

# 10 WAYS TO MAXIMIZE YOUR LINKEDIN PRESENCE

A LinkedIn Page has the potential to become an incredibly valuable resource for building professional networks. Similarly, LinkedIn business pages can help you gain more visitors, build brand awareness and help project your business as influential one. It will help you generate more leads and become a thought-leader in your domain. Let's take a look at how you can use LinkedIn effectively as a dynamic marketing tool:



## 1. Use eye-catching visuals

It has been proven that images and videos capture the viewers' attention better than text. Therefore, the world is shifting gradually from text-based to visual-based communication. Use of rich media can enhance the experience you provide your audience.



## 2. Stay relevant but concise

If there's one thing that people do not have enough of, it is time! Keep your updates short and simple since most of your audience does not have the time to read long and complicated content.



## 3. Share others' content too

LinkedIn is a place to express yourself, but occasionally it helps to share content from other sources too. It's a good way to break the monotony that may have set in and your audiences may enjoy the change.



## 4. Update the banner

Whenever people visit your LinkedIn page, the first thing that they see is your page banner. Make sure it's clear, attractive, legible and relevant. Do change the banner occasionally and use it to post about upcoming events.



## 5. Re-evaluate your content

Think about what sort of value your content is adding to the audience. LinkedIn is a professional platform, so think of new ways to add content - like surveys, live events, giveaways and interviews.



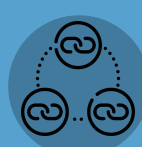
## 6. Use hashtags

Hashtags are a great way for people to find your post based on the topic of your content. Use relevant hashtags and don't feel shy to use plenty of hashtags to improve the findability and visibility of your posts.



## 7. Engage with followers

Responding to comments, asking for suggestions, participating in discussions and connecting with your followers will bring your business plenty of value, trust and loyalty. People want to interact with businesses that care about their ideas.



## 8. Link-building

Link-building is a great way to boost your LinkedIn presence. LinkedIn's internal search engine searches and shares content. Linking external resources will amplify visibility and drive more traffic to your business.



## 9. Market yourself

LinkedIn is a marketing tool so there is no harm in focusing on the branding and advertising of your company. The ultimate aim of LinkedIn presence is for people to know and identify your brand.



## 10. Use the analytics tool

LinkedIn comes with its own set of analytics tools, which will help you understand which of your posts have been popular and which haven't. This will help you customize the content to cater to the likes of your followers.