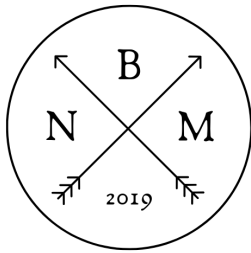


How to Grow Your Business on LinkedIn

ARIZONA
COMMERCE AUTHORITY





About

NO BOUNDARIES MARKETING GROUP

We Simplify Digital Marketing So You Have More Time To Run Your Business.

No Boundaries Marketing Group was founded on the basis of keeping things simple and transparent. Having been in this business for well over 10 years now, we've seen what the big box marketing companies do for small businesses. Where they excel at bringing products and services to market, they fail at the most important part, **customer service**. When you are working with thousands upon thousands of clients at a time, it can be difficult to provide each business with the time and attention they deserve. This is where details get lost and the ball gets dropped. Ultimately, that could end up costing businesses tens of thousands of dollars in the long run...

Our system is a little different. Our goal is to understand your business inside and out, not just what appears on the surface. Together, we will build a customized marketing program that will help you grow your customer base, retain your existing clients, and maximize your online presence.



NO BOUNDARIES MARKETING GROUP

www.noboundaries.marketing

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Understanding Your **Business**

The first step to developing a strong and meaningful marketing strategy is to understand your business...

- What are your profit centers?
- Have you identified a target demographic?
- What are your customer buying triggers?
- Do you have a specific area in the valley that you prefer to work in/target?
- What sets you apart from the competition?
- What have you done in the past for marketing/advertising?
 - Was there something more/less successful than another?
- What are some of your biggest challenges with marketing/advertising?
- What percentage of your business is repeat/referral traffic?



Understanding Your Business

Here are a couple more questions to think about...

- Do you have any certifications/accolades (BBB, Trade Certifications, Awards, Best of . . ., Media Recognition/Features) that you think are important to your customers?
- Do you have any negative PR for you or your industry?
- What charities or non-profits do you support? Do your clients know you support them?
- How do you ensure customers know all (or as many as possible) of the products/services that you offer?
- How do you schedule or handle requests for appointments/reservations?
- Do you get a lot of calls/traffic after hours?
- Do you offer periodic specials/promotions?
- What social media channels do you utilize currently and how often are you posting?
- Do you know what your reviews look like online? Frequency?



Let's take a look at the Numbers

The first thing that we look at when developing a marketing strategy is the numbers. How much search traffic is available out there for your products/services. More importantly, what are they searching for? Because we know 79% of consumers turn to online search to reach a business, it is a great indicator how much business is available in a particular market.

chiropractor

Peoria, Arizona, United States Any language



14 / 100

EASY

Keyword Difficulty



480
Search Volume

Monthly Searches Trends

lower back pain

Peoria, Arizona, United States Any language



51 / 100

HARD

Keyword Difficulty



140
Search Volume

Monthly Searches Trends

chiropractor near me

Peoria, Arizona, United States Any language



16 / 100

STILL EASY

Keyword Difficulty



480
Search Volume

Monthly Searches Trends

whiplash

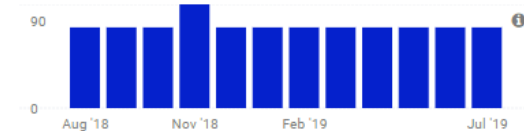
Peoria, Arizona, United States Any language



60 / 100

HARD

Keyword Difficulty



70
Search Volume

Monthly Searches Trends



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How are you reaching your **Target Audience**

Once we have established that there is sufficient traffic and we know what people are searching for, the next question becomes “what are you doing now to capture a portion of that traffic?”

- Let's take a look at your website... How are you optimizing your site?
- Have you evaluated your listings online? Are there inaccurate listings for your business?
- Are you monitoring your reputation? What do your reviews look like? How often are you getting reviews? Are you asking your customers for them?
- Do you have a presence on social media? Facebook? Twitter? YouTube?
- Do you have a loyalty or referral program?
- Do you take appointments/reservations?
- Have you ever done a video to feature you, your products, or services?



Our approach to what makes a **good** website...

Think of your website as your storefront. What potential customers see and feel even before they walk in the door determines a lot of their experience and relationship with you.

A clean and organized store means customers can find exactly what they're looking for and understand what you offer. A cluttered and messy environment is confusing, stressful and off-putting.

- ✓ Make it affordable
- ✓ Make it simple, clean, and clutter-free
- ✓ Make it easy to compare your products/services
- ✓ Create a clear call-to-action
- ✓ Make it eye-catching
- ✓ Tell your story
- ✓ Make sure it is adaptive and responsive to mobile devices



Website Evaluation



MEDICAL, CHIROPRACTIC & REHABILITATION IN PEORIA

The professional staff at Cactus Medical Center in Peoria, Arizona, offer specialized services in physical medicine, rehabilitation, and chiropractic care. With their state of the art technology, like ultrasound-guided injections and on-site X-rays, Cactus Medical Center provides an integrated approach to physical medicine in a convenient setting.

All of your care is coordinated in the most efficient way possible to allow you to progress as fast as possible.

Cactus Medical Center has worked hard to assemble a team of providers that are some of the best in their fields. Cactus Medical Center is Arizona's elite and fully integrated medical center offering Medical, Chiropractic and Rehabilitation. Our philosophy as a team is to get the very best healthcare providers together to accomplish more than we ever could alone. We are a team that respects and relies on one another to ensure we are always delivering the best care possible to our patients.

Some of the things consumers look for in a successful website are:

- ✓ Is the site simple and visually appealing
- ✓ Does it load quickly and render properly across mobile devices?
- ✓ Is there a lot of wasted space?
- ✓ Do you have engaging content?
- ✓ Is it easy to navigate?
- ✓ Does the site feature any personalization or does it look like every other template?
- ✓ Does your website tell your story?
- ✓ Do you keep your content updated?
- ✓ Do you have any testimonials?

FACT: Consumers typically read only 28% of the words on your website during their visit.



Your Online Listings

There was a time when anyone looking for a business went straight to the big yellow book. Today, the Internet is the yellow book—only bigger. No matter what kind of business you own, it's inevitable that customers will be searching for you online. And if your business doesn't show up where customers are looking, it may as well not exist.

Put yourself in the customer's shoes and think about what kind of information you want when searching for a business. As you visit listing sites, use this handy checklist to make sure you're putting your business in its best light.



FACT: \$10.3 billion. That's about how much money small businesses lose annually because of wrong, missing or incomplete local business information.



Your Social Media Presence

Let's start with the basics. Even if you already have a social media account or two, chances are you started those because someone told you to, not because it seemed like the smart thing to do for your business.

There are a lot of social media platforms out there, and each one offers its own unique way of interacting. The trick is choosing the platforms that will do the best job of connecting you with the customers you want to reach.



FACT: 60 percent of survey respondents believe a small business needs a social media presence, and 25 percent rate this as “very important.” As you might expect, social media matters a lot for Millennials when deciding what businesses to patronize. One out of four Millennial consumers starts with social media — rather than a general internet search or visiting a particular company's website — when researching small businesses. (In comparison, just 7.5 percent of Baby Boomers do this.)



Your **Social Media** Presence



Choose the right profile picture for LinkedIn.

Your profile picture is your calling card on LinkedIn – it's how people are introduced to you and (visual beings that we are) it governs their impressions from the start.

TIPS: make sure the picture is recent and looks like you, make up your face takes up around 60% of it (long-distance shots don't stand out), wear what you would like to wear to work, and smile with your eyes!



Your **Social Media** Presence



Add a background photo.

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable.



Your **Social Media** Presence



Make your headline more than just a job title.

There's no rule that says the description at the top of your profile page has to be just a job title. Use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick. If you've got sales reps at your company who are on the ball with social selling, then take a quick look at their profile page headlines for inspiration. They will almost certainly have more than their job titles in there.



Your **Social Media** Presence



Turn your summary into your story.

The first thing to say about your LinkedIn summary is – make sure you have one! It’s amazing how many people still leave this field blank when creating their LinkedIn profile. Your summary is your chance to tell your own story – so don’t just use it to list your skills or the job titles you’ve had. Try to bring to life why those skills matter – and the difference they can make to the people you work with. Don’t be afraid to invest some time, try a few drafts, and run your summary past people you know. This is your most personal piece of content marketing – and it’s worth the effort.



Your **Social Media** Presence



Declare war on buzzwords.

Buzzwords are adjectives that are used so often in LinkedIn headlines and summaries that they become almost completely meaningless. Our regular rankings of the most over-used buzzwords include terms like 'specialised', 'leadership', 'focused', 'strategic', 'experienced', 'passionate', 'expert', 'creative', 'innovative' and 'certified'. Now I'm not saying you can't describe yourself as these things – or that they don't matter.

However, just using these words won't convince people that you have these qualities. You need to demonstrate them as well – both in the way you describe yourself, and in the way you use LinkedIn profile features to show what you're about.



Your **Social Media** Presence



Grow your network.

One of the easiest and yet most relevant ways to grow your LinkedIn network is to synch your profile with your email address book. This enables LinkedIn to suggest people you could connect with. It's amazing how effective this can be at surfacing relevant people for you to reach out to – and no connection requests are sent without your permission, so you can vet all of the potential connections. Beyond this, get into the habit of following up meetings and conversations with LinkedIn connection requests – it's a great way of keeping your network vibrant and up to date.



Your **Social Media** Presence



List your relevant skills.

It's one of the quickest of quick wins on LinkedIn – scroll through the list of skills and identify those that are relevant to you. Doing so helps to substantiate the description in your Headline and Summary, and provides a platform for others to endorse you. However, the key here is staying relevant. A long list of skills that aren't really core to who you are and what you do, can start to feel unwieldy. Take time for a spring clean of your skills list every now and then.



Your **Social Media** Presence



Spotlight the services you offer.

Services is a new LinkedIn feature that helps consultants, freelancers and those working for smaller businesses to showcase the range of services that they offer. Filling out the Services section of your profile can boost your visibility in search results.



Your **Social Media** Presence



Spread the endorsement love.

Endorsements from other members substantiate your skills and increase your credibility. How do you get endorsed on LinkedIn? For starters, go through your network and identify connections who you feel genuinely deserve an endorsement from you – that’s often the trigger for people to return the favour. Don’t be afraid to reach out with a polite message asking for endorsement for a few key skills as well. Remember though – relevance matters. Reach out to people whose endorsement you’d really value.



Your **Social Media** Presence



Manage your endorsements more proactively.

Once endorsements start to come in, you might find that they skew the emphasis of your LinkedIn profile in ways that don't reflect who you are. It could be that your core area of expertise is content marketing for example, but the people who've worked with you on events are more enthusiastic endorsers. Be proactive in managing your endorsements list using the edit features in the Skills section of your profile – you can choose which to show, and which to hide.



Your **Social Media** Presence



Take a skills assessment.

A skills assessment is an online test that enables you to demonstrate the level of your skills, and display a Verified Skills badge on your profile. Data shows that candidates with verified skills are around 30% more likely to be hired for the roles they apply for – and displaying proof your abilities strengthens your personal brand more generally as well. Displaying the results of your skills assessments is entirely voluntary, and you can retake the tests as often as you like before showing that you’ve passed.



Your **Social Media** Presence



Request recommendations.

Endorsements give people viewing your profile a quick, visual sense of what you're valued for. Recommendations take things a step further. They are personal testimonials written to illustrate the experience of working with you. There's a handy drop-down menu in the Recommendations section of your profile that makes it easy to reach out to specific contacts and request recommendations. Take the time to think about who you would most value a recommendation from – and personalise your request. It's worth the extra effort.



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Your **Social Media** Presence



Showcase your passion for learning.

When you complete a course on LinkedIn Learning, you'll have the opportunity to add a course certificate to your LinkedIn profile. You do this from within the Learning History section of your LinkedIn Learning account – where you can also send updates about your learning to your network if choose.



Your **Social Media** Presence



Share media and marketing collateral.

The marketing collateral that you produce for your business can add an extra dimension to your own profile as well. Sharing case studies, white papers and other brand content helps to show what the business you work for is all about – and helps people understand what makes you tick. It demonstrates passion and commitment as well.



Your **Social Media** Presence



Get credit for your thought-leadership with Publications.

The Publications section is one of the most under-used elements in LinkedIn profiles – and that means that you can really stand out from the crowd when you use this feature to draw attention to existing thought-leadership content. Have you helped to write an eBook or a White Paper? Or written a post on your company’s blog? The Publications section links your profile to these assets.



Your **Social Media** Presence



Share relevant content from your LinkedIn feed.

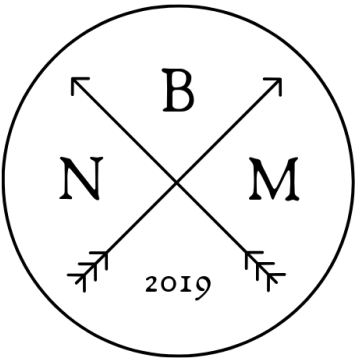
It's one thing to have a network of connections on LinkedIn – it's far better to have an active role in that network, appearing in your connections' LinkedIn feeds in a way that adds value for them. Sharing relevant content with your network is one of the most accessible ways of doing this. You can make a start by keeping a close eye on your LinkedIn feed, and sharing content that you find genuinely interesting – and that aligns with your point of view.





Thank You For Your Time

We Look Forward To Working With You



No Boundaries Marketing Group

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www.noboundaries.marketing

