

# 10 Ways to Improve your LinkedIn Business Results



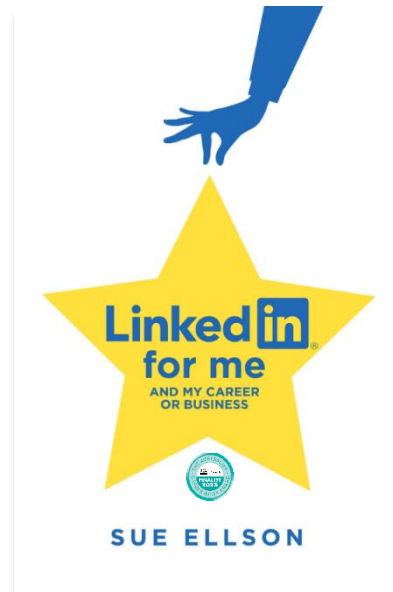
**Sue Ellson**

**GK BBus MPC PCDAAs ASA WV SPN MedPlus AWS**

Independent LinkedIn Specialist

Author, Educator, Practitioner

10 April 2024



[sueellson@sueellson.com](mailto:sueellson@sueellson.com)

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

# Welcome

- ✓ 10 ways to improve your LinkedIn Business Results
- ✓ specific tips
- ✓ relevant examples



# Fast Facts – more at [sueellson.com](https://sueellson.com)

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

# Special Gift – Free Downloads

✓ latest offer <https://sueellson.com/latest-offer>

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ will send these direct to active participants!

✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Saturday 13 April 9:30am – 1:30pm in person in Canterbury, Melbourne

<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

✓ keep up to date by following me on social media



# Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,867 Connections, 28,491 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (527 Subscribers, 142 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (867 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (216 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (438 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (396 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (47 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,889 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (301 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Website Blog Notifications Email (55 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (172 Subscribers)** <https://sueellson.com/newsletters>



# Blogs – New!



## Nine Months Pay to Leave

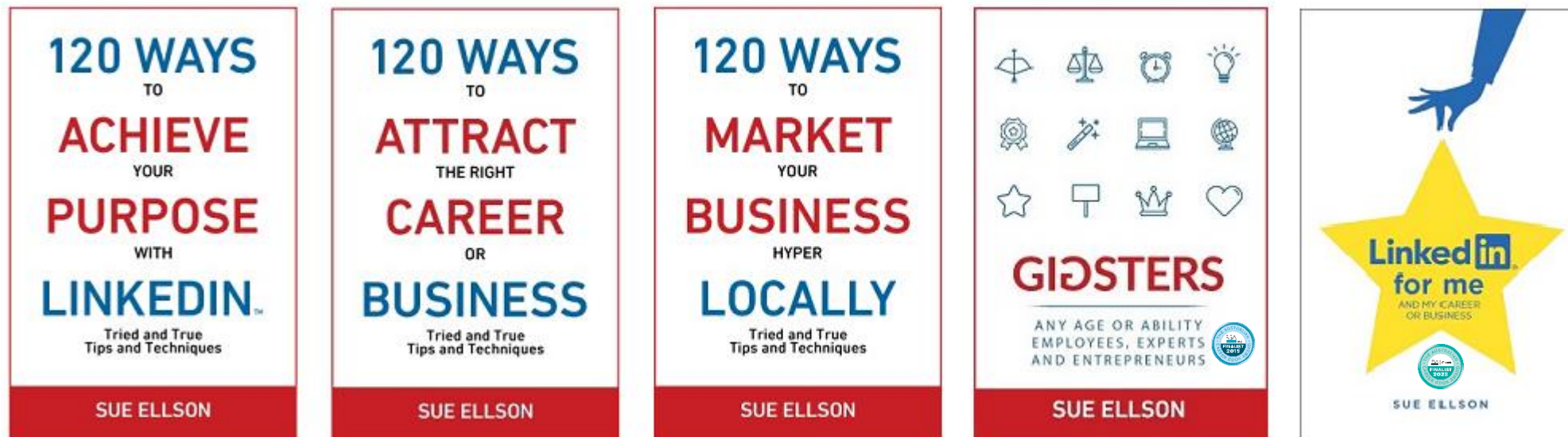
★ <https://sueellson.com/blog/nine-months-pay-to-leave-on-3aw-693-am-radio-melbourne-with-shane-mcinnnes>



## Quiet Cutting

★ <https://sueellson.com/blog/quiet-cutting-on-daily-mail-australia>

# Author of five books

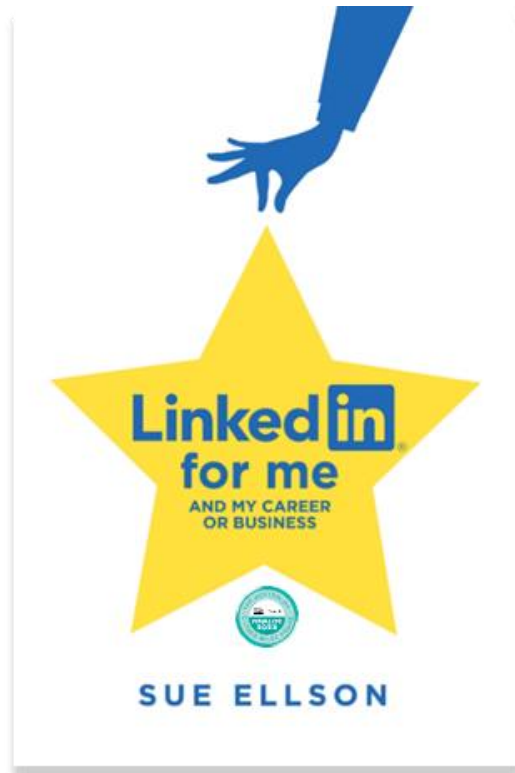


Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

# Online Course



## LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

10 weeks – two hours a week

\$97 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>



# Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides and video recording link will be emailed to all guests who registered to attend
- ✓ you can leave your video camera off and microphone on mute
- ✓ assume varied level of knowledge and experience and can read. Information correct at time of publication
- ✓ please **add any questions you have in the Chat** – and make notes – this is like a dream, forget when you wake up!
- ✓ 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)
- ✓ if you are watching this later, the screen may have changed
- ✓ **find one way to say 'thank you'** – pro bono 10 hours work
  - Buy a book, Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review



# 10 Ways to Improve your LinkedIn Business Results

What type of business results do you want on LinkedIn?

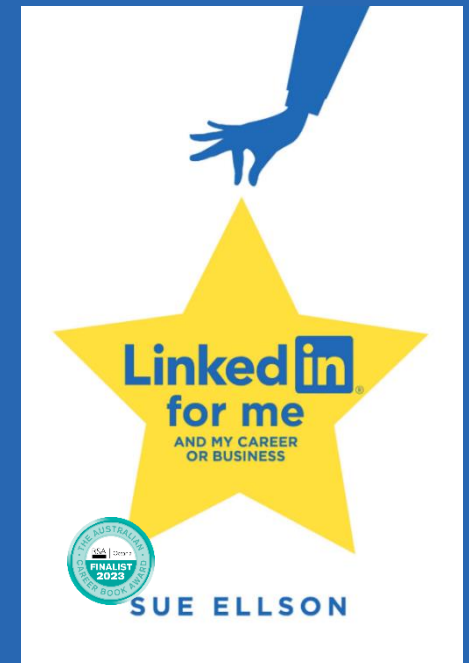
- 1 – sales – products or services
- 2 – advocacy – policy or politics
- 3 – education – tertiary or professional development
- 4 – other – please mention

**Please add a number that relates to your MAIN focus in the chat**



# 10 Ways to Improve your LinkedIn Business Results

1. Clarify your Business Results Definition
2. Update your LinkedIn Presence
3. Review your Connection Strategy
4. Review your Engagement Strategy
5. Review your Content Strategy
6. Review your Research Strategy
7. Reach out to Warm Leads
8. Review your Relationships Strategy
9. Support your Industry and/or Profession
10. Review your Employee Attraction & Retention Strategy



# 10 Ways to Improve your LinkedIn Business Results

## 1. Clarify your Business Results Definition

Sales – products or services?

Advocacy – policy or politics?

Education – tertiary or professional development?

Other – be specific

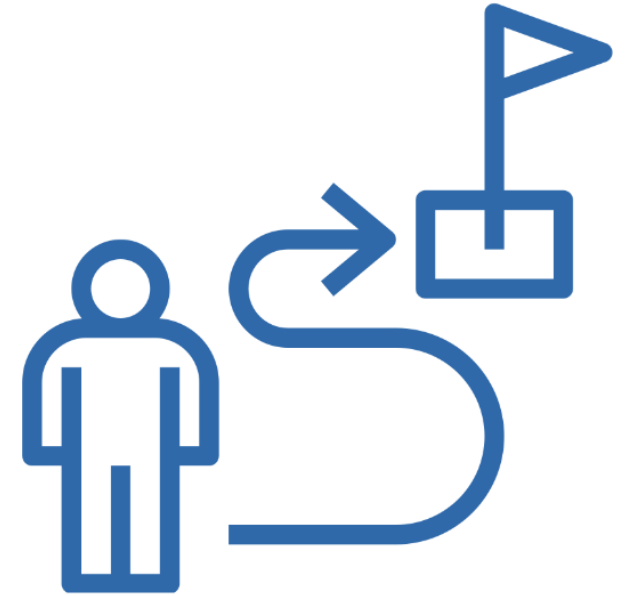
### Recommend

Your purpose will determine what you do, how you do it and what you follow up on.

Ideally, you will be clear about your target audience and what you want them to do and your website **MUST** be congruent.

If a person lands on your website or LinkedIn presence, it needs to generate the result you are seeking.

*It is not what you know or who you know but who or what refers you and how you can be verified.*



# 10 Ways to Improve your LinkedIn Business Results

## 2. Update your LinkedIn Presence

Your Own Personal LinkedIn Profile

LinkedIn Company, School or Showcase Page

Website – link to LinkedIn on your Contact Page at least

Google Business Profile – <https://business.google.com>

Bing Places Profile – <https://www.bingplaces.com>

## Recommend

Aim for at least six Recommendations both Given and Received on your Personal LinkedIn Profile – you can be strategic!

<https://www.youtube.com/watch?v=t4xK9etRrpE>



Sue Ellson

4.9 ★★★★★ 145 Google reviews

Business management consultant



Service options: Online appointments

Phone: 0402 243 271

Hours: Open - Closes 5 pm

Suggest an edit

Areas served: Melbourne and nearby areas

Profiles



Contact

Appointments: calendly.com

Providers

Questions & Answers

See all questions (1)

Ask a question

Reviews

Google reviews

Write a review

Add a photo

# 10 Ways to Improve your LinkedIn Business Results

## 3. Review your Connection Strategy

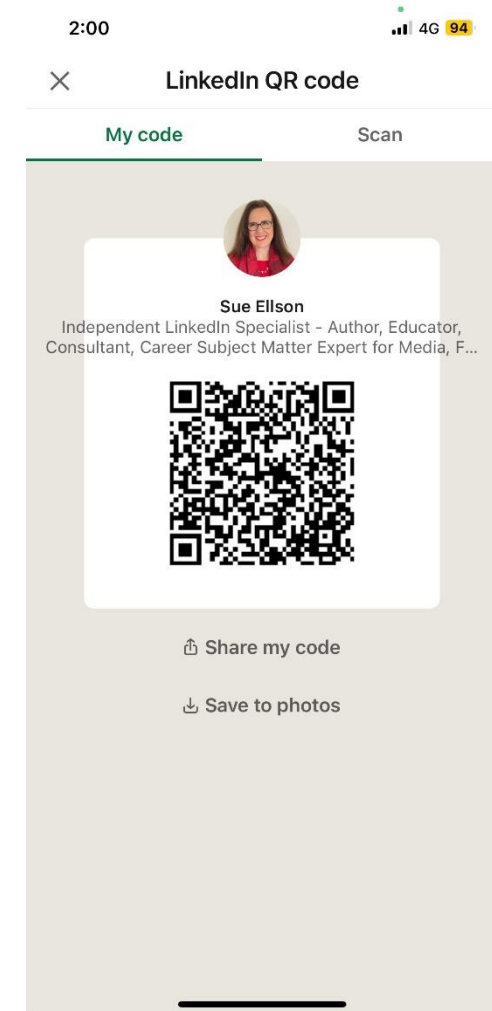
- local, interstate, overseas
- profession and industry
- clients and customers
- VIPs and stakeholders
- employees, colleagues, peers
- everyone you meet in person – meetings, events, social occasions
- everyone you meet directly – email, chat, phone

### Recommend

From now on, invite everyone you meet online or offline to connect with you on LinkedIn – do it as close as possible to the time of the first exchange

e.g. Thank you for your email on the topic of x. I like to invite everyone I meet both personally and professionally to connect with me here on LinkedIn. I look forward to seeing you online! Cheers, Sue 😊

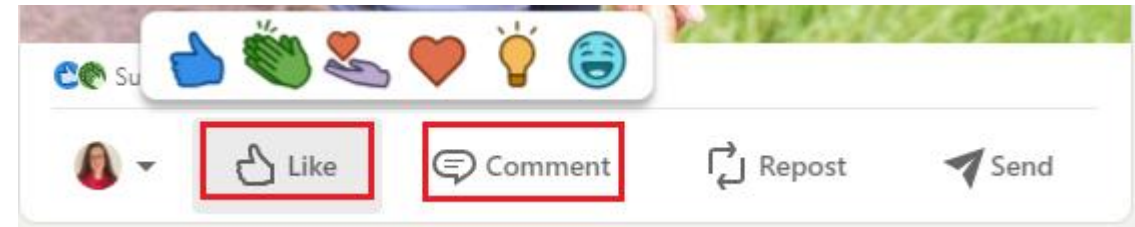
**Don't forget to click the Notification Bell on VIPs** 🔔



# 10 Ways to Improve your LinkedIn Business Results

## 4. Review your Engagement Strategy

- which people, Companies and Schools will you Follow and choose Notify 📢 for all posts?
- which Groups will you join?
- which Content will you React to and Comment on to help the algorithm learn what is important to and aligned with you?
- which Content will you not stop scrolling on, react to or comment on because it is unrelated to your business results?



## Recommend

Remember that social media expects you to 'listen' as well as 'speak' so be the nice 'friend' that engages with published content related to your purpose.

Don't forget to support your current enterprise – known as 'employee advocacy'

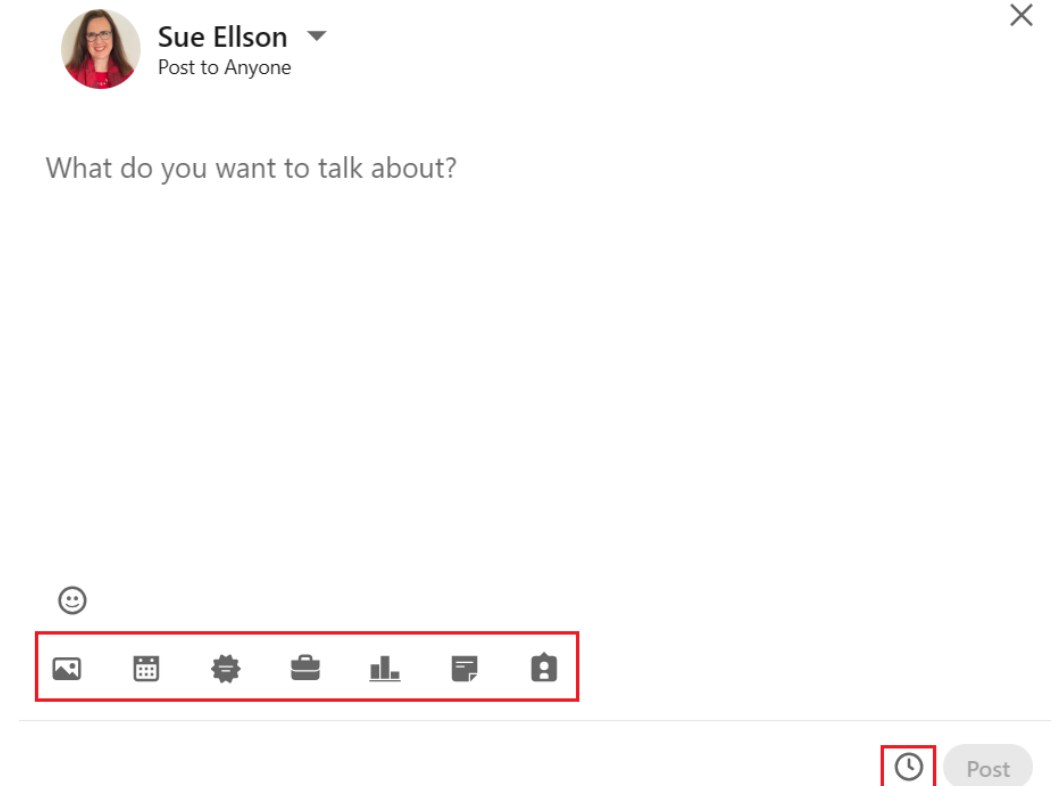
# 10 Ways to Improve your LinkedIn Business Results

## 5. Review your Content Strategy

- Posts – Profile and Page – various formats image, video, PDF's, Polls
- Articles – Profile and Page – optimise for Search
- Newsletter – Profile and/or Page – auto subscribe invites
- Events – focus on free – invite 1,000 Connections per week
- Polls – can be used as the basis for a Research Summary
- Collaborative Articles – be a 'top voice'  
<https://www.linkedin.com/pulse/topics/home>

## Recommend

Create a style guide for your content and include relevant hashtags and a call to action.





# 10 Ways to Improve your LinkedIn Business Results

## 6. Review your Research Strategy

- start typing in the Search box and see all the extra filters that come up (limited search queries)
- use a Google Advanced Search (for unlimited search queries across the entire LinkedIn platform)  
[https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search)
- include specialist words in your search query to find specific profiles or pages
- look for local by including location names or post / zip codes

### Recommend

Remember that a lot of people, including academics, will not keep LinkedIn up to date – find decision makers and develop a relationship – not connect and pitch!

The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'Studying a PhD'. Below the search bar, a navigation bar includes filters for People, Posts, Jobs, Companies, Groups, Products, Services, Events, Courses, Schools, and All filters. The 'People' filter is selected. On the left, a sidebar titled 'On this page' lists 'People', 'Posts', 'Jobs', and 'More people'. The main content area displays three profile cards: Lachlan Vass (Studying a PhD in economics at ANU, Canberra), Lauren Lim (Studying a PhD in Viral Evolution at the University of Australia), and Luke Bonifacio (Conservation Researcher | Wildlife Photographer | Melbourne, VIC). Each card includes a 'Connect' or 'Message' button. Below the profiles, there are filters for 'From my network', 'Past 24 hours', and 'Past week'. A post from 'YourPedia Global' (3K followers, 2mo) is visible at the bottom.

# 10 Ways to Improve your LinkedIn Business Results

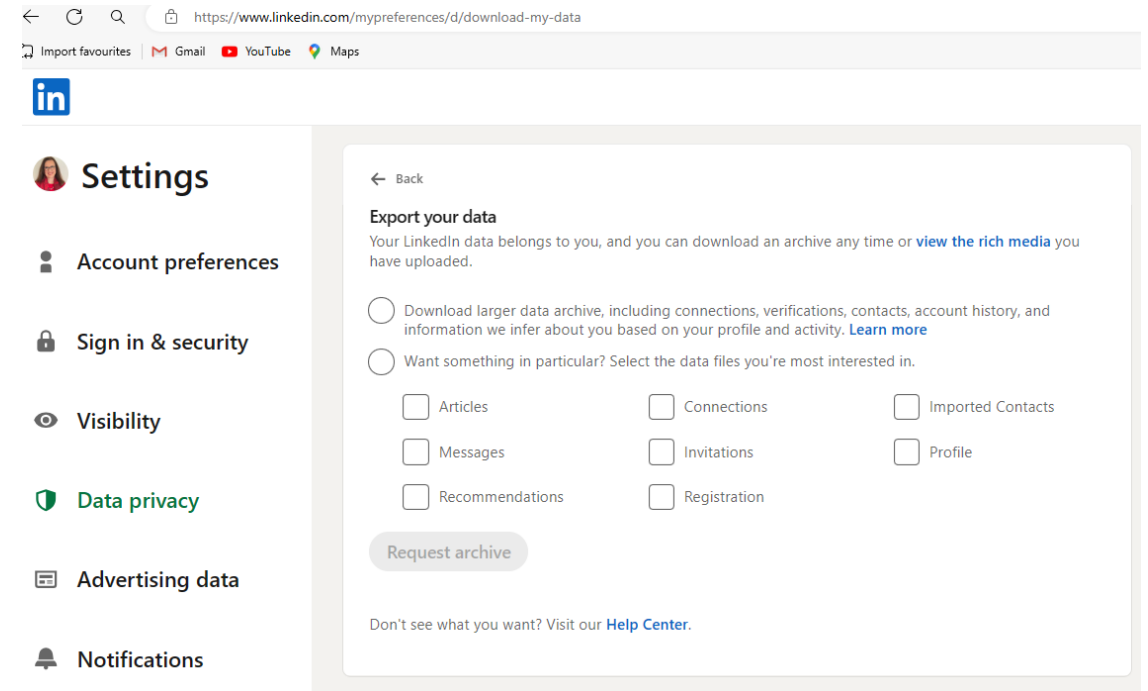
## 7. Reach out to Warm Leads

- people who have looked at your LinkedIn Profile
- people who Follow your LinkedIn Page
- people who React to your Content
- people who Comment on your Content
- people who Repost your Content
- people who React or Comment on content in your Profession, or Industry, or shared by Collaborators, Stakeholders, VIPs etc
- existing Clients and Customers – nurture them into advocates!

## Recommend

Match up your Customer Relationship Management Database with your LinkedIn Connections and/or Followers.

<https://www.linkedin.com/mypreferences/d/download-my-data>



The screenshot shows the LinkedIn 'Export your data' settings page. The browser address bar displays 'https://www.linkedin.com/mypreferences/d/download-my-data'. The page title is 'Settings' with a sub-section 'Export your data'. The text states: 'Your LinkedIn data belongs to you, and you can download an archive any time or view the rich media you have uploaded.' There are two radio button options: 'Download larger data archive, including connections, verifications, contacts, account history, and information we infer about you based on your profile and activity. Learn more' and 'Want something in particular? Select the data files you're most interested in.' Under the second option, there are six checkboxes: 'Articles', 'Messages', 'Recommendations', 'Connections', 'Invitations', 'Registration', 'Imported Contacts', and 'Profile'. A 'Request archive' button is visible. At the bottom, it says 'Don't see what you want? Visit our Help Center.'

## Grow your followers



250/250 credits available ?

Build your audience and reach by inviting connections to follow your Page

[Invite connections](#)

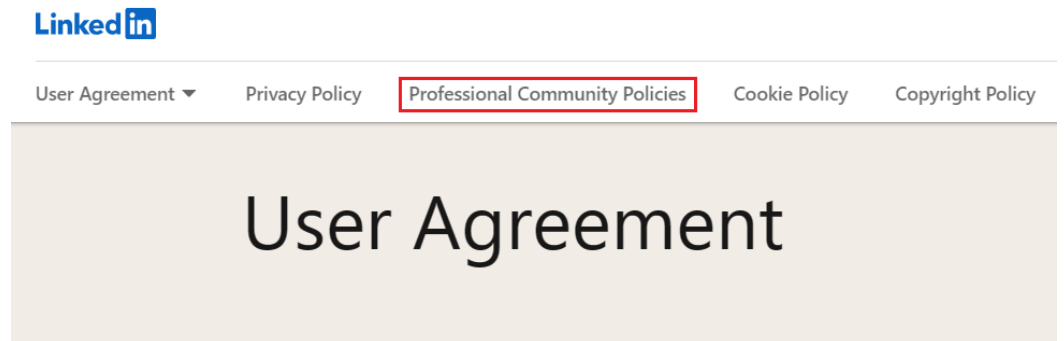
# 10 Ways to Improve your LinkedIn Business Results

## 8. Review your Relationship Strategy

- what will you do with each new Connection?
- what will you do with each new Follower?
- what messaging sequence will you go through?
- what will your follow-up sequence be?
- don't message and forget but also don't pester
- find ways to be visible without being annoying
- turn up in person and online on a consistent basis

### Recommend

Remember that you can systemise your activity but you cannot automate – it is against the LinkedIn User Agreement <https://www.linkedin.com/legal/user-agreement> and follow the Professional Community Policies



# 10 Ways to Improve your LinkedIn Business Results

## 9. Support your Industry and/or Profession

- find centres of influence and engage
- purchase professional membership and showcase that on your LinkedIn Profile
- contact Group Administrators and see if you can help out in some way
- actively support others online (without looking like a try-hard)
- consider being an active member on Committees and Boards (not just an idea sharer without action)
- contribute as a speaker, podcast guest, media expert etc

## Recommend

Always look for ways to work with people and support their efforts – a high tide raises all boats and there is enough for everyone!

**2024 CDA Conference**  
Trends, Transition and Transformation: The evolution of career development  
20 – 23 October 2024  
Pullman, Melbourne on the Park, Melbourne, Australia.  
Career Development Association Australia

**Career Development Association of Australia Inc**  
Private Listed

3,262 members  
Including Max Kalis and 845 other connections

846

Invite connections

Show all →

Admins

- Kay Scutter** · 2nd Owner  
Membership Support at CDA
- Georgia Kelly-Bakker** · 1st Manager  
Communications and Events Officer at Career Development Association of Australia

Groups you might be interested in

- Tech Startup CEOs & Investors: Artificial Intelligence Machine**

All Recommended

# 10 Ways to Improve your LinkedIn Business Results

## 10. Review your Employee Attraction & Retention Strategy

- complete the Workplace and Commitments section on your Page
- ensure job advertisements include the salary amount
- have a social media strategy specifically for LinkedIn which includes onboarding, during employment and offboarding – maintain relationships
- showcase your enterprise principles associated with the environment, sustainability, climate change, social engagement etc.
- good talent will always receive offers, so do your best to offer mutual benefit

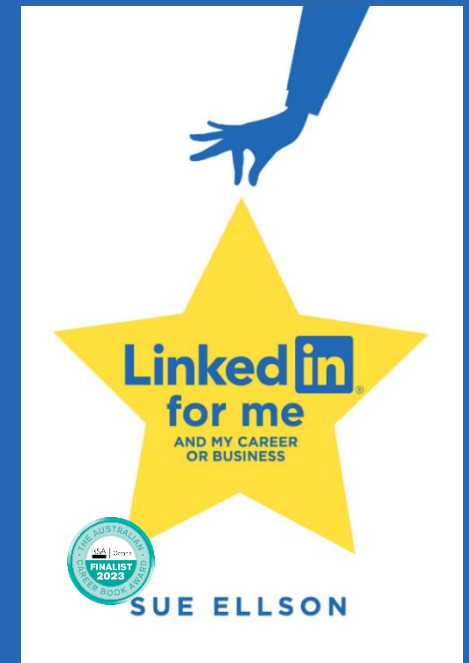
### Recommend

Be proud of your team and their achievements and encourage engagement and advocacy

The screenshot shows the 'Edit' interface for the 'Workplace module' on a LinkedIn company page. On the left is a navigation menu with options: Header, Page info, Buttons, Home, Featured, About, Overview, Interested talent, Workplace (highlighted with a red box), Commitments (highlighted with a red box), Locations, Leads, Lead gen form, and Manage languages. The main content area is titled 'Workplace module' and has a toggle switch set to 'On'. Below the title is a description: 'Help your company stand out and attract top candidates by highlighting your workplace and benefits.' A note states '\* Indicates required'. The 'Primary workplace policy\*' is set to 'On-site' in a dropdown menu. A text area for 'Describe your company's workplace policy\*' contains the text: 'We have a well-equipped office in Surrey Hills, Melbourne, Victoria, but we also allow for hybrid work for health and lifestyle reasons once a person is fully trained.' Below this is a field for 'Link to website that describes your company's policy' with the URL 'https://spectrumanalysis.com.au/about-us/careers/'. At the bottom, there are three green buttons for 'Featured on-site workplace benefits (3 maximum)': 'Flexible Working Location X', 'Collaborative Working Space X', and 'Flexible Working Hours X'.

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What were your faves?

Please choose three things from this session to do in three hours from now

3 in 3

# LinkedIn Insight Webinars

**Next LinkedIn Insight Webinar – 32nd** – 10 Ways to Improve your LinkedIn Career Results 8 May 2024 <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-career-results>

- 10 Ways to Improve your LinkedIn Business Results 10 April 2024
- 10 Ways to Improve your LinkedIn Research 13 March 2024
- 10 Ways to Improve your LinkedIn Networking 14 February 2024
- 10 Ways to Improve your LinkedIn Strategy 10 January 2024
- 10 Ways to Improve your LinkedIn Events 13 December 2023
- 10 Ways to Improve your LinkedIn Newsletters 7 November 2023
- 10 Ways to Improve your LinkedIn Articles 11 October 2023
- 10 Ways to Improve your LinkedIn Posts 13 September 2023
- 10 Ways to Improve your LinkedIn Engagement 9 August 2023
- 10 Ways to Improve your LinkedIn Page 12 July 2023
- 10 Ways to Improve your LinkedIn Profile 14 June 2023
- LinkedIn for Real Estate and Commercial Property Professionals 10 May 2023
- LinkedIn for Military, Defence and Emergency Services Professionals 12 April 2023
- LinkedIn for Social Media, Marketing and Digital Strategy Professionals 8 March 2023
- LinkedIn for Recruiters, Headhunters and Executive Search Professionals 8 February 2023
- LinkedIn for Medical, Health and Nursing Professionals 11 January 2023
- LinkedIn for Migrants, Expatriates and Repatriates 14 December 2022
- LinkedIn for Sales People 9 November 2022
- LinkedIn for Career Changers 12 October 2022
- LinkedIn for Tradespeople 14 September 2022
- LinkedIn for Students and Future Graduates 10 August 2022
- LinkedIn for Women Wednesday 13 July 2022
- LinkedIn for Authors Wednesday 8 June 2022
- LinkedIn for Early Career Professionals Wednesday 11 May 2022
- LinkedIn for Creatives Wednesday 13 April 2022
- LinkedIn for Education Professionals Wednesday 9 March 2022
- LinkedIn for Human Resource Professionals Wednesday 9 February 2022
- LinkedIn for Journalists and Media Professionals Wednesday 12 January 2022
- LinkedIn for Board Directors and Senior Leaders Wednesday 8 December 2021
- LinkedIn for CEO's and Business Owners Wednesday 3 November 2021
- LinkedIn for Business Coaches and Career Specialists Wednesday 6 October 2021

**All Registration Links, Slides and Recordings from past webinars – all FREE plus list of future webinars** <https://sueellson.com/linkedin-insight-webinars-and-recordings>



# Online Course



## LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

10 weeks – two hours a week

\$97 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

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<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

✓ keep up to date by following me on social media



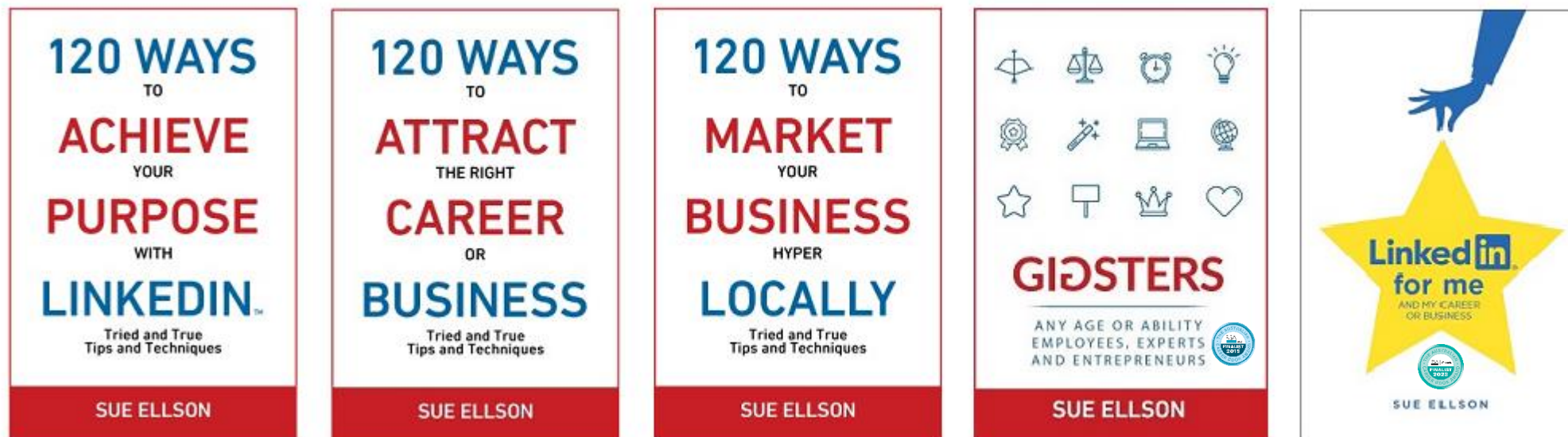
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- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (867 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (216 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (438 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (396 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (47 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,889 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (301 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Website Blog Notifications Email (55 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (172 Subscribers)** <https://sueellson.com/newsletters>



# Author of five books



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Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

# Extra Resources

Blog

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Publications

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Presentations

<https://sueellson.com/presentations>

Podcasts

<https://sueellson.com/podcasts>

Television

<https://sueellson.com/television>

Videos

<https://sueellson.com/videos>

Today's slides and recording will be at <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-business-results>



# What has been most helpful to you today?

✓ You can add a comment saying what was most helpful in the Zoom chat now – great reflection for others

✓ Please complete the Exit Survey when you leave the webinar

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (145 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (12 Reviews)

Online <https://sueellson.com/reviews> (lots!)

✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Google Review



Facebook Review



Online Review



Follow Socials / Contact