



LinkedInTips

12 Simple Strategies that Get Results!

Branding and Optimization Strategy

A strong, memorable brand occurs when you create the “right kind” of emotional response you want your contacts, potential customers and/or clients to have when they hear your name, see you online or meet you in person. Having a strong, effective LinkedIn brand is critical to your business success. The words you create and use throughout your LinkedIn profile tell others about your personality, voice, interests and goals. Most importantly, your LinkedIn brand should show your audience how you can help.

In addition to having a strong online brand, you need to give your audiences the opportunity to find you by maximizing the power of search engine optimization (SEO). To accomplish this, make a list of the key words and phrases that you believe your prospects will use to find you and your products or services. Include these searchable words and short phrases throughout your Headline, job titles and descriptions, Summary, Skills and Recommendation sections.



12 Inside Secrets to Creating a Strong LinkedIn Profile Brand

1. NAME FIELD – Use only your first and last name. Keep it simple. It's best to use your "call name," the name people use most often in your day-to-day work. Do not include an email address, phone number or job title in this section, as this branding approach is frowned upon by LinkedIn and may cause you to lose access to your account.



John Oliver

1st

Vice President, Field Development at Transamerica
Insurance & Investment Group
Greater Los Angeles Area | Financial Services

Current Transamerica/AEGON USA, Inc.

Previous Transamerica

Education San Diego State University-California State University

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500+
connections



David Goldstein, CPA

1st

CFO | Strategic Planning | Financial Analysis & Modeling
I Entrepreneurship | Start-ups | Process Design... Let's
connect!

Dallas, Texas | Executive Office

Current Kings Ranch Properties / Graves Property Management, Beal
Bank, Target Evolution Entrepreneurship Institute

Previous Caden Land Services, SJL Design Group (formerly Sawyer
Design Associates), Association for Strategic Planning

Education University of Pennsylvania - The Wharton School

[Send a message](#) ▾

500+
connections



2. PHOTO FIELD – A simple, clear headshot photo with a solid, light-colored background works best. Make sure that your file size is at least 400 X 400 pixels. If you use a smaller image, you will see a gray frame around your photo. Your goal is to fill up this photo opportunity with a big, engaging smile.



Karen Orso, MBA

1st • PREMIUM

Innovative Marketing Strategist, Revenue Growth,
Business Transformation... I help companies generate
Revenues that stick!

Dallas/Fort Worth Area | Hospital & Health Care

Previous American Red Cross, Apexus, 340B Prime Vendor Program,
American Heart Association

Education Oakland University

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500+
connections



Terry Sullivan, MBA

• PREMIUM

Integrated Marketing and Social Selling Strategist,
LinkedIn Trainer & Speaker... Your buzz is our bizz!

Dallas/Fort Worth Area | Marketing and Advertising

Current buzzpro.com

Previous Verizon, GNAC, PPAI - Promotional Products Association
International

Education Texas State University-San Marcos

[View profile as](#) ▾

500+
connections

[in www.linkedin.com/in/terrysullivanmba/en](http://www.linkedin.com/in/terrysullivanmba/en)

[Contact Info](#)



3. BRANDING HEADLINE – Your branding headline is the most important aspect of your profile. You have 120 characters to show your audience how you differ from the competition and more importantly, how you can help them with your unique background and success story.



Lisa Woodard, MBA

1st

★ Chief Marketing Officer Transamerica Brokerage ★
CMO ★ Tough Mudder.. Business Transformation and
Revenue Generation

Greater Los Angeles Area | Insurance

Current Transamerica Life Insurance Company
Previous Sage Telecom, The NextGen Marketing Group, National Motor Club
Education Rice University - Jesse H. Jones Graduate School of Management

[Send a message](#)

500+
connections



Ron Rushing, CPA, CTP

1st ■ PREMIUM

Trusted C-Level Advisor, CFO with Strategic & Tactical Vision to Enable & Support Organizational Success. CPA, Big 4

Dallas/Fort Worth Area | Executive Office

Current Financial Executives International - Dallas
Previous Tomlin Investments Ltd., Henry S. Miller Realty Management LLC, CNC Investments
Education Texas Tech University - Rawls College of Business

[Send a message](#)

500+
connections



Terry Sullivan, MBA

1st ■ PREMIUM

Founder BUZZPRO | Integrated Marketing & LinkedIn Social Selling Strategist | Trainer | Speaker

Dallas/Fort Worth Area | Marketing and Advertising

Current BUZZPRO
Previous Verizon, GNAC, PPAI - Promotional Products Association International
Education Texas State University-San Marcos

[Send a message](#)

500+
connections

[https://www.linkedin.com/in/terrysullivanmba](#)

Contact Info



4. CONTACT INFO SECTION – This is a drop down box that is only available to your first-level connections. It contains your contact information such as your email address and phone number. Make sure you fill in all the blanks, including your phone number and the three website fields. Create a strong brand by renaming the default URL names (“Personal Website” or “Company Website”) with the name of your company or organization.

Email	terry@buzzpro.com	Phone	682-208-1111 (work)
IM	TerryBuzzpro (Skype)	Address	DFW, Texas Dallas, Texas Fort Worth, Texas
LETS GET SOCIAL! Blog: buzzpro.com LinkedIn: Terry Sullivan, MBA Twitter: @terrysullivan Facebook: buzzpro Google+: buzzpro Pinterest: buzzpro			
Twitter	TerrySullivan		
Websites	buzzpro.com Splash Media University DFW American Marketing Assoc.		

<https://www.linkedin.com/in/terrysullivanmba> Contact Info

Twitter Field – Link your Twitter account to your LinkedIn profile for added online visibility and to stay engaged with your prospects and clients. This will allow you to automatically post directly from LinkedIn to Twitter, doubling your online information efforts. It will also permit others who follow you on Twitter to connect with you on LinkedIn.

List 3 Websites – LinkedIn also allows you to list up to three websites in the Contact Info section. Make sure you include your company website as well as two additional websites, such as professional group or organizations. Don’t use the standard LinkedIn naming convention. Instead, include the name of the company, group or organization to increase your branding power.

Vanity URL Field – Change the URL you were assigned when you first created and set up your LinkedIn profile. This default naming convention typically has a hyphen between your first and last name with several characters at the end. This destroys the ability for LinkedIn users to find you for your number one searchable term, your name.



5. SUMMARY SECTION – Your Summary section should be written in first person.

Make this a conversation between you and your reader. Who are you? What are you passionate about? How can you help? How can they help you? Include a current, relevant overview. Be interesting and a little personal. End with a call-to-action. Now that they have been introduced to you, what should they do next? How should they reach you? .



Summary

My name is Terry Sullivan, and I am an Integrated Marketing and Certified Social Media Strategist, LinkedIn Trainer and Speaker. I help my clients learn how to create and implement online Social Selling strategies to find, connect and develop relationships with key contacts on LINKEDIN, FACEBOOK, TWITTER and INSTAGRAM.

On July 25, 2012, I received my Social Media Marketing Certification from SPLASH MEDIA UNIVERSITY and officially founded BUZZPRO, a nationally recognized digital marketing firm. To date, I have helped more than 6,200 professionals and 2,400 clients nationwide learn how to tap into the unlimited marketing power of LinkedIn to create memorable online Brands and Social Selling Strategies that land more leads, prospects and clients.

Who do we work with?

- ✓ ENTREPRENEURS & BUSINESS OWNERS – Does your online brand quickly help others identify your company's unique products or services? BUZZPRO can help you create a powerful online brand by using key, searchable terms throughout your online presence that will set you and your company apart from the competition.
- ✓ BUSINESS EXECUTIVES – Want more revenue growth? By developing and implementing a social selling game plan, we can help you improve conversion rates, drive more sales and generate revenues that stick.
- ✓ SALES & MARKETING PROFESSIONALS – Are you struggling with how to use LinkedIn, Facebook, Twitter or Email Marketing to accomplish your business development goals? Our social selling programs will quickly help you attract the right prospects to your products and services.

To learn more about how BUZZPRO can help you, please call me at my number listed below or attend one of my upcoming FREE LinkedIn Branding and Social Selling presentations. Check out buzzpro.com/events for more details...

Let's get connected!

Terry

BUZZPRO
Your buzz is our bizz!
682.208.1111
terry@buzzpro.com
buzzpro.com

LET'S GET SOCIAL: LinkedIn, Facebook, Twitter and Instagram



6. VIDEOS, PHOTOS AND WEBSITES – Include videos, photos and links to important websites at the end of your Summary, Experience and Education sections. Click on the little box with a plus sign in it to add valuable content that will make you stand out from the competition. This is a great place to showcase your videos, online work, website, blog articles, photos and portfolio pieces.

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YOUR BUZZ IS OUR BIZZ

BUZZPRO - Official Website



UTA VIDEO: How to use the "Share" Comma...

Use LinkedIn to Build Business

Use LinkedIn to Build Busi...

Plaid for Women Radio Pro...

Monthly Musings

SMART PREDICTION

Plaid for Women Radio Pro...

Monthly Musings Septemb...



7. SKILLS AND EXPERTISE SECTION – Include keywords and phrases designed for both search engines and people: keywords, synonyms and variations. If you are listing your skills and expertise for the first time, place the top 10 words most relevant to your brand first. These are the words professionals will use to find you.

Skills

Top Skills

99+	Integrated Marketing			
99+	Social Media Marketing			
99+	Social Selling Strategy			
99+	LinkedIn Training			
99+	Email Marketing			
99+	Brand Development			
99+	Lead Generation			
99+	Keyword Search			
99+	Content Strategy			
99+	Revenue Growth			

Terry also knows about...

99+	B2B Marketing		99+	Blogging		99+	Brand Reputation	
99+	Community Management		99+	Content Development				
99+	Content Marketing		99+	Copywriting		99+	Database Management	
99+	Digital Marketing		99+	Digital Media		99+	Digital Strategy	
99+	Entrepreneurship		99+	Influencer Marketing		99+	Klout	
99+	LinkedIn			See 24+ >				



8. EXPERIENCE SECTION – Include all the relevant positions in your Experience section to create connection opportunities. Do you have multiple positions at one company? Use the highest-ranking title first and show your progression. If multiple positions were in different divisions, list the highest title first and others in chronological order.



Experience

Founder buzzpro.com | Integrated Marketing Strategist, Social Selling Trainer and Speaker buzzpro.com



October 2010 – Present (4 years 5 months) | Dallas/Fort Worth Area

Marketing leader with strong expertise in developing integrated traditional and online marketing solutions, strategic planning and implementation, brand development, retention & loyalty, SWOT analysis, market research, B2C and B2B marketing, brand strategy, digital marketing, SEO, SMO, Social Media, P&L management, digital and social media marketing and optimization.

★ Consulting for growing, new businesses by providing social selling, social media, brand development and Email marketing strategies.

★ Social Media Marketing Expertise (SPLASH MEDIA): consulting, strategy, search optimization, copywriting, speaking, blogs, Facebook, LinkedIn, Twitter, Wordpress, YouTube & more...

LET'S GET SOCIAL: LinkedIn, Twitter, Youtube, Facebook, Google+, Pinterest, Foursquare, Instagram

Integrated Marketing, Social Media Marketing, LinkedIn, Social Selling, Email Marketing, Brand Development, Blogging, Content Strategy, Klout, Public Speaking

▼ 32 recommendations, including:



Will Raymond

VP of Live Events; Media Production, Di...

When it comes to Integrated Marketing, Brand Development and Social Media Strategy, Terry is pure genius! Terry has not only... [View ↓](#)



Fred McCallister

Senior Vice President at Allegiance Capital

Terry is a proven social media expert that transformed my LinkedIn account from a place holder to an excellent... [View ↓](#)



9. RECOMMENDATIONS SECTION – The best way to get a prospect interested in you and your company is for them to see how you have helped others. When you have strong recommendations, your prospects get to see “social proof” that your clients are testifying to your background and how you’ve helped them succeed. This is one of the best approaches to get prospects interested in you and your products.



Jonathan Welzel M.A.

Digital Strategist-Executive Level Strategy-Digital Branding Specialist-Marketing Analyst-Senior Level Marketer

“ Terry is one of the best in the industry in terms of "total digital integration" He understands how each channel and medium interacts with the others. I don't think there is anyone better than Terry at what he does. I first heard of him through Bill Yates, who was working with Terry through his work with Splash Media. Bill passed on several useful social "tidbits" that... [more](#)

January 22, 2013, Jonathan was with another company when working with Terry at buzzpro.com



Helith Sofer, MSM

Strategic Marketing | Product Management | Sales Operations Director with expertise in Global B2B | Let's Get Connected

“ We were privileged to have Terry speak at The Fort Worth WEI, a Women's Executive Initiative made up of women professionals in the mid-to-late stage of their careers seeking opportunities to further themselves and others through professional and community alliances. Our group found Terry's insights on "LinkedIn – your professional digital brand" to be extremely relevant in... [more](#)

July 11, 2014, Helith was Terry's client

Seek at least two recommendations per job listed in the Experience section. These recommendations will show up not only in your Recommendations section, but also at the end of each job or position listed.

→ 32 recommendations, including:



Will Raymond

VP of Live Events; Media Production, Di...

When it comes to Integrated Marketing, Brand Development and Social Media Strategy, Terry is pure genius! Terry has not only... [View ↓](#)



Fred McCallister

Senior Vice President at Allegiance Capital

Terry is a proven social media expert that transformed my LinkedIn account from a place holder to an excellent... [View ↓](#)



10. EDUCATION SECTION – Include all relevant education, not just college (e.g., business training, technical training, etc.)



Education

Texas State University-San Marcos

MBA, Masters of Business Management



Texas State University

BS, Management



11. INTERESTS AND PERSONAL DETAILS SECTION – Include your professional and personal interests. Remember, people want to connect with you on multiple levels. Look for commonalities with your prospects and start using this knowledge to develop deeper business relationships with your important contacts on LinkedIn.

Additional Info

• **Interests**

Spending quality time with my family, dogs and friends, Country Blues Music, mountain biking, presenting Social Selling Strategies...

• **Personal Details**

Birthday	June 10
Marital Status	Married



12. LINKEDIN GROUPS AND SUBGROUPS SECTION

– Join at least 25 LinkedIn Groups: large groups in your region, industry, profession and those related to your personal interests. This will connect you with like-minded people.

Groups



Linked Strategies
45,390 members
[+ Join](#)



LinkedIn Social Selling
3,826 members
[+ Join](#)



B2B Marketing
65,861 members
[+ Join](#)



Linking DFW
7,033 members
[+ Join](#)



UT Arlington Executi...
153 members
[+ Join](#)



Small Business Netw...
105,843 members
[+ Join](#)



CAREER SOLUTIONS
929 members
[+ Join](#)



US Military Veterans ...
84,958 members
[+ Join](#)



Get Clients Now! Rea...
702 members
[+ Join](#)



[See less](#)



Take your LinkedIn Profile to the Next Level with Social Selling

Once you have created your online brand, you will need to learn how to use LinkedIn Social Selling to find, connect and develop important business relationships with key prospects.

What is Social Selling with LinkedIn?

Social Selling is using LinkedIn and other Social Media platforms to find, connect and build relationships with potential prospects to increase your sales. It is the process of providing educational insights with helpful content to your prospects and clients to help them accomplish their business goals. And, when you provide this valuable content over time to your followers, they will seek you out and choose you and your company when they are ready to buy your products or services.

Social Selling allows you to:

Find and Connect With The Right People

Connect and build relationships with your ideal clients, giving you ungated access to the decision makers of your targeted individuals and companies.

Build Leads and Convert Much Faster

Create your own personal lead list of people who will learn to trust you.

Manage Your Key Contacts Better

Utilize LinkedIn as a contact management tool where you can easily keep track of contacts, correspondence, phone conversations and more.

Sell More Products and Services

Have people eager to receive your marketing messages, connect with you and ask you for your products and services.

Get More Prospects, Leads and Clients

Develop your customer base without coming across as desperate.



Who We Are and What We Can Do for You

Buzzpro is on a mission to help companies like yours cultivate new business, generate greater sales, and connect with an uncapped client base to raise your bottom-line revenues through highly effective integrated marketing strategies and Social Selling engagement. When you work with us, you've got a "can-do" team on your side to help. We enjoy working with companies and individuals who are eager to improve their marketing results both online and offline.

Buzzpro Makes it Simple

One-on-one personalized client management helps us identify your unique integrated marketing needs and adds new customers and increased revenue to your bottom-line. We pride ourselves on simplifying the many complex concepts behind today's evolving marketing challenges into an easy-to-understand format. We can show you how you can find new prospects online, create engagement and turn them into clients using our advanced Social Selling strategies.

Our Offer to You

Now that you have learned how to create a well-branded and optimized profile, take your online and offline brand to the next level with Social Selling with Buzzpro. Let us look at your online brand on LinkedIn, Facebook and Twitter profiles to give you some branding advise and suggestions on your current collateral and email marketing strategies that will help you find more clients and sell more products and services.

Give us a call or send us an email for your FREE online branding assessment.

When it comes to Integrated Marketing, Brand Development and Social Media Strategy, Terry is pure genius! Terry has not only helped me make amazing strides with my online LinkedIn brand & social media campaigns, but he's also helped me learn how to use advanced LinkedIn Social Selling strategies to connect with several new strategic partners. I highly recommend Terry for all of your online Branding and Social Selling needs!

Will Raymond - VP of Media Production, Studios 121, Fort Worth, Texas

"I was thoroughly impressed with your presentation and your presenting style - I can see that you are an excellent instructor/coach. I will be sure to refer you to anyone asking me about Social Media training. :)"

Melissa Meeker, President DFW American Marketing Association, Dallas, TX



TERRY SULLIVAN

Integrated Marketing and Certified Social Media Strategist,
LinkedIn Trainer and Speaker

Before he founded Buzzpro in 2012, Terry Sullivan was Director of Marketing for Verizon Communications, where he launched many successful national marketing programs that gained more than 456,000 new customers and reduced churn by more than 6% annually, in spite of multiple price increases and competitor product launches.

Terry realized most business owners and leaders were in the dark about how to use the latest online marketing strategies to find and connect with potential prospects and clients. He also had a real passion for sharing his unique marketing knowledge with others to help them achieve their business goals. To meet this need, he founded Buzzpro, a nationally recognized Integrated Marketing and Social Media solution and training company. Terry and his Buzzpro team work with their clients to show them how to fill their sales funnel with better leads, schedule more appointments and close more sales using advanced Social Selling strategies.

Widely considered a Guru of LinkedIn, Terry has trained more than 6,200 business leaders, owners and individuals across the nation on how to create their very own unique online brand that gets results. His inspiring Social Media training programs focus on branding, keyword optimization and Social Selling strategies that help his customers tap into the world of Social Media to get more prospects, leads and clients.

Holder of an MBA in Management from Texas State University, Terry received his Social Media Marketing Certification from Splash Media University*, one of the nation's premier Social Media training companies.

Terry is a storytelling entrepreneur, thought leader and a difference maker in the Social Media world and serves as a technology advisor for many business groups and companies throughout the United States.

Connect with Terry on LinkedIn and check out buzzpro.com to learn more about how Terry and his team can help you get more clients with practical, eye-opening Social Selling tips and advice or attend one of his many training presentations.

"Terry at buzzpro.com is one of the best in the industry in terms of "total digital integration." Terry understands how each channel and social media channels interact with the others. I don't think there is anyone better than Terry at what he does. In fact, one of the main reasons I am successful in my own sector is because I have applied many of the marketing concepts and principals that Terry stands behind and recommends for use!"

Jonathan Welzel, Manager of Digital Marketing at General RV Center, Detroit, MI

* Certified through Splash Media University on July 25, 2012; not certified or endorsed by LinkedIn