



Checklist 9: How to Build your Affiliate Marketing Company with LinkedIn?

Project Name: _____

Date: _____

Yes No

Did you know that LinkedIn is the largest professional social media network existing in the world? You might think that LinkedIn is only for job hunters and employers to find one another; however, LinkedIn can be powerful tool for affiliate marketing. Here's a checklist to guide you:

First Few Tips

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Start by highlighting your business on the profile that you own. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Don't just highlight your professional experience, competencies; highlight your company. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Build a great focus on the products that you manage and own. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Do the detailing of the operations of your business. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Make sure to add links to your websites and other professional social media accounts. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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6 Display testimonies of satisfied customers. This will add extra credibility to your page.

7 Make use of important keywords so that your page is easily found with searches that are relevant to your company and products.

8 Next, work on building your network. Do this by:

- *Seeking out clients that are potential ones. Seek out, customers and other associates.*
- *Add these as connections.*
- *Join professional groups for affiliate marketers.*

Building Your Company Page

1 When you design your company page, do not forget the following:

2 Include all the important information about the company.

3 Make sure to add logos and images.

4 Fill out every field including the "Products and Services page."

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- 5 Use rich sentences that have keywords, so your page is easily found through a search.
- 6 Add in the company's URL so people can quickly click to find more about your business.
- 7 Make use of the showcase page.

Becoming Content Matter Expert

- 1 Start by setting up a schedule to post regularly to keep the conversation continued.
- 2 Most clicks come on LinkedIn on Tuesday-Thursday between 10-11 am.
- 3 Make use of the "4-1-1" rule; add four pieces of original content, one piece of shared content and one piece of advertising.

Competitive Insights

- 1 Use the advanced search feature to search for people, companies and groups.

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- 2 Filter your searches down to interests, industry and location.

- 3 Make use of advanced search to find competitors to see how they promote their brand online.

- 4 Make use of the Company Page Analytics to understand the performance of your page.

Notes