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HOW TO BOOST YOUR LINKEDIN PROFILE FOR YOUR BUSINESS

Your LinkedIn profile is a reflection of your personality, experience and your company. In this article we overview some useful tips to improve your LinkedIn presence and improve the impression it makes.

What should your profile look like?

Creating a great impression on LinkedIn is key to engaging your audience with you and your company. Your profile is an important part of your online presence and there are some key tips to keep it looking fresh:

To start with the basics, your profile picture is a 400 x 400px, 1:1 aspect ratio picture of yourself. A clear, professional and recent photo works best. Head and shoulders, smiling and approachable. LinkedIn offers Photo Frames that can be added to your picture to help inform your network. This includes a Hiring sticker, and an Open To Work. The Open To Work has a sneaky feature that only allows recruiters to view it, it will not be visible to LinkedIn members.

Your banner lies behind with the dimensions of 1584 x 396, a 4:1 aspect ratio. Use this opportunity to clearly define your message, your opening offer and strap line. Use a clear photo that defines your brand, or create your own graphic design. Share similar designs with your colleagues to create a united identity. Ensure your bio is up to date with a call to action. Instead of your job title, try explaining how you can help clients, what your unique selling point is, or tell people how to contact you.

Your profile is your open CV, highlights of your career and a professional portfolio all in one. Prioritise your profile in order of what you wish to highlight, be that education as a new graduate looking to join the job market following your education, or as someone with a bundle of experience. Make your profile make sense for you.

Include training and experience – LinkedIn offers a wide range of training opportunities which are directly advertised on your profile. Take the time to upskill and show off about your commitment to professional growth. As with your bio, your job experiences and education should highlight what you were able to achieve and how your previous experience can highlight your abilities today. Include key career highlights in the job biographies and make it relevant to your current role.

To really enhance your page, ask those who you have worked with to 'endorse' you, leaving their own short testimonials to you and boosting your own profile through meaningful and evidenced review.

What goes on your profile?

Your profile is your own page and personal content and commentary.

The art of sharing and commenting on news articles or others' posts is a common practice. But have you considered other forms of publication?

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Hubspot marketing trends for 2024 reported that [short form videos are the top-rated media marketing tool for this coming year](#). Integrated video platforms have surged across social media, from Tiktok trends to Instagram Reels and Youtube shorts. This can be utilised successfully within your LinkedIn home feed, too. These are engaging ways to share messaging across clients in easily absorbable and engaging ways. Videos with infographics are still exceptionally effective, with key details highlighted instantly. In fact, [Verizon Media's survey of US consumers found that 92% watched videos without sound](#). Having infographics removes the need to create captions and works well in silent media to highlight the direct point and send your targeted message across from screen to consumer.

Linkedin blogs have also been growing in popularity. Users can now post blogs and article content directly onto their own LinkedIn page. Think pieces such as long form blogs and articles are one of the top media formats that marketers plan to leverage for large scale in 2024. [2024 Marketing Statistics, Trends & Data — The Ultimate List of Digital Marketing Stats \(hubspot.com\)](#). These shorter articles, less than 3000 words, were ranked third as successful B2B content assets by the Content Marketing Institute back in 2021, with the LinkedIn creating its own space to share content directly. LinkedIn has a standard layout and design within their platform, making it easier to post content directly to your followers and connections – a predetermined audience. Their comment field and sharing options easily supports conversation and circulation, and the article is directly linked to your profile for engagement and connection.

Finally, connect with your audience through event spaces. An underutilised feature includes showcasing which events you are attending. LinkedIn hosts a series of online forums and helps members publish and organise offline occasions. Use your RSVP to signal to your network the events you will be attending to broaden your horizons, showcase your skills and turn all your new LinkedIn connections into meaningful professional relationships.

Do you need help with your marketing strategy?

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Why us?

We are data centre, telecoms and technology marketing specialists with a combined 50+ years' telecommunications and technology experience, we have first-hand knowledge of how to translate the benefits of technology products and services into engaging communications.