

LinkedIn The Statistics

- 25+ Million Users on LinkedIn in the UK
- 55 million companies are on LinkedIn globally
- Companies and individuals with a complete, active LinkedIn Page see 5x more page views
- According to parent company Microsoft, engagement on LinkedIn is at a record high levels, with more than 610 million professionals now interacting on the platform and looking for new ideas and opportunities.
- Microsoft claims there has been a 34% increase in login sessions amongst members who are most likely to use the platform to regularly engage and share.

It's a big deal!

Your LinkedIn Profile

You have 2000 characters to sum yourself up professionally. What does your audience want to see?

- What do you do every day?
- Why you do what you do
- Say what's in it for them
- Explain what sets you apart
- Tell them what to do next
- Add your work experience and what you do
- Add your skills
- Endorse each other



About

We can help you recruit Financial Advisers for your business. Whether that's to increase FUM or to service existing client banks.

Perhaps you're looking for a Paraplanner to free up the advisers time to see more clients? An experienced and qualified Paraplanner who can conduct holistic research and complete technical reports can have a massive impact on your business.

Maybe your Paraplanner/s are spending too much time chasing LOA's, Keying in information, chasing clients and providers for information and documentation. An experienced Administrator can bring everything together.

Why us and how can we help you?

We are a Financial Planning Recruitment specialist understanding the pains and restraints that our clients face with MiFID 2, building funds under management, retaining staff, keeping compliant and an ageing population of Financial Advisers who are looking for succession planning.

With over 10 years experience and a trading IFA within the business, we have something completely different to bring to the table.

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Your Activity

The more you post, like and share on LinkedIn, the more “real” you appear to potential clients. The more real and genuine you appear; clients are more likely to engage and connect with you.

“But I don’t have any connections...”

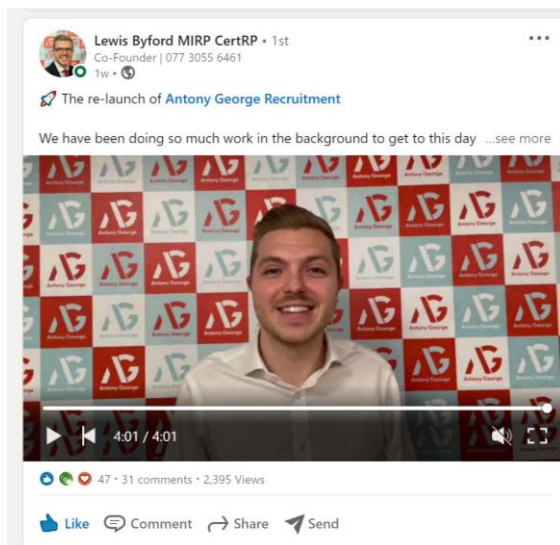
Everyone starts with 0 connections

The more relevant activity you generate and engage with, the more people will organically follow you. The more your colleagues and contacts like and share your content, the more reach your activity has, the bigger chance their audience will connect with you.

What activity is best activity?

- News, New companies, Investments, Events, Blogs
- Commenting on relevant articles – give your opinion/experience
- What trends do YOU see happening in your industry?

Try to keep your posts open for discussion. Ask questions, be engaging, be “controversial” if you can back it up!



Building your personal brand

Building a personal brand on LinkedIn is vital for anyone looking to generate new business. Whilst it can be easy to fall into the same trap of being repetitive in your style and content, it’s important that you are consciously trying to build a brand that appeals to your audience.

With more power going to the clients than ever before, advisers need to be selling themselves as much as their services to stand the best chance of attracting and gaining potential clients trust.

Relentlessly Positive Recruitment

Below are our top tips for building a personal brand on LinkedIn, however, whilst all of these things are a good way to improve your branding, the most important way to improve your branding is through consistency.

You'll already have some form of personal brand from how you portray yourself on LinkedIn, and it's worth asking the people around you how they would describe your profile currently.

1). Have an opinion

Whilst it might seem obvious, provide your opinion on industry news and write longer pieces of content.

By building your own voice on your LinkedIn profile, you're able to show that you're passionate and are much more likely to generate connections with relevant clients & industry voices.

2). Use Video

Video is by far the most popular form of content, with its importance across all social platforms increasingly generating strong levels of engagement. With this only set to increase, video is certainly something that LinkedIn favours.

With modern smartphone capabilities, recording and editing a quick video is easier than ever before. You shouldn't be too picky about how this looks, as long as you come across approachable and friendly. If you decide not to produce videos which feature you, try to share interesting videos that are relevant and interesting to your connections.

3). Engage With Experts

You should begin doing this by making sure that you follow/are connected with the top thought leaders from your industry. Check your industry connections & who appears frequently on your feed as well as popular bloggers & business people.

Once you follow the right people, you can begin to share their content, offer your opinion and comment. This is a very simple way to build a voice within your industry and may potentially lead to further interaction and connections on LinkedIn.

5). Share & Comment on Relevant News

Whilst it's good to avoid offering your opinion on contentious issues if you're reliant on your LinkedIn profile as part of your work, you should always be looking to add your thoughts to what's happening in the markets & industries you are interested in.

6). Personalise Messages – Don't Copy and Paste

It's easy to spot a message which has been copied and pasted, regardless of how careful you think you've been. Instead, try to personalise each message & give something valuable to the audience. If you've committed to writing blogs or sharing articles, offer some free advice and try to build an awareness of your personal brand before you send a message to the audience; this is far more likely to generate a response.

7). Celebrate Your Past Successes

To add even more of a personality to your own brand, you should be sharing your past achievements, endorsements and success stories with your followers. These can come in the form of longer LinkedIn posts, videos or LinkedIn articles. To increase engagement, you should space this out well, include relevant images, tag people you think would be interested and ask for people to share their own stories with you.

8). Write in the First Person

To ensure that you are coming across as personable as possible, always make sure that you are writing in the first person. It's important to build your own voice, as this will increase your engagement with your audience.

9). Get Recommendations

You should always be actively seeking recommendations on LinkedIn, as well as likes and interaction on your content from your peers. Your co-workers and contacts can be a good place to start to build up some early engagement.

Also, you should actively try to receive endorsements for your skills and recommendations. You can start by getting these from your contacts and colleagues but you should always be looking to receive these from other people in your audience.

Tips on how to use LinkedIn to job search

LinkedIn is a phenomenal tool to understand and master when you're looking for your next role. Here are some quick links to the best advice about using LinkedIn, from LinkedIn:

Searching for jobs on LinkedIn:

https://www.linkedin.com/help/linkedin/answer/157?src=direct%2Fnone&veh=direct%2Fnone&trk=j_obsupport

Editing your profile on LinkedIn:

<https://www.linkedin.com/help/linkedin/answer/5>

Applying for Jobs in LinkedIn:

<https://www.linkedin.com/help/linkedin/answer/75815>

Let recruiters know your open to work:

<https://www.linkedin.com/help/linkedin/answer/67405>

How to set up Job Alerts:

<https://www.linkedin.com/help/linkedin/answer/20709>

Find jobs on LinkedIn – Best Practice:

<https://www.linkedin.com/help/linkedin/answer/110912>