

# Muhammad Kalim's LinkedIn Strategy

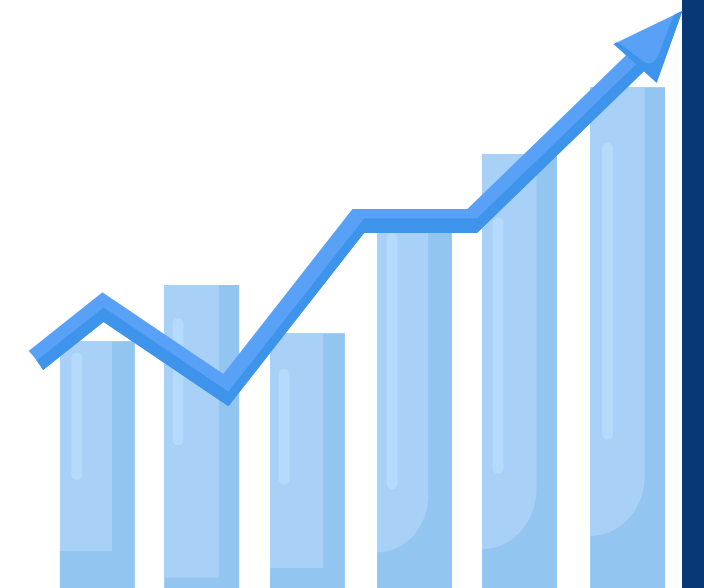
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A Social Media Strategy to Improve Muhammad Kalim's LinkedIn Efforts



## 3 Benefits of Developing a Social Media Strategy

- 1. Increased brand visibility:** Significantly boost brand visibility by reaching a larger audience and increasing brand awareness through targeted content and advertising.
- 2. Improved customer engagement:** Enables businesses and creators to actively engage with their customers, fostering relationships, and gathering valuable feedback.
- 3. Enhanced market insights:** Gather valuable market insights by monitoring conversations, trends, and customer preferences to help you make informed decisions and stay ahead of the competition.



# Social Media Strategy Steps

**Step 1** - Internal Audit.

**Step 2** - Identify Target Audience and their Needs.

**Step 3** - Set Achievable Goals.

**Step 4** - Be Active and Engaging Online.

**Step 5** - Track Your Results.



# Internal Audit

## What is working?

- **Great Range of Quality Content** - From quotes to meetings to numerous speaking engagements, there is a nice variety of high quality content to keep your audience engaged.
- **Great Collaborations** - Collaborations with other thought leaders and institutions increases your image as a thought leader and increases networking opportunities.



# Internal Audit

## What needs to improve?

- **Poor Engagement** - For a page with over 20,000 followers, a range of 50-150 likes per post is quite low. Perhaps some of your audience does not relate to the content enough to engage.
- **Lack of Clear Direction** - Linked to the point above. Although there is a wide variety of content, there doesn't seem to be a clear plan and posts are made randomly.



# Identify Target Audience and their Needs

## ➤➤ Who is our Ideal Customer?

If we want to build a relationship with our audience, we need to know who they are. In order to identify our ideal audience member, we need to create **Archetypes**. **Archetypes** describe patterns of behaviors, attitudes and motivations shared between people.

We can give our target Archetype a title and description to help us understand their needs.



**Financial Frank**

Financial Frank's primary objectives include advancing his career, gaining deep financial insights, and expanding his professional network. He is highly motivated to develop his financial and managerial skills further, and he seeks relevant content and expert advice to accomplish this. He values thought leadership in areas like leadership, CFO services, advisory services, entrepreneurship, and investment strategy.



# Identify Target Audience and their Needs

## ➤➤ What does Financial Frank NEED?



Financial Frank

**Professional Growth:** He is looking to advance his career in finance and wants to stay updated with industry trends and best practices.

**Financial Insights:** He seeks expert advice on financial strategies, CFO services, and investment strategies to enhance his knowledge.

**Networking:** He wants to connect with industry leaders and professionals who share his interests in leadership, advisory services, entrepreneurship, and financial management.

**Skill Development:** He is keen on improving his financial and managerial skills through valuable content and insights.



## Identify Target Audience and their Needs

### ➤➤ **When Might we Interact With our Ideal Customer? How do Principles Help us Communicate a Consistent Message?**

Interactions are any moment a brand engages with an audience member..  
In order to build a strong relationship with our audience, all our interactions need to be **consistent** and **meaningful**.

In order to remain consistent and valuable through our use of social media and all our interactions, we need the right **principles** to **guide** our interactions, enabling us to make decisions that the target audience will find meaningful.



# Identify Target Audience and their Needs

## ➤➤ Developing Clear Principles Based on Your Audience's Needs



Financial Frank

Because Financial Frank needs...	The experiences must be...
Wants to experience <b>Professional Growth</b>	Motivational
Wants to experience <b>Financial Insights</b>	Informative
Wants to experience <b>Networking</b>	Compelling
Wants to experience <b>Skill Development</b>	Educational



# Identify Target Audience and their Needs

➤➤ **What Features should Muhammad Kalim Include across his Social Media Platforms?**



**Financial Frank**

	DREAMING	PLANNING	EXPERIENCING	SHARING
Stages				
Activities	Get Inspired	Search for Financial Advice	Through consultations or Speaking Engagements	Review Experience
Interactions	Showcase your achievements and motivate them inspirational posts.	Post authentic reviews of those you have helped with tips for strong brand positioning.	Your audience posting their own content of their experiences with you - may tag you!	Repost your audience's posts to encourage them to post/repost you more.

Experience Principles: Motivational, Educational, Compelling, Informative



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# Set Achievable Objectives

## STEP 3



It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound. SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators.

- **Increase Followers:** Grow from 20,000 to 30,000 followers within 6 months.
- **Increase Engagement:** Achieve an average of 500 likes on each post within 6 months.
- **Position as an Industry Expert:** Establish the owner as a thought leader in leadership, CFO services, advisory services, entrepreneurship, and investment strategy.

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# Be Active and Engaging Online

## STEP 4

- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.
- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.



# Be Active and Engaging Online

## Content Strategy

- **Thought Leadership Posts:**
  - Share insights on leadership, CFO services, and advisory services with practical examples.
  - **Example:** "5 Key Traits of Successful Leaders: A Thread 🚀  
#Leadership #SuccessStories"
- **Financial Tips and Advice:**
  - Offer financial advice, investment strategies, and CFO service benefits.
  - **Example:** "The Art of Efficient Cash Flow Management 💰  
#FinancialTips #CFOservices"



# Be Active and Engaging Online

## Content Strategy

- **Entrepreneurship Insights:**
  - Highlight entrepreneurial success stories and provide tips for startups.
  - **Example:** "How to Navigate Challenges as an Entrepreneur 🚀  
#Entrepreneurship #SuccessStories"
- **Industry Trends and News:**
  - Share relevant industry news and discuss their implications.
  - **Example:** "The Future of Investments: Trends to Watch in 2023  
📈 #InvestmentStrategy #FinanceNews"



### Content Strategy

- **Interactive Content:**
  - Ask questions, conduct polls, and engage with the audience.
  - **Example:** "Poll: Which investment sector do you think will perform best in the next year? Share your thoughts! 📊  
#InvestmentStrategy"



### Posting Schedule

- **Frequency:** Post at least 3-4 times per week to maintain consistency.
- **Optimal Times:** Schedule posts during peak LinkedIn usage hours (morning and early afternoon).
- **Variety:** Mix informative, inspirational, and interactive content.



### Engagement Strategy

- **Respond to Comments:** Engage with comments promptly to foster conversations.
- **Collaborate:** Collaborate with other industry influencers for guest posts or joint webinars.
- **LinkedIn Live:** Host live sessions to discuss trending topics and answer questions in real-time.
- **LinkedIn Groups:** Join and actively participate in relevant LinkedIn groups to expand the network.
- **Connections:** Regularly connect with industry professionals, especially those who engage with the content.



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### Key Performance Indicators (KPIs)

- **Follower Growth Rate:** Monitor the monthly increase in followers.
- **Engagement Rate:** Track likes, comments, and shares on posts.
- **Thought Leadership:** Measure the number of mentions and profile views.
- **Content Reach:** Analyze the reach of posts through impressions and shares.



# Track Your Results

**What should I continue doing?**

<b>LinkedIn</b>
<b>What's working:</b>
<b>Why is it working:</b>
<b>Action items:</b>



# Track Your Results

## What should I STOP doing?

<b>LinkedIn</b>
<b>What is not working:</b>
<b>Why is it not working:</b>
<b>Action items:</b>



# Track Your Results

## STEP 5

**What should I START doing?**

<b>LinkedIn</b>
<b>What can I do:</b>
<b>Why will it work:</b>
<b>Action items:</b>



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Thank You