



USING LINKEDIN TO BUILD CLIENT CONNECTIONS & RECRUIT TOP TALENT

WHAT IS IT?

The largest **business-oriented networking** website for professionals with over **500 million members**.



WHY IS IT IMPORTANT?



BRAND AWARENESS

Building a strong employer brand with an online presence is essential because it is the first place clients and potential employees look for information about a company.



CLIENT CONNECTIONS

In addition to showcasing your work and Volkert's services and technologies to new and existing clients, it can also provide useful marketing research and leads for potential partnerships by following other colleagues and clients in the field.



LEADER INFLUENCE

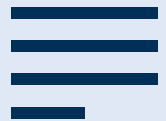
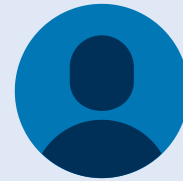
When you post on LinkedIn, employees take note and follow you. This generates a desirable company culture for all LinkedIn members to see. It also helps with employee retention – when employees are recognized and supported on LinkedIn by their managers and Volkert's leadership, they feel valued.



TOP TALENT

When an applicant has two firms to choose from, they will do their research through LinkedIn. By comparing Volkert to another firm based on our LinkedIn presence, What will make a candidate choose our company?

#LinkedIn



YOUR PROFILE:

- Creates an online personal professional brand
- Opens doors to opportunities and networks that you may not be aware of without the help of social media
- Brings exposure to Volkert's services and technologies to current or new clients

**THE MORE YOU ENGAGE
ON LINKEDIN,
THE MORE BRAND
AWARENESS VOLKERT
RECEIVES, WHICH
ENCHANCES
CONNECTIONS,
INFLUENCE, AND OUR
ABILITY TO ATTRACT
DESIREABLE TALENT.**

