



## **Maximizing Your Personal LinkedIn Page**

By Joel Pekay

Effective marketing campaigns utilize LinkedIn, but many of our associates and customers have asked for training on how to maximize the platform. With that in mind, I'd like to share some simple recommendations that will improve the value of your personal LinkedIn page. Let's begin with 10 simple steps to update your personal profile:

- Maintain at least 500 connections!!!!
- Keep your profile picture current
- Add a background photo
- Add a simple, easy to understand summary of who you are and what you do to the "intro" and "about" sections
- Utilize the "featured" section – add a resume or handbill
- Generate posts to share your thought leadership
- Quantify your accomplishments in the "experience" section
- Obtain recommendations from associates and former managers
- Differentiate yourself by highlighting key accomplishments and skills throughout your profile...  
Actively "follow" and "like" others posts as your visibility will directly increase

In the broadest terms, LinkedIn is an opportunity to sell yourself making it easy for visitors and connections to learn about you.

To learn about using LinkedIn to grow your business, please read my other article.

Scuderia partners can train your marketing team on how to turn your LinkedIn page into a competitive marketing tool for B2B marketing and sales. [Contact us](#) today to learn more.

### **About Scuderia Partners LLC**

Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.