

LinkedIn Power Lab Webinar

Create Clever Content

with Gunnar Habitz
Monday 8 February 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

Create Clever Content

LinkedIn Power Lab Webinar 8 February 2021



1. Setup

Your content plan



2. Scribe

converting material



3. Support

your engaging posts

Content is not King

Content is Prince and Context is King

A close-up photograph of a person's hands playing chess. The person is wearing a blue shirt. The chessboard is in the foreground, with white and dark pieces. A semi-transparent white rectangular box is overlaid in the center of the image, containing the text "1. Setup".

1. Setup

**Do you have a social media calendar
in place for 2021?**

Answer in the chat

Use Social Media Calendar

<https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar>

COPY Global Social Publishing Calendar 2020

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

TIME (PST)

TIME (PST)	REASON	CONTENT TYPE	CONTENT PILLAR/TOPIC	SOCIAL COPY	LINK ASSIST	TIME (PST)	CONTENT TYPE	CONTENT PILLAR/TOPIC
TWITTER (ORDER DATE)						FACEBOOK (ORDER DATE)		
6/11/20	Global / APAC	Blog post	EVERGREEN	Revisiting one of our most popular topics on social media content creation strategies.		6/11/20	Blog post	New Blog Content
Twitter (January 1)						Facebook (January 1)		
12/15/19	Global / EMEA	Guest / Image	Private IG	When you make your content on Instagram, how is it going to show up on other social media? We're exploring how to connect your Instagram account.		12/15/19	3rd Party Content	Content / Content
6/11/20	Global	Blog post	FB Marketing 2020	There are 100 million+ active Facebook marketing pages in 2020. https://blog.hootsuite.com/facebook-marketing-2020/		12/15/19	Blog post	Evergreen Blog
12/15/19	Global	Guest / Image	AI/ML/AR/VR	As marketing combinations of strategy, tools, and training evolve, AI/ML/AR/VR is becoming a must-have for your brand's digital marketing success.		6/11/20	Blog post	New Blog Content
1/14/20	Global	Blog post	AI/ML/AR/VR	How to use AI/ML/AR/VR in your marketing strategy. https://blog.hootsuite.com/ai-ml-ar-vr-in-your-marketing-strategy/		12/15/19	Blog post	Evergreen Blog
2/17/20	Global / APAC	Blog post	FB Marketing 2020	Everything you need to know about Facebook in 2020. https://blog.hootsuite.com/facebook-marketing-2020/		12/15/19	Blog post	Evergreen Blog
Wednesday, January 1						Wednesday, January 1		
6/11/20	Global / EMEA	Guest / Image	FB Accounts	This will get you closer to your next steps. https://blog.hootsuite.com/facebook-accounts-2020/		6/11/20	Blog post	Evergreen Blog
6/11/20	Global	Blog post	IG Explore Page	Here's how to get more views on your Instagram Explore page. https://blog.hootsuite.com/instagram-explore-page-2020/		12/15/19	Education	FB Accounts
12/15/19	Global	Guest / Image	AI/ML/AR/VR	New year, new you: how are you shifting your social media strategy in 2020?		12/15/19	Blog post	Evergreen Blog
1/14/20	Global	Blog post	Twitter Accounts	Are you following these accounts on Twitter? https://blog.hootsuite.com/twitter-accounts-2020/		Twitter (January 1)		
2/17/20	Global / APAC	Blog post	IG Explore Page	There are 7 ways to get an Instagram explore page. https://blog.hootsuite.com/instagram-explore-page-2020/		6/11/20	Blog post	New Blog Content
Twitter (January 1)						Twitter (January 1)		
6/11/20	Global / EMEA	Guest / Image	FB Accounts	How to get more views on your Instagram Explore page. https://blog.hootsuite.com/instagram-explore-page-2020/		12/15/19	Guest / Image	Content
6/11/20	Global	Blog post	FB Accounts	How to get more views on your Instagram Explore page. https://blog.hootsuite.com/instagram-explore-page-2020/		12/15/19	Blog post	Evergreen Blog
12/15/19	Global	Blog post	AI/ML/AR/VR	How to use AI/ML/AR/VR in your marketing strategy. https://blog.hootsuite.com/ai-ml-ar-vr-in-your-marketing-strategy/		6/11/20	Blog post	New Blog Content
1/14/20	Global	Blog post	AI/ML/AR/VR	How to use AI/ML/AR/VR in your marketing strategy. https://blog.hootsuite.com/ai-ml-ar-vr-in-your-marketing-strategy/		12/15/19	Content Blog	EVERGREEN
2/17/20	Global / APAC	Blog post	FB Accounts	How to get more views on your Instagram Explore page. https://blog.hootsuite.com/instagram-explore-page-2020/		12/15/19	Blog post	Evergreen Blog
Twitter (January 1)						Twitter (January 1)		

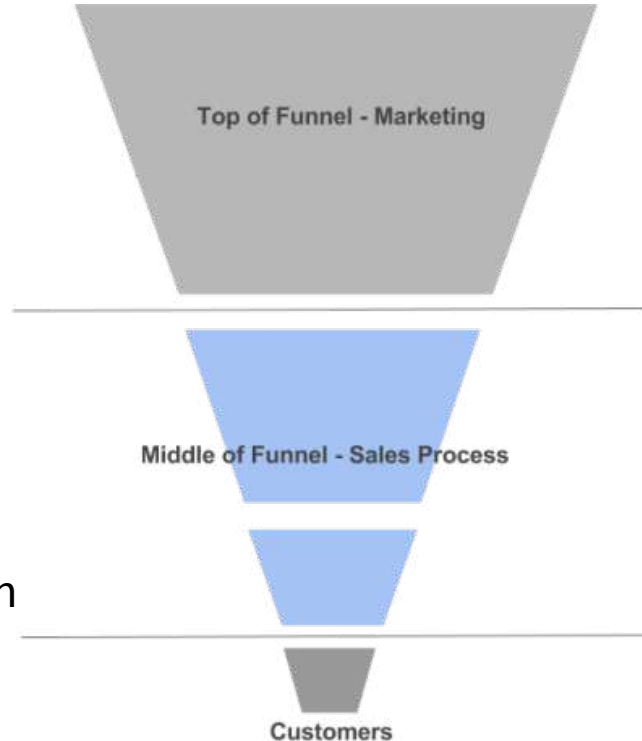
January 2020 + New Template - Instagram - What's New Wednesday 2020 - Evergreen - Content Key - Export

Social Media Planning Considerations

Turn social listening into winning activities

Profile

- What do you do to help whom achieve what?
- Powerful headline (now 220 characters)
- Impressive summary written in 1st person
- Featured section with rich media
- **Critical:** genuine person



Content

- Topics & length
- Curated vs. created
- Length & frequency
- Timing & scheduling
- Ready to engage quickly
- Does the content guide through the funnel?
- **Critical:** set ROI targets and measure them

A top-down view of a vintage typewriter on a white marble desk. The typewriter is black and silver, with a sheet of paper inserted. The paper has two paragraphs of text. To the left of the typewriter is a white cup with a gold rim, filled with a golden liquid, and a gold spoon. To the right is a gold pineapple. In the bottom left corner, there is a pair of gold scissors on a white grid-patterned paper.

Travel is to make a journey or to have an adventure or
experience by bicycle, train, airplane, car, motorcycle, or
boat. It could be an exploration to unknown new places
or unplanned to meet new people, see 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 love to be with nature to feel
their minds and stretch their souls, but some like to be
in the city. You will get lots of benefits such as exploring
new cultures.

2. Scribe

What is your **reason to post content?**

Answer in the chat

Choose Wisely What to Post

How to find relevant material

Problem

- Many don't really know what to post
- They pitch too much about their services

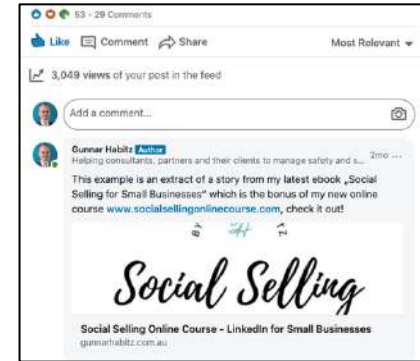


Background

- Posting too much or not enough
- Often outside of the tribe's interest

Solution

- 80% educational, 20% about your services
- Exchange with your audience **what helps them**



Benefit

- Targeted content adding your expertise
- Collaborate with some of your clients

Curate With Magic Intro

How to ensure your audience sees your posts

Problem

- Most people share content from others blank
- Therefore no reason for your audience to read

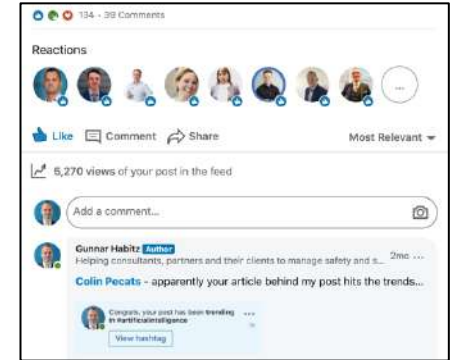
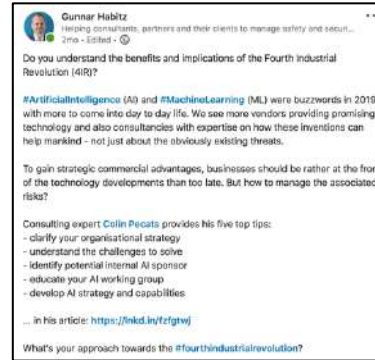


Background

- Out of context doesn't stand "what's in it for me"
- Looks sometimes even like advertising

Solution

- Compose **enticing begin** with question to dive in
- Publish post without link and **add link later**



Benefit

- Become known as a writer despite just curating
- See reactions of a wider audience

Typical Content Formats

What you would expect here

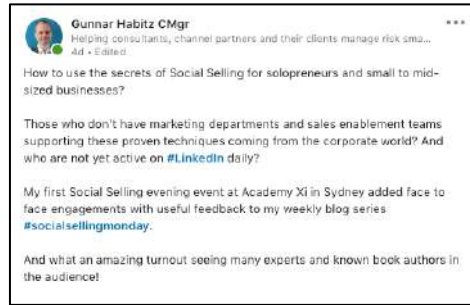


Article

Former Pulse publishing service

Reduced importance

Good for **thought leadership**



Post

Former short status update

Main vehicle of LinkedIn content

With good images or without



Video

From sharing YouTube to native

Huge hit in 2018 sitting in a car

Add captions (www.rev.com)

Newer Content Formats

Ever tried any of those?

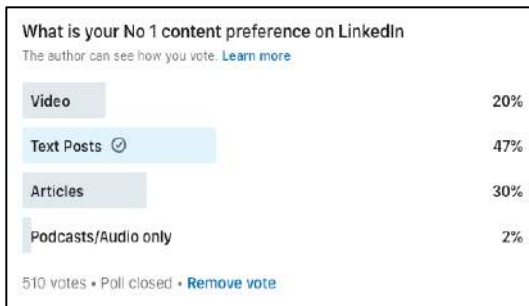


Documents

Upload slides or other PDFs

Use large fonts and good contrast

Highly engaging expertise format

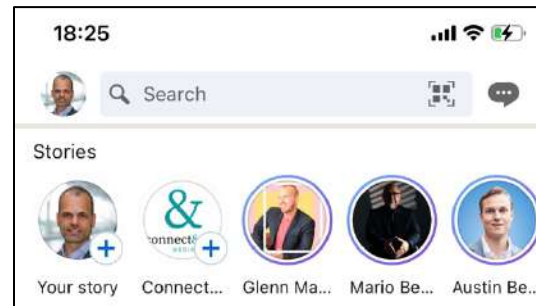


Polls

Introduced early 2020

Helps to **learn** from the audience

Don't overuse this feature



Stories

Launched late 2020

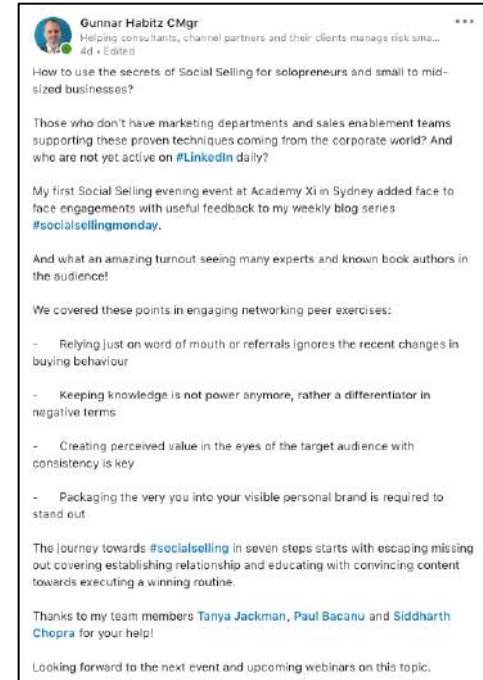
Similar to Facebook & Instagram

24 seconds long, 24 hours visible

LinkedIn Post

Typical content format

- 1300 characters max (approx. 200 words)
- Use #hashtags
- Add photos
- Close with question
- Keep URL to repost
- Text with or without images, native or linked video, and polls



Write What Matters

How to compose posts towards engagement

Problem

- Most people post without structure
- Those posts are not leading to engagement

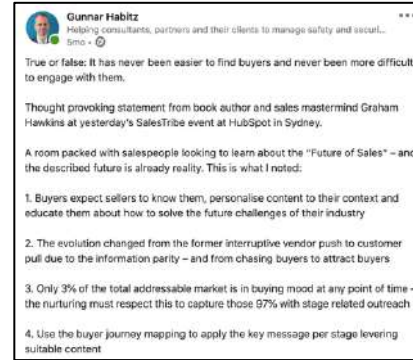


Background

- They don't use best practice formats and timing
- Missed chance for starting conversations

Solution

- Adopt **story-telling post formats** like events
- Showcase what you learned with outcome



Benefit

- Perception as value creator to drive engagement
- Gain new connections from each post



A top-down view of a group of people's hands stacked in a circle. Many of the individuals are wearing blue wristbands with the word "CAFAS" printed on them. The scene is dimly lit, with the focus on the hands and the central text overlay.

3. Support

**How do you engage with the
comments on your posts?**

Answer in the chat

Use Commenting to Win Engagement on LinkedIn

Underrated strategy to gain followers and raving fans



Post

Curated or created, use the right time to post when your audience hangs out in their chosen channel



Multiply

Share, tag and send your post to those who will comment to tap into their networks



Grow

Reply to each suitable comment, continue visible dialogue and invite those to your network

Follow Up Quickly

Time matters

Problem

- You posted good content and got responses
- But do different things since sharing the post

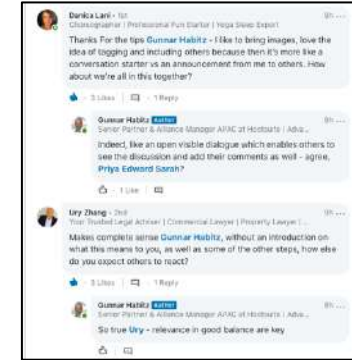
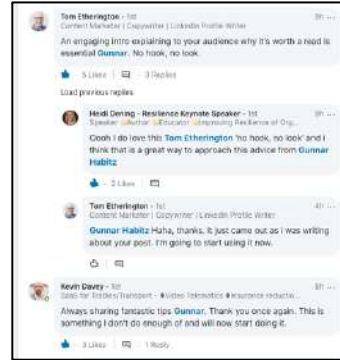


Background

- Posting without follow up
- No regular checkpoint per day

Solution

- Schedule **dedicated time** at the end of the day
- Comment on all posts, connect those you like



Benefit

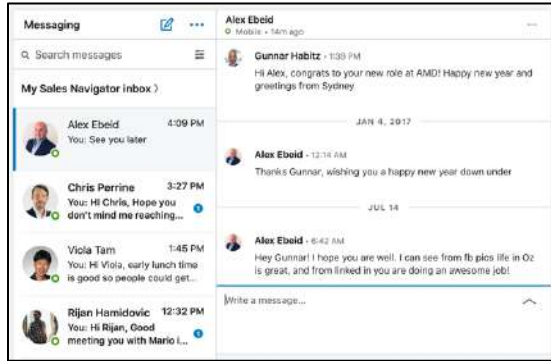
- Shows you as active and responsive professional
- Increase engagement while it is fresh

Tell it With Voice & Video

How to communicate through the noise

Problem

- Email inboxes are full
- Easy to overlook a LinkedIn message

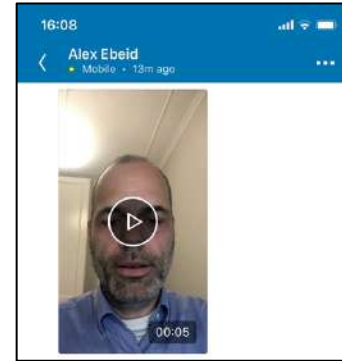
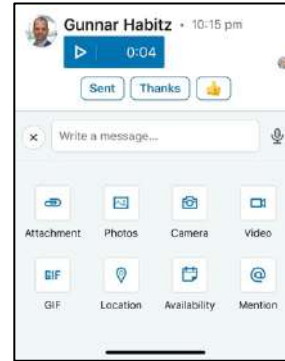
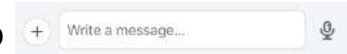


Background

- LinkedIn messaging does not have a proper inbox
- Missed chance for communication

Solution

- Use **voice** mails in the app
- Or record **video** messages



Benefit

- Disrupt inboxes, get your point across in sticky way
- Show you as a person simulating real life meetings

Advance is the new Close

From pitch to pull

Problem

- Many are pitching too early about their offers
- Transactional sales push doesn't work here

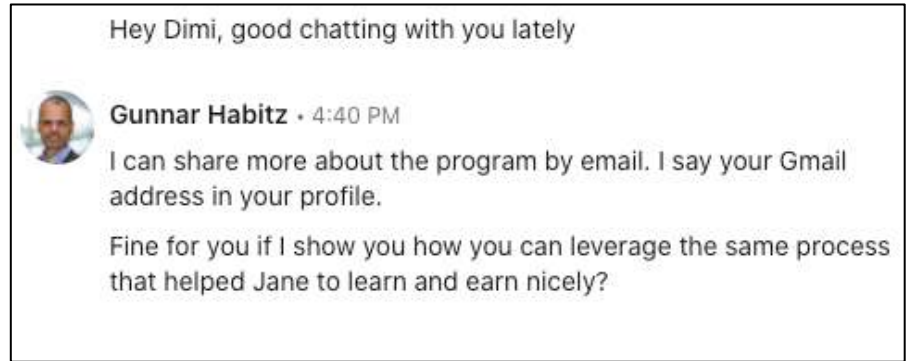


Background

- Nobody wants to be sold to and runs away
- Too early before building trust online

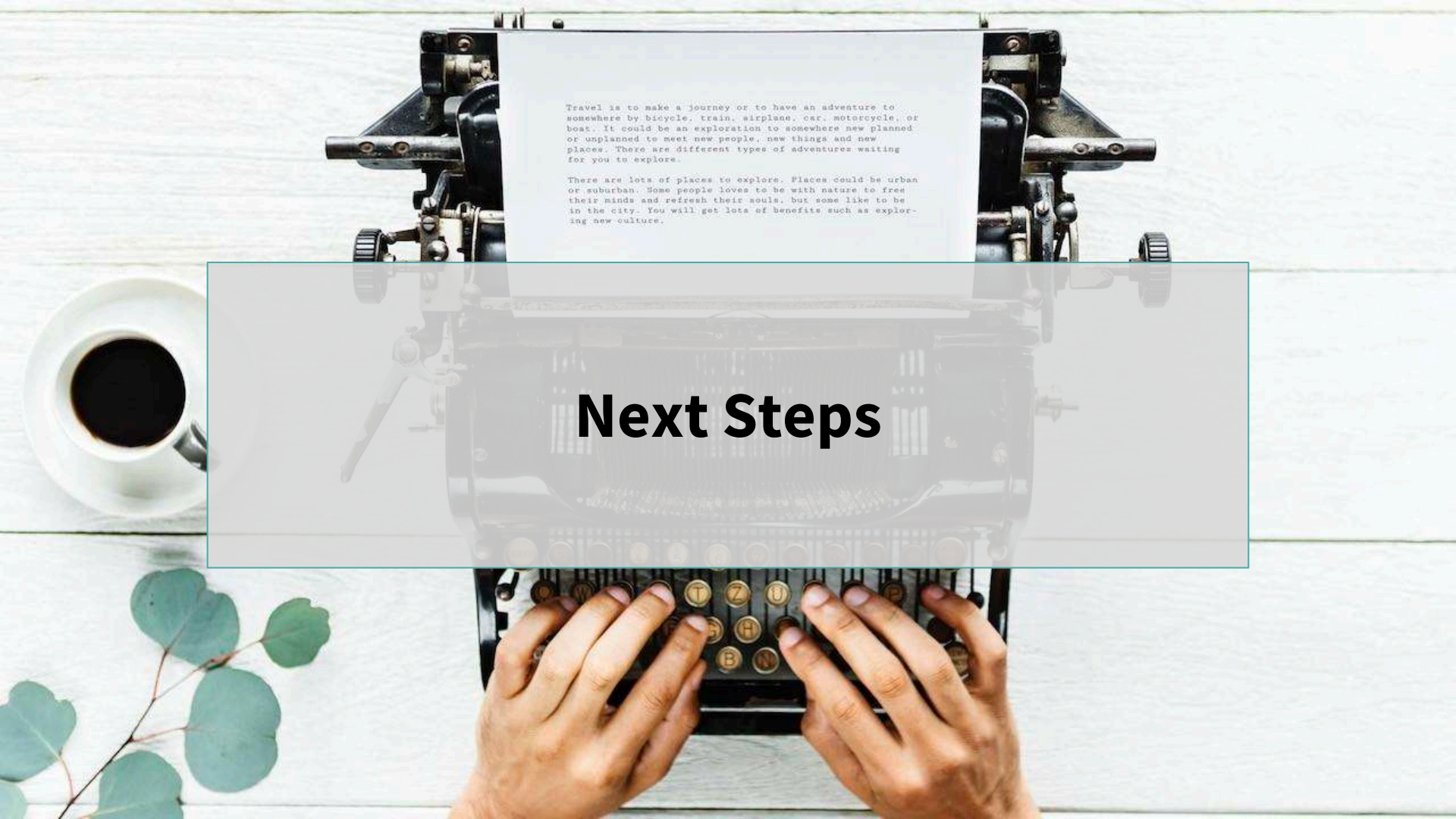
Solution

- Invite suitable prospects to your email list
- Combine with LinkedIn outreach in a cadence



Benefit

- Leverage a double approach of email and LinkedIn
- Advance step by step in combo with personal touch



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](#)



Membership

Online course library
Accountability & Activities

[Join here](#)

Organic LinkedIn Habits

Welcome to my Membership Program around LinkedIn for Small Businesses



Access

- 4 course modules
- 12+ recorded lessons
- 1 resource cabinet



Accountability

- Closed LinkedIn Group
- Direct email access
- Free initial strategy session



Action

- Live coaching call 4th Monday
- Office hours on demand
- Monthly content award

Access

Ongoing education in my growing Online Course



Challenge

- 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

How to get Started?

www.gunnarhabitz.com.au/organiclinkedinhabits

How to join the membership program?

This is what you get when you enrol (in AUD) - with 30% off for the annual subscription

<p>Essential</p> <p>\$97</p> <p>paid monthly</p> <ul style="list-style-type: none">• Full online course with 3h video• Several worksheets and guides• Initial 1:1 consultation 45min <p>Book this</p>	<p>Best Value</p> <p>Premium</p> <p>\$247</p> <p>paid monthly</p> <ul style="list-style-type: none">• All from the Essential level• Personal engagement on your posts• Ongoing 1:1 mentoring 1h per month <p>Book that</p>	<p>Profile Refresh</p> <p>\$197</p> <p>paid once</p> <ul style="list-style-type: none">• LinkedIn profile reviewed by me• Suggestions what to change where• 1:1 mentoring 45min <p>Improve here</p>
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One More Thing...

Announcing my next online course



- Dedicated for those in Affiliate or Network Marketing business
- Add LinkedIn as organic income stream to your programs
- **Complete** your serious profile
- **Connect** with right audience
- **Content** in RSVP* mode
- **Convert** to gain passive income
- USD 197 incl. 50% commission

Currently in Pilot test – get onto the waiting list



Thank you

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www.facebook.com/groups/organiclinkedincommunity