

5

Ways Financial Professionals* Can Stand Out from Their Competition on LinkedIn



1 Complete Your Profile

Don't leave blank fields. The more information you provide, the easier it can be for existing and prospective clients to find you.

2 Use Specific Keywords

Using specific keywords throughout your profile can help people find you when they search for people who are associated with those keywords.

3 Customize Your Hyperlink

Change your profile hyperlink to something that can be easily remembered when you include it on your communications. Simply click on "Edit Public Profile & URL" in the top right corner of your profile page to change this setting.

4 Participate in Groups

Join groups that reflect your expertise, interests, and geographic location. Each time you do, the group name is added to your profile and can be picked up by search engines.

5 Multimedia Marketing

There are many forms of communication that can be used to invite people to view your profile and join your network. If you have a website, blog, seminar slides, presentations, business card, e-mail signature, or stationery, include a link to your LinkedIn profile.



To discover more social media tips and guides, reach out to your Broker General Agency (BGA).

* In order to sell life insurance a financial professional must be a properly licensed and appointed life insurance producer.



Pacific Life Insurance Company
Newport Beach, CA
(800) 800-7681 • www.PacificLife.com

Pacific Life is a product provider. It is not a fiduciary and therefore does not give advice or make recommendations regarding insurance or investment products.

This material is intended for Financial Professional use only. Not for public distribution.

Pacific Life Insurance Company is licensed to issue insurance products in all states except New York. Product/material availability and features may vary by state.

Insurance products and their guarantees, including optional benefits and any crediting rates, are backed by the financial strength and claims-paying ability of the issuing insurance company. Look to the strength of the life insurance company with regard to such guarantees as these guarantees are not backed by the broker-dealer, insurance agency, or their affiliates from which products are purchased. Neither these entities nor their representatives make any representation or assurance regarding the claims-paying ability of the life insurance company.

Investment and Insurance Products: Not a Deposit

Not FDIC Insured

Not Insured by any Federal Government Agency

No Bank Guarantee

May Lose Value