

# Personal Branding Checklist

## Products covered:

- Personal Profile
- LinkedIn Groups
- Premium Subscriptions

## Create a winning profile

- Getting Started
- Intermediate
- Advanced

- **Put a face to your name**  
Professional headshots generate more profile views and drive higher overall engagement. Including a photo in your profile brings it to life and lets people know you're for real.
- **Create a punchy headline**  
Your headline is the first thing people look at on your LinkedIn profile. Try describing yourself creatively in one line to capture people's attention.
- **Tell your full story**  
Use the Summary and Experience sections of your profile to showcase your career and accomplishments. These sections are foundational and help establish your brand on LinkedIn.
- **Let your network speak for you**  
Get endorsements and recommendations from colleagues, employers, and customers who can speak credibly about your abilities and contributions. This will help catch the eye of prospective customers and clients.
- **Showcase your work**  
Nothing shows your quality of work to potential business contacts better than rich, tangible examples. Upload or link to your previous work, such as blog posts, presentations, images, and websites, and give people a reason to engage with you.
- **Optimize your profile for search**  
Get found! Add words or phrases throughout your profile that highlight your best skills to improve your visibility in LinkedIn and Google search results.
- **Create a unique URL**  
Choose a personalized URL to improve search engine optimization (SEO) and make it easy for people to find you.
- **Link to the rest of your web presence**  
Maximize opportunities to showcase your work experience by linking your LinkedIn Profile to your websites, blogs, and other social platforms.

## Stay informed

- **Follow relevant channels and influencers**

Stay informed and challenge your current thinking by following channels and Influencers relevant to your industry or specialization, which can be found under the "Interests" section on the navigation bar on LinkedIn.com.
- **Follow companies**

Learn directly from industry leaders and best-in-class brands by following companies on LinkedIn, getting their updates directly in your feed.
- **Find and join LinkedIn Groups**

Look for groups relating to your industry, function, and career interests – then join a few to stay up to date on trending topics and news.

## Establish your network

- **Connect with a broad range of contacts**

Build your initial network by connecting with colleagues, clients, friends, and family. Remember that building your network helps you connect not only with who you know, but also who *they* know.
- **Reach out to fellow alumni**

Broaden your network by connecting with members from your alma mater. Using University Pages, quickly sort alumni by function, location, and current company, and find contacts that will help you achieve your business goals.
- **Search on LinkedIn**

Run a LinkedIn people search to find contacts that might help you achieve your business goals. Use keywords and filters like location and industry to illustrate the type of connection you're looking for.
- **Narrow down your results**

Spend less time searching and more time engaging – use additional Premium search filters such as function, years of experience, and seniority level to quickly find the right business contact. 
- **Message potential contacts outside your network**

Message any potential business contact on LinkedIn using InMail, a Premium feature. On average, the response rate for InMail messages is 3x higher than email. Plus, LinkedIn guarantees a response within seven days of sending an InMail, or it will be credited back to your account. 
- **Stay in touch**

Keeping an active line of communication with your contacts is key to maintaining a quality network. Use LinkedIn Contacts to set reminders and follow up with business contacts one day, one week, or one month down the road.

## Build your brand

- **Share updates with your network**

Pass along interesting articles, news, or videos you find informative. Not only will your network appreciate getting this information but they'll start to look to you for expertise and insights.

● **Like, comment, or share updates you enjoy**

Taking an action on updates keeps the conversation going and helps spread that information across LinkedIn. And remember, if you found it interesting, chances are your network will too.

 ● **Integrate your brand into updates**

Don't be shy. Promote your accomplishments, bodies of work, and other accolades through sharing on LinkedIn. For every four updates covering news and trends, try sharing a post promoting your personal brand.

 ● **Get a deeper look at who's viewing your profile**

With Who's Viewed Your Profile, see the types, industries, and locations of members viewing you, as well as which keywords are being used in LinkedIn search to find you. Use this information to fine-tune your personal brand. 

 ● **Engage in LinkedIn Groups**

Use LinkedIn Groups as a public forum to discuss topics and trends with thought leaders or experts. By providing knowledgeable insights, you can build a rapport with other top contributors and eventually establish yourself as one, too.

 ● **Leverage existing content streams**

Use successful business-oriented blog posts, articles, and updates from your other social platforms to create a high-quality stream of personal updates.

 ● **Start a dialogue**

Increase exposure for your posts and start a conversation around a topic by mentioning companies or connections in updates.

 ● **Link to your personal communications**

Embed your LinkedIn profile into your email signature or add your personalized profile URL to your business card. This provides new contacts with an easy way to learn more about you.

# Marketing Checklist

## Products covered:

- Company Pages
- LinkedIn Groups
- LinkedIn Ads
- LinkedIn Sponsored Updates

## Establish your company presence

- Getting Started
- Intermediate
- Advanced

● **Create a Company Page**

A Company Page is foundational to building a brand presence on LinkedIn and acts as an information hub for visitors to learn about your company. Creating a page is easy: just add your company logo, banner image, and description to get started.

● **Make your page easy to find**

Add your specialties, website links, and SEO terms to make it easier for people to find you when they search on LinkedIn and Google.

● **Showcase products and services**

Highlight your business offerings and give members a compelling reason to follow you. Companies with a complete Products and Services tab tend to have twice as many followers.

● **Link to the rest of your web presence**

Give your brand more opportunities to be found by the right people – link your Company Page to your company website, blog, and other social platforms.

## Attract followers

● **Engage your colleagues**

Increase your Company Page's visibility on LinkedIn by encouraging fellow employees to add their current position at your company to their profile. They'll then be automatically following your Company Page.

● **Contribute in LinkedIn Groups**

Find relevant groups talking about your brand or industry and join them to participate in the conversation, build brand awareness, and promote your Company Page. This effort will help drive traffic and attention back to your page.

● **Integrate your Company Page into company communications**

Existing customers and partners will likely follow your page when prompted. Link to your Company Page in company communications to capture this audience – mention your page in your company blog or email newsletters, or link to your page in employee email signatures.

● **Add a Follow button to your website**

Make it easy for people who visit your website to follow your Company Page by embedding a “Follow” button onsite.

 ● **Track your follower audience**

Use the Analytics tab on your Company Page to understand how your follower community is growing over time and what kinds of people you’re reaching.

## Build your content stream

 ● **Identify and join LinkedIn Groups**

Find relevant groups talking about your brand or industry and join them to better understand customer needs and industry trends. Apply these insights to Company Updates to engage your followers with relevant content.

 ● **Follow channels and Influencers**

It’s important to stay in the know – follow channels and Influencers to create a curated feed of industry news and insights that can inspire your own Company Updates.

## Engage with followers

 ● **Post Company Updates**

Showcase your expertise and build relationships with followers with Company Updates. Share articles, company news, and trends and insights with customer segments.

 ● **Demonstrate value to followers**

Build engagement and trust with a stream of rich, insightful content. For every post promoting your company, make sure four posts focus on thought leadership or industry trends.

 ● **Encourage engagement with Company Updates**

Prompt colleagues and followers to take action on your post – every like, comment, and share increases your reach throughout the LinkedIn network. For example, ask a question and request viewers to ‘like’ if they agree.

 ● **Post updates frequently**

On average, companies that post 20 times per month reach at least 60% of their unique audience. Follow a regular posting schedule to develop relationships with your followers, drive brand loyalty, and bring about new opportunities.

 ● **Create a mix of content formats**

Rich media like photos and video is known to increase both comments and shares. Incorporate these formats – along with SlideShare presentations and links to articles – to maximize your post engagement.

 ● **Monitor and refine Company Updates**

Monitor your Company Update reach and engagement numbers to see what’s resonating with your audience. Test days, times, topics, and formats, and adapt as you learn.

 ● **Leverage existing content streams**

Use successful blog posts, articles, and updates from your other social platforms to create a high-quality stream of LinkedIn Company Updates.

● **Dive into comments**

Engage with followers who comment on your updates to help build loyalty, continue the conversation, and further establish your thought leadership. People like to know that they're heard!

## Extend your reach

 ● **Get recommended for your products and services**

Members can write reviews on your Products and Services tab. Drive followers, customers, and partners to write reviews, which will end up being promoted through their respective networks.

 ● **Broadcast through employee networks**

Prompt colleagues to share your Company Page updates. Not only will this increase your company's visibility to new customers and potential hires, it'll also help establish a company culture where employees are engaged with your brand and mission.

 ● **Sponsor your updates**

Sponsored Updates let you reach beyond your follower base and target your exact LinkedIn audience to raise brand awareness, build relationships, and drive quality leads. Sponsored Updates appear in feeds across devices (smartphone, desktop, and tablet), giving you more opportunities to reach the people that matter. 

 ● **Drive performance with LinkedIn Ads**

Tap into the LinkedIn network and target potential customers with LinkedIn Ads. Use criteria like function, seniority, and geography to access the ideal audience. 

# Selling Checklist

## Products covered:

- Personal Profile
- LinkedIn Groups
- Sales Navigator
- Contacts

## Create a profile that sells

- Getting Started
- Intermediate
- Advanced

● **Polish your personal profile**

As you reach out to leads and prospects, it's important to have a profile that speaks to your experience in and knowledge of the space. Add a professional photo, descriptive headline, and summary of your work experience to give potential customers a better understanding of who you are and what you do.

● **Build your sales network**

Broaden your network and increase the chances of finding the right decision maker through people you know by connecting with colleagues and partners on LinkedIn.

● **Spotlight your offerings**

Bring your company's business lines to life by uploading or linking to previous work and thought leadership pieces such as company blog posts, presentations, or websites.

● **Let your network speak for you**

A recommendation can go a long way in establishing your and your company's reputation. Get recommendations from partners and clients who can speak credibly about your abilities and your company's contribution to their business.

● **Create your Company Page**

The Company Page is foundational to building a brand on LinkedIn and acts as an information hub for your leads to learn about your company. It's easy to create one: just add a company logo, banner image, and description to get started. Link your personal profile to your page for easy access to these resources.

## Stay informed

● **Follow relevant channels and Influencers**

Stay up to date on industry news and trends and speak with authority about your industry by following channels and Influencers.

● **Follow competitor companies**

Follow Company Pages to track how competitors are positioning their solutions. This will inform how you're differentiating what you have to offer.

● Find and join LinkedIn Groups

Join groups relating to your product or service and the industry you're targeting to understand what potential customers are talking about. You'll end up being better prepared to have a conversation with your customers about their business.

## Find the right contacts

 ● Identify leads on LinkedIn

Find decision makers at your target accounts by running a people search on LinkedIn. Search by name, title, and company to generate a list of employees, and focus in on the right contacts with Premium search filters like seniority and years of experience. 

 ● Surface new prospects

Don't have a list of accounts to target? Build a pipeline of new prospects with a company search on LinkedIn using specific keywords and search filters for target companies. Access additional Premium search filters like seniority level and function with Lead Builder, and quickly identify decision makers to engage. 

 ● Get more context

With Sales Navigator, get a deeper look into a decision maker's LinkedIn profile to understand their relationship with the company and how they might influence a sale. 

## Engage leads

 ● Find the best path in

After identifying decision maker profiles on LinkedIn, look within their network for mutual connections. These connections can be very influential when reaching out and making the sale.

 ● Get a warm introduction

After finding the best path in, leverage your network to get introduced through mutual connections. 

 ● Message leads outside your network

Message any lead on LinkedIn using InMail, a Premium-only feature. On average, the response rate on InMail messages is 3x higher than email. LinkedIn also guarantees a response within seven days of sending your InMail, or it's credited back to your account. 

## Prepare for your meeting

 ● Establish credibility

Leading up to your meeting, establish your credibility by sharing relevant industry news and insights on LinkedIn.

 ● Activate your advocates

Social proof can make all the difference when trying to seal the deal. Flex your LinkedIn network and prompt mutual connections to give a recommendation on your Company Page or personal profile.

● **Continue the conversation**

Make a lasting impression after your meeting with a follow-up on LinkedIn. Invite them to connect or share industry news.

● **Schedule your follow-up**

Reaching out consistently after an initial meeting can make all the difference in converting a lead to an account. Use LinkedIn Contacts to set reminders for following up, which can be accessed by clicking the star icon below a contact's profile picture.

# Hiring Checklist

## Products covered:

- Personal Profile
- LinkedIn Groups
- Recruiter Lite
- LinkedIn Jobs
- LinkedIn Contacts

## Create your hiring game plan

- Getting Started
- Intermediate
- Advanced

● **Develop a clear employee value proposition**

Before you begin hiring, think about what's important to your company. Is it culture, mission, working environment, or a sense of regional identity? This will help both you and potential candidates to assess a fit early.

● **Research your role**

When looking to fill an unfamiliar role, make sure you do your homework. Use LinkedIn search to scope out people who already hold this type of position. Use this intel to build your job description.

● **Size up the market**

Run a preliminary LinkedIn search to get a feel for the availability of candidates fitting your criteria. Knowing whether there are 100 or 10,000 profiles that meet your needs can shape your recruiting strategy.

● **Know when to engage with the experts**

You may not have the time to dedicate to finding your next hire, and that's okay. Instead, consider working with a recruiting agency.

● **Consider developing entry-level talent**

Hiring experienced people can help guarantee a quality team, but developing your entry-level hires could yield better results. Use LinkedIn search filters to explore both options and take note of local talent that might come from a nearby university.

## Establish your company presence

● **Create a profile that attracts talent**

When searching for talent on LinkedIn, you're providing candidates a glimpse into your company. Add a professional photo, descriptive headline, and summary of your work experience to create a profile that represents your brand's values and culture.

● **Connect with talent**

Find and connect with colleagues, friends, and fellow alumni on LinkedIn to maximize your personal network and increase the chances of finding a candidate through people you know.

● **Learn from LinkedIn Groups**

Find groups relevant to the role you're filling to learn more about the specific skills and experience that make an ideal candidate.

● **Make it easy for talent to find you**

The Company Page is foundational to building a talent brand on LinkedIn and acts as an information hub for potential hires to learn about your company. Creating a page is easy: just add a company logo, banner image, and description to get started.

 ● **Leverage your team**

Extend the reach of your searches and job posts on LinkedIn – access employee networks by encouraging them to add their current position at your company to their profiles. They'll then appear directly on your Company Page.

## Build your pipeline

 ● **Search on LinkedIn**

After identifying the specific skills and experience necessary for a role, conduct a free people search. Be sure to use specific keywords – e.g., 'HTML' for a developer proficient in HTML. Also try different combinations, as members can use different phrases or emphasize different skills.

 ● **Narrow down your results**

Use LinkedIn search filters like location, industry, and current company to hone in on your target candidates. Access additional filters such as function, years of experience, and seniority level with Premium search.

 ● **Save your searches for automatic updates**

Save the searches and filters you've built to find the ideal candidate, and get notifications when new results come in. This can be particularly effective when hiring for the same role on an ongoing basis.

 ● **Engage in LinkedIn Groups**

Identify active members in target groups who fit your hiring criteria, and start a conversation by commenting on their posts or reaching out to them directly.

 ● **Make use of the LinkedIn algorithm**

Quickly identify LinkedIn members that closely match your top candidate attributes using the "People Similar To" section on an ideal hire's profile page.

 ● **Access your 3rd degree network**

If you're unable to find qualified candidates through your personal and company networks, broaden your focus and tap into your 3rd degree network with Recruiter Lite. 

 ● **View full candidate profiles**

With Recruiter Lite, get an expanded look into profiles of candidates outside your network. View their work experience, skills and expertise, and connections to see if they'd be a good fit for the role. 

 ● **Keep track of potential candidates**

Stay organized by tagging LinkedIn members who fit your hiring criteria using LinkedIn Contacts. Hiring for multiple roles? Use Recruiter Lite Projects to build a list of top candidates for each of your open positions. 

 ● **Post a job on LinkedIn Jobs**

Advertise your open position to the LinkedIn talent pool with a job post. Using your job description, LinkedIn actively displays your job to LinkedIn members who best match your hiring criteria, driving high-quality, relevant applicants. 

## Contact candidates

- **Get a warm introduction**

After identifying potential candidates on LinkedIn, leverage your network and get introduced through mutual connections.
- **Show you're being selective**

On LinkedIn, professionals can see who's viewing their profile. Use this to your advantage and sell the job on your LinkedIn profile, or reach out and highlight the specific skills that make them an appealing candidate.
- **Message candidates outside your network**

With Recruiter Lite, you can message any potential candidate on LinkedIn using InMail. On average, the response rate on InMail messages is 3x higher than email. Plus, LinkedIn guarantees a response within seven days of an InMail being sent, or it's credited back to your account. 
- **Reach out to profile matches**

If you post a job, LinkedIn Jobs will instantly search the network for up to 24 members who best match your requirements. Although these members haven't applied to your job, you can contact them directly using the 5 InMail credits included with a LinkedIn job post. 

## Screen, interview, hire

- **Do your homework**

Reach out to mutual connections and shared networks, such as alumni or former employees, to assess a candidate's strengths.
- **Manage your candidate pipeline**

Keep tabs on your quality candidates during the interview process. Use Recruiter Lite to track notes, messages, and activity history for every candidate. 
- **Schedule your follow-up**

Reaching out to candidates throughout the interview process can make all the difference in converting an interested candidate into a hire. Use LinkedIn Contacts to set reminders to follow up with candidates one day, one week, or one month down the road.