



IMPROVED
TOGETHER

Tips For Staying In LinkedIn's Good Graces

Avoiding the ShadowBan and More



Jon Keel

Why Listen To Me

- Founder and CEO Improved Results, LLC
- Been on the Internet since January, 1997
- Co-developed and taught Xavier University MBA E-Business program
- Wrote the first book on pay-per-click search engines
- Helped over 1,250 businesses in 85 niches increase their revenue
- Author and international speaker
- Founder Improved Together, LLC
- BIP 100 member



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Why Do You Use LinkedIn?

- ✓ You are an expert
- ✓ You have knowledge and wisdom
- ✓ You want to help people
- ✓ You want to make an impact

**I want to help you
make that happen**

The Opportunity is huge...



9 billion
content impressions



15X more
content impressions
than job postings



57%
from mobile

We analyzed 30,000 premium members...
20% posting twice per week and getting less than 10
engagements per post!

**So less than 1% of your competitors
are tapping into those 9 Billion views!**

How To Succeed On LinkedIn

LinkedIn Success =

Great Profile +

Good Content +

Get Your Content Seen +

Engage

Here's the Thing...

Most people just connect with
loads of people

and then spam them
with sales pitches...

**Being a good guy or gal
is how you stand out !**

Easy Instant Content

8 Content Strategies

- ✓ **Who** are you?
- ✓ **What** is your business about?
- ✓ **When** have you been inspired?
- ✓ **Where** have you helped?
- ✓ **Why** do you do what you do?
 - ✓ **Ask** for advice.
 - ✓ **Share** great content.
 - ✓ **Sell** your services.

68 Strategies

What To Post

Use personal and unique stories to differentiate yourself.

To succeed, share more personal info.

It's not about what you do, but who you are.

People buy from people they know, like, and trust.

What is Social Selling?

Social Selling vs Social Serving

Be the Sage

- ✓ Create valuable and meaningful content
- ✓ Engage in conversational messaging
- ✓ Give Value First
- ✓ Give a Valued Next Step
- ✓ Bring the conversation off LinkedIn...

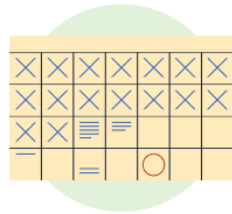
LinkedIn Is Telegraphing It's Next Move



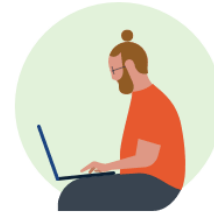
Treat each post as a conversation



Diversify your content types



Post frequently



Focus on niche topics



Use hashtags and @mentions



Expand your reach off of LinkedIn

and @mention

- Tagging People – be careful
- For Example **@jonkeel**
- If they don't respond, LinkedIn applies an **algorithmic penalty**.
- Hashtags or # are used as search words
 - If you are going to use #s, no more than 3

Powerful Calls To Action...



What is a Call To Action?

- ✓ Offer to speak
 - ✓ Link to webinar registration
 - ✓ Download a PDF
-
- ✓ Tell them what to do next
 - ✓ **Put “off platform links” in the first comment**
 - ✓ Add some text explaining what they will gain by clicking the link and taking the action step.
 - ✓ If video, invite them to click the link in the first comment



How Do You Improve Engagement On Your Posts?

- ✓ Start with an understanding of what your target audience cares about.
- ✓ Leverage videos, custom images, or document uploads to help your post stand out in the feed.
- ✓ Make sure your posts are on.
- ✓ Post things that encourage conversation.
- ✓ Be authentic.
- ✓ Engage in the conversation, respond to commenters, and encourage back and forth dialogue.

LinkedIn for creators

Where to begin?
Content best practices

Current Research - Information

- 1 post / day (max)
 - We are seeing all posts being throttled when posting multiple times per day
- LinkedIn recommends 4 posts / week
- No automation
- Shadow Ban



Avoiding The Shadow Ban (What is it?) And Other LinkedIn Throttling Penalties

1. No automated posting (or automation of any kind)
2. 1 post per day max (4 per week max is LinkedIn's recommendation)
3. Proper use of #'s and @'s
4. No off platform links in your post
5. Don't spam
6. Videos longer than 2-3 minutes

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**Get your copy of
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**Connect with me on LI and message
me with your request**

Questions/Comments



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