

9 Ways to Get Smart with LinkedIn

The start of a year is the perfect opportunity to ramp up your LinkedIn Profile. Where are you now and what do you want to achieve this year?



Start by setting SMART goals for the year. These are goals that are Specific, Measurable, Attainable, Relevant, and Time-bound;

S - specific, significant, stretching

M - measurable, meaningful, motivational

A - attainable, agreed upon, achievable, acceptable and importantly action-oriented

R - relevant, realistic, reasonable, rewarding, results-oriented

T - time-bound, time-based, timely, tangible, trackable

Chunk your goals down into quarterly, monthly and weekly manageable tasks. Assign the content, tools and strategies to go with them, and who can help you achieve them.

How can LinkedIn be used to get you closer to your goals?

LinkedIn currently has over 259 million members around the world with over 5 million in Australia and continues to grow at a rate of 2 new users per second. It is the essential online tool for anyone in business.

According to LinkedIn's blog; *"We want to make it easier for you to build your professional brand, leverage and manage a trusted network of peers and colleagues, and quickly access unique business knowledge flowing through LinkedIn everyday.... We believe LinkedIn can power every professional moment you have."*

FACT: People who are active in LinkedIn Groups and comment on discussion regularly have 4 times the number of Profile views according to LinkedIn.

What can you do right now?

1. Before any meeting, do your research by looking them up on LinkedIn.
2. Use to connect to new leads and connections from networking events.
3. Become the go-to-person in your field by using LinkedIn to share your expertise.
4. Gain visibility by using Groups to help people who have problems that you fix.
5. When travelling, use LinkedIn to let your network know and set up meetings before arriving.
6. Monitor your competition.
7. Monitor your prospects to stay one step ahead.
8. Keep your Profile fresh by updating regularly
9. Learn how to use LinkedIn effectively.

Time to ramp up your social media and specifically LinkedIn? Get started now.

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Jo helps experienced professionals connect and communicate with their target market using the right strategy and right online tools. She is a LinkedIn coach and trainer with a passion for learning, and has launched an online LinkedIn learning program.



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Social Media Strategy, support and Training