



TOP 9 REASONS YOUR LINKEDIN PRESENCE MATTERS





01

When your executives' LinkedIn profiles are **on-message** and reflect the **company branding**, you position them as a **team of confident and trusted professionals.**





02

Your LinkedIn profiles provide a showcase to **tell your company story**, express your vision in a compelling way, **captivate your audience**, and invite visitors to be part of what you are building.





03

People who **fit your culture** can see themselves in your company's story, and get excited about talking to you. Equally important, you **limit time spent** with people who are not a cultural fit.





04

When you are raising a round, your profiles **show investors** that your team's background makes you **uniquely qualified** to deliver on your vision.





05

Great leaders **lead by example**. When you have an excellent profile, your team is more likely to have **equally strong profiles**. When you are active on LinkedIn, showing thought leadership and engaging with customers, your team is more likely to do the same.





06

78% of C-level executives google someone before meeting with them. LinkedIn profiles are typically at the **top of the search results**, and people are likely to click on them, meaning you can use profiles to **feed people the story** you want them to discover.





07

Younger executives are particularly interested in who is behind a business, and your social media presence influences their decision about applying for and accepting a job.





08

You are **more findable**. Partners looking for expertise in a specific area, customers searching for solutions, reporters and producers needing an expert, and event planners wanting an ideal speaker for events can **easily discover you**.





09

88% of business decision makers say **thought leadership increases trust** in an organization. LinkedIn offers a **powerful and cost-effective way** to position your executives as thought leaders.





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