

LinkedIn.

Personal branding



AGENDA

1. Why LinkedIn
2. The profile
3. Relations and networking
4. Contents
5. Results
6. Resources



1. WHY USE LINKEDIN

LinkedIn



*“If you can get better at your job, you should be an active member of LinkedIn, because LinkedIn **should be connecting you to the information, insights and people to be more effective.**”*

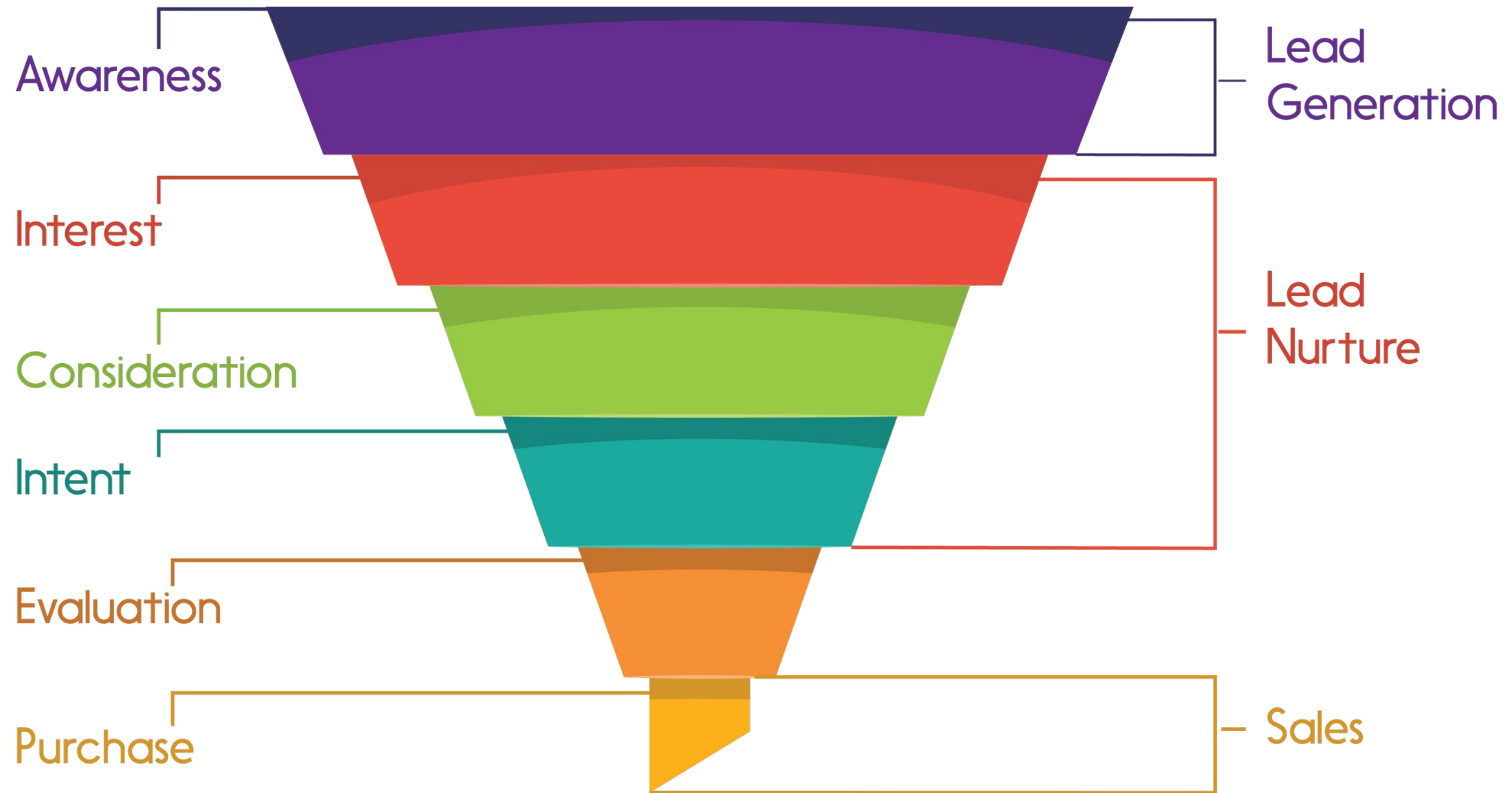
–Reid Hoffman, Co-Founder of LinkedIn

WHY LINKEDIN



- **The only** professional social network
- **706 million member** worldwide
- **90%** of HR uses regularly LinkedIn
- **50 million** listed companies

Marketing Funnel



You are the brand you have to promote!

Set your target

- New clients
- Find a job
- Networking

2. THE PROFILE

Attention



The profile has to be curated and update, it has to reflect you professionalism and your skills.

How is it structured?

The profile

1. URL
2. Photo.
3. Head photo.
4. Headline.
5. Summary.
6. Job, education and volunteering.
7. Skills and endorsement.
8. References.



First of all

URL!!!!



The screenshot shows a LinkedIn profile for Greta Antonini. The browser's address bar at the top contains the URL `linkedin.com/in/gretaantonini/`, which is circled in red. A red line points from this URL to a red circle around the 'Modifica il profilo pubblico e l'URL' button in the profile's settings menu. The profile itself features a circular profile picture of Greta Antonini, a blue banner with various statistics (60% Marketing, 40% Digital, 70% Innovation, 30% Status Quo, 45% City, 55% Mountain, 75% Dynamic, 45% Business), and a bio that reads: 'Marketing at GS1 Italy | Digital change maker | Board member and Communication Manager at Young Women Network'. It also lists her location as 'Milano, Lombardia, Italia' and shows she has '500+ collegamenti'. To the right, there is an advertisement for Lidl Italia with the text 'Greta, Lidl Italia sta assumendo!' and a 'Vita aziendale' button.

Test the effcience of your photo



Book a Snappr

How Good is Your LinkedIn Profile Picture?

Snappr's Photo Analyzer uses the latest research, combined with image recognition and machine learning technologies, to determine how well your photo will perform.

Analyze my LinkedIn photo

Cosmo's Photo Score:
73/100

Its not awful, but given this is people's first impression of your professional profile, its not great either. Plenty of actionable tips below!

[Get a new photo](#)

Full analysis below

Face

59/100

- Smile **OKAY** >
- Jawline **OKAY** >
- Squinch **BAD** >

Smile

You have a passable smile, but there's a lot of room for improvement. Try showing some more teeth. The corners of your mouth are raised - a true smile!

More information

In short, smiles are good, so don't be too serious. Based on the evidence, the ideal business photo smile needs to strike a good balance. Teeth should be showing, and the corners of the mouth should be pointing up. But don't go too far - a laughing smile (where there is a gap between your teeth) can be a bad thing in a business context.

Best photo



Greta's Photo Score:

78/100

You've done pretty well. But there's always room for improvement, so check out our very actionable tips below.

[Share your score](#)

[or upload another photo to analyze](#)

- Dresscode: meeting.
- Look into the camera
- Smile, eyes open
- Background, 3/4 and zoom.
- Professional editing.

Headphoto and Headline

60% MARKETING 40% DIGITAL 70% INNOVATION 30% STATUS QUO 45% CITY 55% MOUNTAIN 75% DYNAMIC 45% BUSINESS

Aggiungi sezione del profilo Altro...

Greta Antonini
Marketing at GS1 Italy | Digital change maker | Board member and Communication Manager at Young Women Network

Milano, Lombardia, Italia · 500+ collegamenti

GS1 Italy
Il Sole 24 ORE Business School

Headphoto

Headline

Headphoto and headline are your advertising campaign
Great opportunity to show ourselves and differenziate us
It tell something about us streightaway

What to write

Informazioni



I'm always evolving, obsessed with "I want to do better" and I do it with a positive and enthusiastic attitude.

For the last 7 years I have been working in the marketing departments of BTC but also BTB companies, to better understand customer needs. In a world in which there is constant transformation, obsessed with customer satisfaction, I like to keep up to date with the new opportunities that digital technology offers to marketing and the evolution that companies are making in the last years. Indeed, I have recently completed a master's degree in Innovation strategy and digital transformation to meet the new business opportunities.

Esperienza



Marketing and Communication specialist

GS1 Italy · A tempo pieno

nov 2018 – presente · 2 anni 1 mese

Milan Area, Italy

In an international and innovative environment, I lead the marketing and digital strategy in a Btb company. I am responsible for adv on-offline, email marketing, social media adv and our sites. I am in charge of defining the new brand positioning, marketing strategy and digital customer experience to understand the customers' needs and increase the customer base. I profile and monitor our customers through analytics and I lead data driven campaigns. I am an active participant in our internal digital transformation in which we implement new digital solutions (CRM, ERP and others) to increase our customer base and to manage our audience.



GS1 Corporate Video



Summary



**Job,
education,
and
volunteering
experiences**

FILL IN EVERYTHING

BE CAREFUL AND DO NOT MIX

DIFFERENT ACTIVITIES.

3. RELATIONS AND NEWTWORKING

Show interest



You have to personalize each invitation.

LINK!

Collegati **Messaggio** Altro...

Atlantic Technologies

Università Cattolica del Sacro Cuore

Punti chiave

28 collegamenti in comune
Tu e Caterina conoscete entrambi Giuseppe Messeri di Famiglia Messeri e 26 altri collegamenti.

Entrambi avete studiato presso Università Cattolica del Sacro Cuore

Annuncio

LinkedIn Ad Vantage is a choose-your-own-adventure video experience.

Choose the path that's right for you.

Play today

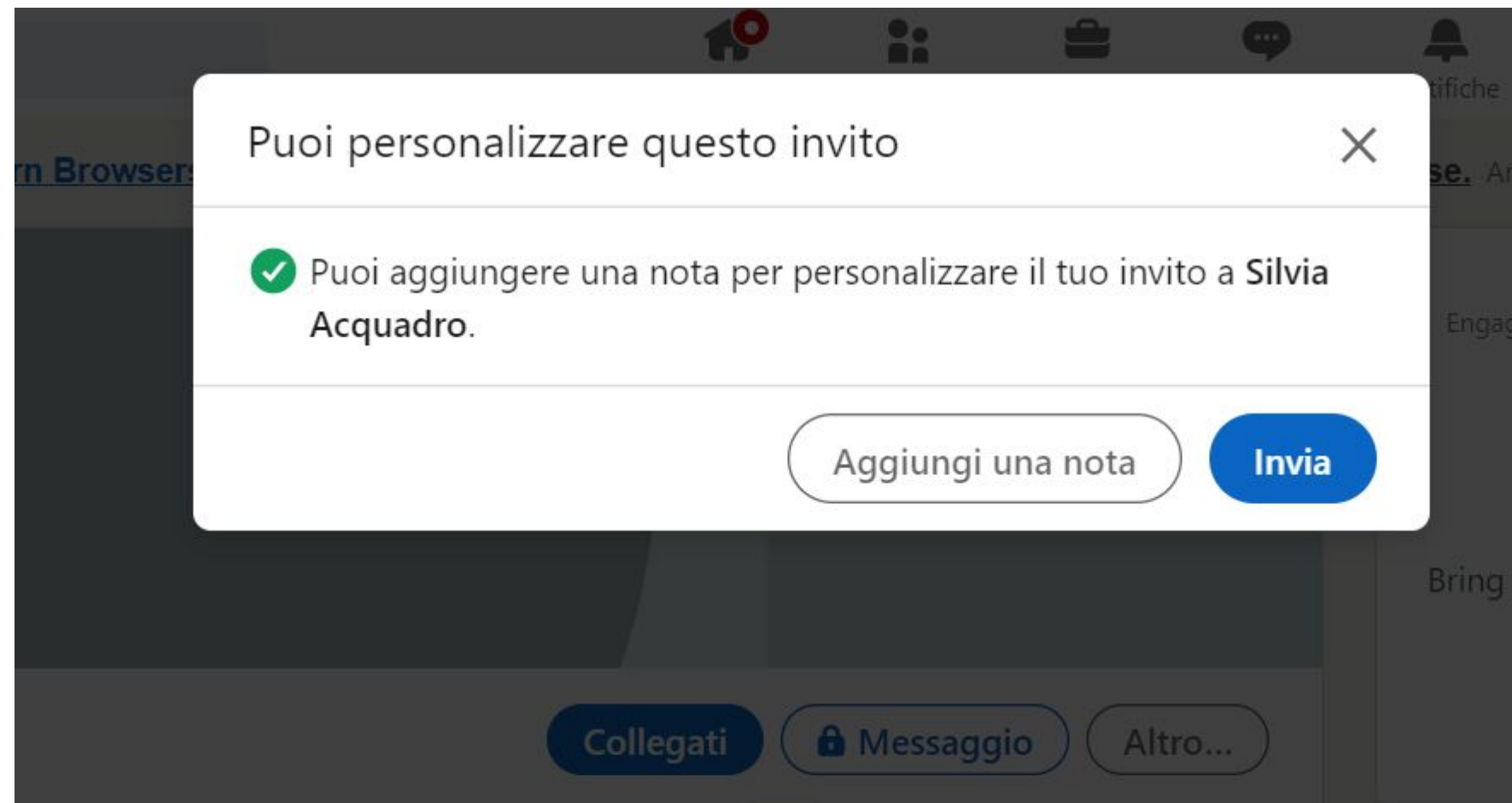
Altre aziende consultate

Cinzia Bartoloni
• 2°
Junior HR Recruiter

Vincenza Franzese
• 2°
Sales Marketing Representative S

Messaggistica

DO NOT ONLY ASK TO CONTACT



PRESENT YOURSELF

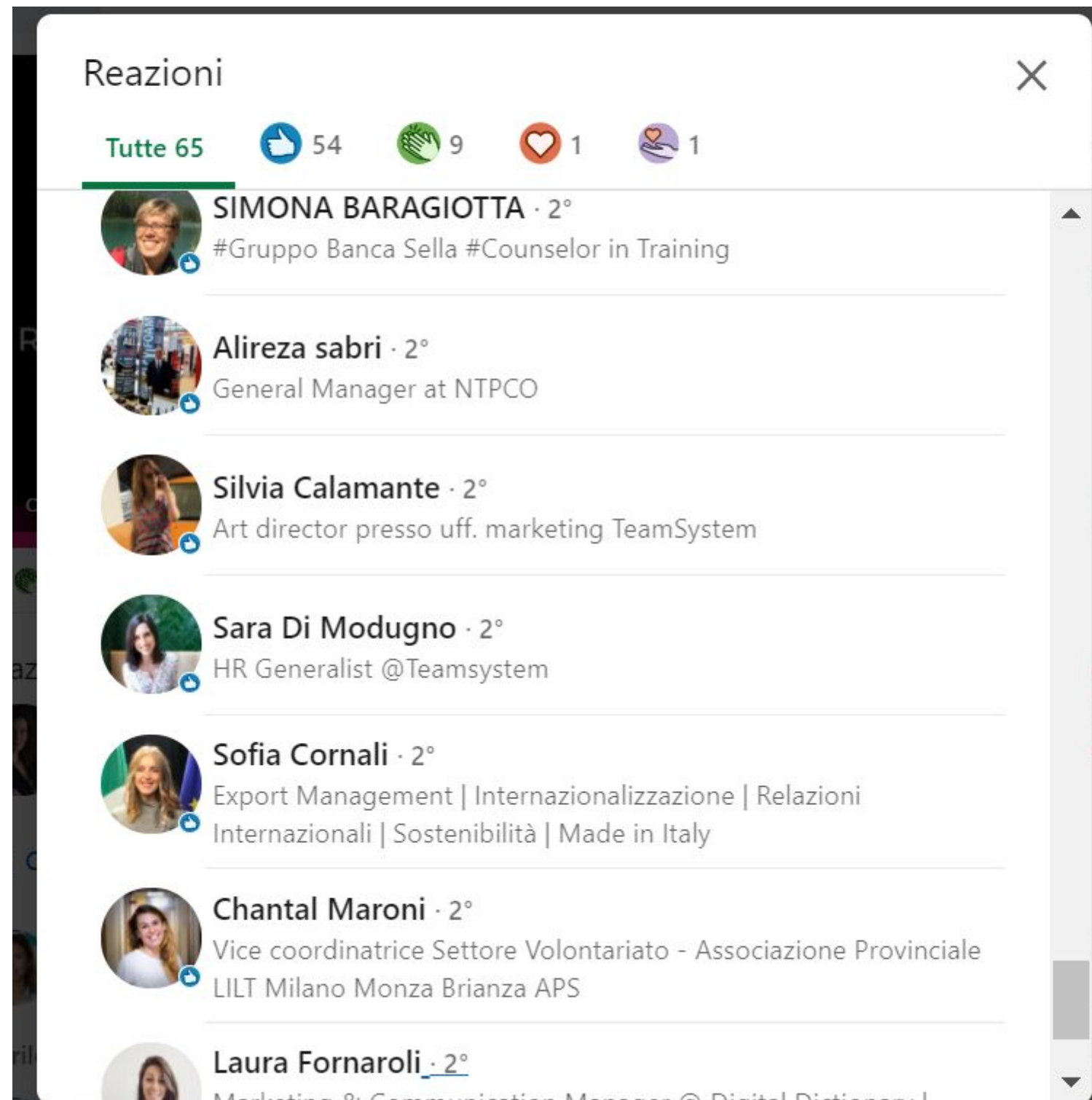
WHAT TO WRITE?

Do not try to sell something straight away

Ex. check the profile, suggest your latest post

Remember that **you need time to build a relationship!**

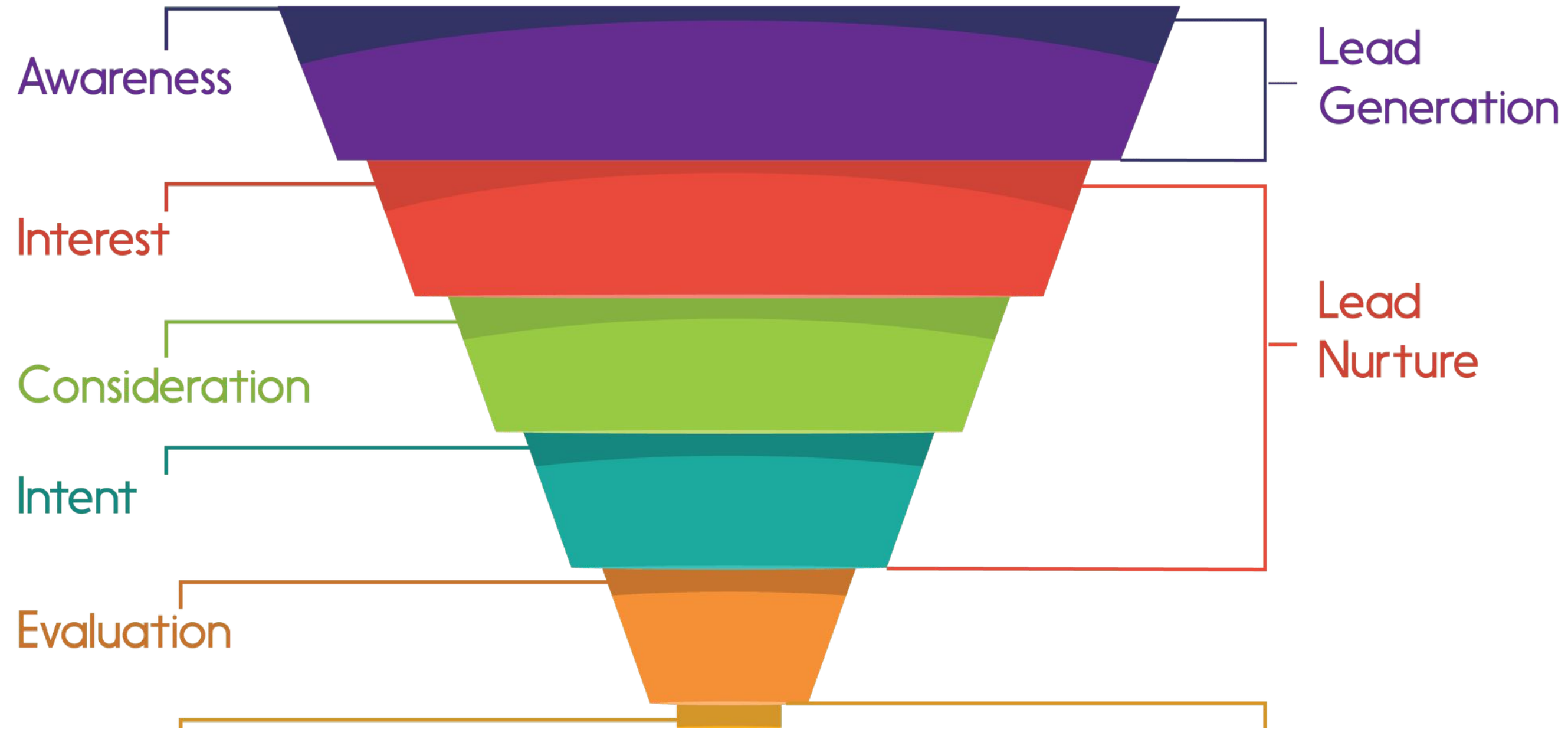
WHO DO I REACH OUT?



1. With who **I meet working**
2. **With who comments or suggest you post**
3. With **who writes interesting contents and from which I get inspired**

4. CONTENTS

DESIRE



Involve your target with interesting contents, interact with them, show your interest

WHOS YOUR AUDIENCE?

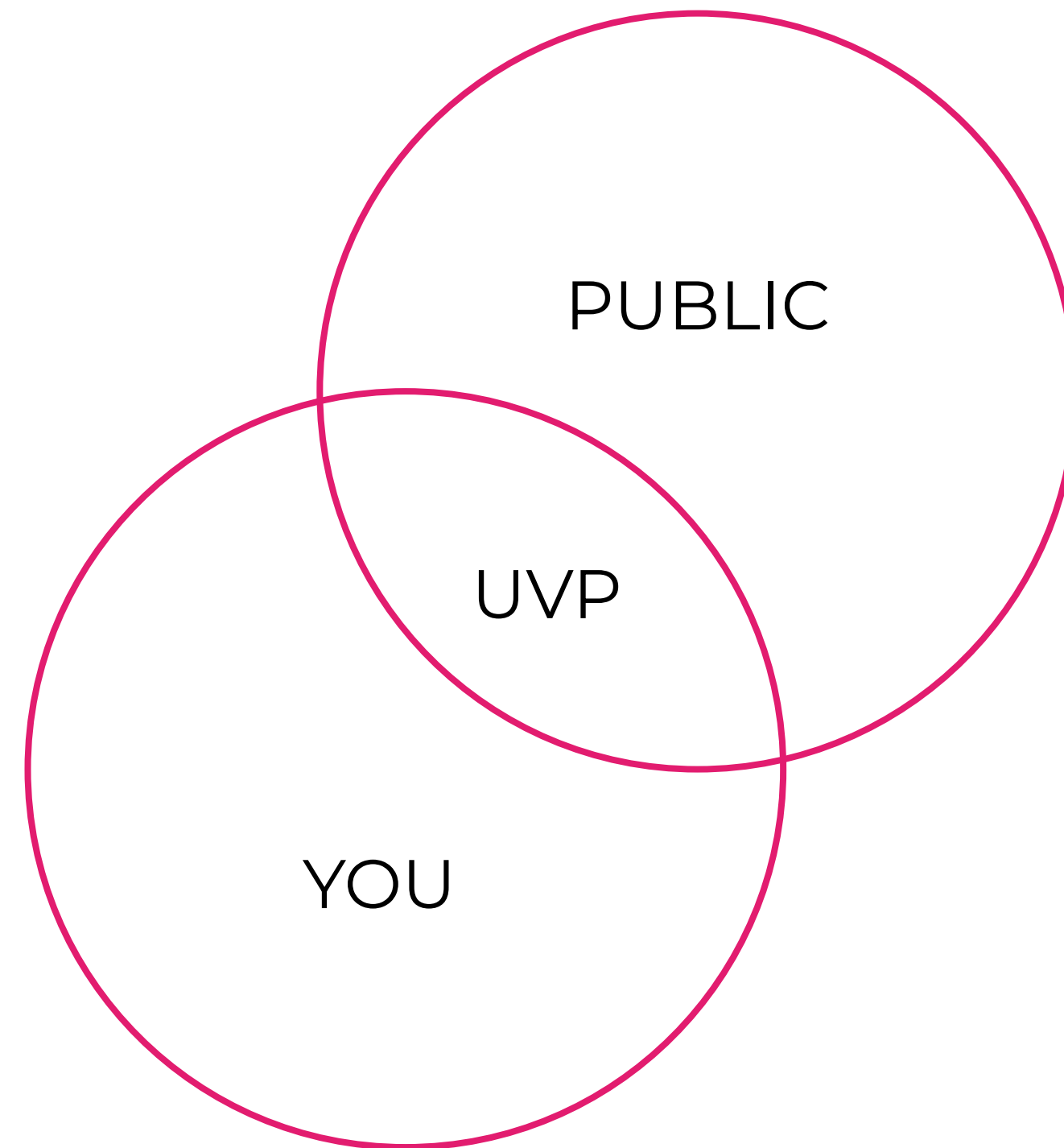


WHAT HEROIN ARE YOU?

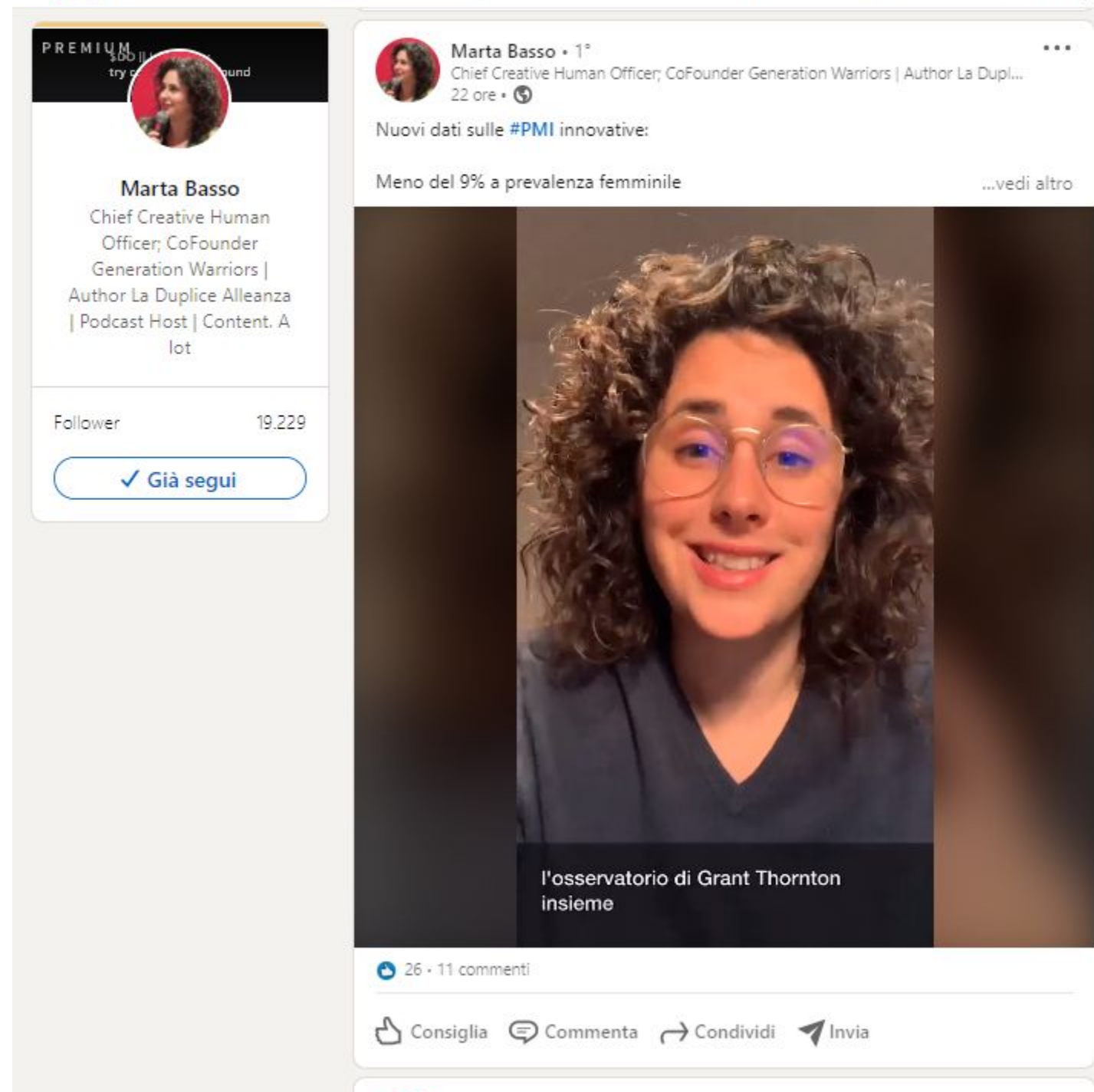


Your Personal Brand Statement) is a mix of who you are and what you can do

YOUR UNIQUE VALUE PROPOSITION
EXISTS ONLY RELATED WITH YOUR PUBLIC



CONTENT

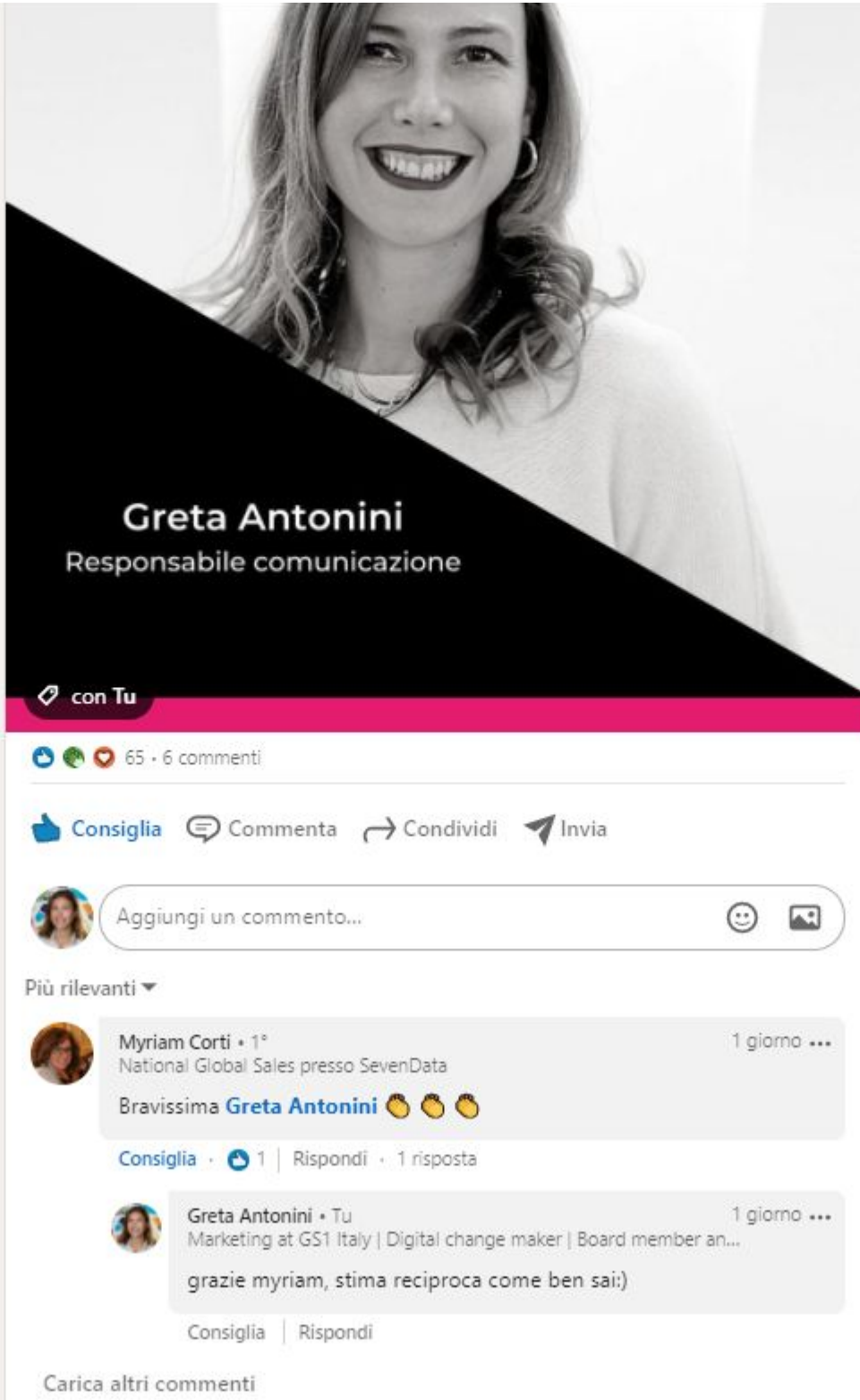


1. **Post**
2. Articles - microblogging
3. Stories
4. **Video**
5. Groups

INTERACTIONS

I also can

- **Suggest other posts.**
- **Comment** post I like and I'm interested in



5. RESULTS

NOT ONLY FOLLOWER



You are talking to people, connections, relations, possibilities and **BIG OPPORTUNITIES!**

**NOW LETS PLAY WITH YOUR
PROFILES!**

6. RESOURCES

RESOURCES

- Personalise your URL
- Analyse your profile pic.
- Use Canva.



**THANK
YOU**