



*The home of professional
management consultants*

Using LinkedIn as a Promotional Tool

Sue Ellson BBus MIML MPC CDAA ASA WV SPN

Educator, Practitioner, Author

7 March 2022

sueellson@sueellson.com

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

Today

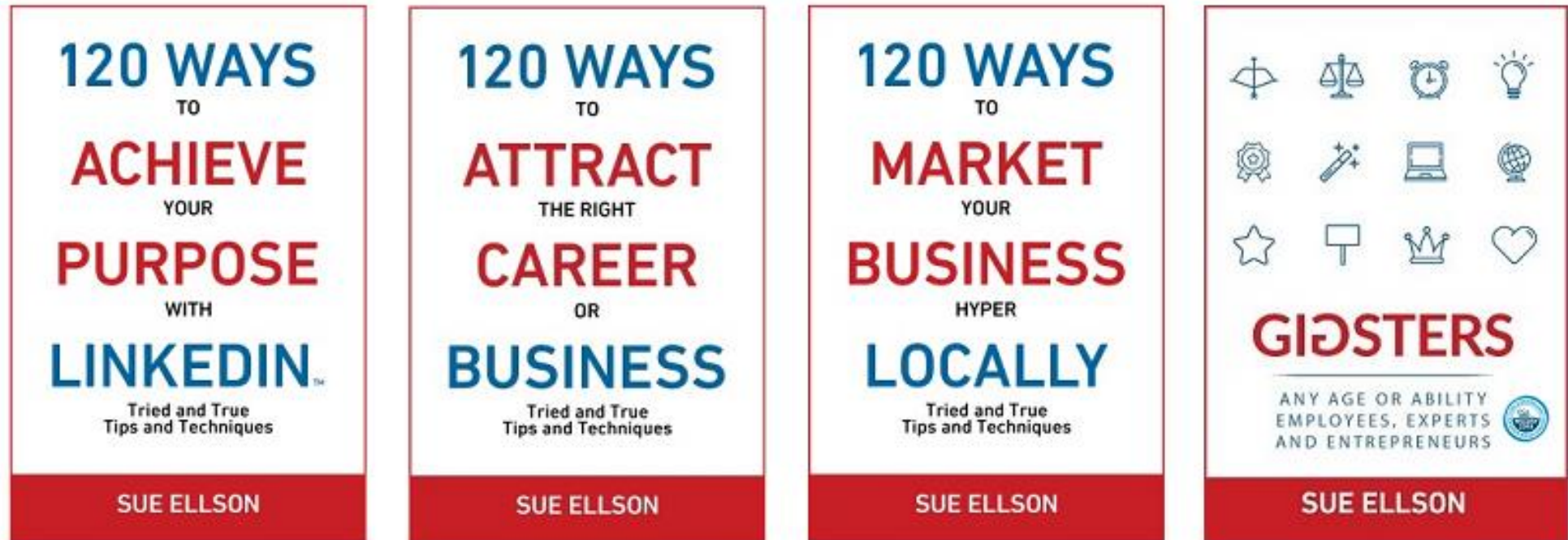
- ✓ Priority items to include and settings to update on your own LinkedIn Profile
- ✓ Statistics to monitor and backups to keep
- ✓ Understanding the various ways you can use LinkedIn for your goals
- ✓ Maximising your Company presence on LinkedIn
- ✓ How to engage on LinkedIn and then curate and create content worth publishing

Key takeaways

- ✓ List of items to update on your LinkedIn Profile
- ✓ Strategies for using LinkedIn more effectively
- ✓ Ways to monitor your progress



Special Gift – Free Downloads



✓ download Sue Ellson's first four books at <https://www.researchgate.net/profile/Sue-Ellson>

✓ paid books at <https://120ways.com>

Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (21,440 Connections, 23,149 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (484 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (135 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (389 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (294 Followers)
- ✓ YouTube <https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A> (57 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,323 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,451 Subscribers) <http://eepurl.com/hjxQkP>

Fast Facts – more at sueellson.com

Sue Ellson is a member of...



Sue Ellson is the Founder of...



<https://sueellson.com>

Housekeeping

- ✓ acknowledge traditional owners of land where we are based and this event welcomes people of all backgrounds
- ✓ disclaimer: this is all information sharing not professional advice for your personal circumstances
- ✓ you can leave your video camera off and microphone on mute (less bandwidth)
- ✓ assume varied level of knowledge and experience and can read
- ✓ please add any questions you have in the Chat
- ✓ learn more about me at <https://sueellson.com> and past clients at <https://sueellson.com/clients>
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)
- ✓ will be recommending that you find a way to say 'thank you' to me and the IMC for this opportunity
- ✓ goal is to attract and secure opportunities but will also include some direct lead generation strategies

Why even bother with LinkedIn?


Why even bother with LinkedIn?

- ✓ You will be Googled – by clients, other colleagues, friends, peers in the industry, current, future and past employees, recruiters, stalkers, competitors, disgruntled family members, your neighbours, people at parties etc – LinkedIn is highly optimised for your name
- ✓ Do you have your own website? Yourname.com? Top talent across the world do - so you may like to think about this option – but in the meantime, go with LinkedIn and/or Google My Business <https://business.google.com> (free website)
- ✓ Over 15 million people in Australia are on LinkedIn – not having a Google presence is a liability and you can share your story in your own way before someone else does. It can be a risk mitigation strategy. The number of people using LinkedIn in Australia is increasing year on year
- ✓ No job or enterprise is forever, you NEED a network to maintain an income – if you receive referrals, you need to be verifiable

Priority items to include and settings to update

Priority items to include and settings to update

1. Custom URL – optimises your name in Google Search Results and can be added to your email signature, website, business card etc
<https://www.linkedin.com/public-profile/settings>

 **Edit your custom URL**

Personalize the URL for your profile.

www.linkedin.com/in/sueellson 

2. Showcase your Professional Membership – you can use your Post Nominals after your Name in the About Section, add in details in the Licenses and Certifications Section and the Organization Section if you are a member of the IMC - also include the Website Link, Honors and Awards and Volunteering Experience if applicable <https://sueellson.com/blog/how-to-showcase-your-professional-membership-on-linkedin>

About

+61 411 604 921 peterb@spectrumanalysis.com.au <https://www.spectrumanalysis.com.au> Do you need to make accurate site selection & territory planning decisions in the future? Would you like quality facts & data to better understand the location BEFORE committing to the lease or purchase of a property, or the sale of a franchise area?

Peter Buckingham BSc GradDip MktMdl CFE **FIMC** CMC is the Co-Founder & Managing Director of Spectrum Analysis Australia Pty Ltd, a boutique provider of quantitative geodemographic modelling, facts, data & analysis services based in Surrey Hills, Melbourne Australia.

Licenses & certifications



Fellow - Institute of Management Consultants

Institute of Management Consultants - Australia


Issued Oct 2011 · No Expiration Date

[See credential](#)

Organizations

Fellow - Institute of Management Consultants FIMC

Fellow IMC · Feb 2005 - Present

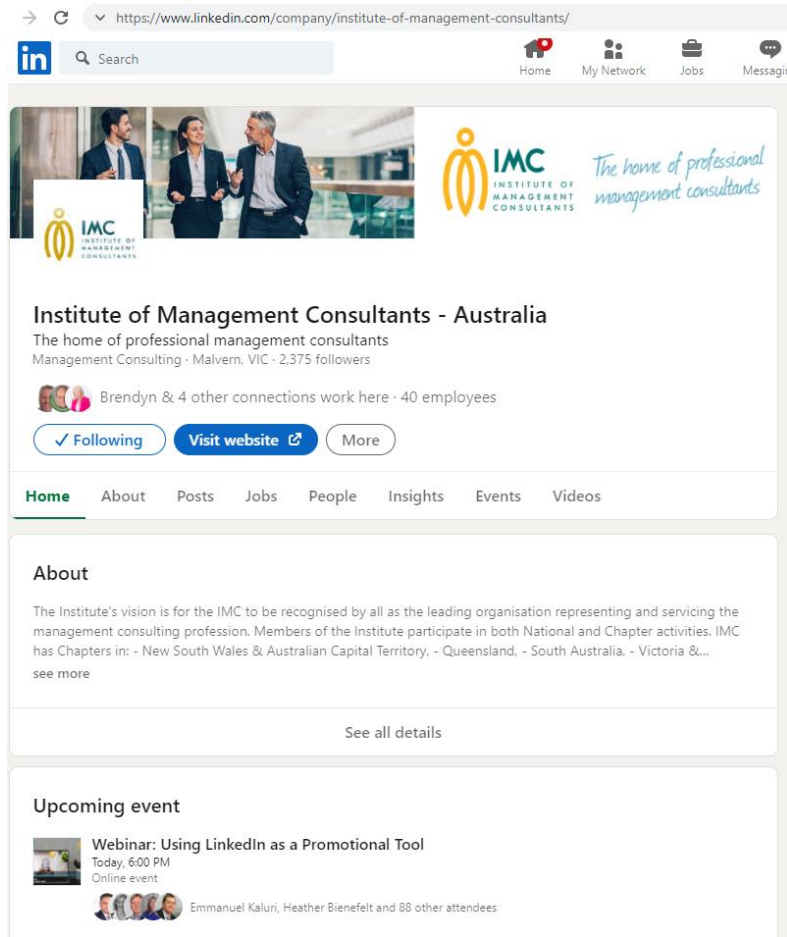
 Associated with Spectrum Analysis Australia Pty Ltd

The Institute of Management Consultants (IMC) is the professional body representing management consultants in Australia. The Institute's mission is to represent and promote the management consulting profession, set and maintain internationally recognised standards and develop members. <https://www.imc.org.au>

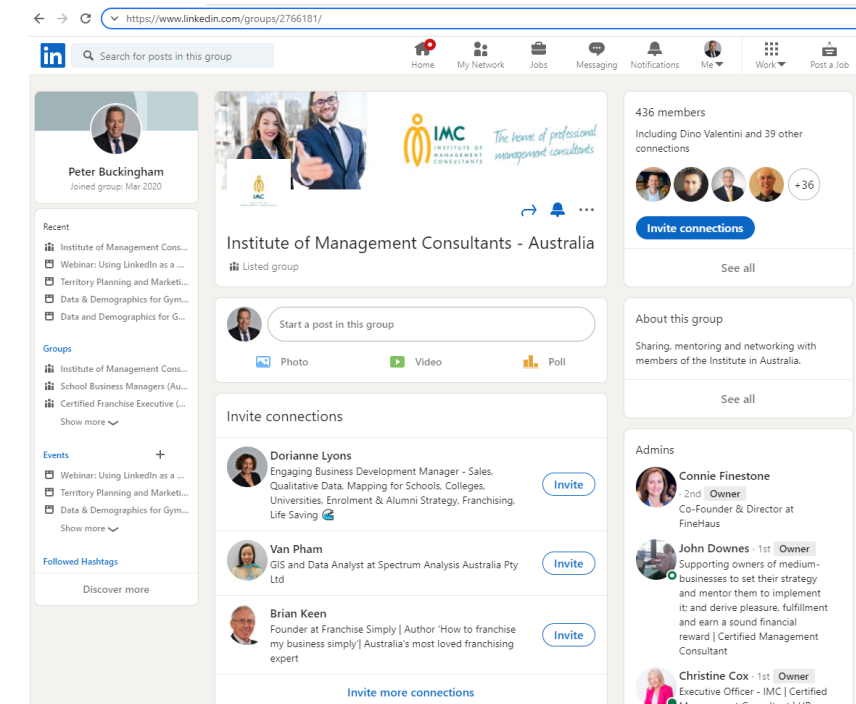
Member since February 2005. Appointed Chapter President for Victoria and Tasmania from January 2013 to December 2014. Fellow since October 2011.

Priority items to include and settings to update

3. Follow IMC Page – <https://www.linkedin.com/company/institute-of-management-consultants> currently 2,375 Followers & 40 Employees



4. Join IMC Group - <https://www.linkedin.com/groups/2766181/>
Currently 436 Members



Priority items to include and settings to update

5. Quality Photo, Background Banner and Headline



Peter Buckingham (He/Him)

Retail and School Demographics & Mapping Expert - Site Selection, Territory Planning & Strategic Network Planning, Franchising a specialty 🏆 FCA Supplier of the Year 2021

Talks about #mapping, #schools, #franchising, #dataanalysis, and #territoryplanning

Greater Melbourne Area · [Contact info](#)


6,591 followers · 500+ connections

Open to

Add profile section

More



 Spectrum Analysis Australia
Pty Ltd

<https://www.linkedin.com/pulse/top-tips-professional-linkedin-social-media-profile-sue-ellson>

<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>

Priority items to include and settings to update

6. Quality About Summary and Experience Sections

About

+61 411 604 921 peterb@spectrumanalysis.com.au <https://www.spectrumanalysis.com.au> Do you need to make accurate site selection & territory planning decisions in the future? Would you like quality facts & data to better understand the location BEFORE committing to the lease or purchase of a property, or the sale of a franchise area?

Peter Buckingham BSc GradDip MktMdl CFE FIMC CMC is the Co-Founder & Managing Director of Spectrum Analysis Australia Pty Ltd, a boutique provider of quantitative geodemographic modelling, facts, data & analysis services based in Surrey Hills, Melbourne Australia.

Services include:

- > retail network chain site selection
- > franchise site selection
- > franchise area selection
- > school demographics
- > franchise, customer & student mapping
- > Google mapping overlays
- > web based mapping solutions
- > strategic network planning
- > state territory planning
- > international geodemographic mapping services
- > data analytics & market analysis
- > data science & statistical analysis
- > sales prediction modelling for retail
- > geodemographic research, statistics & information
- > socioeconomic index for areas (SEIFA) analysis
- > local area datapaks for local area marketing
- > datapaks for selling your franchise
- > location modelling
- > site potential reports for retail properties
- > strip locator and homemaker centre databases
- > Property Council Data on Shopping Centres
- > Australian Bureau of Statistics (ABS) Census Data & Business Census Data
- > Population Growth Forecasting (using ABS data) & trends
- > Building Permit Data Sets
- > strategic channel marketing consulting
- > advice on leasing or purchasing retail & commercial real estate
- > Club Membership Analysis for marketing & membership improvement
- > School Student Analysis for marketing & enrolment improvement, SES score update

Professional Memberships

- > Franchise Council of Australia – Certified Franchise Executive (CFE)
- > Institute of Management Consultants – Certified Management Consultant (CMC) and Fellow (FIMC)

Experience

Achievements

Tasks

Description of organisation

+Media

Complete as many sections as possible – even languages!

<https://www.linkedin.com/pulse/how-write-linkedin-profile-summary-your-purpose-sue-ellson>

<https://www.linkedin.com/pulse/how-write-add-achievements-your-linkedin-profile-sue-ellson>

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

Priority items to include and settings to update

7. Settings

Who can see your Email Address (your choice – eliminate tyre kickers with good copy)

<https://www.linkedin.com/psettings/privacy/email>

Who can see your Connections (only you = only shared connections visible)

<https://www.linkedin.com/psettings/connections-visibility>

Viewers of this Profile also viewed (choose NO unless espionage)

<https://www.linkedin.com/psettings/browse-map>

Profile Viewing Options (anonymous on demand – stalking for legitimate reasons only)

<https://www.linkedin.com/psettings/profile-visibility>

Share job changes, education changes, and work anniversaries from profile (suggest No)

<https://www.linkedin.com/psettings/activity-broadcast>

Statistics to monitor and backups to keep

8. Keep an eye on your Statistics – choose Save to PDF from your Profile and download your data at least every six months at <https://www.linkedin.com/psettings/member-data>

Number of Connections (max 30,000) _____
<https://www.linkedin.com/mynetwork>
60+ min, 500+ in time

Number of Followers (max unlimited) _____
<https://www.linkedin.com/feed/followers>
More than Connections – if significantly more, shows thought leadership

Number you are Following (max unlimited) _____
<https://www.linkedin.com/feed/followers>
More than Connections – if significantly more, shows you are interested in certain topics

Profile Views per 90 days _____ (Reverse stalk)
<https://www.linkedin.com/me/profile-views>
100+ per 90 days

Search Results for 7 days _____
<https://www.linkedin.com/me/search-appearances>
50+ per 7 days

All Star Profile (Yes or No) _____
(complete as many profile sections as possible)
Your own profile page i.e. <https://www.linkedin.com/in/sueellson>
Yes

Number of Featured Skills and Endorsements (max 50)
<https://www.linkedin.com/in/YOURURL>
Top 3 20+ votes

Skill 1 _____ Votes _____

Skill 2 _____ Votes _____

Skill 3 _____ Votes _____

Number of Recommendations (Given & Received)
<https://www.linkedin.com/in/YOURURL>
6+ Received 6+ Given
Received ____ Given ____

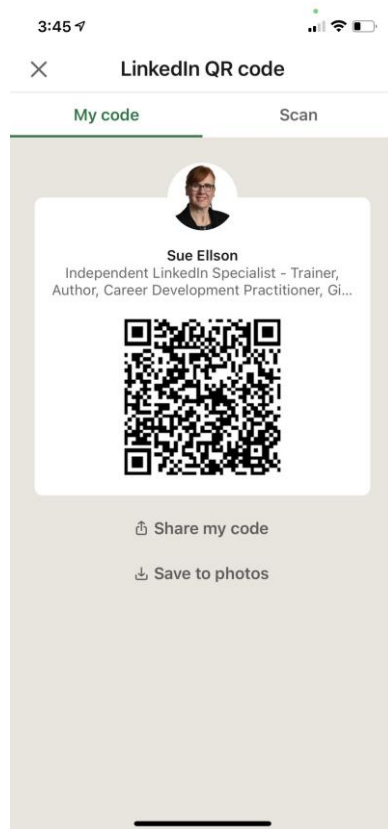
Number of Posts
<https://www.linkedin.com/in/YOURURL/detail/recent-activity/shares>
Recommend one per week or at least, one per month

Number of Articles
<https://www.linkedin.com/in/YOURURL/detail/recent-activity/posts>
Recommend one per month or at least, three per year

Ways to use LinkedIn for your Goals

Ways to use LinkedIn for your Goals

9. Add Connections – everyone you meet from now on and match it to your phone and other VIP contact lists – don't choose Connect or Follow, choose the three dots ... and Personalise the invite with a message about where you have met



10. Understand your goals – does your website work? Consider Warm Leads as a first option before advertising on LinkedIn – need a website, social media, reviews and listings on other websites for Google Results

<https://www.linkedin.com/pulse/where-can-you-find-warm-leads-linkedin-sue-ellson-2c>

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

<https://www.linkedin.com/pulse/should-you-pay-social-media-ads-sue-ellson>

Ways to use LinkedIn for your Goals

11. Employees – ensure you support your Employer (choose from the drop down box) and connect with your fellow Employees and ensure that the company has a social media policy that you abide by

<https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linkedin-why-sue-ellson>



Ways to use LinkedIn for your Goals

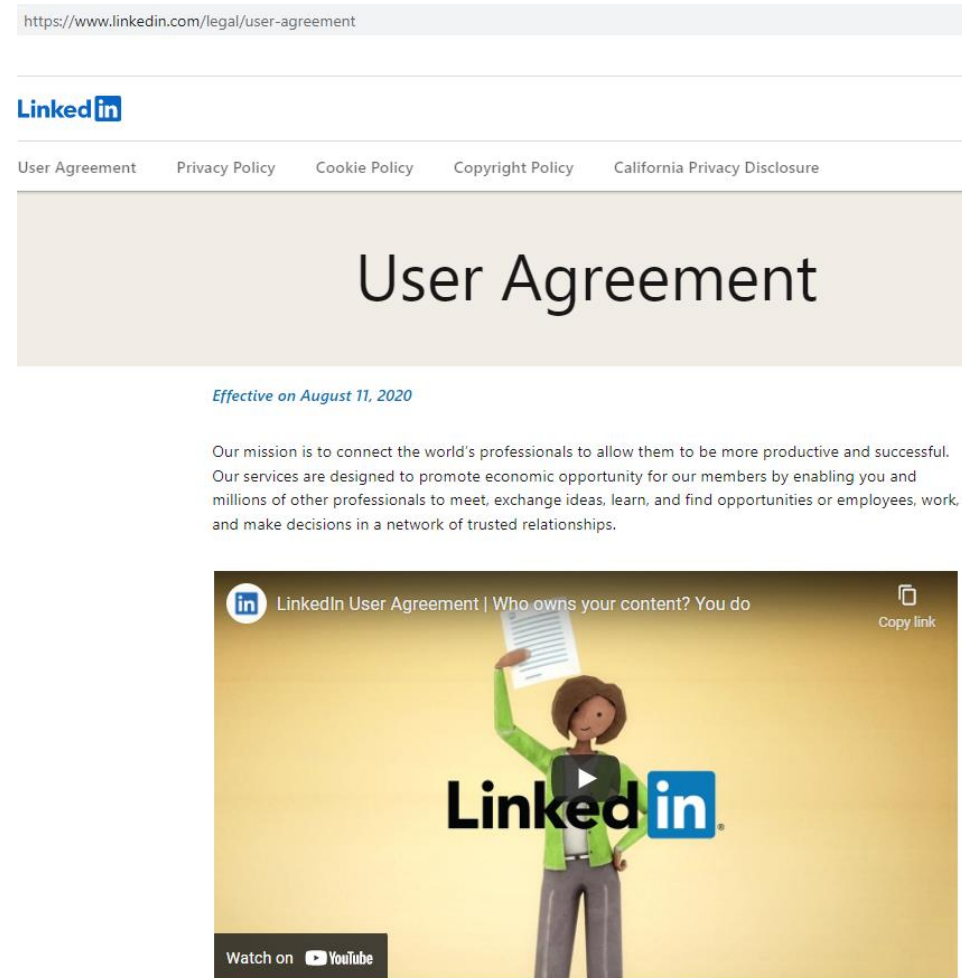
12. Remember that Consistency is Key and abide by the LinkedIn User Agreement

Maintain a good quality regular and varied Posting Schedule (use social media management tools in need), provide continuous engagement (responding to all Comments where you are @mentioned if realistic), be on top of the latest features and make use of them.

Cannot automate (people or tech) but can systemise.

Remember that you need to set the standard!

<https://www.linkedin.com/legal/user-agreement>



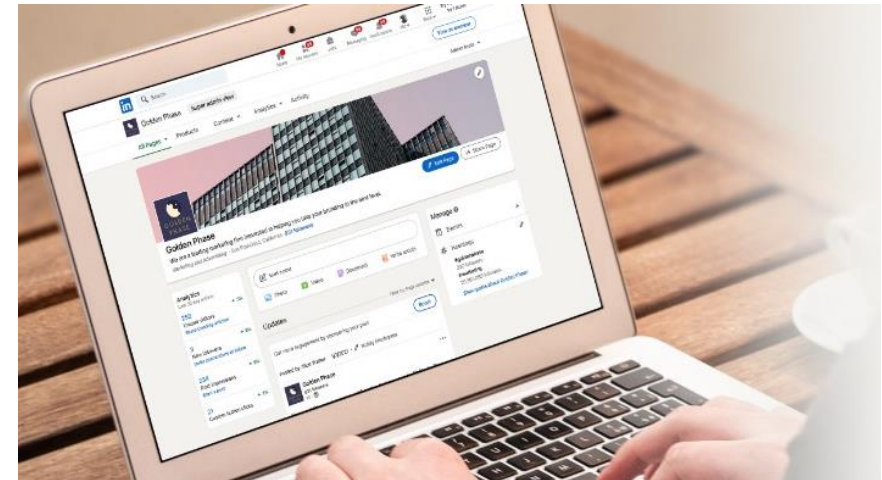
Maximising your Company Presence on LinkedIn

Maximising your Company Presence on LinkedIn

13. General Tips

- Ensure all details are completed on your Company Page
- Invite your Connections (if you are the Admin) to Follow the Company Page (100 per month)
- Publish content at least once a month (due diligence record)
- Respond to all Comments – at length if you can and promptly
- Consider adding native videos and .srt files – all videos on Video tab
- Consider adding events – all events on Events tab
- Consider creating a newsletter – will invite all Followers to subscribe
- Consider updating Workplace Module – via Edit Page
- Ensure all staff have selected your Company on their LinkedIn Profile

<https://business.linkedin.com/marketing-solutions/linkedin-pages>



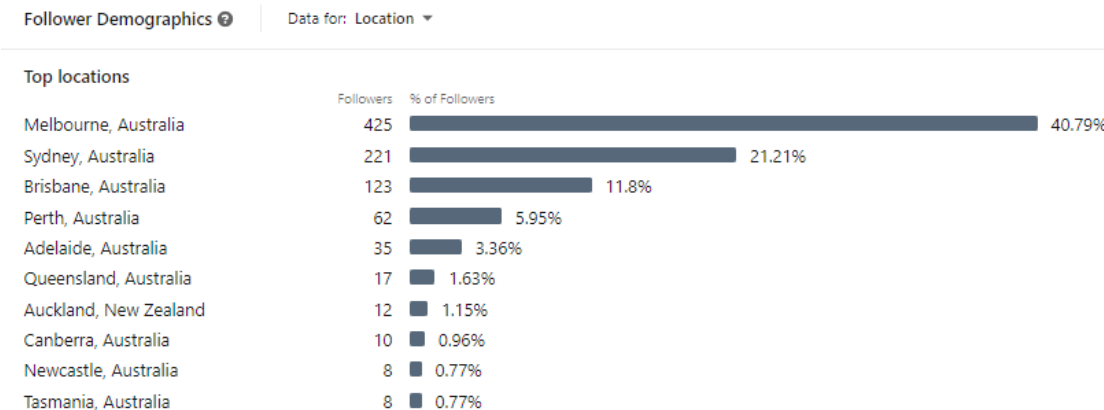
Maximising your Company Presence on LinkedIn

14. A Company Profile can be created at <https://www.linkedin.com/company/setup/new> Aim for 300+ Followers and 5+ Likes per post – even if you are a business of one

15. Maximise your Company Profile on LinkedIn - <https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>

16. LinkedIn Company Pages Best Practice - <https://business.linkedin.com/marketing-solutions/linkedin-pages/best-practices>

17. LinkedIn Page Strategies - <https://www.linkedin.com/pulse/linkedin-page-strategies-schools-colleges-sue-ellson>



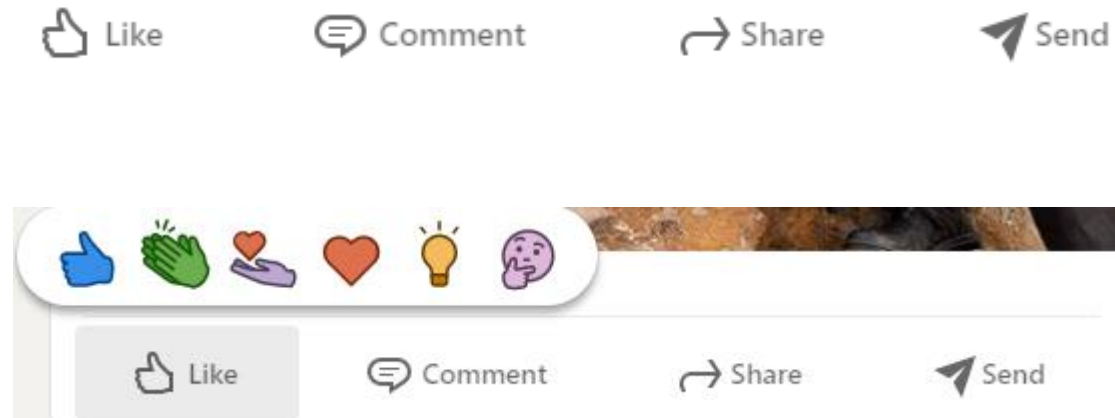
**How to engage on LinkedIn and then
curate and create content worth publishing**

How to engage on LinkedIn and then curate and create content worth publishing

18. Increase your Engagement Ratio – it is about you ‘listening’ as well as ‘speaking’ so be a ‘Personal Encourager’ and increase it to 12 engagements and one post – people like it when you like their stuff!

Even better if you Comment as well – at length.

<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>



How to engage on LinkedIn and then curate and create content worth publishing

19. Be willing to curate and create –

Posts are dynamic for today

Articles are lifetime for always

Newsletters are Articles with punch

Creator mode optimises hashtags!

You can change your 'Connect' button to a 'Follow' button with Creator Mode

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

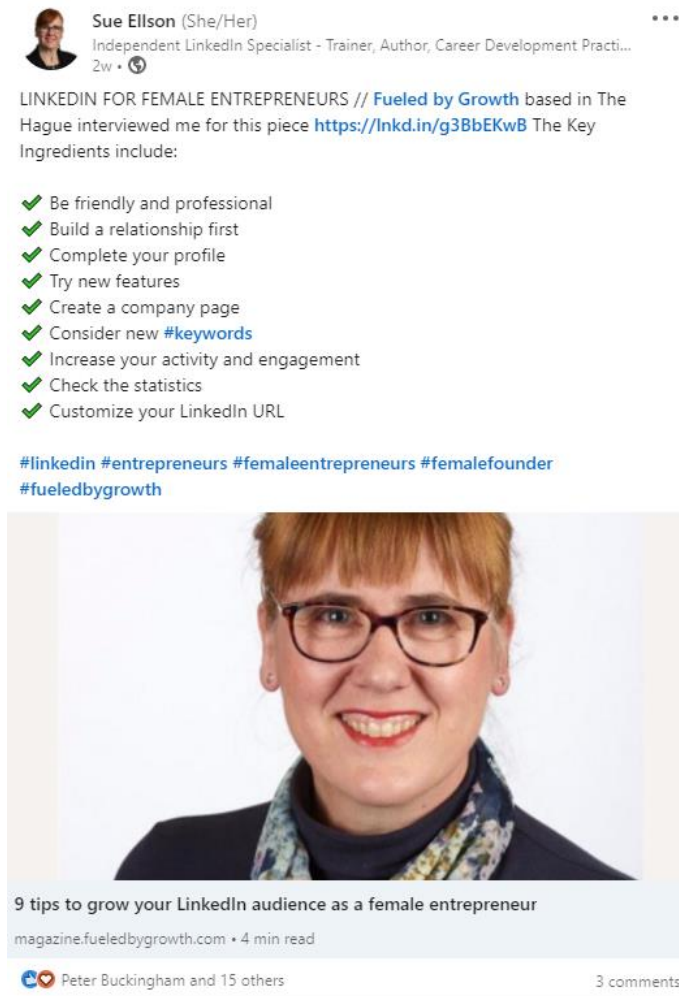
<https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>

<https://sueellson.com/blog/linkedin-for-creators-at-linkedin-local-wayne-new-jersey>



How to engage on LinkedIn and then curate and create content worth publishing

20. Incorporate latest LinkedIn features into your LinkedIn Strategy – Company Page Settings, use relevant emojis (but not too many), use @mentions, #hashtags, add your video to YouTube, wait, edit the transcript and upload the .srt file so that you can have Captions on your video content, consider saving PowerPoint Presentations to PDF and upload a document (provides a slide show), consider creating an Event <https://www.linkedin.com/pulse/linkedin-events-facts-strategy-sue-ellson>



Key Takeaways

- ✓ List of items to update on your LinkedIn Profile
- ✓ Strategies for using LinkedIn more effectively
- ✓ Ways to monitor your progress

Other Events

IMC Events

https://www.imc.org.au/Web/Events/Event_List/Web/Events-List.aspx?DisplayAreaOptions=No&hkey=59523ef4-3ac4-4777-bf0a-203ac3a4dc91

Free LinkedIn Insight Online Webinars and Recordings

<https://sueellson.com/presentations/free-linkedin-insight-online-webinars-and-recordings>

LinkedIn for Education Professionals on Wednesday 9 March 2022 at 12pm Melbourne Time

<https://www.linkedin.com/events/linkedinforeducationprofessiona6897033538504400896>

<https://linkedininsights6.eventbrite.com.au>

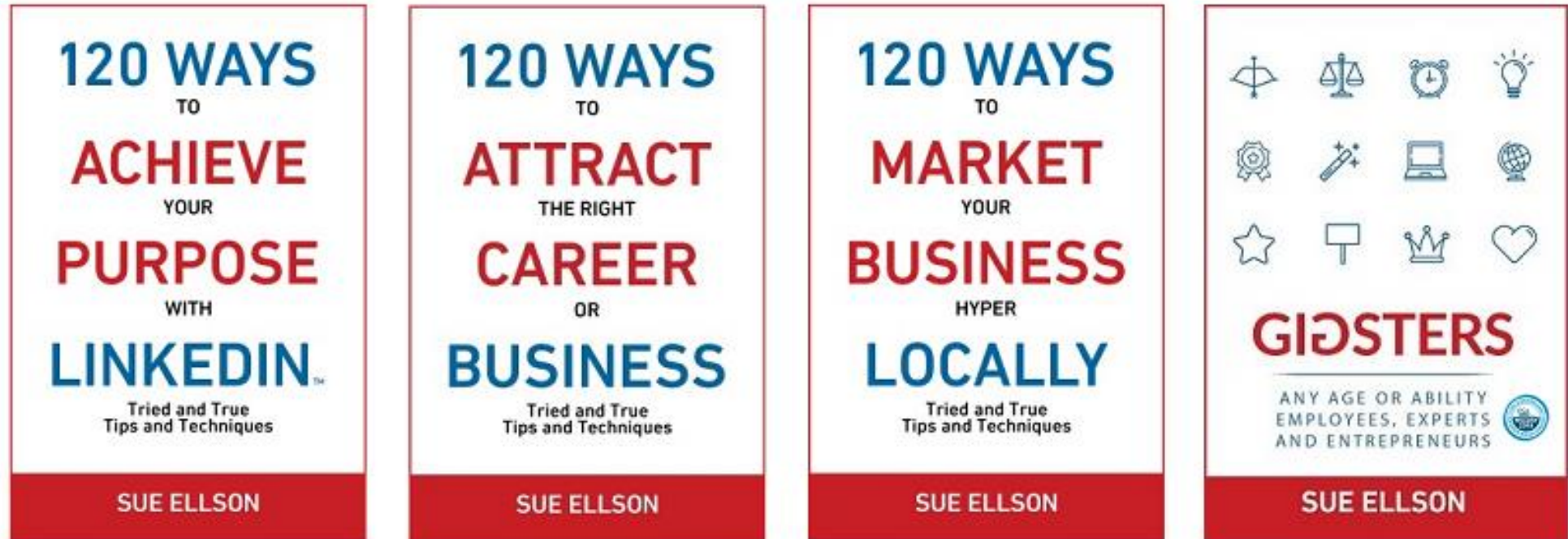
Presentations by Sue Ellson in 2022

<https://sueellson.com/presentations/presentations-2022>

Previous IMC Presentation in 2014 – audio recording and slides

<https://sueellson.com/presentations/presentations-2014/141027-institute-of-management-consultants-time-and-technology-linkedin-and-google-plus>

Special Gift – Free Downloads



✓ download Sue Ellson's first four books at <https://www.researchgate.net/profile/Sue-Ellson>

✓ paid books at <https://120ways.com>

Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (21,440 Connections, 23,149 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (484 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (135 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (389 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (294 Followers)
- ✓ YouTube <https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A> (57 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,323 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,451 Subscribers) <http://eepurl.com/hjxQkP>

Any questions?

What was most helpful?

How to say thank you

IMC https://search.google.com/local/writereview?placeid=ChIJKzO7I-hp1moRrWeoM_Yslss

Sue Ellson <https://g.page/sue-ellson-author/review>



Google Review