

2022 LinkedIn PR Playbook

Business Professionals Invest Their Time On LinkedIn – Is Your Team Capitalizing On The Opportunity?

Modern business communication needs to feature *creative and consistent* thought leadership both on a corporate AND individual level.

Today, LinkedIn is the top spot for professionals and organizations to *grow their networks* and *cultivate business leads* – more than 750 million global users have joined for this very reason. In this trusted online forum, professionals can *find peers, visionary leaders and inspiring mentors* all gathering to learn and grow, while sharing opinions, ideas and lessons learned.

Business social networking is an opportunity to further establish a personal brand and find a voice within a broader community in a way that leverages data and helps secure meaningful business outcomes including:

- Expanding connections with individuals based on relevant personas and organizations.
- Raising visibility of an executive's expertise to gain recognition amongst industry peers.

- Converting an audience into business leads by providing valuable insights to the community.
- Highlighting company culture to advance the hiring brand and attract top talent.
- Spotlighting philanthropic initiatives and the companies that support compelling social causes.
- Attracting and engaging with investors.

Optimizing LinkedIn is about more than simply publishing one-off LinkedIn posts for the sake of engagement. *Each executive's LinkedIn profile contributes to building an organization's broader narrative and brand.*

Indicate Media's LinkedIn strategy is all about customized messaging at scale. It's *strategic, calculated, and designed to always be putting each person's most impactful story forward.* Full stop.

Are you ready to let Indicate Media elevate your executives' professional LinkedIn presence?

Please contact todd@indicatemediacom.com to learn how Indicate Media's LinkedIn content services generate data-driven, measurable business results.