



VIRTUAL
INGENUITY, LLC

The Four Pillars of LinkedIn

Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and Tony K. Silver, Multi Award Winning LinkedIn Profiler discuss how to use LinkedIn as an effective tool to achieve your desired outcome and return on investment.

Tony K. Silver is a multi-award-winning LinkedIn expert, who has been helping people on the platform since 2009. In 2018 he set up his own company and became the Creator of the LinkedIn Profile Audit (LIPA) that generates qualified targeted leads, builds new relationships, and generates more sales. He is also the author of two LinkedIn books. Tony is the founder of Solid Silver Solutions, which in 2021 was rebranded to Tony K Silver. He is a LinkedIn profile expert and the person who heads the delivery of key services. He has become known as the LinkedIn profiler, currently ranked in the top five by the platform in its search criteria.

We explore leveraging LinkedIn as a potent tool for achieving desired outcomes and ROI, covering key topics like optimizing profile engagement, the benefits of a company page, optimal posting frequency, effective search strategies in the standard version, utilizing impactful metrics, and enhancing engagement strategies. Listen as we discuss:

- How important is the top of my profile for engagement?
- Should I have a company page?
- How often should I post?
- Can I do an effective search in the standard version of LinkedIn?
- What are the best metrics to use?
- How do I get more engagement?

We close by asking Tony if our listeners could have one take-a-away from what we talked about today, what is that one takeaway, and what is the one piece of advice he wished someone had given him when starting her business.

Learn more about Tony K. Silver:

- Website: <https://tonyksilver.com/>
- LinkedIn: <https://www.linkedin.com/in/tonyksilver/>

Tune in to additional episodes of The Virtual Ingenuity Business podcast on [Apple Podcast](#) and [Spotify](#). We would love it if you like, subscribe, rate, and comment.

- Apple Podcast: <https://podcasts.apple.com/us/podcast/the-virtual-ingenuity-business-podcast/id1644909518>
- Spotify: <https://open.spotify.com/show/43s0aubuQOxnjXoqqAnjlp>

Be sure to visit Virtual Ingenuity, LLC at: <https://virtualingenuityllc.com>

Virtual Ingenuity, LLC provides optimized marketing, brand consulting, and strategic planning to boost your company's visibility, productivity, and growth.

Thank you for listening. Let's impact together!

[Virtual Ingenuity, LLC](#)