

LINKEDIN QUICK WINS

Support your network during social distancing

Now, more than ever, it's important to be visible on LinkedIn because your online image is the only one that Clients can see. Use LinkedIn to double-down on content marketing to stay connected to new and existing Clients. Even if you don't have the time or interest to post regularly, these quick wins will help you engage with your network and position yourself as a thought leader.

QUICK WINS

- **Refresh your profile** – Small details about your profile will affect the way people perceive you. You can use a website like Photofeeler to score your headshot against the brand image you're trying to portray. Ensure your title, tagline, and cover image are up to date.
- **Like posts strategically** – Like posts from your network to get your name into your connections' feeds and to stay top of mind. By being selective about what you like, you can also use these as conversation starters next time you engage with that connection.
- **Add value through comments** – Demonstrate you're listening to your network and have value to add to the conversation. Provide an opinion, an additional article, or resource for the connection to learn more about the subject of their post. Most importantly, your activity will show up on your profile so prospects will see evidence of your knowledge and expertise.
- **Personalize connection requests** – Add a message to remind people how you met or came across their name, and let them know why you want to connect with them. Doing this makes it more likely that the individual will accept your request, and sets the expectation for what they can expect from having you in their network. Requests shouldn't be sales pitches.
- **Be present, not pushy** – When you interact with an acquaintance on LinkedIn, behave like you would if you were meeting in person. Don't overwhelm people with information and big asks; share regular information related to your Clients' problems, and let them know how you can solve them. If you slowly nurture leads, they'll naturally turn to you for advice when they need it.

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