



Advertising  
Specialty  
Institute®

**Improve Your Personal LinkedIn Profile in 30 Minutes**

**Jay Busselle - FLEXpoint**



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!**



[#ASIShowChicago](#)

Users in the US

**185 M!**

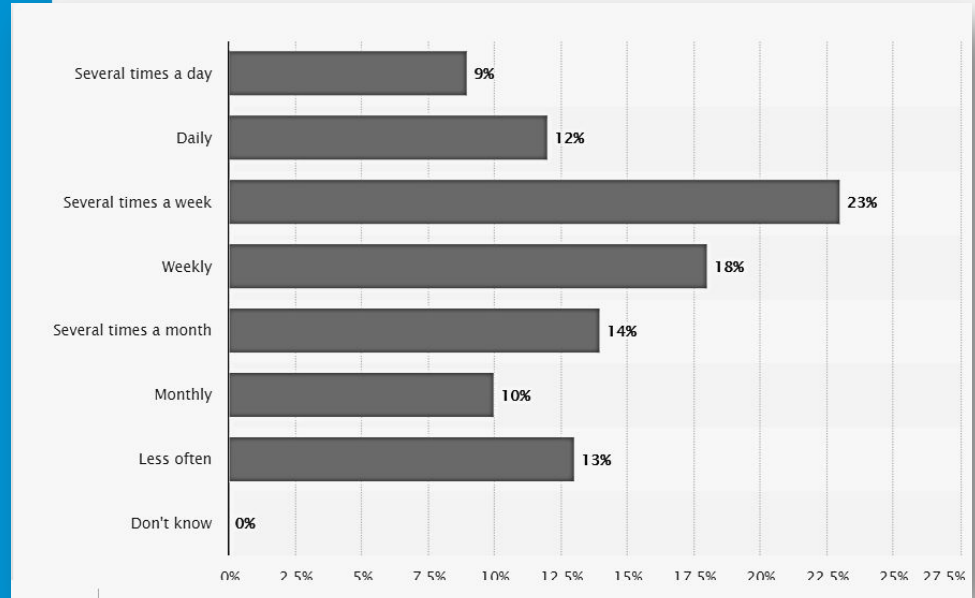
**ASI**  
**SHOW**  
CHICAGO



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# 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!**





# 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](#)

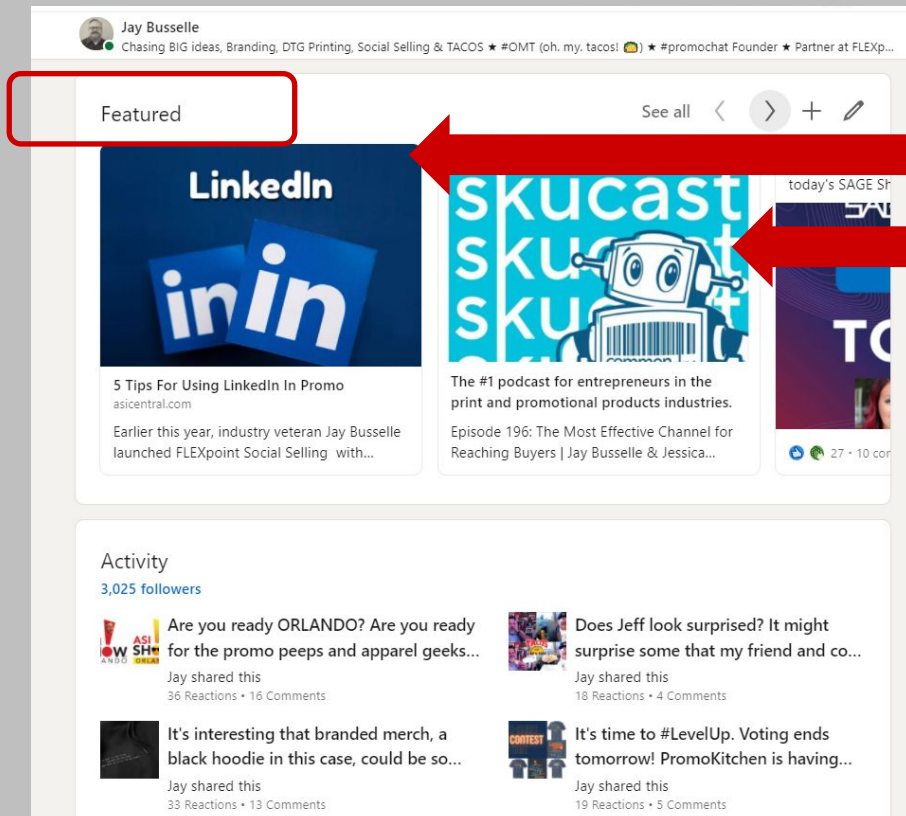
[More](#)

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)**

**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

# 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

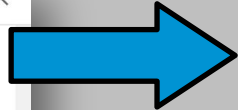
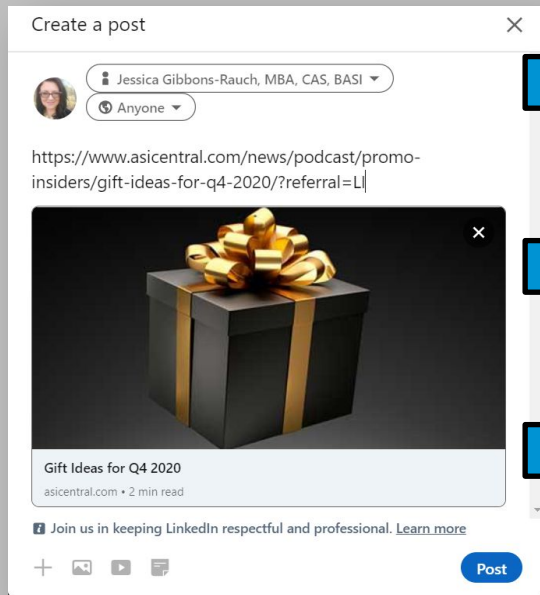
Post in your Feed... stop  
the scroll 😊

**INSIGHT**

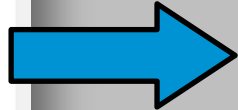
**VS**

**information**

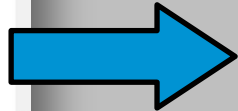
# Successfully Curating Third Party Content



- 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!!**



DITCH THE  
**PITCH!**





## Quotable QUOTES:

People buy from people  
they **TRUST**.

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



Less HYPE & more

**HELP!**



# Thank You!

## Let's connect on LinkedIn!

Mention this session and I promise to accept your invitation.

For more tips and LinkedIn training follow:

**FLEXpoint**  
A Social Selling System