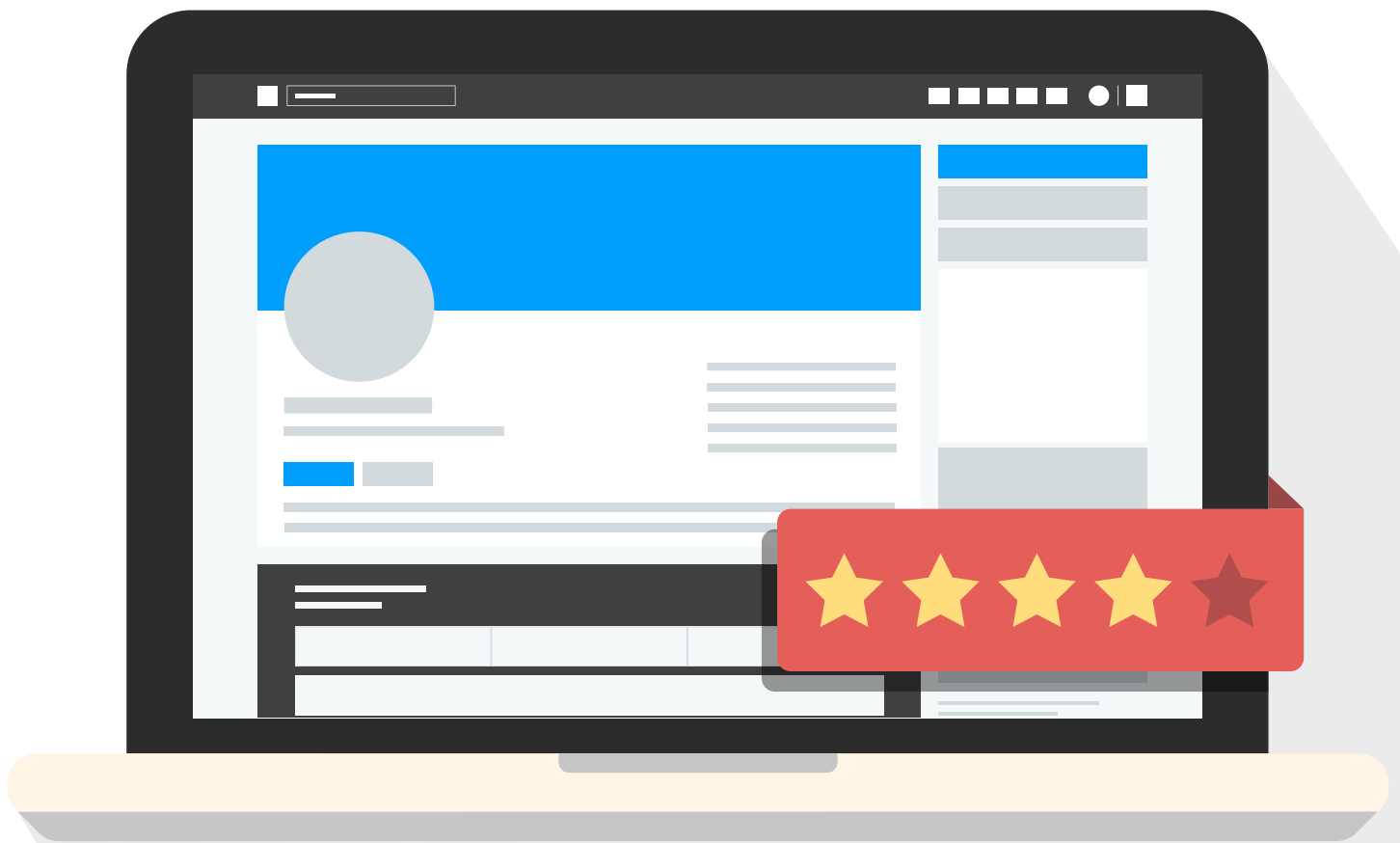


# — THE 10-POINT — **LINKEDIN AUDIT**



## ABOUT CATCH THE BEAT

Catch the Beat is one of the most the most efficient and effective digital marketing agencies pros in SA with the best dang digital marketing training you'll find anywhere.

We're on a mission to double the size of 10,000 businesses and want to help you:

[Drive More Traffic,](#)

[Produce Stellar Content,](#)

[Write Emails That Generate Clicks,](#)

...and

[Become the Smartest Marketer in the Room.](#)

### Catch the Beat

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[www.catchthebeat.co.za](http://www.catchthebeat.co.za)



# INTRODUCTION

If you're not active on LinkedIn, you're missing 80% of your leads.

*Let that sink in for a moment.*

Studies show that 80% of B2B leads come from LinkedIn, and 94% of B2B marketers use LinkedIn to distribute content.

On average, 46% of social media traffic coming to B2B company sites is from LinkedIn.

LinkedIn has 546+ million users in 200 countries, and 2 new members join the network every second!

260 million LinkedIn users are logging in each month. AND 40% of those users login daily.

**Now do the math!**

Of the 546 million total LinkedIn users and 250 million monthly active users, only 3 million share content on a weekly basis—just a touch over 1% of monthly users. That means 3 million users are getting 9 billion impressions each week!

Now ask yourself: "Am I using LinkedIn to its full potential?"

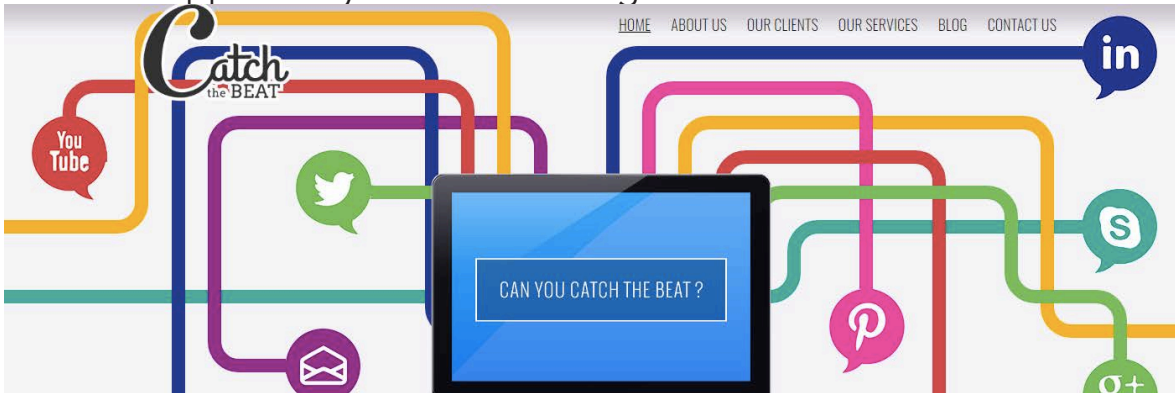
There's a big difference between being on LinkedIn and using it. LinkedIn can be used for so many things beyond just hosting your resume. Here's a list of just a few of the ways you can leverage the platform:

- Building Trust Amongst Your Peers
- Finding Jobs and Hiring Great People
- Generating Leads
- Kickstarting Partnerships
- Building Your Brand
- Obtaining Industry Knowledge
- Consuming and Creating Content
- Getting Support From Peers Within Your Industry
- Networking

Before you can take full advantage of all of these features and benefits, it's imperative to have a highly optimized profile. Use this checklist as a guide to turn your LinkedIn profile into a brand building, lead generating machine!

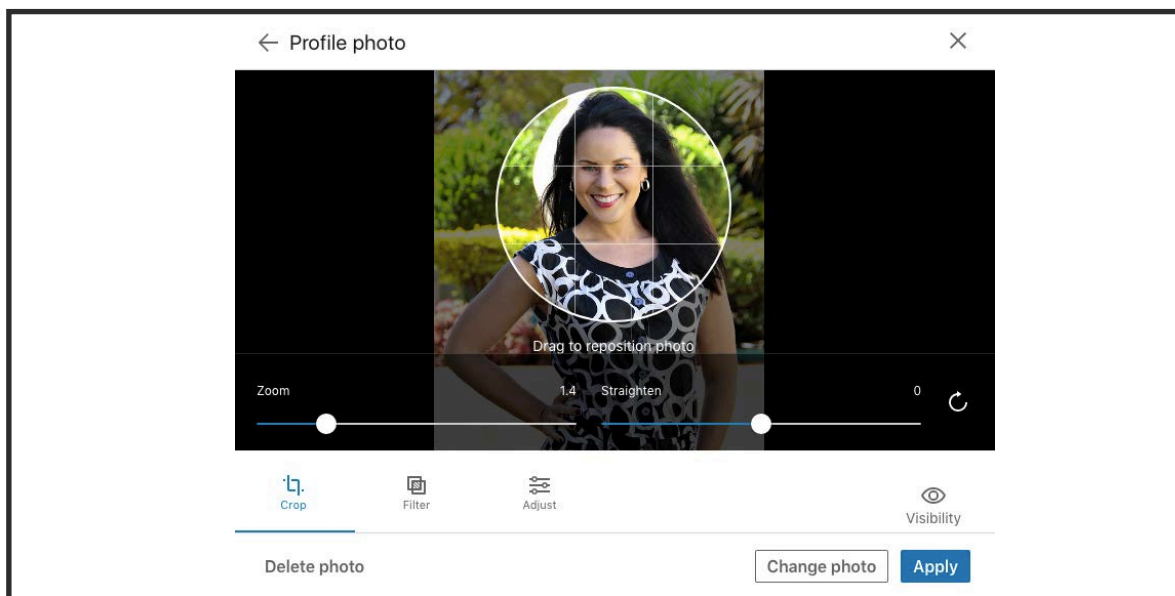
## STEP 1: COVER IMAGE

1. Add one!
2. Make sure the photo communicates what you are trying to portray when someone visits your page
3. Great opportunity to add branding



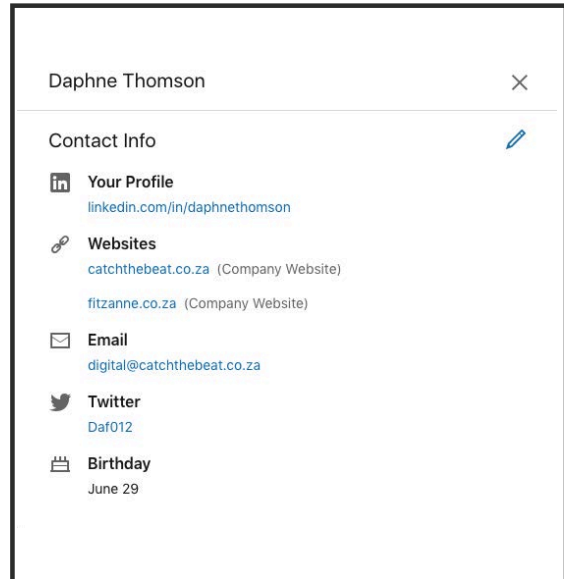
## STEP 2: PROFILE PHOTO

1. Your photo should take up 60% of the frame
2. Should be a CURRENT photo (no catfishing)
3. Dress to the expectations of your desired audience



## □ **STEP 3:** **CONTACT DETAILS**

1. Personalize your LinkedIn URL
2. Add your personal/company website
3. Add your “professional” email address (the one you would like prospective clients, employers, and business partners to reach you)
4. Twitter (if you have one)
5. Birthday (important: you want to show up in all of your contacts notifications at least once a year)



## □ **STEP 4:** **HEADLINE**

1. Use all of the real estate (120 character limit)
2. Don't just put your job title
3. Examples: "Looking to double the size of 10,000 businesses," "Best selling author, speaker, and business coach," "Internationally known to rock the microphone"

## □ **STEP 5:** **SUMMARY**

1. Use all of the real estate (2,000 character limit)
2. Write in a narrative format
3. Clear Mission Statement
4. Inject personality and optimize for SEO (industry specific words matter)
5. End with a clear call to action
6. Add photos to your summary

## About



**What I do:** I help all achieve qualified by providing online strategies.

**Who I work with:** I partner with Entrepreneurs, Brand Managers, CEO's and Marketing Managers including Architects, Dentists, Attorneys, Real Estate agents etc

**Why it works:** When you partner with Catch the Beat you get the most efficient, effective and affordable Digital Strategies that our clients are looking for right now.

**What makes us different:** We Believe in Human To Human Marketing, following a strategic Customer Value Process

**How it works:** We start with a Free 72 point checklist in order to build your industry-specific Customer Value Process

**Ready to chat?** Reach out to me directly here on LinkedIn, email me at [daphne@catchthebeat.co.za](mailto:daphne@catchthebeat.co.za) or visit us online at [www.catchthebeat.co.za](http://www.catchthebeat.co.za)



## STEP 6: CURRENT AND PAST EXPERIENCE

1. Write in a narrative format
2. Add photos and videos that capture attention
3. Make sure the work experience is relevant
4. Don't add every position you've ever had (no lemonade stands)



### Founder

Catch the Beat

Feb 2015 – Present · 4 yrs 5 mos

North Riding

#### ▶▶▶ WHAT WE DO!

We Help Financial Advisors, Insurance Brokers, Attorneys, Doctors & Dentists or any brand etc solve the #1 business problem - getting enough qualified clients to talk to.

#### ▶▶▶ HOW WE DO IT!

We offer you a team of certified LinkedIn professionals and your own personal LinkedIn campaign manager. They work with you to optimize your LinkedIn profile to improve your rankings, create targeted list of prospects, messages to invite them to connect and then follow up messages to turn the connections into hot and warm leads. You get daily leads. Your team sends out over 1200 messages per month which results in 300 to 400 connections, building your network. And the connections become hot leads that turn into sales conversations.

#### ★★★ SERVICES WE PROVIDE ★★★

Inside Sales

Appointment Setting

Low CPL based Tele-Prospecting

Lead/Demand Generation

LinkedIn Social Selling Training

LinkedIn Expert Training

100% Done for You LinkedIn Lead Generation

100% Do It Yourself LinkedIn Lead Generation

SEO

Social Media Management



## STEP 7: EDUCATION

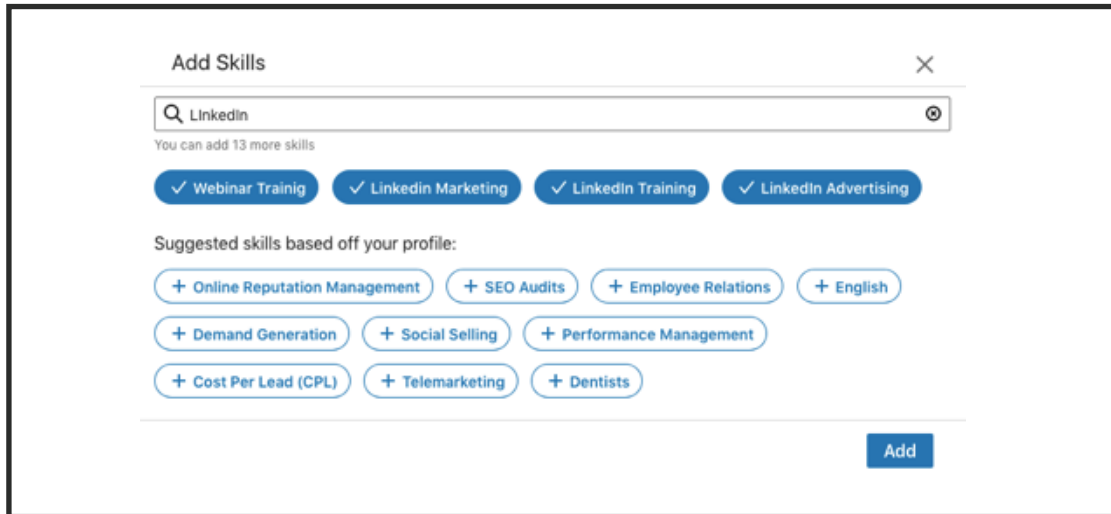
1. Keep this up-to-date
2. Link to college or university
3. Tap into your academic network



## STEP 8: SKILLS AND ENDORSEMENTS

1. Make sure your top 3 skills are the ones you want people to endorse (you can control your top 3)
2. Give endorsements for skills and you shall receive





## **STEP 9:** RECOMMENDATIONS








1. Ask for recommendations
2. Give recommendations
3. Aim for at least 3 from employers and peers



## STEP 10: INTERESTS

1. Follow pages that truly interest you
2. Join industry specific groups (great networking opportunity)

### Interests

	<b>LinkedIn</b> 3,465,404 followers		<b>Forbes</b> 7,060,894 followers
	<b>London Metropolitan University</b> 121,094 followers		<b>The Economist</b> 6,100,172 followers
	<b>Randi Zuckerberg</b>  Founder & CEO at Zuckerberg Media 976,074 followers		<b>Ogilvy</b> 619,875 followers

## WHAT'S NEXT?

Now that you've built an All-Star LinkedIn profile, it's time to start getting results. Though, learning how to take full advantage of the platform can be a difficult task.

If you're not fully taking advantage of LinkedIn, you're missing out on 546,000,000 opportunities to grow your business (and your career). We know you are super busy running your business and being the best you can be for your clients. We will take care of getting you in-front of new clients with our Free Customer Valuation Process!

[Contact us now and watch this video!!](#)

[CONTACT US NOW »](#)