

INSPIRING
EXCELLENCE
IN AN
ENVIRONMENT
OF CHAOS



2015 CDAA
NATIONAL
CONFERENCE

www.cdaa.org.au

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Perth, Western Australia

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



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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 Company
<http://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>
- Showcase your School/RTO/University
Coming soon...



SMS Text your
Name, Email Address and CDAA (and feedback)
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1. 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