

# 10 Ways to Improve your LinkedIn Marketing



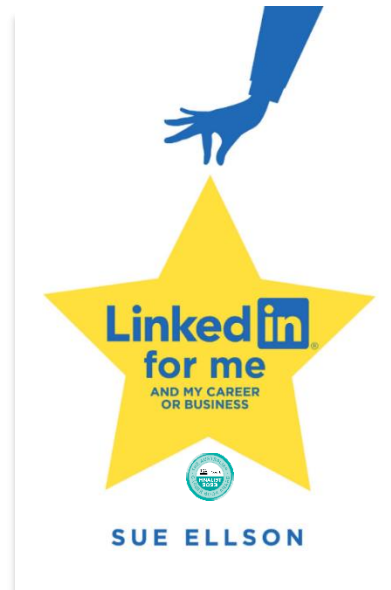
**Sue Ellson**

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

Independent LinkedIn Specialist

Author, Educator, Practitioner

28 August 2024



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

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

# Welcome

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



# 10 Ways to Improve your LinkedIn Marketing

1. Word of Mouth - Verifying You
2. Due Diligence - Verifying Your Enterprise
3. Online Search Results
4. LinkedIn Search Results
5. Consistent Engagement
6. Consistent Content
7. Research Techniques
8. Conversion Ease
9. Skills and Recommendations
10. Paid Advertising



# 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 14 September 2024 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> (25,214 Connections, 29,018 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (641 Subscribers, 155 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (889 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (231 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (445 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (446 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (51 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (6,086 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (312 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Website Blog Notifications Email (67 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (229 Subscribers)** <https://sueellson.com/newsletters>





# News

## POEMS AND POETRY PODCAST



By  
Sue Ellson



### Poems and Poetry Podcast – Coming Soon

★ <https://poemsandpoetrypodcast.com>

★ Subscribe via your favourite channels!

Apple Podcasts

<https://podcastsconnect.apple.com/my-podcasts/channel/poems-and-poetry-podcast>

Facebook

<https://www.facebook.com/poemsandpoetrypodcast>

Instagram

<https://www.instagram.com/poemsandpoetrypodcast>

LinkedIn

<https://www.linkedin.com/company/poems-and-poetry-podcast>

Spotify

<https://open.spotify.com/show/1pZdWsrjOiSON9NbJ1LP2b>

YouTube

<https://www.youtube.com/@poems-and-poetry-podcast>

YouTube Podcast

<https://www.youtube.com/@poems-and-poetry-podcast/podcasts>

# News

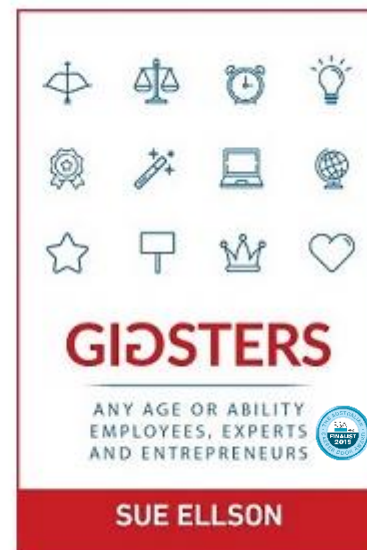
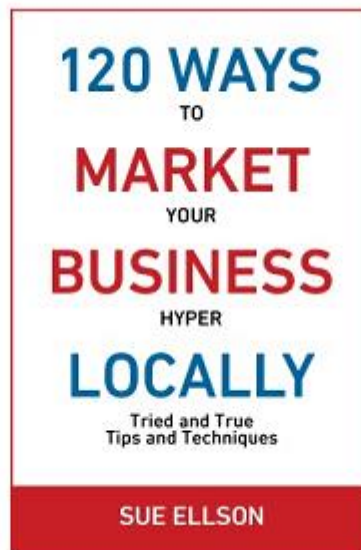
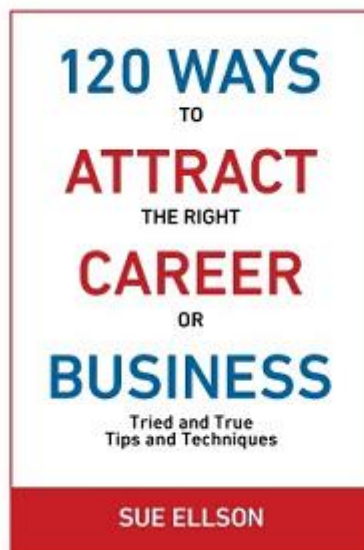
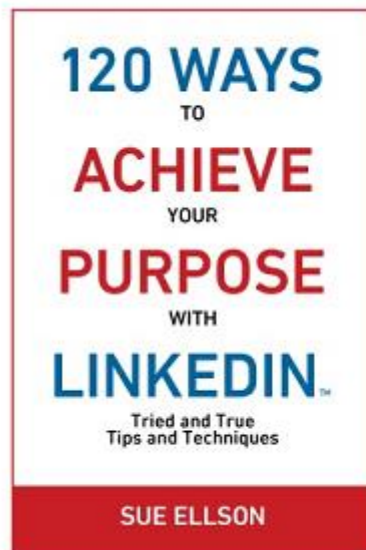


**Melbourne Career Expo 15 Presentations and Recordings available for free!**

★ <https://sueellson.com/melbourne-career-expo-workshops-and-presentations>



# Author of five books

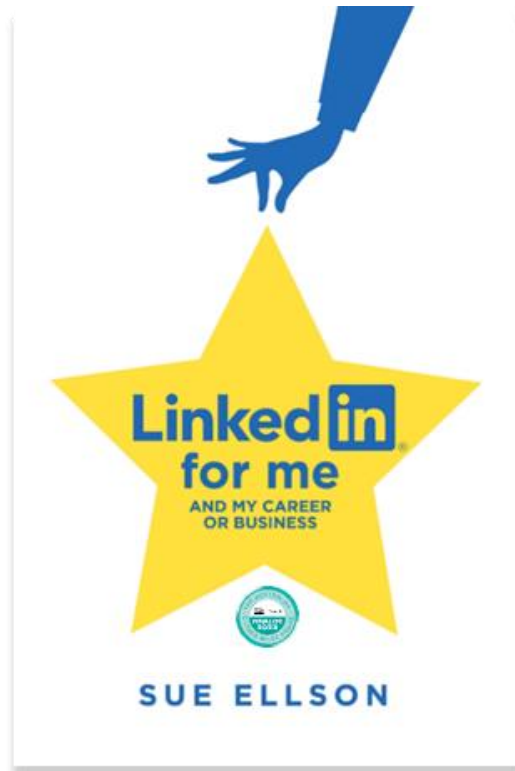


Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

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

4 weeks – four hours a week

\$97 AUD

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

*“Can I just say that as a person who has not had to look for a job in over 30 years this course is proving invaluable and I'm only onto the third section”*

# 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

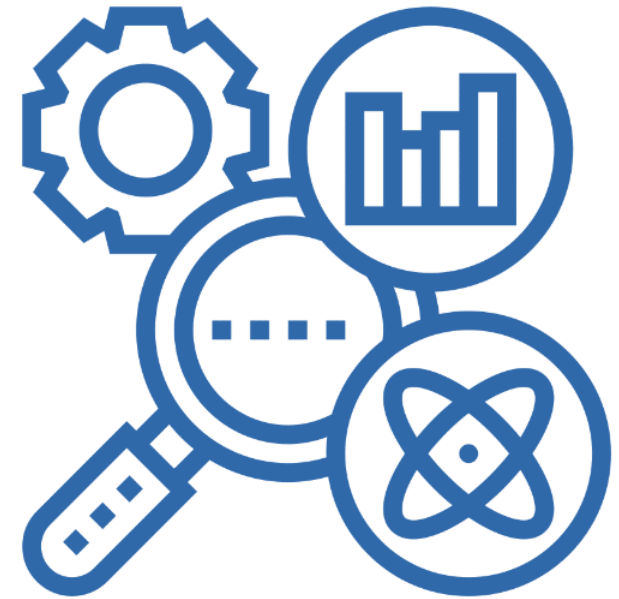


# 10 Ways to Improve your LinkedIn Marketing

What are you marketing on LinkedIn?

- 1 – services
- 2 – products
- 3 – enterprise
- 4 – other (please describe)

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



# 10 Ways to Improve your LinkedIn Marketing

## 1. Word of Mouth - Verifying You

- not what you know or who you know
- what or who refers you and how you can be verified
- do you have endorsements for your Skills (and have them listed in five sections)
- do you have Recommendations (both given and received)
- is your LinkedIn Profile up to date?
- do you have some recent activity they can see and 'assess'?



## Recommend

Be ready to be verified at any time – update your LinkedIn Profile

## Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-profile>

<https://sueellson.com/blog/top-ten-linkedin-career-tools-at-melbourne-career-expo>

# 10 Ways to Improve your LinkedIn Marketing

## 2. Due Diligence – Verifying your Enterprise

- completed About Page
- completed additional settings
- 500+ Followers (invite Connections)
- are you publishing at least once a month?
- is there a reasonable level of employee engagement with posts?

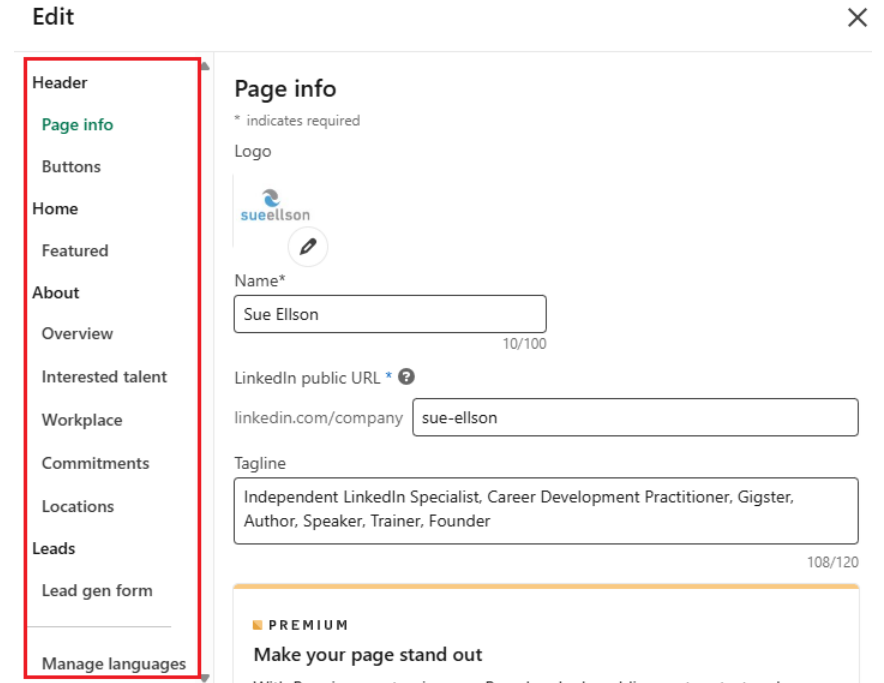
### Recommend

Six monthly full audit and set goals to achieve (content and followers)

### Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-page>

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





# 10 Ways to Improve your LinkedIn Marketing

## 3. Online Search Results

- edit your Public Profile URL to optimise your Name  
<https://www.linkedin.com/public-profile/settings>
- optimise your LinkedIn Profile (in particular your headline)
- be reasonably active and engaging
- focus on primary and secondary keywords

## Recommend

Make sure your LinkedIn URL is on your website, online profiles, email signature etc

## Review

<https://sueellson.com/blog/how-to-be-found-on-page-one-of-google-search-results-for-your-name-keywords-and-company>

<https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>

**Sue Ellson** (She/Her)

Independent LinkedIn Specialist - Digital Mentor, Coach, Author, Educator, Consultant, Career Subject Matter Expert for Media, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business Social Marketing, AI

Top Career Development Voice

Greater Melbourne Area · [Contact info](#)

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29,018 followers · 500+ connections

[Open to](#) [Add profile section](#) [Enhance profile](#) [More](#)

**Open to work**  
Corporate Trainer, Book Author, Workshop Instruc...  
[Show details](#)

**Share that you're hiring and attract qualified candidates.**  
[Get started](#)

# 10 Ways to Improve your LinkedIn Marketing

## 4. LinkedIn Search Results

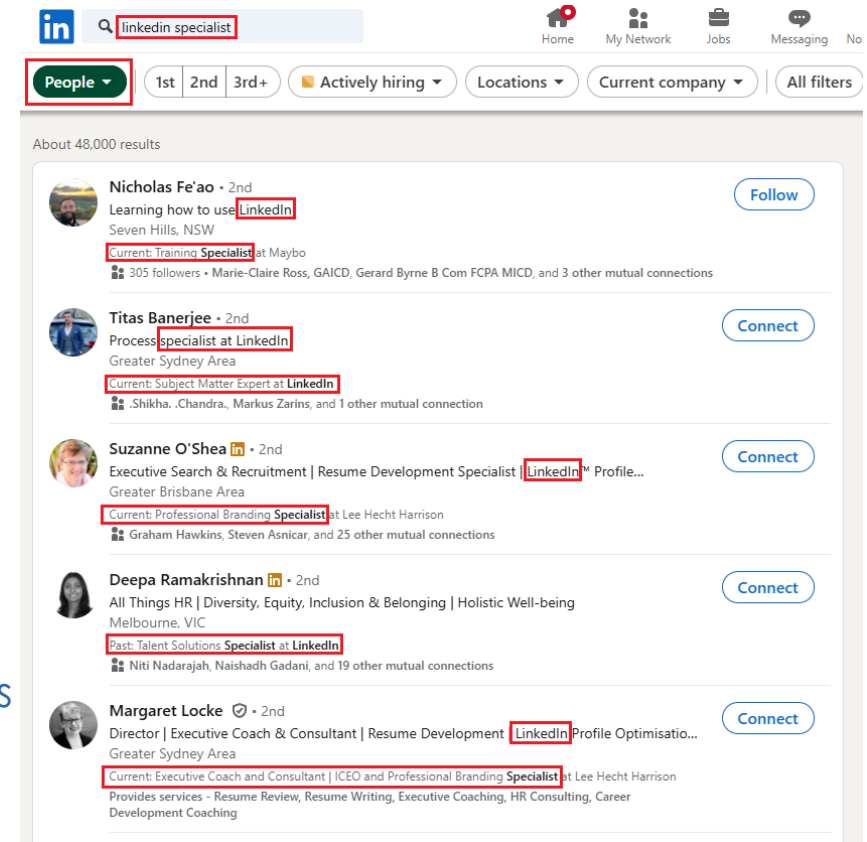
- keywords in Headline
- keywords in Job Titles (not just job title)
- Skills (and have endorsements)
- keywords in other sections (Education, Licenses and Certifications etc)
- connected with other similar people (profession and/or industry)
- following relevant Company Pages (so you can appear in their results)

## Recommend

Remember that LinkedIn is a database and certain locations for keywords have higher priority than others but the algorithm will also factor in signals and behaviour based on your activity

## Review

<https://www.wordempire.co/blog/linkedin-profile-hacks-117s65>



# 10 Ways to Improve your LinkedIn Marketing

## 5. Consistent Engagement

- be strategic with your Reactions, Comments, Reposts and Sends
- provide Skill endorsements
- provide Recommendations
- curate your Newsfeed – VIP's and Company's click 🔔 and choose All New Posts
- contribute to at least 3 Collaborative Articles  
<https://www.linkedin.com/pulse/topics/home>

## Recommend

Allocate 10 minutes a week to engage on LinkedIn

## Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-engagement>

The screenshot displays the LinkedIn engagement interface. At the top, there are reaction icons: a thumbs up (Like), a clapping hand (Celebrate), a heart (Love), a red heart (Like), a lightbulb (Inspired), and a smiling face with open eyes (Wow). To the right, it shows '3 comments · 12 reposts'. Below the reactions are buttons for 'Like', 'Comment', 'Repost', and 'Send'. The 'Skills' section is visible, listing 'Public Speaking' with endorsements from 'Dale Carnegie Training', 'Accredited Speaker Member (ASM)', and 'Accredited Critic (Positive Speaker Coach) - Australian Rostrum Victorian Zone'. A 'Show all 6 details →' link is present. Below the skills is an 'Endorse' button. The 'Recommendations' section is also visible, with 'Received' and 'Given' tabs. A notification bubble states: 'Contribute to 3+ articles in this skill with your unique perspective to be considered for a Top Career Development Voice badge. Check back tomorrow for your updated progress.' At the bottom, there is a 'Top Career Development Voice' badge and a star icon with the number '17'.

# 10 Ways to Improve your LinkedIn Marketing

## 6. Consistent Content

- consider Posts (Newsfeed – Dynamic)
- consider Articles (Page – Lifetime)
- consider Newsletters (Articles with Notifications)
- consider Groups (Well Moderated)
- consider Events (Free, monthly or bi-monthly)

## Recommend

Newsletters encourage new Followers to Subscribe – can re-use general email newsletter content – Videos are also being encouraged now


## Review

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-posts>

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-articles>

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-newsletters>

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-events>



**Content Connection Australia & NZ**  
Brendan Wong • 1st  
[View my newsletter](#)  
6d •

📺 Leverage the power of video 📺

LinkedIn is enhancing video discoverability on the platform, to help you drive deeper audience engagement, connect to opportunities and bring your knowledge to life.

We're seeing 1.4 x more engagement on video vs other formats on LinkedIn (as of July 2024) and video is now the fastest growing format on LinkedIn, with uploads up 34% year-over-year.

Given your existing presence on our platform and commitment to sharing your insights with other members, we'd love to encourage you all to start leveraging the power of video.

To get involved, consider adapting your written posts into 30-90 second videos.

When creating a video, remember to:

- ◆ Have a clear hook in the opening sentence
- ◆ Focus on a single topic with an authentic and original point of view
- ◆ Be actionable so the member can follow your advice
- ◆ Include minimal branding
- ◆ Apply auto-generated captions if you aren't editing in your own

Get more tips here: <https://lnkd.in/g/7fGS-c>

If you don't think you've got the voice or face for video, don't be discouraged! Just give it a try. I shared my first video on LinkedIn yesterday and I'd be lying if I said it wasn't painful, but we are all learning together.

If you are sharing video already, share your tips with us in the comments!

<https://www.linkedin.com/feed/update/urn:li:activity:7231902397667717120>

# 10 Ways to Improve your LinkedIn Marketing

## 7. Research Techniques

- who is your ideal client?
- are you connected to all current and past clients?
- do you match your LinkedIn Connections with your CRM?
- do you look for warm leads?
- do you have a follow up sequence?
- where can you find your target audience?

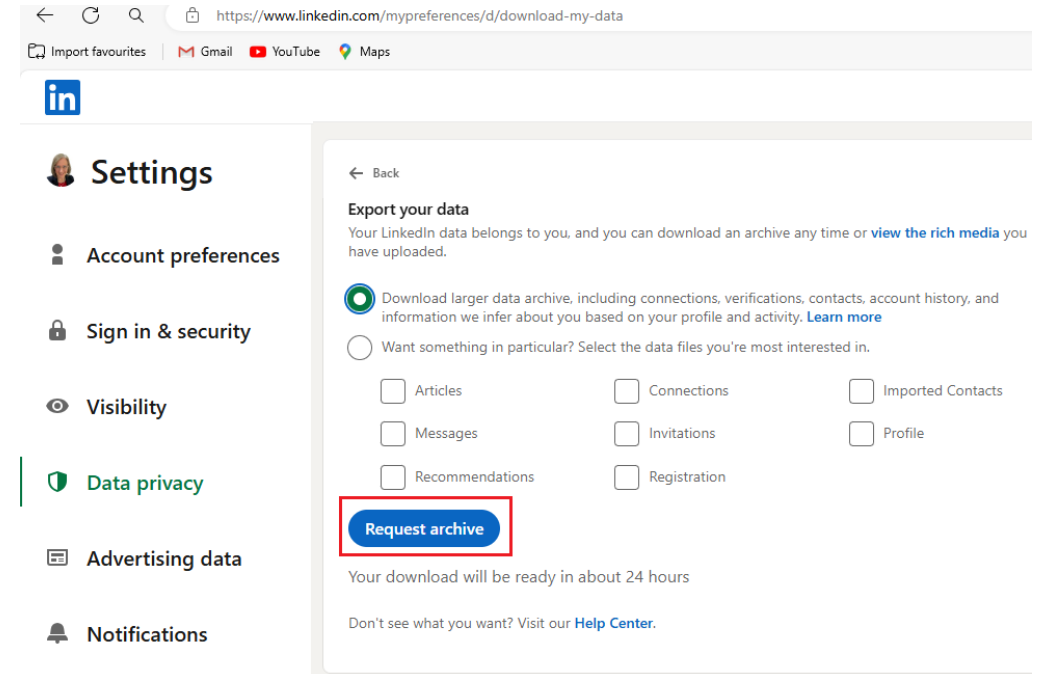
### Recommend

Consider using Google Advanced Search tool  
[https://www.google.com/advanced\\_search](https://www.google.com/advanced_search)

### Review

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

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-research>



# 10 Ways to Improve your LinkedIn Marketing

## 8. Conversion Ease

- is your LinkedIn Presence aligned with your purpose?
- is it easy for people to reach you via email and/or phone in multiple locations?
- Contact Info
- About
- Experience
- Services Page  
<https://www.linkedin.com/services/page/1402873078b01b7021>
- Company Page

## Recommend

Nobody wants to go hunting to work out how to communicate with you so make it as easy as possible to reach you


## Review


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

Sue Ellson ✕

---


Contact Info ✎


 **Your Profile**  
[linkedin.com/in/sueellson](https://www.linkedin.com/in/sueellson)


 **Websites**  
[sueellson.com](https://sueellson.com) (Sue Ellson LinkedIn Specialist)

[cdaa.org.au/cdaawebsite/FindCareerSpecialistDetail?id=8293](https://cdaa.org.au/cdaawebsite/FindCareerSpecialistDetail?id=8293) (CDAACareer Specialist)

[120ways.com](https://120ways.com) (120 Ways Publishing)


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+61 402 243 271 (Mobile)

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

**About** ✎

Sue Ellson GK BBus MPC PCDAAs ASA WW SPN MEdPlus AWS [sueellson@sueellson.com](mailto:sueellson@sueellson.com) +61 402 243 271  
<https://sueellson.com/about> <https://sueellson.com/clients> Personalised Professional Services at  
<https://sueellson.com/services-and-pricing>  
... ...see more

 **Top skills**  
LinkedIn Training • LinkedIn • Writing • Consulting • Marketing →

Sue Ellson  
Since 2008, I have been providing a range of consulting services

[sueellson@sueellson.com](mailto:sueellson@sueellson.com)  
<https://sueellson.com>  
+61 402 243 271



# 10 Ways to Improve your LinkedIn Marketing

## 9. Skills and Recommendations

- be strategic
- in writing, in court – focus on what you observed
- include keywords
- remember to @mention people in your content

### Recommend

Stating facts is not bragging – past behaviour can be a predictor for future behaviour

### Review

<https://www.linkedin.com/pulse/what-do-before-you-sack-someone-sue-ellson>

<https://www.linkedin.com/pulse/what-do-before-you-quit-your-job-sue-ellson>

## Recommendations



Received

Given



**Dana Malcova** · 1st

Transformation-genAI-Agile Coach-CSM-Business Arch&CXM&BPM-TOGAF-Trainer-Speaker-ARIS  
April 3, 2024, Dana was Sue's client

Hands on best LinkedIn training I ever came across - Sue was very well prepared, absolutely professional and delivered beyond my expectations. As a daily Premium LinkedIn user seasoned in the Sydney, AU management and IT management consulting market I was surprised by hidden LI features Sue brought to our attention. And I very much appreciate Sue sharing her tried and tested LinkedIn methods and use cases. If you have a chance, make sure to book Sue for market's best user friendly LinkedIn training for your team.



**Maria Ganci** · 1st

Eating Disorder Specialist, Clinical Social Worker, Child & Adolescent Psychotherapist, Author  
November 30, 2023, Maria was Sue's client

Sue is a true genius, brilliant in what ever she does, especially her social media knowledge and expertise. I highly recommend her services to anyone needing support in SEO. Great poet as well. Thx for your support over the years.

Show all 101 received →

# 10 Ways to Improve your LinkedIn Marketing

## 10. Paid Advertising

- consider your target audience
- consider size of your audience 300+
- consider if your audience visits LinkedIn frequently
- are you ‘experimenting’ with cash? Fun, food and free can work better!
- has your ‘free’ content actually worked?

## Recommend

Do all the ‘free’ stuff first! If purchasing a paid LinkedIn Product, fully test before purchasing and make sure you WILL use it!

## Review

<https://www.linkedin.com/in/wilcoxaj> AJ Wilcox – LinkedIn ads specialist

[https://www.linkedin.com/posts/richardvanderblom\\_algorithm-insights-2024-report-v10-activity-7160527422398844928-VnIE](https://www.linkedin.com/posts/richardvanderblom_algorithm-insights-2024-report-v10-activity-7160527422398844928-VnIE) Richard van der Blom – annual LinkedIn Report

<https://www.linkedin.com/in/lynnairejohnston> Lynnaire Johnston – LinkedIn News



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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 – 36th** – 10 Ways to Improve your LinkedIn Sales 4 September 2024 <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-sales>

- 10 Ways to Improve your LinkedIn Marketing 28 August 2024
- 10 Ways to Improve your LinkedIn Branding 10 July 2024
- 10 Ways to Improve your LinkedIn Recruiting 12 June 2024
- 10 Ways to Improve your LinkedIn Career Results 8 May 2024
- 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
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4 weeks – four hours a week

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

*"Can I just say that as a person who has not had to look for a job in over 30 years this course is proving invaluable and I'm only onto the third section"*



# 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 participants who attended live!**

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

Saturday 14 September 2024 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



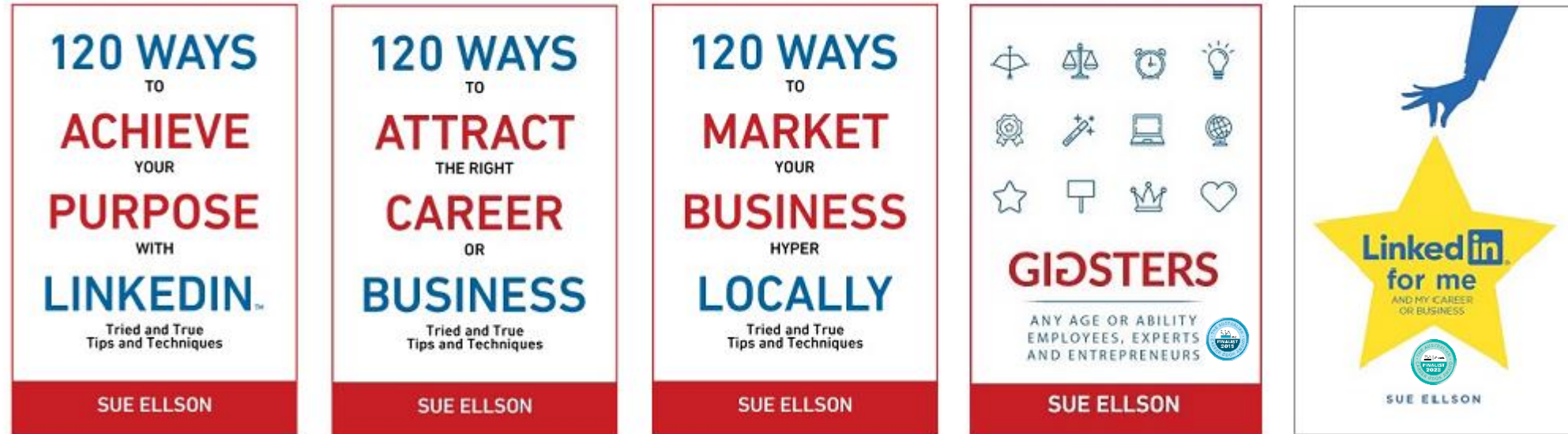
# Follow / Subscribe to Sue Elson Online



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- ✓ YouTube <https://www.youtube.com/@sueellson> (641 Subscribers, 155 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (889 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (231 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (445 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (446 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (51 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (6,086 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (312 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Website Blog Notifications Email (67 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (229 Subscribers)** <https://sueellson.com/newsletters>



# 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>

# Extra Resources

Blog

<https://sueellson.com/blog>

Publications

<https://sueellson.com/publications>

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-marketing>



# 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> (148 Google Reviews) or

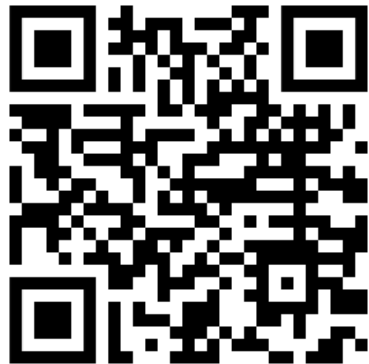
Facebook <https://www.facebook.com/sueellson2/reviews> (8 Reviews)

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