

10 Easy Ways to Build Your Personal Brand on LinkedIn

by Stefanie Marrone

Social media is an easy and effective way to build your network, brand, and business. Social media, specifically LinkedIn, helps us stay top of mind with the people who matter most – clients, referrals, colleagues, recruits, and others.

If you're not using social media as part of your digital marketing strategy, you're missing out on a fast, inexpensive, and effective way to reach your target audience, especially as a recruiter.

Staying top of mind is the most important thing you can do to be successful in marketing your business and yourself.

You don't do that by sending emails that say "Hey just checking in."

You do that with substantive content and invitations to webinars. In other words, providing value to your audience at every touchpoint. This is what helps you stand out in a crowded market. This is what helps to differentiate you. And this is what helps people think of you when they have an opportunity.

Here are 10 easy ways to build your personal brand on LinkedIn that will help bolster your content creation, and relationship- and brand-building efforts.

1. Use the Notifications section to update your CRM or email database with your contacts' work anniversary and new job information. (Today, most people don't send an email or a vCard when they change jobs – it's up to you to do the due diligence). Make sure to congratulate your connections on these milestones to proactively start conversations which can reignite relationships.
2. Comment on others' posts with insights of your own or compliments to the author. This is an effective way to build your personal brand and relationships.
3. Get a head start creating content in advance. Try coming up with posts about people you admire in your industry. (When you post it later, tag them in the post using the @ sign before their names so they get a notification.)
4. Research and then join LinkedIn groups. The right groups can help you spread awareness about your value-added content (such as upcoming webinars, blog posts and articles you've written) and make new strategic connections. (Just don't post anything salesy or self-congratulatory). To find the right groups, look at those your peers and colleagues join. Don't forget to join the LinkedIn groups of your alma maters to reconnect with former classmates. Remember that people like to do business with people they know, like, and trust, so finding associations and commonalities with others – such as the fact they went to the same school as you – can benefit you immensely in your marketing efforts.
5. Before attending a conference, be sure to let your network know that you'll be there. It's a great way to set up meetings in advance and support your industry organizations.
6. By clicking on the bell next to people's names at the top of their LinkedIn profile you will receive notifications when they share a new post. Follow your favorite content creators as well as your clients, prospects, and referral sources. This is an easy way to stay informed and build relationships.

7. Create evergreen content (which is content that doesn't expire or lose its relevancy over time). Go through your past articles, presentations, and blog posts, as well as LinkedIn posts for ideas. This content can help boost your search engine optimization (SEO).
8. Follow LinkedIn hashtags in your niche or within your content pillars, which are the three to five topic areas that support your brand and business. Look at the popular content created under them for inspiration for your own posts and to build relationships with others on LinkedIn. Research the right hashtags for your own posts (based on your content pillars) and keep a running list of them for future use.
9. Develop your content calendar for the next month. Look at industry trends, client pain points, current news, events, and commemorative heritage months such as Women's History Month, Black History Month, Thanksgiving, etc., for ideas. And if you don't have a content calendar, this is a great time to create one. You can start by [requesting your full LinkedIn data archive](#), which includes past posts – a great place from which to repurpose content.
10. Recycle your greatest hits. Many people post content just once, which is a missed opportunity for maximizing what you already have spent time and effort creating. Review your analytics to see which posts did the best (and worst) and use that as a starting point. Remember no one will remember what you posted a few weeks or months ago – the LinkedIn algorithm and user habits ensure that.

With the right strategy you can become more efficient about the time and effort you spend on these tactics.

Social media is a powerful way to network and build relationships all over the world. It gives you the ability to expand the reach of your content, which can lead to new business and opportunities. The ability to create genuine human connections is one of the key benefits of using social media for business purposes.

So, remember, staying top of mind with the people who will refer and give you business is the key to successful marketing today.

Now, what are you going to do to make social media work more effectively for you?

ABOUT THE AUTHOR:

Stefanie Marrone advises law firms of all sizes, professional service firms, B2B companies, recruiters and individuals on the full range of marketing and business development consulting services designed to enhance revenue, retain current clients and achieve greater brand recognition. She also serves as outsourced chief marketing officer/marketing department for small and mid-size law firms.



Over her 20-year legal marketing career, she has worked at and with a broad range of big law, mid-size and small firms, which has given her a valuable perspective of the legal industry. Connect on [LinkedIn](#), [Twitter](#), [YouTube](#), [Instagram](#), [sign up for her email list](#) and [follow her latest writing on JD Supra](#).