

# 80x20

80 minutes networking  
20 minutes learning

#8020

# LinkedIn: profiles & pages – The perfect partnership

80x20

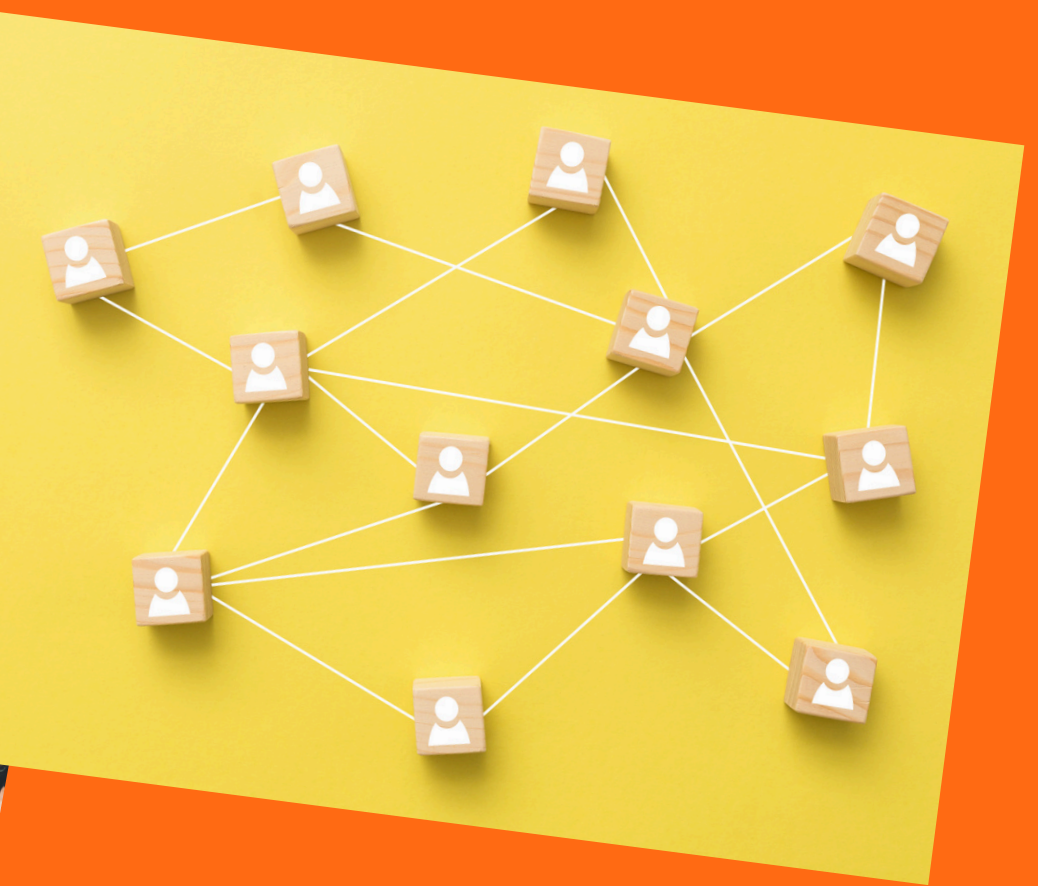
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“LinkedIn has **over 900 million** professionals globally. It's a platform not just for job seekers but for professionals and businesses to build their brand, connect with peers, and grow their influence.”

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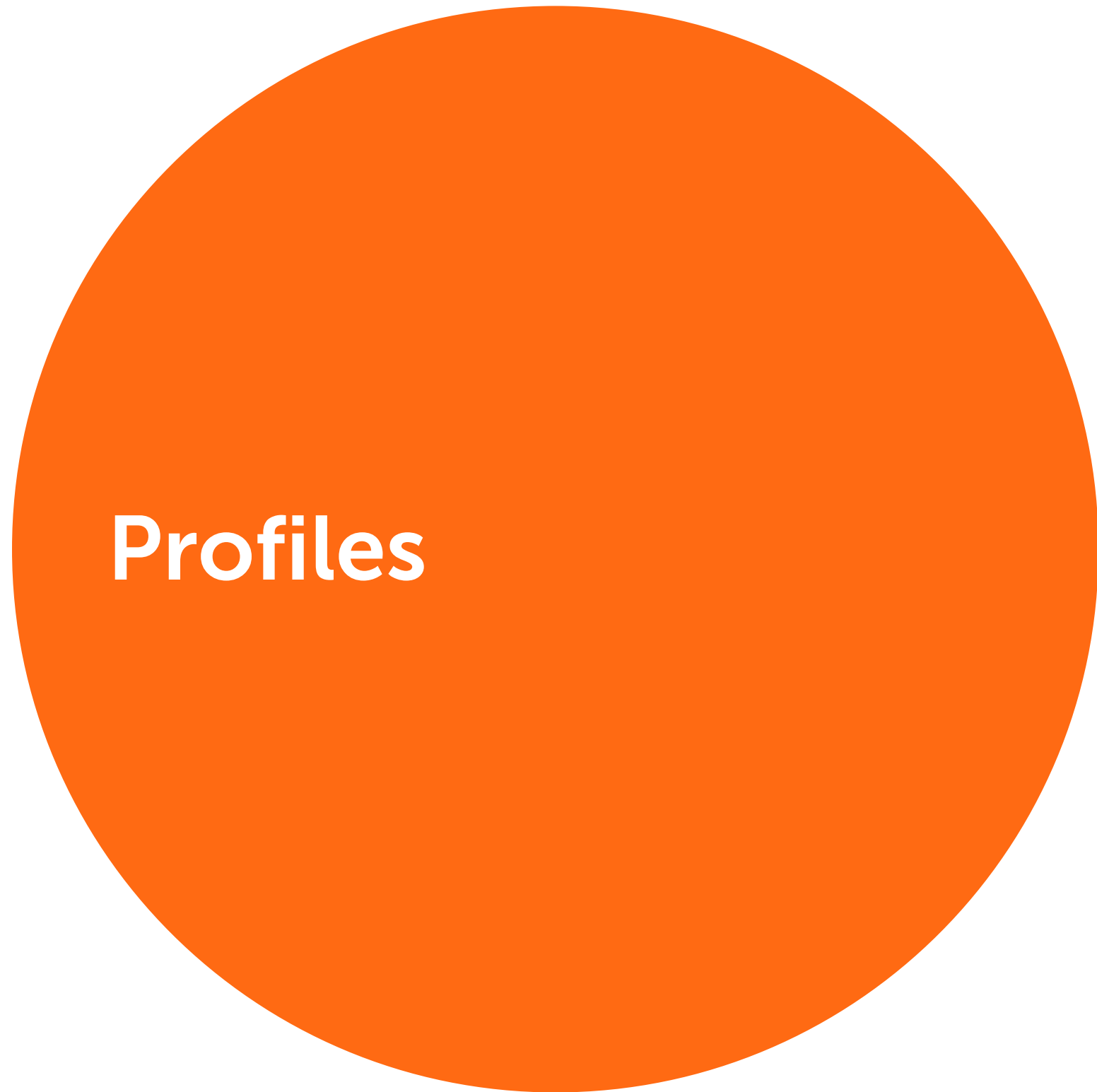


## Profiles

- Focus on the individual
- Help build a personal brand
- Include elements like headline, summary, skills, experience and recommendations

## Pages

- Focus on the business
- Establish company presence and attract talent
- Include elements like company description, career page integration, follower growth and lead gen forms



The sweet spot!

But, you need to make sure  
they are all **optimised**

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# Where do you begin optimising your profile?

Profile picture  
& headline

Summary  
section (About)

Experience  
& skills

Get  
active





Make sure your profile aligns with your company's messaging for a cohesive brand strategy

# And your company page?

Complete  
basic info

Make use of all  
the features

Optimise  
for search

Encourage  
engagement

There are 3 ways  
your LinkedIn pages  
and profiles can  
work together...

1

Linking profiles to your  
company page

2

3

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Search



Home



My Network



Jobs



Messaging



Notifi



**Danni (Sheldon) Johnson** (She/Her)

Bringing your brand & dream clients together (with a sprinkle of humour!) You can call me the 'Cilla' of marketing matc...

Resource

## Experience



### Xpand Marketing

Part-time · 4 yrs 11 mos

Bradford, England, United Kingdom

#### ● Head of Digital Marketing

Jan 2023 - Present · 1 yr 9 mos

On-site

Xpand has been helping businesses grow since 2007, and what I love about working for the company is how, regardless of the size of a project or the company, we always work 'together'. We 'support' companies to help them see their business through their customer's eyes and communicate how they can satisfy their needs.

- Working with clients to develop social media strategies, building personas and creating content in line with their brand guidelines
- Guiding business leaders through the use of social media for brand awareness, employee engagement and networking
- Heavily involved in the strategic development of businesses, helping them to understand the gaps in their company and how to fill them.
- Designing and delivering webinars
- The 'LinkedIn Guru', supporting individuals in the enhancement of their profiles and providing coaching on how to utilise the platform
- Collate and deliver monthly reports using social media analytics tools
- Making lots of cups of tea! :) And much, much more

Management, Brand Management and +5 skills



#### ● Digital Marketing Manager

Jun 2021 - Present · 3 yrs 4 mos

Marketing, Management and +16 skills

There are 3 ways  
your LinkedIn pages  
and profiles can  
work together...

1

Linking profiles to your  
company page

2

Community engagement -  
recruitment & networking












3



## Danni's Network

Following **Followers**








4,328 people are following you

-  **[Redacted]**  
Head of Brand | Customer & Marketing Strategy | Propositions | Campaigns & Content Following
-  **[Redacted]**  
Creating Content and Increasing engagement 200% | Trusted by Iconic Brands | Proper... Following
-  **[Redacted] nyaegbuna**  
Advertising Media Exec | 16x9media Co-Founder | Campaign 40 Over 40 '24 | Join Our...  
 Lucy, Sally and 3 others you know followed Following
-  **[Redacted] amley**  
Sales Representative | Creel and Gambrel | Bringing Quality to the Table Follow
-  **[Redacted] or**  
Finance Expert & Trainer @ Mellor Financial Management | Facilitating Finance...  
 Laura, Sandra and 4 others you know followed Follow
-  **[Redacted] zowska**  
Owner - Sandsend Retreats  
 Brett, Tim and 3 others you know followed Follow
-  **[Redacted] inwright**  
Small Business Owner @ Elite Eco Clean Ltd | Business Management Biohazard spec Follow
-  **[Redacted] t DipM MCIM**  
I'm a freelance marketing consultant specialising in helping small and medium-sized B2 Following

## All Followers

Excluded... report

**People** Page

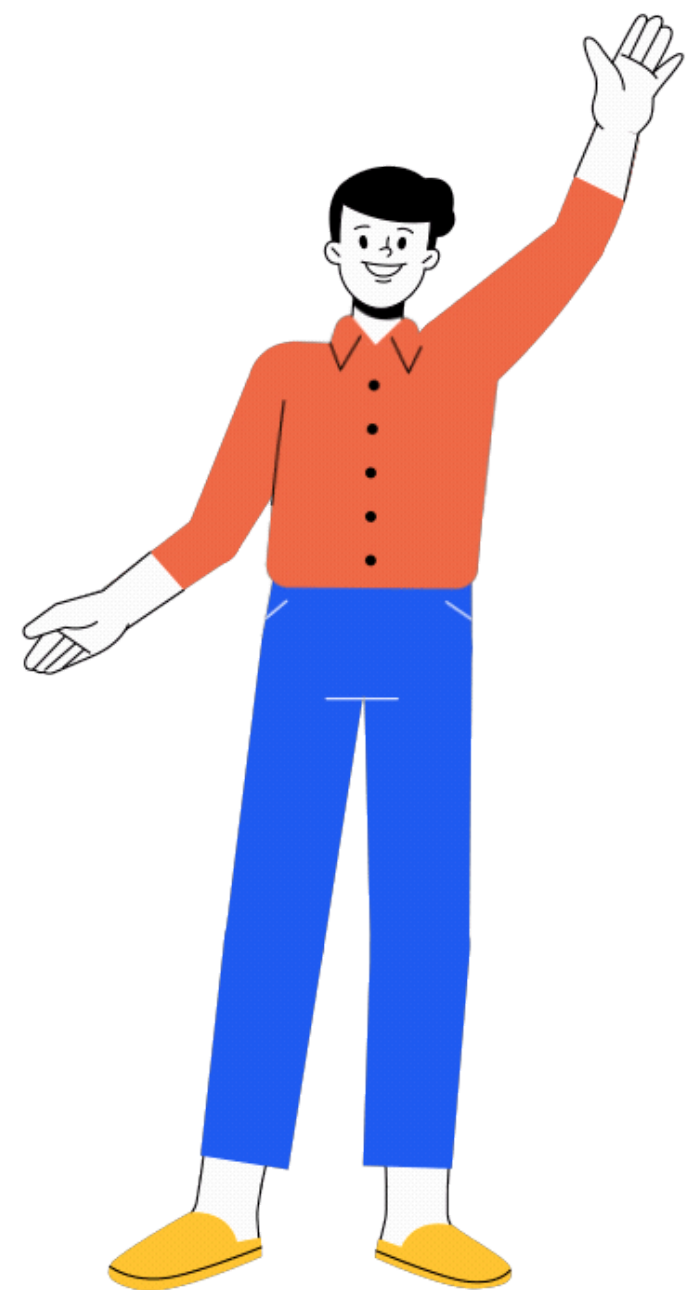
-  **[Redacted] on** · 1st  
Director at Trusted Fire Inspections Ltd Third Party accredited Fire Door Inspector DipFD CertFDI  
September 2024
-  **Marquis Taxis** · 2nd  
Marquis Taxis Now In Your Area, Providing Around The Clock Service.  
September 2024
-  **K [Redacted] al** · 2nd  
SEO | Organic Link Building | Guest Posting | Content Marketing | Off Page SEO  
August 2024
-  **Lor [Redacted] Assoc CIPD** · 2nd  
HR Business Intelligence Manager, HR People Insight, HR Project Manager, Business Partnering, Change programs and  
August 2024
-  **[Redacted]** · 2nd  
Link Building Service Provider | Ast SEO Executive at SEO Link Hub  
August 2024
-  **[Redacted] wie** · 2nd  
Office & Accounts Manager at Barnes Clark Family Law  
August 2024
-  **[Redacted] a Aguilar Rebollo** · 3rd  
Licenciada en Dirección de Empresas de Entretenimiento  
August 2024



Once upon a time there was a  
guy called Greg...

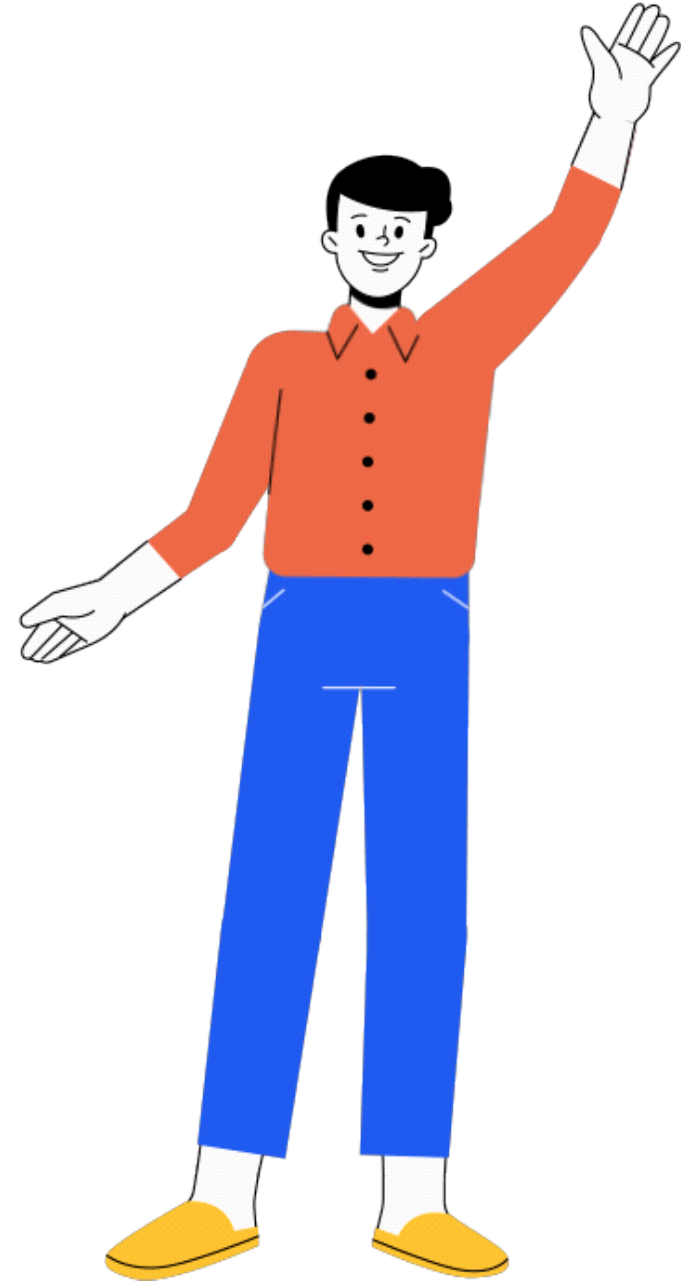
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**This is Greg**



# This is Greg

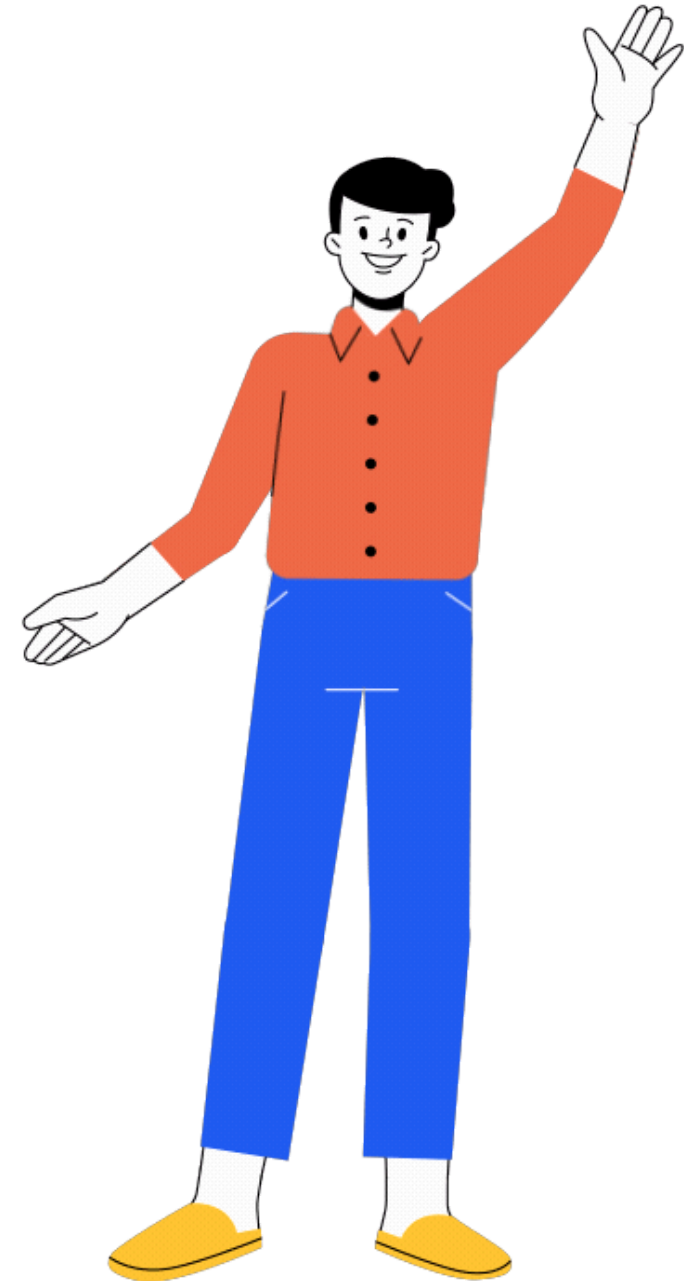
Greg is using  
LinkedIn to  
find a job!





# This is Greg

Greg is using  
LinkedIn to  
find a job!

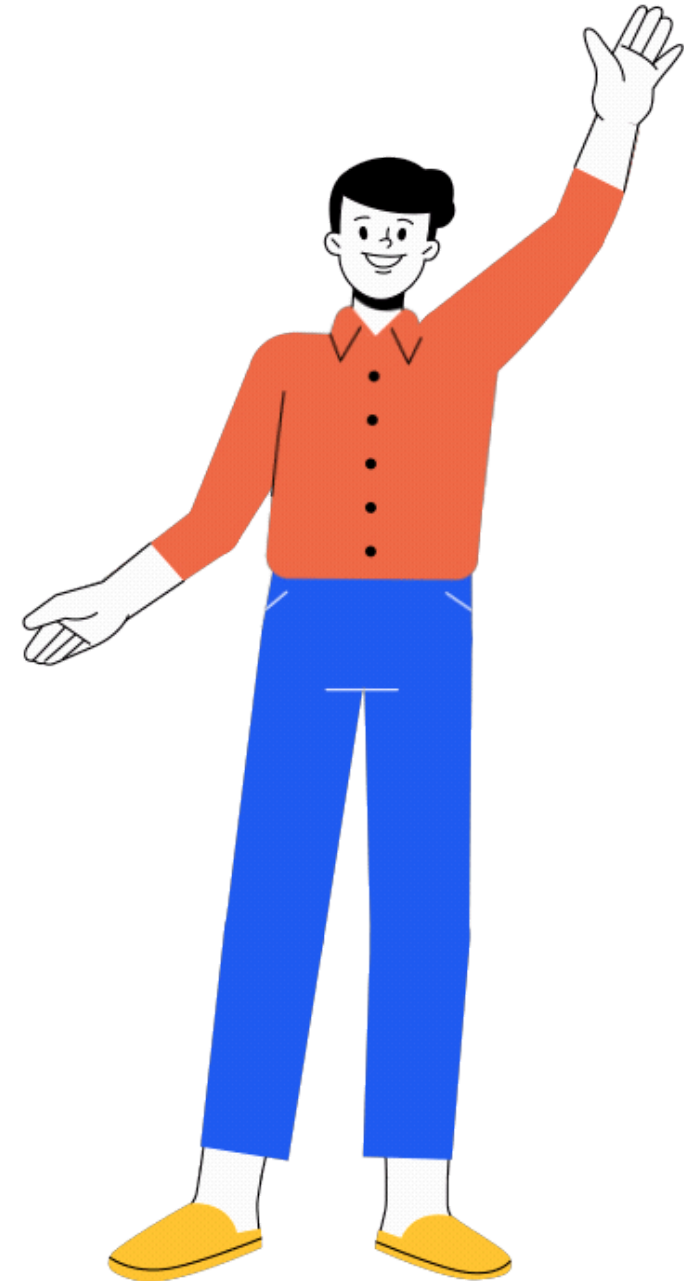


# This is Carla



# This is Greg

Greg is using  
LinkedIn to  
find a job!



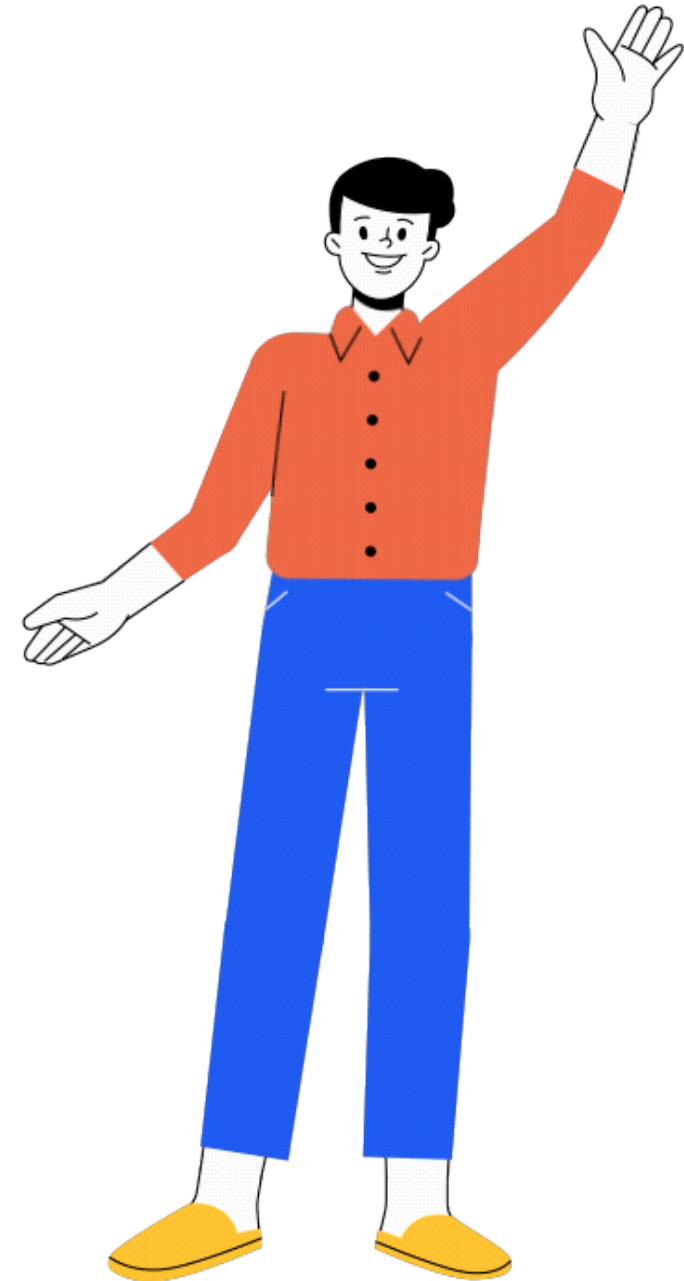
# This is Carla

Carla is using  
LinkedIn to find  
an employee!



## This is Greg

Greg is using  
LinkedIn to  
find a job!



## This is Carla

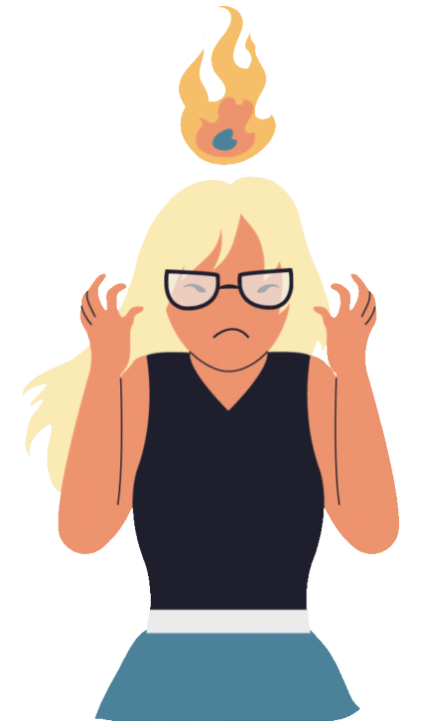
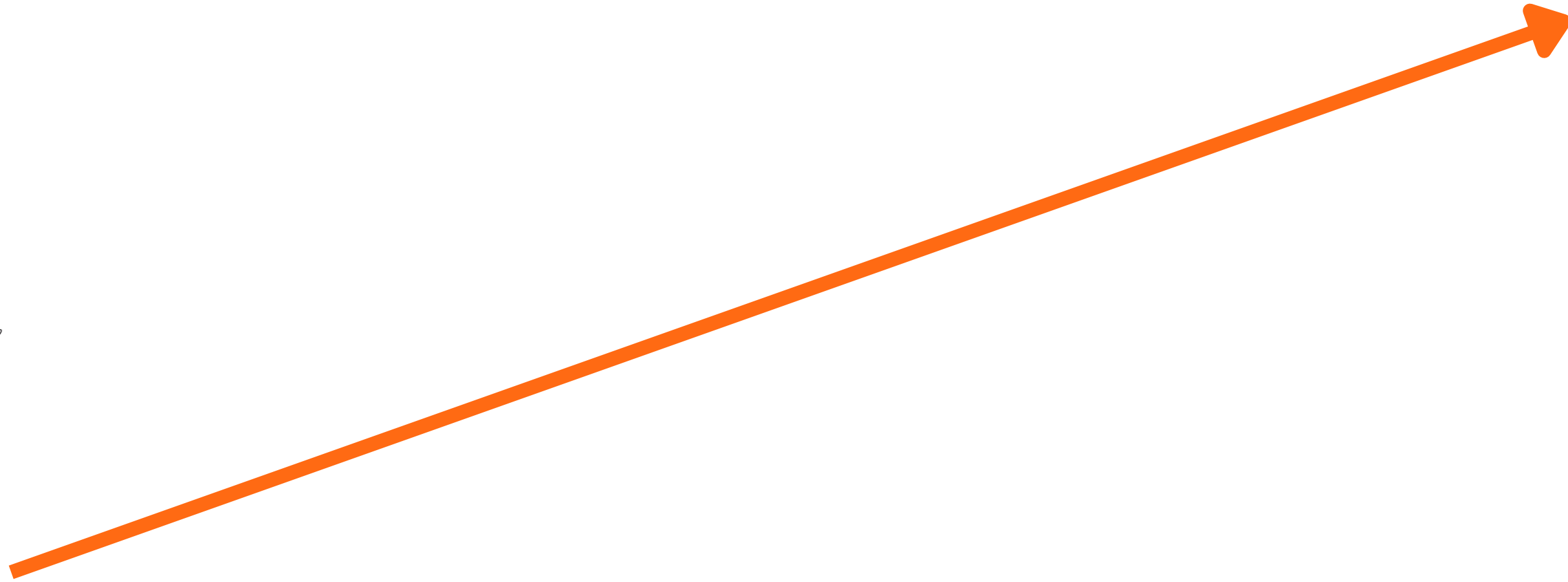
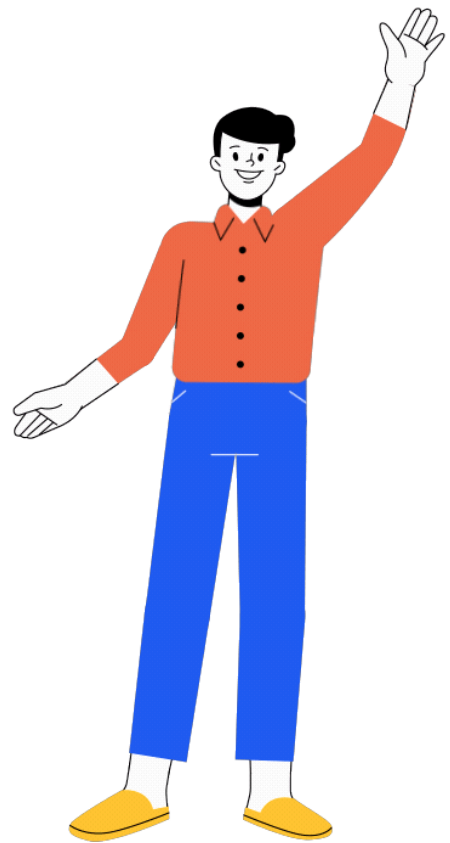
Carla is using  
LinkedIn to find  
an employee!

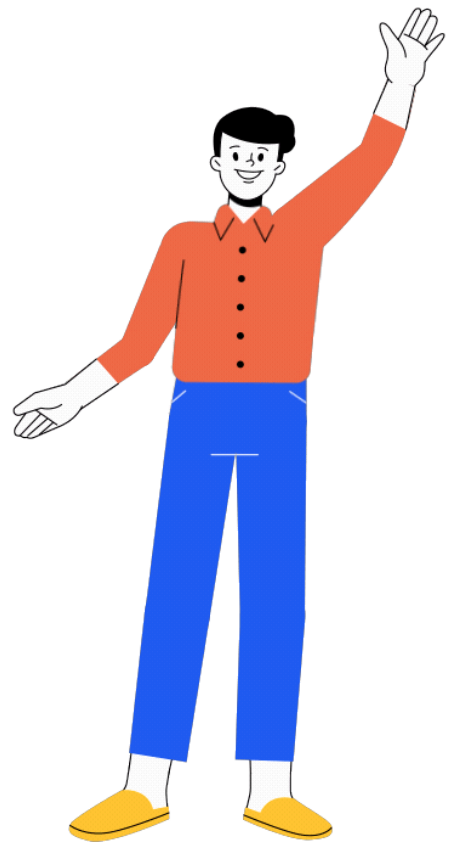


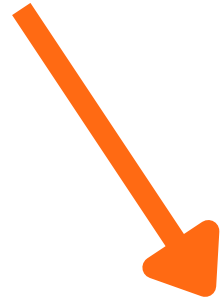
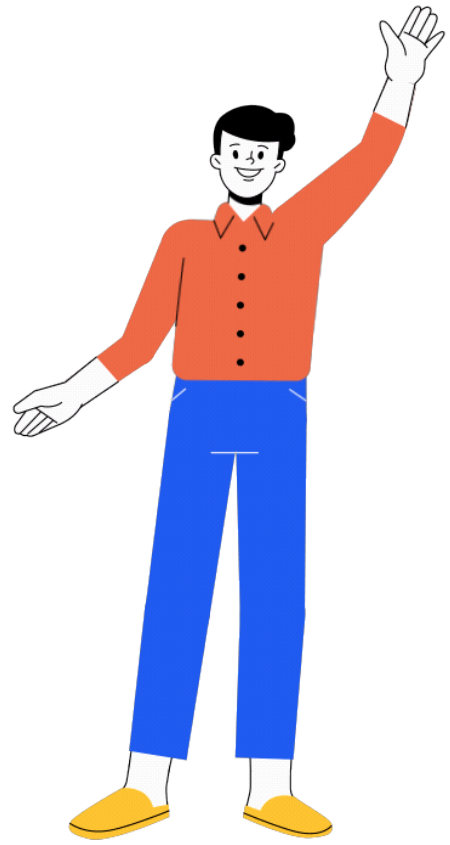
**But how do they find each other?**



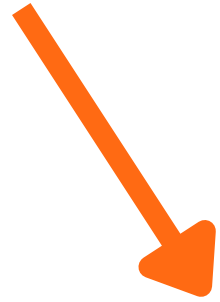
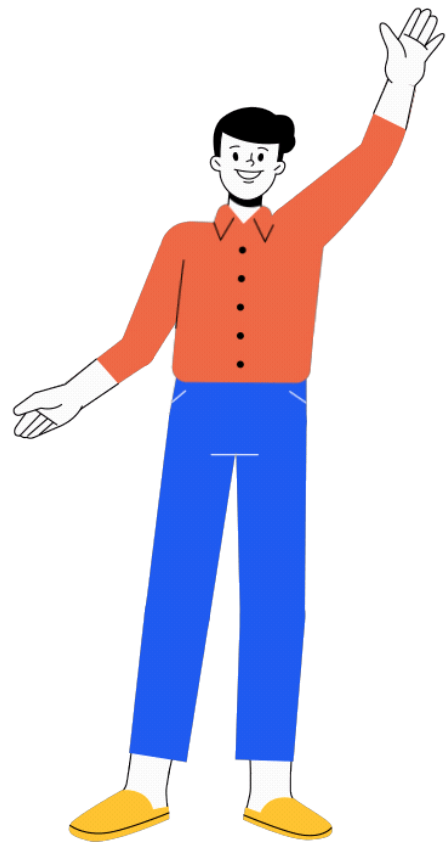
**Sadly it's not as easy as this!**







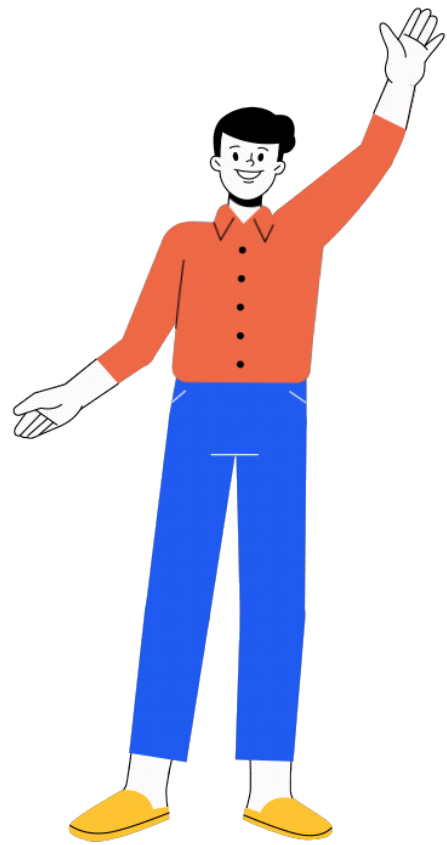
Greg sees a job  
posted by Carla at  
her company



Greg sees a job  
posted by Carla at  
her company



Carla's personal post  
appears in his feed

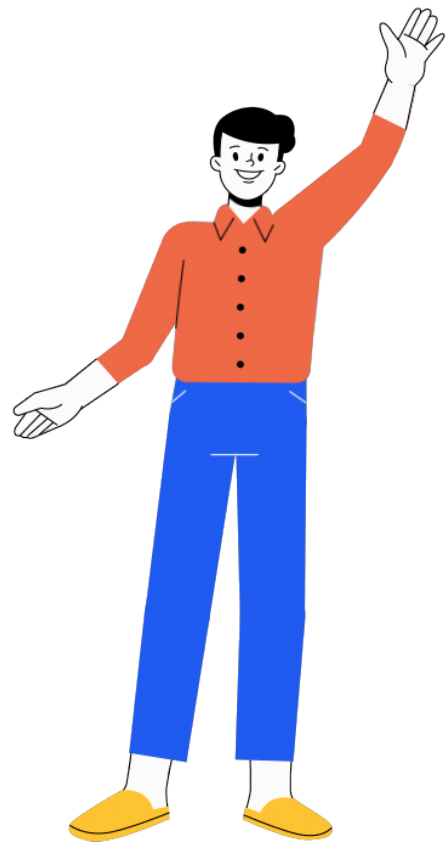


Greg sees a job  
posted by Carla at  
her company

Carla's personal post  
appears in his feed

Carla's company  
page posts start to  
appear in Greg's feed



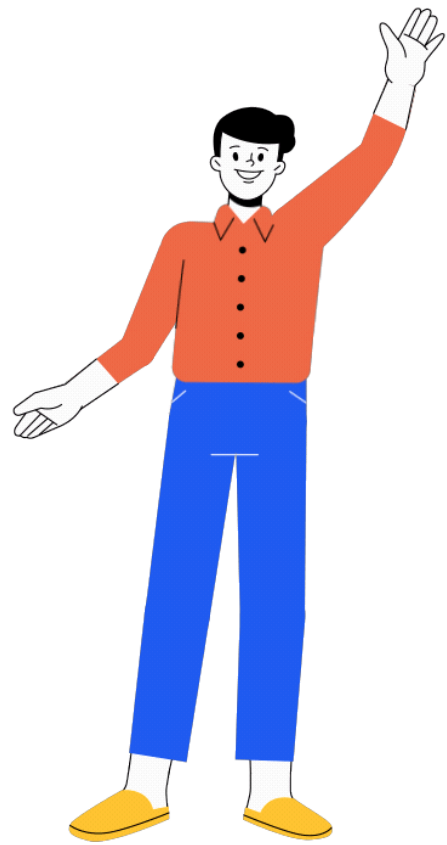


Greg sees a job  
posted by Carla at  
her company

Carla's personal post  
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Carla's company  
page posts start to  
appear in Greg's feed

Greg visits the  
company page and  
sees all the great posts  
about the culture



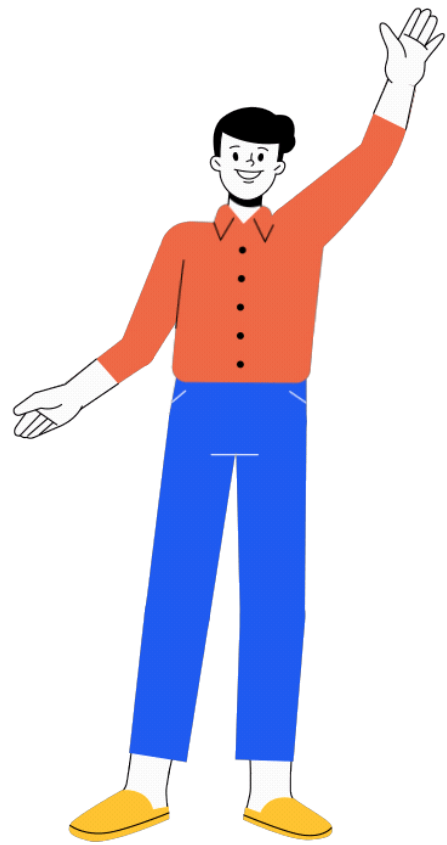
Greg sees a job posted by Carla at her company

Carla's personal post appears in his feed

Carla's company page posts start to appear in Greg's feed

Greg visits the company page and sees all the great posts about the culture

Greg applies for the job and gets it!



Greg sees a job posted by Carla at her company

Carla's personal post appears in his feed

Carla's Company page posts start to appear in Gregs feed

Greg visits the company page and sees all the great posts about the culture

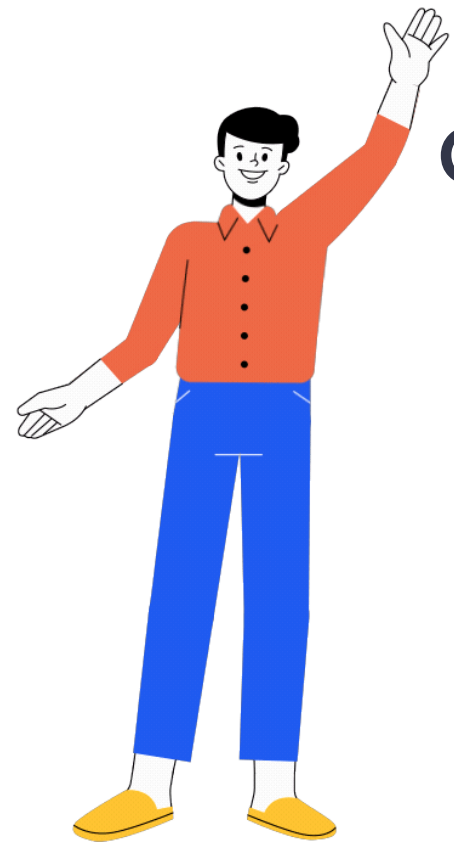
Greg applies for the job and gets it!

Happy Carla!

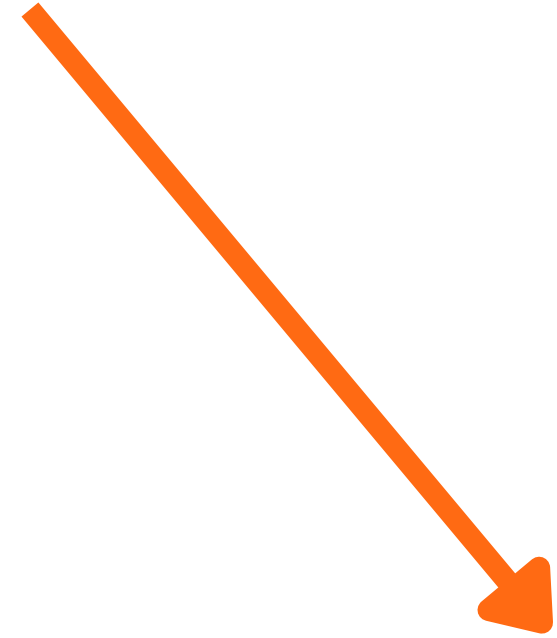
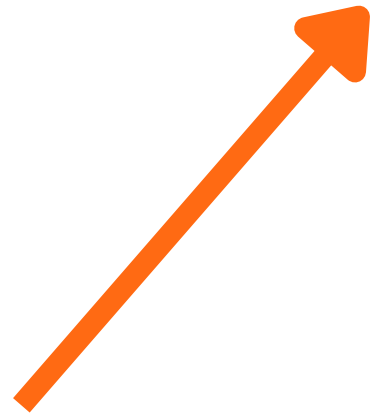
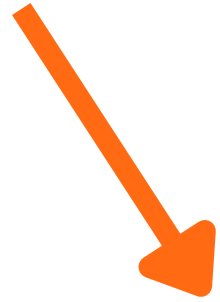


**This works for networking too!**

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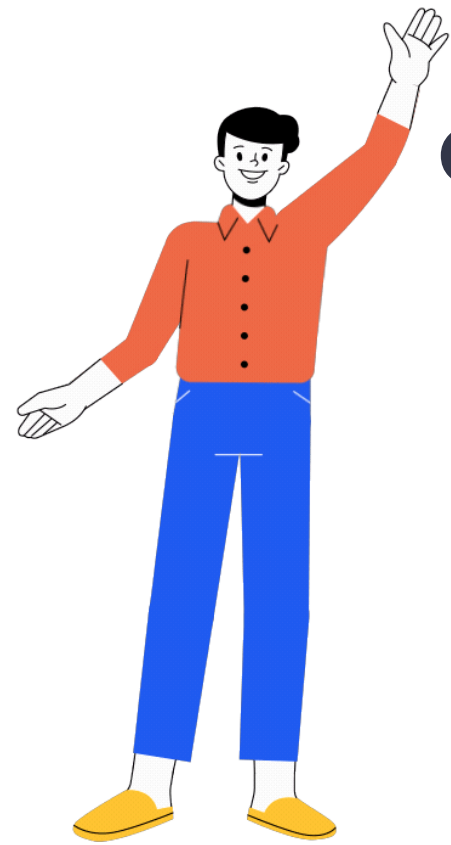


**Greg becomes Geoff**

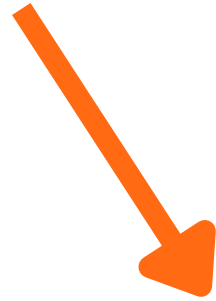


**Carla becomes Claire**





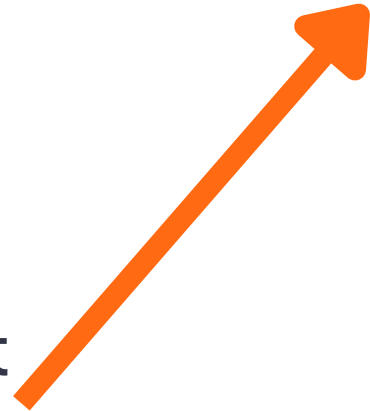
**Greg becomes Geoff**



Geoff uses the search bar to find a business coach - he clicks on Claire

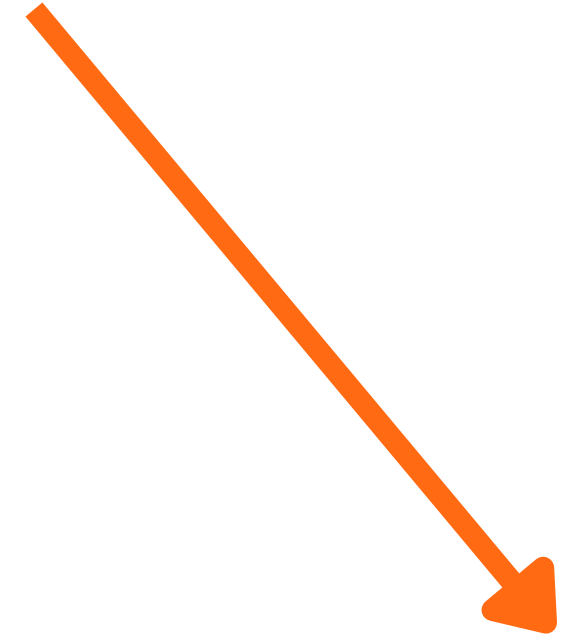


Claire's personal post appears in his feed



Claire's company page posts start to appear in Geoff's feed

Geoff visits the company page



Geoff contacts Claire



**Carla becomes Claire**

**And finally**



There are 3 ways  
your LinkedIn pages  
and profiles can  
work together...

1

Linking profiles to your  
company page

2

Community engagement -  
recruitment & networking

3

Employee advocacy

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But what is  
employee advocacy?

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Employee advocacy is **not**  
about telling employees  
what to do.

They've got to **want** to do it.

Why does it matter anyway?

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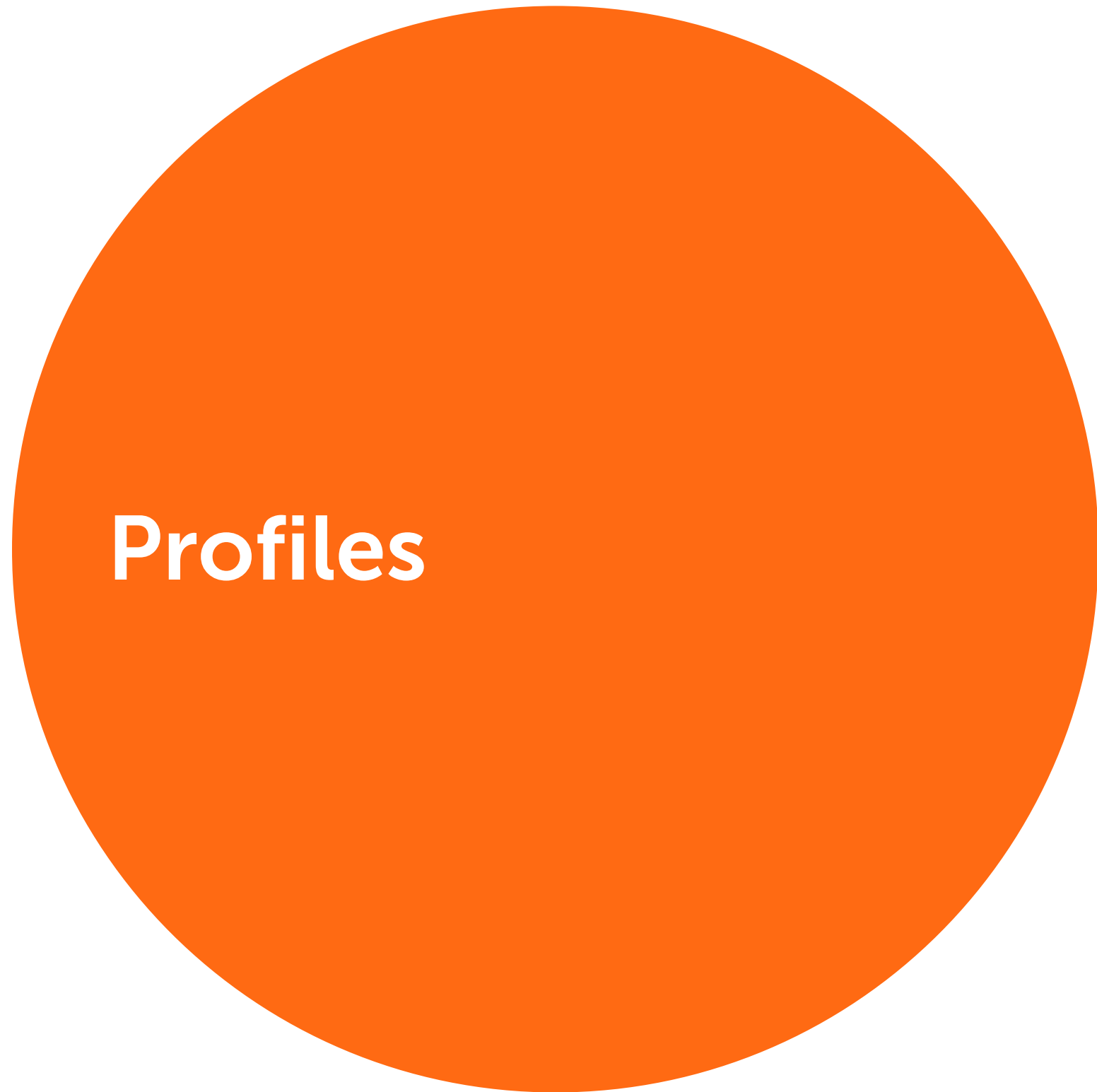
'Your employees have 10  
times more social reach  
than your brand  
accounts' (LinkedIn); and  
that 'sales leads  
generated by social  
advocacy are 7 times  
more likely to close'

The Marketing Advisory Network



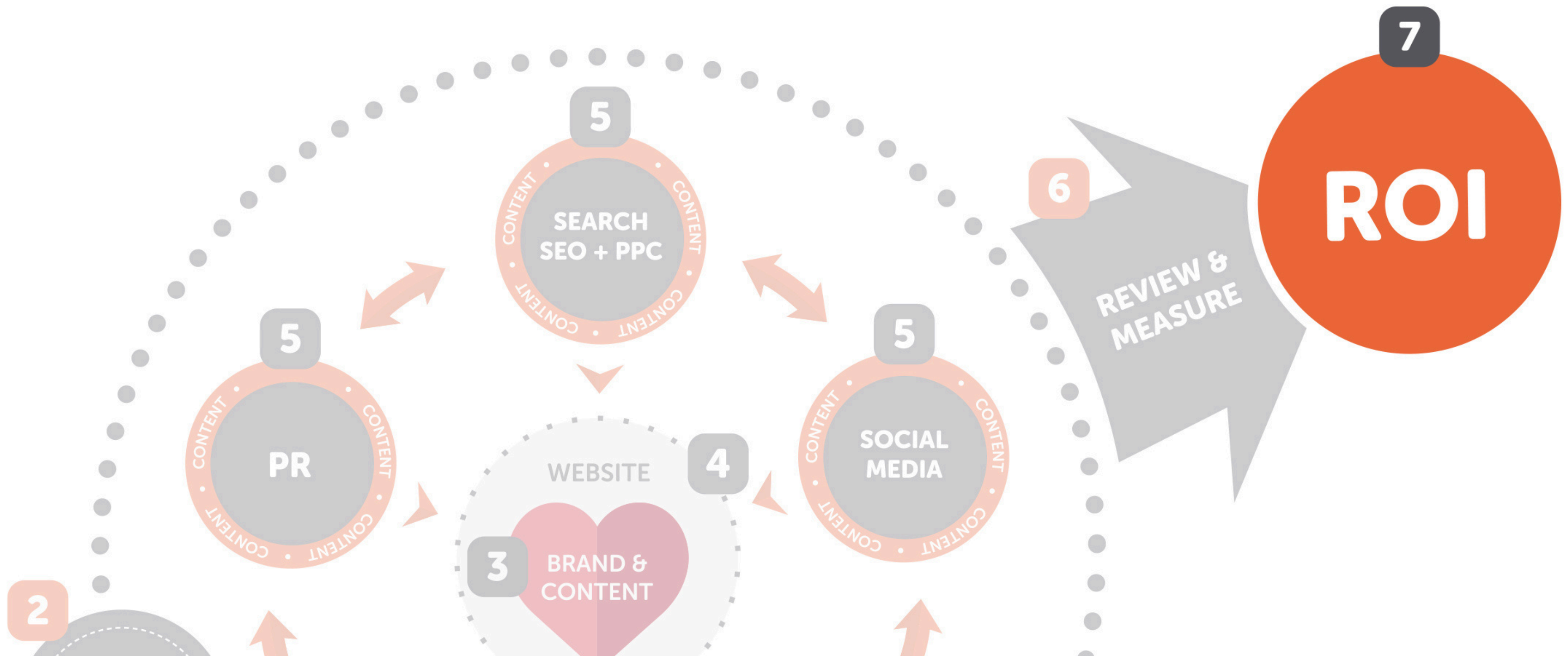
Remember the sweetspot?





The sweet spot!

Combining your personal, employees and your company brand efforts, will improve your **return on investment**.



# TLDR

- LinkedIn profiles and pages **work best when aligned** to reflect both personal and business goals.
- Optimised profiles **strengthen your personal brand** while **supporting your company's credibility**.
- Company pages provide a platform for **professional content, corporate updates, and job postings**.
- Employee advocacy is a powerful strategy to amplify your brand's reach and **increase trust**.

Who wants to learn more?

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Get booked onto our next workshop then.

Building your personal LinkedIn strategy

Thursday, 24 October

£95 + VAT





# Let's connect

## Follow us



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@Xpand\_Marketing



/company/xpand-marketing



/xpandmarketing



**Danni Johnson**

It's time to be social, so let me help you define your  
#SocialMediaStrategy | LinkedIn Trainer | Employe...



[www.xpandmarketing.co.uk](http://www.xpandmarketing.co.uk)

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