



## Attract, engage, and comply

Differentiate yourself leaps and bounds beyond other advisors with LinkedIn



**52%**  
of advisors said they've increased visibility using LinkedIn.<sup>1</sup>

### GET FOUND!

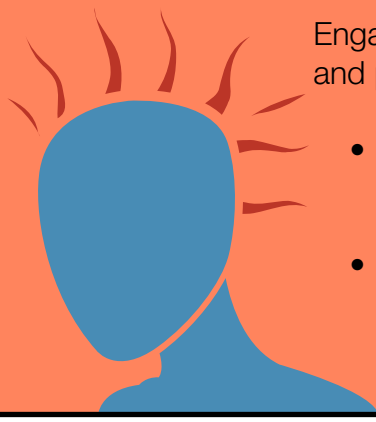
Your profile represents your professional brand, core values, areas of expertise, and standard of excellence clients can expect when working with you.

- Populate the skills section of your profile with keywords that are relevant to your "hero audience."
- Create a profile summary using keywords and phrases that existing and potential clients may search for organically.
- Use a professional picture for your profile.



**86%** of advisors said they've increased visibility using LinkedIn.<sup>2</sup>

### KEEP THEIR SPIDEY-SENSES TINGLING FOR MORE!



Engage with your "hero audience" by posting a mix of professional and personal content, post frequently, and join LinkedIn groups.

- Frequently share high-quality content that represents the pain points you can help solve.
- Join LinkedIn groups that include your "hero audience".



**\$5 MILLION**

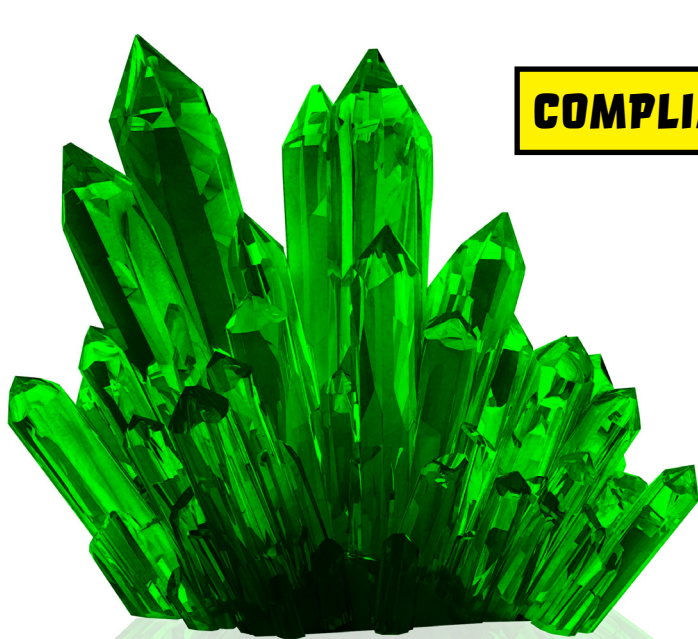
80% of advisors who use social media for business reported nearly \$5 million in average asset gain directly attributable to social media use.<sup>2</sup>

### GO LEAPS AND BOUNDS BEYOND OTHER ADVISORS!



Engage with your "hero audience" by posting a mix of professional and personal content, post frequently, and join LinkedIn groups.

- Use the Advance Search feature to identify potential clients and introduce yourself using an InMail.
- Stay in front of your audience by engaging with them



### COMPLIANCE ISN'T KRYPTONITE!

Compliance doesn't have to be kryptonite to your social media strategy. Work with compliance to use LinkedIn to grow your book of business.

- Double-check the rules and regulations your company requires for you to be compliant in a public-facing, digital environment.
- Disable the endorsement feature in the skills section of your profile.
- Ask your compliance team to pre-approve a blanket statement stating that you will not accept endorsements or recommendations. Then include this statement in your profile summary.

### Sources

1. ThinkAdvisor, <https://www.thinkadvisor.com/2017/04/25/advisors-continue-to-get-new-business-from-social/>.

2. Putnam Investments, <https://www.putnam.com/literature/pdf/SU864.pdf>.