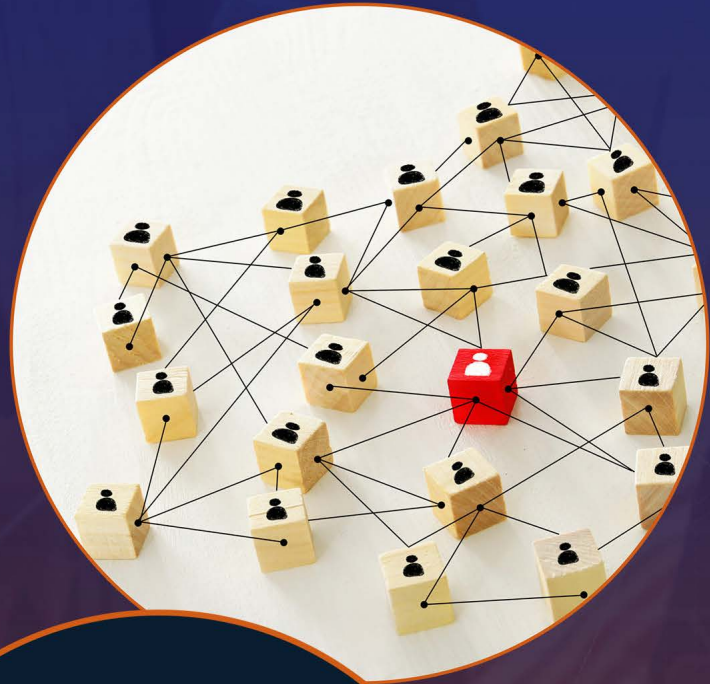




ALAN HENNESSY  
THE DIGITAL MENTOR

# HOW TO BUILD LINKEDIN ENGAGEMENT CHECKLIST



*Daily and Weekly Actions to  
raise your Visibility on LinkedIn*

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Hi There,

Thanks for download my guide to “How To Build LinkedIn Engagement Checklist”

This Ebook will help you to perform daily and weekly action items to create visibility on LinkedIn. These are proven strategies that have worked for me and my clients and students that have implemented this processes into their marketing online.

LinkedIn can be a powerful tool to develop visibility and build brand awareness for individuals or companies. Like everything you need structure, planning and a strategy for this to work for you.



This LinkedIn Engagement Checklist Ebook will assist you in building engagement on the platform and increasing your Network connections.

LinkedIn is an under-used platform for driving traffic. Unlike other social networks, the news feed is simple and focused. That's why it's such an effective way to send visitors back to your website. Get started with these quick tips and watch your social currency grow.

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## Alan Hennessy - The Digital Mentor

Alan helps Business Professionals, Coaches and Entrepreneurs to navigate the Digital Landscape through my Digital Mentorship programmes.

Don't feel confused about Digital Marketing any longer. Let Alan steer you in the right direction and increase your confidence and knowledge online today.

Alan areas of expertise are Digital Marketing planning and strategies for small and medium size businesses, Social Media Marketing training and how to use social media to promote personal branding, profile individuals and companies plus protect your online reputation on these networks.

Alan is the host of two award winning Podcasts, Social Media Talks and The Digital Mentor Podcast with over 10,000 downloads monthly . He is also a Podcast Trainer helping people professionally share their voice and expertise through the power of podcasting.



## Get Your Profile Ready for More Engagement

### ***Your LinkedIn Banner:***

This is valuable real estate that can showcase what you do or what you like, create a professional look with your banner image at the top of your profile. This is the first thing people see when they visit your profile so make it engaging.

### ***Your Profile Photo - Upload a good head-shot:***

Users relate better to people than they do businesses. That's why having a professional but candid head-shot is important. You want users to connect with you before they form an attachment to your brand.

### ***Your Headline - Add your job title and Searchable keywords:***

Whether you're self-employed or working for a Fortune 500 company, users want to know what your role is. This also helps potential clients that may want to work with you discover your profile.

### ***Your About Section Craft your summary:***

Your summary is your chance to capture your personality, skills, and qualifications. But keep it short—ideally, you only want to use 1-3 paragraphs. If you go longer, users are less likely to finish reading your profile.

### ***Link your website or blog:***

Be sure to include your website address or blog URL on your LinkedIn profile. This helps users know they're connecting with the blogger or content creator behind their favorite brand.

### ***Don't forget your contact info:***

Make it easy for people to reach out to you by including your contact details. At the minimum, include two ways to chat with you such as your phone number and email address.

Example of LinkedIn Banner



## Boost Your Traffic by Sharing Content on LinkedIn

### ***Share content 1-2 times each day***

Choose content that's compelling and helpful. It should also pertain to your niche. If you run a marketing business, then linking to articles about dog grooming will only confuse your connections.

### ***Ask if the content is valuable***

Before you share, consider if the link will truly be valuable to your followers. If the answer is no, then find something else to share instead.

### ***Mix it up***

You don't have to share just your content. You can share content from industry blogs and leaders in your niche. You can add extra value to this content by including your thoughts when you post it.

### ***Post some of your previous content in a LinkedIn Newsletter***

LinkedIn encourages users to post their content on LinkedIn Newsletters, the social network's users personal content marketing newsletter service. This is a great way to keep your connections informed about your content and build your subscriber list.

### ***Include your call to action***

When you are posting content on LinkedIn, don't forget create a call to action that directs readers back to your website where they can find more of your content, or if you posting other peoples content tag them and finish with post with a open ended question to increase engagement with your content. *(Example could be: "What are your thoughts on this topic")*

### ***Encourage shares***

When you post articles or status updates, don't be afraid to ask your connections to share this information with their circles. You can say something simple like, "If you enjoyed this article, click the share link so your friends and colleagues can see it."





## Using LinkedIn Groups to Send Traffic to Your Site

### ***Join real groups***

It's tempting to join a few blogging groups and pop in just long enough to share links to your latest posts. But this strategy rarely works because you're sharing your link with a bunch of other bloggers, not your niche audience.

### ***Interact in groups***

Once you find groups where your niche audience is, engage with other members. Start by liking and commenting on other posts. Don't be afraid to share your opinion and add value to the conversations taking place

### ***Connect with group members on LinkedIn.***

If you find members you enjoy talking with, send them an invite to connect. Be sure to mention what group you're from and why you enjoy their content so much.

### ***Post valuable content to the group***

Start by posting 3-4 pieces of valuable content to the group. These should be "found" resources, created by other people. Share them simply for the sake of starting conversations.

### ***Drop your own content in***

After you've spent a few weeks in the group and shared valuable content, link back to your site. Since you've already participated in the group, members are more likely to click through and engage with your content.

### ***Repeat the process***

After you've successfully done this for one or two groups, join more groups and do it again. This helps you build a name in your niche and can cause other people to look at you as a thought leader that can be trusted.





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## CONTACT ALAN TODAY

Lets have a chat and see how I can help you to navigate your digital landscape.

Book a Free 30 Minute Digital Consultation Call over Zoom Today

Choose a time on my calender that suits your schedule and I look forward to talking to you.

**Calendar Booking Link:**

[www.bookacallwithalan.com](http://www.bookacallwithalan.com)



For more information visit my website  
[www.thedigitalmentor.ie](http://www.thedigitalmentor.ie)

You can also follow Alan on Social Media



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