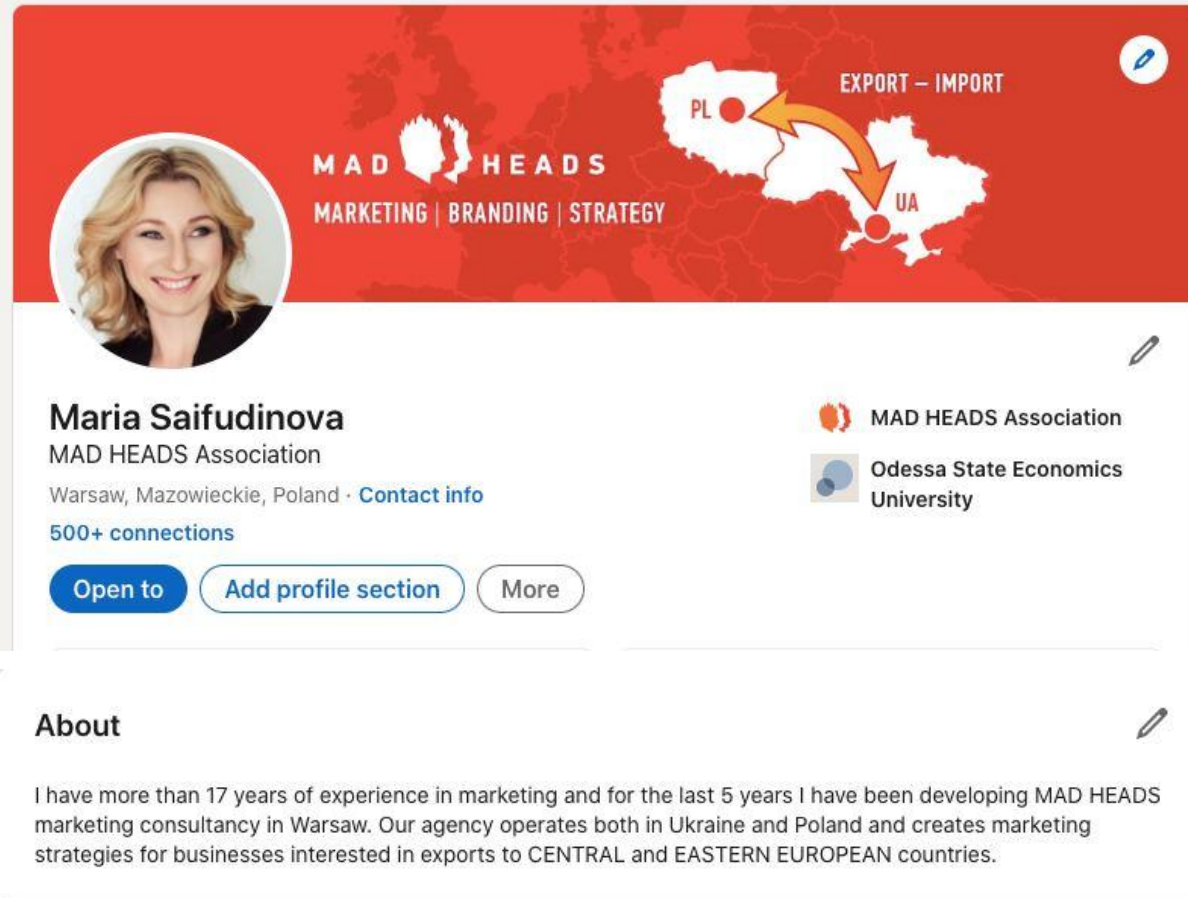


How to maximize the interest of the target audience by means of your personal profile?

By implementing these recommendations, your profile will be interesting to at least 30% of potential customers.



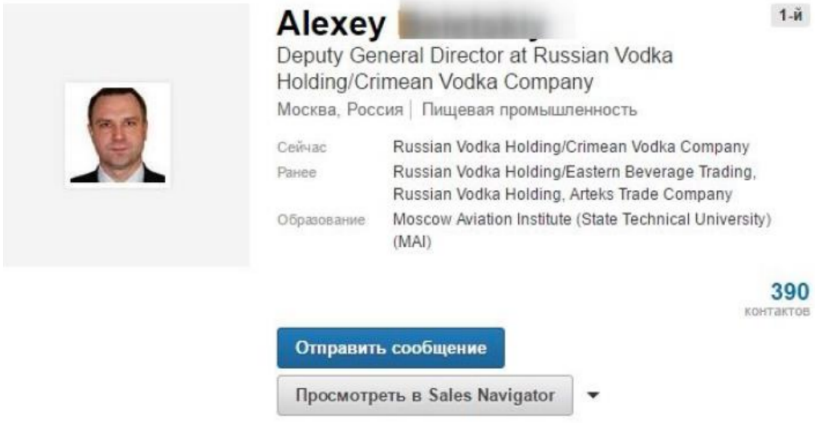
The screenshot shows a LinkedIn profile for Maria Saifudinova. The header features a red banner with a white map of Europe. The map highlights Poland (PL) and Ukraine (UA) with a double-headed arrow labeled 'EXPORT - IMPORT'. The text 'MAD HEADS' and 'MARKETING | BRANDING | STRATEGY' is displayed on the banner. Below the banner is a circular profile picture of Maria Saifudinova, a woman with blonde hair smiling. To the right of the photo are the logos for 'MAD HEADS Association' and 'Odessa State Economics University'. The profile name 'Maria Saifudinova' is followed by 'MAD HEADS Association' and 'Warsaw, Mazowieckie, Poland · Contact info'. Below this is '500+ connections' and three buttons: 'Open to', 'Add profile section', and 'More'. The 'About' section is visible below, starting with 'I have more than 17 years of experience in marketing and for the last 5 years I have been developing MAD HEADS marketing consultancy in Warsaw. Our agency operates both in Ukraine and Poland and creates marketing strategies for businesses interested in exports to CENTRAL and EASTERN EUROPEAN countries.'

1. Use a photo with a smile

When you smile in a photo, people will see you as a friendly person and will be more open to conversation. At the same time, the smile should be modest :)

2. In the header highlight what result the client will get from working with you.

This is the basis on which 90% of clients will decide to contact you or not... No one will thoroughly study your profile (except for the headhunters, and that's not a given). Example of a bad headline:



Alexey [redacted] 1-й
Deputy General Director at Russian Vodka Holding/Crimean Vodka Company
Москва, Россия | Пищевая промышленность

Сейчас	Russian Vodka Holding/Crimean Vodka Company
Ранее	Russian Vodka Holding/Eastern Beverage Trading, Russian Vodka Holding, Arteks Trade Company
Образование	Moscow Aviation Institute (State Technical University) (MAI)

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КОНТАКТОВ

Отправить сообщение

Просмотреть в Sales Navigator

We recommend the following format: WHO ARE YOU? | We help: CUSTOMER BENEFIT (HOW?)

3. Apply "storytelling" in general terms

Tell a story that paints the picture you want to convey to your potential customers, how you're different from others, and conclude with a call to action.

Use the following pattern:

We help: marketing directors, owners of medium and small businesses, owners of B2B companies find new opportunities for business development through consumer and competitor market research.

This is what we are for: we develop marketing and content strategies that help choose the right business development vector.

This approach allowed us and our customers to confidently increase business income.

Working with us you will solve all the problems and difficulties related to marketing information, you will see a clear path to achieve your business goals.

Additional points for optimization:

1. A list of 7-10 key phrases that customers use
2. Check for "humanity" / Anti-sellers
3. Is there a single call to action?
4. Is there relevant work experience?
5. Are there 3-5 recommendations?
6. Include "key phrases" in the skills section and validate them
7. Are there useful tools for your customers?
8. Open access to the profile
9. Add a link to the site/page
10. Number of relevant groups
11. The number of contacts is more than 500 (500+)

Link to check your level according to LinkedIn - <https://www.linkedin.com/sales/ssi>