

## LinkedIn Profile

- Professional Headline Updated (120 Characters)
- Customize URL
- Customize Websites
- Add Company Description to Experience
- Add Skills
- Add Projects
- Add Publications
- Add Additional Building Blocks
- Add Contact Info ("Contact Me" Section)
- Ask for Recommendations

## New UI Profile: Intro Section

- Profile Background Image
- Upload Recent Image
- Create/Optimize Summary (2000 Characters)
- Add Rich Media

## Network Growth

- Refine Buyer Persona(s)
- Create Buyer Personal Worksheet
- Save Search Links on Worksheet

## TOMA (Top of Mind Awareness)

- Create Update "editorial calendar" (tips and tricks)
- Create/gather list of helpful articles to share with prospects
- Create list of your Published Posts to share
- Create list of blog posts to share



# 2017 LinkedIn Success Checklist

## DAILY

### Home page (Notifications):

- Check and Respond to “Viewed my Profile”
- Check “People You May Know” and add connections
- Respond to update comments and shares
- Respond to endorsements

### Messenger:

- Delete Spam from Inbox
- Respond to requests
- Forward introductions
- Reach out to prospects

### Invitations:

- Read and respond to customized invitations
- Accept relevant invitations
- Reply to (or delete) questionable invitations

### Updates

- Share an update daily
- Use LinkedIn's “Sharing Bookmarklet” to share relevant industry posts
- Mention prospects
- Add links and images

### Groups

- “Like” or comment on discussions in group
- Invite 3 group members to connect

## WEEKLY

### Publisher

- Create (re-purpose) weekly post
- Add elements (media/quotes/links)
- Add contact info
- Add calendar link (Calendly.com)
- Send notification of new post (with synopsis) via messenger (or LinMailPro) to appropriate connections

### Contacts

- Clear old connections and spammers
- Review tags – add new ones where necessary (Might need to upgrade to Sales Navigator)
- Send Messenger campaign to relevant connections (or use LinMailPro)



# 2017 LinkedIn Success Checklist

## RESOURCES:

### **New LinkedIn User Interface:**

<http://www.socialmediaexaminer.com/linkedinchanges-what-marketers-need-to-know>

### **Publisher:**

<http://www.socialmediaexaminer.com/5-ways-to-use-linkedin-publisher-for-business>

### **LinkedIn Extensions:**

<http://www.socialmediaexaminer.com/6-linkedin-browser-extensions-to-enhance-your-marketing>

### **LinkedIn for Conferences:**

<http://www.socialmediaexaminer.com/10-linkedin-tips-for-connecting-with-people-at-live-events/>

### **Do You Need Premium?**

<http://www.socialmediaexaminer.com/4-reasons-linkedin-premium-is-good-for-marketers/>

### **LinkedIn Company Pages:**

<http://www.socialmediaexaminer.com/7-ways-to-improve-your-linkedin-company-page>