

CATALYST

PERSONAL BRANDING FOR THE C-SUITE

Your complete guide to
building executive reach
and influence on LinkedIn.

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LINKEDIN IS YOUR CATALYST FOR SUCCESS

PEOPLE DO BUSINESS WITH PEOPLE

People do business with people. That's why it's so essential for B2B business leaders to have a strong executive profile and thought leadership presence on LinkedIn.

LinkedIn is the world's largest professional networking platform with over 1 billion members. It's a place where you can connect with potential customers, partners, and employees. It is the one key platform designed to grow your professional influence and authority within industry.

But building a solid personal brand on LinkedIn takes time and effort.

That's where our Personal Branding service comes in.

We'll help you create a profile highlighting your skills, experience and expertise.

We'll also help you connect with the right people and build relationships to help you grow your business and your executive career.



ONE

AMPLIFY YOUR PERSONAL BRAND

A structured approach designed exclusively for senior business leaders meticulously crafted to elevate your visibility, expand your reach and ignite your influence on LinkedIn. Welcome to the world of Personal Branding.

We'll work with you to:

1. Optimise your personal profile

We'll make sure your profile is complete, up-to-date and optimised for business impact.

2. Share your expertise, experience and values

We'll create and share content that showcases your expertise and thought leadership.

3. Actively respond to comments on your posts

We'll help you build relationships with your connections by actively engaging with them and thereby optimising your post's reach.

4. Create a bank of creative assets

We'll work with you to create a library of images, videos and carousels that will enhance your content and make it more engaging.

5. Proactively invite key industry players and target customers to connect

We'll identify and connect with the people who matter most for you and your business.



TWO

HOW WE ELEVATE YOUR INFLUENCE

With our Catalyst personal branding service for the C-Suite, we don't just build Executive profiles – we ignite a powerful presence that expands your network, Sparks compelling conversations and attracts invaluable contacts.

Personal Branding workshop

Step 1: The Interview:

We discover what drives you. We delve deep into your career journey, passions and values through a structured sit-down interview. This invaluable insight fuels authentic content that truly resonates with your audience.

Step 2: Photography:

Capture attention on LinkedIn. People are naturally drawn to images of people. That's why we include a professional photo shoot as part of our workshop. From captivating headshots to dynamic visuals, we curate a bank of images that make your profile stand out from the crowd.

Step 3: Optimised creative:

Maximise engagement with tailored creative content. Your LinkedIn network has diverse preferences and varying time constraints. Our team, along with our talented videographer, craft impactful video clips, insightful text posts and engaging carousels or graphics. We'll help you repurpose your content to ensure it captivates your audience.

DID YOU KNOW...

Brand messages shared by influential business leaders are reshared 24x more often (Nielsen).



THREE MAXIMISE YOUR CREDIBILITY AND IMPACT

Your LinkedIn profile is your gateway to credibility and influence. It is where curious minds seek out more about your expertise and insights.

But building your visibility and profile views won't matter if your profile fails to leave a lasting impression.

Profile Optimisation

We employ a comprehensive ten-point checklist to meticulously review and elevate your profile to new heights.

From your Banner to Recommendations, from your About section to a custom URL – every element will be fine-tuned to perfection, transforming your profile into a high-performance machine.

Discover Your Voice

Uncover the topics and issues that ignite your passion. We'll help you identify the key areas you want to discuss and be known for.



FOUR IGNITE ENGAGEMENT

In the fast-paced world of LinkedIn, timing is everything. The algorithm rewards posts where the creator swiftly responds to comments within the crucial first hour.

We get it – senior executives like you are busy with limited time for social media.

That's where we come in.

Effortless Engagement

No more hours spent scrolling and responding. Together, we'll build a comprehensive directory of pre-approved responses, ready for us to post on your behalf.

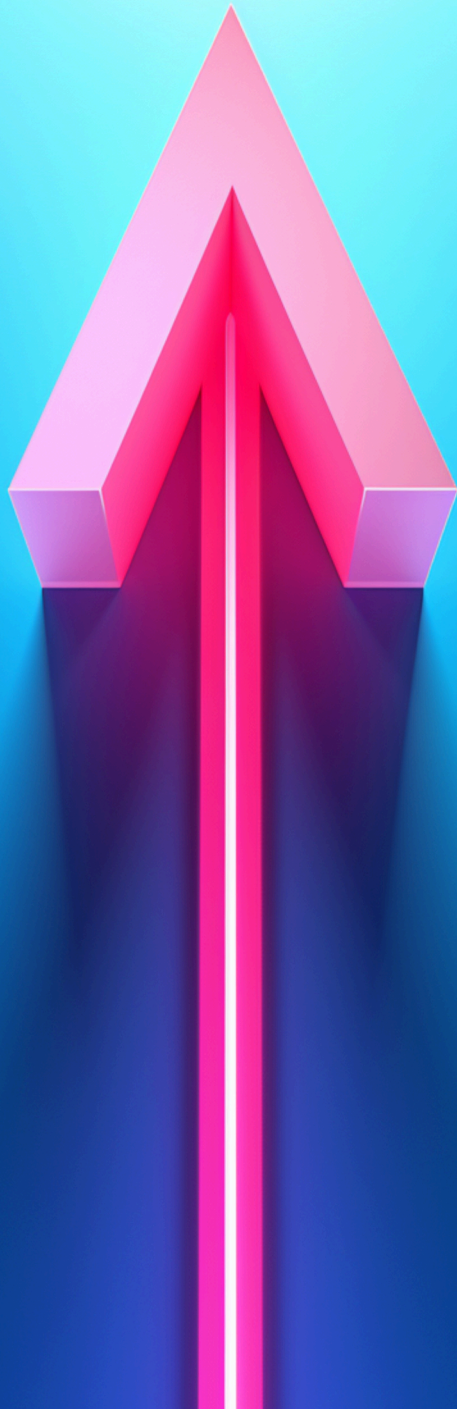
It's a live document that evolves as new questions arise from your followers and connections, ensuring your interactions are seamless and effective.

Amplify Your Presence

For optimal results, we'll need your LinkedIn login details. This enables us to leave comments on your behalf and closely monitor the metrics that reveal which posts resonate most with your audience.

Rest assured; your profile is in trusted hands.





FIVE

EXPAND YOUR NETWORK AND UNLOCK NEW HORIZONS ON LINKEDIN

Attracting the right connections is critical to your success as a senior business leader.

That's why we're here to supercharge your network growth with our cutting-edge LinkedIn personal branding service.

Strategic Networking

Each week, our dedicated team spends time in deep research to find your target customers and industry influencers.

We take the initiative on your behalf, sending carefully crafted connection requests and an approved direct message succinctly introducing who you are and why connecting with you is valuable.

We prioritise engaging and connecting with active LinkedIn users – i.e., those who actively post and comment.

Why? Their engagement fuels the fire of conversation and extends your reach and influence.

On LinkedIn, brevity wins hearts. Long sales pitches won't cut it. That's why we specialise in concise, direct messages that grab attention. People don't like being sold to, but they do respond when your message is short, compelling and personalised.



SIX MASTER THE ART OF LINKEDIN POSTING

Our expert posting services are designed to maximise your reach and impact as a senior business executive. Every month, we craft a meticulously planned content calendar tailored to your skills, knowledge and expertise.

Once you've approved the content calendar, we'll get to work on your LinkedIn posts. We'll ensure they are meticulously crafted to reflect your personal tone of voice. Once you've given the green light, we seamlessly schedule your posts for the month ahead.

Sit back and watch as your thought-provoking content captivates your audience and sparks meaningful conversations. We'll handle the technicalities while you focus on what matters most.

Your success is our priority. We'll arrange a 30-minute catch-up session at the end of each month. Share upcoming events, industry insights and business priorities, allowing us to fine-tune our approach and align with your goals.

1

**MONTHLY
CONTENT
CALENDAR**

2

**CONTENT
SCHEDULED
WEEKLY FOR
APPROVAL**

3

**ONCE APPROVED,
CONTENT
SCHEDULED FOR
WEEK AHEAD**

4

**MONTHLY
PROGRESS
MEETINGS**

DID YOU KNOW...

92% of people trust recommendations from individuals over other forms of brand messaging (Nielsen).

**Consistency in posting
is vital to building trust
and credibility.**





SEVEN

DATA-DRIVEN SUCCESS TO EMPOWER YOUR LINKEDIN JOURNEY

Our comprehensive reporting and ongoing optimisations are tailored exclusively for senior business leaders, ensuring a data-driven approach to navigating the constantly evolving LinkedIn landscape.

Track Your Triumphs

Quarterly, we deliver insightful reports showcasing your profile's progress. We dive deep into metrics like visibility, reach and influence.

We discover what's fuelling your success, identify areas for improvement and determine the necessary changes to propel your personal profile to new heights.

Ride the Wave of Change

LinkedIn's algorithm is ever-changing but don't worry, we've got you covered. Our team stays on top of the latest trends and developments, ensuring your account is always one step ahead. Count on us to adapt, optimise and fine-tune your profile to navigate the ever-changing LinkedIn algorithm.



EIGHT **UNLOCK YOUR POTENTIAL** **WITH OUR EXECUTIVE** **PROFILING SERVICES**

For senior business leaders seeking to amplify their presence and influence, we offer two types of service.

While both offer a structured approach that propels your visibility, expands your reach and maximises your influence, our Catalyst+ service goes one step further by providing an additional layer of thought leadership – delivered through a variety of your target media. Expand your influence beyond LinkedIn, leaving a lasting impact while showcasing your expertise.

Catalyst **Personal Branding**

Includes:

- Optimising your personal profile
- Creating a bank of creative assets including filming and photography once a year
- Posting on your behalf
- Responding to comments on your posts
- Inviting industry leaders and target customers to connect with you

Catalyst+ **Personal Branding &** **Thought Leadership**

All Personal Branding activities, plus:

- The development of editorial seed ideas and a target media list
- Placements and creation of thought leadership articles in target media
- Preparing briefs for press interviews





NINE

A CATALYST SUCCESS STORY

We have numerous success stories from senior business leaders we have worked with. But here's one to get started.

Three Goals, One Exceptional Campaign

We had three goals tailored to the needs of this senior executive:

- To raise the leader's business profile and influence.
- To engage and connect with senior level stakeholders within specific sectors.
- To connect with and showcase the business leader's knowledge and experience with specific target stakeholders.

In just the first quarter, the results were phenomenal:

- Reach soared from 5,720 to a staggering 68,561, up +1,098% on the previous quarter.
- Engagement surged from 95 to an astonishing 1,297, with extraordinary growth of +1,265%.
- Connections multiplied by +100%, establishing a powerful network of industry influencers and decision-makers.



ARE YOU READY TO UNLOCK YOUR CATALYST MOMENT?

Are you ready to experience a LinkedIn transformation like no other?

Step into the spotlight, seize opportunities and unleash your potential with our Catalyst personal branding service.

Let your success story be the next one to captivate the business world.

For more Catalyst success stories visit our [Personal Branding service page](#).





CONTACT US

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At EC-PR, we are passionate about B2B communication and pursuing our instinct to make tech brands distinct. We believe your work is amazing and we want to help you tell the world how extraordinary it is.

Follow us, drop us a connection request and hit the bell icon to stay updated with our top tips and success stories.



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