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The Power Formula for **LinkedIn** Success

HOW DOES YOUR LINKEDIN MARKETING STRATEGY MEASURE UP?

LinkedIn is a great tool for researching, networking and marketing, but people generally seem to have the most interest in marketing, which is a close relative to selling—and we all want to do lots of selling.

Wikipedia defines marketing as the process by which companies create customer interest in goods or services.



In the old days, before the Internet, we used advertising to create interest in our products or services. The advertising came directly from the company and focused on a feature, price, or way in which our product or service stood out from the competition and why you needed to buy right now or you were going to miss something really big. It required a very significant time commitment, along with a financial budget, to complete this campaign or program.

In the current era of the Internet and social media, we not only have additional communication channels but many more potential voices (in addition to the company itself) that can help create the desired customer interest. While using these social media channels may not require a significant financial budget, it will still require time and effort to execute the plan. But many individuals (voices) can now assist the marketing department. Just think how cost effective it would be to have individuals in your company using the LinkedIn marketing tools to create customer interest within their individual networks. It would be like having an army of “marketing machines.”

Use the report card on the next page to find out how well you are using LinkedIn to maximize your marketing efforts.

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LINKEDIN MARKETING REPORT CARD

Are these items included in your individual profile?

Marketing keywords in headline (brands, company name, years in business, etc.) (5 points) _____

Customer recommendations (2 points for each; max 10 points) _____

Skills & Expertise, including at least 10 skills (5 points) _____

Marketing materials added as media (5 points) _____

Marketing Power Point added as media (5 points) _____

Marketing video added as media (5 points) _____

Websites with links to marketing information (5 points for each) _____

Your company blog added as media (10 points) _____

Specific calls to action (2 points each; max 10 points) _____

Your current job entry linked correctly to your company page (5 points) _____

Keyword optimize your profile at least quarterly (20 points) _____

At least three helpful or industry-related status updates posted on your company page (10 points) _____

Up-to-date and keyword-tested Specialties and Company Description on company page (10 points) _____

Belong to industry-related LinkedIn groups (2 points for each; max 10 points) _____

Post thought leadership discussion in industry groups at least monthly (5 points) _____

**Use Status Update to share industry-related resources—such as events, websites, articles—
at least five times per week** (10 points) _____

TOTAL SCORE _____

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100+

Congratulations if your point total was 100 or above. I would say you are doing an excellent job of using LinkedIn's best tools and features for marketing your products and services.

60-99

If your score was between 60 and 99, you are well on your way, but you might want to review the areas where you didn't pick up any points and work toward incorporating those techniques into your LinkedIn strategy.

0-59

If you are below 60, you need to spend some purposeful time with this report card and sharpen up your profile and activities on LinkedIn in order to create the kind of customer interest you desire.

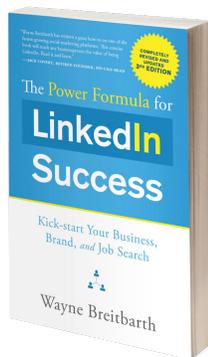
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- Keynote and workshop presentations for conventions and association meetings
- Free weekly LinkedIn tips (sign up at www.powerformula.net)
- *The Power Formula for LinkedIn Success* (order now at amazon.com)
- *Explode Your Revenues Using LinkedIn* online training course. Details at powerformula.net/explode.

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