

Linked Profile Optimization

My LinkedIn Planning-

- 1. I will be increasing only targeted connections for your LinkedIn account regularly and vastly since you have limitations.**
- 2. I will be posting on your LinkedIn account following Eastern standard time for posting on LinkedIn.**
- 3. I will be joining different niche groups & I will post on group walls sometimes a week to get engaged with the members of groups.**
- 4. I will be sending direct messages to the targeted profile regularly to review your products & service.**
- 5. I can create your own groups for you to draw targeted people as members of your group.**
- 6. I will be following a nice relevant page to get important updates about the niche market & to get engaged with a large**

market. While we should have a plan for opening the LinkedIn page later.

► LinkedIn Profile:

- LinkedIn Professional Personal Profile Creation
 - Increase and Build LinkedIn Connections Based on the Target Market
 - LinkedIn Profile Building and Optimization
 - LinkedIn Profile Customization
 - Content Creation For LinkedIn Profile
 - LinkedIn Sending Messages
 - LinkedIn Keyword Optimization
 - SEO Your LinkedIn Profile
 - Creation of LinkedIn company page
 - LinkedIn Research
 - LinkedIn Sales & Lead Generation
 - Join Target LinkedIn Groups
 - LinkedIn B2B & B2C Sales & Marketing
 - LinkedIn Recruitment
 - Posting Daily Updates on LinkedIn Home Page and LinkedIn

Company Page

- LinkedIn Connections Tagging
- LinkedIn Group Creation and Management
- Driving Traffic to Your Site Utilizing LinkedIn
- Posting Blogs and Promotions on LinkedIn Groups
- LinkedIn Data Scraping & Research



The Tools and Applications of LinkedIn:

1. Home Page

- a. Where you will appear on your connection's profiles
- b. Review network feeds from your connections
- c. Where do you find stats on who has viewed your profile. Entry point after logging into LinkedIn

2. Profile

- a. Your portrait to the world - professional photos preferred
- b. Make sure this page is fully optimized
- c. The place to integrate applications
- d. Recommendations – third-party perspectives on YOU!
- e. Where you share your message, history, experience, contact info, etc.

3. Groups

- a. Key into the target markets you are seeking
- b. The starting point for building communities on LinkedIn
- c. The best way to build an engaged following

4. Contacts

- a. A cherished asset that can harvest great rewards
- b. Your network connections
- c. Search the networks of your connections for referrals
- d. Use to import your database

e. Cap at 30,000 connection