

[View in your browser](#)



*"Business Growth Solutions"*

THE REVENUE ACCELERATOR™

3rd QUARTER 2019 | [WWW.MARKETDEVELOPMENT.NET](http://WWW.MARKETDEVELOPMENT.NET)

## *From the Editor*



Eric Wiedenmann

Welcome to the 42nd issue of The Revenue Accelerator™. [Market Development Group](#) (MDG) aims to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The Revenue Accelerator™ circulation has grown to over 3,500 business leaders worldwide since our first issue was published in 2006. We welcome any suggestions of articles or topics you would like to have included in future issues.

The guest writer in this issue **Kevin Dean**, President of [WSI Net Advantage](#), will discuss how to set up an effective LinkedIn profile.

**Eric W. Wiedenmann**  
President  
[Market Development Group, Inc.](#)  
(925) 648-0680  
[ericw@marketdevelopment.net](mailto:ericw@marketdevelopment.net)

## *Maximizing Customer Satisfaction Will Maximize Your Profitability*

**By: Eric Wiedenmann**

Maximizing customer satisfaction makes an important contribution to maximizing profitability, although other factors such as cost control, productivity and marketing strategy also impact the bottom line. By maximizing customer satisfaction, you can increase the opportunity for repeat sales to customers, while reducing the cost of sales and marketing. Customer satisfaction helps to increase customer loyalty, reducing the need to allocate

marketing budget to acquire new customers. Satisfied customers may also recommend your products or services to other potential customers, increasing the potential for additional revenue and profits.

## **Retention**

Your business risks losing customers through competitive activity and natural wastage. An average business loses 10-20% of its customers each year. By maximizing customer satisfaction, you can retain customers for longer so that they continue to make a contribution to revenue and profitability. This has a further effect on profitability because the cost of acquiring new customers is 500% higher than the cost of increasing sales to existing customers.

## **Lifetime Customer Value**

The longer customers remain loyal to you, the more valuable they are to your business. You can use a metric such as lifetime customer value to measure the impact of customer satisfaction on long-term profitability. Lifetime customer value represents the total profits a customer generates while they do business with you.

## **Measuring Customer Satisfaction**

The methods to measure customer satisfaction include:

- Numeric ratings
- Multiple choice answers
- Open-ended questions and answers
- Net promoter scores

An effective CSS should have a combination of all four of these components.

## **Recommendations**

Satisfied customers have an indirect impact on profitability when they share their opinions with other consumers. By maximizing customer satisfaction and encouraging customers to post their views on a forum or product review site, you can attract new customers who use the reviews to make their purchasing decisions.

A well-managed company should implement a Customer Satisfaction Survey (CSS) at least once a year. The CSS feedback will provide you with the tools that will help maintain and grow your customer base. Consider [MDG](#) a resource to help you gather strategic customer feedback.

## *How Your LinkedIn Profile Should Look in 2019*

**By: Kevin Dean**



Your LinkedIn profile should be a living, breathing snapshot of your professional life. If you're

treating it like a stale resume, then you're using the platform wrong. It's 2019 - and your LinkedIn profile should look like it! Lucky for you, we've researched the [best LinkedIn profiles and what they share in common](#). By applying the following tips to your own profile, you can take control of your brand image and what it says about you.

## Why Is LinkedIn Important to You and Your Business?

LinkedIn has become the go-to spot to research businesses *and* individuals – usually before a prospective customer or hiring manager ever makes contact. Active and interesting LinkedIn articles, feeds, comments can help define a business as being on top of their game. Consistent personal profiles and active employees can add different points of view to show the breadth of your business' knowledge.

Weak or no activity on LinkedIn by at least some portion of your team (e.g. your sales and marketing teams, major decision makers, and thought leaders) suggests the company is behind the times. Long ago the Internet provided early access into businesses via their websites. Now, using LinkedIn, a business profile is further defined by its interaction and contributions on LinkedIn.

## It Starts With Your Personal Profile

Here is what your LinkedIn profile should look like in 2019 and beyond. Be sure to check back for updates!

### The Essentials

There is some information that every successful LinkedIn profile needs. Adding these essentials is almost guaranteed to make your profile appear in more results.

- Education. List your educational background. This tells a lot about you and the areas you studied in college. Plus, you can connect with people who went to the same school as you.
- Location. People often prefer to work with others who live nearby. They understand the local market and can meet face to face.
- Professional image. Profiles with professional headshots get more views and more messages. Hire someone to take a few photos that you can use in your profiles. People like putting a name with a face.
- Summary statement. This "elevator pitch" gives you the opportunity to share your skills, motivation and interests. It doesn't have to be long, but it should catch a person's eye.
- Headline. Another space that should capture attention is the headline. Gear your headline towards the people you want to attract, such as clients, recruiters or hiring managers.

### Lively Community

LinkedIn is just as social as Facebook or Instagram. Aside from setting up a killer LinkedIn profile, you should also be active on the platform. The difference is that instead of sharing what you're having for lunch or how you're feeling at the moment, you're engaging in business talk.

Here are some tips for being social on LinkedIn.

- Like, comment and share. When others post content to LinkedIn, take the time to check it out. Like, comment and share the content that you find most valuable.
- Send invitations. When you connect with others, send them a personal message along with your invite. Let them know if you've met them before and why you want to connect. This helps build an effective and engaged network.
- Accept invitations. If you receive invitations, accept them! If you do end up with a spam request, you can delete the connection and they won't be notified. If you choose not to follow someone, simply press the Ignore button.
- Download the mobile app. With the LinkedIn app, you can network with people at any time of day. This makes it easy to build your community when you're away from your computer.

- Join groups. LinkedIn has tons of groups to join. When you find a few that interest you, be an active participant. It's a great way to increase brand awareness and share company insights.

## Humanization

LinkedIn leaves plenty of room for your personality. By showing your tone and voice, you can separate yourself from others in your industry.

Some of our favorite profiles are written in the first person. This tone sounds warm and personal. After all, no one knows you better than yourself! You can describe what skills and experience you have as well as what drives you.

Second person works, too, especially if you work for an agency or firm. "We" and "us" sound inclusive and shows others that you are part of a team. If you have a lot of accomplishments and experience but don't feel comfortable writing in the first person, use the third person instead.

Whichever tone you choose to write in, make sure it's friendly and human. Avoid being bland or predictable. Show that there is a real person behind the profile and how it might feel to work with you.

## Regular Activity

Once your LinkedIn profile is set up with the right ingredients, you need to continually update it. [Publish the content you've written](#). Share the projects you've completed. Invite people to your events. Showing your work is the most effective way to boost your brand reputation and control your online presence.

When you do post things to your profile, such as a white paper or how-to guide, make sure you include a compelling call to action. It's important to let people know what you want them to do next. If you want them to call you, make this known and include ways to get in touch.

Staying active on LinkedIn has other benefits beyond being front and center. A few other ways you can benefit are by:

- Learning about your target audience. Read the comments being posted by your audience. What pain points are they experiencing? What content do they enjoy most?
- Building a community. As you engage with more people and share your insights, you can become a trusted resource who people will want to know and follow on LinkedIn.
- Appearing in more searches. LinkedIn uses a search algorithm to show the most relevant results to users. If you have an active, high quality profile, you will be rewarded with higher placement.
- Gaining authority. An active profile indicates that you are working with clients and making a difference. Over time, people will learn to trust your expertise - enough to recommend you to others or use you themselves!

## Final Thoughts

LinkedIn is just like any other social platform - it's a living, growing snapshot of your experience and achievements. As with other channels, you can't just "sell" on LinkedIn. You need to build relationships with others first. By following the tips above and keeping an active, engaged presence, you can build a friendly and informed brand image on the professional network.

If you're struggling to get noticed on LinkedIn, the LinkedIn experts at WSI Net Advantage can help! Let us take a look at your profile and make recommendations that can propel you further. [Shoot us a quick message](#) or give us a call at 510-687-9737.

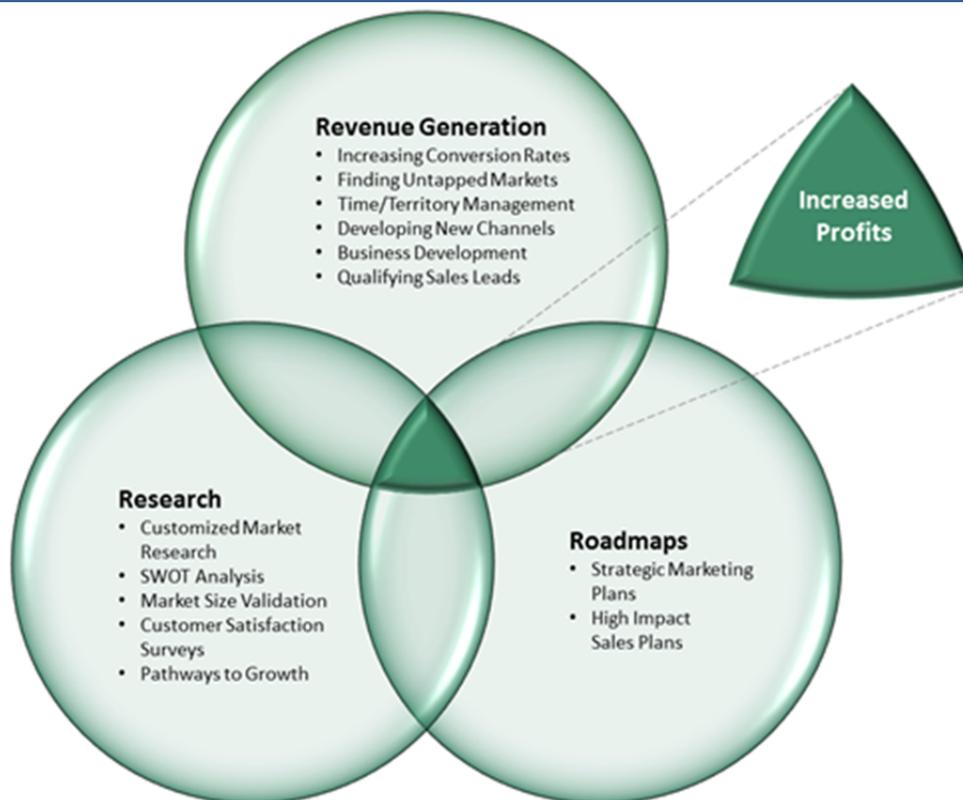
----

## About Kevin

Kevin A. Dean is a Certified Internet Marketing Consultant and is President of [WSI Net Advantage](#) in Fremont CA. Since 2003, Kevin has been helping businesses generate more leads and grow with better use of their Internet marketing systems.

You can reach Kevin at 510-687-9737 or email [kdean@wsinetadvantage.com](mailto:kdean@wsinetadvantage.com).

## *This Is How MDG Helps Clients Increase Sales Efficiently and Cost Effectively*



Contact [Eric Wiedenmann](#) to learn how [MDG](#) can help increase your company's sales and profit goals quickly and cost-effectively.

Phone: [\(925\) 648-0680](tel:(925)648-0680)

Email: [ericw@marketdevelopment.net](mailto:ericw@marketdevelopment.net)