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LinkedIn Training

Now that you know what Marketing Cloud is and you understand the framework for every Marketing Cloud project, it's time to learn how to show off your skills and get people to come to YOU for jobs.

Today's LinkedIn lesson is all about making your life easier and reducing the amount of work you have to put in to apply for jobs.

So set yourself up and learn how to get people to come to you and ask you to work for them. It's time to change the game.

LinkedIn is your online portfolio.

Everything we talk about will give you the presentation of a professional person online, but there will be 2 things that will really separate you from the pack.

I'll go ahead and tell you now so you know **EXACTLY** what you need to do to stand out and get a Marketing Cloud job fast!

1. Interacting with Your Connections
2. Writing Content Daily or Weekly

Now that you already know the hack, let's set you up professionally so when you get your Marketing Cloud cert, you start getting these job offers!

I'm going to give you 3 quick tips for each section of LinkedIn and explain to you WHY each section is important.

I'm also going to show you examples of good looking LinkedIn profiles that you should model and use as inspiration.

Profile Picture

3 Tips

- Have a CLEAR profile picture - No blurriness
- Take a profile picture with a regular phone - Your iPhone or good quality Android will do the trick
- Take the picture in good lighting or around nature

Why a profile picture matters

People are visual and your profile picture will tell people if you're a qualified candidate just by how you present yourself.

Yes, people make judgments within less than 5 seconds based on a basic picture, so make sure yours looks good.

You CAN'T skip this.

This has to be a quality picture so make this your number 1 priority. Nothing else matters unless your profile picture is a good one.

Look at [my LinkedIn](#) profile Picture:



LinkedIn Banner

3 Tips

- Have a CLEAR purpose to your banner - What do you represent?
- Make sure your banner represents YOU - This is YOUR LinkedIn, not your company's
- Make a basic banner and then make it better over time as you get new ideas.

Why your LinkedIn Banner Matters

Just like the profile picture, people are visual and your Banner image will tell a story about you.

It's the fastest way for people to understand what you do and what you stand for.

Remember, people make judgments in less than 5 seconds based on images because we're such visual creatures.

So make sure your banner image clearly displays who you are and what you stand for.

You CAN'T skip this one either.

This should be your number 2 priority to focus on right behind your profile picture.

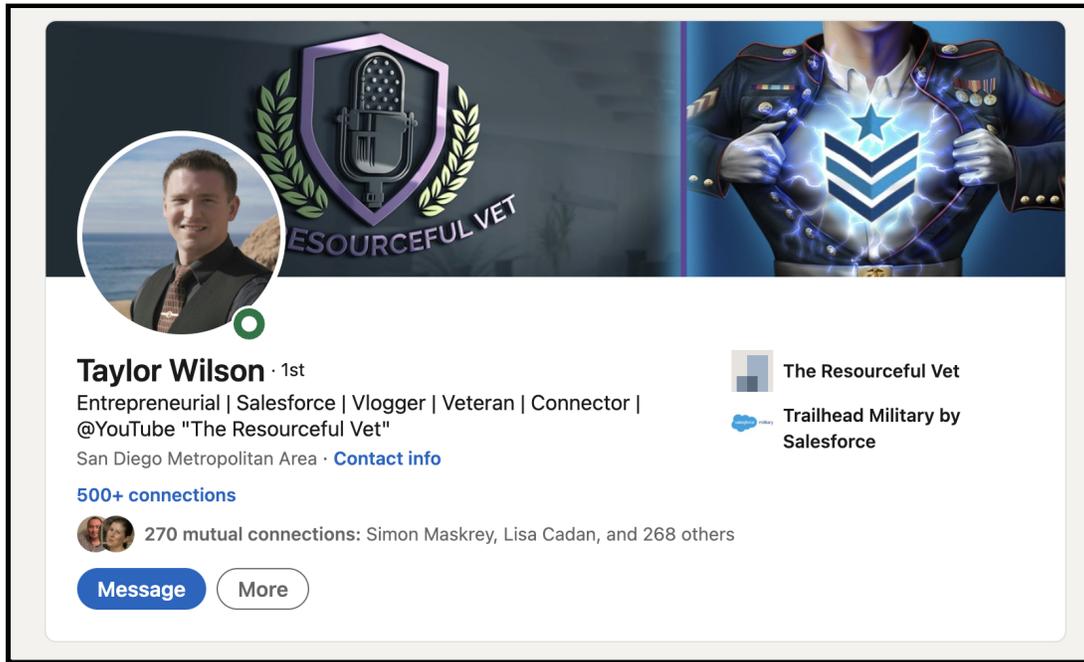
Some people even say this is more important than your profile picture because it's bigger than your profile pic.

I want to show you a picture of a GREAT profile picture done by my buddy [Taylor Wilson](#).

You can clearly see what he's about and you get an idea about what he stands for as soon as you go to his LinkedIn profile.

Kaelan Moss Challenge - Day 3

This image was done by someone on [Fiverr](#) - but if you know how to design a linkedin banner, you can do this on [Canva](#) and have it up by the end of the day.



Your Job Title

3 Tips

- Include KEYWORDS of the job you want to get recruited for
- Include what you do outside of work as well - If it relates to something professional. Don't just say anything (like "I like to fold socks for fun)
- Use these little lines right here to break up your title -> |

Why Your Job Title Matters

The title is going to be a major part in what causes your profile to show up for recruiters when they search for people who know Marketing Cloud.

You NEED to include the word MARKETING CLOUD in your title if you want to get recruiters and hiring managers to message you for a job in Marketing Cloud.

Just take a look at my [LinkedIn Profile](#) - All of the information in my title is crafted to be keyword heavy so people can find me easily.

Kaelan Moss
Salesforce Marketing Cloud Program Director at Revolent Group | YouTuber @MinuteAdmin | 2021 Salesforce Marketing Champion
Talks about #salesforce, #timefreedom, #workfromhome, #marketingcloud, and #digitalmarketing
Dallas, Texas, United States · [Contact info](#)
1,878 followers · 500+ connections

Revolent Group
University of Oklahoma

Open to Add section More

Your LinkedIn Title is another part of LinkedIn that you CAN'T skip.

Your Profile Pic - Banner Image - and Title are the 3 most important things on your LinkedIn profile because it's the first thing people are going to see.

Your “About” Section

3 Tips

- Break up the lines - Don't have everything all jumbled into one paragraph
- Speak in simple terms - Don't use big words
- Include your Marketing Cloud Certification(s) when you get them

About 

I have 4 years of experience with Sales, Service, and Marketing Cloud. The experience that I have involves integrating Marketing Cloud with the Salesforce platform so that companies can see an increased ROI with their technical solutions.

I also have experience implementing Marketing Cloud into multiple industries from the ground up. The entire Marketing Cloud lifecycle (from requirements gathering to building out the solution and training end users) is within my domain of expertise. I thrive on teams and can work with anyone ranging from developers to C-Suite executives. My drive and determination are key factors that allow me to excel in any challenge that surfaces.

Certifications:
Salesforce Certified Marketing Cloud Email Specialist
Salesforce Certified Marketing Cloud Administrator
Salesforce Certified Sales Cloud Consultant
Salesforce Certified Administrator
Salesforce Certified Pardot Specialist

Why Your ‘About’ Section Matters

The about section is where you explain who you are to people once they've looked at your profile picture, banner image, and have read your title.

This is your “Bio” to show people who you are in a little more detail.

Don't use big words because your “About” section is actually one of the places that the LinkedIn algorithm reads.

So when recruiters are looking for Marketing Cloud people, they'll search for someone with skills in Marketing Cloud or experience in Marketing Cloud and then the system will search for people with the word “Marketing Cloud” in it and then it'll read your job title as well as your “About” section.

So make sure your “About” section is keyword heavy.

People like to use big words to make themselves seem smarter but that’s the wrong approach.

Nobody wants to read big words. We don’t even really want to read text messages, what makes you think a recruiter wants to read a complicated and jumbled mess of big technical words.

That gives them anxiety.

So make it simple and help the recruiter out by putting in some basic easy to read sentences about your:

- Skills
- Work experience
- Certifications (If you have any)

I’m also going to include Bradley Rice’s ‘About’ section here because it’s so simple yet so straight to the point.

It’s not hard to figure out what Brad does and I guarantee when people search for “Salesforce freelancing” or ‘Salesforce Professional”, his name pops up.

Brad has 9,000 LinkedIn followers at the time of this writing

About

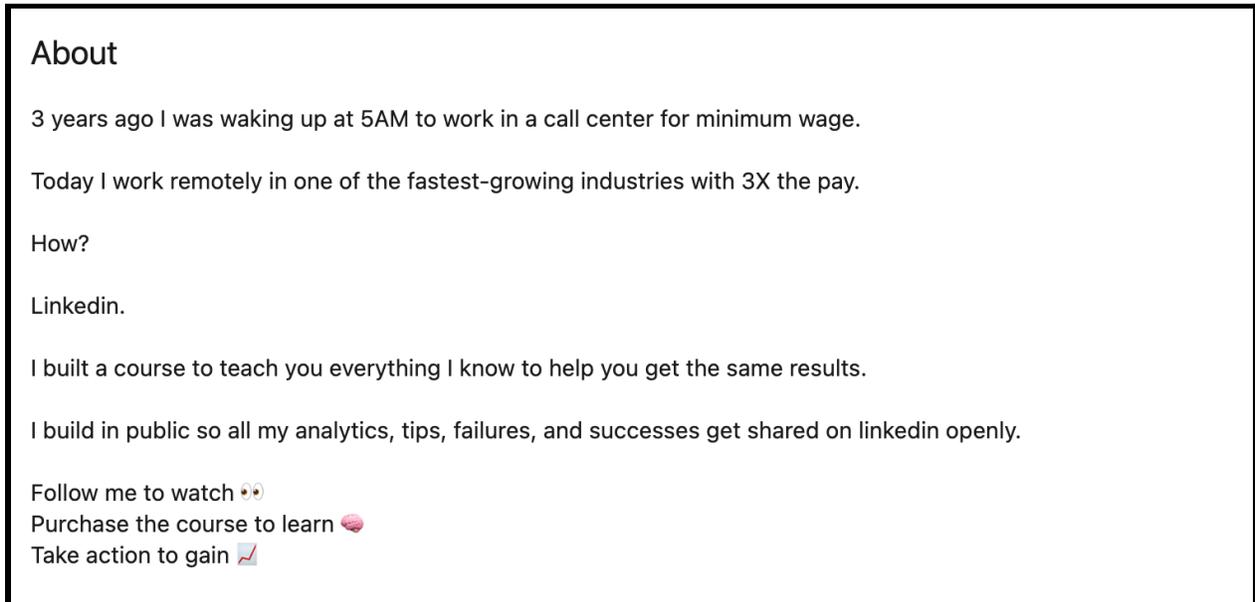
If you're looking to pivot into a new career as a Salesforce Professional be sure to try the free 5 Day Salesforce Challenge! <https://bit.ly/3xlqKze>

OR

If you are a Salesforce Professional who wants to get into Salesforce Freelance Consulting but have concerns about how to get started checkout the free Salesforce FREE Freelancing guide! <https://bit.ly/3vrA43V>

I'm also including Jordan Nelson's 'About' section to show you how simple his 'About' section is.

Jordan has 21,545 LinkedIn followers at the time of this writing



Take notes of what the experts are doing. They're experts and they're crushing it on LinkedIn for a reason.

When people go to these guys' LinkedIn page, can you imagine how simple it is to understand what they do?

Imagine how many job offers they get per week... Pretty crazy to think about right?

That's the power of a simple 'About' section that gets straight to the point with the right Keywords sprinkled in there.

LinkedIn 'Experience' Section

3 Tips

- Make sure your highlights are straight to the point
- Don't put everything in a paragraph - It's too hard to read when things are all jumbled up
- Re-word your experience to sound more professional if you don't have a ton of experience in the tech world

Why The 'Experience' Section Matters

After recruiters look at your profile pic, banner image, and title, they'll be looking at your experience.

Make sure you have experience that is related to Marketing Cloud or the tech world in general.

If you don't have any tech experience, then take the professional skills that you have and make sure you talk about how you helped the companies that you have worked at (or are currently working at).

Here are some really good videos to show you that no matter what job or background you're coming from, you can use your experience to get a high paying Marketing Cloud job.

- [Home Depot Resume](#)
- [Dunkin Donuts Resume](#)
- [Barista Resume](#)

It's all about how you present yourself.

The world will view you the way you want the world to view you.

So give the world the most professional version of yourself and the world will look at you in a professional way.

Take a look at my experience section and notice how everything is easy to read and straight to the point.

Make sure you use keywords in your experience section so the LinkedIn robots can find you when a recruiter searches for Marketing Cloud.



Kaelan Moss
Salesforce Marketing Cloud Program Director at Revolent Group | YouTuber @MinuteAdmin | 2021 Salesforce Marketing Champion



Learning and Development Consultant
Revolent Group · Full-time
Jul 2020 – Present · 1 yr 2 mos

As a Marketing Cloud L&D Consultant, my job responsibilities include:

- Deliver the MKT101 Marketing Cloud Course to new Cohorts
- Work with IT, Talent Acquisition, HR, and Operations prior to allow for a smooth onboarding process.
- Monitor and check performance and activities of Revols
- Keep track of course scheduling and bookings
- Conducting assessment and feedback for Revols
- Work with key managers to identify and report the training a Revol needs
- Design Marketing Cloud Course Material
- Keeping branded materials up to date
- Design new business processes

[see less](#)

Look at [Jordan Nelson](#) and see how straight to the point his LinkedIn Experience section is.

Jordan Nelson
Join my slack group to help me build my next LinkedIn product

Author
Salesforce Ben
Jul 2021 – Present · 2 mos
helped me get this job
I am an author at SalesforceBen.com, the largest dedicated Salesforce news site in the world

Senior Applications Administrator
HealthEquity · Full-time
2020 – Present · 1 yr
Draper, Utah

- Manage Salesforce & 3rd Party Integrations
- Marketing Cloud, Service Cloud, & Sales Cloud
- Improve Business Processes (Flows, Process Builder, Workflow Rules, etc.)
- Data Migration from Oracle to Salesforce

Senior Salesforce Administrator
Divvy | Inc.
2019 – 2020 · 1 yr
Lehi, UT

- Salesforce Product Manager
- Oversee all Technical Aspects of Salesforce including Data Migrations, Data Quality, Systems Integrity, 3rd Party Applications, and AppExchange Products
- Drive Complex Technical Projects from Planning Stage to Execution

...see more

And finally, look at [Bradley Rice's](#) Experience section and see how easy to read it is.



Bradley Rice
Start Your Salesforce Career! TalentStacker.com ⚡ Member Stats: \$10M+ in Jobs Landed | AVG Starting \$72K | Months to Job A...



Salesforce Career Development Expert
TalentStacker | Salesforce Career Development Program · Full-time
Jan 2016 – Present · 5 yrs 8 mos
Tampa/St. Petersburg, Florida Area

I help individuals Start Salesforce Careers & Salesforce Professionals to Level Up by Freelancing | Try the Free 5 Day SF Challenge | Free Facebook Group 'Salesforce For Everyone'



Salesforce Administrator
Vantagepoint AI, LLC
Dec 2016 – Present · 4 yrs 9 mos
Wesley Chapel, Florida



Salesforce Consultant
Philips · Freelance
Jan 2016 – Dec 2020 · 5 yrs

- Single handedly managed the PHM Salesforce org for 4+ years.
- Customized Customer Lifetime Management and Revenue Forecasting to handle a variety of products with varying revenue schedules, payment subscription terms and pricing structures.
- Utilized Pardot alongside Salesforce to optimize Lead Generation and complex Le ...see more



Salesforce Solution Architect
EnablePath
Jan 2015 – Jul 2016 · 1 yr 7 mos

Interacting With Your Connections

3 Tips

- Be Genuine and leave thoughtful comments - Not just basic 1 word responses.
- Comment on 9 posts per day - Yes... 9 per day... And be genuine in each comment
- Connect with everyone that likes your comment and send them a note when you connect. It's more personal.

Why 'Interacting With Your Connections' Matters

Let's face it... LinkedIn is a social media tool and people are on there to connect.

It may be for professionals, but human nature doesn't change. People want to have somewhere to hang out with people.

Human nature doesn't change. If you were to go to a party, would you just stand there the whole time or would you talk to people?

LinkedIn is a big place where people gather everyday to hang out and talk about their lives and jobs.

If you start interacting with them everyday, they'll want to be your friend.

The whole goal is to make as many genuine friendship connections as possible.

Remember, it's all about "**Who you know not what you know**"

With that being said, make sure that you talk to new people everyday and leave authentic genuine comments that will add value to peoples' lives.

People are watching and seeing if there is valuable information being put on the internet, and if you're one of the people that is giving valuable information in the comments section of LinkedIn posts, people will start to notice you a lot!

Here is an example of someone that showed up in my LinkedIn newsfeed as I was writing this, and look at the comment I'm leaving...

I'm not leaving a one liner.

I'm saying something in response to what they said AND I'm asking a follow up question to keep the conversation going.

Start using this strategy and you'll make SO MANY friends you won't know what to do!

The image is a screenshot of a LinkedIn post and its comment section. At the top, the post is by Dan Price, Founder/CEO of Gravity Payments, posted 2 hours ago. The post text reads: "I don't think we've fully reckoned with how the pandemic crystallized for people how much they hate their job. It's not just that people are lazy or don't want to get covid at work. They don't want to slowly kill themselves by wasting their life at a soul-sucking job." The post has 2,700 likes and 180 comments. Below the post are icons for Like, Comment, Share, and Send. A comment input field is visible with the placeholder text "Add a comment...". Below the input field, the comments are sorted by "Most relevant". The first comment is from Kaelan Moss, posted "now". The comment text reads: "It's crazy how a pandemic was the wake up call to get us to realize what we really wanted out of life... What do you see the future of work being?". Below the comment are "Like" and "Reply" buttons.

Dan Price • 2nd
Founder/CEO, Gravity Payments
2h •

+ Follow

I don't think we've fully reckoned with how the pandemic crystallized for people how much they hate their job.

It's not just that people are lazy or don't want to get covid at work. They don't want to slowly kill themselves by wasting their life at a soul-sucking job.

2,700 • 180 comments

Like Comment Share Send

Add a comment...

Most relevant ▾

Kaelan Moss • You now

Salesforce Marketing Cloud Program Director at Revolent Group | Y...

It's crazy how a pandemic was the wake up call to get us to realize what we really wanted out of life...

What do you see the future of work being?

Like | Reply

Quick update on my comment...

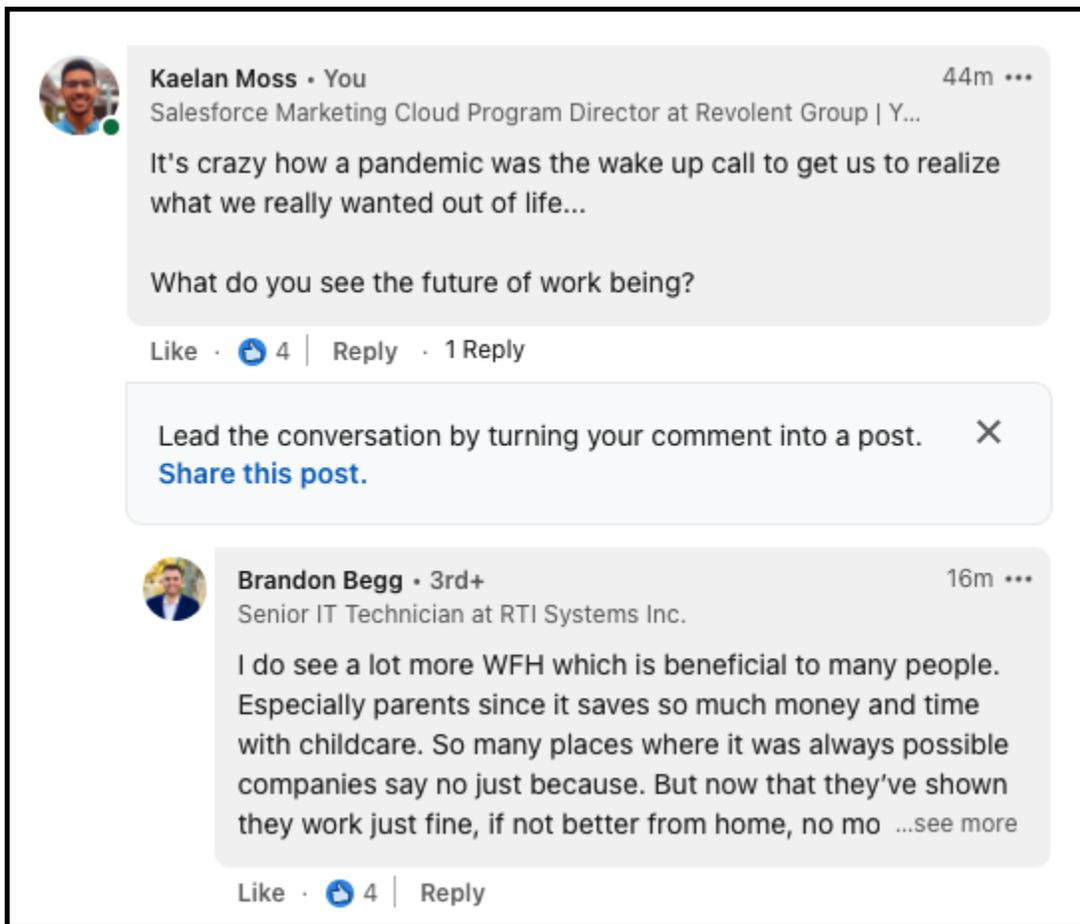
It's only been 44 minutes and look how many likes my post has and it also has a new comment from a guy named Brandon.

Are you starting to see how powerful leaving a simple post can be?

Next thing I'm going to do is respond to Brandon and send him a message and connect with him!

That's how easy LinkedIn is! Just follow that strategy and you'll be getting job offers in no time!

It's all about connections and who you know!



The screenshot shows a LinkedIn post by Kaelan Moss, a Salesforce Marketing Cloud Program Director at Revolent Group. The post text is: "It's crazy how a pandemic was the wake up call to get us to realize what we really wanted out of life... What do you see the future of work being?". It has 4 likes and 1 reply. Below the post is a prompt: "Lead the conversation by turning your comment into a post. Share this post." with a close button. Below that is a comment from Brandon Begg, a Senior IT Technician at RTI Systems Inc., who replies: "I do see a lot more WFH which is beneficial to many people. Especially parents since it saves so much money and time with childcare. So many places where it was always possible companies say no just because. But now that they've shown they work just fine, if not better from home, no mo ...see more". This comment also has 4 likes and 1 reply.

Kaelan Moss · You 44m ...
Salesforce Marketing Cloud Program Director at Revolent Group | Y...
It's crazy how a pandemic was the wake up call to get us to realize what we really wanted out of life...
What do you see the future of work being?
Like ·  4 | Reply · 1 Reply

Lead the conversation by turning your comment into a post. 
[Share this post.](#)

Brandon Begg · 3rd+ 16m ...
Senior IT Technician at RTI Systems Inc.
I do see a lot more WFH which is beneficial to many people. Especially parents since it saves so much money and time with childcare. So many places where it was always possible companies say no just because. But now that they've shown they work just fine, if not better from home, no mo ...see more
Like ·  4 | Reply

Posting Your Own Content

4 Tips

- Post valuable or interesting content
- Set a posting schedule and stick to it
- Posts that ask questions get some of the highest number of responses
- Posts with Images get really good responses from your friends / connections

Why Posting Your Own Content Matters

I saved the best for last.

It's so important to post on LinkedIn.

Posting valuable content does 2 things:

1. It gets people talking
2. It shows people that you know what you're talking about

Posting valuable content is so good for you that there's really nothing that compares to it.

People will start to respect you and follow you more and more especially if you're consistent.

I'd recommend posting new things that you learn about Marketing Cloud and talking about how it's a valuable thing that you learned.

For example, talk about the difference between Data Filters and SQL Queries.

There will be people that want to know what those two things are and how they're different. If you can share knowledge with the world, people will thank you for it.

Kaelan Moss Challenge - Day 3

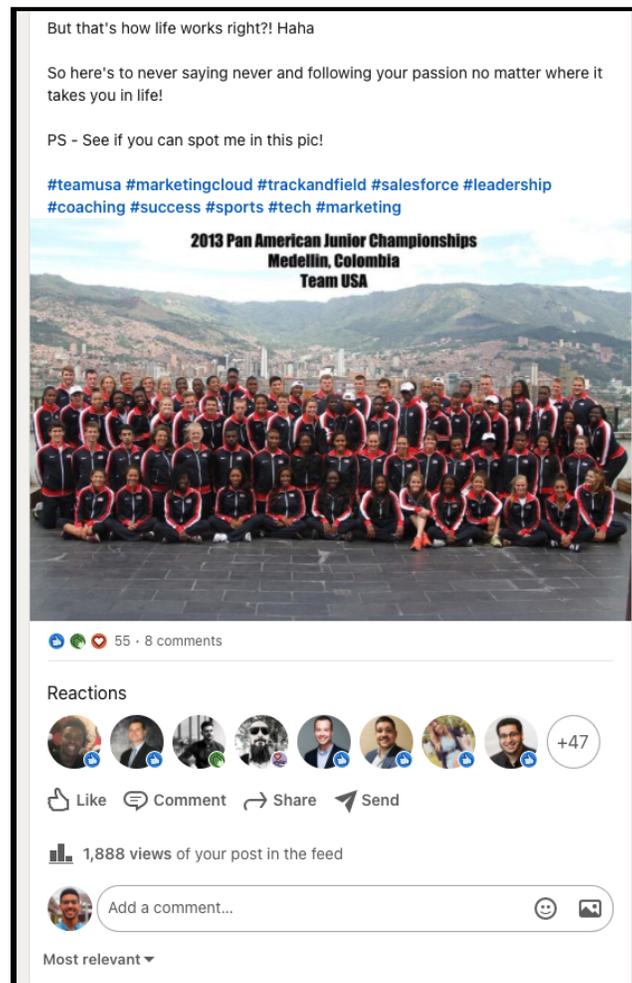
Plus, you'll have a good profile and recruiters will start to come to your profile page and ask you if you want to do an interview and you'll start getting lots of job offers.

When you post interesting content, people will want to follow you because they like you and then you'll be a major brand.

And there's nothing better than having your own brand.

Celebrities are their own brand, and you can become a mini celebrity in Marketing Cloud on LinkedIn if you post enough interesting content.

For example, [I just posted this picture yesterday.](#)



It has nothing to do with work, but people think it's interesting and I've got a lot of comments.

People like to see different things going on in life.

Remember, LinkedIn is just a hangout spot for people to gather at. It's a big party.

So the top things you can do when you post are:

- Ask questions in your posts
 - Create Polls
 - Create Articles
 - Share something you just learned
 - Say something controversial - Controversy always sparks debate and gets people talking
-

Conclusion:

Alright, so that's the beginners guide to LinkedIn when you're just starting off in the Marketing Cloud world.

If you navigate LinkedIn correctly, you will be getting job offers left and right!

So read over this guide again and take action!!!

I've also included links to the following down below

- 5 YouTube videos to watch (To learn more about LinkedIn)
- People to follow on LinkedIn
- How to structure your Resume so you stand out
- The best book to buy if you want to get hired now

Watch [this video](#) to learn more about how to make a great LinkedIn profile