



## LinkedIn Strategies for SUCCESS!

Facilitated by Lisa L. Heintzelman, M.Ed.

### We all hear we “need” to be connecting, posting, and engaging on LinkedIn.

Before we decide WHAT we are going to post,  
We first need to decide WHY we want to engage on LinkedIn,  
WHO to connect with, and HOW it will be an effective marketing strategy.

***Choose to invest your time & energy on LinkedIn to achieve the results YOU desire!***

### Develop your Strategic Business Framework that Drives your Social Media Strategy

Vision (the "WHY" of the organization), Core Values (absolutes that drive decision making),  
Mission (the WHAT and HOW with action steps), Competitive Edge, Marketing & Sales Plan

### Create your LinkedIn Profile > The New Rolodex & Resume > Searchable Content

Professional Headline & Photo / Current Contact Information / Experience / Skills / Endorsements /  
Education / Organizations / Volunteer Activities / Recommendations

**Summary (Use Keywords!) – Share your Competitive Edge > The problems you solve and  
value you bring individuals, families, businesses, communities, strategic partners, and/or stakeholders**

***Articulate your Strategic Business Framework to Drive Your Marketing & Sales Process!***

### Connect & Engage with Individuals (Like-minded Professionals/Clients/Strategic Partners)

Personalize the message to invite someone to connect > Send a message after the connection  
Post Valuable Content – Make a Statement and Ask an Open-Ended Question

How would you . . . What do you think about . . . How are you . . . What would happen if . . .  
Engage in Conversations – Be a resource & expert! > Develop relationships & rapport!

***Be Authentic & Intentional > Provide the Opportunity for Customers to Buy & Clients to Engage!***

### Streamline the Process (Business Goals > Marketing Strategy > Achieve Results)

AddThis Toolbar – Share content from any URL

Engage (Social Media is meant to be Social!)

Decide on Number of Posts/Videos per day/week and be consistent

Begin posts addressing your Target Market using #hashtags

Create saved searches and settings to receive notifications and posts from Connections

***LinkedIn Networking must be consistent, strategic, focused, and measured!***



### My Network / Advanced Search / Jobs Tab

Utilize the Search Bar

Ideal Client / Target Market criteria / Specialties

Click on the Jobs tab

Scroll to “Companies you may be interested in”

Reach out to your connections working at a company  
that you are interested in doing business with



### Follow-up for Massive Action > Focus on the WIN/WIN for Exponential Results!

Continue the conversation online, Schedule a phone conversation or set up a “one-on-one” meeting

Explore their Website / Sign up for their Newsletter / “Like” their Facebook page

**Choose to Invest Your Time & Energy in Activities to Achieve the Results YOU Desire!**