



# BEST PRACTICES FOR BUILDING YOUR LINKEDIN PROFILE

## Build Trust

Complete your profile with the customer in mind--Include a professional photo and relevant keywords throughout your profile to optimize traffic that enters your page

### IMAGES

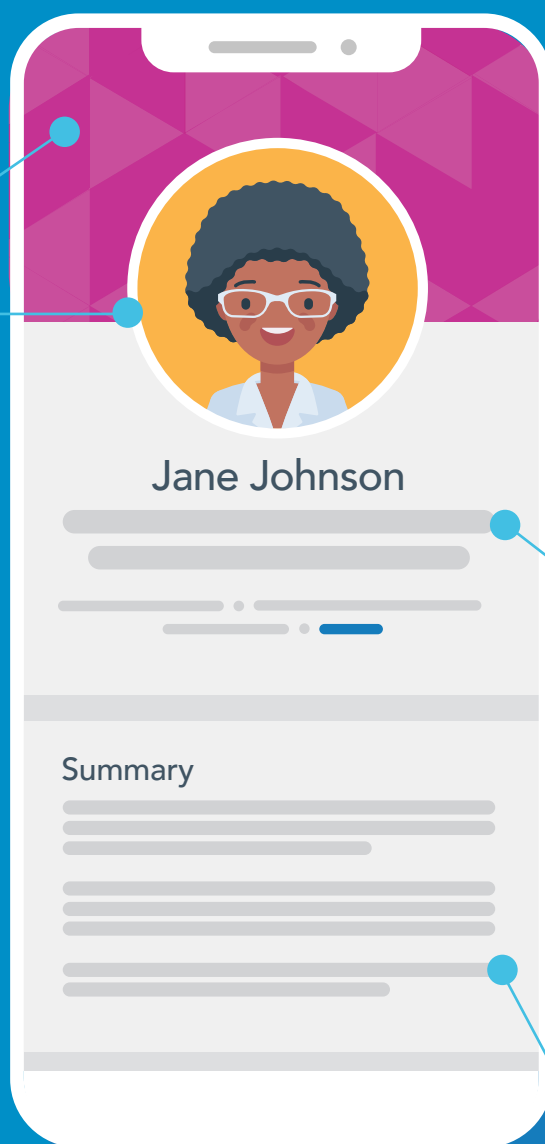
Cover Image Dimensions:  
1584 x 396px

Profile Image Dimensions:  
400 x 400px

Accepted File Types:  
JPEG, PNG

**FYI** According to LinkedIn, a professional headshot makes your profile

**21X**  
more likely to be viewed.  
Profiles with photos get an InMail response rate of  
**40%**



**TIP** To increase odds of your profile being returned in Google search results, include keywords prospective clients might Google when looking for services you provide

### HEADLINE

Your headline should answer 2 questions:

- Who do you help?
- How do you help?

### SUMMARY

**Your Value**  
Reiterate your purpose from your headline

#### Achieve Results

How do you help clients reach their goals?

#### Call to Action

Add your email, phone number, website URL and any other way that your potential client can reach you

## Build Credibility

Set aside 30 minutes per week to share relevant and valuable content for your audience! Now that you have optimized your profile for prospective clients, build credibility as a thought leader:

### ✔ POST RELEVANT CONTENT

Need inspiration? Check the Denim Social Content Library! You can also search for topics in the LinkedIn search bar to find some great recent inspiration from many others in your field. Don't forget to share success stories!

### ✔ GROW YOUR NETWORK

Join relevant groups in your industry to gain customer insights about needs/interests, follow additional people, and connect with others.

### ✔ DISPLAY YOUR SUCCESS:

Seek recommendations, endorsements, testimonials and reviews after positive customer experiences and ensure they are added to your profile.

### ✔ SCHEDULE YOUR POSTS FOR THE WHOLE WEEK (OR MONTH!) IN DENIM SOCIAL.

The best times for LinkedIn are Tuesday-Thursday between 10-11am; Content posted on weekends and after work tends to get less engagement.

### ✔ MONITOR GROWTH

Check likes, follows, shares, hashtags & comments and respond where necessary. Set weekly or monthly goals for growth and track progress.



**Success Story:** According to Fortune, an advisor at financial services firm Guardian Life picked up 35 referrals from just one client using LinkedIn. That rep's business has more than doubled since he started prospecting on social networks. Use advanced search to uncover potential new connections by leveraging existing relationships within the network.

### LEARN MORE

Check out the Denim Social Help Center for our guides: '4-1-1 Publishing Strategy', 'What Types & Sizes of Files are Accepted in Each Social Network?' & 'When Should I Post?' for more details on posting content.

