

Best Practices for



HOW TO COMPLETE A COMPETITIVE ANALYSIS

1. Search for your top competition (both business and personal pages)
2. Conduct a quick content audit by recording popular hashtags and trending caption styles (long-form vs short-form, jargon, number of hashtags, track links, etc) used by your competition.
3. Analyze posts for highest engagement rates (lifestyle content, articles, statistics, quotes, etc).
4. Determine how often your competitors are posting.

MASTERING LinkedIn

1. Determine your goals for social media. Ultimately, your goal is sales. However, you'll be more successful if you choose softer goals such as high engagement, new follower counts, or click-through rates.
2. Determine who your key audience should be (whether that's an existing audience or a goal for who you want that audience to become). Now, figure out where that audience will be on LinkedIn. Are they members of certain groups? Employees of certain companies? You'll need to be present in those spaces now, too, in order to grow your ideal audience.
3. Start engaging people you want to interact with. Here's a quick lesson: Let's say Rob is a client you want to do business with, but he hasn't noticed you much on LinkedIn. Then it's your job to seek Rob out and start engaging with him: comment on his posts, send him a message. Now that you've started interacting with him, LinkedIn will now assume you want to interact with one another and will show Rob more of your content.
4. Respond to your notifications. Another quick lesson: If someone comments on a link you post, then you should reply to their comment. Just like you wouldn't leave an email or voicemail sitting without any reply, it's just as rude to leave a comment go without a reply.
5. Use CTAs (call-to-action). CTAs ask people to download a whitepaper, schedule a time to speak with you, or click a link. If you tell people what to do, chances are that some will listen.
6. Use relevant hashtags and keywords. Keywords factor into SEO (search engine optimization). That means if you're posting an article about **retirement**, then mention **retirement** in your caption or hashtag it. This way, if people are searching for **retirement**, they'll see your post.
7. Post mobile friendly links. 60% of LinkedIn traffic is mobile.
8. Determine what your personal brand is. Will you use a witty or a professional tone? Do you aim to be educational or inspiring? Now start posting content that aligns with your branding. Your personal brand doesn't mean you have to share photos from your weekend adventures (though that's a definitely a possibility).
9. Reshare WealthVest content that is relevant for your audience and recaption your reshare.

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