

gloriagrace  
*Rand*

# LinkedIn Marketing

F O R M U L A

WORKBOOK



# Contents

LinkedIn Profile Brief	3
LinkedIn Photo Sizes	9
LinkedIn Profile Headline Template	10
LinkedIn Profile Summary Template	11
LinkedIn Profile Summary Template	12
LinkedIn Profile Experience Template	13
LinkedIn Messaging Sequence	14
How to Use LinkedIn Groups	15
LinkedIn Checklist for Business	16
Conclusion	17

# LinkedIn Profile Brief

## CURRENT

Business name: \_\_\_\_\_

Your Title: \_\_\_\_\_

Time period in business: \_\_\_\_\_

Business Description / What it does: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Specialities: \_\_\_\_\_

## PAST OCCUPATION

Business name: \_\_\_\_\_

Your Title: \_\_\_\_\_

Time period in business: \_\_\_\_\_

Business Description / What it does: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# LinkedIn Profile Brief

## WEBSITES

Personal: \_\_\_\_\_

Company: \_\_\_\_\_

Blog: \_\_\_\_\_

Twitter: \_\_\_\_\_

## INTERESTS

For example: industry-related, networking, etc. and/or any other personal interests you might want to share)

---

---

## IDEAL/TARGET CUSTOMER

Gender, age, geographic location, cultural considerations: \_\_\_\_\_

---

Characteristics: \_\_\_\_\_

---

---

# LinkedIn Profile Brief

Major “pain,” problem or need they have related to your business: \_\_\_\_\_

\_\_\_\_\_

Solution they’re looking for: \_\_\_\_\_

\_\_\_\_\_

What motivates and inspires this audience: \_\_\_\_\_

\_\_\_\_\_

Customer insights from research, anecdotes: \_\_\_\_\_

\_\_\_\_\_

## YOUR SOLUTIONS

List your main products or services and the solution they offer your customers:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# LinkedIn Profile Brief

## CONTENT OPTIMIZATION CONSIDERATIONS

Essential: What's the main UNIQUE benefit or solution only your product or service can offer?

---

---

List the key features of your service: \_\_\_\_\_

---

List the key benefits that those features deliver to customers: \_\_\_\_\_

---

---

Essential: What keeps prospects up at night? (What's the #1 pain they're hoping to solve?)

---

---

What's the single most important benefit message or offer for the target audience – in one sentence?

---

# LinkedIn Profile Brief

Essential: How does your big promise solve the prospect's #1 pain?

---

---

What is the support for the key messages, the proof or "reasons to believe" (testimonials, endorsements, case studies, product specifics, etc.)?

---

---

What are the obstacles and objections that need to be overcome for success? For example, are you asking your audience to switch brands... try something totally new... try something unknown?

---

---

Who/what are the competitors to your product/service offering?

---

What is the tone or "voice" to be conveyed in your messages? (serious, lighthearted, fun practical)

---

Does your audience know you? \_\_\_\_\_

# LinkedIn Profile Brief

Essential: What keywords do your target customers use in search engines (google) to find what you offer?

---

---

---

What is the call to action? How can the audience respond to you (phone/email/web/mail/fax)?

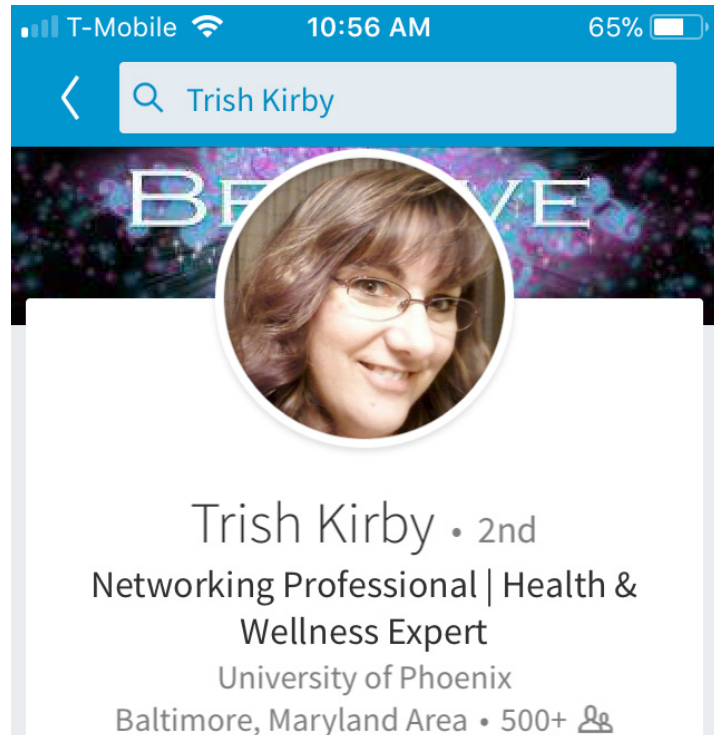
---



# LinkedIn Photo Sizes

## PROFILE BACKGROUND PHOTO:

- 1584px wide by 396px high. This is exactly 4:1 proportion.
- File size must be no larger than 8MB (go to [Optimizilla](#) to reduce file size if necessary).
- You can also crop, filter, and adjust your photo after you upload it to LinkedIn.
- In its mobile app, LinkedIn will crop away the sides of your background photo (see photo).



## COMPANY PAGE COVER PHOTO:

- 1536 px by 768 px.
- The minimum dimensions required by LinkedIn is 1192 pixels tall by 220 pixels wide.
- Keep important aspects to the middle of the photo, since top and bottom gets cropped on the desktop. A bigger image is seen on mobile.

## PROFILE PHOTO:

- Size is between 400 x 400 pixels and 20,000 x 20,000 px.
- Minimum file size is 8MB.

### PRO TIPS

1. LinkedIn changes default photo sizes periodically. These numbers were good as of November 2017.
2. If your background image appears blurry or pixelated, choose an image with a file size as close to the maximum (8 MB) as possible, as images with larger file sizes typically look better. Photos will also look better than images with logos.

# LinkedIn Profile Headline Template

## HEADLINE

- 120 character limit
- Ask a question related to Prospect's Pain. State your Benefit Solution plus Call-to-Action

Examples:

- Is Your Ambulatory Surgery Center Compliant with Federal/State Pharmacy Regulations? (FREE) Ebook: @PharmProAmerica.com
  - Create the Life You Want in Italy at a Fraction of the Cost | Ask Me about Investment Opportunities at Eco-Tourist Village - AbruzzoBorgo.com
  - Want to be Proficient in a Foreign Language to ADVANCE Your Career? | Language & Cultural Immersion Training @ FLSAS.com
- 
-

# LinkedIn Profile Summary Template

(Maximum of 2,000 characters)

WHAT I DO IN \_\_\_\_\_ WORDS OR LESS...

I deliver \_\_\_\_\_ to \_\_\_\_\_.  
[PRIMARY BENEFIT] [TARGET AUDIENCE]

Essentially...

I allow you to focus on \_\_\_\_\_ INSTEAD of failing at  
[PROSPECT'S CORE BUSINESS]

\_\_\_\_\_ and I eliminate your STRESS  
[PROSPECT'S PAIN]

about \_\_\_\_\_.  
[ANOTHER PROSPECT PAIN POINT]

## ► CLIENTS I SERVE:

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

## ► HOW I SERVE THEM:

We offer \_\_\_\_\_ that solve  
[YOUR COMPANY'S FEATURES]

\_\_\_\_\_  
[PROSPECT'S PAIN]

## ► SPECIALTIES:

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

(Keywords related to your business)

# LinkedIn Profile Summary Template

► UNIQUE EXPERIENCE:

Your unique background experience that makes you the perfect person to solve your prospect's need.

Call-to-action (Send me an email, call me, etc.)

---

---

---

---

---

# LinkedIn Profile Experience Template

WHAT is \_\_\_\_\_?  
[YOUR COMPANY NAME]

At \_\_\_\_\_, we help \_\_\_\_\_  
[YOUR COMPANY NAME] [TARGET AUDIENCE]

solve \_\_\_\_\_.  
[PROSPECT'S PAIN]

► URGENT PROBLEM:

State prospect's pain so they recognize that you understand what their core issues are.

---

---

---

---

► URGENT SOLUTION:

Explain how your company solves your prospect's pain & include specific services

---

---

---

► YOUR NEXT STEPS:

---

Call-to-action (Send me an email, call me, etc.)

# LinkedIn Messaging Sequence

1. Send a message thanking the person for connecting. Include a valuable resource such as a link to an article, an ebook or video.
2. Prepare and send out one or two relationship-building messages over the next 2-3 weeks.

Include the following:

- **Resource:** Relevant stats or helpful tips
- **Value Statement:** A sentence or two that explains what you do, who you work with, and why you're different from competition
- **Credibility:** A link to your "About" page, testimonials, or case study, list of recent clients, award, years of experience, or unique background

## PRO TIP

Keep email short - 125 words or less!

3. If the contact has responded favorably to your messages, suggest a phone call, Skype call or in-person meeting.

# How to Use LinkedIn Groups

1. Browse popular discussions & comment
2. Start own discussion: share articles, ask questions
3. Prospect for leads – Search members
4. Connect with prospects, send message in group, request introduction or connect directly
  - Adhere to 7/1 ratio – share 7 useful pieces of content to 1 promotional
5. Do market research
6. Start own group

# LinkedIn Checklist for Business

Update company status \_\_\_\_ times per week

- Keep tone professional
- Circulate blog posts
- Promote content offers
- Encourage event registration
- Circulate job postings

Scan industry groups for trends and news \_\_\_\_\_ times a week

- Respond to questions and comment on discussions
- Post relevant content offers and blog posts from your company and other sources (if group rules allow)

Update company profile at least \_\_\_\_ times a month

- Upload or link to SlideShare presentations from speaking engagements
- Upload or link to non-confidential work samples
- Update relevant experience and certifications

Share valuable information

- Identify 3-5 different types of information you will share using status updates:

Showcase your products and services \_\_\_\_ times per month

Give professional recommendations to customers and colleagues \_\_\_\_ times per month

## PRO TIPS

1. Encourage your employees to establish a professional online reputation and expand their networks
2. Don't forget to use LinkedIn to research prospects and job candidates before meeting with them



## Conclusion

Congratulations on sticking with the course!! I'm so proud of you and all the work you've done.

Are you excited about your LinkedIn profile's transformation? Are you making new, high quality connections? I'd love to hear from you, so please don't be a stranger. :) Send me an email at [gloria@gloriarand.com](mailto:gloria@gloriarand.com). I can't wait to hear about your experience!

### YOUR NEXT STEPS

If you found this action-packed course valuable, I'd love to provide more support to help you grow your business. Let's schedule a call to explore your next steps. [Click here](#) to set up an appointment. I look forward to talking with you soon!

*Please share!*



Thanks again for taking this course!

If your LinkedIn marketing efforts have improved even just one bit, I'm so happy to have helped!

*-Gloria*