## Social Media - LinkedIn





# LinkedIn can often be described as 'the missing piece of the puzzle' when it comes to social media marketing.

LinkedIn has over 706 million members and over 50 million companies listed but some business owners don't consider using it. According to research, LinkedIn generates leads 277% more effectively than Facebook and has helped 45% of marketers gain new customers.

### Create a LinkedIn page

A dedicated page for your business means that you can further present your values, products and brand personality in a professional, yet personal way.

#### Be a thought leader

LinkedIn is the perfect place for knowledge sharing and promoting your expertise. Offer your insight into trending topics and news in the equity release industry to not only encourage engagement but also present your company as an expert in the field.

#### Monitor your data

Track your follower growth, engagements and reach using the LinkedIn Analytics feature to inform better strategy decisions.

#### **Encourage conversation**

Research shows that LinkedIn encourages posts that initiate 'meaningful conversation'. Just by adding a simple question into your post could mean there's a better chance of it being seen by more people.

#### What we offer

Our toolkit has a range of the following templates available to be white-labelled specifically to your brand:

- LinkedIn profile banner
- Image optimised for social advertising

#### Advise Wise Tip

Make sure your business page is always updated, link it to your website - if you have one - and include your contact details so you clients can get in touch.

LinkedIn is also the perfect place to keep contact with your peers and share industry best practices.

🗰 advise wise

ហ



↔in↔(≰)↔in<