

SMPS PIVOT & FOCUS



Reinvent Your Marketing and
Business Development With
LinkedIn

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LINKEDIN: MOVING YOUR FIRM FORWARD

- + Reinforce your firm's brand, build greater visibility and stay top of mind
- + Expand your network, generate leads and build stronger relationships
- + Establish an expert position, be a resource

OPTIMIZE YOUR PROFILE

- + Have a professional headshot
- + Add a branded background photo
- + Write a keyword-rich headline
- + Create a well-written “About” section
- + Add detailed current position and relevant work history
- + Fully complete all applicable sections

NETWORK AND PROSPECT WITH LINKEDIN

- + Strategically connect to expand your network
- + Interact and engage in conversations
- + Become a center of influence
- + Generate and nurture leads to build business

FOLLOW LINKEDIN ETIQUETTE

- + Never sell or aggressively push your agenda
- + Get to know people
- + Be genuinely helpful and interested
- + Be a personable human everyone wants to know

NURTURE FIRST DEGREE CONNECTIONS

1. Clean up and prune your database
2. Who do you need to reach out to/reconnect with?
3. Who should you get to know better?
4. Identify your connection gaps

5 MUST-TAKE ACTIONS

1. Optimize yours and key employees' profiles
2. Create/optimize your firm's company page
3. Initiate personal touches with first degree connections
4. Strategically connect to expand your network
5. Know what content is useful and post consistently

QUESTIONS?

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