

FORTA QUICK TIP

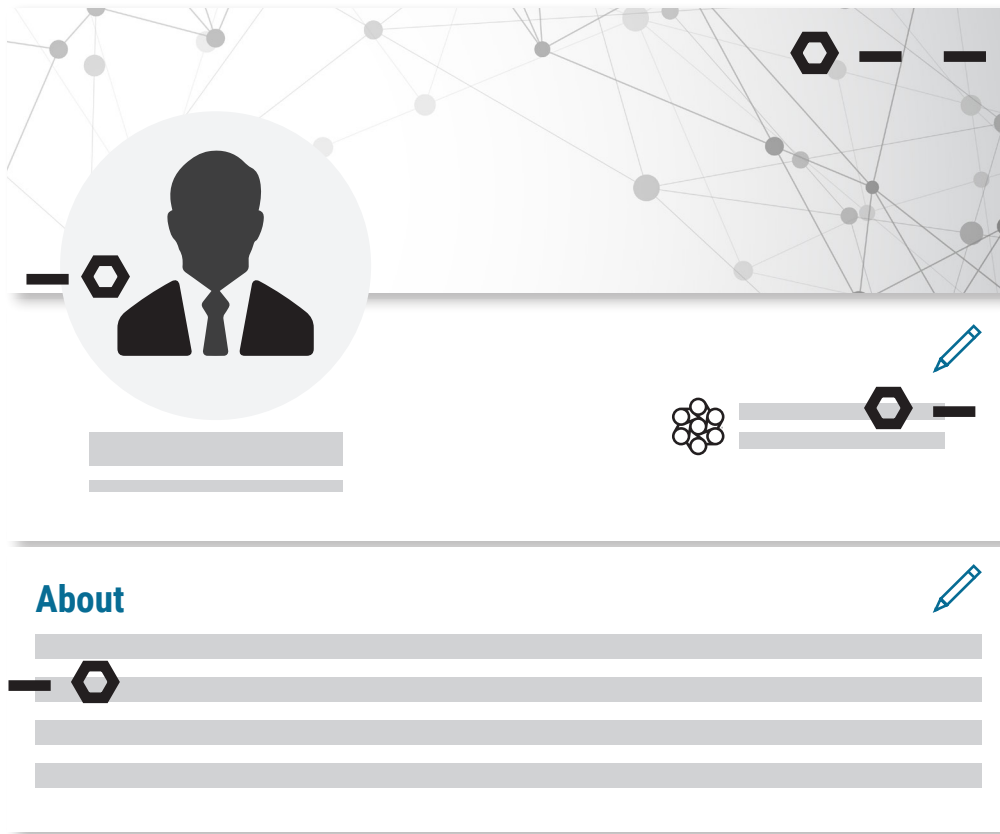
MAKE THE MOST OUT OF YOUR LINKEDIN PROFILE

Social media is one of the most important aspects of digital marketing. LinkedIn helps connect you with customers, increase brand awareness, and boost leads and sales. With 300 million people around the world using LinkedIn every month, it's no passing trend. Want to connect with new prospects? The odds for acceptance rates of "cold call" connection requests increase by 30% when following these guidelines.



2 PROFESSIONAL PROFILE PICTURE

- Dress your best
- Have good lighting
- Be by yourself
- Plain background



1 UPDATED COVER PHOTO

Available from Marketing if you need one!

4 ADD FORTA

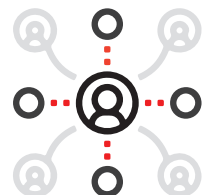
Add FORTA to your work experience and the website will populate on your profile.

3 TWEAK YOUR "ABOUT" SECTION

Share your background! Reference your attributes, skills, and abilities.

5 FOLLOW PAGES & PEOPLE

Connect with distributors, customers, coworkers, etc.



- ### 6 FOLLOW HASHTAGS
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|------------------|-----------------|
| #STRONGERLASTING | #WhyNotAddFiber |
| #FiberReinforced | #Concrete |
| #FORTA | #FORTAFERRO |

