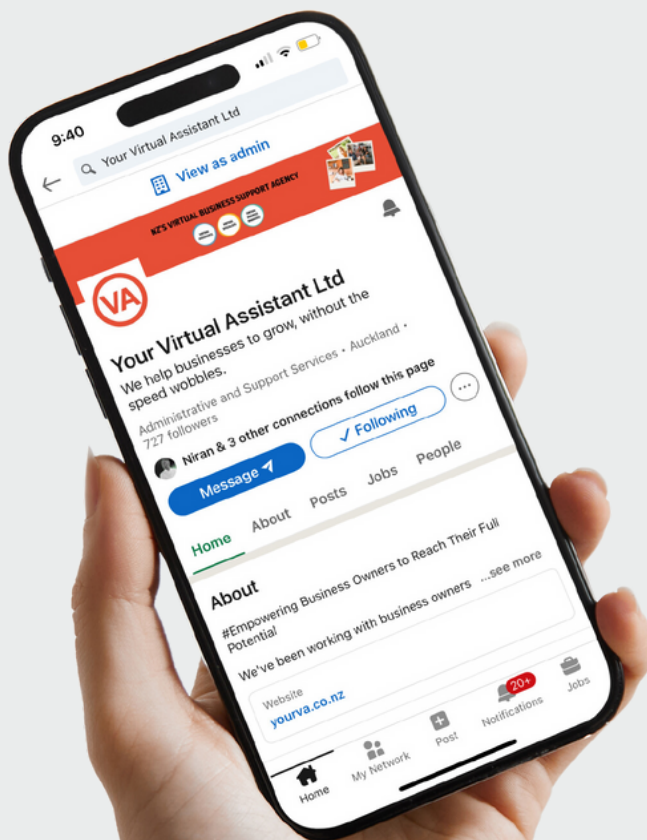


GET THE

LinkedIn

EDGE

HOW TO MAKE YOUR COMPANY'S LINKEDIN PAGE
WORK FOR YOUR BUSINESS



PROFILE

optimisation

Company Description

- Keep it concise yet informative, highlighting your unique value proposition.
- Showcase your company's mission, vision, and core values to resonate with your audience.
- Incorporate relevant keywords to enhance search visibility and attract the right audience.

High Quality Content

- Use a high-resolution logo and cover image that reflect your brand identity.
- Ensure consistency with your brand colours and imagery across all visual elements.
- Consider creating showcase pages to spotlight specific products or services and provide deeper insights.

Specialities & Keywords

- Identify key specialties and areas of expertise relevant to your industry.
- Incorporate relevant keywords in your profile to improve search ranking and visibility.

 *Example Profile Description*

At HealthWell Solutions, we are dedicated to empowering individuals to achieve optimal health and well-being. As a leading provider of innovative health solutions, we specialise in offering personalised wellness programs tailored to meet the unique needs of each client.

Our holistic approach combines cutting-edge technology with evidence-based practices to deliver comprehensive solutions that address physical, mental, and emotional health.

Join us as we embark on a transformative journey towards better health and vitality.

strategy

Content Calendar

A well-organised content calendar is essential for ensuring consistency and maximising the impact of your content efforts on LinkedIn:

- Identify key themes, topics, and events relevant to your industry or audience to guide your content planning.
- Schedule posts at optimal times to maximise visibility and engagement, taking into account your audience's demographics and online behaviour.

Content Types & Ideas

Diversify your content strategy to keep your audience engaged and interested:

- **Industry Insights:** Share valuable insights, trends, and updates relevant to your industry to position your brand as a thought leader.
- **Company Updates:** Keep your audience informed about company news, milestones, and achievements to foster transparency and build trust.
- **Thought Leadership Articles:** Publish informative articles that showcase your expertise and provide valuable insights into relevant topics.



Example Weekly Content Plan

Monday: Industry Insights

- *Post Title: "5 Key Trends Shaping the Future of Wellness Programs"*
- *Content: Share insights into emerging trends in workplace wellness programs, highlighting the importance of holistic approaches and employee engagement strategies.*

Wednesday: Company Update

- *Post Title: "Exciting Announcement: Launch of New Wellness Coaching Program!"*
- *Content: Introduce your new wellness coaching program, highlighting its features, benefits, and how it addresses the needs of your audience.*

Friday: Thought Leadership Article

- *Post Title: "The Impact of Stress on Employee Well-being: Strategies for Effective Management"*
- *Content: Share insights into the detrimental effects of stress on employee well-being and productivity, along with practical strategies for stress management and resilience-building.*

Ask Thought-Provoking Questions:

Engage your audience by posing questions that stimulate discussion and encourage participation. Prompt them to share their opinions, experiences, and insights related to health and wellness topics. For example, ask questions like:

- "What are your favorite stress-relief techniques?"
- "How do you prioritize self-care in your busy schedule?"
- "What wellness challenges do you face in your workplace?"

Run Interactive Polls:

Leverage the polling feature on LinkedIn to gather feedback and opinions from your audience. Create polls on relevant topics within the health and wellness space to gain insights and spark engagement. Examples include:

- "Which wellness initiative would you like to see implemented in your workplace?"
- "What's your preferred way to de-stress after a long day?"
- "Which aspect of well-being do you prioritize the most: physical, mental, or emotional?"

Engage with Other People's Posts:

- Actively participate in discussions and engage with content shared by others in your network. Like, comment, and share posts that align with your brand values and resonate with your audience.
- Offer meaningful insights, ask questions, and provide valuable feedback to demonstrate your expertise and build relationships with other professionals in the health and wellness community.
- Use LinkedIn's tagging feature to mention individuals or organizations relevant to the conversation, increasing the visibility of your engagement and fostering collaboration.

YOUR

turn!



Create Your Content Calendar: Use a content calendar to plan and schedule your posts for the upcoming week. Identify key themes and topics relevant to your audience and allocate specific dates and times for posting.



Diversify Your Content: Experiment with different types of content, including industry insights, company updates, and thought leadership articles.



Engage with Your Network: Take the time to engage with other people's posts in your network. Like, comment, and share content that aligns with your brand values and interests.



Measure Your Results: Track the performance of your LinkedIn efforts using the platform's analytics tools. Monitor key metrics such as post engagement, follower growth, and audience demographics to gauge the effectiveness of your strategy. Use these insights to refine your approach and optimise your LinkedIn presence over time.



"Find a group of people who challenge and inspire you,
spend a lot of time with them, and it will change your life."

~ Amy Poehler

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