

How to enhance your career through your LinkedIn presence

Working Women Week 2021



Speakers



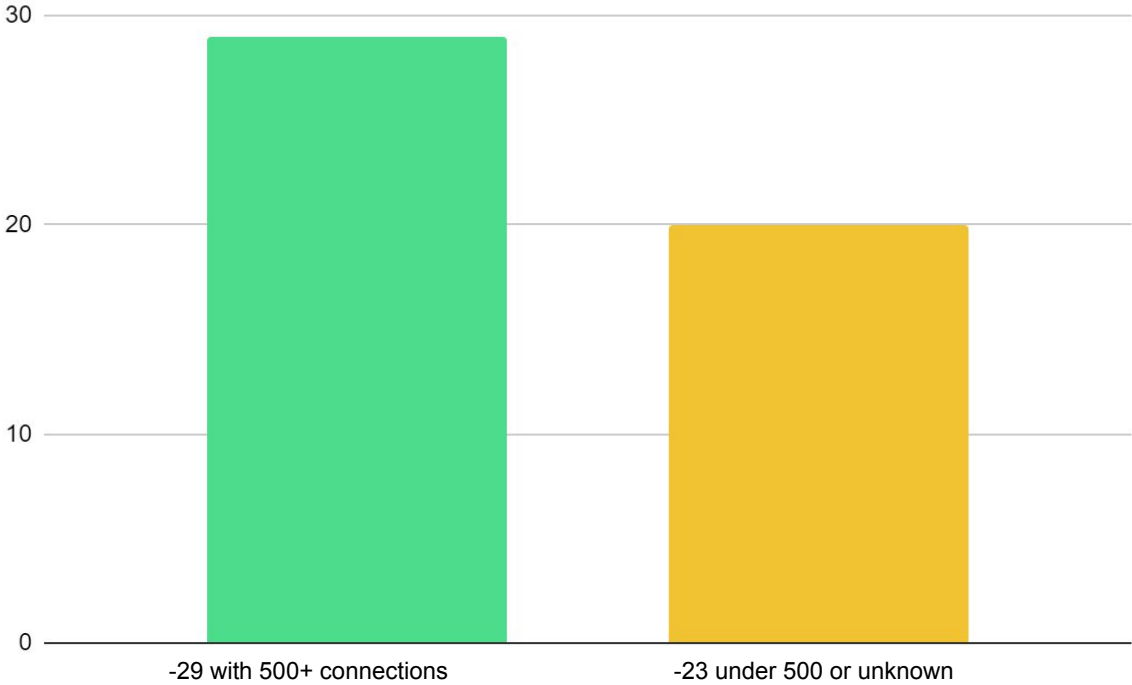
Didi Van Bree
Talent Partner at Babel
Profiles



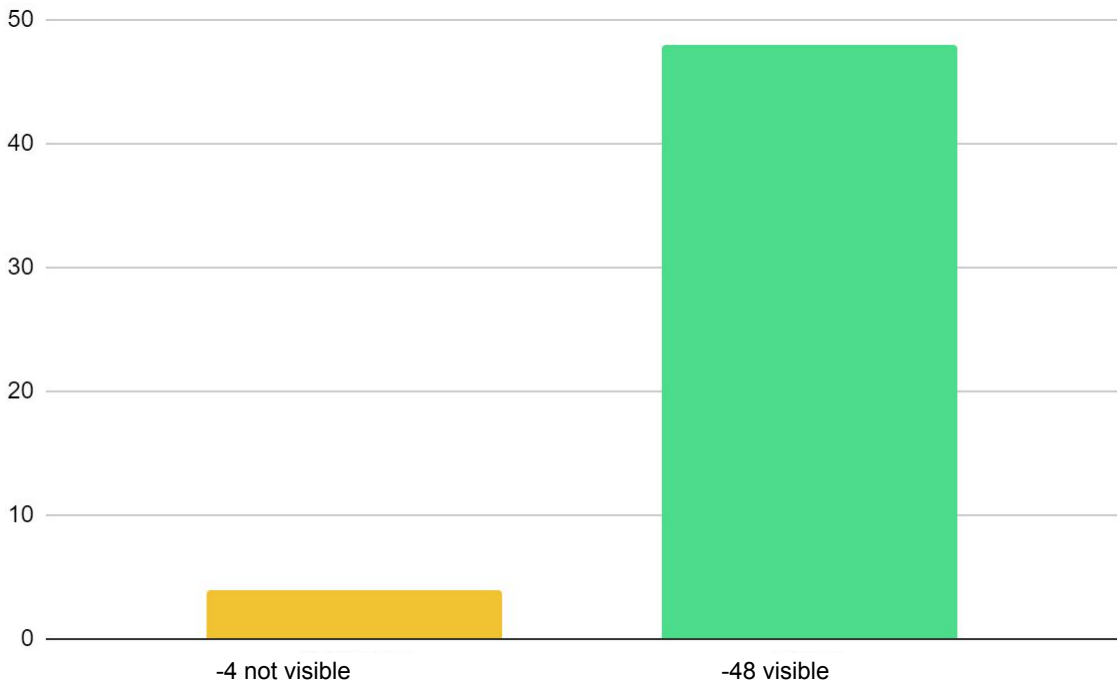
Mireia Huguet
Founding Director of
Babel Profiles

How are you doing on LinkedIn?

How many of you have more than 500 connections?

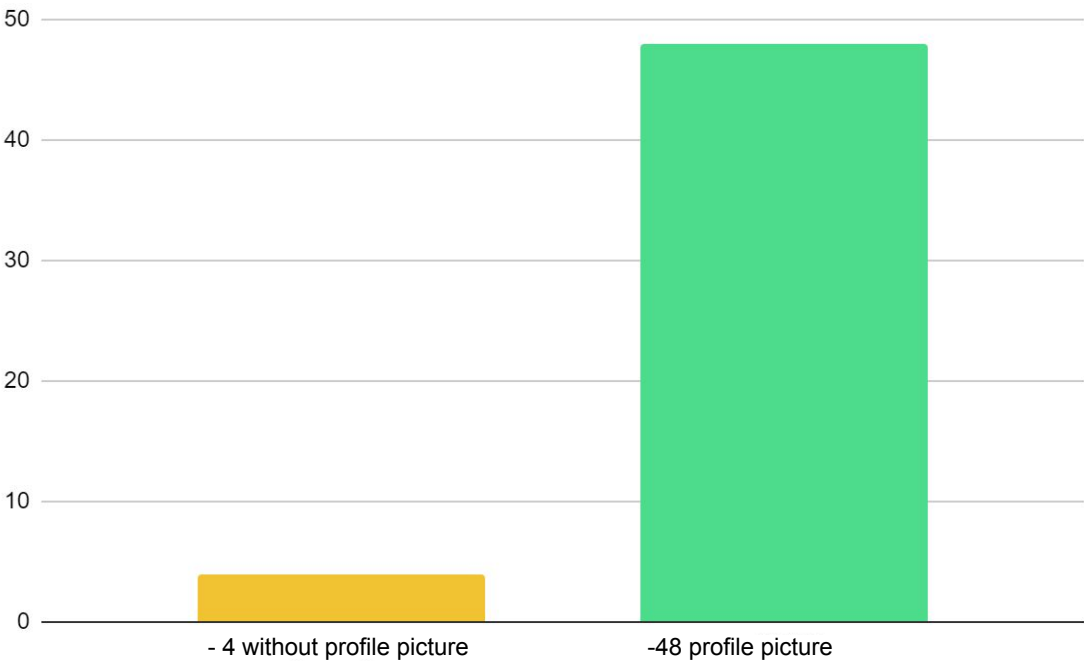


How many of you are visible on LinkedIn?

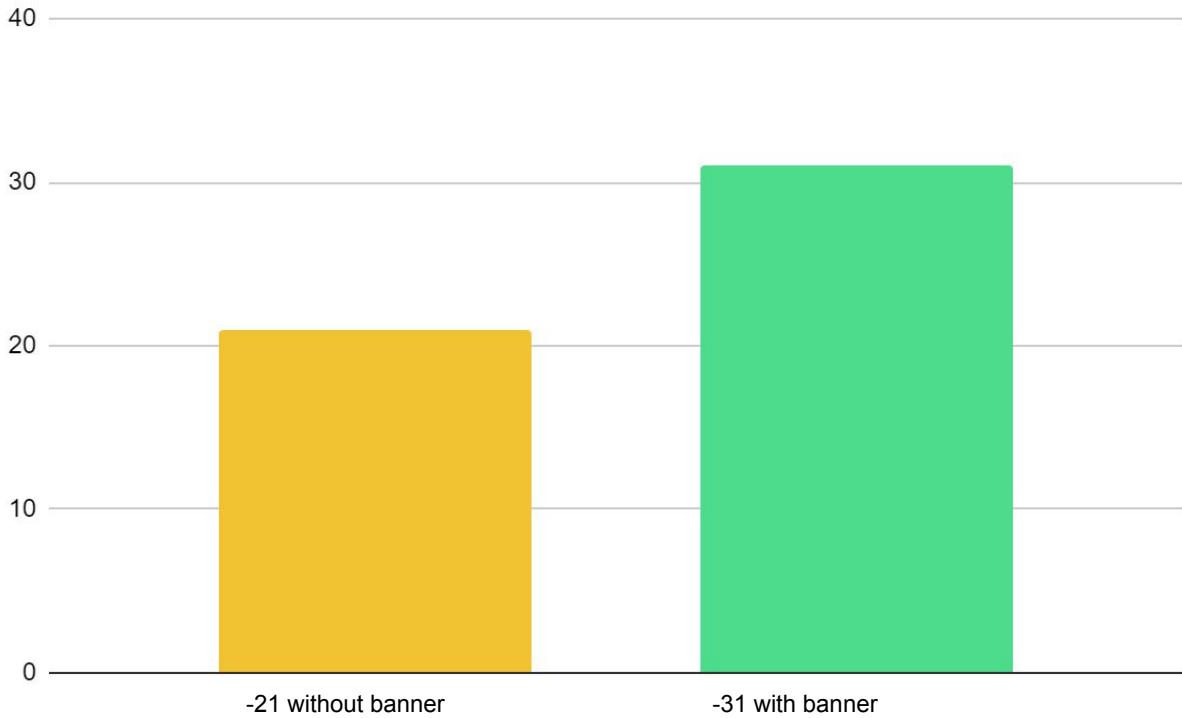


How are you doing on LinkedIn?

How many of you have a profile picture?



How many of you have a banner?





Let's get started!!



What should your profile look like?

Profile picture

- Look in the camera
- Natural background
- Close up
- No sunglasses
- No alcohol/smoking
- Keep your industry in mind



What should your profile look like?

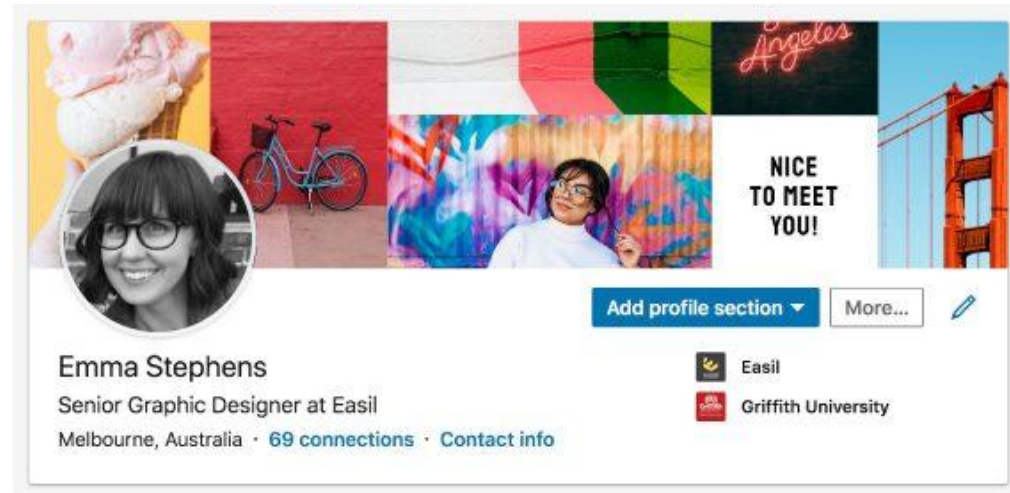
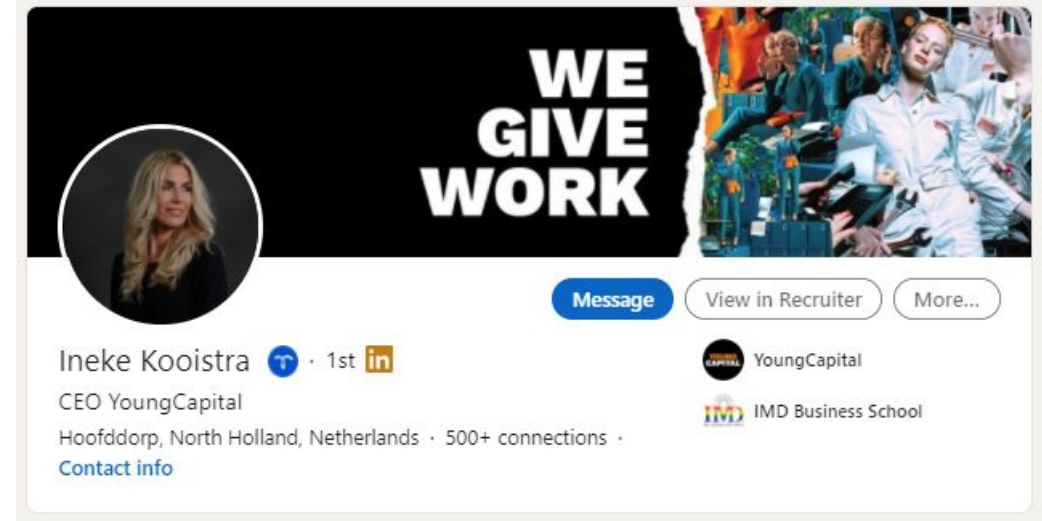
What are your photos saying about you? 📱 photofeeler



What should your profile look like?

Banner


- Professional
- Career, company or passion related
- Mobile responsiveness



What should your profile look like?

Headline

- Advertisement
- Job title + Company name + Keywords
- Look for inspiration

Didi van Bree  
Talent Lead Partner at Babel Profiles, recruiting top talent in Barcelona! 
Barcelona, Catalonia, Spain · [500+ connections](#) · [Contact info](#)

Summary

- What do you have to offer
- Write your own story
- Video's & Blogs
- A personal piece of content marketing

Experience

- Keep it short
- Your main responsibilities & tasks
- Keywords are key!

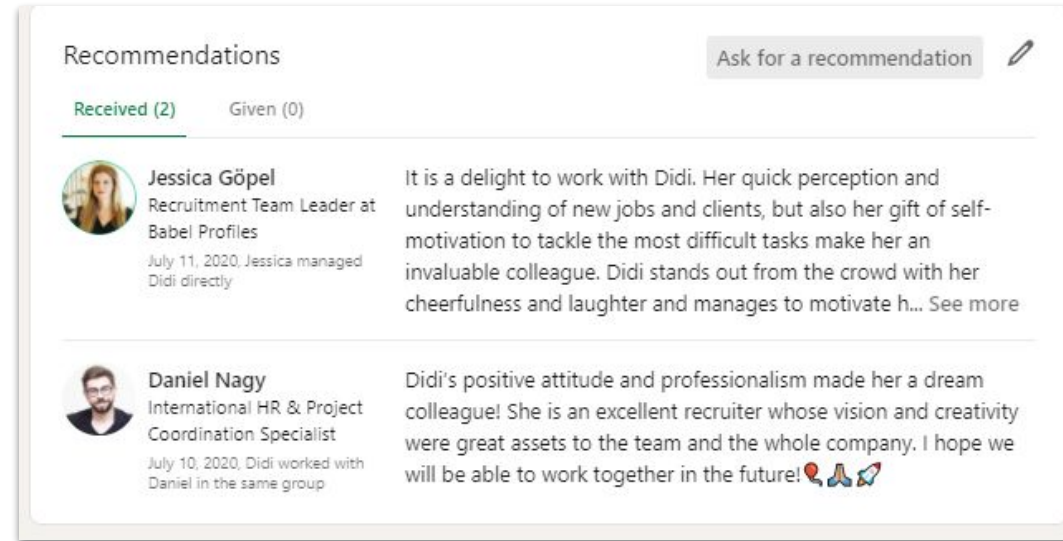
Skills

- Stay relevant
- Keep it updated
- Languages

Recommendations

Why?

- Good overview
- Trustworthy
- Back up of your performance
- Second degree connections
- More visibility



When?

- End of a big project
- When you leave a job

Who?

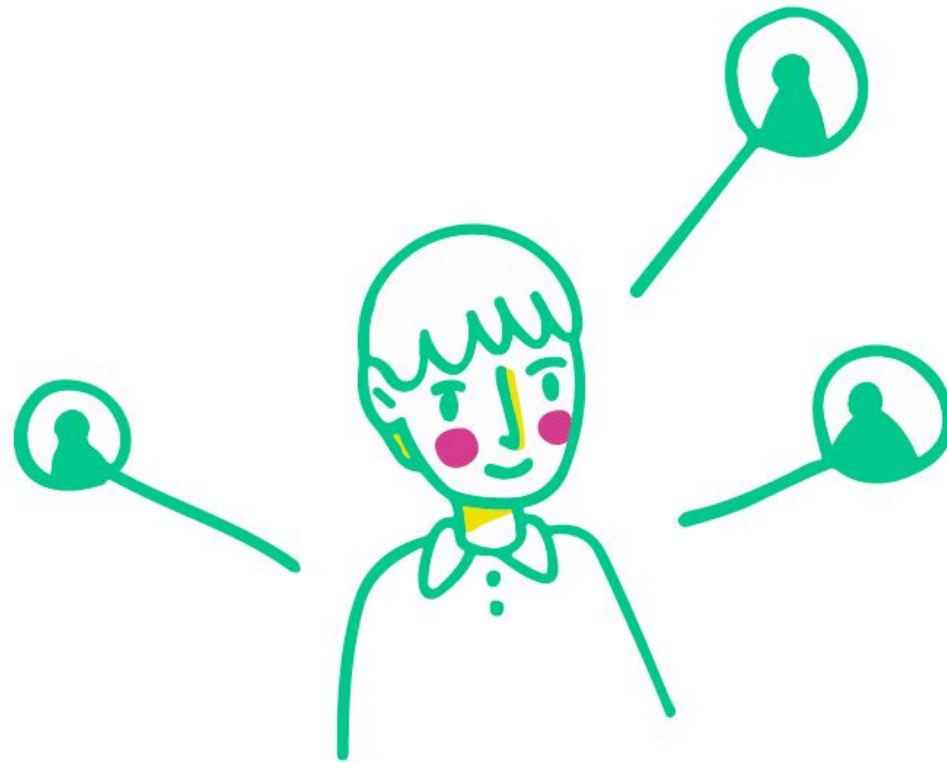
- Be cautious
- Different voices

How?

- Keep it professional
- Acknowledge that they are busy
- Offer one in return
- Make it specific

Endorsements

- 👉 Skills you want to emphasize
- 👉 Highlight
- 👉 Social media savvy
- 👉 Looking good in your industry
- 👉 Endorse others
- 👉 Private message



💡 How & When to make connections?

Are you looking for a job? 🧑‍💼

People with strong networks get **up to 13x more job opportunities**


✨ **501 connections:** The magic number

🦁 **LinkedIn Lion:** LinkedIn Open Networker

Lion +5K, +10K....

Do you want to make new business? 🧑‍💼


LinkedIn is where the **professional community engages** with each other


Mireia Huguet 

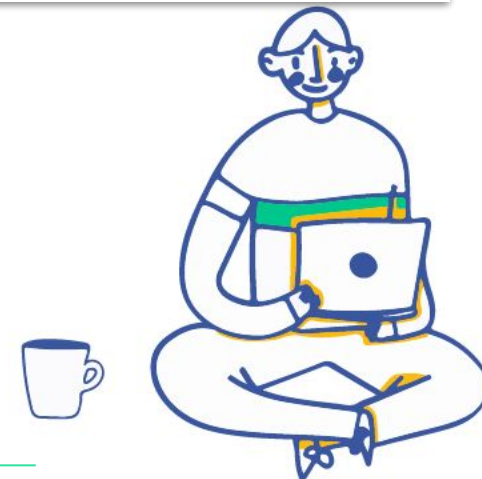
Founding Director at Babel Profiles, Open Networker LION +10K
Barcelona, Catalonia, Spain · [Contact info](#)

500+ connections

[Open to](#) [Add section](#) [More](#)

 Babel Profiles

 EADA Business School





How & When to make connections ?

1st) Use your personal connections

- friends & family
- alumni network: University / High school / Master's colleagues
- coworkers and former coworkers
- clients, vendors/suppliers

2nd) Adding cold-connections

- people that work at your dream company
- people that work in your industry
- people who have a similar job title to what you do or want to be doing
- potential clients!!!!



TIP: avoid “I’d like to add you to my professional network on LinkedIn.”

ALWAYS! say who you are and why you want to connect. Give them a reason to reply to your message.

3rd) Follow-up

- Once they accept, send a them a linkedin message. THIS IS THE OPPORTUNITY TO GET WHAT YOU WANT!



How & When to make connections ?



Mireia Huguet • 4:14 PM

Hi !

My name is Mireia Huguet, Director and Founder at Babel Profiles.

We still don't know each other. It would be great to connect with you and explore a possible partnership together.

Regards, Mireia

JUN 3

• 9:41 AM

Hola Mireia, sure, let's have a talk, my email is



Mireia Huguet • 1:05 PM

Hi , Happy New Year!

I see you guys keep growing at .



How do you still manage all the positions internally?

I would love that you give us the chance to support you with a couple of open roles.

Let me know what your thoughts are on this.

Regards, Mireia

• 4:57 PM

Hello Mireia,

Happy new year to you as well :)

Honestly so far except for engineers which are fairly difficult to find (but we already have 4 agencies on it), we always find good candidates for all our open roles and our managers are doing a great job at recruiting.

Best,

💡 How & When to make connections?

THINGS THAT WORK FOR ME:

👉 Combine **Linkedin + email**: Use 🖱️ hunter.io to get their corporate email address.

Double strategy works very well. I don't do any cold-calling.

👉 Do follow-ups: **up to 3 reminders**.

👉 **Follow the companies** (your leads) to be updated about their latests news and **engage/comment** on the posts of the decision maker

👉 When contacting leads, use **relevant information** you've found on Linkedin (new round of investment, new CEO, team growing...)

👉 **Use your network**. People working in the company you're interested in or worked there recently.

✓ LinkedIn activity

- ✓ Daily 10 minutes
- ✓ Is this valuable?
- ✓ A tip you learned, surprising statistic, link to a blog
- ✓ Check connection requests
- ✓ Acknowledge connections
- ✓ Respond to messages
- ✓ Follow competitors
- ✓ Follow companies you would like to work for, keep updated
- ✓ Less = more
- ✓ Hashtags
- ✓ Ask questions
- ✓ Tag others



Social Selling Index (SSI)

👉 **SSI**: measures how effective you are on LinkedIn, taking into account your adaptation to the main 4 pillars (0-100)

This score is updated daily!

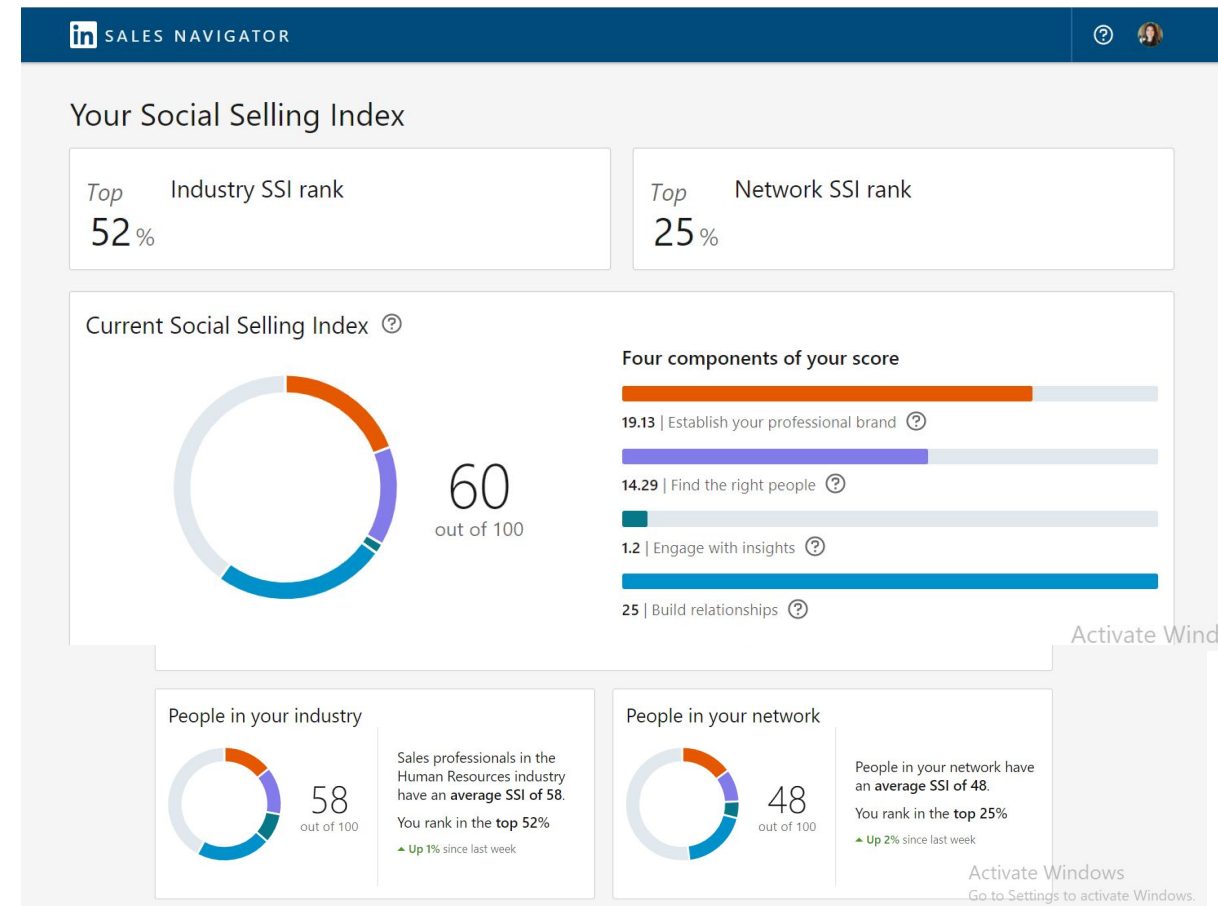
👉 **SSI** → from **70-80**

👉 **4 key pillars** (25 points/pillar)

- **Establishing professional brand** (profile)
- **Finding the right people** (searches)
- **Engage with insights** (activity)
- **Building relationships** (connections)



LinkedIn says **“highly active users get 45% more sales opportunities”**





Thank you!