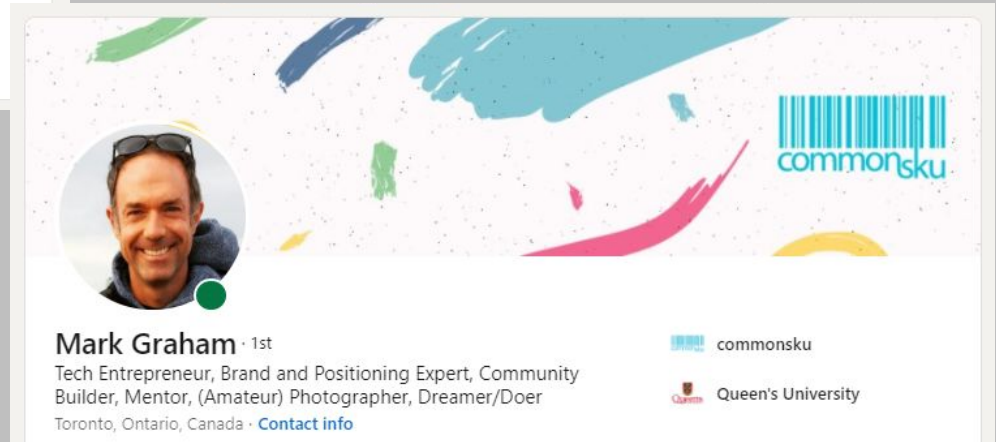
Mark Graham · 1st
Technology & Marketing Entrepreneur
Toronto, Ontario, Canada · [Contact info](#)

500+ connections

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



 commonsku
 Queen's University

AFTER

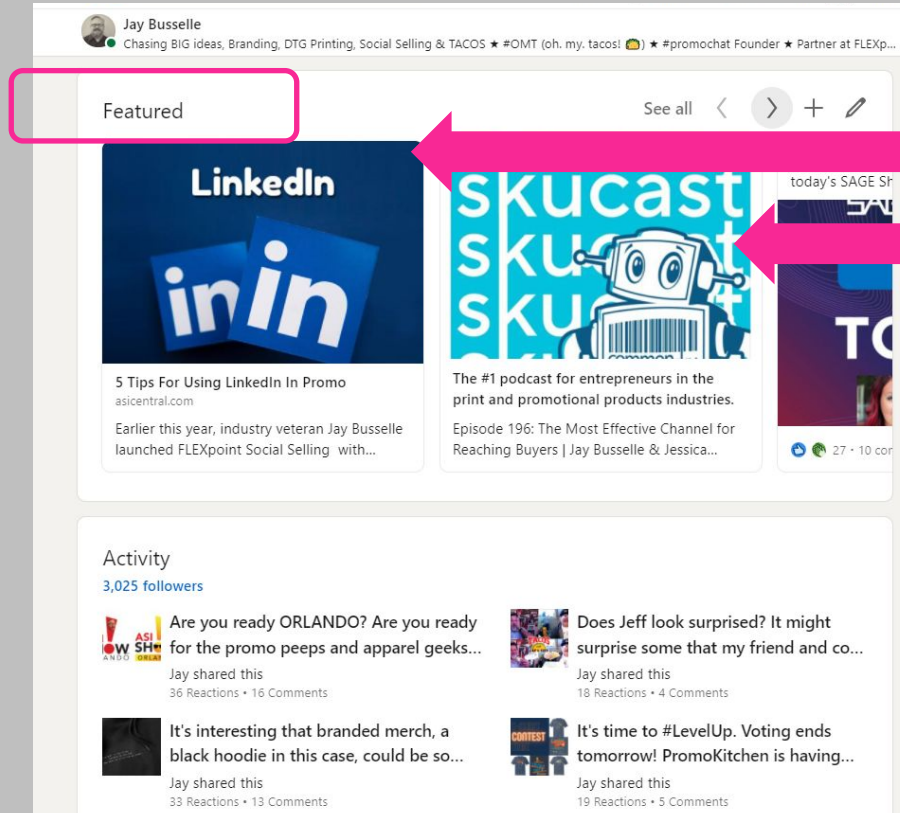


Profile picture of Mark Graham. The background is a vibrant, colorful abstract design with brushstrokes in green, blue, pink, and yellow, and a barcode graphic on the right.

Mark Graham · 1st
Tech Entrepreneur, Brand and Positioning Expert, Community Builder, Mentor, (Amateur) Photographer, Dreamer/Doer
Toronto, Ontario, Canada · [Contact info](#)

 commonsku
 Queen's University

THE FEATURED SECTION



This is the place to showcase your work. Links are OK!

It's proof you ROCK!

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

The **SECOND** thing you need to be is:

ENGAGING!



What **CONTENT**
Should I Share?



Your Audience Is Looking For:

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



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

Types Of 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



NO INSIGHT = NO VALUE

Why did YOU like it?
How did it make YOU feel?

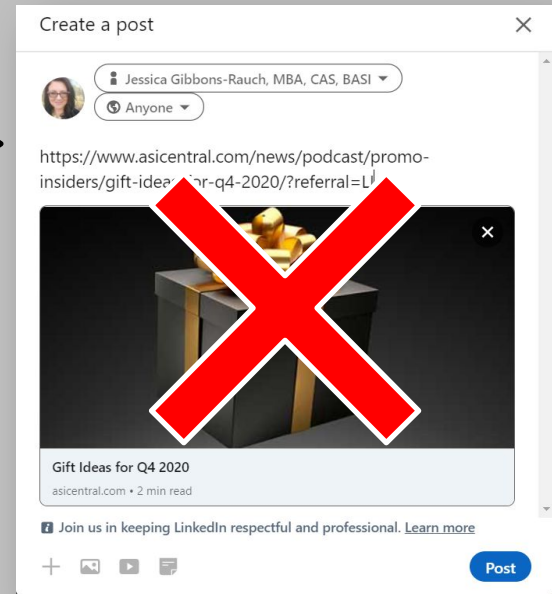
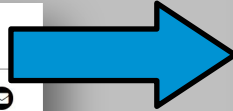
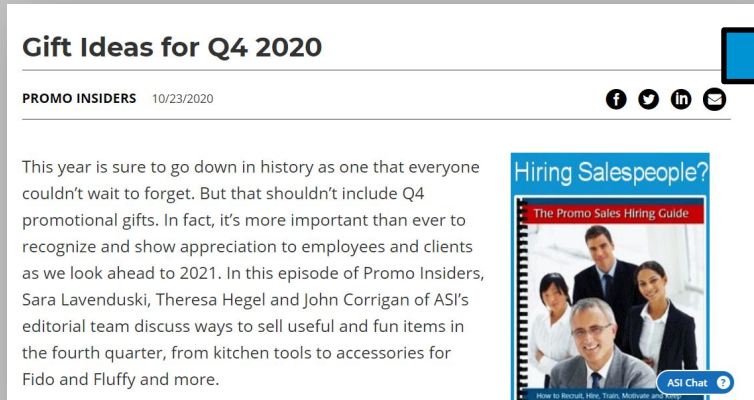
Sharing a post with only a
link & no perspective,
thoughts or insights =
ZERO VALUE!



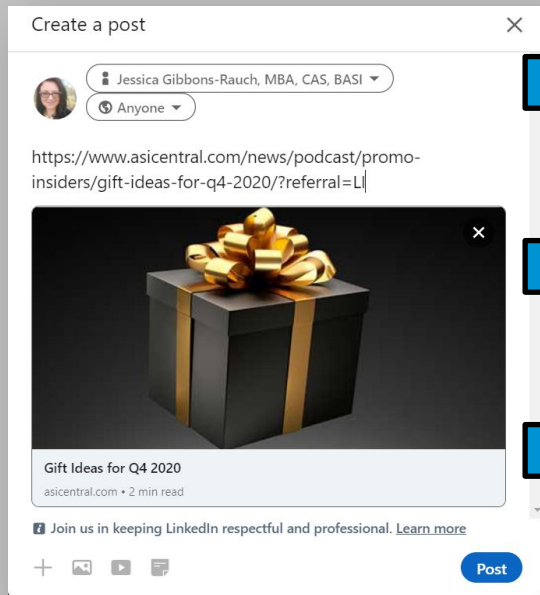
<https://www.asishow.com/shows/2022/orlando/education-schedule>



Unsuccessfully Sharing Third Party Content



Successfully Curating Third Party Content PLUS Your Insights



- Loved this podcast! Getting a gift set is a great way to show someone you care.
- How are you handling holiday gifting? More tips on how the pros are doing it.
- Make it personal! I love the idea of personalizing each gift. Check out this post for more information on how.

Add Your

INSIGHTS!!!



When I say **INSIGHTS** I mean...

1. **How is this useful**
2. **What are the benefits**
3. **Why should we care**
4. **How it eliminates drama**

VISIBILITY

+

ENGAGEMENT

=

TRUST



Quotable QUOTES:

People buy from people
they **TRUST**.

Business is done at the
speed of **TRUST**.

Less HYPE & more

HELP!



DITCH THE
PITCH!



RELATIONSHIPS

&

TRUST

Your Three Outcomes!

**ONE:
Visibility**

Get Seen & Credibility!

**TWO:
Engagement**

Build Relationships!

**THREE:
Connections**

Trust >> Leads >> Sales!



FLEX *point*
A Social Selling System

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

Follow FLEXpoint or connect with me on LinkedIn. Or, email me: jay@goflexpoint.com

Thank You!

