

How to Use LinkedIn to Boost Your Online Presence, Generate Leads and Attract Inbound Inquiries

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NO MATTER WHAT YOU WANT TO ACHIEVE FROM LINKEDIN, THE ONE ABSOLUTELY CRITICAL THING YOU NEED IS A WELL WRITTEN AND FULLY COMPLETE PROFILE.

AND FOR THAT YOU NEED:

A header image: this should include your tag line, your website and, preferably, what you do over top of a relevant image.

A head and shoulders photo of you close up, looking professional and wearing business clothes.

An attention-grabbing headline: What you do, for whom and the benefits. NOT your job title.

A summary: Tell us your story, your journey. How did you get to where you are today? Add 'media' to make it look visually interesting—photos, videos and website links.

Articles and activity: Engage with other people's content by liking, commenting and sharing.

Experience: Include all your experience related to your current line of work. Like your summary, include as much media as you can – videos, websites etc.

YOU ALSO NEED TO ENGAGE AND GIVE VALUE:

When you engage with other members' posts and activity, you add value. Especially if you comment instead of merely liking a post.

Giving value happens best through writing and uploading unique posts of your own.

LINKEDIN'S NEWEST FEATURES:

Voice Messages: LinkedIn allows you to leave voice messages for your first-degree connections via the mobile app on your phone. This is great for creating a good first impression.

Hashtags: Depending on your business, you could use your own name, your business name and/or your primary industry or keyword. This makes you searchable.

Groups: When you go into a group now you'll see posts and activity displayed in the same way as your main newsfeed. Most of the functions you'd find in the newsfeed are available here too, including the ability to upload video posts. Your groups are now clickable from the left column of your Home page under Your Communities.

To learn more about how to create an impressive presence on LinkedIn [visit this page](#) on my website, or to find out how I can help you stand out from the crowd on LinkedIn through my marketing programme, ConnectMe, please [visit this page](#).

