

Personal Branding through LinkedIn: Process Document

The Wise Idiot's process to help you build thought leadership through LinkedIn, in the right way, with maximum effectiveness.



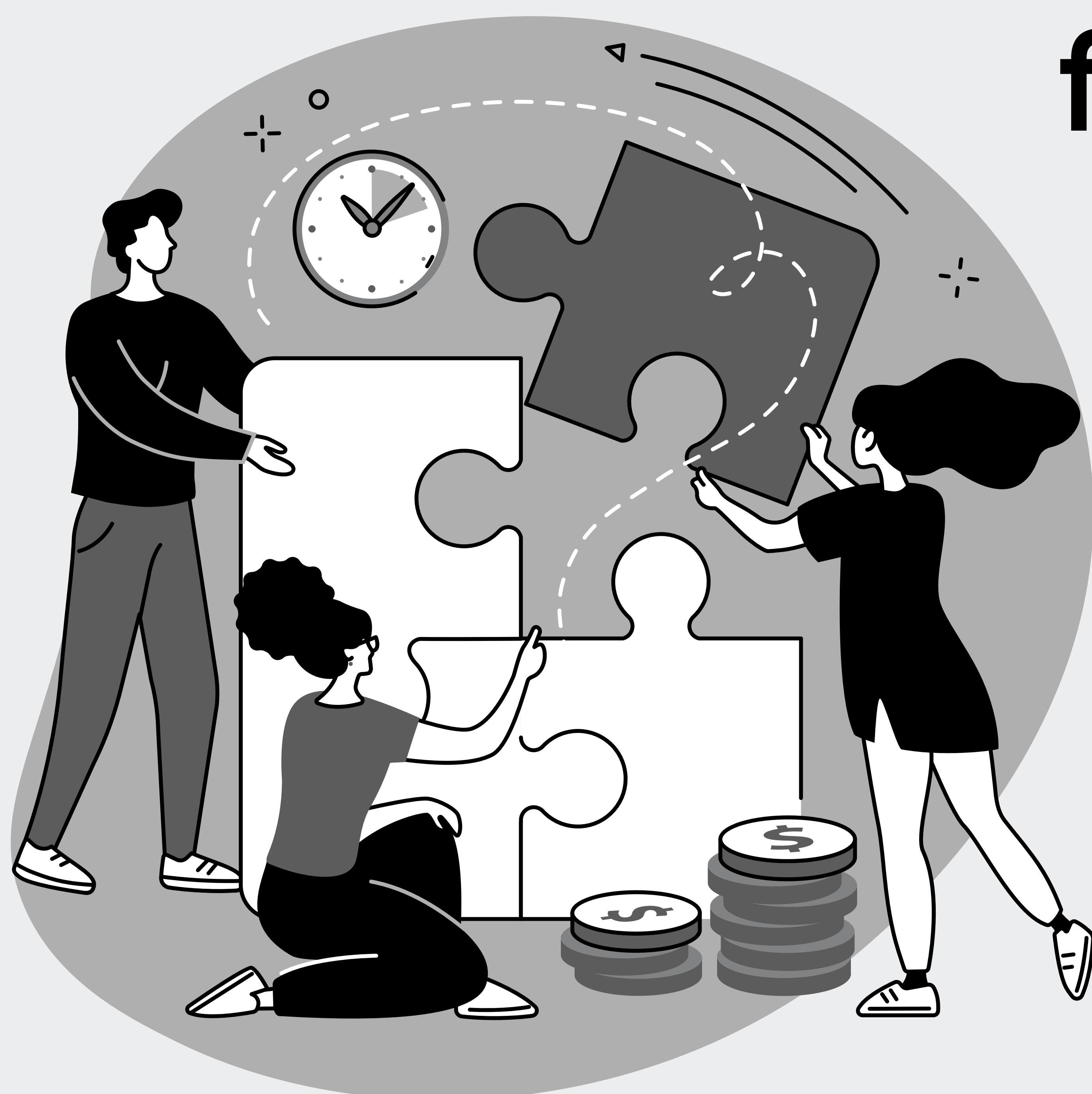
About The Wise Idiot




"We make good things better."

The Wise Idiot is a Mumbai-based content marketing agency. Over the last 6 years, we've helped hundreds of startups and conglomerates in the fintech, Saas, BFSI, and various sectors grow through effective marketing. We combine words with good aesthetics to help you achieve organic growth.



This solution is ideal for those



-  Wanting to build a community
-  Enhance their personal brand though greater credibility
-  Ultimately, drive leads through 'pull' marketing

Our Process

Stage

Tasks

Task Owner

Onboarding

Gather client information and understand goals

Account Manager

Do a pilot assignment with 3-5 posts to understand capability, working styles and chemistry

Account Manager
+ Client

On approval of pilot, document goals, scope of work and commercials into an agreement

Operations Team

Sign, stamp and return the agreement

Client

Content Strategy

Create ICPs (Ideal Customer Persona) based on research

Account Manager

Do a workshop with the client to understand and determine the ideal tonality, language and positioning

Account Manager

Research similar profiles

Account Manager

Formulate content strategy based on goals and audience, including calendar for content formats and posting frequency

Account Manager

Our Process

Stage	Tasks	Task Owner
Profile Optimization	Audit the current profile content	Account Manager
	One-time optimization by editing the written and visual content to suit goals and get it approved by the client	Writer + Designer
Content Creation	Write posts, articles, create videos, design graphics, etc. based on calendar	Writer + Designer
	Edit and perfect the content, share for approval	Editor
	Review and ensure content aligns with client's brand voice and values	Client
	Incorporate client feedback and revisions	Writer + Designer
Publishing and Performance Analytics	Schedule content posting on LinkedIn	Account Manager
	Edit the post if need be	Writer + Designer
	Track content performance metrics on monthly basis	Operations Team
	Generate and share the performance reports, include relevant metrics and insights	Account Manager
	Change strategy in consultation with the client (if applicable)	Account Manager + Client

Results you can expect

A 6-month effort on LinkedIn gets you

Increased Visibility

More exposure for your profile and brand since LinkedIn rewards active content creators

Growing Follower Base

Attract new followers who are interested in your insights and expertise.

Increased Engagement

Sparks conversations and discussions, leading to higher engagement rates on your posts.

Enhanced Reputation and Personal Brand Growth

Establish yourself as an authority in your industry or niche

Improved Website Traffic

Consistent LinkedIn posting can drive traffic to your other online platforms.

Networking and Collaboration Opportunities

Connections with other industry professionals, potential clients, or collaborators, leading to new networking opportunities.

Lead Generation

Attract potential leads who are interested in your services or products, converting them into clients.

THE WISE IDIOT 

Get in touch to start the growth journey

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