

LinkedIn Power Lab Webinar

**How to use LinkedIn in 2021**

with Gunnar Habitz  
Monday 11 January 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

# How to use LinkedIn in 2021

LinkedIn Power Lab Webinar 11 January 2021



## 1. Plan

what you want to achieve



## 2. Produce

converting content



## 3. Perform

your regular activities

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. Plan".

# 1. Plan

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

*Answer in the chat*

# Social Media Trends for 2021

According to Hootsuite's Global Trend Survey

<b>1. The race for ROI</b>	<b>2. Silence is golden</b>	<b>3. Way more than OK</b>	<b>4. Do I know you?</b>	<b>5. The perils (and promise) of purpose</b>
Social bridges the gap to a new customer experience	Brands find their place in the conversation	A generation ignored by digital marketers booms on social	Tying engagement to identity gives advanced marketers new momentum	Bold brands start in the boardroom, not the front lines of social

# Social Media Trends for 2021

According to Hootsuite's Global Trend Survey

## Highlights

1. Increased acquisition of new customers (73% of all marketers)
2. More practical than years before, less experiences with other platforms
3. Need to personalise content and experiences
4. More confident in social ROI (68% quantify ROI of social media)
5. SMBs are excited about social selling

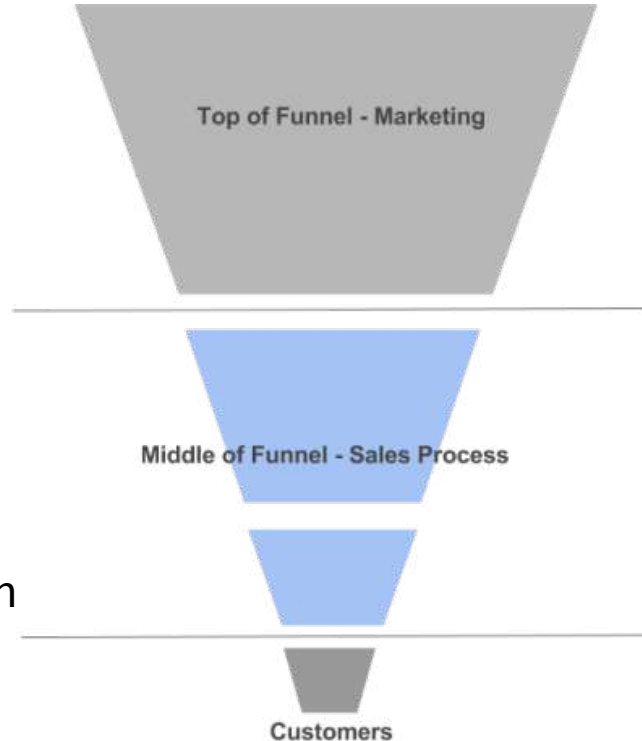


# Social Media Planning Considerations

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 1<sup>st</sup> 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 expedition to unknown new places  
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 love to be with nature to feel  
their minds and refresh their souls, but some like to be  
in the city. You will get lots of benefits such as exploring  
new cultures.

## 2. Produce

**What is your preferred approach:  
curating or creating content?**

*Answer in the chat*

# Typical Content Formats

What you would expect here

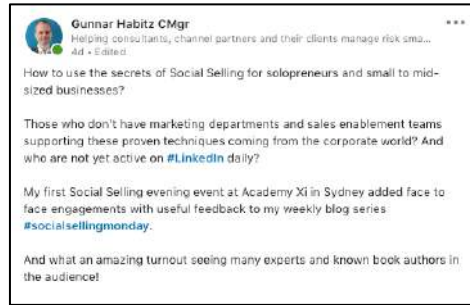


## Article

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?

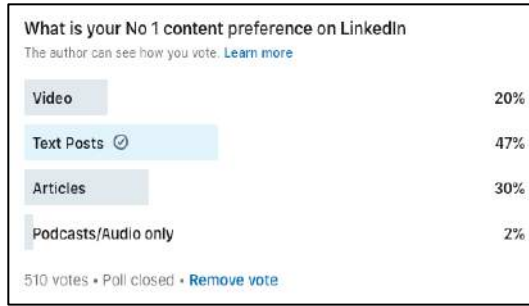


## Documents

Upload slides or other PDFs

Use large fonts and good contrast

**Highly engaging** expertise format

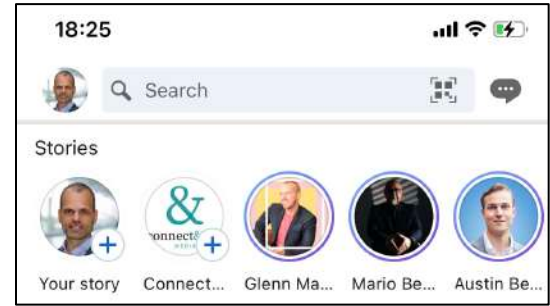


## Polls

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

# 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

A top-down view of a diverse group of people, mostly young adults, gathered in a circle. They are all looking towards the center where their hands are stacked on top of each other. Many of them are wearing blue wristbands with the word 'EMFAS' printed on them in white. The scene is lit with warm, low-key lighting, creating a sense of unity and teamwork. The background is dark, making the hands and wristbands stand out.

### 3. Perform

**Do you have a regular timeslot  
for your LinkedIn activities?**

*Answer in the chat*

# Follow Up Quickly

## Time matters

### Problem

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

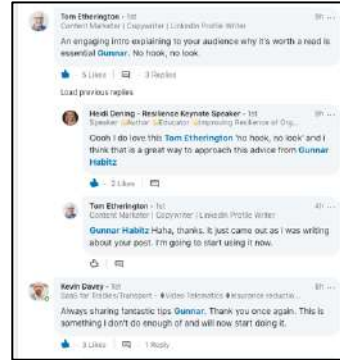


### Background

- 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

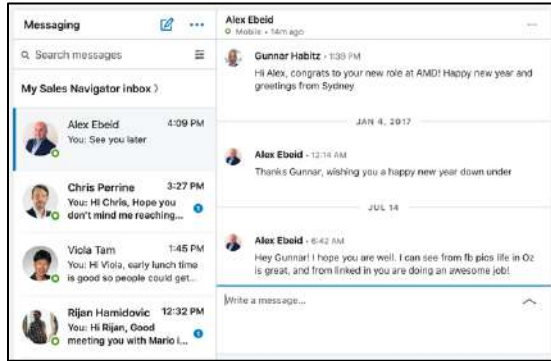


# Tell it With Voice & Video

## How to communicate through the noise

### Problem

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

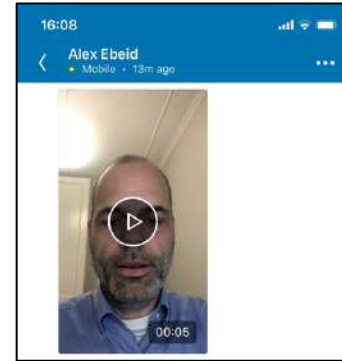
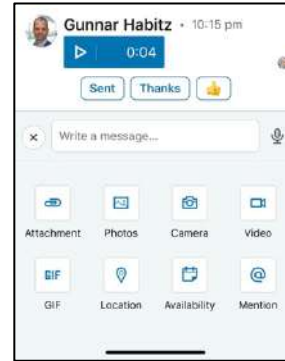
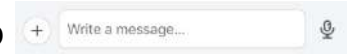


### Background

- 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

# During the Week

30 min per day

## Establish

- Invite using your templates
- Watch who viewed your profile
- Respond to invitations

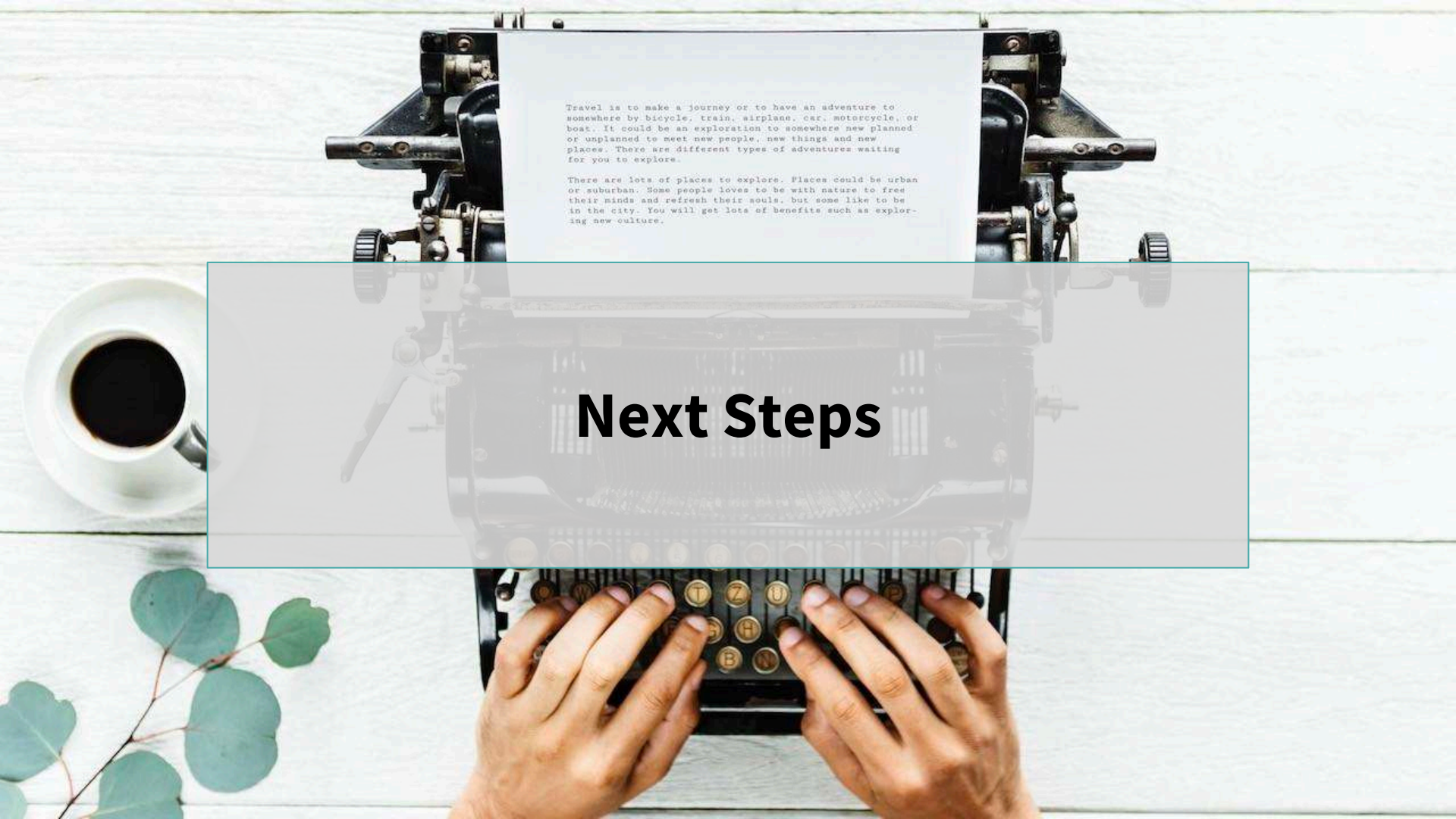
## Engage

- Nurture your contacts
- Send genuine birthday wishes
- Create short posts outside your plans

## Evolve

- Bring discussions further
- Suggest a call or meeting
- Request referrals to others

*When do you find the time during the day*



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 3<sup>rd</sup> 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](http://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><b>Essential</b></p> <p><b>\$97</b></p> <p>paid monthly</p> <ul style="list-style-type: none"><li>• Full online course with 3h video</li><li>• Several worksheets and guides</li><li>• Access to closed LinkedIn group</li><li>• Initial 1:1 consultation 45min</li></ul> <p>Book this</p>	<p><b>Best Value</b></p> <p><b>Premium</b></p> <p><b>\$197</b></p> <p>paid monthly</p> <ul style="list-style-type: none"><li>• All from the Essential level</li><li>• Personal engagement on your posts</li><li>• Ongoing 1:1 mentoring 1h per month</li></ul> <p>Book that</p>	<p><b>Profile Refresh</b></p> <p><b>\$197</b></p> <p>paid once</p> <ul style="list-style-type: none"><li>• LinkedIn profile reviewed by me</li><li>• Suggestions what to change where</li><li>• 1:1 mentoring 45min</li></ul> <p>Improve here</p>
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*\$247 from 15/1*

# One More Thing...

Announcing my next online course



- Dedicated for those in High Ticket Affiliate Marketing
- 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
- Incl. affiliate commission

Launching on 18 January 2021 – get onto the waiting list





*Thank you*

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