



LINKENDIN STRATEGY

Goals



Establish your
goals



Optimize
your profile



Connec
tions



Publish
Content



Measure



Establish your LinkedIn goals

Before you start using LinkedIn, you should determine what you want to achieve by using the platform. Your goals could be anything from building relationships with industry leaders to generating more leads for your business

PITCH DECK →

Optimize your LinkedIn profile

Your LinkedIn profile is your digital business card, so it needs to be optimized. Make sure that your profile is complete, includes a professional headshot, and showcases your skills and experience. Use keywords relevant to your industry and job role throughout your profile to increase your visibility.



Connections



Everything Need Social Media

LinkedIn is a social networking site, so start by connecting with people in your industry or desired target audience



The Society

Use LinkedIn's search features to find people that you want to connect with and send personalized connection requests.



Publish content on LinkedIn



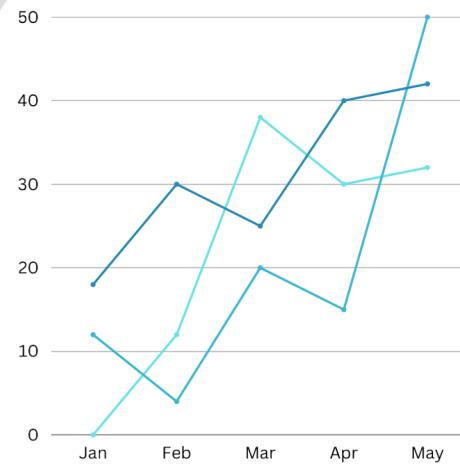
POSTS

Publishing content on LinkedIn is a great way to showcase your expertise and attract more followers



ENGAGED

Share industry news, insights, and tips that are relevant to your target audience.



This will help you adjust your strategy and achieve your goals.



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Measure 02

LinkedIn Analysis

Use LinkedIn analytics to track your profile views, engagement, and other metrics

Activity

Monitor your LinkedIn activity to see what is working and what isn't

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