



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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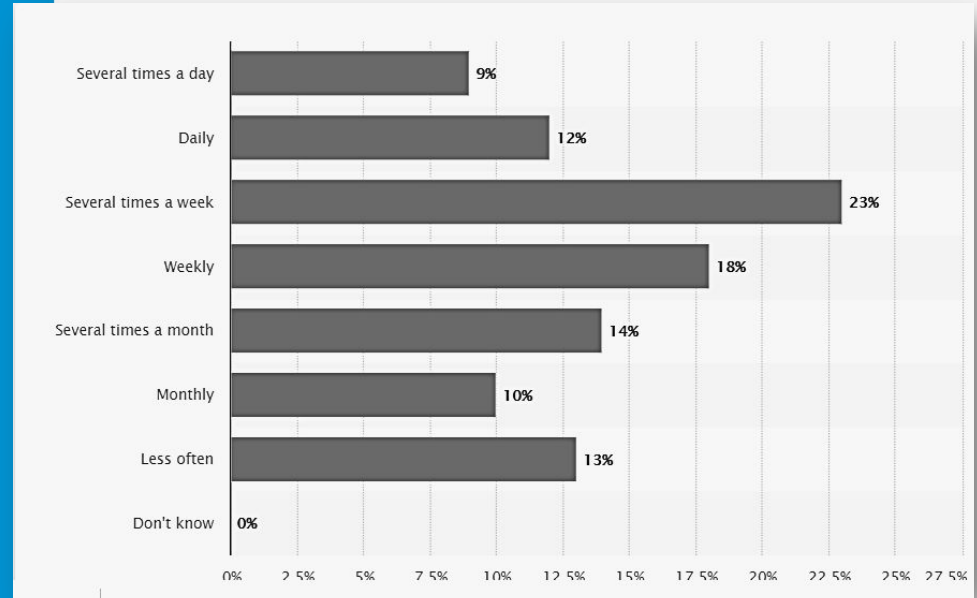
Users in the US

**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?

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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](#)

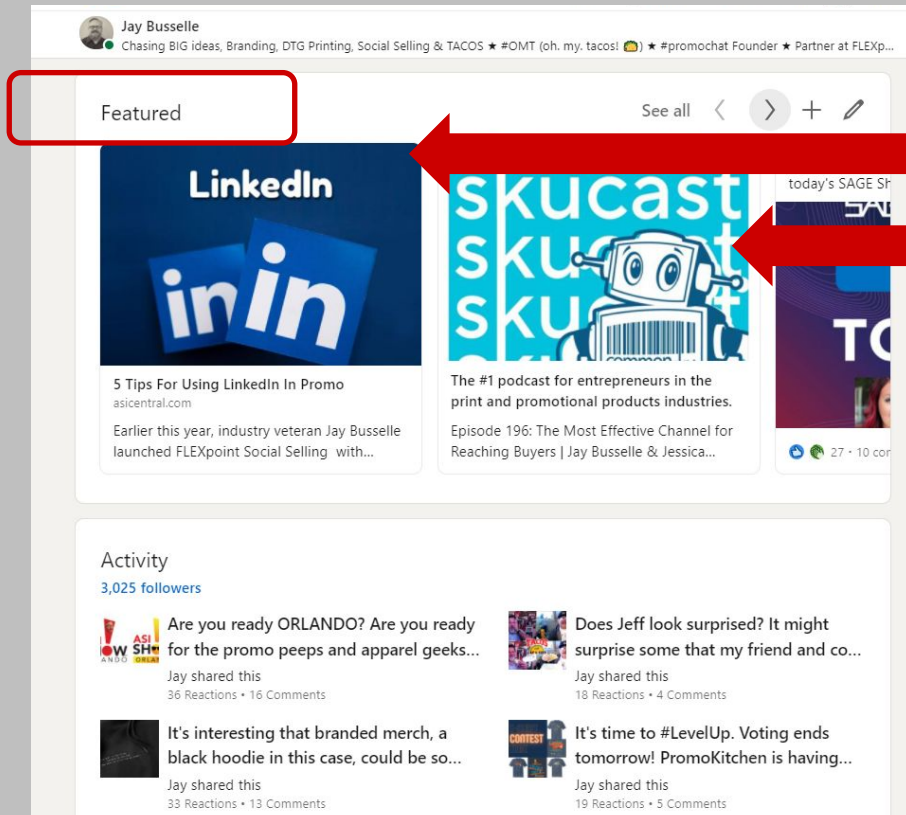
[More](#)

Trendpreneur **Trendependent**



**Northern Illinois University -  
College of Business**

# This is the **FEATURED SECTION**



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

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

# 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

**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**



# 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*

# Thanks!



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](mailto:jay@goflexpoint.com)