

The BACON System



Section 4 - Creating And Using Content

LI4Sales.com







Who Is Ready?

LI4Sales.com



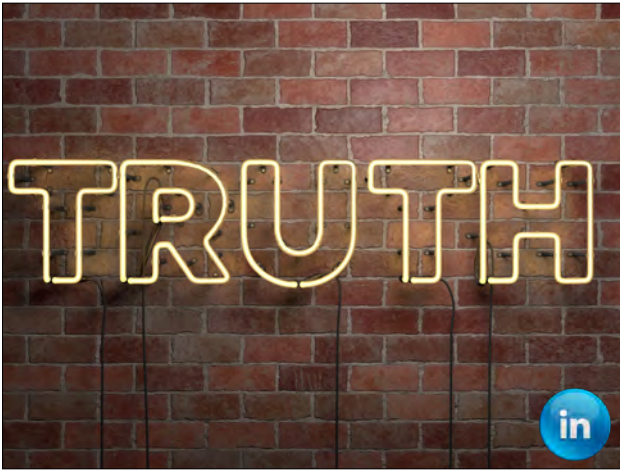
The BACON System



Training - Creating And Using Content

LI4Sales.com





Surprising LinkedIn Stats?

Only 3 mil
(.5% of 600
mil) users
share content
weekly.



LI4Sales.com



Surprising LinkedIn Stats?

The Talking Heads



L4Sales.com



Surprising LinkedIn Stats?

The Talking Heads



L4Sales.com



OPC - Other Peoples Content

Content Curation?

- Articles
- Blogs
- Podcasts
- Are You The Expert?
 - Drives Them Where?
 - SQUIRREL???







Knowledge Transfer

Share Your BEST STUFF! They Need Your Help?





BaconCoach.com/LinkedIn

Leveraging LinkedIn For Your Business



Definitions

- Content
- Oblivious - IGNORE!!!
- Podering - Awareness
- Engaged - Educational
- Need - Sales (Proof & Value)





BaconCoach.com/LinkedIn

Leveraging LinkedIn For Your Business



Philosophy

- Content Assets Types?
 - Awareness
 - Education
 - Sales
 - Other Content Builds To
 - Cornerstone Content



Awareness

- Short (6 Seconds)
- Scroll Stopping
- Self Contained



Educational

- Text & Graphics
- Should Teach
- Link To Your Website?



Sales

Usually Links

Shared In Messages

Call To Action?





BaconCoach.com/LinkedIn
Leveraging LinkedIn For Your Business



Philosophy

- Create Content Assets?
- Repost Content
- Share From Business Page
- Send In Email
- Reinvigorate Interest?



Repost

Podcast To Blog

Blog To Article

Articles to Ebook

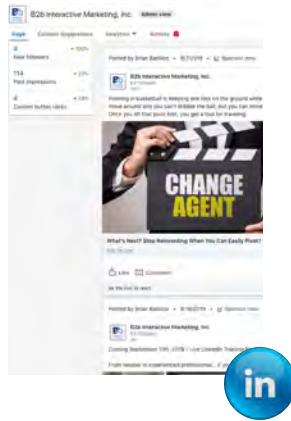


Share On Business Page

Build Credibility

Sharable

Home Base For Employees

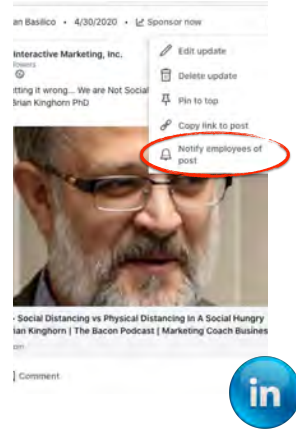


New - Alert Employees

Shared Content

Larger Audience

Expand Reach



Send In Email

Targeted Audience

Higher Open Rates

Clicks To Your Website



Reinvigorate Interest

Awareness Graphic

Links to Post

More Clicks To Your Website





Posts

News Feed - Seen By All



Articles

- Blogs
 - From Your Website
- Repurposed Old Content
 - 40,000 Characters
- Use All Tools
 - Image
 - Video
 - Slides
 - Links



Dear New Connection...
Published on April 28, 2020
122 articles
Brian Basilio
Helping Your B2B Business Build TRUST With Current, Past, & Future Clients
Using Proven Online Marketing Strategies

11 reactions 2 comments

Do You Have An Attitude of Gratitude? How To Find One!

11 reactions 2 comments

20 Top LinkedIn Hashtags

20 Hashtags To Use On LinkedIn - Ghost Blog Writers
https://ghostblogwriters.com/20-hashtags-to-use-on-linkedin/
Feb 11, 2018 - Here are some great hashtags to use when sharing content on LinkedIn. #Business, We'll start out with the big one. #Work. Another general one #Office, #Success, #Quotes, #Inspiration, #Entrepreneur, #Life

20 Top Hashtags For Any Business! - LinkedIn
https://www.linkedin.com/20-top-hashtags-any-business-linkedin-china/

People also ask

Do Hashtags help on LinkedIn?

What hashtags are trending right now?

How do you search hashtags on LinkedIn?

...See More Posts

- Awareness Hybrid
- Graphics Stop The Scroll
- ... See More (Educational)
- 1200 Characters
- Call To Action (Sales)
- Hashtags

WOULD YOU FLY ON A PLANE RUN ONLY BY AUTOPILOT?
LMSALES.com

11 reactions 2 comments



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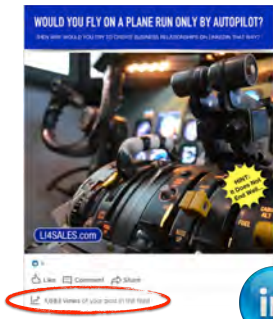
Pixabay & Pexels

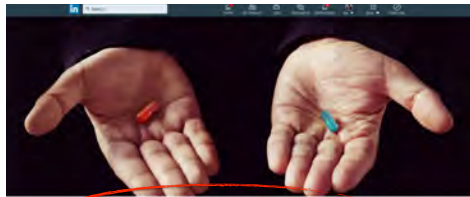
<https://pixabay.com/> - <https://pexels.com/>



Anatomy of a Post

- Image
- Scroll Stopper
- Headline
- What's This?
- Content
- What's Your Point?
- Call To Action

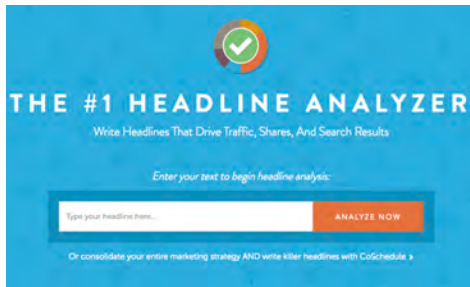




Headline

It's What Sells Newspapers... Readers





CoSchedule

<https://coschedule.com/headline-analyzer#>



5 Ways Not To Get Engagement On Social Media



HEADLINE TYPE List

It's Fun

<https://coschedule.com/headline-analyzer#>



Latest Blog Post - How Authenticity, Integrity, and Clarity is Great For Business! - <http://www.b2b-im.com/authenticity-integrity-clarity-great/>



First Paragraph

Your Read More Button...



Tools Of The Trade

As you go through and try to manage your own reputation, whether it's for you as a person or your business, I want to give you a handful of tools that you can use. Obviously, the first one is just Google. I mean, the bottom line is Google yourself. Google your business and see what's there. Now, don't stop at the first page. Go to the second, the third, the fourth, the fifth, the sixth. Keep looking. Every once in a while, you need to do that. There's another tool called Google Alerts. It's Alerts.Google.com. You can go in, if you have a Gmail account, and set up alerts so when your name is mentioned, when your business is mentioned, no matter what happens, it's going to send you an email to your Gmail account generally, that says hey you've been mentioned or the topic has been mentioned.

Content - Titles & Bullets

Break It Up - Keep It Brief





Grammarly

<https://www.grammarly.com>



Final Thoughts

I would love to hear your stories, thoughts, and comments on this subject. Comment below and share ways that you have owned, managed, and lived your reputation!

To learn more about this and other topics on Internet Marketing, visit our podcast website at <http://www.baconpodcast.com/podcasts/>



Call To Action

What Do You Want Them To Do?





Share Content On LinkedIn

Assets You Can Share? - Build Know, Like, & Trust



Types Of Posts

- Posts
- Graphics - Text - Links
- Video
- Upload or Links
- Articles
- 40,000 Chars - Pics - Links
- Profile Media
- Ebooks - Video - Powerpoint



Teaser Graphics

- Awareness
- Graphics
- Headline
- 10-12 words
- Links?
- Optional



Regular Posts - See More

- LinkedIn Only
- Local - Networking
- LTO
- Limited Time Offer
- Seldom
- Use Sparingly



Video

- Upload - Short Wins - 90 Sec
- 10 Minutes Max
- Quality - Color - Creative - Edit
- Movement Gets Attention
- Talking Head?
- Use Sparingly



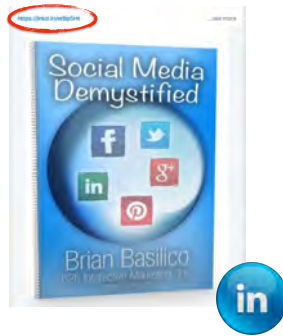
Articles

- Blogs
- From Your Website
- Repurposed Old Content
- 40,000 Characters
- Use All Tools
- Image
- Video
- Slides
- Links



Profile Media

- Ebooks
- Converts To SlideShare
- Video
- Plays Locally
- External Links
- Websites & More



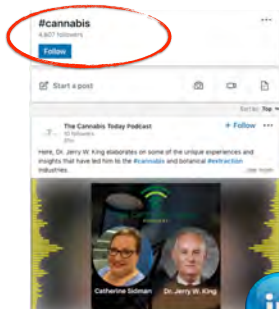
NEW - Events

- Events
- Local - Networking
- Online?
- Against The Rule
- Limited Time
- Shows Till Day Of!



Bonus - Hashtags?

- Searchable
- #Keyword(s)
- Followable
- News or Noise?
- Help?
- The Jury Is Deliberating?





Posting System

Assets You Can Share? - Build Know, Like, & Trust



What To Post When?

- **Awareness Posts**
 - Simple Graphics & Videos
 - Daily
- **Educational Posts**
 - Articles, Blogs, Podcasts
 - Weekly? Twice A Week?
- **Sales Posts**
 - Webinars? Presentations?



Post Sales - Email Drip

- Using A CRM
 - Collect Contact Emails
- Email Drip
 - Sequenced Follow Up
- Stay Top Of Mind
 - Off Of LinkedIn
- Send Back To Website



Additional Thoughts

- **It Takes Time**
 - 7 Times For Awareness
- **Be Consistent**
 - People React To Repetition
- **Lightening In A Bottle?**
 - Right Message - Right Time



Bonus Tip...

**Make the Reader or Client...
The HERO of Your Story!**



People Love A Story

- What's Your Story?
 - What Did You Overcome?
 - What Clients Overcame?
 - Best Practices?
 - Success Stories
Case Studies?
- People Need Your Help!!!



Reward Engagement

- Ding Dong Ditch?

WHEN YOUR PLAYING DING DONG DITCH!



AND THE OWNER COMES OUT!



Reward Engagement

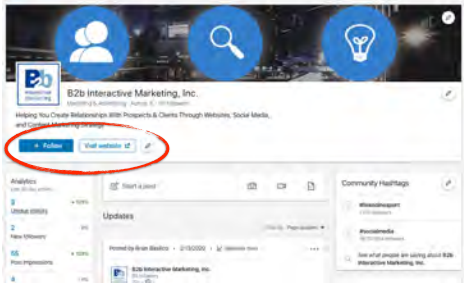
- Ding Dong Ditch?
- Like Comments
- Reply To Comments
- Algorithm
- More Engagement = More Views
- People Love A Party!



Recap

- **Content Strategy**
- Post Anatomy
- Post Types
- Post Frequency
- Tell Your Story
- Reward Engagement





Company Pages

Your Page - You and Employees

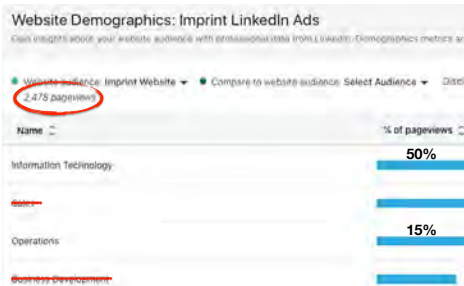




Company Pages

Analytics

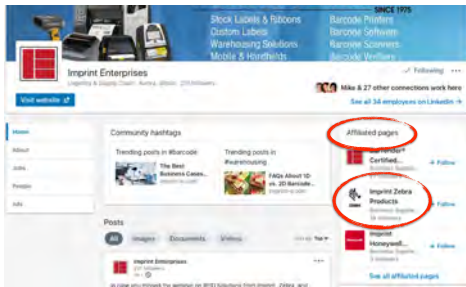




Company Pages

LinkedIn Retargeting = Website Visits

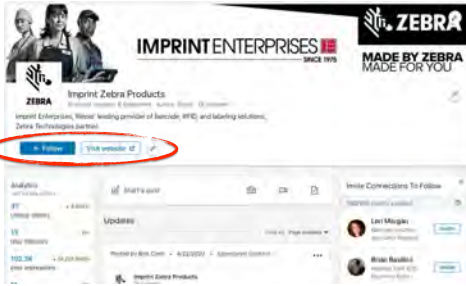




Affiliate Pages

Brand or Service Pages





Affiliate Pages

Brand or Service Pages





Questions & Answers

askBrian@B2b-IM.com
www.perfectsalesstrategy.com



The BACON System



Next Up: Power User LinkedIn Tools

LI4Sales.com