

EBOOK
COVER

Linked 

CONTENT HACKS



MOSES GOMES

LinkedIn Expert

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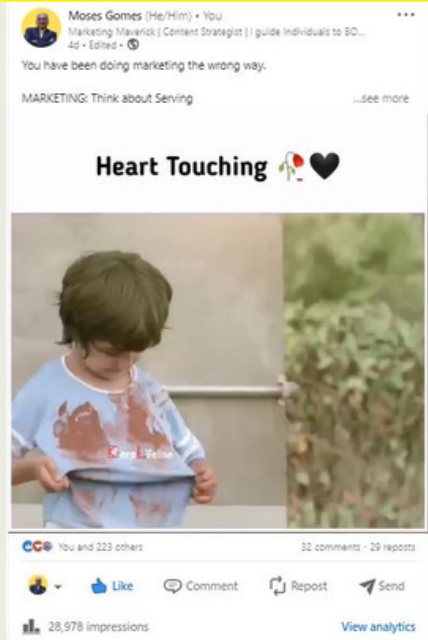
Content marketing is a key strategy to drive better reach on LinkedIn; not only does it help you get better engagement, but it also helps build your own brand as a thought leader and also drives impressions from Google searches.

Life hacks



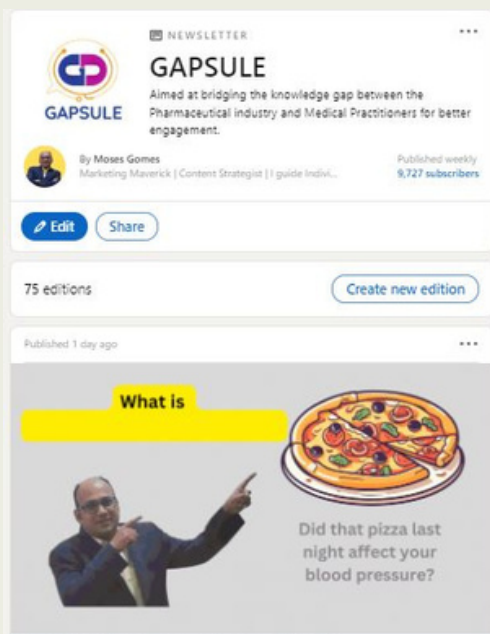
Share your experience or some learning and how this has helped you. You can also share some video or a quote about what you learned about it. Use the right hashtags to ensure your post is searchable.

Video case study



This works wonders when you share a case study about some branding project or about some advertising storytelling and your learning. You may also share key insights that can help your connection.

Newsletter Article



Ensure you post a 350 to 450 words article each week and encourage your connections to share their perspectives in the comments. This newsletter will help you get traction on Google searches.

Industry Centric



Moses Gomes (He/Him) • You
Marketing Maverick | Content Strategist | I guide Individuals to BO...
1mo • Edited •

On occasion of #pharmacistsday. MANKIND PHARMA LTD has gone a step ahead to appreciate the fact about how your nearby pharmacists help not just in dispensing medication but also to give emotional sup ...see more

I'll go get them

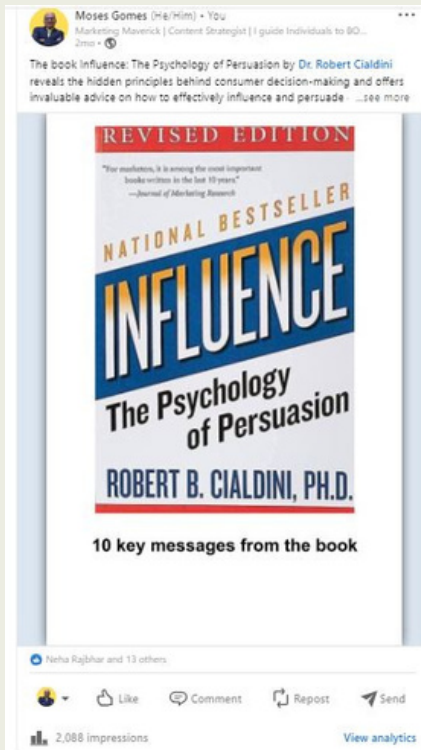
Hans Lewis and 500 others • 39 comments • 33 reposts

Like Comment Repost Send

52,709 impressions View analytics

This post should be about some tips to help people in your industry. Like in branding, talk about what has worked in recent years and some brands that have used the concept to drive awareness.

Book review



Create a pdf for carousal post about key learnings. This works great, as people don't have time to read books, but when read key learnings, this helps to increase the shareability of the post.

Real Life Learning



Pharma Marketing to Medical Students: Missed Opportunity?

Moses Gomes on LinkedIn • 3 min read

This post needs to be about some real life learning, an inspiring Uber driver, or street vendor who inspired you, or some Jugaad innovation, etc. Sometimes this may not be about any learning, just how it was inspiring.

**I am Moses Gomes,
LinkedIn Coach.**

**I help people learn how to
use LinkedIn effectively,
and make your self a
powerful brand on the
platform.**

**I help to generate leads for
sales and mentor people to
get their dream jobs.**

**If you found this useful follow
me - Moses Gomes**

3 ways I can help you



**I train and conduct session
to boost your LinkedIn
presence to get dream job.**

**I help to create a personal
content calendar to drive
engagement on your
profile for lead generation**

**I help you to 10X your
personal brand**

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**Thanks reading
the eBook, if
you want to
learn more,
send me a
message on
LinkedIn to join
my community.**

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