

10 Quick LinkedIn Tips and Tricks for CPAs

Michael M. McDonough, RICP, AIF, CPA - inactive
President

Michael M. McDonough, Inc.
2009 Mackenzie Way, Suite 100
Cranberry Township, PA 16066

724-720-9317

michael@mmmadvisory.com
www.mmmadvisory.com



Tip 1. Keep your profile fresh

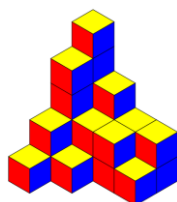
Update your LinkedIn company and personal profiles every few months to stay fresh and current with your niche market, connections, and followers.



Tip 3. Solicit Recommendations

LinkedIn recommendations are a great way to establish credibility with clients in your niche market. Ask for recommendations from clients and other professionals who have a strong working relationship with you. Ask them to mention specific examples of excellent service and integrity.

Tip 4. Craft a connections strategy



It's tempting to view LinkedIn as a numbers game because more connections lead to more potential clients, right?

But connecting with everyone may not make sense as you can realistically manage only a certain number of people.

Tip 2. Post activity updates

Stand out on LinkedIn by posting regular activity or status updates. Post links to your blog (if you have one), information about conferences you're attending, links to interesting articles and commentary, information on timely tax and other finance topics, and news about your firm.



Tip 5. Manage your time



Social networking can eat up your day if you don't watch out. From posting status updates to trolling through your connections' connections, you can always find something to do. So, be disciplined in using your time efficiently and effectively.

Create a daily LinkedIn checklist to keep you organized and focused. Also, software like Hootsuite allows you to post updates to LinkedIn, Facebook, and Twitter simultaneously. You can schedule posts for later in the day or at any time, so you don't have to stay on social media all day.

And don't forget about connecting online with people you meet in other ways. If you exchange business cards with someone at an in-person networking event, connect with that person later on. If you form a relationship with someone via e-mail or phone calls, send them a LinkedIn invitation.

Tip 7. Cross-reference your networks

If you're on other social networks, such as Facebook and Twitter, you can mine those networks and see if your clients there will connect with you on LinkedIn. That's a big advantage of Twitter, where you can follow people you don't know.

twitter



Over time, if you retweet their postings and tweet about things that those people find interesting, they may start following you. Then, you can ask them to connect with you on LinkedIn, which may take your network to a whole new level.

Tip 9. Integrate LinkedIn into your overall marketing strategy

Whatever you do on LinkedIn, incorporate it into your overall marketing strategy. Make sure you're echoing the same themes about your expertise, experience, and what you have to offer clients on your website, in all of your social networking efforts and across your marketing platform.

Tip 6. Use groups to target your niche

LinkedIn is a great way to find and connect with various niche groups. You can find groups for any profession, special interests and hobbies, certain colleges and universities, and even cities. For example, if you work with attorneys and want to find more attorneys as clients, join an American Bar Association Group or a local attorney group.

Tip 8. Answer questions



Answering questions posed by people in your groups is another way to get noticed. Pick a LinkedIn group or two where you concentrate your efforts and answer a couple of questions a week that play to your strengths. Showcase your experience to maximize your impact.

Tip 10. Leverage LinkedIn as a recruitment tool

Use LinkedIn as a tool to recruit staff and check out the background of potential hires to see who they are connected to. You can even use your LinkedIn network to generate referrals to people who are currently employed but who may be interested in hearing about new opportunities. Using LinkedIn to hire new staff members could save you time and money in finding the perfect candidate for your firm.

A financial advisory practice specializing in three disciplines. We help:

1. individuals successfully navigate make-or-break planning challenges to structure durable lifetime income in retirement.
2. business owners coordinate business & personal financial planning, so they have less stress, and can remain focused and in control of their generational wealth.
3. attorneys, accountants and other professionals deliver more value to their clients in areas clients value most.

Securities and advisory services offered through Cetera Advisor Networks LLC, member FINRA/SIPC, a broker/dealer and a Registered Investment Adviser. Michael M. McDonough, Inc. is a separate entity from Cetera Advisor Networks LLC.