

LINKEDIN TIPS

FOR POSTING THAT YOU CAN IMPLEMENT TODAY



WHEN + WHAT TO POST

- + Create a calendar event to remind yourself to post every weekday around 8 am or 12 pm
- + Keep your brand colors and fonts consistent, so people know its you
- + Share relevant thoughts, stories, and tips related to what you do
- + Types of posts: plain text, branded images, videos, events, news, blogs, and articles

TIPS TO BECOME A THOUGHT LEADER

- + Don't just be a knowledgeable expert
- + Know your target audience
- + Go one step further and tap into your ideal clients' pain points
- + Listen to their concerns and answer their questions
- + Add value, not noise

REVIEW + IMPROVE

1. How many views is your profile getting?
2. Who is viewing your profile?
3. How many views are your posts getting?
4. How many likes, comments, and shares?
5. What posts are performing best?
6. Who is viewing your posts?



BUILD + CLARIFY YOUR BRAND

Establish your professionalism across online platforms.

We build + clarify law firm brands online. Our team establishes your professionalism and provides clear messaging to your ideal clients through logos, websites, brand messaging, photography, social and email marketing.

Your "why" is the foundation of your business. It is the reason you started and the motivation to continue to grow. At Correnti Marketing, we unveil your "why" so our team can best build your brand online. We work with you to build your brand, create consistency across online platforms, and showcase your differences to the world so you stand out from the competition. We make marketing fun and approachable while allowing you to focus on your business.

Visit us at www.correntimarketing.com to contact us + learn more.

OUR SERVICES

- + Brand Messaging
- + Logo + Visual Identity
- + Website Design
- + Social Media
- + Email Marketing
- + Photography