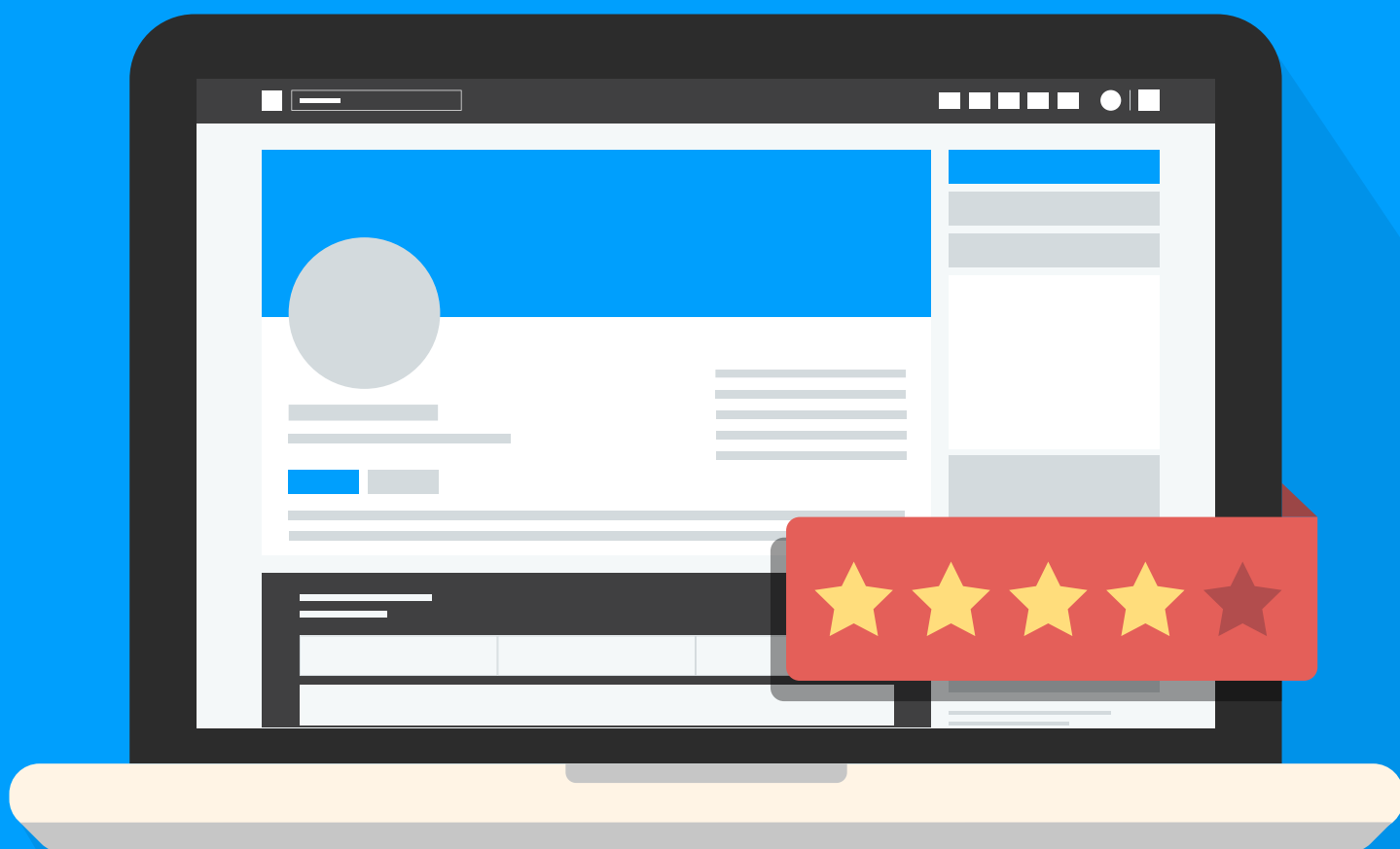


# — THE 10-POINT — **LINKEDIN AUDIT**





## ABOUT DIGITALMARKETER

DigitalMarketer combines the largest community of digital marketing pros on planet Earth with the best dang digital marketing training you'll find anywhere.

We're on a mission to double the size of 10,000 businesses and want to help you:

[Drive More Traffic,](#)

[Produce Stellar Content,](#)

[Write Emails That Generate Clicks,](#)

...and

[Become the Smartest Marketer in the Room.](#)

### **DigitalMarketer Headquarters**

4330 Gaines Ranch Loop, Suite 120  
Austin, TX 78735

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[DigitalMarketer.com](http://DigitalMarketer.com)



# INTRODUCTION

If you're not active on LinkedIn, you're missing 80% of your leads.

*Let that sink in for a moment.*

Studies show that 80% of B2B leads come from LinkedIn, and 94% of B2B marketers use LinkedIn to distribute content.

On average, 46% of social media traffic coming to B2B company sites is from LinkedIn.

LinkedIn has 546+ million users in 200 countries, and 2 new members join the network every second!

260 million LinkedIn users are logging in each month. AND 40% of those users login daily.

**Now do the math!**

Of the 546 million total LinkedIn users and 250 million monthly active users, only 3 million share content on a weekly basis—just a touch over 1% of monthly users. That means 3 million users are getting 9 billion impressions each week!

Now ask yourself: "Am I using LinkedIn to its full potential?"



There's a big difference between being on LinkedIn and using it. LinkedIn can be used for so many things beyond just hosting your resume. Here's a list of just a few of the ways you can leverage the platform:

- Building Trust Amongst Your Peers
- Finding Jobs and Hiring Great People
- Generating Leads
- Kickstarting Partnerships
- Building Your Brand
- Obtaining Industry Knowledge
- Consuming and Creating Content
- Getting Support From Peers Within Your Industry
- Networking

Before you can take full advantage of all of these features and benefits, it's imperative to have a highly optimized profile. Use this checklist as a guide to turn your LinkedIn profile into a brand building, lead generating machine!



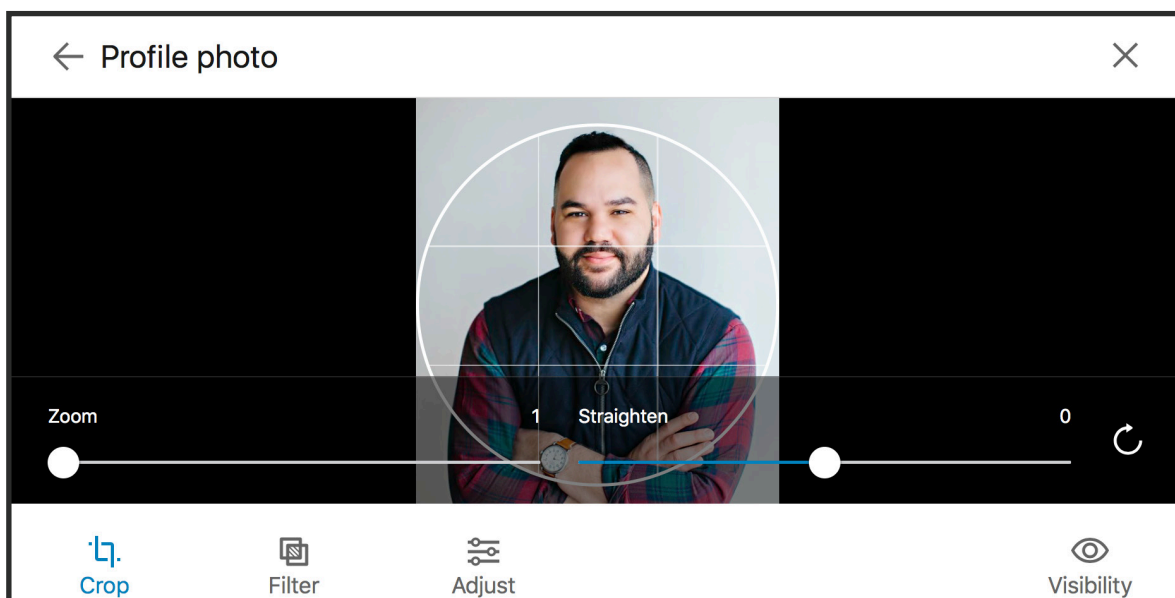
## ☐ **STEP 1:** **COVER IMAGE**

1. Add one!
2. Make sure the photo communicates what you are trying to portray when someone visits your page
3. Great opportunity to add branding



## ☐ **STEP 2:** **PROFILE PHOTO**

1. Your photo should take up 60% of the frame
2. Should be a CURRENT photo (no catfishing)
3. Dress to the expectations of your desired audience







## STEP 3: CONTACT DETAILS


1. Personalize your LinkedIn URL
2. Add your personal/company website
3. Add your “professional” email address (the one you would like prospective clients, employers, and business partners to reach you)
4. Twitter (if you have one)
5. Birthday (important: you want to show up in all of your contacts notifications at least once a year)


**Marcus Murphy**


**Contact Info**

 **Your Profile**  
[linkedin.com/in/marcusamurphy](https://www.linkedin.com/in/marcusamurphy)

 **Website**  
[digitalmarketer.com](https://digitalmarketer.com) (Doubling 10,000 Businesses)

 **Email**  
[marcus@digitalmarketer.com](mailto:marcus@digitalmarketer.com)

 **Twitter**  
[MrMonetization](https://twitter.com/MrMonetization)

 **Birthday**  
December 18



## STEP 4: HEADLINE

1. Use all of the real estate (120 character limit)
2. Don't just put your job title
3. Examples: “Looking to double the size of 10,000 businesses,” “Best selling author, speaker, and business coach,” “Internationally known to rock the microphone”



## STEP 5: SUMMARY

1. Use all of the real estate (2,000 character limit)
2. Write in a narrative format
3. Clear Mission Statement
4. Inject personality and optimize for SEO (industry specific words matter)
5. End with a clear call to action
6. Add photos to your summary



I'm on a mission to overcome the stigma of selling.

When I was a kid I didn't dress up as a salesman for Halloween and I certainly didn't ask for sales training for Christmas.

Unfortunately, no one wants to be a salesperson... even though it's the LARGEST profession in the United States.

People hate being sold but love to buy. People need sales people but equally hate them.

Even with ALL the other job options, here I am... a sales guy. Trying to escape the thoughtless, pushy, untrustworthy, reputation that has been ruined by countless before me.

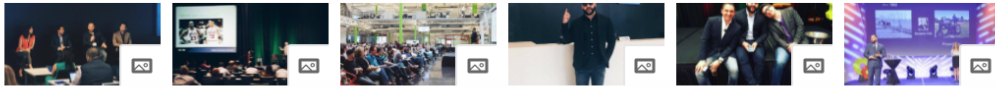
"Hey, what do you do for a living?" Me: (whispers) "I'm a sales guy"...

I'm here to take sales back. To restore, teach, and uplevel the sales profession. It won't be easy but nothing worthwhile ever is.

Today the strategic, helpful, empathic sales person WINS.

It's time to put thoughtfulness back into the sales process and I'm ready for the challenge. Does anyone want to join me?

#sales #conversationalseller



## STEP 6:

### CURRENT AND PAST EXPERIENCE

1. Write in a narrative format
2. Add photos and videos that capture attention
3. Make sure the work experience is relevant
4. Don't add every position you've ever had (no lemonade stands)





## Director of Sales and Monetization

DigitalMarketer

Jul 2016 – Present • 2 yrs 1 mo

Austin, Texas / London, England

DigitalMarketer is a research, training and certification company based in Austin, TX that focuses on sharing what's new and what's actually working in digital marketing with small businesses, agencies and marketing professionals.

Our mission is simple: We want to help double the size of 10,000 small businesses by 2020, and we believe the best way to do that is to train a new breed of digital marketing professions so they're able to leverage modern distribution channels to generate additional leads and sales for their companies.

As the Director of Sales and Monetization I'm tasked with accelerating revenue growth and sales productivity for DigitalMarketer's flagship product, DigitalMarketerHQ, as well as sales for our individual certifications and Certified Partner program.

Passionately growing sales teams in Austin and London who are motivated and passionate about our mission and core values. I'm truly honored to work with some of the best business minds in the world, while making sure we are focused on educating and advancing businesses worldwide.

Media (11)

[Previous](#) [Next](#)



Main Stage TCS18



Agency of The Year TCS2018

## STEP 7: EDUCATION

1. Keep this up-to-date
2. Link to college or university
3. Tap into your academic network

## STEP 8: SKILLS AND ENDORSEMENTS

1. Make sure your top 3 skills are the ones you want people to endorse (you can control your top 3)
2. Give endorsements for skills and you shall receive





Skills & Endorsements

Add a new skill

Leadership · 99+

Endorsed by Dennis Gable and 5 others who are highly skilled at this

Endorsed by 14 of Marcus' colleagues at DigitalMarketer

Management · 99+

Endorsed by 12 of Marcus' colleagues at DigitalMarketer

Public Speaking · 99+

Endorsed by Justin Anderson and 4 others who are highly skilled at this

Endorsed by 14 of Marcus' colleagues at DigitalMarketer

## STEP 9: RECOMMENDATIONS

1. Ask for recommendations
2. Give recommendations
3. Aim for at least 3 from employers and peers

Recommendations

Ask for a recommendation

Received (4)

Given (4)

**Rachel Williams**  
Global Head of Diversity & Inclusion at StubHub  
April 26, 2017, Rachel was senior to Marcus but didn't manage directly

Marcus Murphy is one of the most conscientious leaders, I've ever had the pleasure of working with. He and I work together on diversity and inclusion programming to be introduced into the Arizona market. I appreciate how he thought through every detail of the programming to ensure that it was inclusive of all our employees there. He is also a master connector - he is the one who knows everyone in the office in a week! And not just names, but personal facts that enable him to build deeper relationships that drive collaboration and results. I am excited to watch Marcus' career excel over the coming years!

**Michael Daniel**  
Program Consultant at Primary Intelligence  
February 15, 2017, Michael managed Marcus directly

I had the privilege of working with Marcus on growing the partner channel at Infusionsoft. During his time there, his systems, his intelligence, his passion for success, and his work ethic helped him become one of the top performers in the company.

He is an excellent communicator. He's engaging, entertaining, and a very talented speaker as well.












## STEP 10: INTERESTS

1. Follow pages that truly interest you
2. Join industry specific groups (great networking opportunity)

### Interests

	<b>LinkedIn</b> 3,465,404 followers		<b>Forbes</b> 7,060,894 followers
	<b>London Metropolitan University</b> 121,094 followers		<b>The Economist</b> 6,100,172 followers
	<b>Randi Zuckerberg</b>  Founder & CEO at Zuckerberg Media 976,074 followers		<b>Ogilvy</b> 619,875 followers



# WHAT'S NEXT?

Now that you've built an All-Star LinkedIn profile, it's time to start getting results. Though, learning how to take full advantage of the platform can be a difficult task.

That's why we've brought in Marcus Murphy, Director of Monetization at DigitalMarketer and Member of the LinkedIn Advisory Board for Sales Navigator, to show you how to take full advantage of the platform and use it to grow your business.

If you're not fully taking advantage of LinkedIn, you're missing out on 546,000,000 opportunities to grow your business (and your career). In [this brand new workshop](#), you'll leverage social selling's newest frontier to get back 80% of your leads... in less than an hour.

[Watch the video below](#) to see how Marcus will guide you through the LinkedIn platform so you can start growing your business and your brand... without spending a dime.



**GET INSTANT ACCESS »**

