



**SPLASH
DESIGNS**

**LINKEDIN
GUIDE**

nettl® 

incorporating Splash Designs



Adding a profile photo could result in 14 times more views than someone without one



A summary of 40 words or more makes you more likely to turn up in a potential future client's search



Members who have education on their profile receive an average of 10 times more profile views than those who don't



Your profile is 5 times more likely to be viewed if you join and are active in groups



Adding an industry could get you 15 times more profile views



Members who include skills get around 13 times more profile views

This Nettl guide will give you tips on how to set up your LinkedIn profile and ideas for quick fixes and practical changes that will set up your LinkedIn account in the way it should be: **a source of business generation.**

WHY MIGHT YOUR LINKEDIN NOT BE GENERATING RESULTS?

- ❖ *you have a profile that looks like an online CV*
- ❖ *you are trying to sell to new contacts*
- ❖ *you are trying to sell to existing contacts*
- ❖ *you take no action after a connection is made*
- ❖ *your contributions and activity are inconsistent*
- ❖ *you have no strategy for lead generation*

BUILD AN ENGAGING PROFILE

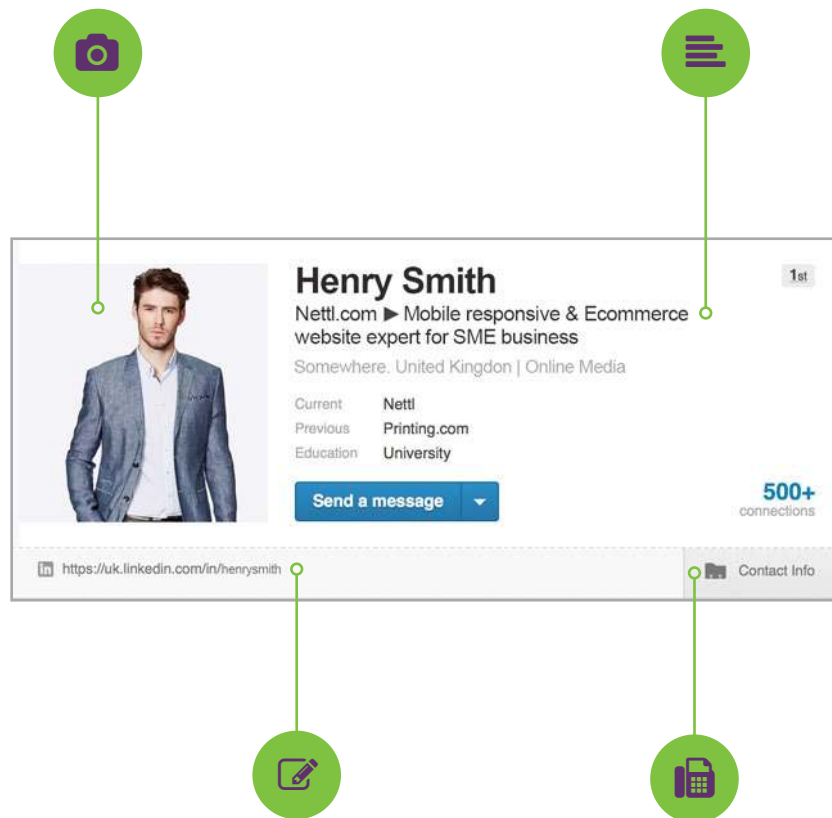
Ask yourself a few questions;

- ❖ *“Who do I want to engage with, and why would they talk to me?”*
- ❖ *“Why do I do what i’m doing, and what are the benefits of working with me?”*
- ❖ *“What do I want prospects to do next”*

Don't forget:

Setting a call to action helps guide your prospects, do you want them to call you? Visit your website? Email you? Follow you? Message you?

TIPS TO GET STARTED



Invest in a professional picture

No selfies, no iphone photos, no hawaiian shirts and sombrero combos. You get the idea. This is the first impression. If you don't look serious, you won't be taken seriously.



Professional Headline

This is the text directly under your name. You have 120 characters so make them count, keep them relevant and include key words your potential clients will relate to.

Nettl: Top Tip

Talk about the value you can add, not the things that you do. LinkedIn searches your headline first when displaying search results, be clear about what you want to be found for.



Full Contact information

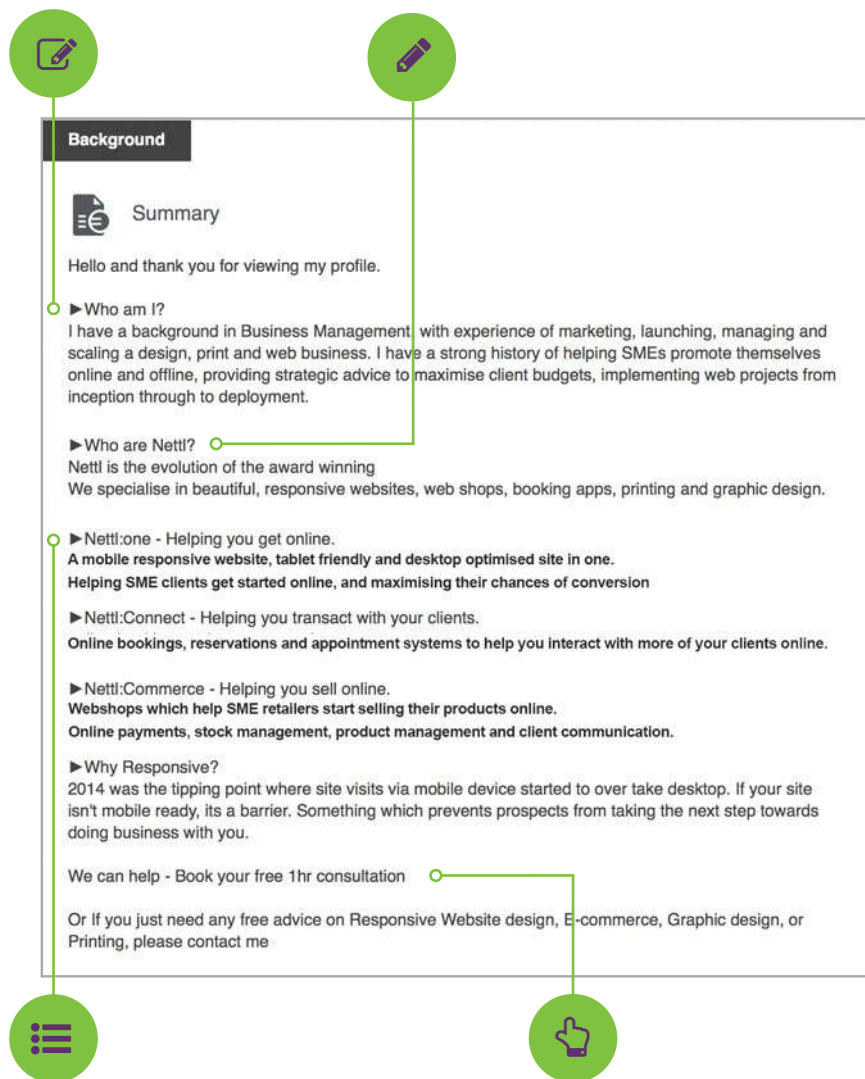
People want to connect with you in many different ways. Some prefer to email, some prefer to inmail, some prefer to tweet you. Maximise the options available to your page visitors to appeal to a wider audience.



Profile URL

Ensure your profile URL is customized, it's very simple to do. People will understand LinkedIn.com/in/yourname. They might not know who LinkedIn.com/in/your136/h123ng actually is. Make sure your profile is public. No explanation needed here.

CREATING YOUR SUMMARY CONTENT



LinkedIn is about starting conversations and building relationships. Initially connections are considered because of the person, rather than the features and benefits of the services they provide, so your summary needs to begin by focusing on you. What drives you, why you do what you do.

Include your experience

Build your credibility, what have you done and when, and move into introducing your business. Make a statement, include any keywords that you wish to be found for. Always talk in the first person, of course.

Introduce your company

A question and answer format to introduce your company is favoured. Keep it short and snappy - a holistic overview of what you do first, 50 words should cover it.

Break down your core services

As above, a snappy overview of the key services you can provide so your prospects can quickly digest and understand.

Benefits

Don't tell them everything, intrigue them. A 50 word explanation of the benefits of your core services, then a clear call to action.

People like free things, so offer them some free value - a free consultation, a free download, some free reasons to connect. You're not trying to sell, you are offering to help.

CREATING YOUR SUMMARY CONTENT

(cont...)



Specialties: print, printing, design, marketing, business cards, stationery, leaflets, creative marketing, website design, web-to-print, web2print software, digital marketing, marketing agency, Franchise, Franchisor



What do we do?



Birmingham Studio - Library-Room



Talk to us, Book your free c...



The Studio



Projects Deployed



Specialities

List your key words, products, services and other aspects of your business. Google will be looking for relevant terms... don't miss them or your prospects may miss you.



Pretty Pictures

You can add pictures, light boxes and downloads to different areas of your profile. A picture paints a thousand words, and the ways in which prospects are engaged varies. Brighten their day and improve your impact with glossy and relevant images.

CREATING YOUR SUMMARY CONTENT (cont...)

Experience

Director
Netti
September 2014 – Present (1 year 8 months) | Birmingham, United Kingdom
I launched Netti of (your location) after growing my printing and design business over the last 10 years. I have been working with our SME clients to develop their website. I have been specialising in creating responsive websites that adapt and render beautifully across all devices. I have been working with clients to increase traffic to their website via digital marketing techniques & design and supply of traditional media such as print.

Responsibilities include -

- Marketing creation
- Ecommerce and database creation
- Strategic website planning
- Branding
- Graphic design management
- Business development
- Print management
- Social media planning

Contact me for free advice or to book a consultation on 0123456789 or email me on henry@netti.com

Skills

Top Skills

- 44 Marketing
- 43 Digital Marketing
- 30 Web Design
- 28 Marketing Strategy
- 24 Graphic Design
- 21 Business Development
- 13 Logo Design
- 10 Franchising
- 6 Flyers
- 9 Strategy

Business Cards, Stationery, Management, Posters, Print Management, Direct Marketing, Email Marketing, Direct Mail, Brand Management, Corporate Branding, Business Strategy, Customer Service, Brand Development, Wide Format Printing, Brochures



Experience

Keep your history upto date, and ensure the things you list are relevant, or add value to the things you are doing now. Remember, it's about winning work and building credibility for the products and services you currently work on. Adjust the key points of your past roles to reflect the benefits of the here and now.



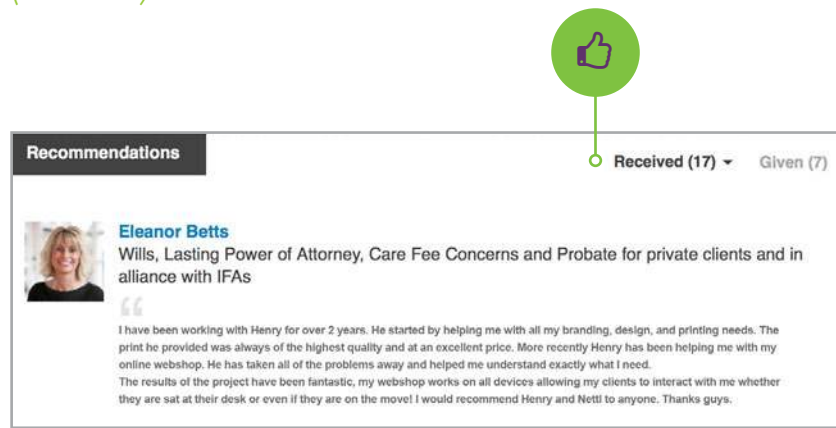
Evidence

Clearly define the Top Skills you have developed. We recommend 10 if you can.

LinkedIn also allows you to add in your own Skills. In addition to your core skillset, we recommend you also add in some soft skills, like Business Networking or Communication. This will allow members who have not directly experienced your services to give you an endorsement. The more you have here the better.

CREATING YOUR SUMMARY CONTENT

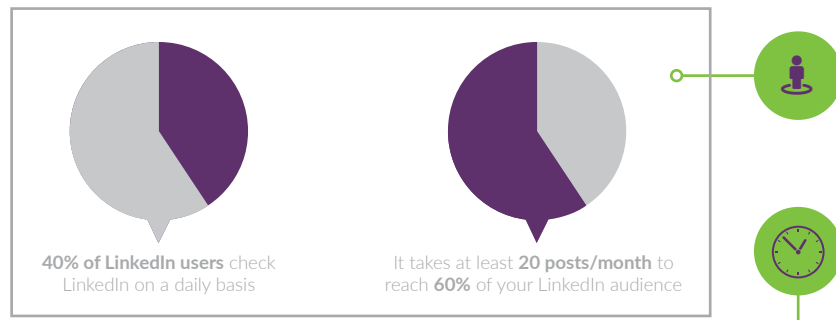
(cont...)



Recommendations Received (17) Given (7)

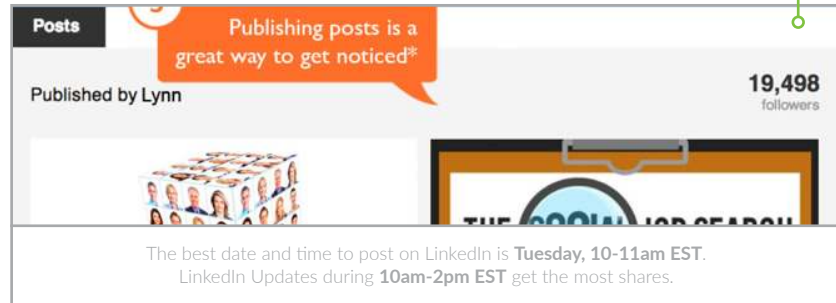
Eleanor Betts
Wills, Lasting Power of Attorney, Care Fee Concerns and Probate for private clients and in alliance with IFAs

I have been working with Henry for over 2 years. He started by helping me with all my branding, design, and printing needs. The print he provided was always of the highest quality and at an excellent price. More recently Henry has been helping me with my online webshop. He has taken all of the problems away and helped me understand exactly what I need. The results of the project have been fantastic, my webshop works on all devices allowing my clients to interact with me whether they are sat at their desk or even if they are on the move! I would recommend Henry and Netti to anyone. Thanks guys.



40% of LinkedIn users check LinkedIn on a daily basis

It takes at least 20 posts/month to reach 60% of your LinkedIn audience



Posts Publishing posts is a great way to get noticed*

Published by Lynn 19,498 followers

The best date and time to post on LinkedIn is Tuesday, 10-11am EST. LinkedIn Updates during 10am-2pm EST get the most shares.



Ask for Recommendations

LinkedIn Recommendations are powerful and can also be displayed on websites, shared on social media, included in brochures and marketing content. These form a reference when prospects are considering engaging you in business. We recommend that when requesting one from a connection, you write a personal message and ask for 3 things that back up the value you have outlined in your Headline and Summary. They haven't got to be active projects, what have you done for people in the past, what did they think? If they gave you a testimonial on Facebook, trust pilot, or via email, they won't object to repeating those kind words on LinkedIn. Just ask.



Give recommendations

Much like BNI or any breakfast networking, 'givers gain' is an active component of your LinkedIn life. If someone has done a good job, tell them.



Be Active. Daily.

The best results and traction come from active profiles. Ensure you are engaging, the more you post, the more you will show to more of your audience. Set a time and a day, daily is best, and build your routine. Keep your posts and shares relevant to your target audience. Don't sell, inform.



Share

To build your credibility share your value, free downloads, top tips, and value added posts and articles. Start the conversation by sharing some of your expertise.

HELP GOOGLE HELP YOU

You get three free back-links you can use to direct people to websites of your choice in the **Contact Info section of your LinkedIn profile**. These help the websites chosen to increase their authority with Google's search algorithm.

Go to your profile and hit the 'Contact Info' button.

Press the pen icon next to the website logo and choose 'other' from the options.

Now you can add up to three websites of your choice, or indeed 3 website pages if you wanted to link to specific landing content.

Choose keywords to rank for on Google and include these in the descriptions.

Finally, copy and paste in the website URL.

Once that is all set up, you need to think about your strategy for network growth. Every LinkedIn coach will tell you that connections lead to opportunities.



 Invite Wayne to connect on LinkedIn

How do you know Wayne?

☐ Colleague

☐ Classmate

☒ We've done business together

Netti of (your location)

☐ Friend

☐ Other

☐ I don't know Wayne

Include a personal note: (optional)

Hello Wayne.

It was great to speak to you at the networking event yesterday.

I'd like to add you to my network on LinkedIn.

I look forward to arranging the next meeting to discuss your new web project and printing requirements

Speak soon.

Henry.

Harvest

Start your LinkedIn growth strategically around your target markets and make full use of your members, contacts and advocates.

The most effective way to gain accelerated traction is to connect with your existing contacts, peers, clients, partners and people engaged in current projects.

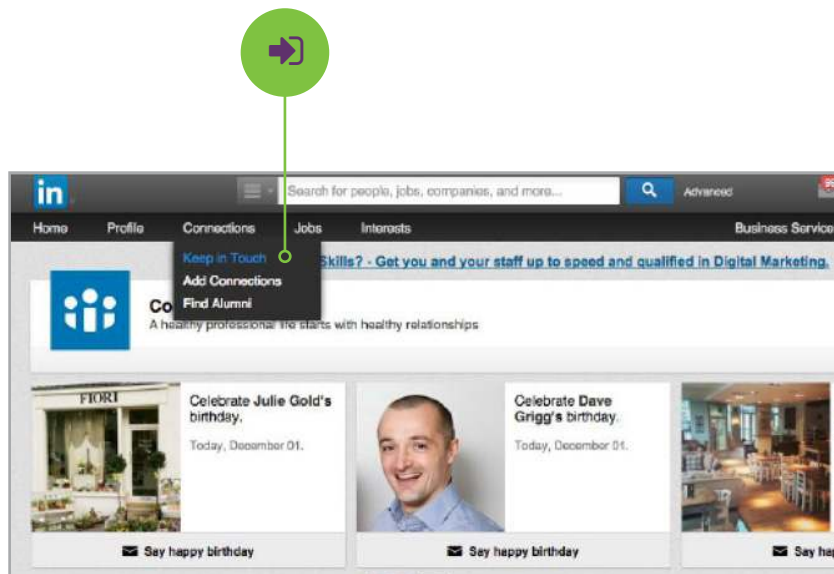
The next step should be to consider lost and dormant clients and contacts. Reconnecting with the people you used to know including past clients, and colleagues can help you re-engage with them and begin new conversations about how you can help them moving forward.

Start with that big pile of business cards you have collected over the last year, are they still wrapped in an elastic band in your drawer? Of course they are.

Dig them out, add them to flyerlink, and then find them on LinkedIn.

Look through your email contacts, flick back a few pages, infact, flick back as far as you can. Who are you not in contact with anymore?

People like personal touches, so ensure that you personalise your LinkedIn requests, remind your contacts who you are and why you met in the first place.



Keep Building

LinkedIn is now a new tool, a new way to connect, so build it into your business life in the way you build facebook into your social life. By that I mean, keep adding to it. Keep building your contacts.

Build the routine and get into the habit of adding and connecting with people you meet at networking events, people who pop into your studio, and people who you meet with.

Sure, people will add you, but try to be proactive and targeted. Ask yourself, who do you want to do work with? Reach out to them.

Consider LinkedIn Groups – Once a member, you can broadcast a message to the whole group.

Introduction requests – LinkedIn shows your connection path to prospects, if you are linked via an existing contact, then ask for an introduction.

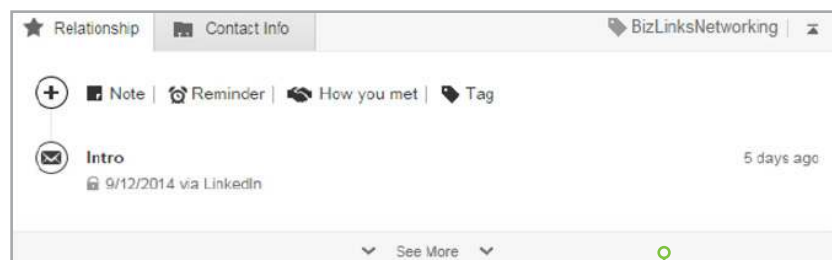


Manage your network as it grows

LinkedIn provides many features with the 'keep in touch' menu to help you manage your network, assess your relationships and communicate with your advocates. Section 1 displays upcoming events for your contacts and lists birthdays, new jobs, anniversaries on other reasons to communicate. You can send personal notes to your contacts and build your rapport and relationship.



Manage Tags	
Edit or delete your tags	
Wealth Managers	 
Recruitment Consultants	 
Corporate Marketing	 
Long Term N	 
Old Clients	 
Sales Directors	 
Wealth Management	 



Segmentation

The next option allows you to group and organise your contacts based on a variety of criteria. Company name, Locations, Job titles and source of relationship. Organise your contacts and send or update on relevant actions, promotions or opportunities.

You can create your own segmentations using LinkedIn's tags. Tagging allows you to create your own search criteria and parameters for contact organizing.

You can have upto 200 groups, all private to you. You can group message, and you can include your contacts in multiple groups where relevant by assigning multiple tags.



Relationship

All of your connections will have a relationship feature, this allows you to keep the profile up to date, add notes about the next steps, or the conversations you have already had. You can set reminders to prompt you to action that next agreed step.

The features of the platform are ever growing, this should give you a good starting point.

There are many LinkedIn coaches and advisors who can take you to the next level and help build your engagement strategy.

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An award winning agency, born in 1996.
We are fantastic designers, marketing masters,
web wizards, print heroes and display black belts.