

May | 2022

Psalm 27:12 The LORD is my light and my salvation; whom shall I fear? The LORD is the stronghold of my life; of whom shall I be afraid?



Social Media Marketing: LinkedIn

Let us help you setup an Optimized LinkedIn Page for your Business!

LinkedIn is considered to be the largest business-oriented networking website geared specifically towards professionals. With its 500 million members in over 200 countries, it is a great platform to network amongst other business professionals far and wide. A well-written and optimized profile allows you to get more involved with prospects and customers online to grow your marketing network while also maintaining an online professional brand that could lead to opportunities and connections that you may not have been aware of.



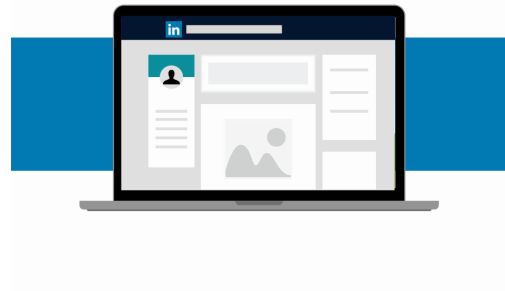
#1 Use High-quality Profile and Cover Photos

Your profile picture is the first thing that people will see when searching for your company on LinkedIn. Using high quality pictures get you a higher chance to be noticed, makes your company more approachable and look professional. Company Pages with profile pictures get 6x more visitors than those without. Choosing a LinkedIn profile picture is straightforward: Use your company logo! The same logo your company uses on other social media platforms. The cover photo is where you can use a little bit more creativity –

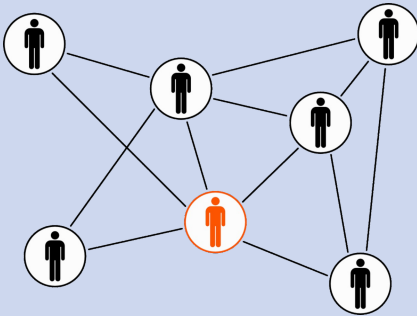
choose images that are clear and represent your company.

#2 Write a complete “About Us” Section

Fill out as much information as you can when creating your company profile page to provide viewers with everything they need to know about your company- company size, industry, year founded, company type, location, etc. You will need to create an “About Us” section that encapsulates your brand. Make sure to include keywords in this section to help the optimization process. Ultimately, you want your About Us section to tell your company story and help people see the value of your product or service.



#3. Grow your audience



You can now put your business in front of a highly selective and very profitable audience. There are many ways to grow your audience. Invite people from your community, target your audience with posts, and use paid promotions and ads! You can now put your business in front of a highly selective and very profitable audience. Once you have your company profile up and running be ready to share it with the

world whether it be on social media, emails, or your company website.

#4. Post to your Company Page regularly

Content marketing is absolutely vital on any platform, and LinkedIn is no exception. You will want to incorporate LinkedIn into your daily posting habits. LinkedIn reports that companies who post weekly see a 2x lift in engagement. Try to incorporate different post types like articles, images, and videos to help reach and engage your audience with your content. Whatever type of content you choose to post, aim for 5-10 published posts on your LinkedIn page to boot your credibility

LinkedIn is a great resource to grow your marketing network and connect with prospects and customers!

Contact Us Today!

Let us help you setup an Optimized LinkedIn Page for your Business

LET'S GET STARTED

In Case You Missed It!



Digital Marketing Made Simple

Digital marketing is so much more than “marketing digitally” because what does that even mean anyways? Most marketing professionals don’t even truly understand how wide and deep digital marketing is because it encompasses so much more than what we can imagine!

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What Good Customer Reviews Can Do for Your Small Business

Having a solid reputation online is not just a luxury anymore it is a necessity. When you earn good customer reviews, it reassures your potential new customers that you are a reliable and credible company. You want customers to know that you offer quality products, services, and customer experience!

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