



LinkedIn Connect Marketing Tips and Strategies to Generate Views, Engagements and Results

Sue Ellson

Friday 6 September 2019

10:00am – 10:30am

Queensland Chapter Conference

Hotel Grand Chancellor, Terrace Room

23 Leichhardt Street, Brisbane City Queensland 4000

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advancement
professionals

Focus

The number of Average Monthly Users on LinkedIn in Australia has jumped more than 25% in the last 12 months and over 50% of the 10M Australian members earn more than \$100,000pa.

What can you do to make sure that your institution can be found, followed and famous in the online world and generate views, engagements and results?

A practical session with comprehensive links for later processing.
Sue welcomes questions before or after the session.

Today

Common Sense not Common Practice
Familiar and New
LinkedIn Profiles
LinkedIn Why?
LinkedIn Content Results
LinkedIn Content Examples
Admissions
Alumni
Marketing
Fundraising
Takeaways

LinkedIn Profiles

- Online Individual Profile – students, staff, Principal (80% before leave) <https://www.linkedin.com/pulse/what-linked-in-why-should-you-create-good-profile-sue-ellson>

<https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>

- School Profile (not Company Profile) <https://www.linkedin.com/help/linkedin/ask/up-anup>

<https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson>

LinkedIn Why?

Benefits of LinkedIn

- an international cloud based personal database
- way to secure Google Search Results
- to generate lifetime published content that can also go viral
- a network maintenance system
- an international research tool
- a personal branding tool
- an historical record
- a career and enterprise attraction tool
- a professional development resource
- a perceived reliable source of information for due diligence
- a quick and easy contact tool
- a direct source of career and enterprise leads
- a way for you to increase the size of your digital footprint
- a way for you to massage your message
- a timely way for you to generate the user experience you want
- build your enterprise presence online
- look for jobs or attract jobs

<https://sueellson.quora.com/The-Benefits-of-LinkedIn>

<https://www.linkedin.com/pulse/business-case-linkedin-sue-ellson>

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LinkedIn Content Results

Profile - optimise your name (change your URL)

<https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>

Content – Top 10 places to publish in the world

Posts in newsfeed from 1 per month to 2 per week

<https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

Articles permanently (individual profile) from 3 per year to 1 per month

<https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>

LinkedIn Content Examples

<https://www.linkedin.com/feed/update/urn:li:activity:6413272325709488128>

achievement, 10,500+ views, 114 likes, 76 comments in two weeks from 22/05/18

<https://www.linkedin.com/feed/update/urn:li:activity:6429994093790793729>

first post, 6,000 views, 110 likes, 33 comments in 6 days from 31/07/18

<https://www.linkedin.com/feed/update/urn:li:activity:6490720517056753664>

similar photos, 32,000 views, 180 likes, 66 comments in two weeks 15/01/19

<https://www.linkedin.com/feed/update/urn:li:ugcPost:6496610554310955008>

native video, 1,877 views, 45 likes, 8 comments in five days 31/01/19

https://www.linkedin.com/posts/sueellson_online-presence-audit-presentation-for-educate-activity-6549578457230204928-JQXT

PowerPoint saved as PDF, 5,207 views, 34 likes, 14 comments in one week 26/06/19

<https://www.linkedin.com/feed/update/urn:li:activity:6552882989875982336>

book finalist award announcement with Canva image, 8,000+ views, 111 likes, 70 comments in five days 05/07/19 even though sent at 10:20pm on Friday night (got early engagement through international connections)

https://www.linkedin.com/posts/sueellson_advancementprofessionals-admissions-marketing-activity-6575230596652601344-zbKM

video direct upload, 500+ views first few hours, 39 likes, 11 comments – led to local meeting Educate Plus Queensland Conference 5/9/19

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LinkedIn

Specific Applications for
Advancement Professionals

Admissions

Invite all enquiries to Follow LinkedIn School Profile (shows as an interest)

Find influencers in local feeder schools, connect and maintain relationships (minimum three per school and Parents and Friends Association)

Provide link to Admissions Pack in School Description and name of Principal

Alumni

Search and find alumni – update LinkedIn, follow School, invite to join Alumni Group if you have one

Within LinkedIn

<https://www.linkedin.com/search/results/all/>

Google Advanced Search (use LinkedIn.com in site or domain field) https://www.google.com.au/advanced_search

Marketing

Source advisers, consultants and verify credentials

Try free options before investing in sponsored ads or Inmails (remember what type of people are likely to access LinkedIn regularly – stable job people very infrequent – guaranteed reach available via SMS)

Remember to use ‘Find Nearby’ whenever running events to begin relationships rather than just ‘Likes’

Ensure profiles are up to date with links to the school as well as the ‘selected employer’ or ‘education’

Fundraising

LinkedIn Sales Navigator extra search fields

<https://business.linkedin.com/sales-solutions/compare-plans/advanced-search-filters#>

<https://business.linkedin.com/sales-solutions/sales-navigator>

Promote Brand Story and Acknowledge Contributions to 'change the story'

Follow hashtags #philanthropy #fundraising

Takeaways

From Now On Takeaways

- Update LinkedIn Profiles School Wide (lead by example)
- Posts – ideally one a week or more
- Article – ideally one a month or more
- Select strategies for all advancement areas and implement
- Say Thank You <https://g.page/sue-ellson-author/review>

Educate Plus <https://search.google.com/local/writereview?Placeid=ChIJRU6SG7-nEmsRumIdx8HQms>

Thank you

For more information, please contact:

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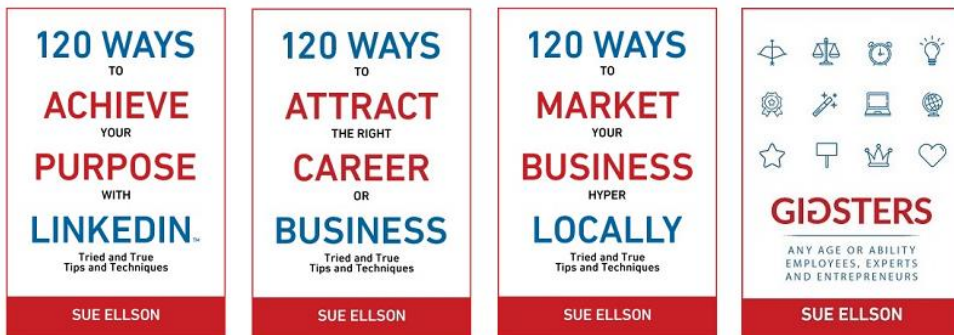
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<https://www.linkedin.com/in/sueellson>



Would like to provide digital copies of four books for your school library.



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