

Getting It Right: Top Tips for Your LinkedIn Profile



Sheri Fitts

Bringing a fresh perspective to marketing and social media solutions for the financial services arena.

Portland, Oregon | Financial Services

Current: ShoeFitts Marketing
Previous: LPL Financial, The Standard, Portland Female Executives
Recommendations: 19 people have recommended Sheri
Websites: ShoeFitts Marketing, Sheri Fitts Speaking

500+ connections

Summary

I am a speaker, consultant, strategic thinker and participant advocate who works with retirement plan organizations to help them leverage marketing, social media and personal connections to compete for and win business.

My retirement plan chops have been earned through a nearly 20 year career in the financial services marketplace – beginning as an award-winning graphic designer, moving into participant curriculum design, then onto sales and marketing.

Today, at ShoeFitts Marketing, I lead the planning, development and execution of business development, marketing communications and brand engagement programs for organizations and individuals whose focus is the retirement plan marketplace. I love what I do. I enjoy helping advisors, Third Party Administrators (TPAs) and other businesses take small meaningful steps to create big results.

I started early in marketing and sales. My first attempt, at five years old, was door-to-door sales of "perfume". (My product was made with rose petals and water, packaged in baby-food jars.) Since then I have honed my craft and received awards and recognition from the Plan Sponsor Council of America, Pension and Investments, National Association of Government Defined Contribution Administrators, and the International Association of Business Communicators.

I am known for my strategic thinking in the realm of retirement plans, my willingness to take risks and be different, and my fabulous Twitter handle: @missfitts.

Specialties: Retirement plan sales, marketing and communications * Business-to-business business development * Strategic planning and marketing, including creative development * 401(k), 403(b), 457 * eMarketing * Social Media * Curriculum development / training

Experience

Founder

ShoeFitts Marketing

December 2012 – Present (2 years 3 months) | Portland, Oregon



ShoeFitts Marketing was built on the belief that there is no "one-size fits all" approach to marketing. We believe that marketing—much like a great pair of shoes completes an ensemble—completes each advisor's business.

We don't help our clients decide asset allocation or record keeping platforms – and you probably shouldn't decide the right marketing mix. We believe a pair of steel toed boots is the right tool for an iron worker or auto mechanic—probably not so good for a ballerina or high school math teacher. Our approach is simple: use the right tool for the right job. Period.

When to create

Skills & Endorsements

Top Skills

99+	Marketing Communications	
99+	Strategy	
99+	Social Media Marketing	
90	Marketing	
87	Strategic Partnerships	
76	Social Media	
72	Retirement	
62	Marketing Strategy	
52	Social Networking	
49	Public Speaking	

Professional Headline

Using a professional headline to re-state a job title is a waste of valuable real estate. This area is best used for a 120 character elevator pitch. Good questions to answer with this headline: How do you help those that you serve? What do you bring to your clients?

Connections

LinkedIn likes profiles that have more connections – it adds to the validity of the individual. Shoot for over 250 to start. Connect with your current clients, prospects, vendors, colleagues, wholesalers, etc.

Profile Photo

LinkedIn's profile format is growing more visual in nature with each new release. The profile's photo is the foundation of the page. As of 2013, the actual photo size is larger and consumes a larger part of the overall profile screen. LinkedIn also uses the image to show users how they are connected with other users. A professional photo is critical.

Vanity URL

In this world of sharing and connecting, having a sloppy URL at the bottom of emails or introductions doesn't cut it. Use your name if possible; use your business name as an alternate. A vanity URL is an easy way to add some Google "juice" to a profile as well. (Juice = search engine optimization (SEO).)

Summary

A summary is not the place for a resume list. Given its prominence on a profile, the summary acts as an immediate hook for YOU and the reasons for what you do. A personalized summary creates a personalized interaction. If possible, try to sprinkle in a few keywords to help SEO.

Experience

This is the resume/job description area. Importing your existing resume is a good start, then take time to ensure that the content is focused and compelling for your particular audience.

Recommendations or Endorsements

Since LinkedIn now posts only two recommendations for each position, make certain that you've selected the best or most relevant. If you'd like, you can request recommendations, while endorsements seem to be akin to Facebook's "like" button. Note: Stay out of regulator hot water. Licensed individuals may have issues with both recommendations and endorsements. If so, you can easily hide these through the Edit Your Profile function.

