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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
3. 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



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EVERY STEP OF THE WAY™

29.97M

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?

1st FOUR

Fully Completed Page

Focus on the BIG 5 - Get 30% more views!

Publish Engaging Content

Share valuable and insightful content

Participate in Groups

Join relevant LinkedIn groups

Connect Strategically

Network with Intention not for Attention

2nd FOUR

Share Others Great Content

Like & share others content with your insights

Encourage Your Team

If you have staff, ask them to join the fun!

Better Utilize #Hashtags

Increase your discoverability - use 1 from top 20

Publish 1 Article per month

What do you stand for, why you're different, explain how you solve problems using branded merch, spotlight the successes, document some fails, attend a trade show recently?

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

TOP 20

1. #India – 67.6 million
2. #Innovation – 38.8 million
3. #Management – 36 million
4. #HumanResources – 33.2 million
5. #DigitalMarketing – 27.4 million
6. #Technology – 26.4 million
7. #Creativity – 25.2 million
8. #Future – 24.6 million
9. #Futurism – 23.5 million
10. #Entrepreneurship – 22.7 million
11. #Careers – 22.5 million
12. #Markets – 22.2 million
13. #Startups – 21.2 million
14. #Marketing – 20.3 million
15. #SocialMedia – 19.7 million
16. #VentureCapital – 19.3 million
17. #SocialNetworking – 19 million
18. #LeanStartups – 19 million
19. #Economy – 18.7 million
20. #Economics – 18 million



HOW
WILL
YOU
STAND
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