

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 8**, and today we're going to talk about the last social media channel for the social media strategy I gave you on Day 4. Again, the social media channels you can use with that strategy are Facebook, Instagram, Twitter, and LinkedIn. Today we're going to talk about **LinkedIn**.

Now I've saved this one for last because it's not a social media channel that **EVERYONE** can use. If you aren't in a niche that's related to business (*some help niches work too*) then LinkedIn isn't going to be for you. If you're in a niche outside of business then just focus on the other three. You don't even need to read the rest of this. LinkedIn is NOT for you!

For the rest of you... **Let's talk about using LinkedIn!**

And it all starts with... *Can you guess?*

Yes! Creating an optimized profile! Just like all the rest of the social media channels we've talked about you must have an optimized profile to get the most traffic from your efforts. I have done an entire post that shows you how to create the perfect profile for LinkedIn and you can see that at <https://dfysocialmarketingcontent.com/blog/how-to-setup-your-linkedin-profile>

First get that all setup and then you need to spend some time and add some posts that are related to your business/niche. Since LinkedIn is such a business focused social media channel, I have some specific recommendations of what you should share there. Here are a few to get you started...

1. Share your content – If you don't have a blog where you share content about your niche/business then you need to get one NOW. I have an entire workshop that teaches this and I'll put a link to it in your Resources document, but make sure you're sharing content you create. You can even share this content repeatedly. Just use different captions and images to keep things fresh.

2. Tips – I've mentioned this one before to use on other social networks, but creating great looking graphics that have tips on them is great for content to create for LinkedIn especially!

3. Motivational Content – People on LinkedIn love the motivational stuff especially when it's related to business. What kind of motivational content can you create for the people on LinkedIn?

4. Business Updates – What is going on in your business? What issues are you facing? What books are you reading? What tools are you using? That's just a few update types you can share on LinkedIn.

5. Q&A Posts – What questions do you get asked or are asked the most in your niche? Take one, answer it, create a graphical post with it, and post it to LinkedIn. You should be able to create this in just a few minutes. Just ONE question per post is all you need.

6. Tutorials – Is there something you can teach your followers about your niche? Then do a short tutorial and post it to your profile.

Those ideas should be enough to get you, but of course you have many options. Make sure you that you research content creation for LinkedIn! Always be building your knowledge on this topic because content is a HUGE key to this tactic working well for you. Find out what works best on LinkedIn and use it over and over again in all the different posts that you create.

It's very important that you're posting on LinkedIn each and every day. 2-3 times a day works best for me and I spread them out over the day. One around 7am, one right after lunch, and one around 6pm (Eastern times), but make sure you see what's best for you. Measure your results and you'll be able to find this information out.

Now once you have gotten in the habit of posting your content then start trying to get followers and build connections on LinkedIn.

You can do that by doing the following...

1. The best strategy for this is to INTERACT with others. Start by following the biggest names in your niche and interacting on their posts. You can also react and comment to others who comment on their posts. You're not necessarily targeting the big names to follow you, but THEIR followers.

2. Join groups on LinkedIn and be active in them.

3. Make sure that you are creating posts that focus on getting people to follow/connect with you.

4. Post content that shows you're an expert in your niche.

5. Search LinkedIn for people who are your target audience.

Again, there are many tactics for this, but this will get you started and if you use it DAILY you will watch your following on LinkedIn grow quickly.

Building your following/connection on LinkedIn is VITAL! Because when you want to drive traffic to something the more followers/connections you have the more people will see it and actually come to what you're promoting. You **MUST** spend time on this each and every day in order for it to work for you. **I also recommend constantly learning new tactics to build your following on LinkedIn.**

While LinkedIn is very similar to Facebook, it is like I said very much business oriented. Keep this in mind! Each day work to create content that gets you followers and keeps those followers coming into YOUR business.

Okay, that's a wrap for Day 8! If LinkedIn is a fit for your business, make sure you get a profile created over there. LinkedIn has more options on your profile than any other social media channel. The more you add the more options you get too. So fill out EVERYTHING with as much detail as you can and work to drive people from LinkedIn into your business. Then start creating and sharing content and interacting.

See you tomorrow when we're going to start talking about automating this tactic as much as possible!

And as always, you can post all questions in our ***LearningIM.com Discussion Group*** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz