

### 8 Ways To Boost Visibility & Reach On LinkedIn Jay Busselle, FLEXpoint

# TOP 5 answers when I ask people in promo, print and apparel why they're not active on LinkedIn:

- 1. LinkedIn is kind of boring too professional
- 2. LinkedIn is intimidating
- I don't know what to say / post
- 4. I tried it for a few weeks and nothing happened
- 5. LinkedIn is for people looking for a job



**EVERY STEP OF THE WAY** 



**Source: Hootsuite Digital Trends Report 2022** 

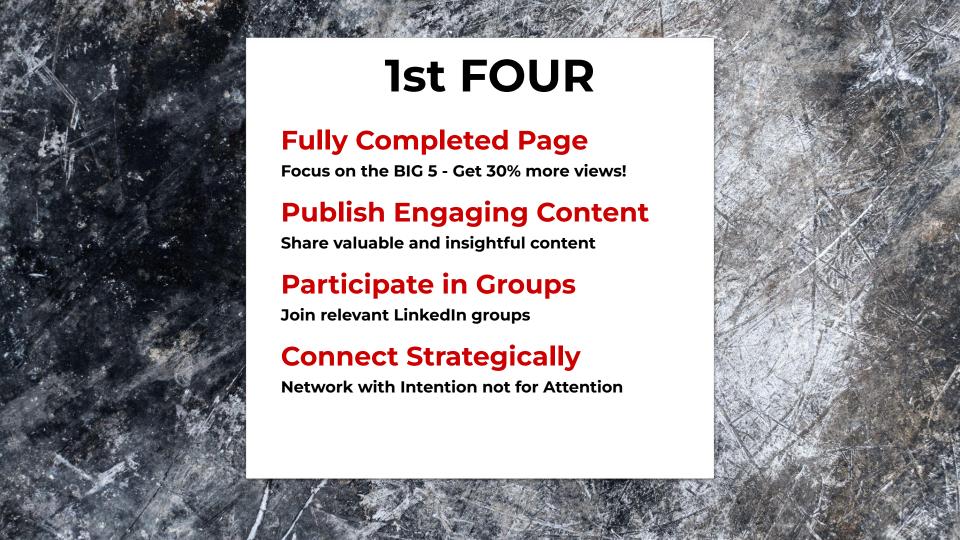
Of the 185 million users in the US, the daily active users (DAU) on LinkedIn account for 16% or about 29.97 million users.

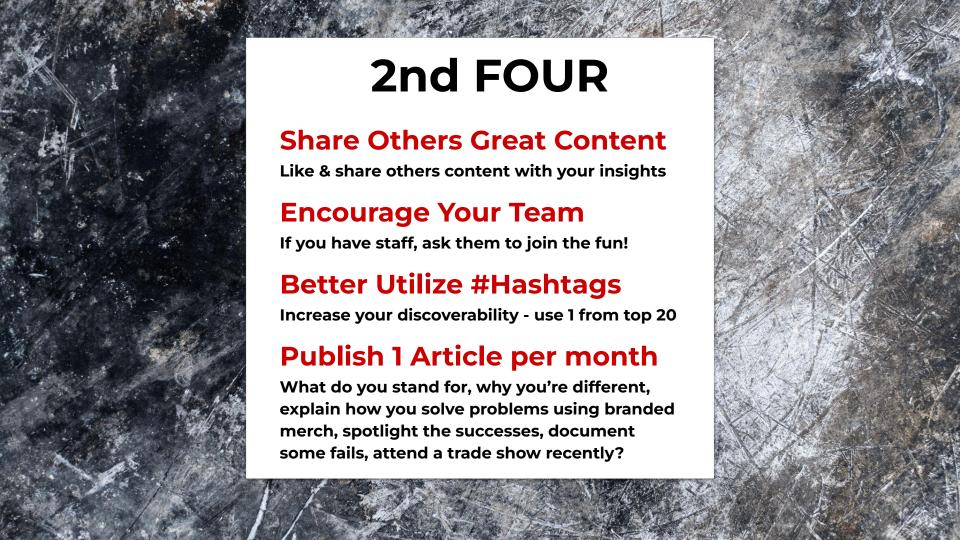
### It's NOT Too Late!

Do you want more credibility?

Do you want more visibility?

Do you want more lead generation?





#### **Create Conversations!**

Company
Culture.
MANIFESTO!
What do you
stand for?

Updates, news, trends PROOF or any recognition Give value & Insights TRAINING!
Less hype more help.

### Spend 15 minutes Mon - Wed - Fri Personal Branding **Personal Profile**

# Spend 15 minutes Tue - Thu - Sat/Sun **Business Branding Business Page**





HOW WI YOU STANI

OUT?



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

#### **Resource Links:**

https://www.linkedin.com/help/linkedin/answer/a543852/create-a-linkedin-page?lang=en

https://business.linkedin.com/marketing-solutions/linkedin-pages

https://business.linkedin.com/marketing-solutions/linkedin-pages/best-practices

https://blog.hootsuite.com/linkedin-for-business/

https://blog.hootsuite.com/linkedin-hashtags-guide/#20\_top\_LinkedIn\_hashtags\_for\_2023