



# How to make your brand more visible on LinkedIn

Ella Orr

# LinkedIn

On a scale of 1 - 10 how much do you *use* LinkedIn?

On a scale of 1 - 10 how much do you feel you are *getting value* from LinkedIn?



## A few stats...

- LinkedIn has 660 million users
- 92% marketers in B2B
- 80% OF B2B leads come from LinkedIn
- 60% increase in content posted in last 6 months



# How will posting on LinkedIn boost your brand?

It's all about the connections!  
Attract the *right* connections into your network.

Use it to be visible/show your expertise and authority





# Be intentional

Your content should help people to feel happier or smarter.

Andrew and Pete - Keynote speakers in digital marketing



# Let's talk about engagement

Engaging on other people's posts will get you seen by other people.



# Just an example...

**Ella Orr** • You 3d ...  
Social Media Trainer/Personal Branding Advisor. I'll teach you social media...

Thanks for tagging me and including my comment on this poll **A.N.D.Y**  
If this the case that my own content is more likely to be seen because of other activity elsewhere, then that definitely leaves me feeling miffed. Posting is one thing, engagement is something else. As a social media trainer, I aim to teach people the value of both. ...see more

👍 · 2 Likes | 💬 · 2 Replies

**A.N.D.Y F.O.O.T.E** **Author** 3d ...  
(I could be YOUR) Advanced LinkedIn Strategies Coach. Creator o...

LinkedIn have confirmed that the algo assigns a 'quality' score to content BEFORE it is published. The algo looks at numerous factors (the author, their network, prior posts, the composition of the post etc. etc.) and of course, no one, except for LinkedIn staffers, knows what that quality score is. It would be refreshing for LinkedIn to step in and settle some of these (wilder) theories/myths. And it could be a simple "Yes, this is true" or "No, this is false". No secrets given away - just clarity **Ella**.

👍 · 2 Likes | 💬

**Ella Orr** • You 3d ...  
Social Media Trainer/Personal Branding Advisor. I'll teach you soci...

**A.N.D.Y** Exactly, even if it's just so those who are working hard to build to their audience on LinkedIn are, at least, given a fair chance to do that.

👍 · 2 Likes | 💬



# Use your target audience/ideal client

Imagine you are speaking to them every time you post

Use comments to build connections - it really does work!





# Which post content works most successfully ?



- Website/blog posts
- Tips, tricks, lists, how to info
- Answer your clients' questions or pain points
- Share day to day observations

## Which post content works most successfully ? (2)

- Reviews of books, tools, apps
- Behind the scenes
- Ask a question
- Share a problem and explain how you solved it



# More engagement boosting strategies

- Start and end with a question
- To tag or not to tag
- No more than 3 hashtags
- Don't use the share button





# The DNA of a Linked In post

- 1300 characters in a post
- Trigger the see more... prompt
- Use emojis
- Break up walls of text
- Text only posts/text and infographics





One of my posts



# Create scroll stopping content

- Use LinkedIn to show off your writing and communication skills (you don't have to write!)

- Make a start

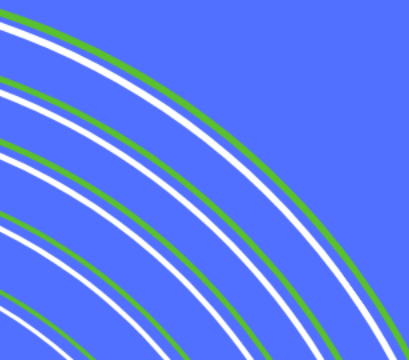
**GO**



# Video content for LinkedIn




- Be brave! Be your own hero!
- Great for visibility
- People buy from people
- Upload content directly onto LinkedIn
- Video length 3 - 5 minutes
- Try to add captions






# Use LinkedIn post suggestions

Create a post ✕

 👤 Ella Orr ▾ 🌐 Anyone ▾

What do you want to talk about?

[Add hashtag](#) Help the right people see your post

+    Post

Celebrate an occasion	Create a job
Find an expert	Create a poll
Share a profile	Offer help



🔍 Recently I've been on a quest to discover more about personal branding, hence I'm conducting some research.

I have a lot of questions, so this won't be the last time I ask about this topic 🙋

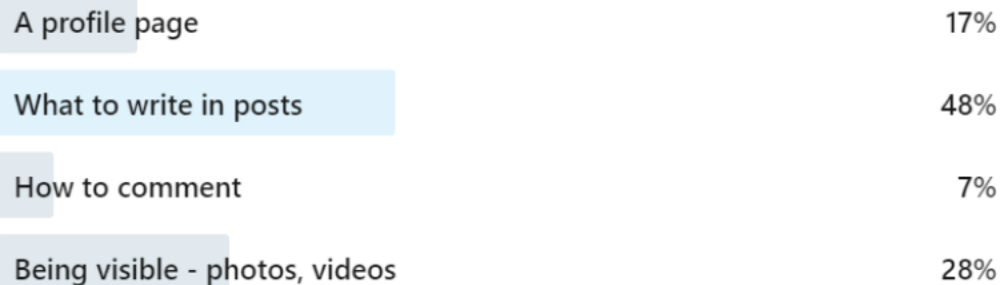
I'm also interested to know if you think personal branding is something which only really applies to sole traders and small business owners, or should everyone in business aim to develop a personal brand.

Your thoughts please? 💬

#EllaExplains #personalbranding #personalbrand

### In your view, what is the biggest challenge in building a personal brand on LinkedIn?

You can see how people vote. [Learn more](#)



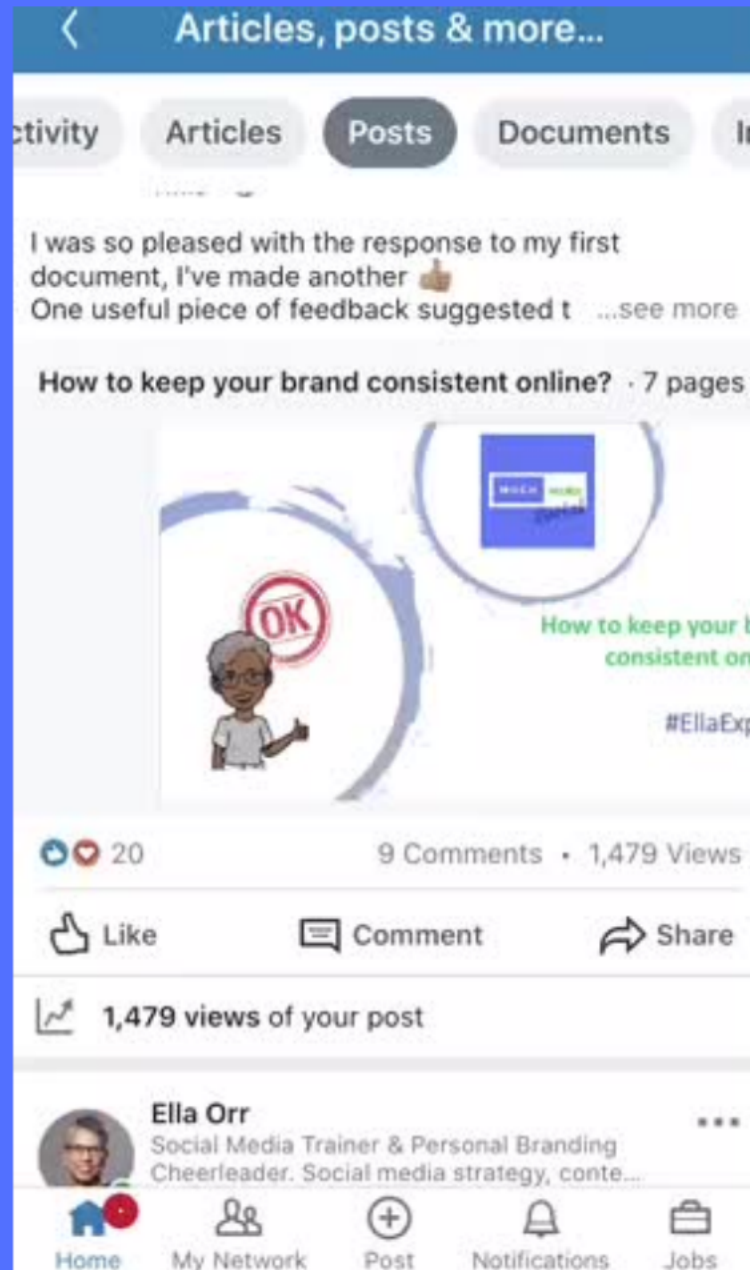
139 votes • Poll closed

👍❤️ 14 · 28 Comments

# Create a poll



# Add a document



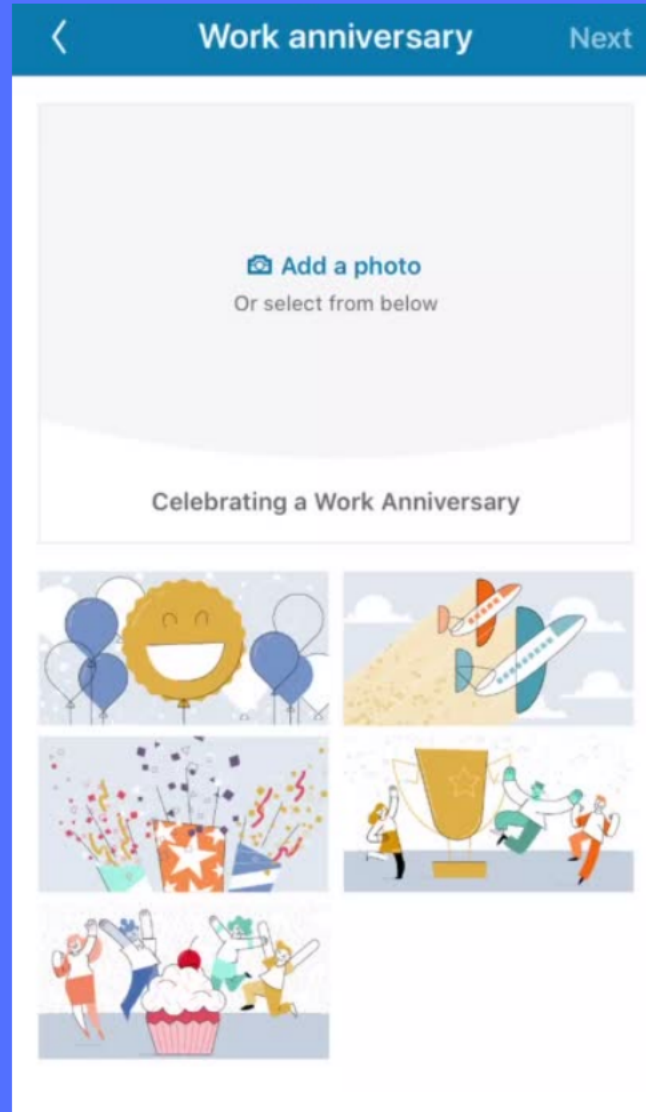
## Celebrate an occasion

You can welcome a new team member, show appreciation, launch a project, share a work anniversary



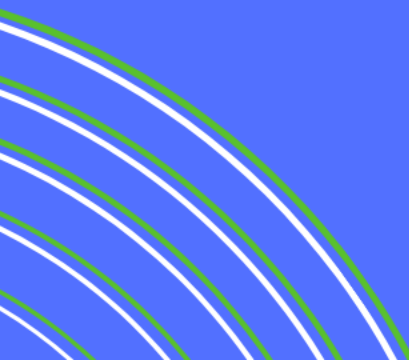


# Celebrate an occasion



# LinkedIn Posts v articles

- Posts give you visibility
- Articles give you authority





- Build a community and this will help you to create leads
- Be intentional and consistent in what you post
- Engage with intent and genuine interest



# Your LinkedIn challenge

- Connect with me on LinkedIn
- Post on LinkedIn using one of my suggestions.
- Tag me in the post and I will comment back.





Would you like my help?

Do take a look at my  
Ella Explainer hour 😊







THANK  
YOU

Thank you for watching  
and listening.

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