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10 Ways to Grow Your Personal and Business Profile on LinkedIn



In this guide, you will find our definitive and highly productive list of activities for LinkedIn profile growth. These failsafe tips help you start from scratch and provide advanced guidance for businesses that want to take their profiles to the next level and attract more followers organically.

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Why LinkedIn?



With each passing day, social media continues to prove itself as one of the most effective and promising channels of communication for individuals as well as businesses across all industries – and **LinkedIn** is proud to play a part. With approximately 740 million users across 200+ countries, this particular platform has evolved into more than a mere portal for job seekers. Today, LinkedIn is the planet's prime professional network and a brilliant destination for B2B marketing.

Your business and even personal **LinkedIn** profile is your hub within the global community: a safe (and highly useful) space to share, connect, and grow.

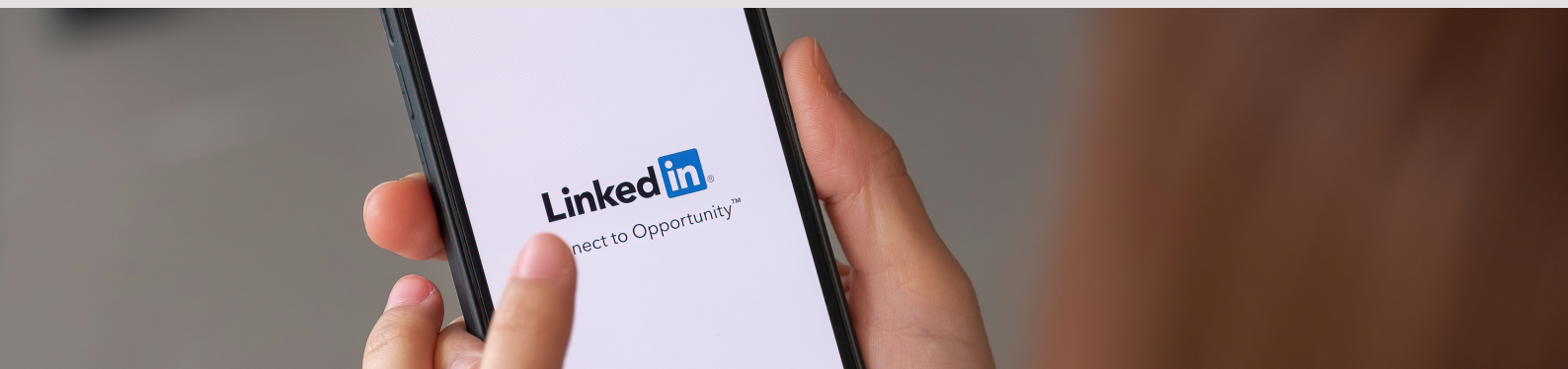
For businesses in particular, the platform acts as an instrumental tool for building awareness, fostering authority, and trust. Best of all, the prospective impact and reach of your profile expand along with its number of followers, and that's exactly what we'll teach you to do in this comprehensive guide.

Remember: growing your LinkedIn profile – personal or business – is one of the most beneficial marketing objectives of the platform. Increasing your total following can lead to a higher organic reach, resulting in more robust audience insights. Not many understand but growing your LinkedIn profile is an integral step towards building your community on the platform. If you are wondering about the most dynamic and prolific ways to achieve this goal, you are not alone.



What You Need To Know Before Starting

Before you start working on the follower growth of your page, it's critical you first get the basics right and actually know how to get followers on LinkedIn. If you're already aware, skip this section and move straight to our list of foolproof tips; if not, keep reading.



The first step (before jumping into any of the suggestions below) is to ensure you have **LinkedIn Profile that's worth following**. For this, make sure your personal or business page is complete and distinctly appealing to the audience you wish to attract through the platform. According to a report, LinkedIn profiles with complete information receive 30 percent more views than those without.

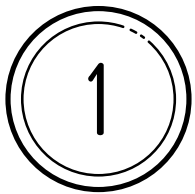
Additionally, the content on your page should clearly and quickly convey what you or your business is all about and how it can help the viewer. Be sure to include relevant keywords in your description, as LinkedIn profiles are crawled by search engines like Google and can help you rank higher on search engine result pages (SERPs).

Next, add a **“Follow”** button on your site, blog, and newsletters to make it simpler for members to join in. You can even encourage first-degree connections with the “Invite to Follow” feature. Remember, if the content on your profile is clearly useful to the target audience, users will surely be more probable to hit the **“Follow”** button.

Once all these fronts are good to go, it's time for you to get active in boosting that follower count and growing your LinkedIn profile.

Starter Techniques To Grow Your LinkedIn Profile

These techniques are useful for growing your LinkedIn profile's following from a low number or even from zero. Nevertheless, even well-thriving and well-established profiles with hundreds and thousands of followers are advised to implement these strategies if they haven't already.



Optimise Your LinkedIn Profile/Page for SEO



Not many know that a LinkedIn profile can be optimized to rank higher on search engine result pages (SERPs). Higher search engine ranking is equivalent to greater visibility and higher reach. When you power up your LinkedIn page's search engine optimization (SEO), you also increase your likelihood of being discovered not just by members of the platform but also by relevant web searchers you may have missed otherwise.

Starter Techniques To Grow Your LinkedIn Profile



Be Tactical About Your Endorsed Skills (Offerings)

This tip is especially geared towards individuals seeking to grow their personal LinkedIn profiles. And before anyone says that endorsements do not really matter, let us be loud and clear: they do! And here's something all of you should know about them.

If you have endorsements for various run-of-the-mill skills that actually accomplish nothing for you and fail to help you stand out (Google Docs/Microsoft Word – ring a bell?). As a professional with their A-game on, use your skills section to achieve two things: comprise relevant keywords that make your profile more discoverable and support the picture you're trying to paint of who you truly are as well as the things you're capable of doing.



Therefore, click into that section and do the following if you have not already:

- Add skills that are crucial for somebody in your role/industry
 - Reorder the entire skill list so that your key skills are most visible and on top
- Remove any inept skills (For instance, you should not list Facebook)

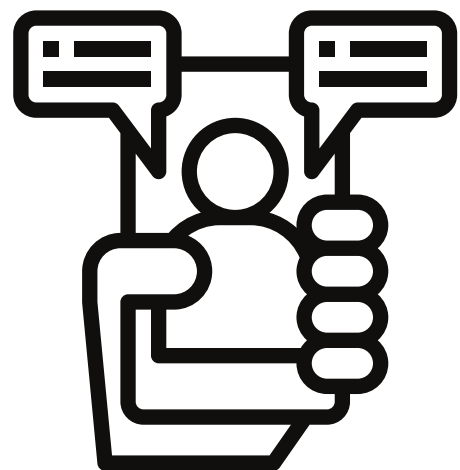
Starter Techniques To Grow Your LinkedIn Profile



Delete Jargons

Are you a dynamic, results-driven team player? Let us be clear: these buzzwords don't really do much good for your LinkedIn profile. In fact, instead of helping you stand out from the crowd, they do more to make you blend in with everybody else. Therefore, make a mental note to yourself to “show, don't tell,” by underscoring your accomplishments and incorporating endorsements where others vouch for you, as well. Not long ago, LinkedIn released the list of ten most overworked profile buzzwords. You can perhaps probably guess what they are, but to help confirm your suspicions, here they are in order:

1. **Motivated**
2. **Passionate**
3. **Creative**
4. **Driven**
5. **Extensive experience**
6. **Responsible**
7. **Strategic**
8. **Track record**
9. **Organizational**
10. **Expert**



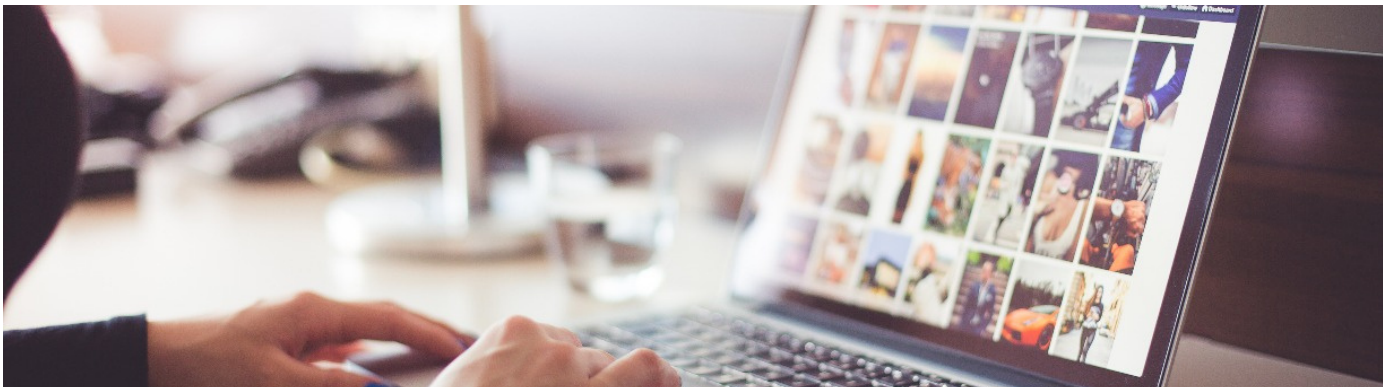
And, contingent on your industry, the words ‘dynamic’ and ‘innovative’ are up there, too.

Starter Techniques To Grow Your LinkedIn Profile



Regularly Share Ample Video & Visual Content

Ensure your LinkedIn content mix comprises plenty of interesting and attention-grabbing visuals. Distinctive imagery—particularly videos—usually stand out more on feeds, facilitating your business or personal profile to get noticed.



In addition to this, we find that personalized image collages bolster increased levels of engagement on LinkedIn. Do not hesitate to upload a series from your most recent event or some other photo opp! But only publishing content isn't enough.

You also need to maintain a steady flow of fresh content on your profile as it can offer more visibility on member feeds, making it appeal more to potential followers. Research shows that LinkedIn profiles that publish content at least weekly witness double the increase in engagement, leading to greater organic reach.

Starter Techniques To Grow Your LinkedIn Profile



Capitalise Your Profile/Page Link

This is one of those “set it and forget it” techniques that prove to pay major dividends in the long run. We highly recommend all professionals and businesses to edit their work email signature to contain a link that points recipients directly to their LinkedIn profiles and encourages them to give it a follow.

In case you are professionally corresponding with somebody, there is a decent chance your LinkedIn profile might be of interest to them. In addition to this, personal LinkedIn profiles are another great way to draw in relevant members and direct them to your business’s hub on the platform. Simply add your brand’s page link to the “Website URL” field on your personal profile. You can invite your employees to do the same.



Advanced Techniques to Grow Your LinkedIn Profile

Once you have established a primary following on your personal/business LinkedIn profile, it is time to make it thrive even more. These advanced techniques to grow your profile or page can facilitate your business to expand and solidify its place in the LinkedIn community.



Join Conversations that Matter to You (Or Your Brand)

Whether you're looking to grow your business or personal LinkedIn profile, bear in mind that strong communities are not formed through one-sided dialogues. To make your profile appear **interactive, approachable, and dynamic**, you should engage with others and support in shaping prevailing conversations on the platform. A simple way to do so is through "Community Hashtags." You can select up to three explicit hashtags to associate with your profile, making it more visible for people interested in the hashtag.

Additionally, you can also comment on and react to convos occurring on the hashtag feeds to carve and voice your or your brand's distinct point of view. As your LinkedIn profile grows more robust, another smart technique (especially for businesses) is finding and hosting popular events related to your specific industry through the "LinkedIn Events" feature. This will provide you and your business with opportunities for real-time engagement and interaction.

Advanced Techniques to Grow Your LinkedIn Profile



Encourage Member Engagement On Your Posts



When members engage with the posts you've published on your profile through comments or reactions, it helps to expose that content to a broader audience – usually beyond your direct following.

Therefore, think hard and do whatever you can to inspire substantive and thoughtful comments on your posts. If you wish to stand out among the crowd, responding to these comments can be equally valuable. We have witnessed several threads with strong comment depth get amazing traction.

Advanced Techniques to Grow Your LinkedIn Profile



Create & Maintain Showcase Pages

This tip is especially for all LinkedIn Business profiles. A ‘Showcase Page’ is an associated extension of your brand’s LinkedIn profile.

It is specifically designed to highlight a particular business unit, sub-brand, or initiative. Hence creating one can form multiple points of entry and discovery for your main business profile.

However, do not dilute your LinkedIn presence by developing showcase pages for every other product or initiative; instead, utilize this feature for distinct and broader business lines.



Advanced Techniques to Grow Your LinkedIn Profile



Publish Thought Leadership Content

You're already well aware that LinkedIn is a thriving community of business professionals, entrepreneurs, C-suite executives, marketers and other decision-makers. These people are constantly on the lookout for unique, valuable and insightful content that either expands their knowledge and/or effectively accomplishes their professional goals. Compelling original content about industry trends, latest updates, and other relevant topics is one of the best techniques to capture the attention of such audiences.

You'd be surprised to learn that around 88 percent of business decision-makers agree that thought leadership content plays a massive role in elevating their perception of a brand or business. However, unfortunately, only 17 percent of these individuals rate the quality of the available thought leadership content online as 'excellent' or even 'very good'.

Not good news, we know. But there is a silver lining: you can capitalize on this gap by publishing well-thought-out, well-researched, original, relevant, and most importantly, useful content for your target audience.

If you are a brand seeking to grow your following and credibility through a LinkedIn page, you can share content in a variety of ways, from writing long or short-form posts to highlighting employee voices and even curating third-party articles and more. Just be sure to publish content that resonates with your target audience.

Advanced Techniques to Grow Your LinkedIn Profile



Co-Create with Influencers

Coordinating and co-creating content with influencers and relevant public figures is a staple of several influencer marketing relationships. When employed correctly on LinkedIn, this technique can be used for mutual benefit: the influencer receives recognition with your audience, and you receive recognition through the influencer's reach.



Take the Lead!

Your LinkedIn profile is your (and your organization's) social homepage in the global digital business community. Therefore, investing some effort, time and perhaps money into transforming it into its absolute best can go a long way for you.

Believe it or not, the benefits of a great personal/business LinkedIn profile with a substantial and engaged following are immeasurable. Plus, wherever your profile currently stands, there are almost always things you can do for further expansion and growth.

If you need expert help on optimizing your LinkedIn, Savvy Creations has you covered. We are a Perth Based PR and Marketing agency that specialise in Social media, Public Relations and content marketing. Give us a call at 1300 785 337 or visit www.savvycreations.com.au

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