

PARADIGM'S HINTS & TIPS

OPTIMISING YOUR LINKEDIN PROFILE

PROFILE PICTURE

Does your picture make you look professional and/or approachable? If not, it might be time to review and update it. With how advanced technology has become, you can even use AI to generate a picture of yourself into a professional headshot, which may be worth looking into if you're struggling!

NB: We have a blog coming soon on using AI with caution so please read this before using any systems!

HEADER IMAGE

Does this include company branding? Do you have any website and/or contact details including email and a contact number? Your header image is usually one of the first things people will notice when visiting your profile, so make sure it not only stands out, but also provides some useful information!

NB: Only use contact details on your header image if necessary and always make sure these are your professional contact details, remember what we said in our blog from last week that hackers can target your details through social media!

MAKING THE MOST OF YOUR HEADLINE

Your LinkedIn headline can provide a short snippet of information to someone who has never heard of you before. Most people usually only include their job title in this area, but that could be a missed opportunity! You can actually use a few more words here to expand on the exact support or service your business can provide. For example, "Specialist Mortgage Adviser for high net worth individuals" could help you stand out in relevant searches.

ABOUT YOU!

Think of this as your shop window for your business on LinkedIn. It's a chance to showcase who you are, what you do (and why you do it so well!) and the type of customers you can help. Make sure you use relevant keywords in this area, as this will help you appear in different search results for people looking for these specific products or services.

GROW AND ENGAGE!

Obviously, the more people you connect with, the bigger your network will grow. With a larger network, more people will see your messages. Try and grow your connections on LinkedIn to get higher engagement and views! Remember to engage with your connections' content too. Liking, commenting and sharing their posts will help to increase the visibility of your page (and they are much more likely to return the favour!)



PARADIGM'S HINTS & TIPS

AS PART OF OUR MARKETING MONTH

WHAT IS A HASHTAG?

In basic terms, a hashtag is a tag for your post that people can search for on social media to help them find relevant content. Say a first-time buyer is looking for information on Gifted Deposits via LinkedIn. If someone searches “#GiftedDeposit or #FirstTimeBuyer” they will be able to see all of the posts relating to this. It helps you target potential customers easily and at no cost to you!

USING A HASHTAG

Using a hashtag can be a great way to increase views to your social post and following and connections.

You need to tag simple words or short phrases. Don't overcomplicate your hashtags. By keeping it simple, more people are likely to search for them and therefore, give you better visibility. For example, by using the two separate hashtags we mentioned earlier you're likely to get more visibility rather than using #FirstTimeBuyersGiftedDepositSupport.

FOLLOW ALONG!

Follow the hashtags you use or are interested in! On social platforms, you are able to follow hashtags to get updates when new posts are added using them. Say you want to use the hashtag “#FinancialAdvisers” but are unsure of the typical content used, what performs well using this hashtag or even if one of your content ideas has been done before... following along gives you an insight into all of this information and more!

REMEMBER! IN OUR ACCESSIBILITY BLOG, WE MENTIONED USING CAPITAL LETTERS IN ALL HASHTAGS. IT'S SOMETHING NOT MANY PEOPLE ARE AWARE OF SO IT'S DEFINITELY WORTH THE READ!



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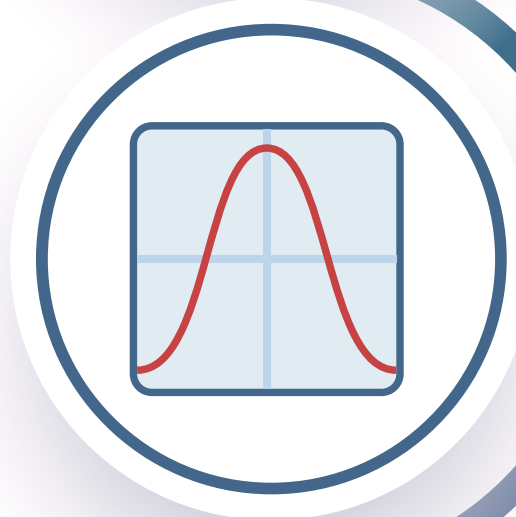
#TRENDING

Many of us are aware of trends and the turbulence they can sometimes bring, but have you ever broken it down and thought about what a trend actually is? It can simply be defined as something that is popular at a certain point in time. There can be mass trends the majority of people are talking about and getting involved or, there can be industry trends which are a bit more niche. You can break each trend down into two categories, micro and macro.



SO, WHAT IS A MICRO TREND?

Micro trends are short bursts of popularity that can best be described as a fad. It's short lived, but intense. When we say short lived, this can be anywhere between 1 week to 5 years. Think of it on a graph as a high incline, which reaches its peak and then declines just as quickly.



HOW ABOUT A MACRO TREND

These trends are more long-term and often shift behaviour until it becomes the "norm" and widely accepted. A good example of a macro-trend is both social media and the implementation of ESG in businesses. Overtime, businesses have had to adapt to these shifts in behaviour to remain successful.



HOW DOES THIS RELATE TO SOCIAL MEDIA?

We would recommend using social media to adopt any micro trends as it's quick, cheap and easy to show that you're up to date and help you stand out from the crowd, without wasting any resources when it's no longer popular.

For macro trends, we would definitely recommend spending more time and money on these as it's a better long term investment i.e. paid for advertisement.



REMEMBER! SOME TRENDS COME WITH A SLIGHT RISK SO AGAIN, ALWAYS PROCEED WITH CAUTION. MAKE SURE YOU DO YOUR RESEARCH FOR CERTAIN UPDATES INCLUDING NATIONAL DAYS OR MONTHS!