



Expanding Your Professional Network on LinkedIn

About Us

MARKET CRAFTERS is a performance marketing agency headquartered in Madison, Wisconsin.

We specialize in branding, precision marketing, campaign development, digital campaigns, media planning, and creative services.

The Market Crafters Formula

There are two differences between old marketing and new marketing. The old way is expensive and un-trackable. The new way is targeted and cost efficient.

Our Market Crafters formula is all about performance and precision marketing. It is part consumer research, part first-person data, part creative and part digital marketing and media planning genius – all while respecting the privacy of prospects and customers.

Work With Us!

Want to talk about a potential project, ask us about our rates, or chat about the weather? Send us an email at info@marketcrafters.com or visit us at marketcrafters.com

Introduction

LinkedIn is a great place to showcase your professional personality, grow your network, and connect with business colleagues in a new way.



It's important to be consistent. Once you go through the first steps of this checklist, pick a consistent schedule to get on LinkedIn, join conversations, and share content of your own. Sharing consistently is the best way to stay visible in your network. The more activity and consistency you put into it, the more you'll get out of it.

STEP 01

Define Your Goals

First, decide what you want to get out of LinkedIn. Is it just that you want to connect with people you know and work with? Is it that you want to connect with NEW people and grow new client connections from it?

This will help you decide what to do when you get on LinkedIn and define who your audience is and help you think about what information will be relevant and interesting to them. Here are some examples:

Growing your network with new professionals

Generating leads and building relationships with potential clients

Searching for a new job

Building your personal brand or demonstrating your credibility

Participating in discussions to stay updated on industry trends

STEP 02

Optimize Your Profile

1. Write a compelling headline.

- ▶ Your LinkedIn headline is a public one-liner resume that gives your audience a quick overview of who you are, what you do, and what you bring to the table. It shows up in search results (on and off LinkedIn) as well as when you post and comment.
- ▶ To write, decide what audience you're targeting and speak directly to them. What do they care about? You can include job title, expertise, and value you provide, hard skills, certifications, achievement, values, etc.

2. Add a background photo. It helps add personality.

3. Write a concise and engaging summary.

- ▶ Here's a [good article](#) with examples that you could use to get started.

4. Fill out all the relevant sections of your profile with key skills and achievements.

- ▶ Write descriptions and key skills in your job experiences. Add more of your resume from before your work at your current company to demonstrate your full breadth of experience. If you have experience outside the financial industry, that's still relevant and should be included.

5. Add your contact information to your profile so people can contact you easily.

6. Create your personalized LinkedIn URL

- ▶ Here's an easy-to-follow [tutorial](#) for how to do that.

7. Request and display recommendations from colleagues and clients.

- ▶ This could be reciprocal; you write a recommendation for them, and they recommend you.

STEP 03

Connect Strategically

1. Connect with colleagues, clients, classmates, and professionals in your industry.

- ▶ Use the **My Network** section of the website to find people who are in your circle already. Think about clients and go through your list to add people you know in those companies.
- ▶ When you meet new people at events, meetings, etc. connect with them on LinkedIn.

2. If you don't know someone but want to add them to your network, personalize your connection request with a brief introduction.

STEP 04

Engage with Content Posted By Others

1. Like, comment, and share posts from those in your network.

- ▶ Comments and shares are the best!

2. Follow industry leaders, influencers, and companies.

- ▶ Like, comment, and share their posts too.

3. Tag people and companies when you comment so they get notified by your comment.

STEP 05

Create and Share Content

1. Share valuable and relatable content.

- ▶ Write posts that share your (and client's) professional achievements, projects, and milestones.
- ▶ Here is a [good article with examples](#) of what to post.

2. Tag others and use hashtags.

- ▶ Tag companies and people and use hashtags with important keywords to expand the reach of your posts.

3. Don't limit yourself to text.

- ▶ Use multimedia content like photos, videos, and presentations.

3. Attend events.

- ▶ Attend virtual or in-person events listed on LinkedIn and share your participation to connect with other attendees.

EXTRA TIPS

You can also:

1. Join and Participate in Groups:

- ▶ Join LinkedIn groups related to your industry or interests.
- ▶ Engage in discussions, share insights, and learn from others.

2. Explore Alumni Connections:

- ▶ Connect with alumni from your educational institutions.
- ▶ Leverage shared experiences for building rapport.

3. Participate in Collaborative Articles:

- ▶ Join LinkedIn groups related to your industry or interests.
- ▶ Engage in discussions, share insights, and learn from others.



Remember:

Building a professional network takes time, so be patient and genuine in your interactions. Regularly assess and update your strategy based on your evolving goals and industry trends.

Our Services

Branding | Creative Development | Consulting
Data & Analytics | Design Services | Digital Marketing | Email Marketing
Campaign Development | Media Planning & Buying | Public Relations
Social Media | Web Content Development

Market Crafters is a team of skilled performance marketing professionals with a passion for creativity and delivering outstanding results for our clients.

From branding to digital marketing to creative design, we offer services tailored to your business' unique goals. Whether you're a startup, SMB, or a large enterprise, we'll work with you to drive growth and profitability through award-winning precise, integrated marketing solutions.

At Market Crafters, we believe in taking the time to understand your business and develop marketing strategies that are designed specifically for you. No cookie-cutter or cut-and-paste solutions!

Work with us and we'll help you achieve your marketing goals in a way that's precise, creative, and tailored to your needs.

View [our work](#), drop us an [email](#), and let's get to work!