

Build your Brand

on LinkedIn



Changing Environment



“We don’t have a choice on whether we **DO social media, the question is how well we **DO** it.”**

– Erik Qualman

@sellsocialmedia

CFA Society of Atlanta Agenda

1

Build your professional brand

2

Optimize your profile; build your network

3

Engage & Influence your target audience

merrill.theresa@gmail.com

#1. Build your professional Brand

“We are CEO’s of our own companies:
Me, Inc.”

Tom Peters

@sellsocialmedia

We must be
Chief Marketer for
"the brand called
you."

Tom Peters

Brand is a promise of the value you'll receive

YOUR IDENTITY

WHAT PEOPLE THINK OF,
WHEN THEY THINK OF,
YOU!



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What's your brand



Positioning

**Social Media enables you to
position yourself as
a valuable resource,
not a service provider**

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Why



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**The Social network which
allows us to present
ourselves to the biz world**



50% of surveyed financial advisers
“successfully used social media to
convert prospects into clients.”

Accenture survey

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74% say
“social media
helps them increase the
financial assets under
their management.”



Users have more TRUST in the professional information they receive on LinkedIn



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LinkedIn and Facebook

A photograph of a formal dinner table. The table is covered with a white tablecloth and is set with white plates, glasses, and silverware. In the center of the table is a large, ornate centerpiece consisting of a tall, clear glass vase filled with white flowers, surrounded by several lit candles in glass holders. The background shows other tables and chairs, suggesting a restaurant or banquet hall setting. The lighting is warm and ambient, primarily from the candles and overhead fixtures.

recently celebrated an
IPO anniversary

LinkedIn stock
quadrupled

Facebook stock
plummeted



#2. Optimize your profile

Identify keywords
increase your SEO

Search Engine Optimization

Complete Your Profile

Headline

Photo

Summary

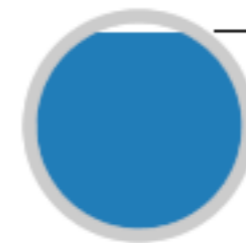
Experience

At least 5 skills

At least 50 connections

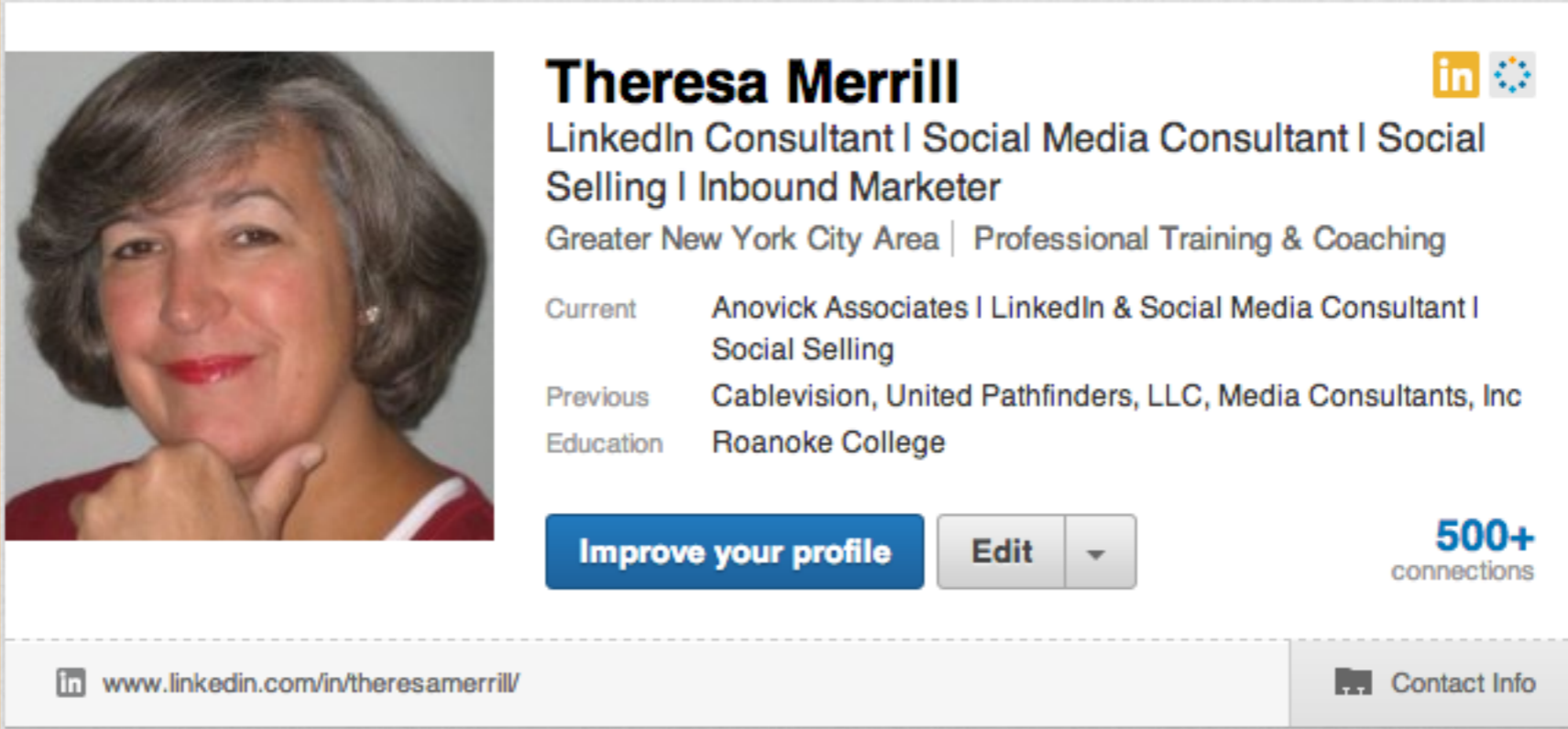
=



Profile Strength



All-Star

Create a Keyword-Rich Headline



Theresa Merrill  


LinkedIn Consultant | Social Media Consultant | Social Selling | Inbound Marketer

Greater New York City Area | Professional Training & Coaching


Current Anovick Associates | LinkedIn & Social Media Consultant | Social Selling

Previous Cablevision, United Pathfinders, LLC, Media Consultants, Inc

Education Roanoke College

[Improve your profile](#) [Edit](#) 

500+ connections

 www.linkedin.com/in/theresamerrill/ [Contact Info](#)

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Skills & Expertise

Portfolio Management **Wealth Preservation Planning**

Gifting Strategies **Venture Capital** **Spin-off**

Certified Treasury Professional

Investments quantitative finance

Risk Tolerance *529 Plans* **Tax Shelters**

Shareholder Protection **Financial Consultants**

INDIVIDUAL PENSION PLANS

Capital Markets **Private Equity Funding**

Add a professional headshot



Add a Summary Statement

Who **you** are

Who's **your** target audience

How **you** help

@sellsocialmedia

Build your network



Make Connections



Strong
Weak
Ties

Import Your Email Contacts

The screenshot shows the LinkedIn interface for a user named Theresa Merrill. The account type is Business Plus. The navigation bar includes Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is visible with the text 'People' and 'Search...'. The main content area is titled 'See Who You Already Know on LinkedIn' and features a row of email provider icons: Gmail, Outlook, Yahoo! Mail, Hotmail, AOL, and Any Email. Below this, a text input field is labeled 'Your email' and contains the address 'Merrill.Theresa@gmail.com'. A blue 'Continue' button is positioned to the left of a security notice that reads: 'Your contacts are safe with us! We'll import your address book to suggest connections and help you manage your contacts. And we won't store your password or email anyone without your permission. Learn More'. On the right side, there are advertisements for 'One Marketing Dashboard' and 'Mobile Hotel Marketing'.

Start with people already on LinkedIn

merrill.theresa@gmail.com

Search for Targeted Prospects

Check out the **CEO, Inc** Company Profile.

Keywords: "start-ups"

First Name:

Last Name:

Title: CEO

Company:

School: Georgia Tech

Location:

Country: United States

Postal Code: 30303

Within: 50 mi (80 km)

OpenLink members only

23 results Sort by: Relevance View: Expanded

Christopher Shuler

President & CEO, Vital Solutions, Inc.
Greater Atlanta Area · Financial Services
500+ connections · 3 recommendations

Current: President & **CEO** at Vital Solutions, ... more
Past: SVP Operations at Outsourcing ... more
Groups: TEN - Top Executives Net · ... more
▶ 1 shared connection · Similar

William McDonald

Principal at Metier Marketing
Greater Atlanta Area · Retail
220 connections

Current: Principal at Metier Marketing
Past: Board Member at RAMA, Senior ... more
Groups: Retail Advertising and Marketing ... more
▶ 1 shared connection · Similar

Tom Stanfill

Founding Partner, ASLAN Training & Development, LLC
Greater Atlanta Area · Professional Training & Coaching
410 connections

Current: **CEO** & Founder at ASLAN Training & ... more
Groups: Inside Sales Experts · The CLO & ... more
▶ 1 shared connection · Similar

Mihai Levi M.

Founder & Ceo @ Synapp.io
Greater Atlanta Area · Internet
344 connections · 6 recommendations

Current: Founder & **Ceo** at synapp.io, Founder ... more
Past: Director of eMarketing at Impulse ... more
Groups: Database Marketing · Lead Generation ... more
▶ 1 shared group · Similar

Profile Organizer »
Saved Searches »
Reference Search »

More Search Power
Upgrade for additional Premium Filters

Narrow your search by:

- Years of Experience
- Function
- Groups, and more

ADS YOU MAY BE INTERESTED IN

CMO's Marketing Dashboard

Evaluate Online & Offline Marketing Effectiveness In One Simple Dashboard!

Women's Leadership Summit

Follow Target Companies



Georgia-Pacific LLC

19,734 followers

[Follow](#)

[Home](#) [Careers](#) [Products](#) [Insights](#)

Recent Updates

Georgia-Pacific LLC Diversity is a key component of GP's culture. Learn more about our values by visiting. <http://bit.ly/VoWAO7>

Diversity

gp.com · At Georgia-Pacific, diversity is just good business. To leverage the diversity of our employees and business partners to create long-term value for our company, our customers and the communities we serve, simply makes sense....

Like (23) · Comment (2) · Share · 3 days ago

Sharon Novak, Jon Ridner, and 21 others like this



Martin Hoekstra I couldn't agree more. A company that fails to benefit from all of the diverse knowledge, skills, experience and character of all of its people will never achieve great things, and after all - isn't that one of the things that makes it all worthwhile?
1 day ago



Alicia Fleischer Looking for an Executive or Administrative Assistant position at Georgia-Pacific. Does anyone know how best to approach?
4 hours ago

Add a comment...

Georgia-Pacific LLC "It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages." – Henry Ford

Like (37) · Comment (6) · Share · 6 days ago

David A. Popham, Roy Zilko, and 35 others like this

How You're Connected



33 second-degree connections

7,486 Employees on LinkedIn

[See all](#) ▶

Careers



Interested in Georgia-Pacific LLC?

Learn about our company and culture.

10 jobs posted

[Learn more](#) ▶

Products

Let Georgia-Pacific LLC know you'd like to see their products and services here.

[Send message](#) ▶

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#3. Engage & Influence your Audience

**More than 80% of LinkedIn users
influence business decisions at their companies.**

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IT DIDN'T TAKE JILL LONG TO REALIZE HER MISTAKE:
NEVER DATE AN OUTBOUND MARKETER.

Engage, don't enrage

Your customers are talking...
are you listening?

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Share Relevant Content



Theresa Merrill

Delete

CEO's that use [#SocialMedia](#) are perceived to be "better leaders."



7 Social Media Tips for CEOs

[mashable.com](#) · BusinessNewsDaily Businesses can no longer afford to have top leaders sit on the social media sidelines, a new study finds. More than three-quarters of executives worldwide believe it is a good idea for CEOs to participate in...

Like · Comment · Share · 3d ago



Theresa Merrill

Have you changed the way you're [#marketing](#) your [#brand](#) ...or are you just doing the same thing on a different channel?



Stop Shouting, Start Engaging: The New Rules of Selling

[linkedin.com](#) · WHEN the Mad Men of advertising first went online to try their hand at selling, they invented the Pop-Up advertisement. Could they have come up with anything more annoying or more likely to turn...

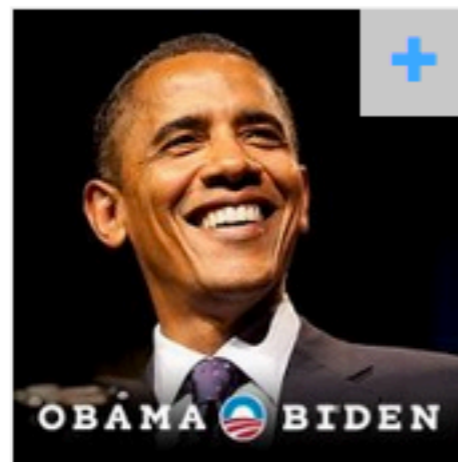
Like · Comment · Share · 4d ago

LinkedIn Today

20 different Channels
250 Influencers



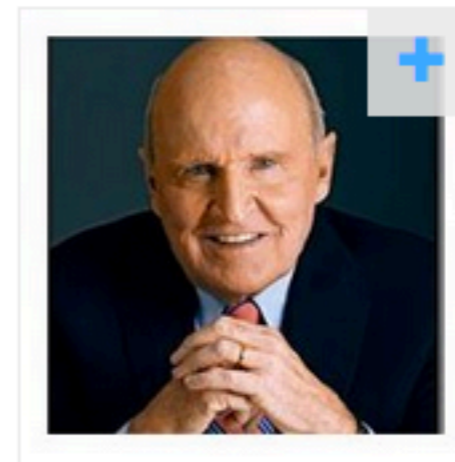
Richard Branson
Founder at Virgin Group
1,835,928 followers



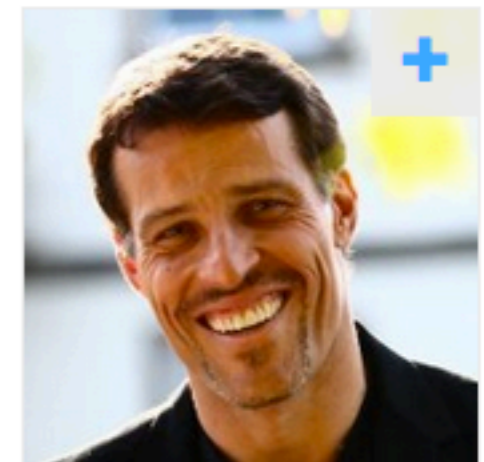
Barack Obama
President of the United States of...
851,664 followers



Deepak Chopra MD (official)
Founder, Chopra Foundation
710,307 followers



Jack Welch
Founder, Jack Welch Management...
705,316 followers



Anthony (Tony) Robbins
Chairman at Anthony Robbins...
493,147 followers

Easy for you to find and share relevant news
to your network

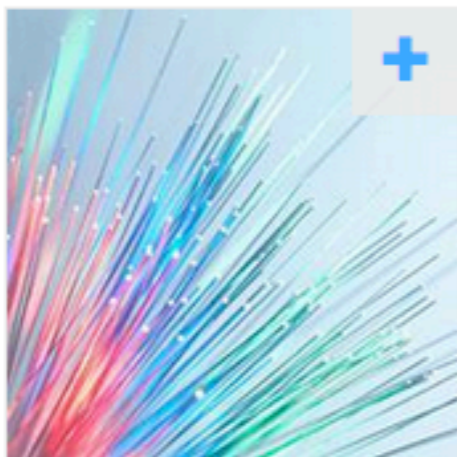


Be inspired, stay informed.

Follow channels to stay on top of topics that interest you — featuring articles from Influencers and top news sources.



Best Advice
11,151 followers



Big Ideas & Innovation
19,234 followers



Business Travel
5,016 followers



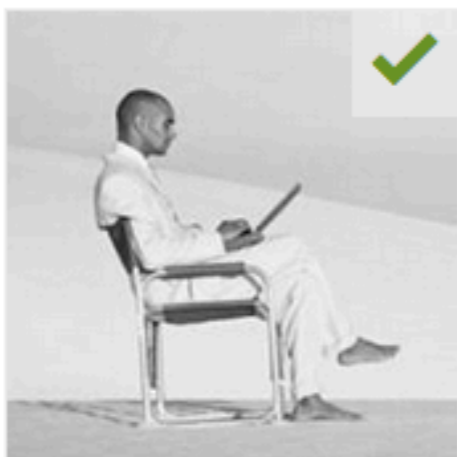
Customer Service
5,791 followers



Economy
449,616 followers



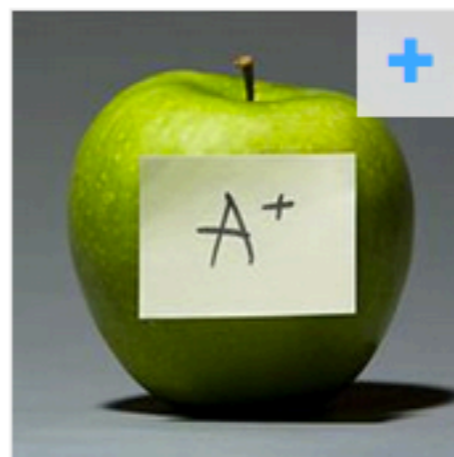
Editor's Picks
9,297 followers



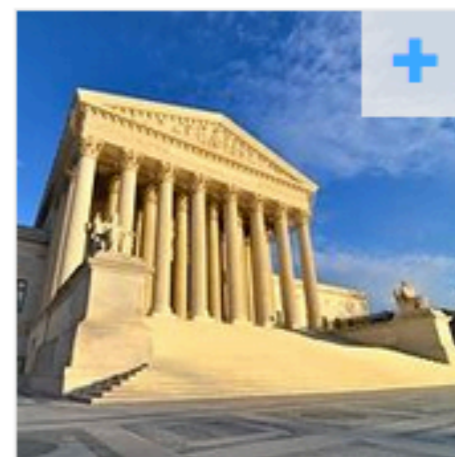
Entrepreneurship & Small Business



Healthcare
376,548 followers



Higher Education
184,926 followers




Law & Government
4,195 followers

LinkedIn Groups

- Join groups that your target audience are in.
- Think of them as a smaller, more niche networking opportunity.



@sellsocialmedia

A tropical seascape with a palm tree in the foreground, a clear blue sky with white clouds, and a turquoise ocean. The text is overlaid on the right side of the image.

**People love to buy,
but they hate to
be sold**

Three Steps to Success

1

Build your professional brand

2

Optimize your profile; build your network

3

Engage & Influence your target audience

Theresa Merrill

LinkedIn Consultant

20+ years in media sales & marketing

'Friends of LinkedIn' group member & speaker

Entrepreneur, founder, influencer @SellSocialMedia

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201.566.1351

Connect with me on [LinkedIn](#)