

Professional Branding & Selling – *How to be more effective and present on social media*

(a tactical and technical approach with focus LinkedIn)

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EUROPEAN UNION
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DEVELOPMENT FUND



REPUBLIC OF SLOVENIA



SLOVENSKA
POSLOVNA
TOČKA



Social Selling – Espresso Format

Build trust

Interact more

Connect

Comment

Listen



Professional Branding is a mindset

Interaction leads to networking

Networking leads to conversations.

Conversations lead to relationships.

Relationships lead to success

(or a recommendation).

LinkedIn
founded 2002

said back in
2004



**Find and Contact the People You Need
Through
the People You Already Trust**

Digital and social: it is free but not for nothing

1. 1 second of attention: vertical, animated, being thankful
2. Be helpful within 48 hours: questions and answers
3. Repetition equals remember: interaction is key
4. Content routine at 0.3%: leave the laziness to the others
5. 15 minutes a day is enough

All links of today | www.roger.social



Images free: www.pexels.com | www.unsplash.com

For your header: www.canva.com

For your profile pic: www.remove.bg

questions asked www.alsoasked.com

write text with AI www.rogers.tips/neuroflash

social selling index www.linkedin.com/sales/ssi

social media planer www.buffer.com

Your connections:
<https://www.linkedin.com/mynetwork/invitation-manager>



Thank you for your attention

Lets talk along with a nice tea or coffee

<https://www.linkedin.com/in/rogerbasler>



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TAKE AWAYS FOR LINKEDIN



- 1 **1 second** of attention: vertical, animated, being thankful



- 2 **Repetition** equals remembering



- 3 Be helpful within **48 hours**: questions and answers



- 4 Content routine at **4%**: leave the laziness to the others



- 5 Content curation for multiplication: do not double post



- 6 If you share, you have only **50%** reach or less: because, the post has already been shared



- 7 Create content **yourself** instead of sharing existing content



- 8 Show faces and people



- 9 Simple statements, direct address



- 10 **LIKE!** Interact! Comment!



- 11 Rather **vertical format** media



- 12 Texts and graphics which are easily **recognizable** and quick to grasp



- 13 **Encouraging interactivity** (polls, slideshows, quizzes, prompts) - these are landscape format but still work



- 14 Providing value within the next **24-48 hours** for the reader



- 15 Written in **multiple sections**



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TAKE AWAYS FOR LINKEDIN



16 **Portrait images**

because screen from
smartphone



17 **Subtitles** on videos

(because **80%** silent
mode)



18 Videos in which
something happens
(after **2** to **4** seconds)



19 Multiple images
to click



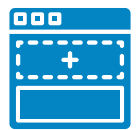
20 **Slideshows**
(PDFs)



21 Make sure people see
your **through**
interaction



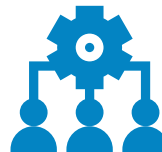
22 **Multi-line texts**
(sections), because
"more..."



23 Check
your SSI
regularly



24 **Support**
your
colleagues



25 Have
a good
feed hygiene



26 **Surveys,**
because
interactive



27 Show your
face and
your **team**



28 Have
15
minutes
twice a week



29 **Give away insights,** not insider
information



30 **Smile!**

