

How to Use LinkedIn to Showcase Your Value Proposition to Potential Customers

Workbook



Define Key Objectives and Goals

Step 1: Break Down your Value Proposition into Actionable Business Goals

Document your value proposition. [If you haven't already crafted one, discover how to do so using this workbook.](#) Define key goals that you need to meet in order to fulfill your value proposition.

Value Proposition:	
Business Goal 1:	
Business Goal 2:	
Business Goal 3:	

Step 2: Align Business Goals with LinkedIn Objectives

Based on your goals listed above, what are your LinkedIn objectives?

Potential LinkedIn objectives could include:

- Build brand awareness
- Expand network
- Position yourself as a thought leader in your niche
- Generate leads
- Client Engagement and Retention
- Showcase Expertise and Specialization
- Promote Services and Offerings

Step 3: Align Goals with Value Proposition

Ensure that your LinkedIn goals align directly with your value proposition. For example, if your value proposition emphasizes personalized financial planning, a corresponding goal might be to engage with a certain number of potential clients seeking personalized advice.

Business Goal	Objective	Goal

The Behind the Scenes

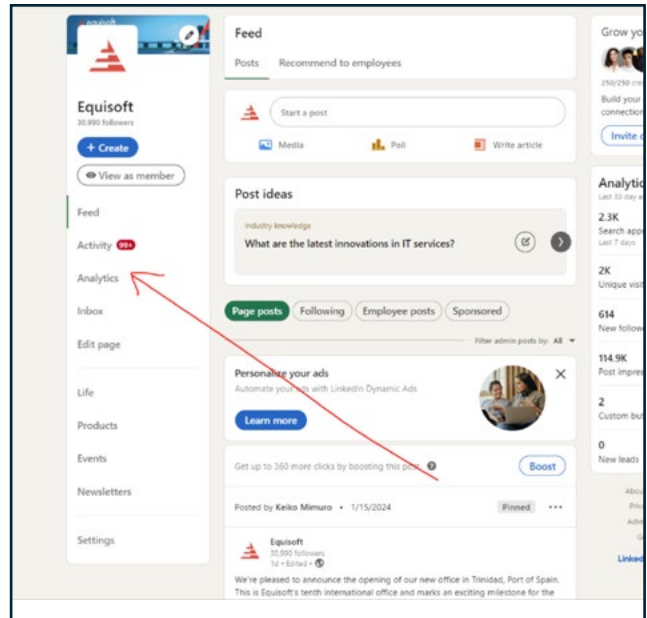
Step 4: Learn more about your audience

If you've been somewhat active, you should have relevant metrics to refer to.

This data can help plan your strategy moving forward.

Set your data range to "last 90 days" and fill out the following tables as you explore the insights section.

Content engagement (Set date range to 12 weeks). Note down the top 3 with highest engagement rate.



Post Topic	Post Type	Engagement Rate

Visitor Demographics (Set date range to 90 days). Note down the top 3 visitor demographics by job function and industry.

Job Function	Industry

Follower Demographics (Set date range to 90 days). Note down the top 3 visitor demographics by job function and industry.

Job Function	Industry

Step 5: Conduct a competitive analysis

Research other advisors that service the same client segments as you. Add them as competitors under your Analytics section. This will allow you to set organic social and content benchmarks based on your competition.

Take note of the types of their bio, tagline, listed skills and experiences, social posts they publish, relevant keywords they use, and relevant hashtags they use. Note down any key phrases, keywords, or social media posts you can take inspiration from.

Competitor Name	Inspiration

Step 6: Optimize Your LinkedIn Profile

- **Profile Picture:** Upload a high-quality professional profile picture.
- **Headline:** Craft a compelling headline that reflects your professional identity.
- **Summary:** Write a detailed and engaging summary highlighting your skills and achievements.
- **Banner Image:** Design or select an on-brand LinkedIn banner image that complements your professional image.
- **Skills and Endorsements:** List skills that are relevant to your offerings and industry. Encourage connections to endorse your skills to boost credibility.
- **Relevant Keywords:** Incorporate keywords related to your industry, services, and expertise in various sections of your profile. These keywords can improve the chances of your profile appearing in relevant searches.
- **Recommendations:** Request recommendations from colleagues, clients, or supervisors who can speak to your expertise and professionalism.
- **Contact Information:** Ensure your contact information, including website, email, and other relevant channels, is up-to-date and easily accessible.
- **Custom URL:** Create a custom LinkedIn URL that includes your name or a variation of it. This makes your profile easier to find and share.

Designing a LinkedIn Social Media Strategy

Step 7: Own Your Niche with Thought-Provoking Content

Choose thought-provoking topics where you can showcase your expertise and provide valuable insights to your audience. Curate a list of the top four topics you want to establish ownership over. These should align with your expertise and resonate with your audience. If you operate within a specific niche, center your content around that niche. Your LinkedIn content should reflect and emphasize your specialization, positioning you as an authority in your field.

Topic	How does this align with your expertise or audience?	Content Ideas

Step 8: Conduct hashtag research

- Make a list of hashtags you believe are relevant to the industry and the services you offer.
- Navigate to your LinkedIn page and input the hashtags into the search bar. Once there, you can refine your search by posts, people, or companies using the hashtag. This is valuable insight into conversations related to the topic as well as the popularity of the hashtag.
- Research and list of general industry hashtags as well as hashtags related to the specific services you offer that are widely used and that you could benefit from.

General industry hashtags	Hashtags related to the services you offer

Step 9: Familiarize yourself with the different types of native LinkedIn content

- **LinkedIn Articles:** Written pieces published directly on LinkedIn, allowing for detailed exploration of topics, often accompanied by visuals. These are different from the articles you publish on your website. When you publish a LinkedIn article, it will show up on people's feeds as a regular social post does. The LinkedIn algorithm favors articles that keep people on the platform over those with CTAs sending them to other sites.
- **LinkedIn Newsletter:** A regular publication on LinkedIn, similar to an email newsletter, where you share curated content, updates, and exclusive insights with your network. When you publish your LinkedIn Newsletter, subscribers will receive a notification.
- **LinkedIn polls:** LinkedIn polls are a way to engage with your connections and followers by posing a question and offering multiple-choice answer options.
- **Collaborative Articles:** Co-authored pieces with other professionals present diverse perspectives on a particular subject. This is a great way of sharing your expertise with people outside your network and forming new connections with professionals.
- **LinkedIn Events (Webinars/Workshops):** Live or pre-recorded sessions hosted on LinkedIn to conduct webinars or workshops, facilitating real-time interaction with your audience.
- **LinkedIn Groups:** Actively participating in and engaging with LinkedIn groups will help you foster connections and showcase expertise within your niche.

Step 10: Brainstorm LinkedIn post ideas

To keep your posts interesting, it's important to vary the type of content you are publishing. What types of posts can you commit to that will help showcase your expertise and skill set?

Different types of LinkedIn posts could include:

- Educational Content
- Thought Leadership Content
- Industry Insights
- Case Studies and Success Stories
- How-to Guides and Tutorials
- Updates about your professional journey, projects, or achievements.

Select 3 post types from the list above and make a list of post and topic ideas that could fit that format, then ask yourself how often can you commit to this type of post per week or month.

Post Type	Ideas	Your Comments

Step 11: Design LinkedIn social media calendar

Experts recommend posting on LinkedIn 1-2 times a day to grow your profile and network. That can be a lot if you're just starting out, and it's always important to prioritize consistency and quality over quantity. Think about your schedule and content ideas – how many times a week can you commit to posting valuable content on LinkedIn?

What days of the week will you be posting on? Remember, this is flexible. As you continue to leverage LinkedIn, watch for trends on what days of the week and times are most effective.

Plan your posts using the calendar below. Cross out the days of the week you will not be posting on. Feel free to note down post types, post ideas or content forms in the space provided. The more detail you add, the easier it will be for you to come back to this table when you're in need of inspiration.

Also - note whether the post is a standalone (just a social post!) or is promoting a piece of content you'll be publishing (such as a LinkedIn article or blog post on your website). Keep in mind, standalone posts are easier to create. However, when you publish a piece of content, you will be able to produce multiple social media posts using that content.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Use this weekly framework to prepare an outline for your monthly calendar. Decide how frequently you would like to work on your social media.

Potential Options:

- **One-month ahead:** Prepare your entire calendar 1 month in advance and schedule all your posts using LinkedIn's post scheduling tool
- **One-week ahead:** Prepare your social media posts for the week on a specified day of the week, and schedule all your posts using LinkedIn's post scheduling tool
- **Day-of:** Following the weekly framework you decided on, prepare your posts on their go-live date. You can either post them automatically, or schedule them for a peak time during the day.



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