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Ways Financial Professionals* Can Stand Out from Their Competition on LinkedIn



1 Complete Your Profile

Don't leave blank fields. The more information you provide, the easier it can be for existing and prospective clients to find you.

2 Use Specific Keywords

Using specific keywords throughout your profile can help people find you when they search for people who are associated with those keywords.

3 Customize Your Hyperlink

Change your profile hyperlink to something that can be easily remembered when you include it on your communications. Simply click on "Edit Public Profile & URL" in the top right corner of your profile page to change this setting.

4 Participate in Groups

Join groups that reflect your expertise, interests, and geographic location. Each time you do, the group name is added to your profile and can be picked up by search engines.

5 Multimedia Marketing

There are many forms of communication that can be used to invite people to view your profile and join your network. If you have a website, blog, seminar slides, presentations, business card, e-mail signature, or stationery, include a link to your LinkedIn profile.



To discover more social media tips and guides, reach out to your Broker General Agency (BGA).

* In order to sell life insurance a financial professional must be a properly licensed and appointed life insurance producer.



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