INSPIRING EXCELLENCE IN AN ENVIRONMENT OF CHAOS



2015CDAA NATIONAL CONFERENCE

www.cdaa.org.au 8-10 April 2015 | Pan Pacific Hotel Perth, Western Australia

Digital Identity in the Digital Economy Preparing the Practitioner and Client Value Proposition



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CDAA 2015 Conference Pan Pacific Hotel

207 Adelaide Terrace, Perth, Western Australia, 6000

9 April 2015 1:35pm

Sue Ellson BBus AIMM MAHRI

- Banking, Training, Recruitment, Marketing, IT,
 Networking, HR, Business Consulting
- Digital since 1987, online since 2001
- Victorian Council of AHRI
- Mentor for Camberwell Entrepreneurs Network
- http://sueellson.com
 http://www.linkedin.com/profile/view?id=77832



Digital Hangups

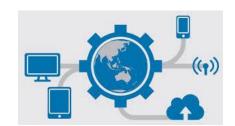
- No privacy doesn't exist
- Don't know who to connect to depends on purpose
- Too much time do a cost benefit analysis
- Too costly use free options first
- Can't write dot point keywords
- Scared of computers digital world
- Worried about English get it proof read





Digital Economy

- 90 % of jobs are not advertised
- 70% of hiring managers will do a Google Search
- Digital is a Pull Strategy instead of a Push Strategy
- Sort through 300 applications or find three candidates?
- Referrals drive business but Digital Due Diligence secures business
- One tool is never a silver bullet
- Do what you can manage
- Understand what you are paying for





Digital Trends

- Up to 20% of jobs are created for talent
- New terminology excludes capable talent
- Most jobs require some level of digital literacy
- More transferable skills need to be explained
- Don't tell can't sell
- Digital techniques require digital capability





Value Proposition

- Private Practitioner your brand
- Inhouse Practitioner your organisation's brand
- Client personal brand
- Employer brand value







Three Clients

- 1. Never Pay polite, friendly, free resources, referrals
- 2. Pay for help need your assistance and prepared to pay (or utilise service) but you still need to encourage completion and ensure accountability
- 3. Pay for you to do it want you to do it for them –
 encourage you to get them involved and take ownership
 person most interested in their success is them



Digital Framework

- Purpose primary and secondary keywords
- Computer experience keywords, frequency of keywords, activity then premium
- User experience tailored message, easy to read, consistent, true, massage the message





LinkedIn



- 7 million members in Australia
- 350 million members worldwide
- 50% earn over \$100,000 per annum
- Growing groups students, regional Australia





LinkedIn

- Strategy Posts, Groups, Companies, Networking, Research, Mentors, Relationship Development
- Measurement 100+ views per 90 days, 60+ connections, 6+ recommendations, 10 skills 20+ endorsements
- Management Relationship tags, Follow up CRM,
 10 hours to complete, 15 minutes per week



Google+



- Strategy Personal Profile, Personal Page, Business
 Page, Links, Contributor to, Posts, Notifications, Reviews
- Measurement Number of Reviews, Number in Circles, Increase in Page 1 search results, Google Analytics
- Management Post and Engage, Include 400 pixel images and videos, 3 hour to complete, 5 minutes per week



Personal Website



- Strategy Register domain name (URL) now, professional email address, archive of all your work that you keep, no duplicate content, broadcast via social media
- Measurement Number of Subscribers, Direct Entry versus Direct Search versus Keyword Search, Number of Links To and From, Pick up by Media, Google Analytics
- Management Research, Plan, Prepare, Produce,
 Maintain, 10 100 hours to complete, Update monthly



Business Website



- Strategy True Reflection of Value, Targeted to Audience (not you), archive of all your work that you keep, no duplicate content, broadcast via social media
- Measurement Number of Subscribers, Direct Entry versus Direct Search versus Keyword Search, Number of Links To and From, Pick up by Media and Partners, Google Analytics
- Management Research, Plan, Prepare, Produce,
 Maintain, 10 100 hours to complete, Update monthly



Showcase and Q&A

- LinkedIn, Google+, Personal Website
- Showcase your CDAA Membership
 http://www.linkedin.com/pulse/20141016095333-77832 how-to-showcase-your-professional-membership-on-linkedin
- Showcase your Companyhttp://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellso
- Showcase your School/RTO/University Coming soon...



SMS Text your Name, Email Address and CDAA (and feedback) 0402 243 271

- Free copy of these slides and link to audio and video recording
- 2. Free copy of LinkedIn Profile Guide (value \$5.95)
- 3. Invitation to connect to Sue Ellson on LinkedIn (6,486 Connections)
- 4. Free notification when 120 Ways to Maximise LinkedIn Book Released
- 5. Free ticket in draw for you or your client to win one hour consulting \$150
- 6. Free invitation to the LinkedIn Questions Hangout 15/4/15 at 7pm WA time

