

A woman with long brown hair, wearing glasses and a dark blue pinstriped blazer over a light-colored blouse, is focused on her work. She is sitting outdoors, with a blurred cityscape in the background. Her hands are on a laptop keyboard, and she is looking down at the screen.

boomnow

THE 11-POINT

LINKEDIN AUDIT

ABOUT BOOMNOW

BoomNow combines the largest community of digital marketing pros on planet Earth with the best dang digital marketing training you'll find anywhere.

We're on a mission to double the size of 10,000 businesses and want to help you:

Drive more traffic, produce stellar content, write emails that generate clicks, ...and become the smartest marketer in the room.

BoomNow Headquarters

310 Edward Street, Brisbane QLD 4000

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www.boomnow.com.au



If you're not active on LinkedIn, you're missing 80% of your leads.

LET THAT SINK IN FOR A MOMENT.

Studies show that 80% of B2B leads come from LinkedIn, and 94% of B2B marketers use LinkedIn to distribute content.

LinkedIn has 660+ million users in more than 200 countries, and more than 3 new members join the network every second! That's a powerful, and growing, audience to tap into.

And HubSpot found that apart from telephone and email, LinkedIn is the next best channel for sales representatives who want to connect with prospects. According to LinkedIn, senders get a 300% response rate from InMails compared to other email or messaging platforms. You have a 10%-25% response chance if you send messages to your prospects.

InMail offers exclusivity and the prospect can click on your profile to learn more about you. They can also learn about your products, solutions, connections, and recommendations.

NOW ASK YOURSELF:

"AM I USING LINKEDIN TO ITS FULL POTENTIAL?"



There's a big difference between being on LinkedIn and using it. LinkedIn can be used for so many things beyond hosting your resume

**HERE'S JUST
SOME OF THE
WAYS YOU CAN
LEVERAGE THE
PLATFORM:**

- Building Trust Amongst Your Peers
- Finding Jobs and Hiring Great People
- Generating Leads
- Kickstarting Partnerships
- Building Your Brand
- Obtaining Industry Knowledge
- Consuming and Creating Content
- Getting Support From Peers Within Your Industry
- Networking

Before you can take full advantage of all of these features and benefits, it's imperative to have a highly optimized profile. Use this checklist as a guide to turn your LinkedIn profile into a brand building, lead generating machine!



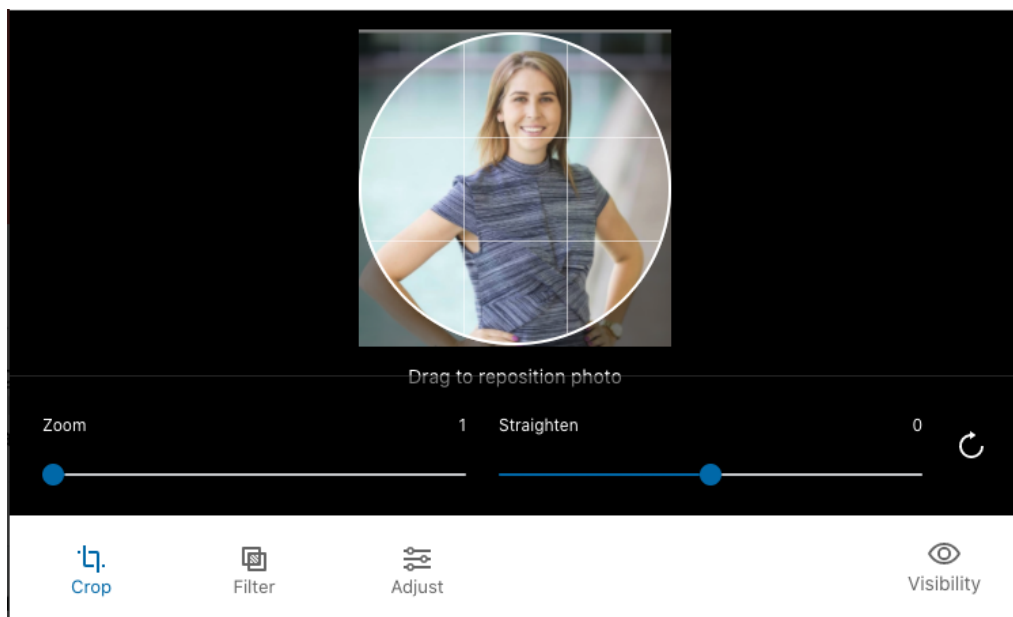
STEP 1: COVER IMAGE

1. Add one!
2. Make sure the photo communicates what you are trying to portray when someone visits your page
3. Great opportunity to add branding



STEP 2: PROFILE PHOTO

1. Your photo should take up 60% of the frame
2. Should be a CURRENT photo (no catfishing)
3. Dress to the expectations of your desired audience







STEP 3: CONTACT DETAILS


1. Personalize your LinkedIn URL
2. Add your personal/company website
3. Add your “professional” email address (the one you would like prospective clients, employers, and business partners to reach you)
4. Twitter (if you have one)
5. Birthday (important: you want to show up in all of your contacts notifications at least once a year)


Rebecca McIntyre ×


Contact Info ✎


 **Your Profile**
[linkedin.com/in/rebeccahmcintyre](https://www.linkedin.com/in/rebeccahmcintyre)


 **Website**
boomnow.com.au (Company Website)

 **Phone**
0413539700 (Mobile)

 **Address**
[310 Edward Street, Brisbane QLD 4000](#)

 **Email**
info@boomnow.com.au

 **Twitter**
[bec_mcintyre](#)

 **Birthday**
February 9



STEP 4: HEADLINE

1. Use all of the real estate (120-character limit)
2. Don't just put your job title
3. Examples: “Looking to double the size of 10,000 businesses,” “Best selling author, speaker, and business coach,” “Internationally known to rock the microphone”

Rebecca McIntyre 

Helping businesses grow by optimising their website and making the most of their advertising, social media and digital marketing strategy.

Brisbane, Queensland, Australia · [500+ connections](#) ·

[Contact info](#)



STEP 5: ABOUT

1. Use all of the real estate (2,000-character limit)
2. Write in a narrative format
3. Clear Mission Statement
4. Inject personality and optimize for SEO (industry specific words matter)
5. End with a clear call to action
6. Add photos to your summary

About



I am an experienced Chief Operations Officer who leads dynamic teams both in Australia and the Philippines. I am determined to drive business success through people empowerment and customer-focused actions.

I believe I am well-versed in the marketing and advertising industry with a demonstrated expertise in digital marketing, business development, brand digitalisation consulting, social media marketing, web development, Search Engine Optimization (SEO), and digital content strategy.

My career has seen me come from the Real Estate industry allowing me to have a unique, "insider" perspective of real estate digital marketing, one of the main offerings our company BoomNow Digital Marketing Agency focuses on.

The unique, synergistic attributes of my professional experience translates to immense value for my team, my company, and our incredible clients.

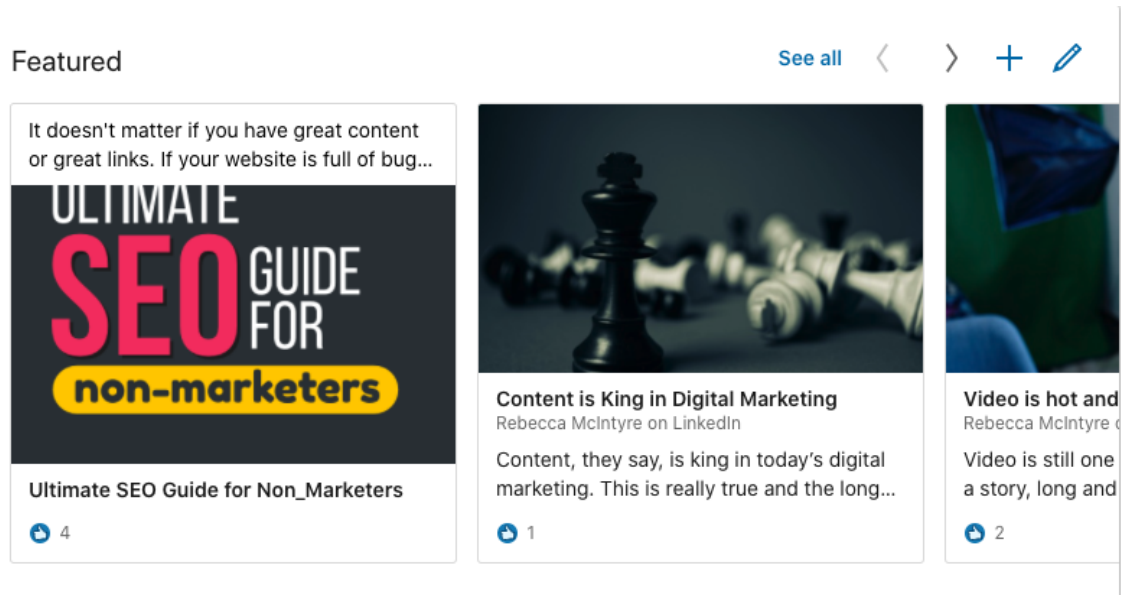
Know more about the organisation I help lead at www.boomnow.com.au

If you would like to get in touch with me direct, please message me here on LinkedIn or email info@boomnow.com.au



STEP 6: FEATURED

1. Showcase samples of your work (great way to provide evidence of your skills and experience)
2. Add:
 - a. LinkedIn Posts (feature your LinkedIn posts that got a healthy amount of likes and comments)
 - b. Articles you've published on LinkedIn
 - c. Links to third-party pages (like blog posts)
 - d. Media (upload photos, PDFs, documents, presentations, etc.)
3. Arrange your Featured posts (only 2-3 will display without clicking "See All" so feature your best from top to bottom)



STEP 7: CURRENT AND PAST EXPERIENCE

1. Write in a narrative format
2. Add photos and videos that capture attention
3. Make sure the work experience is relevant
4. Don't add every position you've ever had (no lemonade stands)

Experience



Chief Operating Officer

BoomNow Digital Marketing Agency

Mar 2020 – Present · 7 mos

Brisbane, Queensland, Australia

- Highly-creative Chief Operations Officer responsible for overseeing all aspects of BoomNow's marketing operations internally and externally.
- In-depth knowledge of various social media platforms, best practices, and website analytics.
- Up-to-date on the latest trends and technologies in digital marketing.
- Evaluate important metrics that affect website traffic, service quotas, and target audience.
- Collaborate with the CEO in setting and driving organisational vision, operational strategy and hiring needs
- Develop actionable business strategies and plans that ensure alignment with short ...[see more](#)



Business Development Manager

Coronis Group

May 2019 – Mar 2020 · 11 mos

Brisbane, Australia

With a long history within the Real Estate industry, Rebecca brings a wealth of knowledge across the entire property spectrum.

Rebecca is a dedicated and hard-working agent having previously owned and operated a real estate agency in Townsville for over 7 years. Rebecca's success is due to her deliver ...[see more](#)



STEP 8: EDUCATION

1. Keep this up-to-date
2. Link to college or university
3. Tap into your academic network



STEP 9: SKILLS AND ENDORSEMENTS

1. Make sure your top 3 skills are the ones you want people to endorse (you can control your top 3)
2. Give endorsements for skills and you shall receive

Skills & Endorsements



Leadership · 99+



Endorsed by **Layton Schiffman** and 7 others who are highly skilled at this



Endorsed by ✨ **Maria Hiebert** ✨ and 25 other mutual connections



Management · 99+



Endorsed by **Matt Clark** 'Co-Creator Of The Rainmaker System' and 1 other who is highly skilled at this



Endorsed by **Jeff J Hunter** and 21 other mutual connections



Public Speaking · 99+



Endorsed by **Frederick Santucci Jr.** and 3 others who are highly skilled at this



Endorsed by **Sam Clark** and 24 other mutual connections



STEP 10: RECOMMENDATIONS

1. Ask for recommendations
2. Give recommendations
3. Aim for at least 3 from employers and peers



STEP 11: INTERESTS

1. Follow pages that truly interest you
2. Join industry specific groups (great networking opportunity)

Interests



Jack Welch 

Executive Chairman, The Jack Welch M...
7,294,888 followers



Arianna Huffington 

Founder and CEO at Thrive Global
9,102,234 followers



Jeff Weiner 

CEO at LinkedIn
10,541,779 followers



SOUTH AFRICAN BUSINESS NET...

59,656 members



Simon Sinek 

Optimist and Author at Simon Sinek Inc.
2,754,118 followers



Reid Hoffman 

Entrepreneur. Product Strategist. Invest...
2,312,056 followers



0413 539 700



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www.boomnow.com.au



[/boomnowagency](https://www.instagram.com/boomnowagency)

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