LinkedInTips

12 Simple Strategies that Get Results!

Branding and Optimization Strategy

A strong, memorable brand occurs when you create the “right kind” of emotional response you want your contacts, potential customers and clients to have when they hear your name, see you online or meet you in person. Having a strong, effective LinkedIn brand is critical to your business success. The words you create and use throughout your LinkedIn profile tell others about your personality, voice, interests and goals. Most importantly, your LinkedIn brand should show your audience how you can help.

In addition to having a strong online brand, you need to give your audiences the opportunity to find you by maximizing the power of search engine optimization (SEO). To accomplish this, make a list of the key words and phrases that you believe your prospects will use to find you and your products or services. Include these searchable words and short phrases throughout your branding headline, job titles and descriptions, Summary, Skills and Recommendation sections.

1 - NAME FIELD

Use only your first and last name. Keep it simple. It’s best to use your “call name,” the name people use most often in your day-to-day work. Do not include an email address, phone number or job title in this section, as this branding approach is frowned upon by LinkedIn and may cause you to lose access to your account. Use an advanced degree acronym if it helps validate your brand.
2 - PHOTO FIELD

A simple, clear headshot photo with a solid, light-colored background works best. Make sure that your file size is at least 400 X 400 pixels. If you use a smaller image, you will see a gray frame around your photo. Your goal is to fill up this photo opportunity with a big, engaging smile.

3 - BRANDING HEADLINE

Your branding headline is the most important aspect of your profile. You have 120 characters to show your audience how you differ from the competition and more importantly, how you can help them with your unique background and success story.
4 - CONTACT INFO SECTION

This is a drop down box that contains your contact information such as your email address and phone number. Make sure you fill in all the blanks, including your phone number and the three website fields. Create a strong brand by renaming the default website (URL) names (“Personal Website” or “Company Website”) with the name of your company or organization.
Vanity URL Field

The default naming convention typically has a hyphen between your first and last name with several characters at the end. This destroys the ability for LinkedIn users to find you for your number one searchable term, your name. Change the URL you were assigned when you first created and set up your LinkedIn profile to your first and last name.

List 3 Websites

LinkedIn also allows you to list up to three websites in the Contact Info section. Make sure you include your company website as well as two additional websites, such as professional group or organizations. Don’t use the standard LinkedIn naming convention. Instead, include the name of the company, group or organization to increase your branding power.

Phone Number & Email Address

Make it easy for your key contacts and prospects to reach out and contact you by including your phone number and email address.

Twitter Field

Link your Twitter account to your LinkedIn profile for added online visibility and to stay engaged with your prospects and clients. This will allow you to automatically post directly from LinkedIn to Twitter, doubling your online information efforts. It will also permit others who follow you on Twitter to connect with you on LinkedIn.

5 - SUMMARY

Your Summary section should be written in first person. Make this a conversation between you and your reader. Who are you? What are you passionate about? How can you help? How can they help you? Include a current, relevant overview. Be interesting and a little personal. End with a call-to-action. Now that they have been introduced to you, what should they do next? How should they reach you?
Summary

My name is Terry Sullivan, and I am an Integrated Marketing and Certified Social Media Strategist, LinkedIn Trainer and Speaker. I help my clients learn how to create and implement online Social Selling strategies to find, connect and develop relationships with key contacts on LINKEDIN, FACEBOOK, TWITTER and INSTAGRAM.

On July 25, 2012, I received my Social Media Marketing Certification from SPLASH MEDIA UNIVERSITY and officially founded BUZZPRO, a nationally recognized digital marketing firm. To date, I have helped more than 6,200 professionals and 2,400 clients nationwide learn how to tap into the unlimited marketing power of LinkedIn to create memorable online Brands and Social Selling Strategies that land more leads, prospects and clients.

Who do we work with?

✔ ENTREPRENEURS & BUSINESS OWNERS – Does your online brand quickly help others identify your company’s unique products or services? BUZZPRO can help you create a powerful online brand by using key, searchable terms throughout your online presence that will set you and your company apart from the competition.

✔ BUSINESS EXECUTIVES – Want more revenue growth? By developing and implementing a social selling game plan, we can help you improve conversion rates, drive more sales and generate revenues that stick.

✔ SALES & MARKETING PROFESSIONALS – Are you struggling with how to use LinkedIn, Facebook, Twitter or Email Marketing to accomplish your business development goals? Our social selling programs will quickly help you attract the right prospects to your products and services.

To learn more about how BUZZPRO can help you, please call me at my number listed below or attend one of my upcoming FREE LinkedIn Branding and Social Selling presentations. Check out buzzpro.com/events for more details...

Let’s get connected!

Terry

BUZZPRO
Your buzz is our bizz!
☎ 682.208.1111
terry@buzzpro.com
buzzpro.com

LET’S GET SOCIAL: LinkedIn, Facebook, Twitter and Instagram
6 - VIDEOS, PHOTOS AND WEBSITES

Include videos, photos and links to important websites at the end of your Summary, Experience and Education sections. Click on “Upload” or “Link to media” to add valuable content that will make you stand out from the competition. This is a great place to showcase your videos, online work, website, blog articles, photos and portfolio pieces.

7 - SKILLS AND EXPERTISE SECTION

Include keywords and phrases designed for both search engines and people: keywords, synonyms and variations. If you are listing your skills and expertise for the first time, place the top 15 words most relevant to your brand first. These are the words professionals will use to find you.
8 - EXPERIENCE SECTION

Include all the relevant positions in your Experience section to create connection opportunities. Do you have multiple positions at one company? This is a great place to focus on the key features and benefits of your company’s products and services.

Experience

Founder buzzpro | Integrated Marketing and Social Selling Strategist | LinkedIn Trainer & Speaker

BUZZPRO
Jan 2010 - Present • 7 yrs 3 mos • Dallas/Fort Worth Area

BUZZPRO is a nationally recognized digital marketing firm that helps professionals and companies tap into the world of SOCIAL SELLING with LINKEDIN, FACEBOOK, TWITTER and INSTAGRAM to get more leads, prospects and clients. Since January 2010, we have helped more than 6,200 professionals and 2,400 clients throughout the United States develop memorable online brands that get results.

Work with BUZZPRO and learn how to...

✓ CONNECT WITH THE RIGHT PEOPLE – Quickly and easily build relationships online with potential prospects and clients that result in increased sales and bottom line revenues

✓ BUILD LEADS FASTER – Create your own personal lead list of people who will automatically trust you

✓ MANAGE YOUR CONTACTS MORE EFFECTIVELY – Use LINKEDIN as a contact management tool where you can easily keep track of contacts, correspondence, phone conversations and more

✓ BUILD A GREAT REPUTATION – Learn how to develop your customer base without coming across as desperate

✓ SELL MORE PRODUCTS AND SERVICES – Have people eager to receive your marketing messages, connect with you and ask you for your products and services

► Visit www.buzzpro.com
9 - RECOMMENDATIONS

The best way to get a prospect interested in you and your company is for them to see how you have helped others. When you have strong recommendations, your prospects get to see “social proof” that your clients are testifying to your background and how you’ve helped them succeed. This is one of the best approaches to get prospects interested in you and your products.

Seek at least two recommendations per job listed in the Experience section. These recommendations will show up not only in your Recommendations section, but also at the end of each job or position listed.

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**Erica Sims Duncan**
Global Sales & Marketing Leader | Pharmaceutical & Chemical Databases | Strategic Sourcing | Online Advertising
March 8, 2017, Erica was a client of Terry’s

A huge thank you to Terry for the most valuable LinkedIn training provided to Chemical Information Services! Terry showed our organization the ins and outs of social selling in a most engaging session. We all know there is a gold mine of data out there but how do we make the most of it? Terry showed us how to do exactly that plus creating an optimized profile, developing your online brand and other easy (free) strategies for networking on LinkedIn and other social media platforms. Thank you, Terry!

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**Elizabeth Murphy**
Risk Management, Insurance & Financial Services Recruiter at Babich & Associates
February 9, 2017, Elizabeth was a client of Terry’s

Terry is a master LinkedIn presenter and trainer. He has helped our company develop our online presence. I consider myself an advanced user of LinkedIn, but every 6 months Terry comes back with more and more tips and applications I never knew existed. Terry is truly an indispensable LinkedIn resource.

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View 87 more recommendations
10 - EDUCATION

Include all relevant education, not just college (e.g., business training, technical training, etc.)

Education

**Texas State University-San Marcos**
MBA, Masters of Business Management

Texas State University is a state university located in San Marcos, Texas, United States. Established in 1899 as the Southwest Texas State Normal School, it opened its doors in 1903 to 303 students with a focus to educate students to become teachers. Since that time it has grown into the largest institution in the Texas State University System and the fourth-largest university in the state of Texas boasting an enrollment of over 38,000 students. It has 10 colleges and about 50 schools and departments, including nationally recognized programs in Geography, Criminal Justice and Music. President Lyndon B. Johnson graduated from the institution in 1930.

Texas State's main campus consists of 245 buildings on 492 acres of hilly land along the San Marcos River. It also has a satellite campus that started as a multi-institution teaching center offering undergraduate and graduate programs at the Texas State University Round Rock Campus (RRC) in the greater north Austin area.

**Media (1)**

SEE LESS

**Texas State University**
BS, Business Administration and Management

**Splash Media University**
Certified Social Media Professional Certification (CSMP)

SEE DESCRIPTION
11 - COMPANY PAGES

Company pages are a great place for you to demonstrate your company’s products and services. Your company description should also include your contact information as well as a link to your website.
12 - LINKEDIN GROUPS AND SUBGROUPS

Join at least LinkedIn Groups: large groups in your region, industry, profession and those related to your personal interests. This will connect you with like-minded people.

Following

Influencers  Companies  Groups  Schools

**US Military Veterans Network**
102,065 members

**LinkingDFW**
12,543 members

**Book More Business - Experts Who Speak!**
810 members

**Get Clients Now! Reader Community**
1,016 members
Master the Power of Social Selling with LinkedIn

What is Social Selling with LinkedIn?

Social Selling is using LinkedIn and other Social Media platforms to find, connect and build relationships with potential prospects to increase your sales. It is the process of providing educational insights with helpful content to your prospects and clients to help them accomplish their business goals. And, when you provide this valuable content over time to your followers, they will seek you out and choose you and your company when they are ready to buy your products or services.

Social Selling allows you to:

**Find and Connect With The Right People**  
Connect and build relationships with your ideal clients, giving you ungated access to the decision makers of your targeted individuals and companies.

**Build Leads and Convert Much Faster**  
Create your own personal lead list of people who will learn to trust you.

**Manage Your Key Contacts Better**  
Utilize LinkedIn as a contact management tool where you can easily keep track of contacts, correspondence, phone conversations and more.

**Sell More Products and Services**  
Have people eager to receive your marketing messages, connect with you and ask you for your products and services.

**Get More Prospects, Leads and Clients**  
Develop your customer base without coming across as desperate.
Here’s What We Can Do For You!

Buzzpro is on a mission to help companies like yours cultivate new business, generate greater sales, and connect with an uncapped client base to raise your bottom-line revenues through highly effective integrated marketing strategies and Social Selling engagement. When you work with us, you’ve got a “can-do” team on your side to help. We enjoy working with companies and individuals who are eager to improve their marketing results both online and offline.

We make it Simple
One-on-one personalized client management helps us identify your unique integrated marketing needs and adds new customers and increased revenue to your bottom-line. We pride ourselves on simplifying the many complex concepts behind today’s evolving marketing challenges into an easy-to-understand format. We can show you how you can find new prospects online, create engagement and turn them into clients using our advanced Social Selling strategies.

Send us an email at info@buzzpro.com to receive your FREE Online Branding Assessment today!
Now that you have learned how to create a well-branded and optimized profile, take your online and offline brand to the next level with Social Selling with Buzzpro. Let us look at your online brand on LinkedIn, Facebook and Twitter profiles to give you some branding advise and suggestions on your current collateral and email marketing strategies that will help you find more clients and sell more products and services.

TERRY SULLIVAN
Integrated Marketing and Certified Social Media Strategist,
LinkedIn Trainer and Speaker

Before he founded Buzzpro in 2012, Terry Sullivan was Director of Marketing for Verizon Communications, where he launched many successful national marketing programs that gained more than 456,000 new customers and reduced churn by more than 6% annually, in spite of multiple price increases and competitor product launches.

Terry realized most business owners and leaders were in the dark about how to use the latest online marketing strategies to find and connect with potential prospects and clients. He also had a real passion for sharing his unique marketing knowledge with others to help them achieve their business goals. To meet this need, he founded Buzzpro, a nationally recognized Integrated Marketing and
Social Media solution and training company. Terry and his Buzzpro team work with their clients to show them how to fill their sales funnel with better leads, schedule more appointments and close more sales using advanced Social Selling strategies.

Widely considered a Guru of LinkedIn, Terry has trained more than 6,200 business leaders, owners and individuals across the nation on how to create their very own unique online brand that gets results. His inspiring Social Media training programs focus on branding, keyword optimization and Social Selling strategies that help his customers tap into the world of Social Media to get more prospects, leads and clients.

Holder of an MBA in Management from Texas State University, Terry received his Social Media Marketing Certification from Splash Media University*, one of the nation’s premier Social Media training companies.

Terry is a storytelling entrepreneur, thought leader and a difference maker in the Social Media world and serves as a technology advisor for many business groups and companies throughout the United States.

Connect with Terry on LinkedIn and check out buzzpro.com to learn more about how Terry and his team can help you get more clients with practical, eye-opening Social Selling tips and advice or attend one of his many training presentations.

“Terry helped our sales and marketing team truly understand how to create a memorable LinkedIn digital brand and use the advanced LinkedIn Social Selling features to find new prospects and clients. I highly recommend you reach out to Terry and his team to find out how he can help you and your team enhance your online brand and get more clients!”

Matt McAvoy  
Owner  
Target Insurance Services, Inc.

"When it comes to Social Selling, Terry is the real deal! He’s more than a strategic thinker – he’s a true professional who genuinely cares about the success of his clients. He’s a real Social Media Marketing pro who rolls up his sleeves to help you and your company make things happen!"

Andi Reis  
Founder and President  
Ralph’s Design & Deli, LLC

* Certified through Splash Media University on July 25, 2012; not certified or endorsed by LinkedIn