

sarahBee marketing and PR	LINKEDIN M.O.T.
COMPANY NAME	
YOUR NAME	
DATE	



PROFILE CHECKS			
1	You have a professional headshot and logo on your LinkedIn profile	Yes	No
2	Your profile is complete	Yes	No
3	You have personalised your LinkedIn url	Yes	No

CONNECTIONS CHECKS			
4	You always respond to connection invitations	Yes	No
5	You follow up on new meetings with connection invitations	Yes	No
6	You personalise your connection invitations	Yes	No

POSTINGS CHECKS			
7	You post at least twice a week (incorporating Twitter)	Yes	No
8	You know how to monitor and analyse your post engagement	Yes	No
9	You use a scheduling tool (e.g. Buffer, Hootsuite etc)	Yes	No



sarahBee
marketing can
help your
business do
better.

CONTENT CHECKS			
10	You know how to recycle content	Yes	No
11	You optimise your posts for search engines (SEO)	Yes	No
12	You use url links in your posts as well as hashtags	Yes	No
13	You use images and videos in your posts	Yes	No
14	You regularly like and share other people's posts	Yes	No

CORPORATE LINKEDIN			
15	You have a company LinkedIn page (with logo etc)	Yes	No
16	You incentivise people to follow your company page	Yes	No
17	You know how to create showcase pages from your company page	Yes	No

STRATEGY CHECKS			
18	You have a marketing and/or social media plan	Yes	No
19	You are a member of relevant industry groups on LinkedIn	Yes	No
20	You understand your buyer persona and target audience for LinkedIn	Yes	No
TOTALS			

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