

# Step-by-Step Guide: Highlighting "Director" Role on LinkedIn for BD Team

This guide focuses on helping the BD team leverage their LinkedIn profiles to showcase the "Director" role within their job titles or experience sections. It doesn't involve creating a separate "Director Job" on LinkedIn.

Here's how to change your title on LinkedIn:

**For your current position:**

1. Log in to your LinkedIn account and navigate to your profile page.
2. Click the "Me" icon at the top right corner of the homepage and select "View Profile".



3. In your introduction section, locate your current position information.
4. There should be a **pen/edit icon** next to your current title. Click on that icon.



5. A pop-up window will appear. In the "Title" field at the top, enter your new title.
6. (Optional) You can also edit other details like company name, dates of employment, or description within this window.
7. Once you've made your changes, click "Save" to update your profile.

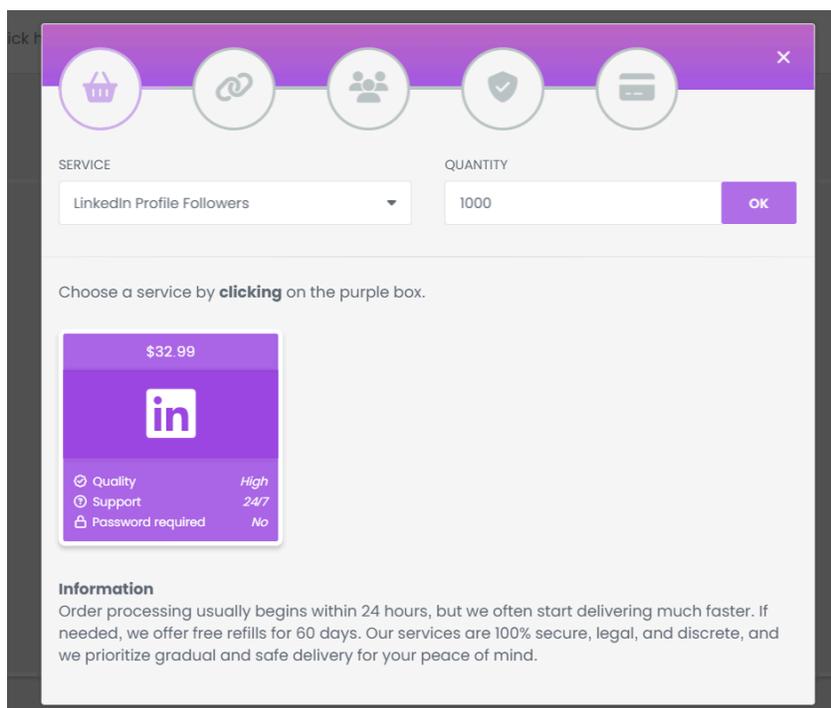
## Company Page Following and LinkedIn Company Page Branding

1. Go to the website [socialwick.com/linkedin/followers](https://socialwick.com/linkedin/followers) or [socialplug.io/services/buy-linkedin-followers](https://socialplug.io/services/buy-linkedin-followers)



2. Go to the services tab and select **LinkedIn>LinkedIn Followers**

3. Enter the quantity of followers you want to purchase for ex 1000 and select the purple box.



#### 4. Sign up and acknowledge to the terms and proceed with the **Checkout**

I acknowledge that orders **cannot be refunded** after purchase, except in the case where SocialWick fails to **deliver within 14 days** (with longer periods for larger packages). I am aware that **drops may occur** due to factors beyond SocialWick's control, such as the behavior of other users. Nonetheless, I appreciate that SocialWick provides a **free refill service for 60 days**. To ensure successful service, I verify that the link or username I submit is accurate and that my **profile is public**, not private.

Scroll down and click **Checkout**. You can then select a payment method.

LinkedIn Profile Followers	+\$32.99
Voucher	-\$0.00
Total	+\$32.99

REDEEM VOUCHER

Type here... **OK**

I AGREE TO THE ABOVE TERMS AND I'M AWARE THAT SOCIALWICK DOES NOT PERMIT MULTIPLE ORDERS FOR THE SAME LINK TO BE PLACED CONCURRENTLY.

**BACK** **CHECKOUT**

#### 5. Choose your payment method and pay the amount.

SocialPlug

Service selection multiple

LinkedIn Shares / Reposts \$6.50 – \$70.00	LinkedIn Connections \$5.00 – \$350.00	LinkedIn Followers 1,000 Followers \$29.00
LinkedIn Random Comments \$9.00 – \$220.00	LinkedIn Reactions \$7.00 – \$90.00	LinkedIn Likes \$7.00 – \$520.00

Email  
leadspons@gmail.com  
Already have an account? [Sign in here.](#)

Profile Link for Followers  
<https://www.linkedin.com/company/101535989/admin/feed/posts/>

Payment method  
 Card & Crypto Payment

**Complete Purchase**

**Summary**

LinkedIn Followers \$29.00  
Qty 1  
Amount of Followers 1,000 Followers

**Have a coupon?**

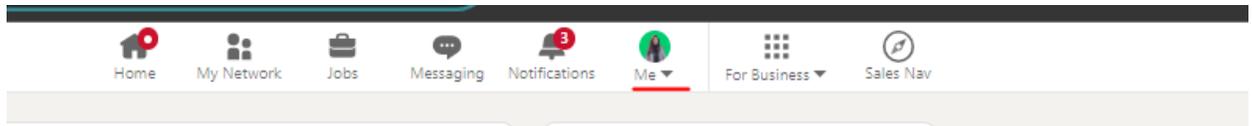
**Total USD \$29.00**

# Applying Branding to Your LinkedIn Company Page

## Steps:

### 1. Access Your LinkedIn Company Page:

- Log in to your LinkedIn account.
- Click the "Work" icon in the top menu bar.



- Select "Your Company Page" from the dropdown menu.
- If your company page doesn't exist yet, you'll need to create one by following the on-screen prompts.

### 2. Update Company Logo (5 minutes):

- On your company page, click the small edit icon next to your current logo (usually a placeholder image).

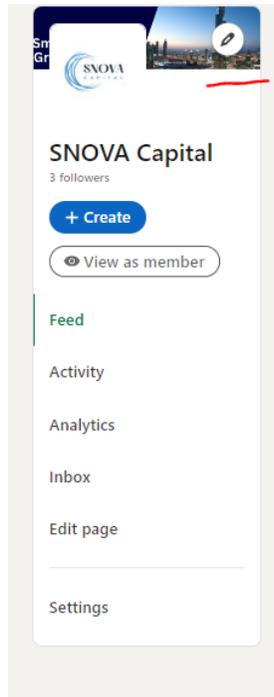
A screenshot of the LinkedIn company page edit interface. On the left is a sidebar menu with categories: Header, Page info (highlighted in green), Buttons, Home, Featured, About, Overview, Workplace, Commitments, Locations, Leads, Lead gen form, and Manage languages. The main content area is titled "Update basic information to increase Page Discovery" and includes a "Page logo" section with a placeholder image of a logo and an edit icon. Below this are three text input fields: "Name\*" containing "SNOVA Capital" (with a 13/100 character count), "LinkedIn public URL\*" containing "linkedin.com/company snova-capital", and "Tagline" containing "An Alternative Investment Firm" (with a 30/120 character count). A link "Manage information in another language" is visible at the bottom.

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- In the pop-up window, select "Upload photo".
- Choose your company logo from your device and click "Open".

- A preview of your logo will appear. You can adjust the position and size using the on-screen tools.
- Once satisfied, click "Save".

### 3. Update Banner Image (5 minutes):

- Click the large edit icon located directly below your current banner image.



- Select "Upload photo" and choose a visually appealing image that represents your company's brand and offerings.
  - Consider using high-quality photos, illustrations, or graphics that are consistent with your brand colors and messaging.
- Similar to the logo, you can adjust the position and size of the banner image using the on-screen tools.
- Once satisfied, click "Save".

### 4. (Optional) Update Company Description (10 minutes):

- Click the "About" section on your company page.
- Locate the "Company Description" area and click the edit icon (usually a pen icon).

- Craft a compelling and concise description (around 200 words) that highlights your company's mission, expertise, target audience, and any unique value propositions.
- Use strong keywords relevant to your industry to improve discoverability in search results.
- Proofread your description carefully before clicking **"Save"**.

## Creating a LinkedIn Sponsored Content Campaign

This guide outlines the steps for creating a compelling LinkedIn Sponsored Content campaign to reach a targeted audience and achieve your marketing goals.

### Preparation:

#### Define Campaign Goals:

What do you want to achieve with your Sponsored Content? (e.g., brand awareness, lead generation, website traffic)

Identify Your Target Audience:

Who are you trying to reach with your content? (e.g., job titles, industries, company sizes)

## Gather Content Ideas:

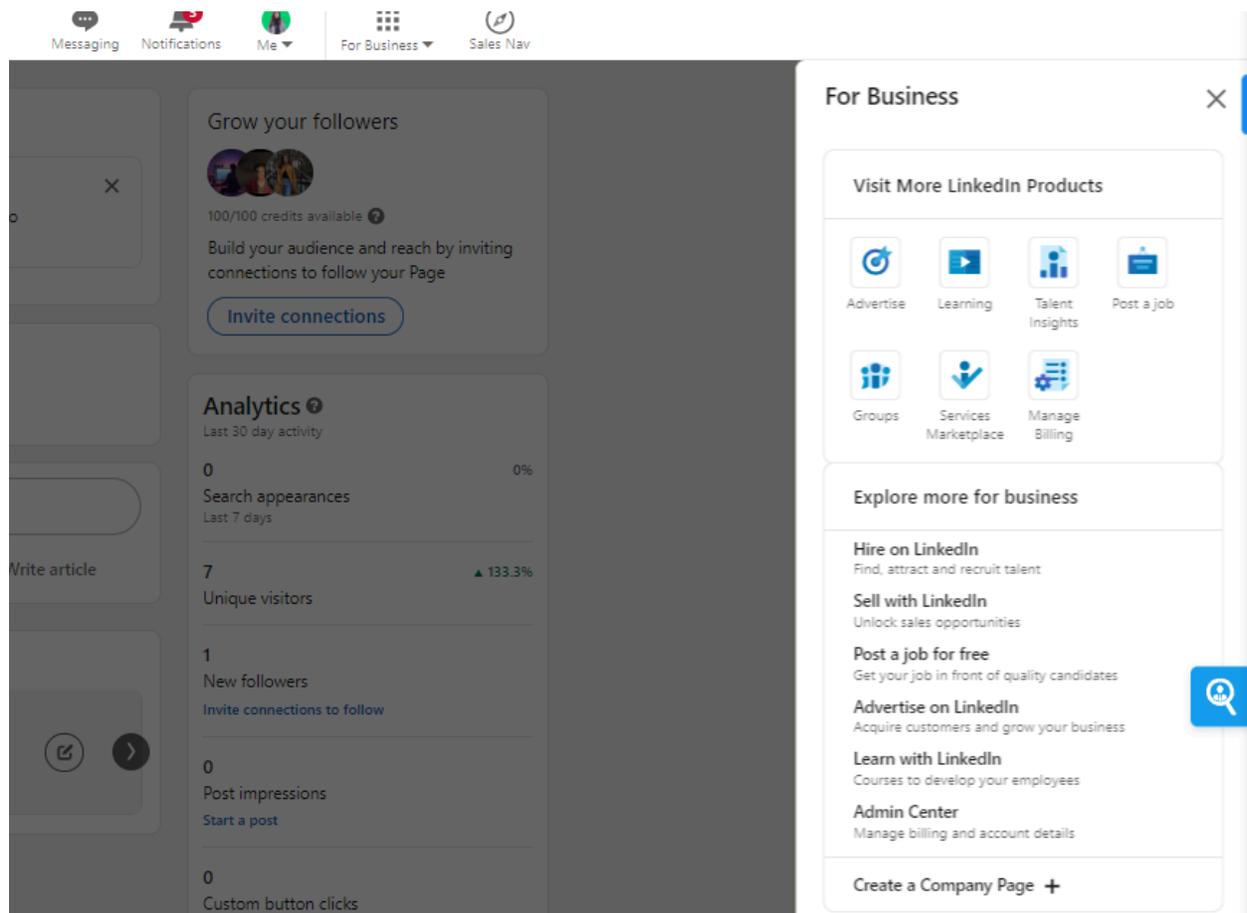
Look at successful LinkedIn Sponsored Content examples in your industry or from competitors.

Consider different content formats (single image, video, carousel) based on your goals and the examples.

Campaign Setup:

## Access LinkedIn Campaign Manager:

Log in to your LinkedIn account and navigate to the **"Marketing Solutions"** section.



Click on **"Campaign Manager"** to access the ad creation platform.

## Create a New Campaign:

Choose "Create campaign" and select "Sponsored Content" as the campaign objective.

The screenshot shows the LinkedIn Campaign Manager interface. At the top, there's a dark blue header with the LinkedIn logo and 'CAMPAIGN MANAGER'. Below the header, there's a navigation bar with a back arrow, 'Default Campaign Group' with an edit icon, and 'Untitled Campaign' with an edit icon. A 'BETA' badge is visible in the top right. The main content area is divided into two sections: 'Step 1 Set up Campaign' and 'Step 2 Set up Ads'. Under 'Step 1', there's a list of steps: Objective selection, Audience, Ad format, Placement, Budget & Schedule, and Conversion Tracking. The 'Objective' selection screen is active, showing a heading 'Objective' with a help icon. Below the heading is a prompt: 'Let's get started! Select the objective that best fits your goals below. Some objectives and ad formats are not yet available in the beta experience.' There are three columns of objectives: 'Awareness' (with a blue underline), 'Consideration' (with a teal underline), and 'Conversions' (with a purple underline). Under 'Awareness', there is one option: 'Brand awareness' with a help icon. Under 'Consideration', there are two options: 'Website visits' and 'Engagement'. Under 'Conversions', there are two options: 'Website conversions' with a help icon and 'Lead generation'. 'Video views' is listed below the 'Consideration' column but is not underlined.

## Campaign Details:

- Enter a campaign name for your own reference.
- Set a campaign start and end date (optional).

## Targeting Your Audience:

Targeting Options:

- Under "Targeting", define your ideal audience using filters like:
- Job titles, industries, and company sizes relevant to your goals.
- Skills and interests of your target audience.
- Geographic location targeting (if applicable).

## Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach [Close](#)

Q Search [Learn more about matched audiences](#)

<b>Audiences</b> Use your data to retarget website visitors or reach known contacts and accounts	List upload
	Lookalike
	Retargeting
	Third party
	Other

## Content Creation:

### Choose Your Content Format:

Select the format that best suits your content and goals:

- Single Image Ads
- Video Ads
- Carousel Ads

### Upload Your Content:

Ensure your visuals are high-quality, relevant to your audience, and meet LinkedIn's ad specifications.

### Craft a Compelling Headline:

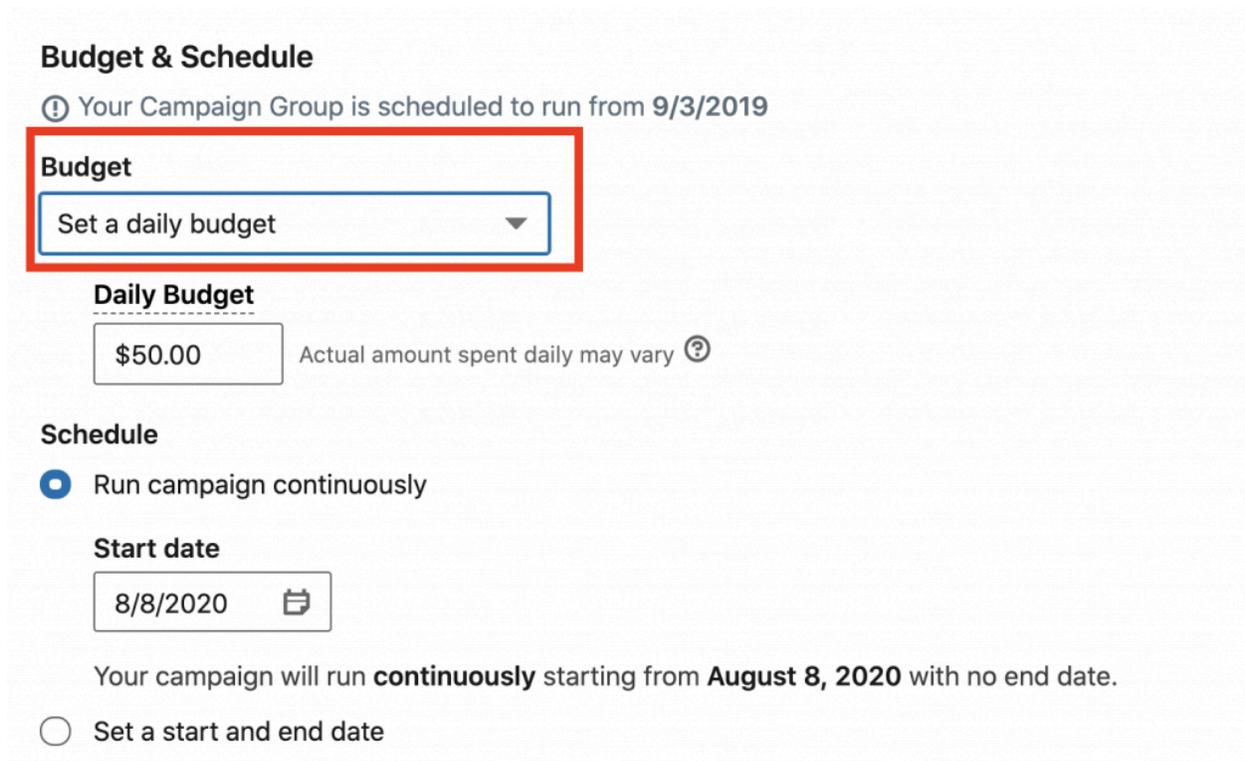
Keep it concise, clear, and attention-grabbing.

### Write Engaging Copy:

Briefly explain your message, value proposition, and call to action (CTA).  
Budget and Optimization:

### **Set Your Budget:**

Allocate a budget for your campaign based on your goals and resources.  
LinkedIn offers daily or total campaign budget options.



**Budget & Schedule**

ⓘ Your Campaign Group is scheduled to run from 9/3/2019

**Budget**

Set a daily budget ▼

**Daily Budget**

\$50.00 Actual amount spent daily may vary ⓘ

**Schedule**

Run campaign continuously

**Start date**

8/8/2020 📅

Your campaign will run **continuously** starting from **August 8, 2020** with no end date.

Set a start and end date

### **Monitor Performance:**

Track key metrics like impressions, clicks, engagement, and conversions.  
Optimize Your Campaign:

Based on performance data, refine your targeting, content, or budget allocation to improve results.

Launch and Monitor:

### **Review Your Campaign:**

Double-check all details before launching your campaign.

**Launch and Monitor:**

Start your campaign and track its performance through LinkedIn Campaign Manager.

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