



LILLIAN LINK

LinkedIn - EXAMPLE

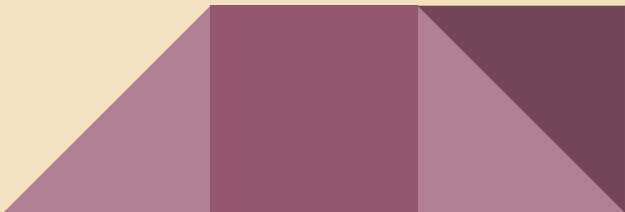
Summary - EXAMPLE

Goal: Create a professional brand reputation on LinkedIn that leads to a reputation as the right CEO to bring technology minded founders into a revenue generating growing business.

Audience: Speaking to founders in SaaS who need to shift from a technology first mindset to a business mindset, messaging that also appeals to VCs & PEs.

Content Strategy | Profile Updates

Coaching Call Recording | Transcript



What's your goal

Career goal

- Details about goal (Custom by client)

LinkedIn Goal

- Details about goal (custom by client)



Audience

Companies

- Details custom by client

People

- Details custom by client

Secondary Audience - Not speaking directly to these people but with a message that appeals to them

- Details custom by client

What are you an expert in?

- Details custom by client

Content Value

Achieves Goal



Low Value

High Value

Engages Audience



Example custom by client



Example custom by client





Content - EXAMPLE

- Strategy

- Posting 2-3X per week
 - 1 high value post per week
 - 1-2 low value posts per week
- Company vs. Personal Brand
 - COMPANY related posts 1x per week or every other week (direct shares max every other week)
 - Overlapping topics every week
 - Topics that work both to support COMPANY and future goals
 - 1 per week non-COMPANY related
 - Commentary on getting funding, stages of growth that COMPANY is past, etc.

- High value, mid-value vs. Low value content

- High value
 - Original content (Articles)
 - You as a speaker
 - You in the news
- Mid Value
 - Share COMPANY posts with your thoughts
 - News article related to leadership with your thoughts
 - Sharing people who you advise with congratulations highlighting their success
 - Company events/industry events
- Low value
 - Shares without context
 - Unrelated shares

Example Calendar

Example Month	Monday	Tuesday	Wednesday	Thursday	Friday	Sat	Sun
Week 1		Original Article		COMPANY Share			
Week 2	News Article with Thoughts		Leadership Tip		Sharing Advisee Post		
Week 3		Event Post		COMPANY Share			
Week 4	News Article with Thoughts		Start Up Tip		Sharing Network post		

Profile Updates - EXAMPLE

Headline

- Current: CEO | Investor | Early to Late Stage Startup | Product Innovator | Entrepreneur & Intrapreneur | Business Developer | Design Thinker | Mentor & Coach | Corporate, Product, and Culture Strategy | Change Agent
- This is the most important for Profile SEO, you are currently using 207/220 characters
- The only reason to change this is if you feel there are pieces missing
- This seems to fit the goals & audience

Other

- JOB Description
 - This should be a blend on what you do and the company does
 - Review draft and update as needed
- Education: consider moving Stanford programs to certifications instead of education
 - This depends on what those programs were
- Review skills, seem like a good fit but important to confirm there are no additions or changes
 - You are using 49/50
- Your last reference is from 2010, it's not a high priority but if you have someone you can ask to do an updated reference, I would suggest doing that

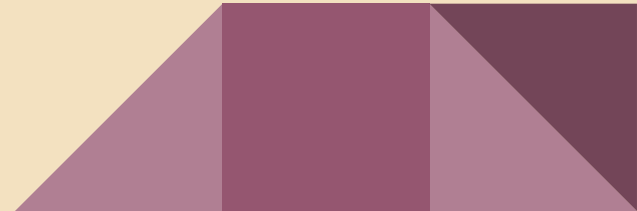
[About Section](#) (1528/2000)

Company & LinkedIn Page - EXAMPLE

- Creating a company page makes your “consulting” or “Advisory” look more official
- It gives you an opportunity to add the logo and position to your LinkedIn profile
- It also makes it easier to explain why your LinkedIn has changed



[How to add a company page](#)



Tips & Tools

- Content Tips

- Consistency is key to any successful content strategy for LinkedIn
 - Posting once a week for three months is better than posting every day for 12 days
 - LinkedIn only needs content post at most 4 times per week and make sure you give high value content a couple days after you post it
- Write and bank "Evergreen content"
 - If you have time create a library of original content that will continue to be valuable to post when you are busy

- Helpful tools

- [Buffer](#) - Social Scheduling (free for up to 3 accounts)
 - You can schedule posts in advance so you don't need to always be on when you want to post
- [Canva](#) - free design tool

- [Profile Updates](#)

- [SEO & LinkedIn Profiles](#)

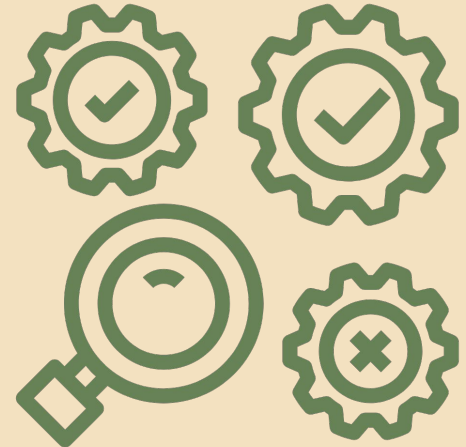
- [How to add a company page](#)

SEO & LinkedIn Profile (Ranked by Importance)

SEO (Search Engine Optimization) is a key way to be found on LinkedIn. After you have defined your key words

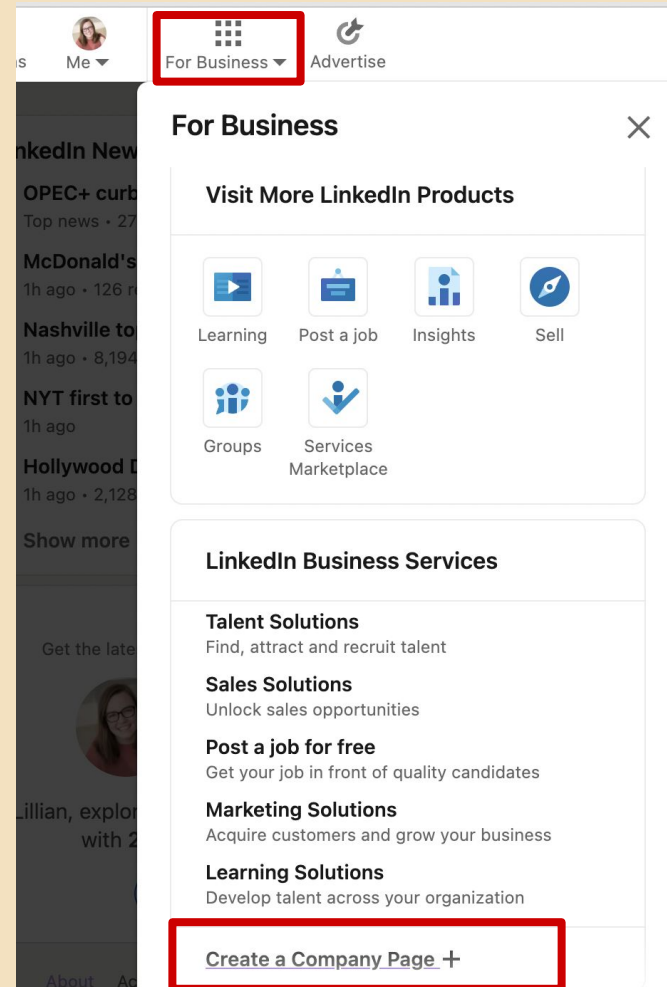
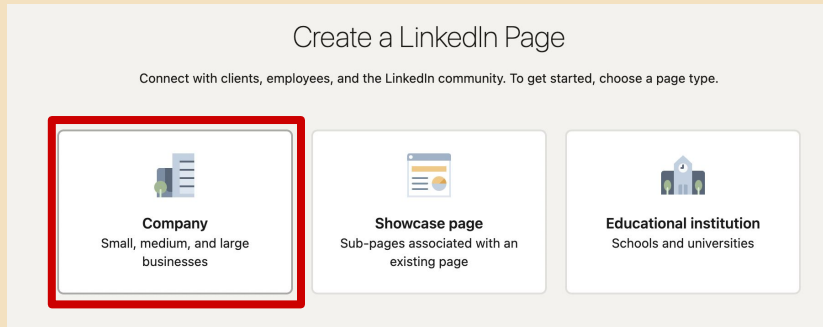
1. Headline
2. “Talks about” topics
3. Jobs & job titles
4. About Section
5. Job descriptions

NOTE: Connections also have a huge influence or how you show up for search. LinkedIn is more likely to show you to a first on sections connection than a 3rd+



How to create a company page

1. Under Business > + Create Company Page
2. Select Company Page
3. Fill in details on company
 - a. Make sure you company name is only the name of the company, do not add taglines or Keywords here. It makes it harder to tag your business and generally makes the page look messier
 - b. Instead add keywords in the "tagline" section. This is the most important section for SEO



Next Steps - EXAMPLE

Option 1 - LinkedIn Management & Strategy (\$1500/month)

- LinkedIn Posts (2-3x per week)
 - Copy & Images
- 1 Original Article per Month
- Monthly strategic call
 - Review past months performance
 - Review next months content plan
 - Ongoing access to support as needed
- KPI report
- On-going support as needed

NOTE: Includes LinkedIn company page creation (\$200 value) & 1-3 page simple business website (\$700) (cost of hosting not included)

Option 2 - LinkedIn Article & Strategy (\$1000/month)

- 1 Original Article per Month
- Monthly strategic call
 - Review past months performance
 - Review next months content plan
 - Ongoing access to support as needed
- KPI report
- On-going support as needed

NOTE: Includes LinkedIn company page creation (\$200 value)

Option 3 - LinkedIn Article & Strategy (\$1000/month)

- 1 Original Article per quarter
- LinkedIn Posts (1-2x per week)
 - Copy & Images
- Monthly strategic call
 - Review past months performance
 - Review next months content plan
 - Ongoing access to support as needed
- KPI report
- On-going support as needed

NOTE: Includes LinkedIn company page creation (\$200)

Option 4 - LinkedIn Strategy (\$400/month)

- Monthly strategic call
 - Review past months performance
 - Review next months content plan
 - Ongoing access to support as needed
- KPI report
- On-going support as needed

NOTE: All retainers require three month commitment

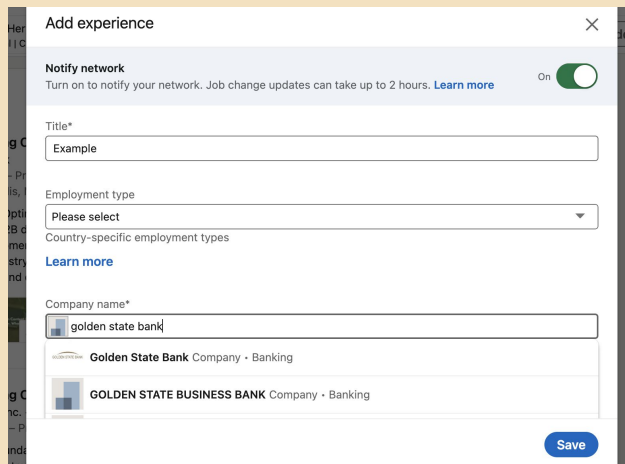
Additional Examples

Table of Contents for How to Guides

- **How to:**
 - Connect a business to an experience
 - Connect a certificate to an organization
 - Add sections
 - Feature posts
 - Post content - includes tips
 - Tag people (or company page) in posts

How to connect a business to your experience

1. Either add or edit your experience
2. Under company start typing the name exactly as it is listed on their LinkedIn profile
 - a. Tip: If the organization you are looking for isn't coming up search for their profile first to see if they are using a slightly different working of the name (ex. MIT vs. Massachusetts Institute of Technology)
3. Click on the correct organization, their logo could appear next to the name instead of the default blocks.
4. Click save and double check that the experience now takes you to the profile of the business you connected



Add experience

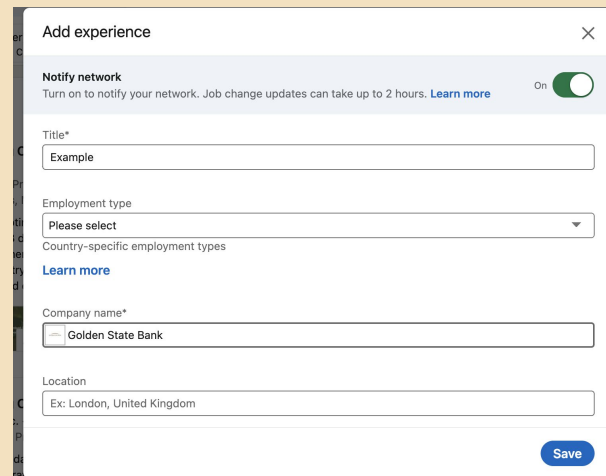
Notify network
Turn on to notify your network. Job change updates can take up to 2 hours. [Learn more](#) ☒

Title*
Example

Employment type
Please select
Country-specific employment types
[Learn more](#)

Company name*
golden state bank
Golden State Bank Company · Banking
GOLDEN STATE BUSINESS BANK Company · Banking

Save



Add experience

Notify network
Turn on to notify your network. Job change updates can take up to 2 hours. [Learn more](#) ☒

Title*
Example

Employment type
Please select
Country-specific employment types
[Learn more](#)

Company name*
Golden State Bank

Location
Ex: London, United Kingdom

Save

Tag an organization to a certificate

1. Add or edit the certificate
2. Under “Issuing organization” search for the organization
 - a. Tip: If the organization you are looking for isn’t coming up search for their profile first to see if they are using a slightly different working of the name (ex. MIT vs. Massachusetts Institute of Technology)
3. Select the organization and save
4. Test by clicking the link on the license and make sure it links to the correct page

Add license or certification

×

Name*

Ex: Microsoft certified network associate security

Issuing organization*

mit sloan

 MIT Sloan School of Management Company • Higher Education

 MIT Sloan Management Review Company • Publishing

 MIT Sloan Executive Education Company • Higher Education

 MIT Sloan School of Management Admissions Company • Higher Education

 MIT Sloan Fellows MBA Program Company • Higher Education

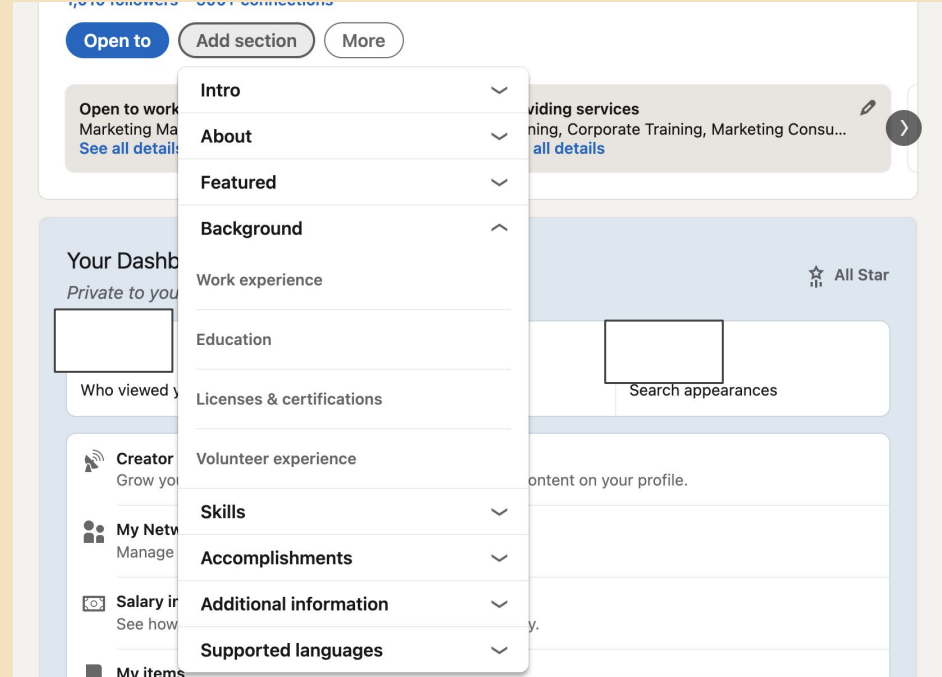
 MIT Sloan FinTech Company • Financial Services

Save

How to add a section to your profile

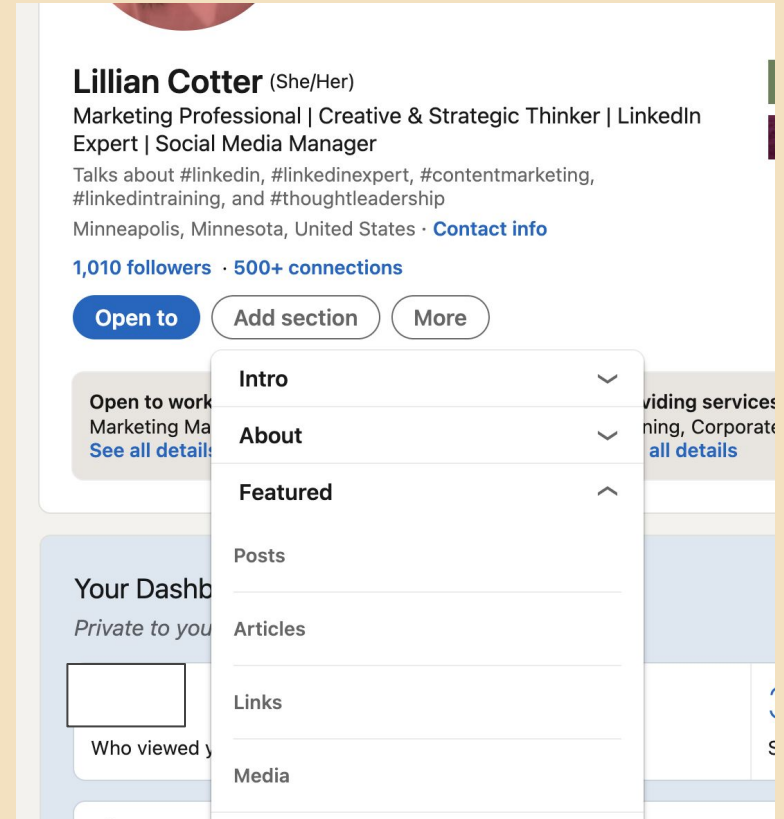
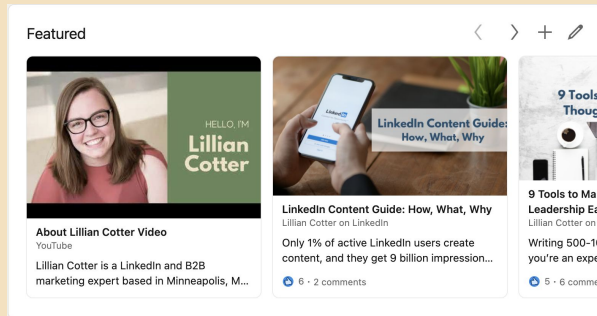
More is more on LinkedIn, you want to make sure as much as possible is listed on your profile.

1. Navigate to your profile
2. At the top select “add section”
3. Select the most accurate section for your addition:
 - a. Background
 - i. Work Experience
 - ii. Licenses and certificates
 - iii. Volunteer experience
 - b. Skills (Tip: you can have 50 skills you should use them all and make sure they are the most common search options)
 - c. Accomplishments
 - d. Additional Information
 - e. Supported Languages



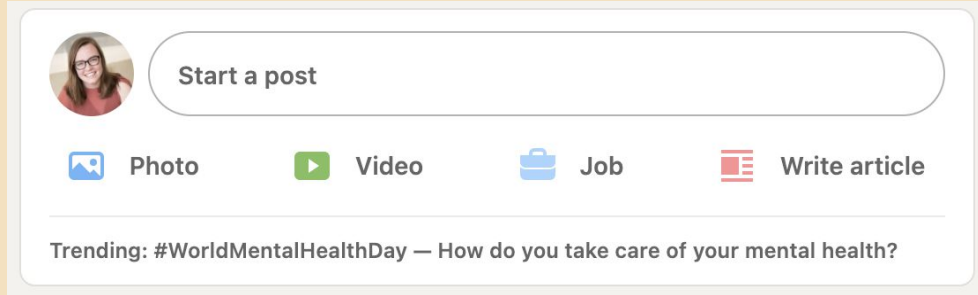
How to add a featured post

1. Navigate to your profile
2. At the top select “add section”
3. Under the “Featured” dropdown select the type of content you want to feature
 - a. Posts you’ve made
 - b. Articles you’ve written on LinkedIn
 - c. Links to profiles or articles you’ve written elsewhere
 - d. Media - images or videos that are not currently posted on LinkedIn



Post content

On the home page under “start a post” select what type of post you will be creating

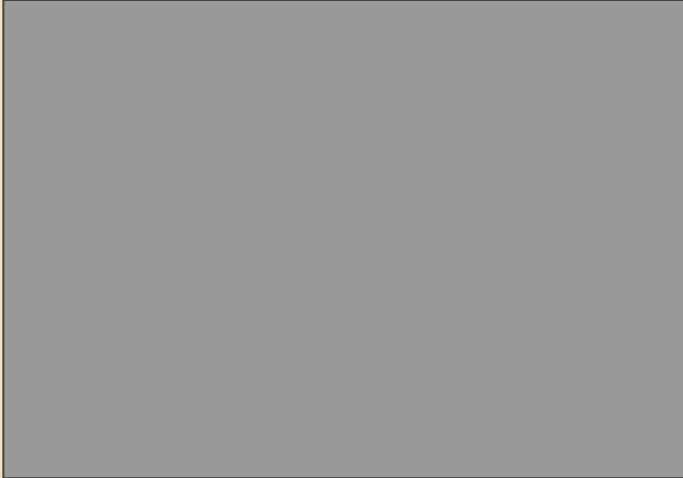


Tips:

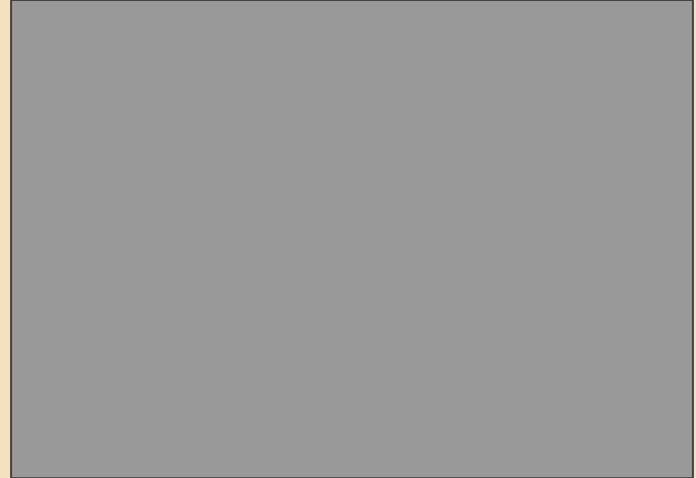
- If you are not uploading a photo or video just select start post.
- Always tag people or organizations you mention. This includes people in your network or the author of an article you are sharing (ex. In this article by @John Smith from the @New York Times)
- If you are posting a link to an article or video wait to see what kind of preview image loads before posting, be sure this reflects well the message you are trying to send.
- Do not keep drafts of article in LinkedIn. Write and edit them somewhere else and then copy and paste in the content. There are too many risks of mistaken posts otherwise.

How to tag a person (or company page) in a post?

1. In a new post type “@” and then the exact name of the person or organization
 - a. Tip: If they are not appearing find their profile first to be sure you have it exact (Thomas vs. Tom)



2. Select the person when they appear on the drop down
 - a. Tip: The “tagged” name should be bold

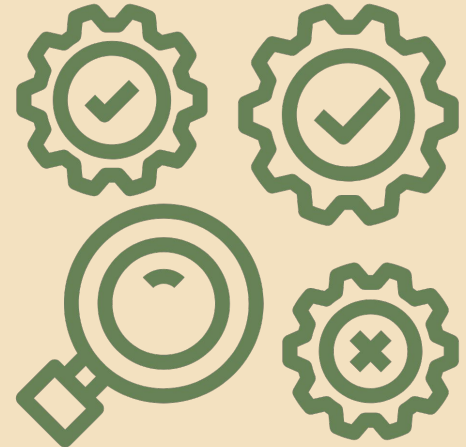


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