

LinkedIn Power Lab Webinar

Advanced LinkedIn Tips

with Gunnar Habitz
Monday 19 July 2021

Welcome!

G'day, my name is Gunnar

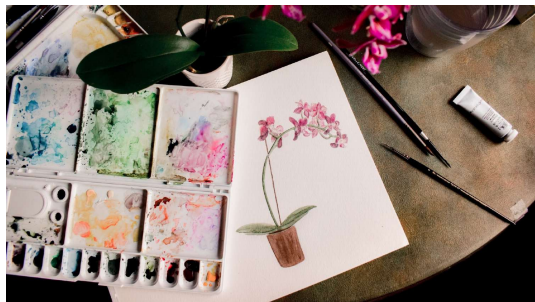
Social Media Consultant, Social Selling Blogger, Online Course Creator, Book Author



Please use the chat room to contribute or unmute yourself

Advanced LinkedIn Tips

LinkedIn Power Lab Webinar 19 July 2021



1. Creator Mode

supporting content providers



2. Content

new formats for new targets



3. Engagement

turn content into conversations

... for all who want to stand out with their personal brand to improve business and career



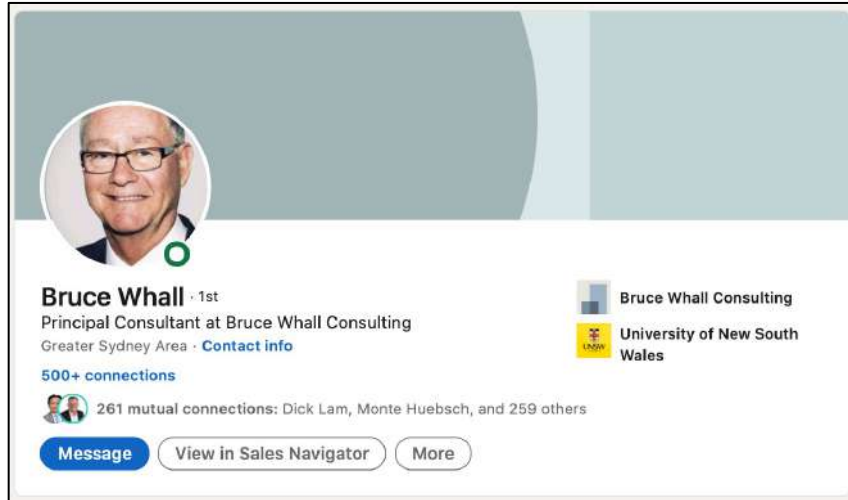
1. Creator Mode

**When did you update your
LinkedIn Profile the last time?**

Answer in the chat

Comparing Profiles Becomes Easy

How many seconds do we have to get a first impression?



LinkedIn profile of Bruce Whall. The profile picture shows an older man with glasses. The header features a blue background with a white circle containing a green 'O'. The name 'Bruce Whall' is followed by '1st'. The title is 'Principal Consultant at Bruce Whall Consulting' with the location 'Greater Sydney Area' and a 'Contact info' link. The company logo for 'Bruce Whall Consulting' is shown, along with the 'University of New South Wales' logo. It states '500+ connections'. Below, it says '261 mutual connections: Dick Lam, Monte Huebsch, and 259 others'. At the bottom are buttons for 'Message', 'View in Sales Navigator', and 'More'.

Bruce Whall · 1st
Principal Consultant at Bruce Whall Consulting
Greater Sydney Area · [Contact info](#)
500+ connections
261 mutual connections: Dick Lam, Monte Huebsch, and 259 others
[Message](#) [View in Sales Navigator](#) [More](#)



LinkedIn profile of Simon Bowden. The profile picture shows a man smiling. The header features a banner with a red cup of coffee and the text 'Let's chat about the success of your business!'. The name 'Simon Bowden' is followed by '1st'. The title is 'International Marketing Business Coach' with various credentials: 'Marketing Mentor', 'Overcome Your Self-limiting Beliefs', 'Success Coach', 'Creating Work/Life Balance', 'Accountability, Keeping You Focused', and 'Author Naomi Jaremczuk'. It also mentions 'Talks about #coaching, #mentoring, #leadership, #inspiration, and #businessgrowth'. The location is 'Berwick, Victoria, Australia' with a 'Contact info' link. It states '15,215 followers' and '500+ connections'. Below, it says '288 mutual connections: Ivan Kaye, Carl Gough, and 286 others'. At the bottom are buttons for 'Message', 'View in Sales Navigator', and 'More'. A section titled 'Providing services' lists 'Executive Coaching, Leadership Development, Marketing Strategy, Product Marketing, Lead Generation, Mar...' with a 'See all details' link.

Simon Bowden · 1st
International Marketing Business Coach
Marketing Mentor
Overcome Your Self-limiting Beliefs
Success Coach
Creating Work/Life Balance
Accountability, Keeping You Focused
Author Naomi Jaremczuk
Talks about #coaching, #mentoring, #leadership, #inspiration, and #businessgrowth
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Providing services
Executive Coaching, Leadership Development, Marketing Strategy, Product Marketing, Lead Generation, Mar...
[See all details](#)

Creator Mode

Do you want to stand out and build loyal communities?

Creator mode

Creator mode

On

Topics you select will be displayed on your profile to show potential followers what you post about most.

Topics (optional)
You can add up to 5.

#linkedin ✓

#networking ✓

#socialmedia ✓

#socialselling ✓

#personalbranding ✓

Add topics +

- New mode for members who regularly share content to demonstrate their expertise and build networks
- Add 1-5 topics (hashtags) you post about which will be added below the headline
- This underlines the importance of hashtags!
- Featured and Activity sections move up
- “Connect” button becomes “+Follow” by default
- **Benefit:** Stand out over your boring competition



John Smibert · 1st

Facilitating online sales leader peer groups. Helping achieve sustained growth - Speaker - Author - Consultant - Trainer

Talks about #b2bsales, #salestips, #salesprocess, #salesstrategy, and #salesleadership

 Sales Leader Forums

 La Trobe University




Service Pages


How do you provide services for your clients?

Providing services
Marketing Consulting, Brand Consulting, Business Consulting, Management Consulting, Training, Social Medi...
[See all details](#)

Teddy Burriss's Services



Services provided by
Teddy Burriss


[Message](#) [More...](#)  +61 You and Teddy both know Denis, Sandra, and 62 others


About

I love to help business professionals who want to use LinkedIn as a Business Tool in their role.

I do this work with sales professionals, marketing departments, sales trainers, and through marketing firms.

I provide 1:1 engagements, public webinar programs, as well as corporate training, coaching, and ... See more

 Location
Greensboro--Winston-Salem--High Point Area

 Available
Remote or in person

Services provided

[Marketing Consulting](#) [Brand Consulting](#) [Business Consulting](#) [Management Consulting](#) [Training](#)

[Social Media Marketing](#) [Corporate Training](#) [Public Speaking](#) [Executive Coaching](#) [Lead Generation](#)

- Useful addition to the Creator Mode
- Reachable by pressing on the “Providing services” section in the top part of the profile
- No need to scroll down to the About or experience sections the find out what the person offers
- Ideal for consultants, coaches and sole traders
- Profile, (regular) LinkedIn Pages and the new Service Pages are different elements with own URLs
- **Benefit:** Leverage new standardised offering format

Name Pronunciation

How do you call your name?



The image shows a LinkedIn profile for Sue Parker. At the top is a banner with a dark blue background and purple text that reads "DARE to Step Up & Stand Out in your business or career". A circular profile picture of Sue Parker is on the left. To the right of the photo, it says "Featured in" followed by logos for "THE MANDARIN", "business", "sunrise", "Kochie's BUSINESS BUILDERS", "Marketing", "LawyersWeekly", "INSIDE IR", "sky news", and "Sma". Below the banner, the name "Sue Parker" is displayed with a speaker icon and ". 1st". Her bio reads: "Communications & Branding > Leadership Marketing > LinkedIn Specialist & Trainer > Executive Career & Job Search Strategist > Media Contributor & Writer".

Sue Parker · 1st

Communications & Branding > Leadership Marketing > LinkedIn Specialist & Trainer > Executive Career & Job Search Strategist > Media Contributor & Writer

- 10 seconds to record your name
- Can be used for a quick elevator pitch
- Mostly used by consultants and coaches, not by corporate employees
- Recording only on the mobile app, not on desktop
- **Benefit:** Present your voice to the public


Cover Story

Did you see the video behind the profile photo?



- 30 seconds to record a short video
- Starts 3 seconds since viewing the profile
- Recognisable by an orange circle around the photo
- Nice chance to provide a quick elevator pitch
- **Benefit:** Show how you talk and act as a person



A hand holding a red pen is writing on a piece of paper. In the background, an open book is visible. The scene is softly lit, suggesting a study or workspace.

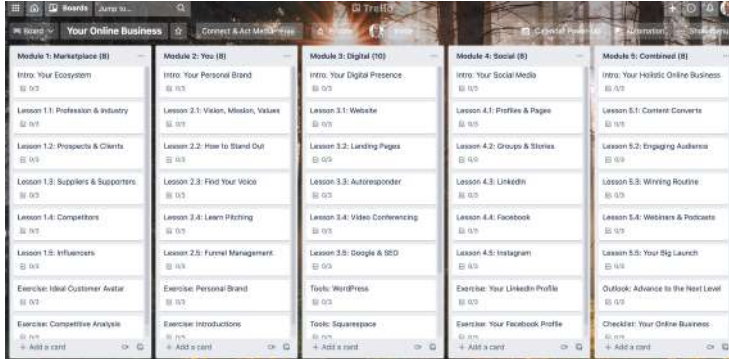
2. Content

How often do you **create your own
content on LinkedIn?**

Answer in the chat

Trello

My method to choose content




- **T**ravel
- **R**esults
- **E**nthusiasm
- **L**earning
- **L**ifestyle
- **O**ppportunity

- Provide value in all posts
- Post once per day, max. twice
- Pitch never
- Produce in batches

Post Length Increase

Do you have more to write?



Gunnar Habitz
Social Selling Advocate at Hootsuite | Senior Partner & Alliance Manage...
5d • 🌐

What are the secrets of building high performing sales teams?

The latest Sales Leaders Forum event organised by [John Smibert](#) discussed this topic in a panel discussion with influential sales book author [Tony J. Hughes](#), [Jo Gaines](#) from Salesforce, [Dan Porter](#) from Fujifilm and [Diana Tapp](#), [High-Performance Team Specialist](#).

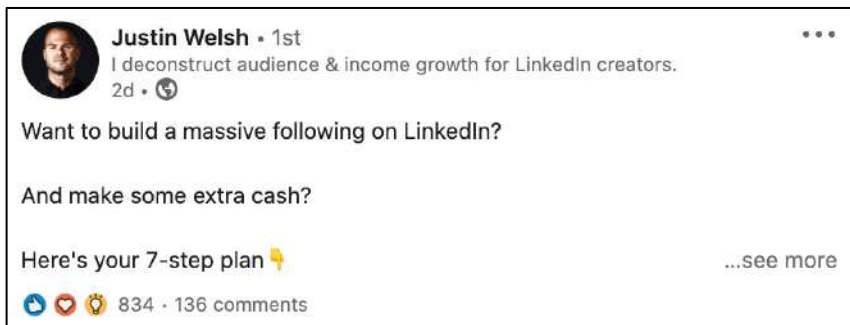
Here are my takeaways from the panel session:

1. Leadership is a huge honour and responsibility to bring individuals together into teams and drive with them onto a journey towards an outcome.
2. The power of connection is critical which starts in selecting the right people who can enjoy working together as a team.
3. In the war on keeping top talents it is critical to create a thriving team culture as high performing teams are a reason to stay or move on.
4. End customers might not care about a sales team at all – in their expectation a working team culture includes those functions driving the business transformation for them which also includes implementation, customer success and legal.

- Typical LinkedIn post covers only 1300 characters max (approx. 200 words) as in this example
- That includes the link to external content if applicable
- The extension to 3000 characters (approx. 500 words) shows the drive towards more meaningful content
- LinkedIn articles remain better for SEO and thought leadership as they remain visible
- **Benefit:** Show your expertise by adding more points to a topic from different angles to entice reactions

Text-Only Posts

An image says more than 1000 words – but you might not need that many at all



- Posts with photos show three lines with “...see more”
- Those without photos show five lines
- Write an enticing begin to make people curious
- Use few emojis, don't overload
- Write.Simple.Language.
- **Benefit:** Become a storyteller in KISS fashion (keep it simple & stupid)



Documents

How do you gain more engagement on your post?



- Add a multi-page document to visualise your content
- Create in Canva or PowerPoint, upload as PDF
- Ensure the fonts are large and text is to the point
- Use images wherever you can
- Show your expertise to the broader community
- **Benefit:** Get higher visibility than normal posts

Newsletter

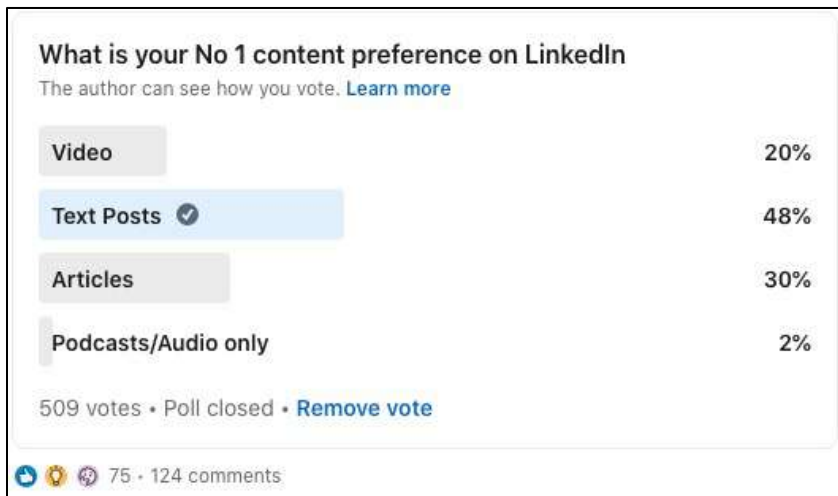
How do you show thought leadership regularly?



- Rejuvenation of the LinkedIn articles as subscriptions
- Episodes can be found under the LinkedIn articles
- Notification sent when new episode published
- So far rather randomly given to members
- Desire for rich content with guaranteed notifications being sent to interested readers
- **Benefit:** Gain subscribers for sharing your content and then follow up based on their reactions

Polls

How to find ideas for content



- Gain feedback and sentiments on interesting topics and opinions with few choices
- Running for one week
- Users can change their opinion before the end
- Others don't see who voted what
- The number of votes is visible
- **Benefit:** Collect input from your network about a topic, follow up with voters and write about it

A photograph of two women sitting at a grey table, looking at a stack of papers. They are both wearing white shirts with black polka dots. The woman on the left is pointing at a document. The woman on the right is holding a pen. A semi-transparent grey box with a teal border is overlaid on the image, containing the text '3. Engagement'.

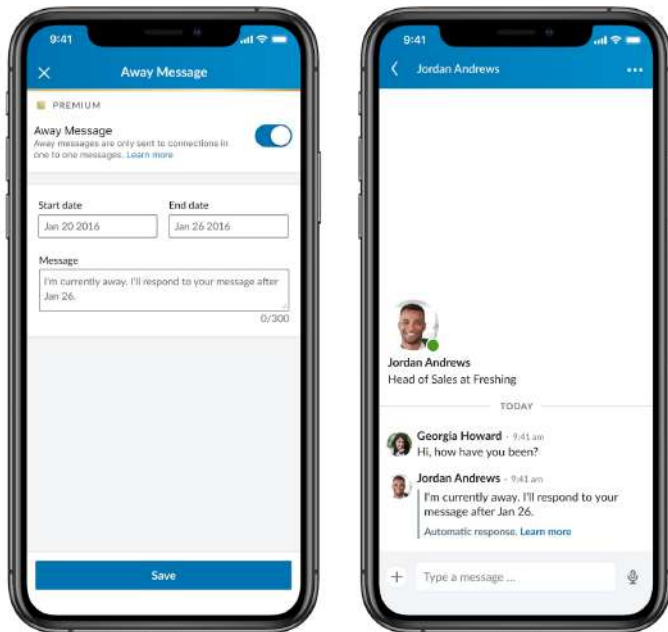
3. Engagement

Did you use **video messages to
communicate in LinkedIn?**

Answer in the chat

Away – Out of Office

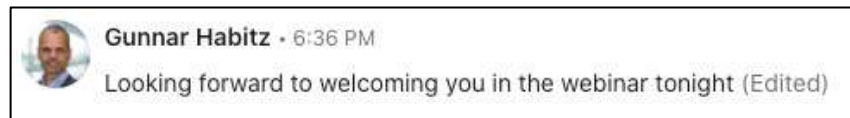
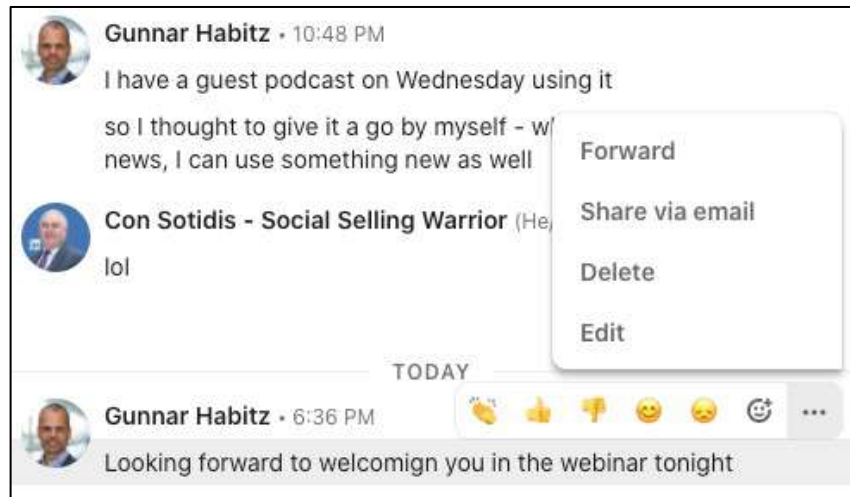
Are you on LinkedIn detox?



- First step towards meaningful usage of the inbox
- Only for LinkedIn Premium
- Can be combined with links for readers to download collaterals or other call to action ideas
- **Benefit:** Respond automatically even when you're off

Edit/Delete and Reactions in Messages

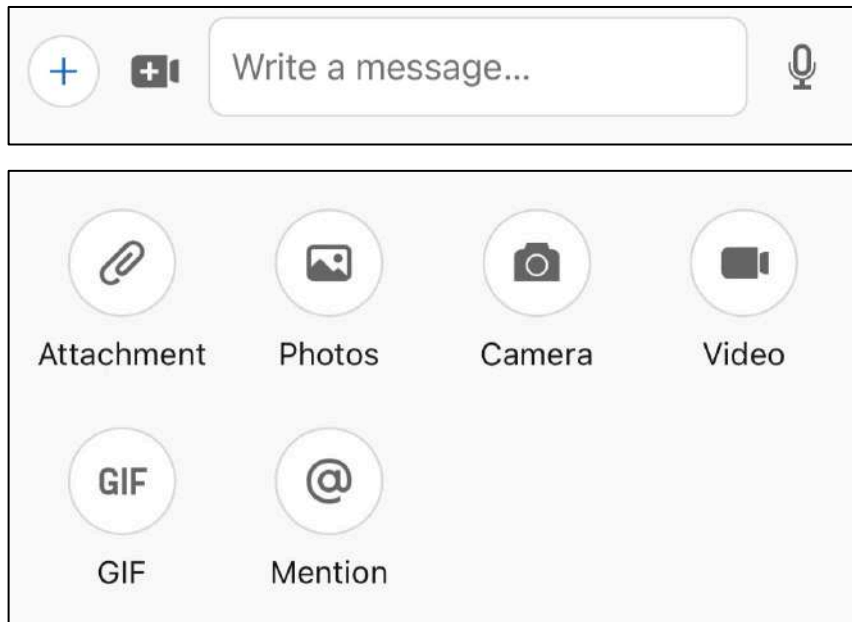
How can I correct a typo or even a real mistake?



- WhatsApp and Facebook Messenger allow editing and deleting of messages and replies
- LinkedIn now allows editing and deleting of **unread** messages
- No chance to delete for yourself or others after the person read the message
- LinkedIn added reactions inside the messages
- No need to find emojis anymore (not easy on desktop)
- Just hover over the message and a context menu appears to the right
- The hand symbols are yellow without chance to change the skin tone (yet)
- **Benefit:** Pay more attention to correct writing

Video Messaging

How to simulate working together?



- Biggest disruption in the messages is a video call
- Best way to showcase the real you
- Only on the mobile app
- Click on the + sign and then on the Video button
- Start the recording by one click, then stop
- Maximum recording time 2 minutes
- **Benefit:** Stand out with your own personality

Routine

How should we handle post engagement?

Commenting

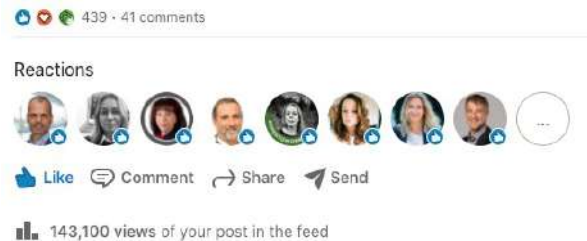
- Within first 2h of posting need to comment on first reactions
- Other checkpoints in the evening, then next morning, next evening etc.
- **Keep conversation going**
- Answer all except short one-line comments

Connecting

- 25 people shared the post
- No idea who are the viewers
- Watch the profiles of the commenters
- **Connect with a personalised invite when suitable**
- Find out about their second-degree connections

Converting

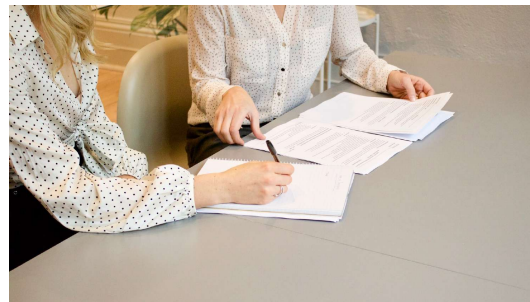
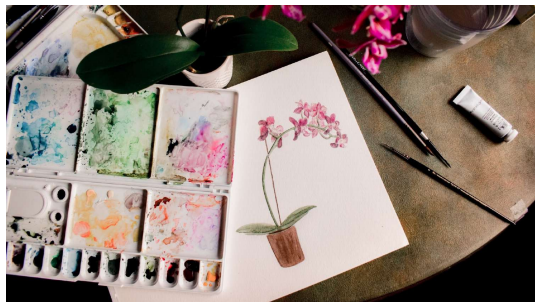
- Figure out how you can help those new connections
- **Communicate directly with them in LinkedIn messaging**
- **Use voice and video to disrupt their text-based messages**
- Suggest similar content
- Share your own hashtag



Link to the example post [“8 Habits of Quiet Winners”](#) with the high engagement as shown above

Summary: Advanced LinkedIn Tips

LinkedIn Power Lab Webinar 19 July 2021



1. Creator Mode


- Setup Creator Mode
- Service Pages
- Name Pronunciation
- Cover Story

2. Content

- Posts
- Documents
- Newsletter
- Polls

3. Engagement

- Away, Out of Office
- Edit/Delete, Reactions
- Video Messaging
- Routine



Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.

Next Steps

How can I Help You?

Prepare for the next steps



Discovery Call

30min free discussion

Ideas for profile ideas

[Schedule here](#)



Profile Refresh

CV style to story-telling

Advisory or done for you

[Book here](#)



Online Course

Enhance your knowledge

Transform to the next level

[Join here](#)

Organic LinkedIn Course

Overview



Complete

- Grow your online presence
- Shape your personal brand
- Define your target market

Connect

- Improve your profile
- Find your tribe
- Connect properly

Content

- Comment with style
- Curate from others
- Create own content

Convert

- Engage with your audience
- Establish a winning routine
- Elevate to the next level

plus **Cabinet**, a repository of tools and further recording

One More Thing: Your Online Business **Digital & Social**

New Online Course from September: learn to launch your online world

The screenshot shows the user interface of an online course titled "Your Online Business". On the left is a sidebar menu with a "LIBRARY" header. It lists "Module 1: Marketplace" with lessons from "Intro: Your Ecosystem" to "Exercise: Competitive Analysis", and "Module 2: You" with lessons from "Intro: Your Personal Brand" to "Lesson 2.5: Funnel Management". The main content area has a teal header with a user profile for "Gunnar Habitz", a "0% COMPLETE" progress indicator, and a "Start Course" button. Below the header are tabs for "Dashboard", "Categories", and "Announcements". The "Dashboard" tab is active, displaying a welcome message, course description, and a request to connect on LinkedIn. A search bar is located at the top right of the main area. On the right side of the dashboard, there is a graphic with the course title "Your Online Business DIGITAL & SOCIAL" and a description of the course's target audience and practical focus.

Your Online Business

Module 1: Marketplace

- Intro: Your Ecosystem
- Lesson 1.1: Profession & Industry
- Lesson 1.2: Prospects & Clients
- Lesson 1.3: Suppliers & Supporters
- Lesson 1.4: Competitors
- Lesson 1.5: Influencers
- Exercise: Ideal Customer Avatar
- Exercise: Competitive Analysis

Module 2: You

- Intro: Your Personal Brand
- Lesson 2.1: Vision, Mission, Values
- Lesson 2.2: How to Stand Out
- Lesson 2.3: Find Your Voice
- Lesson 2.4: Learn Pitching
- Lesson 2.5: Funnel Management

Welcome Gunnar Habitz

0% COMPLETE

Start Course

Dashboard Categories Announcements

Search for something...

Welcome to this online course about a holistic approach of digital and social media for your business.

This is ideal for entrepreneurs and smaller companies to get up to speed on what the modern technology can help to achieve a well-rounded brand online which converts prospects to clients.

From the essential elements of a competitive analysis over digital tools and social media tricks, this course covers the journey from scratch to the big launch when all pieces come together.

Good luck with the progress of the course!

Please add me to your LinkedIn network (ideally with a personalised message).

Gunnar

Your Online Business
DIGITAL & SOCIAL

This course is designed for entrepreneurs and small business professionals who realise that being online from websites to social media still feels overwhelming.

I guide you through the relevant elements to

Content

1. Marketplace
2. You
3. Digital
4. Social
5. Combined

- 25 lessons
- 3.5h video
- Very practical



Thank you

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www.facebook.com/groups/organiclinkedincommunity