Five Ways to Optimize & Grow your brand

1. Make your profile stand out
2. Headlines
3. Recommendations
4. Get ACTIVE to CONTRIBUTE
5. Status Updates
1. Make your profile stand out

✔ Have a professional photo
  - 21 times more profile views and 9 times more connection requests.

✔ Background image
  - convey authority, service

✔ Illustrate your service

✔ Showcase certifications/awards

✔ Sort you most important skills
  - don’t have too many
2. Headline Pitch

- People eyes looks at your profile in this order:
  - 1st - picture / background
  - 2nd – headline
  - 3rd – makes a judgment before moving down
2. Headline Pitch

• This is your pitch to get profile views.
  - showcase authority
  - showcase value proposition

• Stay away from typical job titles
  - Real Estate Professional
  - Real Estate Agent
  - Sales Consultant

✔ Great example of a top producer leveraging a CTA in headline

Quentin (Q) Allums • 1st
I make brands & people more money through videos & story. DM me for more info! Follow me for more content
#justQ ❤️

Matt Nguyen • 1st
FREE HOME VALUES REPORT: Text CMA to 408.868.2443
3. Give & Ask for recommendations

✔ This is your testimonials, great to repurpose content, advertisements..etc

✔ Ratio should be 1:1
4. Get Active to Contribute

✔ Build your digital presence by being active

✔ Do NOT just “LIKE” but Comment

✔ Teach & Share your professional experience.
  ○ 41% Millionaires use LinkedIn
5. STATUS UPDATES

✔ Highest reach potential
✔ Free way to build organic traffic
✔ Use it to drive traffic back to profile

✔ Let’s break down this post

In 4 Days
2,133 views
52 engagements
Breaking down an effective Status Update

✔ 1st three lines are crucial in writing an alluring content.

✔ Use emoji to help bring content to life

✔ Once your viewer is ‘engaged’ by clicking on the ‘…see more’, you will get engagement points.

✔ Use images/videos to draw initial attention
Great Post – So what?

- A great post is just half the battle
- Close the loop to lead capture

79% would rather TEXT than Call or Email

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