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← Back to Articles Mar 30, 2024 by Digital Marketing Institute LinkedIn is arguably the most important social media site out there when it comes to networking and making new connections with prospects, clients, and business partners. Plus when the organic engagement on social networks is declining, one of the trends for LinkedIn is that it’s expected to see a huge rise in organic engagement. Content creators are also becoming more influential on the platform. Having a solid profile is crucial if you want to be a successful networker on LinkedIn as you only have 10 seconds to make an impression on a potential client or partner according to The Muse. Also, your profile can showcase your accomplishments, education, and the ways you’ve helped others solve problems and achieve success. A good profile can help you secure the connections you need to grow your brand and your business—so it’s worth investing some time on. So, what makes a good LinkedIn profile for digital marketers? The best way to learn is by looking at what others have done — so today we’re going to explore 7 great digital marketing LinkedIn profiles you can use for inspiration. Neil Patel is among the most well-known and influential digital marketers in the world, and for good reason. He co-founded KISSmetrics, Hello Bar, and Crazy Egg; he's helped numerous major corporations (such as Amazon and Viacom) with their marketing efforts. Neil's also a New York Times bestselling author, and his highly popular blog earns an average of 37,000 interactions per post. With everything Patel has learned about digital marketing over the years, it’s no surprise that he has a great LinkedIn profile. So what has Patel done well here? For starters, his profile summary is easy to read, but it’s also packed full of valuable information about his accomplishments that would immediately impress any reader. With a few short sentences, you know he's a bestselling author, a top influencer, and entrepreneur, that he has clout with some major multinationals, how successful his blog is, and how sought after he is as a public speaker. The writing is clear, concise, and to-the-point, but without being overly punchy. He also uses phrasing like “The Wall Street Journal calls me a top influencer,” and by putting the words in somebody else’s mouth, he does a great job of showcasing his achievements without bragging. Another excellent touch to note is the fact that Neil places some of his most recent pieces of content at the top of his profile in the form of a carousel for added authority and engagement. If you're looking for support in SEO, content marketing and paid media, just get in touch with Neil Patel Digital. Aleyda Solis is the founder of Orainti and international SEO consulting firm that focuses on increasing organic search visibility. She also blogs for influential sites like Search Engine Land, State of Digital, and Moz, does public speaking engagements, and has even published a Spanish-language book on SEO.