

THE RECRUITERS MINI GUIDE TO: LINKEDIN MARKETING.

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LOVE IT OR HATE IT, SOCIAL MEDIA CHANGED THE DIGITAL LANDSCAPE FOREVER.

WHY? BECAUSE EVERY TOM, DICK AND HARRY IS ON THERE. TO BE PRECISE, AS OF 2021 THE NUMBER OF PEOPLE USING SOCIAL MEDIA IS OVER 4.48 BILLION WORLDWIDE, WITH THE AVERAGE USER ACCESSING 6.6 SOCIAL MEDIA PLATFORMS ON A MONTHLY BASIS. (WWW.BACKLINKO.COM)

IF WE NARROW IT DOWN TO JUST LINKEDIN WHERE THE MAJORITY OF RECRUITERS, CANDIDATES AND CLIENTS SPEND THEIR TIME, THEN WE ARE STILL LOOKING AT OVER 700 MILLION GLOBALLY.

THAT'S A WHOLE LOT OF PEOPLE RECRUITMENT BUSINESSES CAN POTENTIALLY REACH AND TARGET WITH THE RIGHT STRATEGY.

FIRST THINGS FIRST - ENSURE YOUR PROFILE IS OPTIMIZED TO YOUR AUDIENCE. IT'S YOUR MOST EFFECTIVE SALES TOOL ALONG WITH (OR ARGUABLY AFTER) YOUR WEBSITE.

THE 4 KEY ELEMENTS TO OPTIMIZING YOUR LINKEDIN TO YOUR AUDIENCE ARE:

□ **CONSISTENT VISUAL BRANDING**

(BANNER, PROFILE PICTURE, USE OF TEMPLATES FOR VISUAL POSTS ETC)

□ **A STRONG BIO USING YOUR VERBAL BRANDING**

(MISSION STATEMENT/BRAND TAGLINE, VALUES, PURPOSE, PROMISES ETC)

□ **CALL TO ACTIONS**

(WEBSITE IS CORRECTLY LINKED, CONTACT DETAILS IN YOUR BIO ETC)

□ **PINNED POST**

(THAT MAYBE HIGHLIGHT YOUR SERVICE OFFERINGS OR A HIGH PERFORMING POST IN RELATION TO YOUR WORK)

SEE MORE ABOUT OPTIMIZING YOUR SOCIAL MEDIA PLATFORMS IN THE 'IS YOUR BRAND REFLECTED ON YOUR PLATFORMS?' GUIDE.



WE'VE BANGED ON AND ON ABOUT THIS PLENTY THROUGHOUT THE MAJORITY OF OUR GUIDES... GIVE VALUE.

BY GIVING GOLDEN NUGGETS OF CONTENT AWAY YOU'RE SIGNPOSTING YOUR EXPERTISE TO YOUR CLIENTS AND CANDIDATES THAT FOLLOW YOU, AND THEIR NETWORK, WHEN AN INDIVIDUAL ENGAGES WITH YOUR POST.

JUST MAKE SURE IT'S AS DIGESTIBLE AS POSSIBLE - EVERYONE KNOWS HOW TRIGGER HAPPY YOU CAN BE SCROLLING DOWN A FEED OR THROUGH A WEBSITE.

IF YOU'VE GIVEN AWAY A REALLY HELPFUL ARTICLE ON INTERVIEWING TECHNIQUES FOR EXAMPLE, AND A CANDIDATE KEEPS COMING BACK TO THAT ARTICLE, THEN YOU'LL BE FRONT OF MIND WHEN THEY'RE LOOKING FOR A JOB.

DONT FORGET - LONG FORM CONTENT CAN BE CHUNKED DOWN INTO PLENTY OF SHORT FORM CONTENT FOR SOCIAL MEDIA POSTS - SAVE YOURSELF TIME BY REPURPOSING YOUR CONTENT!



ANOTHER AMAZING TOOL LINKEDIN ADDED TO THEIR PLATFORM THIS YEAR - NEWSLETTERS.

MORE VALUE. THAT COULD ALSO BE FROM YOUR BLOGS OR ARTICLES AND REPURPOSED TO PUT OUT VIA LINKEDIN NEWSLETTERS.

YOUR ENTIRE LINKEDIN PAGE FOLLOWING GETS A NOTIFICATION WHEN YOU SET ONE UP, THEN SUBSEQUENT NOTIFICATIONS AND EMAIL NOTIFICATIONS EVERY TIME YOU POST ONE - WHAT BETTER WAY TO GET FRONT OF MIND?

IF YOU'VE ALREADY GOT QUITE A SUBSTANTIAL FOLLOWING, THAT IS A LOT OF REGULAR EYES ON YOUR SAID EXPERTISE.

TIP: ADD CTA'S ON THE BEGINNING AND END OF THEM - IF THEY LIKE WHAT THEY SEE DRIVE THEM TO LEARN MORE ABOUT YOUR BUSINESS!



**YOU'LL NEED HELP TO ELEVATE YOUR REACH -
GET BUY-IN FROM YOUR EMPLOYEES AND CLIENTS.**

**SHOWCASE SUCCESS STORIES BOTH INTERNALLY
AND EXTERNALLY AND TAG RELEVANT PEOPLE.**

**A CLIENT AND CANDIDATE WILL ALWAYS REMEMBER A GREAT
PLACEMENT (ESPECIALLY IF THEY ARE STILL WITH THE COMPANY)
WHICH MEANS THEY'LL BE SURE TO ENGAGE SO THEIR NETWORKS
WILL SEE THE SUCCESS THEY HAD USING YOUR BUSINESS.**

**LIKewise, YOUR STAFF WILL LOVE YOU CELEBRATING THEIR
ACHIEVEMENTS TO THE WIDER WORLD AND IT WILL HELP
YOU ATTRACT MORE TOP TALENT IF CANDIDATES SEE HOW
MUCH YOUR EMPLOYEES LOVE WORKING AT YOUR BUSINESS,
AND HOW MUCH YOU VALUE THEM.**



NOW YOUR STAFF ARE BOUGHT IN, SETUP AS MANY ADMINS AS YOUR HAPPY WITH TO HAVE ACCESS TO THE COMPANY LINKEDIN PAGE.

YOU GET 250 INVITES TO YOUR PAGE A MONTH - USE THEM.

YOU'LL BE SURPRISED JUST HOW QUICKLY YOUR FOLLOWING WILL GROW WHEN YOUR EMPLOYEES ARE FIRING INVITES OUT TO CLIENTS AND CANDIDATES ALIKE THAT THEY HAVE HAD CONVERSATIONS AND CONNECTED WITH OVER TIME ON LINKEDIN.

RECRUITERS USUALLY ALREADY UNDERSTAND THE IMPORTANCE OF LINKEDIN AS A LOT OF TIME IN THEIR ROLE IS SPENT USING IT.

ENCOURAGE THEM TO USE IT MORE PROACTIVELY (ONCE OR TWICE A WEEK) BOTH ON A PERSONAL LEVEL AND FOR THE BUSINESS. IF IT REQUIRES SOME TRAINING THEN WE'D RECOMMEND CONSIDERING IT.

BUILDING UP THEIR OWN PROFILE MEANS MORE BRAND VISIBILITY WHEN THEY DO COME TO POSTING ABOUT THE WORKPLACE AND THEIR ACHIEVEMENTS AT WORK WHEN PLACING CANDIDATES.



AND LAST BUT NOT LEAST - ENGAGE WITH OTHER BUSINESS PAGES/CLIENTS/CANDIDATES WHEN THEY TAG YOUR PAGE.

FIRSTLY, IF THEY GIVE YOU A MENTION OR A COMPLIMENT IT'S POLITE TO ACKNOWLEDGE IT AND GIVE YOUR THANKS - THEY'LL REMEMBER YOU FOR IT.

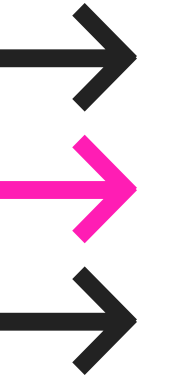
SECONDLY, IT SHOWS YOUR LEVEL OF COMMITMENT, APPRECIATION AND COMMUNICATION TO THE CLIENT AND RESULTING PLACEMENTS THEMSELVES.

THIRDLY, ANOTHER PLACE FOR YOU TO BE SEEN IN DIFFERENT PEOPLES FEEDS EQUALS MORE EYES AND POTENTIALLY MORE FOLLOWERS WHO THEN WILL START SEEING YOUR OUTPUT - NOT JUST VIA THEIR CONNECTIONS.



REMEMBER: IF LINKEDIN IS INCORPORATED PROPERLY INTO YOUR STRATEGY IT CAN BE LEADS GALORE AND SEE YOUR BUSINESS SOAR.

GIVE IT THE ATTENTION IT DESERVES!



KEEP AN EYE OUT OVER THE COMING MONTHS FOR MORE IN OUR 'THE RECRUITERS MINI GUIDE TO' SERIES.

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