

*Empower your digital vision*

**CAP4**LAB





# *Techniques and Strategies for a Successful Job Search*

# Building Successful Professional Networking with LinkedIn



# Why professional networking matters

- It has recently been reported that more than two-thirds of vacant jobs are filled via networking channels, and that a similar amount of LinkedIn professionals consider networking to be critical to career success
- Many career benefits from building and maintaining robust, interactive and supportive professional connections (even when you are not actively looking for new job opportunities)

# About LinkedIn

The world's largest professional network with more than 900 million members in more than 200 countries and territories worldwide

# Your LinkedIn profile

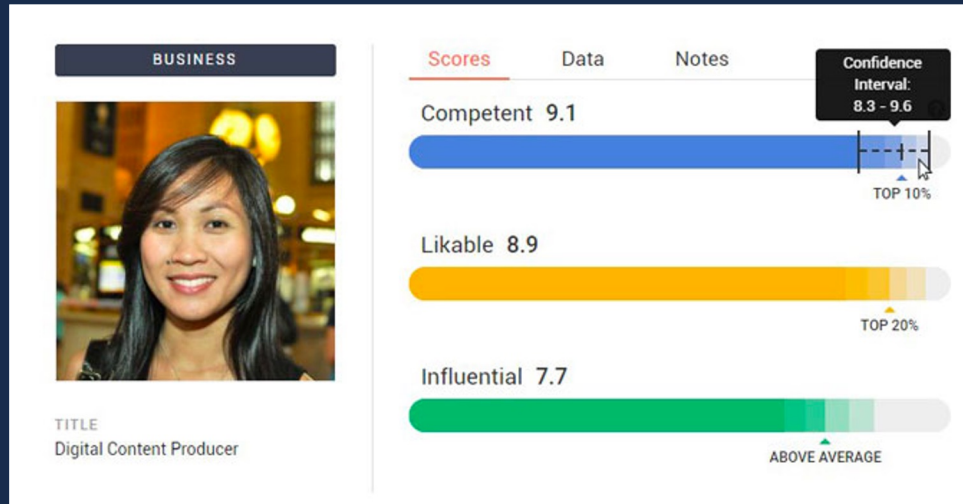
- Is your brand
- Shows your credibility
- Provides a window into your achievements
- Can be found using specific keywords
- How to increase your visibility and engagement?  
Be SIMPLE & CLEAR

# How to ensure your LinkedIn profile stands out

- 1 *Use an impressive picture and banner for your profile*
- 2 *Write an effective headline and summary statement*
- 3 *Add your work experience, education, and volunteering*
- 4 *Show your accomplishments, skills and endorsements*
- 5 *Invest on the visibility of your updates, posts, and activity*

# Use an impressive picture and banner for your profile

- You can test your LinkedIn profile picture on [www.photofeeler.com](http://www.photofeeler.com)



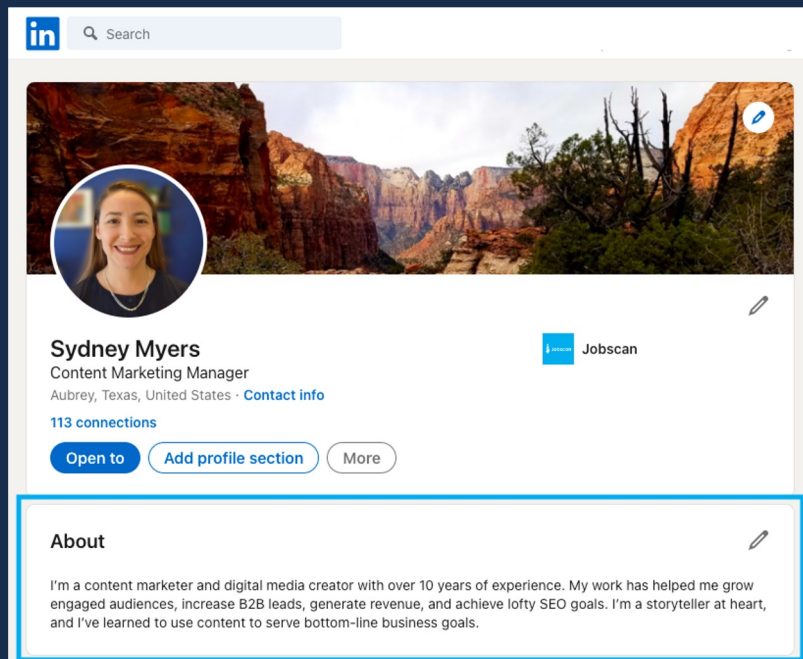


# Use an impressive picture and banner for your profile

- A LinkedIn banner can make a great first impression, show intention in your job search, solidify your personal brand, help you stand out, and serve as a digital business card



# Write an effective headline and summary statement



The image is a screenshot of a LinkedIn profile page for Sydney Myers. The profile header features a circular profile picture of a woman with blonde hair, a blue background banner image of a canyon, and a search bar. Below the header, the name 'Sydney Myers' is displayed in bold, followed by the title 'Content Marketing Manager' and the location 'Aubrey, Texas, United States'. A 'Contact info' link is present. The profile shows '113 connections' and three buttons: 'Open to', 'Add profile section', and 'More'. A 'Jobs' badge for 'Jobscan' is visible. The 'About' section is highlighted with a blue border and contains a paragraph of text.


**Sydney Myers**  
Content Marketing Manager  
Aubrey, Texas, United States · [Contact info](#)  
113 connections  
[Open to](#) [Add profile section](#) [More](#)

**About**

I'm a content marketer and digital media creator with over 10 years of experience. My work has helped me grow engaged audiences, increase B2B leads, generate revenue, and achieve lofty SEO goals. I'm a storyteller at heart, and I've learned to use content to serve bottom-line business goals.


# Add your work experience, education, and volunteering

## Experience




Customer Success Manager  
OCTOPUS CRM · Full-time  
Oct 2018 - Present · 3 yrs 2 mos

## Education



University of Massachusetts Boston  
Master's degree, Business Administration and Management, General  
2008 - 2013

## Volunteering



Functional Specialist  
Google  
Apr 2016 - May 2017 · 1 yr 2 mos  
Education  
Description

# Show your accomplishments, skills and endorsements

## Accomplishments

### 24 Courses

Accounting Concepts and Financial Reporting • Applied Managerial Statistics • Communication for Management • Corporate Finance • Designing High Performance Organizations • Entrepreneurial Finance: Financial Management for Developing Firms • Entrepreneurship • Information Management and Analytics • Leading Effective Teams • Legal Communication...

### 18 Honors & Awards

USC Marshall MBA Program, Sales Presentation Award, Marketing 528 - Art and Science of Sales • USC Marshall MBA Program, Social Media Excellence Award, Marketing 528 - Art and Science of Sales • USC Marshall MBA Program, Academic Achievement Award, Marketing 528 - Art and Science of Sales • Dean's Honor List for Summer 2016 • Dean's Honor List for Fall 2016 • 1st Place in Entrepreneurship Venture Pitch Competition - LA Core • 2nd Place in Entrepreneurship Venture Pitch Competition - Class of 2018 • Dean's Honor List for 2013 • Summa Cum Laude • Dean's Honor List for 2011-2012...

### 4 Projects

Japan Business Field Research Report • Compensation Project for the City of Beverly Hills (CBH) • Colombia Business Field Research Report • Panama Business Field Research Report

### 3 Languages

Chinese • English • Spanish

# Show your accomplishments, skills and endorsements

## Skills & endorsements



Linkedin Marketing · 16

You and 15 connections have given endorsements for this skill



Growth Hacking · 15

You and 14 connections have given endorsements for this skill



Business Growth Strategies · 13

You and 12 connections have given endorsements for this skill

[Show more](#)



# Invest on the visibility of your updates, posts, and activity

- Recommendations
- Comment Posts
- Post articles and lives
- Update your profile as soon as you have any new certifications, achievement, etc.

Fundamentals  
Certification



LinkedIn Marketing Labs

# Top recommendations to optimize your LinkedIn profile



# Recommendations to optimize your LinkedIn profile

- 1 *Have the Right Settings*
- 2 *Right Use of Keywords*
- 3 *Update your Professional LinkedIn Banner*
- 4 *Build your Network*



# Have the Right Settings



Recruiters will not be able to find you unless your profile is put up correctly.

It is important to:

- Make sure that the account is public and that some choices, such as Summary, Current Experience, Website, Projects, and Recommendations, are available
- Customize your LinkedIn URL so that recruiters can find you using your name and distinguish you from your competitors

# Right Use of Keywords



Keywords are important for LinkedIn to rank your LinkedIn profile at the top among other candidates.

That is why is recommendable to:

- Make sure to add the top skills you are pro at in your title rather than your personal information
- Instead of using the words like “Aspiring” and “Enthusiast” use words of profession like JavaScript Developer, Web developer, etc. so, the recruiter know about your expertise and easily help you to find more exciting and better opportunities

# Update your Professional LinkedIn Banner



According to LinkedIn, a high-quality profile with a proper headshot helps you get 14 times more views as compared to a normal profile.

Updating your LinkedIn banner is as important as updating your profile because:

- It can be used as a billboard to advertise your skills and expertise
- It helps you to tell the recruiter what are your main skills and the projects you have worked on

*Note: Make sure to create a profile that is appealing to the eye, and avoid using black and white photographs or group photos*

# Build your Network

Increasing your connection is an efficient strategy to accelerate your career growth:

- Connect with profiles who have the same certifications and skills like yours, tech bloggers, and the experts of the tech industry
- Observe what other people and your connections are doing on LinkedIn, the post they shared, and the events they are interested to join
- Be active on your profile as it helps you to get more engagement and reach on your post
- Make sure to post content that excites your network and they are interested to read that content

# LinkedIn Social Selling Index Score



# What is a Social Selling Index Score?

Your LinkedIn Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships.

Your score is updated daily: this gives you opportunities to always improve!

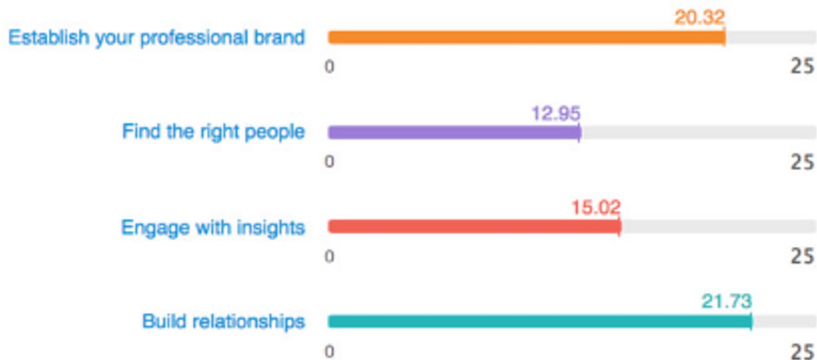
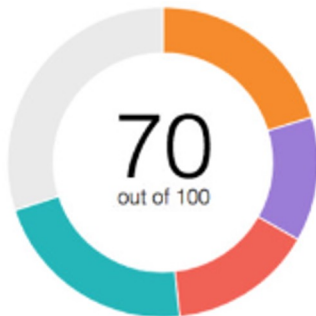
<https://www.linkedin.com/sales/ssi>



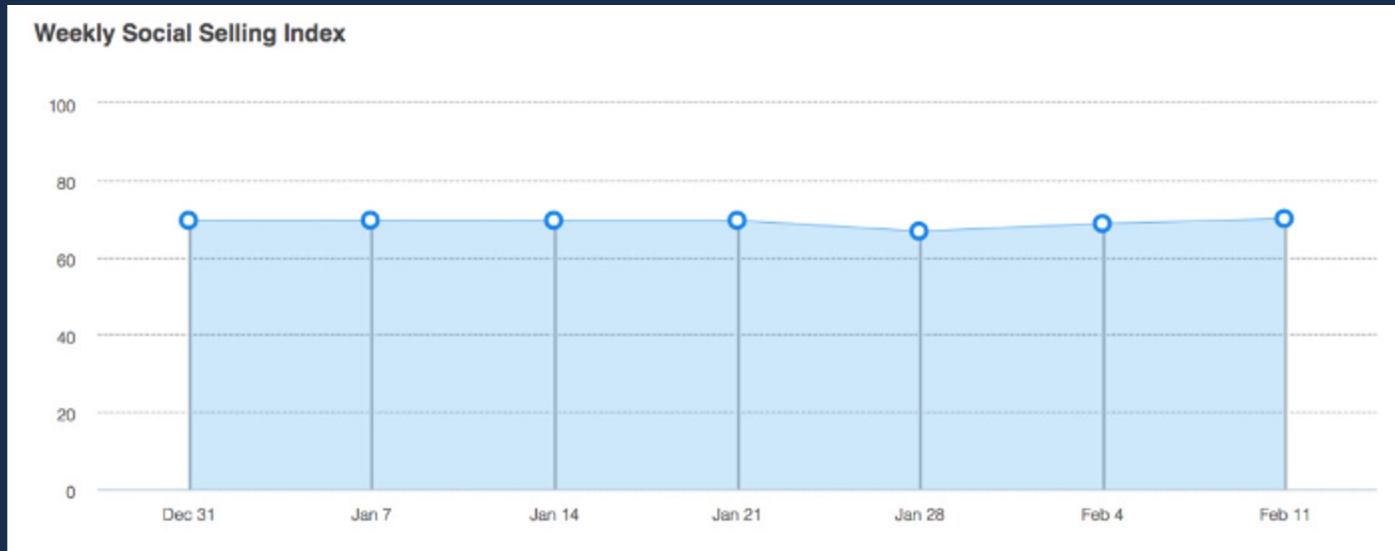
# What is your SSI status?

## Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Learn more](#)



# What is your SSI status?





# What is your SSI status?

## People in your Industry



Sales professionals in the Online Media industry have an **average SSI of 32.**

You rank in the **top 3%**

⬆️ Up 1% since last week

## People in your Network



People in your network have an **average SSI of 41.**

You rank in the **top 9%**

⊖ Unchanged since last week

# How to Search and Apply for a job on LinkedIn

The screenshot displays the LinkedIn search interface for the query "marketing specialist" in the "United States". The search bar at the top includes filters for "Jobs", "Remote", "Date Posted", "Experience Level", "Company", "Job Type", "Easily Apply", "All filters", and a "Reset" button. The search results show 6,776 results for "Marketing specialist in United States".

On the left, a list of job results is visible:

- Marketing Manager** at Pauwels Consulting, United States · Remote. Actively recruiting. Promoted · 2 applicants.
- Customer Lifecycle Marketing Manager** at RollWorks, a division of NextRoll, Washington, DC · Remote. Actively recruiting. Promoted.
- Marketing Specialist** at HUGHES, Germantown, MD · Remote. Actively recruiting. Promoted.

On the right, the detailed view of the "Marketing Manager" position at Pauwels Consulting is shown. It includes the company logo, the job title, location, and remote status. The position was posted 5 days ago and has 41 views. There are buttons for "Apply" and "Save". Below the job details, there is a section for "See recent hiring trends for this company" with a link to "Retry Premium Free".

Job	Company	Connections
• 2 applicants	Company page not claimed <a href="#">This is my company &gt;</a>	You have 0 connections at this company. <a href="#">Add &gt;</a>
• Associate		

Below the table, there is a text block and a list of responsibilities:

Om het team te versterken zijn wij op zoek naar een ervaren Marketing Coördinator! In deze zelfstandige rol heb je de volgende verantwoordelijkheden:

- Optreden als SPOC tussen de interne Brandmanagers (promo & medisch) en de reeds bekende bureaus (marketing)
- Finetunen de customer journeys in samenwerking met de omnichannel specialisten, met het tactische plan als basis

# Start with these 5 action points

- 1 *Share*
- 2 *Connect – Min 500+*
- 3 *Skills – Min 5 Skills*
- 4 *Comment / Post Weekly*
- 5 *Key Words*

# Q & A Discussion



*Empower your digital vision*

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