



Executive Thought Leadership: *LinkedIn*

Bolster the visibility and reputation of your leaders.

Whether it's a founder, a member the C-suite, a superintendent or other executive, mPR helps organizations and leaders leverage LinkedIn — the world's largest professional network with more than 900 million members — with a robust and regular cadence of content, including company news, insights on trends, personal observations and experiences as a top business leader.

Executive reputation impacts:

- Corporate reputation
- Employee morale and goodwill
- Talent recruitment
- Investor confidence
- Business growth

Supporting Organizational Goals with LinkedIn

- Extend a halo effect to the brand
- Highlight the brand's relationships and customers across the industry and verticals
- Develop or strengthen relationships with industry peers, partners and media/analysts

Platform Considerations

- What are your objectives and goals?
- Who do you admire?
- Which brands and people do you follow for must-see content?
- Whose ideas/perspectives resonate with you?

Our Services

- Content strategy
- Ongoing content development and platform engagement
- Posting and engaging
- Measurement and analysis

Engage with mPR's senior-level executive thought leadership team:
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