

# How to stand out on LinkedIn in 2022

## LINKEDIN POTENTIAL

LinkedIn has a huge organic potential. It is the best in terms of generating warm leads, meaningful connections, or just engagement.

[HTTPS://](https://)

## DO NOT!

Don't connect with random people: it will drag your engagement rate down and confuse the algorithm.



## TARGET AUDIENCE

Use LinkedIn search to find your true target audience (hashtags, 1st and 2nd degree connections, those who work in relevant industries.)



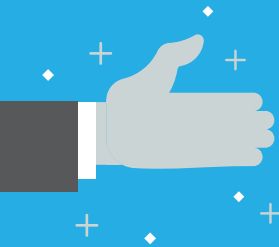
## KEYWORDS AND HASHTAGS

Use certain keywords and hashtags to call out who you are trying to reach: LinkedIn will boost your post to those people.



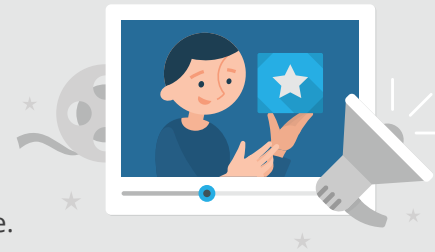
## PERSONALIZED CONNECTION

Send a connection request with a personalized message about why you would like to connect.



## VIDEO MARKETING

Focus on video content. Create a mix of pre-recorded and live videos that will be relevant to your audience.



## PERSONAL STORY TELLING

Connect with your audience through personal stories: tell a personal story, and/or share a struggle.



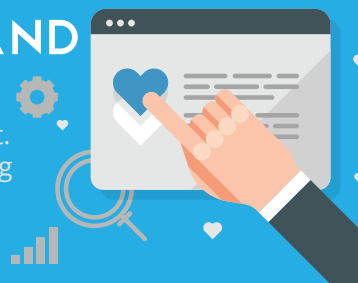
## TIME SPENT ON PAGE

Use the first and second lines of your post to write a really engaging hook



## INTERACTION AND ENGAGEMENT

Always interact with engagement. Don't kill a conversation by saying "Hey, great point, thank you for commenting."



## AUDIENCE

Use curated content to keep your audience engaged and ask for their opinion.



## QUALITY OVER QUANTITY

Prioritize quality over quantity. Create high-quality and meaningful, intentional strategic content.



## RESULTS

Don't focus solely on creating the content; you need to focus on promotion to get good results.

