

LinkedIn: 5 Minute Daily Marketing Plan

>> BEGINNER

> 1 minute: Accept connection requests

Do you have pending LinkedIn connections?

A common misconception of LinkedIn is that you should only connect with people you know, or people you want to do business with right now.

LinkedIn can be used in many ways [promote events, recruit new staff, support your sales process and much more] so **why limit your connections?**

> 3 minutes: Send thank you messages to new connections

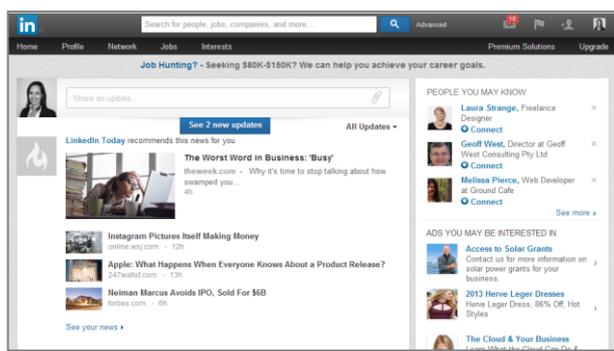
Whether you know your new connection or not, **it is always good to thank them for connecting with you.**

If you haven't met before this could be a good time to share a piece of content that you think they would find useful, or to tell them a little bit more about you.

- 1 Click **Accept**.
- 2 Click on the **Send a message** link.
- 3 Write your message (change the subject if you wish).
- 4 Click **Send Message**.

> 1 minute: Request to connect with 1 person

LinkedIn will continually prompt you to connect with people you may know. **Aim to connect with at least one person per day, and your network will be thriving in no time.**



People You May Know can be found on your LinkedIn page.

LinkedIn: 5 Minute Daily Marketing Plan

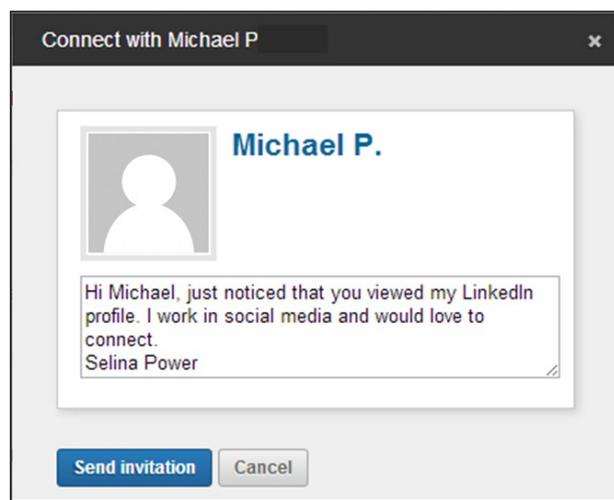
>> INTERMEDIATE

> 3 minutes: Check who has viewed your profile

This includes all potential leads or current connections who have recently viewed your LinkedIn profile. **These people may not be sales leads, employees or your employer, but they may be in the future!**

Click on their account and send them an invitation to connect:

- 1 Send a customised message to acknowledge that you've noticed they have viewed your profile.
- 2 Explain what value you could add to the connection.



> 2 minutes: Share content

If you have written a recent blog post, add it to your profile. By doing this it won't decay in your newsfeed.

- 1 Edit your profile.
- 2 Go to Background.
- 3 Click 
- 4 Add a link or upload a file.
- 5 Share with relevant LinkedIn Groups that you are connected with.



LinkedIn: 5 Minute Daily Marketing Plan

>> ADVANCED

> **3 minutes:** Share a piece of content and submit it to LinkedIn Today editors

If you think getting your content featured on LinkedIn Today is like seeing a unicorn, then think again!

Reach out to the Business Development team at LinkedIn and share your content with them. Email them on publisher@linkedin.com.

IMPORTANT: **There are a couple of things that LinkedIn will look for** when choosing to publish a piece of content:

- Have you included a LinkedIn Share button on your site?
- Have you been sharing your content with your LinkedIn connections?

> **1 minute:** Comment on the status or content shared by a person in your network

Imagine you are at a party and someone from your network of friends is telling you about their recent job change or a blog post they have just written. The normal reaction is to comment on what they are telling you about... the same applies on LinkedIn!

Choose someone in your network and comment on their status or some content they have shared... **at least one a day!**

> **1 minute:** Organise a catch up with one of your contacts

This is the perfect time to **connect with someone that you haven't seen in a while... invite them for a coffee!**

LinkedIn is a great tool but you can't always land that deal without meeting in person.

Heading away on a business trip? It could be the perfect opportunity to catch up with someone from your network who lives in another state.