



———— SUPERCHARGE YOUR LINKEDIN PRESENCE ————

# YOUR 90 DAY PLAN

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3 Months. 30-60 Minutes a Week.

Make 2017 Your Best Year Yet.



You've likely been using LinkedIn for years. But did you know that there's a lot more that you can do with the tools that you're using everyday? LinkedIn has the resources you need to be more successful, no matter where you are in your recruiting journey.

In celebration of 2017, we've come up with a simple, easy-to-follow kickoff plan, to help you transform your LinkedIn presence into a recruiting engine that puts candidate sourcing and communication on autopilot.

Here's a 90-day plan that you can print out, pin to your bulletin board, and share with your team.

All it takes is 60 minutes per week to get your LinkedIn strategy up to speed.



# MONTH 1: BUILD YOUR BRAND FOUNDATIONS

MAKE A STRONG IMPRESSION AT EVERY CANDIDATE TOUCHPOINT

Viewing member profiles is the #1 activity on LinkedIn. Is yours ready for primetime? Your profile is often the first interaction that candidates and clients will have with you and with your firm. Think of it as your personal brand, encapsulated: a 24/7 representation of your professional knowledge, capabilities, and achievements. The more you can show who you are and what you do, the easier it is for candidates and potential clients to engage with you and determine whether you can help them achieve their goals.

## Week 1: Build Your Personal Brand

- People are the heart of business. Before you establish a presence of your firm on LinkedIn, you need to make sure that you put your best personal face forward.
- Check out [these 11 tips for a stunning profile](#). Browse through [The Modern Recruiter's Guide](#) (pages 7-11) to see the anatomy of a well-branded recruiting profile.
- Complete your profile, and make sure you have a profile photo. Here's [a timeless piece on choosing the right photo](#), for you.



**Fast fact:** Having a profile picture generates 11x more views to individual LinkedIn profiles.

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## Week 2: Create a Stunning Company Page and Career Page

Consider your Company Page to be your hub on LinkedIn: it's where your audiences can learn about your recruitment firm's thought leadership, perspective into the market, company culture, and jobs. Appoint someone on your team to manage the process of building and maintaining your Company Page. Keep it living and breathing.

- Define your competitive differentiator. [Check out this brand guide](#) to determine exactly what your presence as a firm or independent recruiter should be.
- Follow [this guided sequence](#) to get started on building your Company Page.
- See how you can take your staffing agency's brand to the next level. Learn about the [next generation of LinkedIn Career Pages](#).



**Fast fact:** 82% of staffing leaders agree that investing in their firm's brand generates new business.

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### Week 3: Create a Basic Content Strategy

A well-defined content strategy can help your recruiting firm build relationships at scale. Consistent status updates pushed out from your Company Page can help you build an engaged audience that amplifies your brand message.

- [Here is a blog post](#) explaining 11 ways that staffing companies can use status updates.
  - Check out pages 29-30 for where, when, and what you should be [posting in social media](#).
  - Create a content calendar for the next 3 months: make a plan for posting consistently, and most importantly—execute.
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**Tip:** Don't have time to look for or create content? LinkedIn has you covered—[check out the Pulse app](#) for industry news curated and delivered to you.

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### Week 4: Learn How to Stand Out in a Competitive Recruiting Landscape

LinkedIn provides value to staffing agencies of all sizes, from solo-independent recruiters to Fortune 500 firms. Learn what it takes for your firm to stand out in 2017 and beyond.

- Read (or skim) through the [2017 Global Staffing Trends Report](#) to learn about the growing competition in today's staffing landscape and how to stand out.
  - Check out LinkedIn's [Search & Staffing Solutions Portal](#) to learn how you can reach qualified candidates faster, with products including Recruiter, Job Slots, Sponsored Updates, and Career Pages.
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**Fast fact:** Some small, independent staffing firms have upwards of 50,000 followers on LinkedIn.



# MONTH 2: AMPLIFY YOUR REACH

## REACH TOP CANDIDATES FASTER WITH LINKEDIN'S MARKETING SOLUTIONS

A mix of free and paid solutions can help you amplify your reach on LinkedIn. In month 2, you'll learn how to build awareness of your firm, attract candidates *and* clients, and build a scalable lead generation strategy.

### Week 5: Learn How Sponsored Updates Can Help You Reach a Wider Audience

Get your message out on any device, across desktop and mobile. Reach just the right audience with our comprehensive targeting options.

- Read [this introductory one pager to Sponsored Updates](#). You'll learn how to build and nurture relationships at scale.
- Learn how Sponsored Updates can keep your firm top of mind. [This blog post](#) will help you develop the strategy that you need to stand out.



**Tip:** Remember that top candidates and tough-to-reach clients have endless choices. Stand out by getting your firm's brand and jobs in front of your ideal audience.

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### Week 6: Run a Test Sponsored Update Campaign

Start executing off the bat— run a small campaign to see how it performs.

- Identify a small budget that you feel comfortable allocating to your Sponsored Update campaign. [Check out page 17 of LinkedIn's 2017 Global Staffing Trends Report](#) for budget allocation guidance.
- [Follow this tactical blog post](#) to making Sponsored Updates more engaging.

### Week 7: Analyze Your Results to Identify Areas of Improvement

Take a look at the experiment you've run with your team. Evaluate areas of improvement and potential optimizations.

- Measure results by [tracking the following key metrics](#).
- Create a list of what went well and what didn't.
- Identify 3 optimizations that you can make (i.e. images, themes, and word choices).

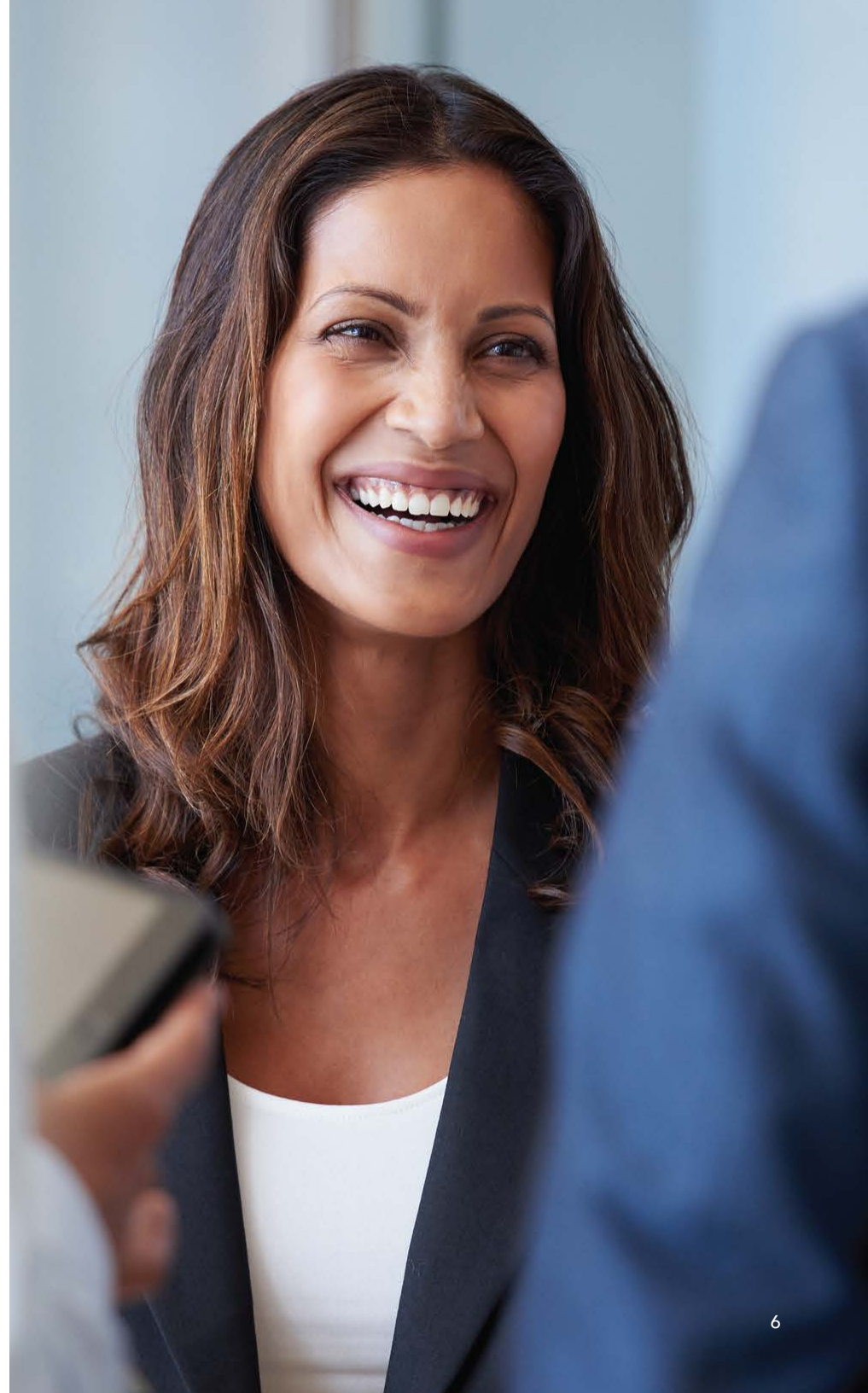
## Week 8: Take Your Growth Strategy to the Next Level

Align your Sponsored Updates with a Lead Capture Page.

- Use your Targeted Ads and Sponsored Updates to drive audiences to a Lead Capture Page.
- A simple landing page invites the candidate or client to get in touch with you in one click.
- From your Lead Capture Page, track who is engaging with your status updates and directly reach out to them in Recruiter. Gain more leads by scaling up your Sponsored Updates and Targeted Ads.



**Did you know?** A Lead Capture Page gets customers and candidates in front of your team in just one click. Build a pipeline of qualified candidates and clients.



# MONTH 3: REFINE YOUR SOURCING STRATEGY

## TARGET BOTH ACTIVE AND PASSIVE CANDIDATES

79% of staffing firms will see an increase in the volume of candidates placed in 2017. Despite this, an overwhelming number of recruitment firms say that they still place candidates in 2 months or less. Staffing agencies will need an aggressive strategy for reaching active candidates, and passive candidates. In month three, you'll focus on reaching both audiences—growing your business in no time.

### Week 9: Get in Touch with Hard to Reach Decision Makers and Clients

- Learn how to make warmer introductions with individuals outside of your network through mutual connections. Check out [The Staffing Professionals' Guide to Winning New Clients](#).
- Avoid common pitfalls. [Check out this blog post](#) on how staffing professionals can avoid 7 common client complaints.

### Week 10: Advertise Your Job to the Right People

Reach both active and passive candidates with LinkedIn Job Slots.

- Learn [how LinkedIn Job Slots automatically recommend your jobs](#) to the candidates with the skills and expertise you need, so you get more relevant applicants.
- Check out this [Job Posting Toolkit](#), which is full of essential resources you need at each stage of the job postings process.

### Week 11: Learn How to Build a Next-Gen Recruiting Strategy

LinkedIn Recruiter is loaded with features to help you reach the world's best talent.

- Learn about LinkedIn Recruiter's features and take a product tour, [here](#).
- Check out this 15-page guide [to writing effective InMails](#)—LinkedIn's most direct channel for reaching and engaging candidates 1:1. Find out how Recruiter can help you [discover candidates who are tough to find](#) yet open to hearing from you.
- Learn how [the next generation of Recruiter](#) will help you build an intuitive, fast, and simple search process.



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**Tip:** Use the “My Groups” filter to find people who are part of the same groups you’ve joined. You’re 21% more likely to get a response from a candidate when you send an InMail to someone who shares a group with you. You can also filter by your 2nd degree connections—ask your mutual connections for a warm introduction.

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## Week 12: Connect the Dots Across the Full LinkedIn Ecosystem

Once you've gotten your LinkedIn presence up to speed and implemented several of the free benefits LinkedIn offers your business - it's time to find quality candidates faster, make more placements and grow your business. Take your LinkedIn strategy to the next level. Visit [lnkd.in/staffing](https://lnkd.in/staffing) or request a free demo on the next page.





A close-up portrait of a woman with long brown hair, wearing dark-rimmed glasses and a dark grey scarf. She is smiling broadly, showing her teeth. The background is blurred, showing city lights and a street scene.

WANT TO LEARN MORE ABOUT LINKEDIN TALENT SOLUTIONS?  
SPEAK WITH AN EXPERT TODAY.

[Request free demo](#)

or call us at 1-855-655-5653

