

Do I need LinkedIn?



LinkedIn is a free social networking and professional development site, where you can connect with professionals in a variety of fields and industries. LinkedIn is the world's largest social network. And we're the most comprehensive professional network on the planet with 1.7 billion users, up from 1.2 billion in 2015 (source: LinkedIn). People use LinkedIn to build better relationships, grow their professional network, and accelerate their careers. And today, over 1.7 billion professionals like you use LinkedIn to connect and grow personally and professionally. You've never been more in demand - with strong industry demand, palpable buzz and proven results - than you are right now. LinkedIn is more powerful than ever, and here's how you can make it work for you.

how to make linkedin work for you?

There are a lot of ways to use LinkedIn, but I've found that being intentional and strategic can help you get the most out of the platform. Here are some tips for taking advantage of the platform and making it work for you:

1: Build a strong digital footprint. Look for opportunities to share your LinkedIn links on your blog, social media, and other professional platforms. This helps build your digital footprint, which can in turn help you get discovered when you apply for a job or a leadership position.

2: Connecting with professionals in related fields and industries - Leveraging LinkedIn's robust group functionality to build and strengthen professional networks, reach out to others in your group and share content - Finding job opportunities, building a career brand, and building a personal brand by creating a professional brand page - Finding new career opportunities and building up your networks to make an impact in your field and community - Reaching out to others in your network and groups.

3: Offer a free strategy session or consultation so your clients can learn from you - How to generate leads, build your brand, and run your business better.

Once a client knows what you can offer them in their business, this is when you can land and expand and start charging fees for your knowledge and professional services.

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Content is king on LinkedIn

The best way to generate leads and build your brand is to post quality content on a consistent basis. On LinkedIn, content is king. The best content generates the most engagement, which in turn generates the most reach and the most opportunity to build a following. The best way to find great content is to join groups that align with your goals, and then post high-quality content that other group members can benefit from.

The best content for LinkedIn is available in the groups. The groups with the most members are the most valuable groups you can post in.

Content marketing and social media strategies are two of the most essential components to creating a strong online presence and engaging followers. Content marketing is the process of creating and distributing high-quality content assets that help drive traffic and increase awareness for a brand. Social media strategies help expand a brand's audience, while SEO helps them target the right keywords and on-page optimization.



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About OM Consulting & Media

We look after many businesses for their social media marketing, training in generating leads, business development, turning a lead into a client and return for your investment.

The first consultation usually goes for an hour and this is a complimentary service that we offer you, so we can get more of an understanding of what your business is needing and also offer ideas and solutions.

If you would like to know more, please either contact us on 0420 677 634 or admin@omconsultingandmedia.com.au



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