



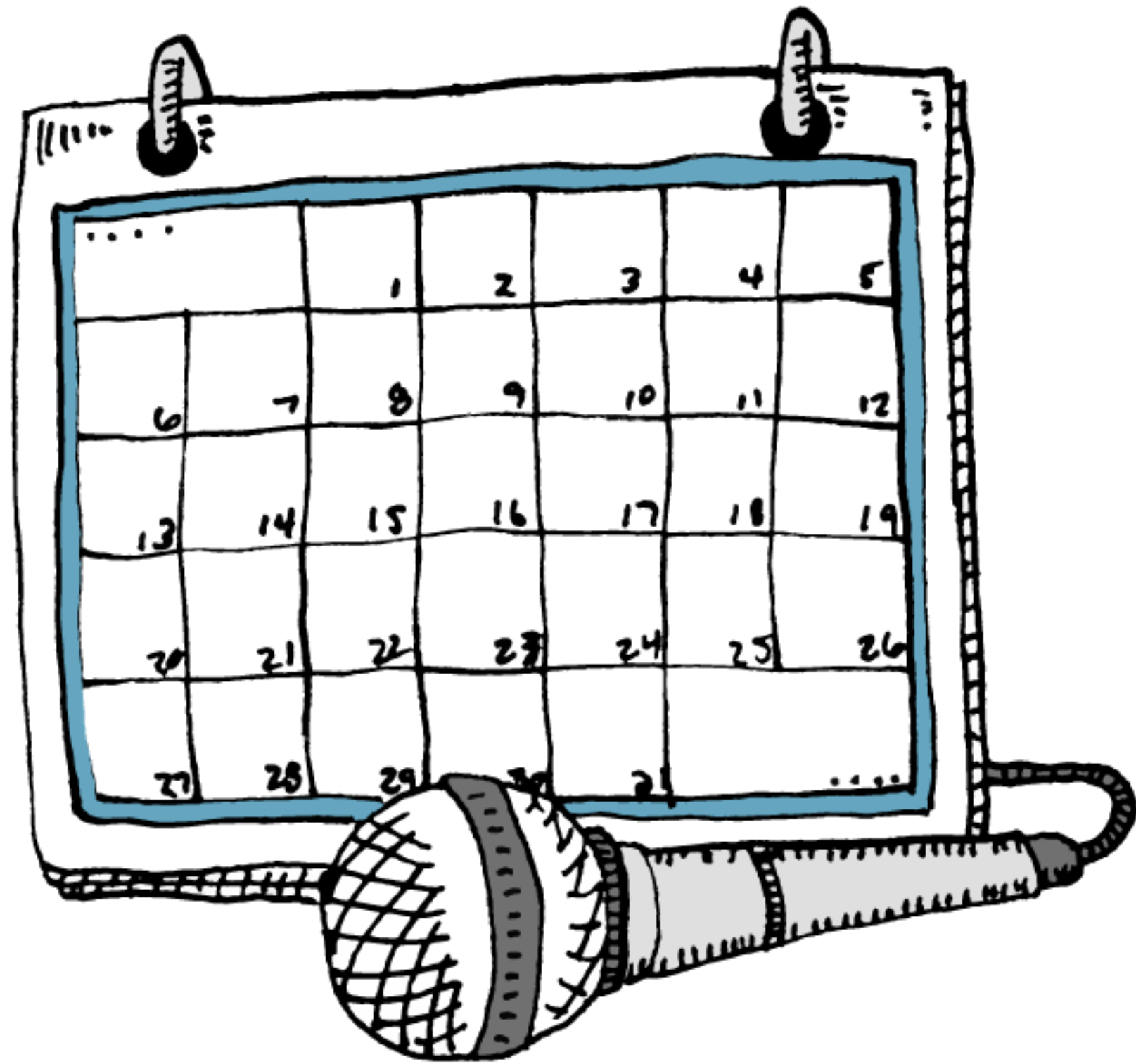
# Promote Your Business With LinkedIn

Greater Aiken SCORE Workshop  
North Augusta, SC - July 19, 2017

*Presented by:*  
Kelley O. Kohr, JD  
WSI Digital Marketing



# AGENDA



- **LinkedIn Means Business!**
- **Get Started with LinkedIn**
- **Create a Winning Profile**
- **Build a Quality Network**
- **Find & Join LinkedIn Groups**
- **Engage with Useful Content**
- **Create a Compelling Company Page**



# LinkedIn Examples

Throughout this presentation we will stop periodically to go to [LinkedIn.com](https://www.linkedin.com) and take a look at examples.

\* Have a burning question? Please *let me know!*

**LINKEDIN**

**MEANS**

**BUSINESS**

# Why LinkedIn?

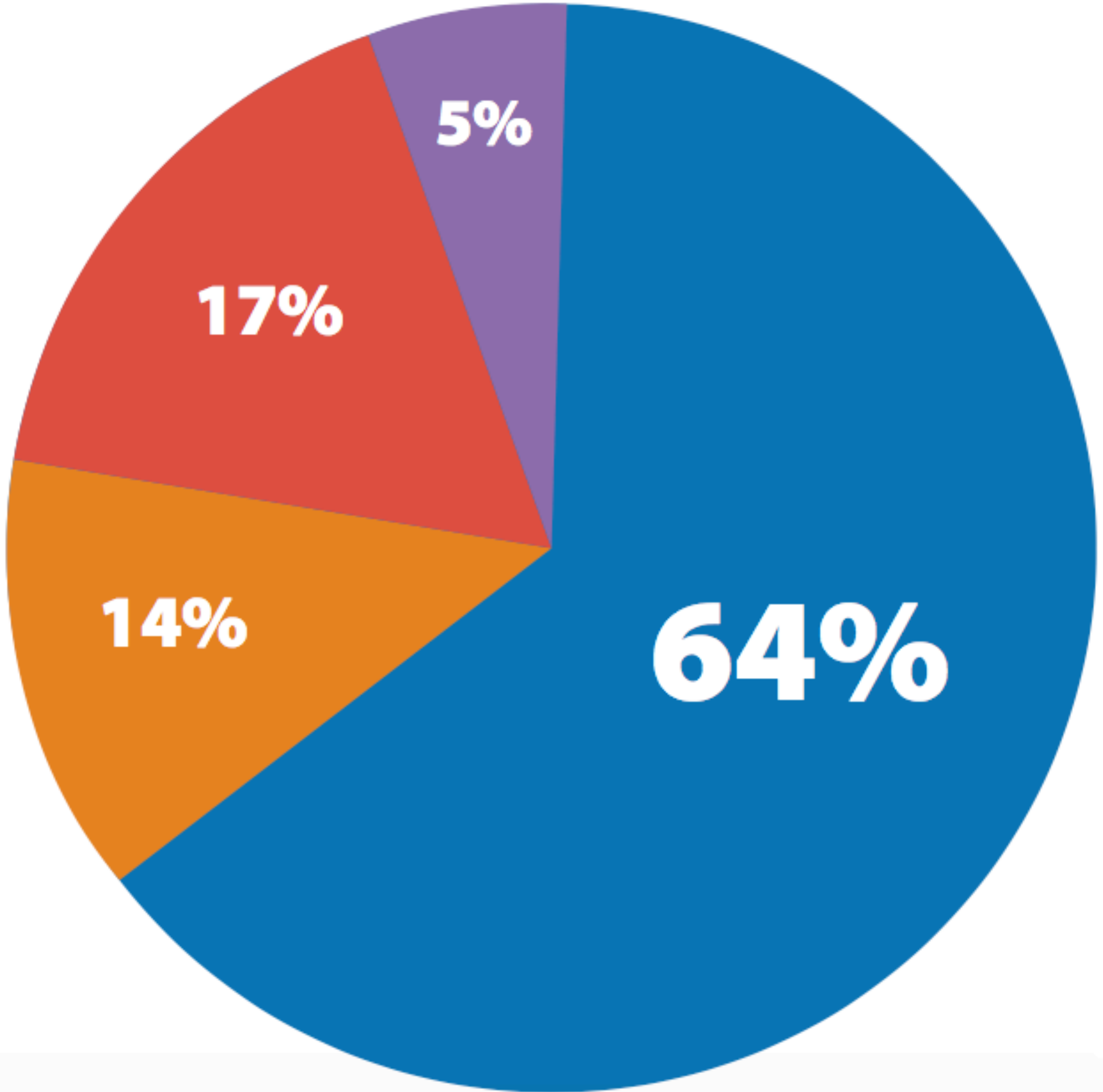
- More than just “Facebook for Business”
- More than **500 Million** members
- More than **250 million active users** with **100 million+** unique visitors each month
- **40%** of users log in to LinkedIn **daily**
- Removes geographical barriers to networking
  - *Say good-bye to cold-calling!*
- **2 new users join every second**



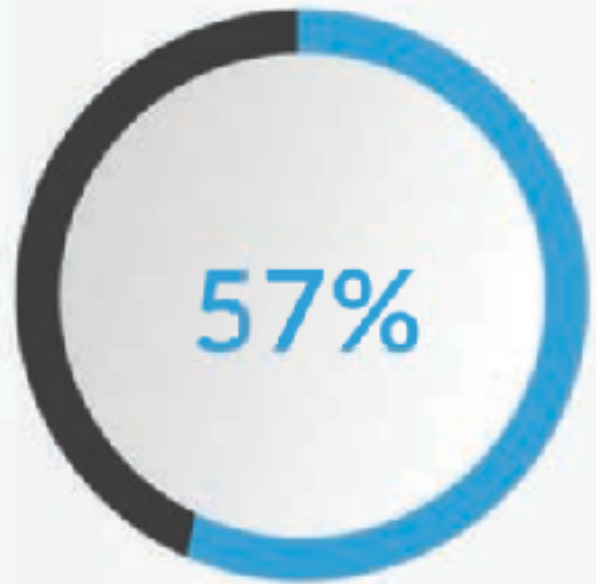
# Is LinkedIn right for Your Business?

Proportion of **VISITS TO CORPORATE WEBSITES** from social media sites

- LINKEDIN**
- TWITTER**
- FACEBOOK**
- OTHER**



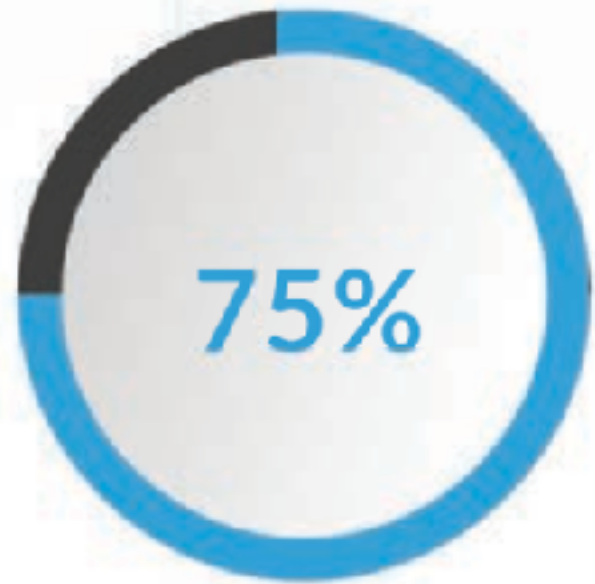
# In the Business-to-Business World...



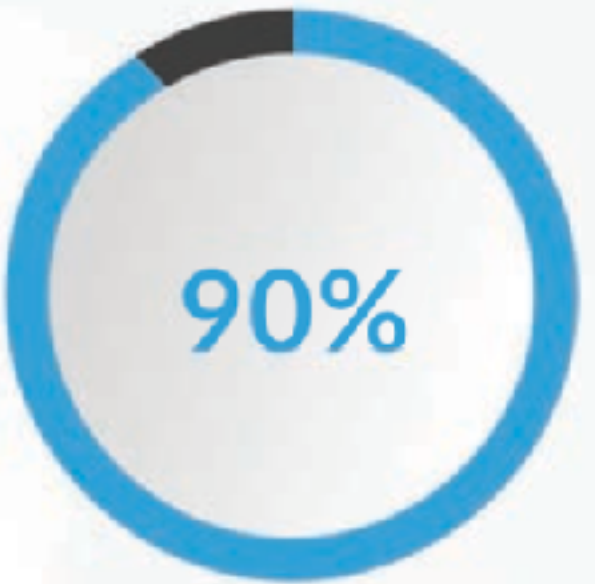
of the buying journey is done BEFORE a sales rep is involved.



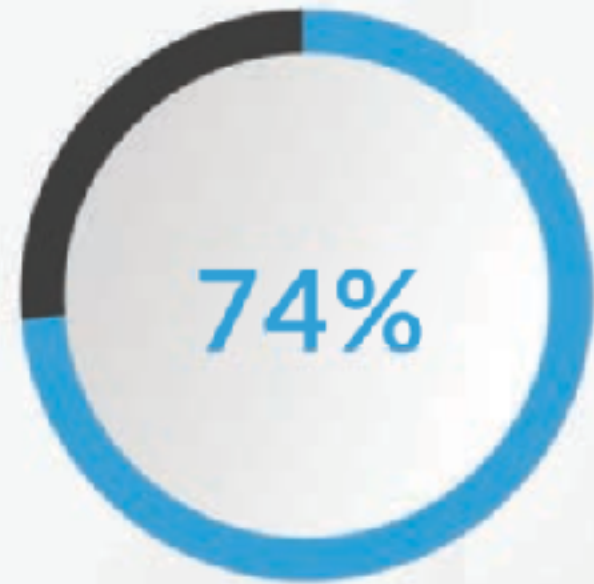
of people are now involved in the average B2B buying decision.



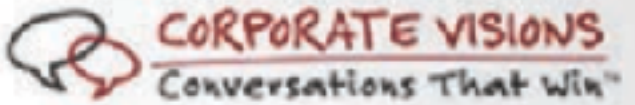
of B2B buyers now use social media to research vendors.



of decision makers say they never respond to cold outreach.



of buyers choose the sales rep that was FIRST to add value and insight.



GET  
STARTED  
WITH  
LINKEDIN



# Your LinkedIn Page - Overview

- Personal page is often called a LinkedIn “profile” to describe their LinkedIn account -
- Where you get to “sell” YOU - *your career history, values, qualifications, experience, interests, awards, etc.*
- Can include other related content you want to publish - *articles, presentations, images, media, etc.*

A member's LinkedIn profile contains relevant professional data points.

Title, Company, Geography, Industry



Group Membership

Companies Following

School, Field of Study, Graduation Year

# Company Page - Overview

Provides a high-level summary of the company along with basic information such as services, products, specialties, size, website URL, industry, and more.

## *Also includes:*

- **Company updates** on topics ranging from announcements to product releases, job opportunities, and industry news
- **Friends and colleagues** who are connected to the company
- **Showcase Pages** dedicated to various aspects of the business
- **Affiliated Company Pages** that links you to subsidiary or related companies



# LinkedIn Services

- The LinkedIn platform is free for individuals and businesses
- Premium services are available to address particular needs
- LinkedIn Business Service
  - *Sponsored Content, Sponsored InMail, LinkedIn Display & LinkedIn Text ads*

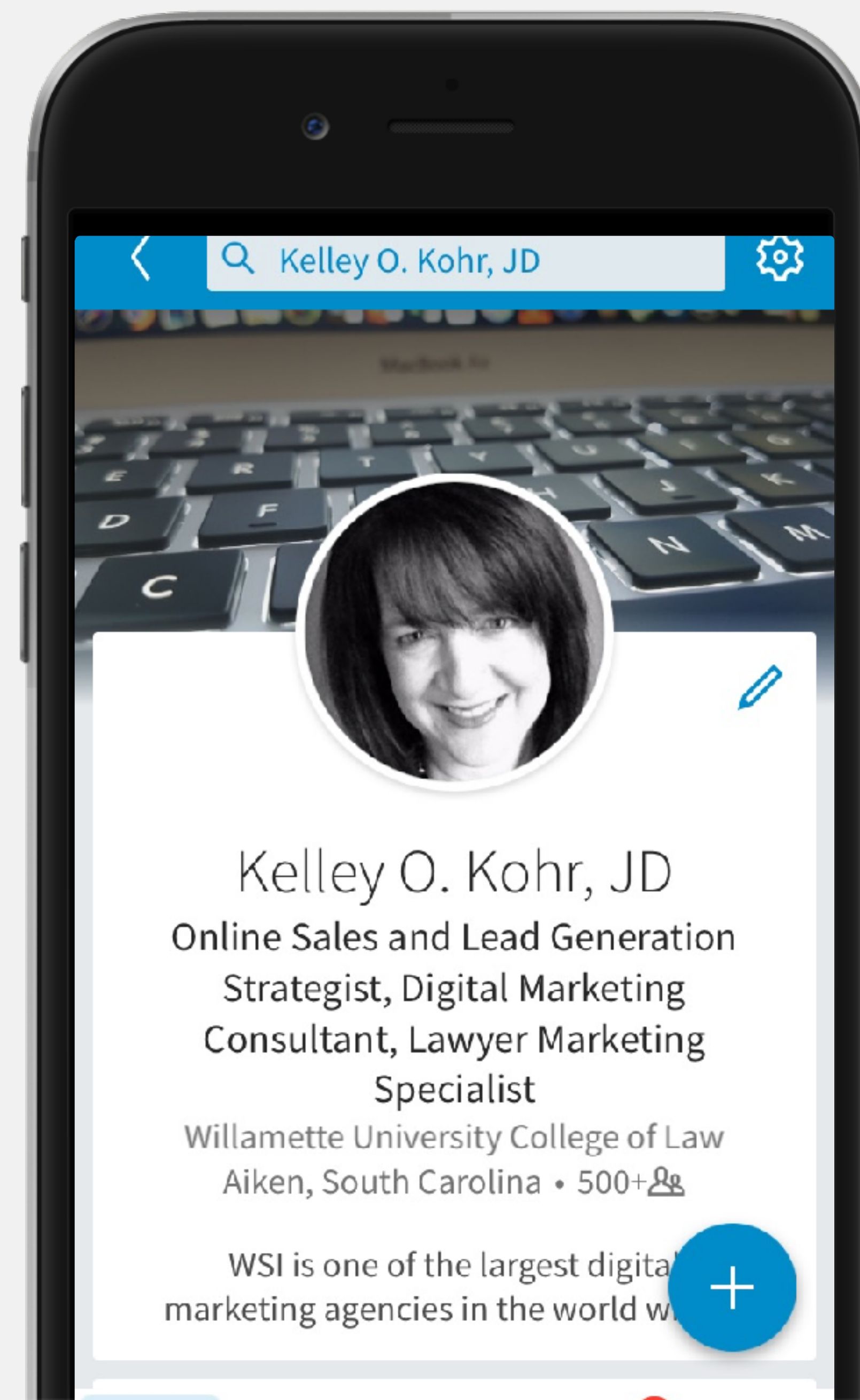
<p><b>Career</b> Get hired and get ahead</p> <ul style="list-style-type: none"><li>• Stand out and get in touch with hiring managers</li><li>• See how you compare to other applicants</li><li>• Learn new skills to advance your career</li></ul> <p>Select plan</p>	<p><b>Business</b> Grow and nurture your network</p> <ul style="list-style-type: none"><li>• Find and contact the right people</li><li>• Promote and grow your business</li><li>• Learn new skills to enhance your professional brand</li></ul> <p>Select plan</p>	<p><b>Sales</b> Unlock sales opportunities</p> <ul style="list-style-type: none"><li>• Find leads and accounts in your target market</li><li>• Get real-time insights for warm outreach</li><li>• Build trusted relationships with customers and prospects</li></ul> <p>Select plan</p>	<p><b>Hiring</b> Find and hire talent</p> <ul style="list-style-type: none"><li>• Find great candidates, faster</li><li>• Contact top talent directly</li><li>• Build relationships with prospective hires</li></ul> <p>Select plan</p>
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# CREATE A WINNING PROFILE

# Creating a Winning Profile

Focus on **5** Key Areas:

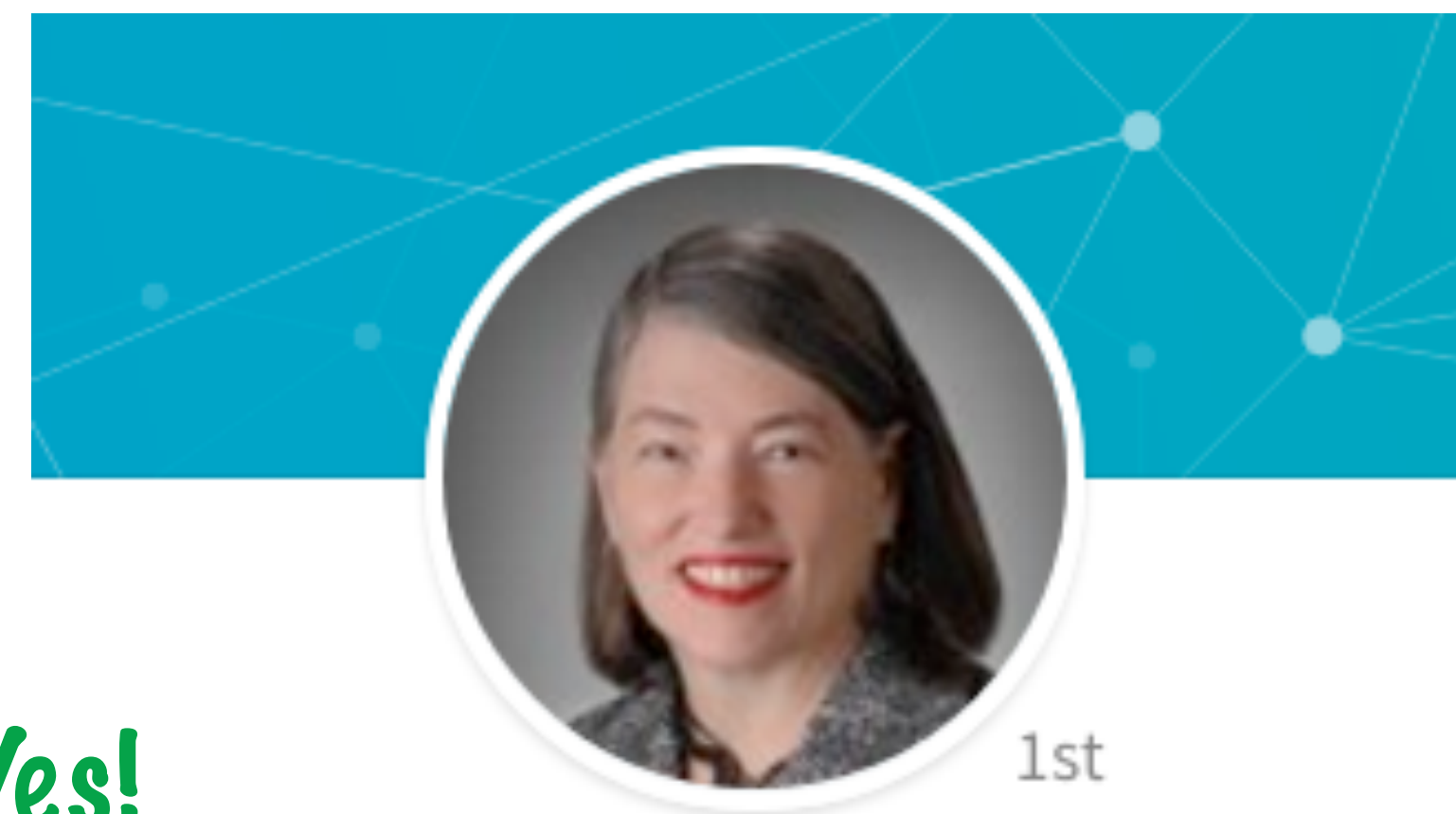
1. Profile Photo
2. Headline
3. Summary Section
4. Skills Section
5. Recommendations



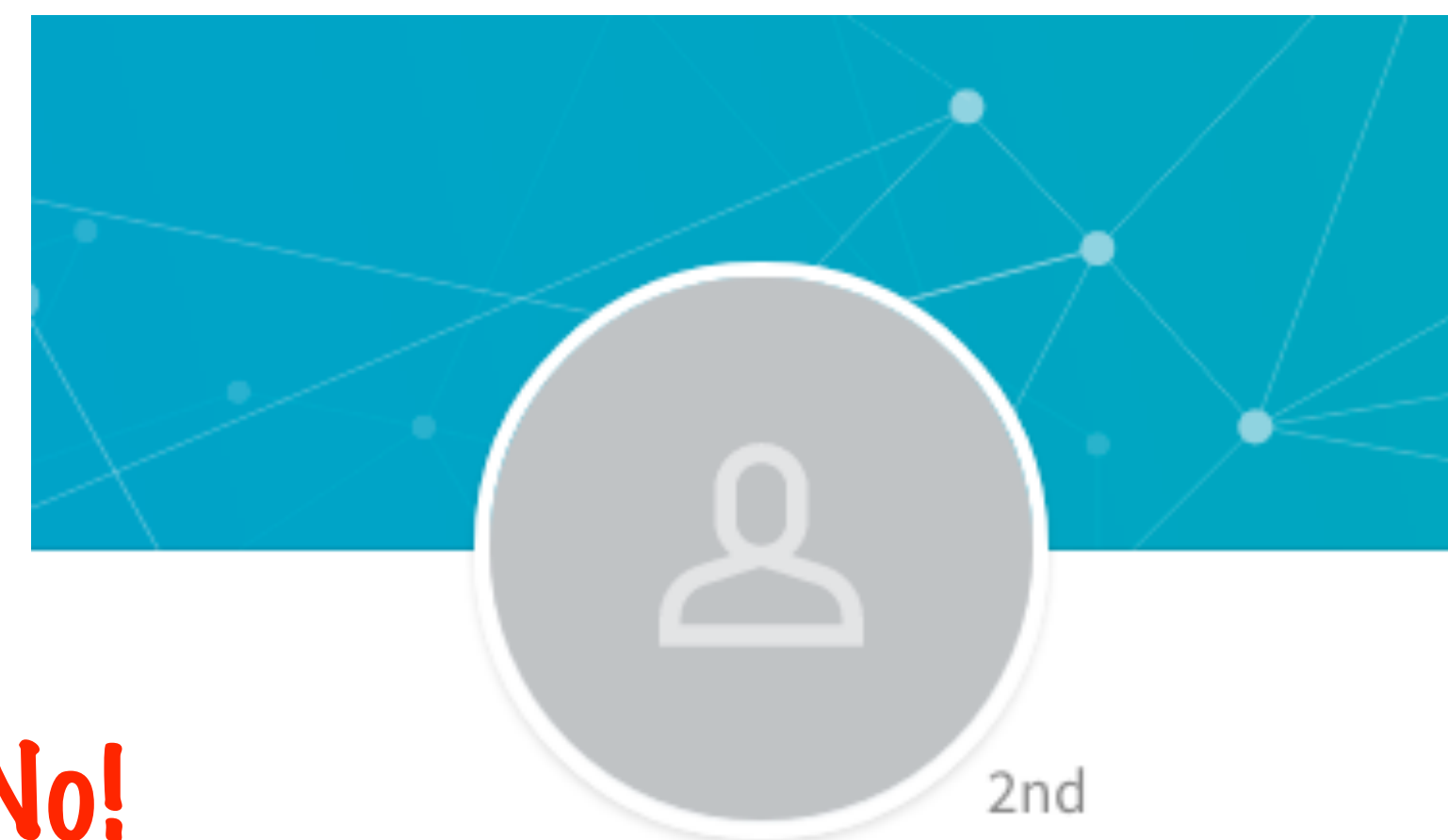


# 1. A Good PHOTO is Important

- Put a face to your name!
  - \* LinkedIn profiles with a photo get **21 times more profile views.**
  - \* LinkedIn profiles with photo get **36 times more messages.** [LinkedIn 1/14/17]
- Professional headshots generate more profile views and drive higher overall engagement
- Keep your photo up-to-date
- Is your photo ideal?



Yes!



No!

## 2. *Write a great HEADLINE*

- Describe yourself creatively in 1 line to capture attention
- It should use **important keywords** that are specific to your business and what you do
- **120 characters** (approx. 15-17 words)
- Describe what you do and how you can help people
- *Write a headline that makes you want to click!*
  - LinkedIn uses your **job title** as your default Headline
- Consider using **special characters** to add visual appeal
  - Copy & paste from <insert symbol browser> in MS Word or visit <http://coppypastecharacter.com/>

# 3. *Develop an Effective SUMMARY*

- Tell *your story* in your SUMMARY section
- Share *what you can do* for your clients and customers, rather than a resume
  - 2000 characters
  - Write in FIRST person - *natural “voice”*
  - Set yourself apart from others by showing a bit of your personality
  - Think “Customer/Client-focused”
  - Highlight your skills throughout your professional story rather than explicitly stating them
  - Make it easy to find key information quickly
  - Include customer success stories, if appropriate



## 4. *Highlight your SKILLS*

- LinkedIn allows you to add up to 50 skills
- Only use the **suggested skills** that pop up in order to increase the likelihood you'll be found in search
- Skills are also **Keywords** that LinkedIn will use to pull up your profile in a search.
- Highlight your specialties here rather than in your summary

# 5. *Get RECOMMENDATIONS*

- Recommendations come from connections, colleagues and clients that value your work and services.
  - *GOAL: get 3 recommendations to consider your profile “complete”*
- “*Give to Get*”: Endorsing or recommending connections on LinkedIn often prompts them to “return the favor”
- You can *Hide, Display or Move* a recommendation
  - *Move your strongest recommendation to the top*

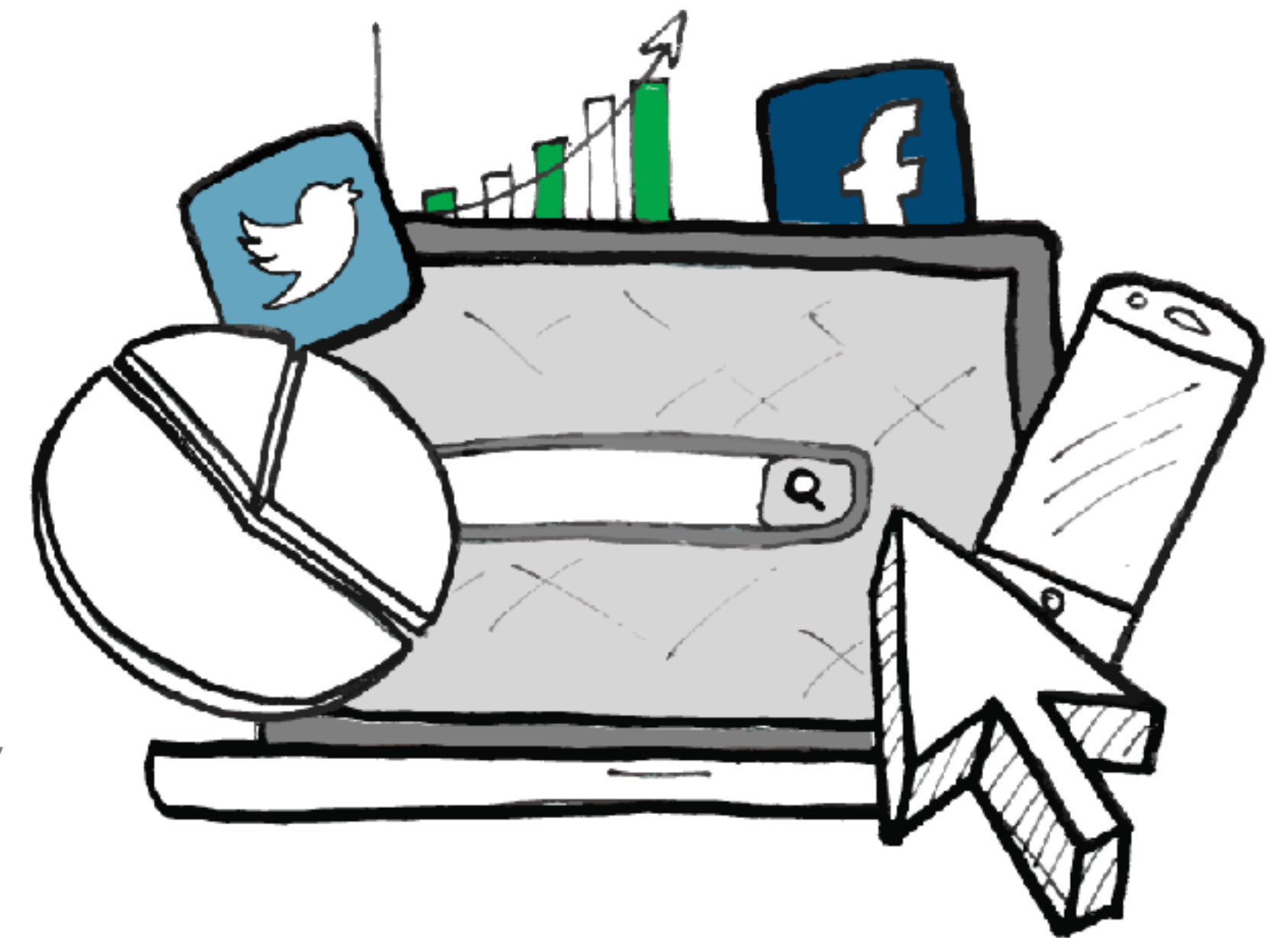
# OPTIMIZE: Your Profile for Search

## Get Found!

- Use **Keywords or Phrases** that highlight your best skills to improve your visibility in both LinkedIn & Google search results

## Keyword Research

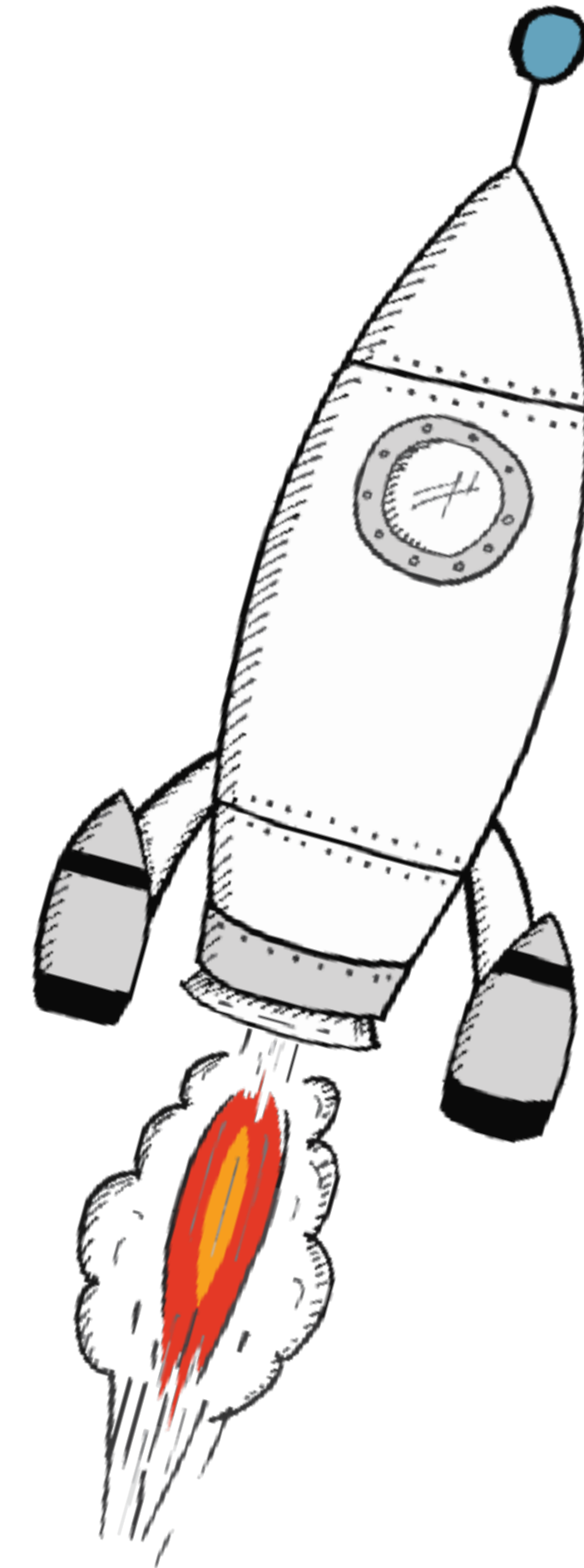
- List your **Top 10 Keywords** (or search phrases) to focus on and include them in your profile
- Research your top competitors' keywords and phrases and analyze their keyword placement





# CUSTOMIZE: Steps to Stand Out

- Create a unique URL - shortening it to:
  - [LinkedIn.com/in/FIRSTNAMELASTNAME](https://www.linkedin.com/in/FIRSTNAMELASTNAME)
- **Customize your Links**
  - *You can add up to 3 customizable links*
  - *Helps your profile stand out and be more search engine friendly*
  - *Allow your connections and prospects to easily check out sites and web-pages associated with you*
- **Find or create a custom Banner/Cover Image**
- **Add Images, Resources, Media throughout**

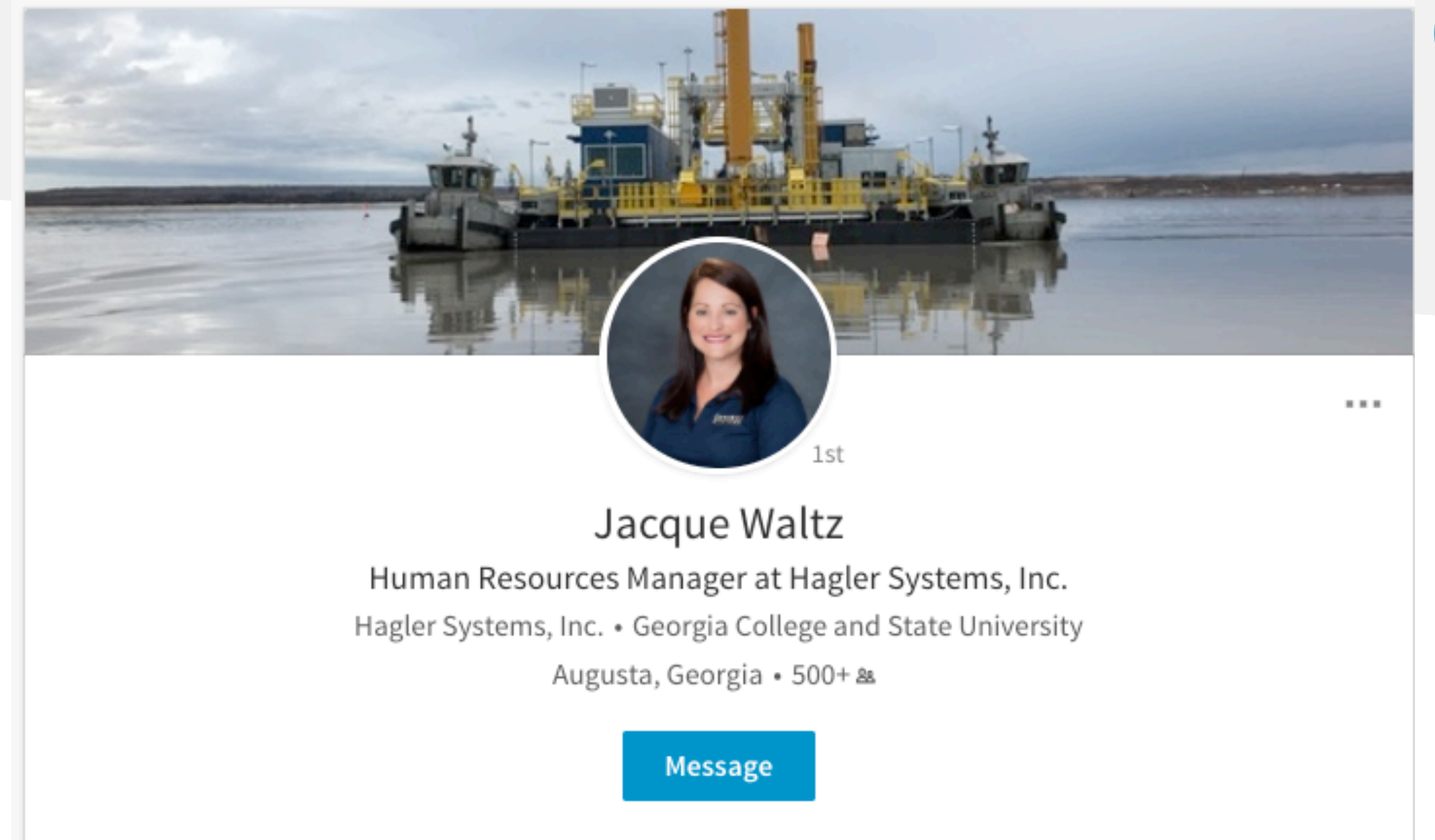




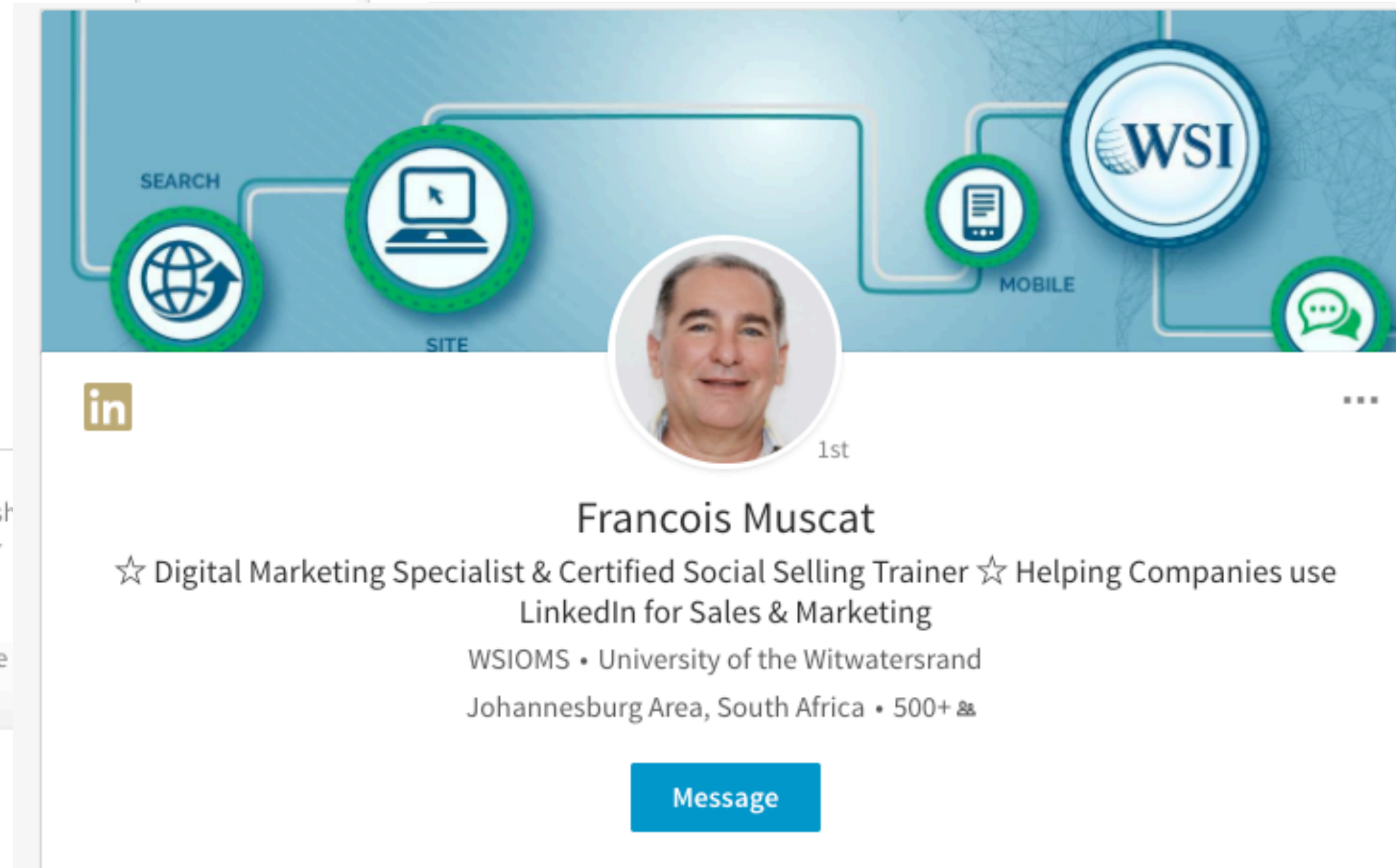
# A Few Examples ...



LinkedIn profile of Shaquille O'Neal. The header image shows him on the 'INSIDE THE NBA' set. The profile includes a search bar, navigation icons (Home, My Network, Jobs, Messaging, Notifications), and a 'Send InMail' button. The bio reads: 'During 19 seasons in the National Basketball League, I drove success on and off the court. I developed partnerships with global brands, pursued my academic interests in business and leadership and became the only current or former NBA player to hold three degrees: a bachelor's, a master's and a doctorate. Basketball remains a big part of my life, whether it is providing NBA analysis on TV, serving as part-owner of the Sacramento Kings or appearing as a featured character in the latest video games. Since 1985, every NBA championship team has included a current or former teammate. I guess that makes me the Kevin Bacon of basketball.'



LinkedIn profile of Jacque Waltz. The header image shows an industrial facility on water. The profile includes a circular profile picture, a 'Message' button, and the following text: 'Human Resources Manager at Hagler Systems, Inc. Hagler Systems, Inc. • Georgia College and State University Augusta, Georgia • 500+ &'. A partial bio is visible at the bottom: 'aches to business'.



LinkedIn profile of Francois Muscat. The header image features a blue background with icons for 'SEARCH', 'SITE', 'MOBILE', and 'WSI'. The profile includes a circular profile picture, a 'Message' button, and the following text: 'Digital Marketing Specialist & Certified Social Selling Trainer Helping Companies use LinkedIn for Sales & Marketing WSIOMS • University of the Witwatersrand Johannesburg Area, South Africa • 500+ &'. A partial bio is visible at the bottom: 'BRIEFLY I'm at my best when helping Executives, Business Owners and Entrepreneurs understand how to take advantage of social media technologies to support their business objectives. My ideal clients are those who know t... See more >'

**BUILD**

**A**

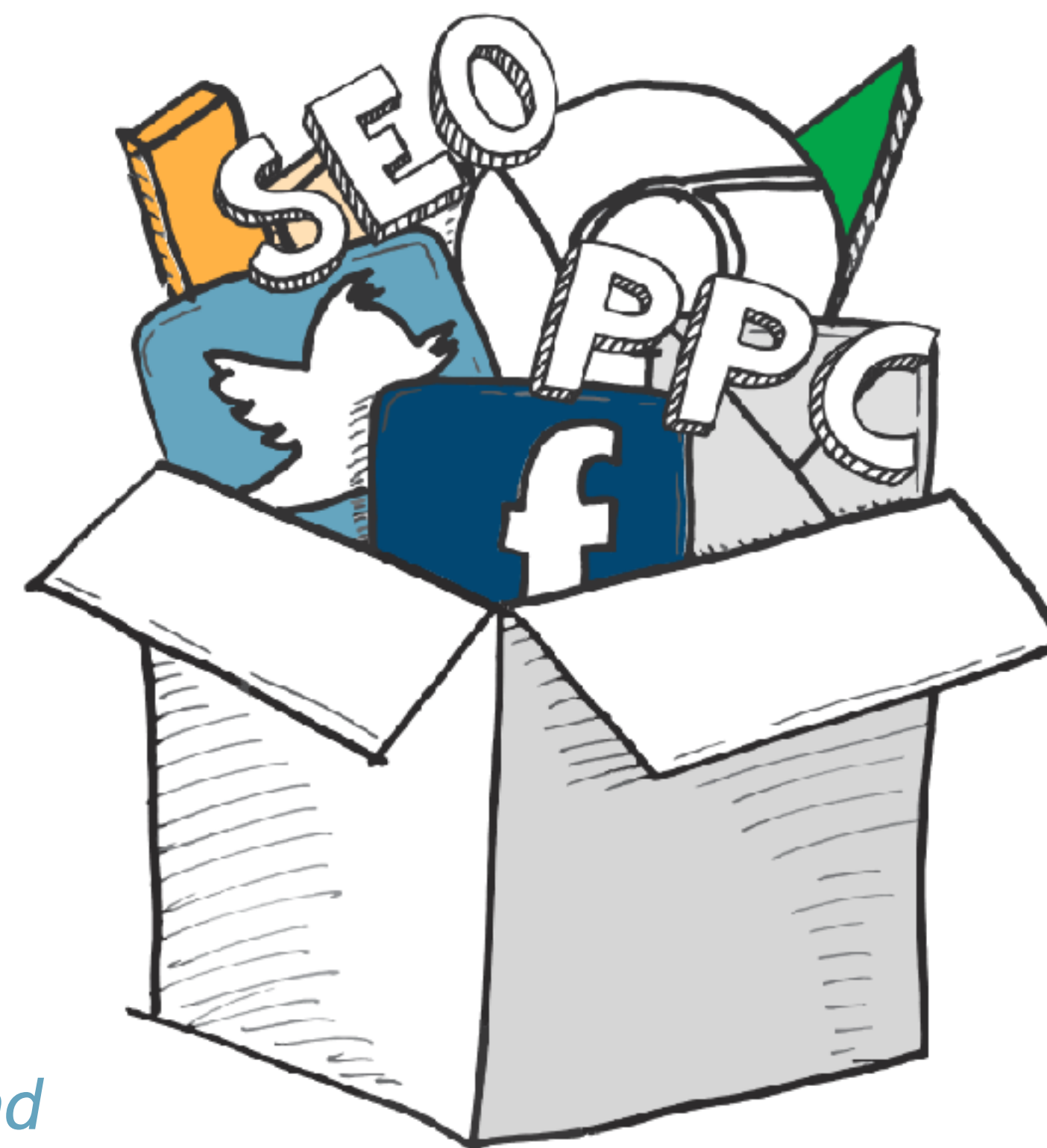
**QUALITY**

**NETWORK**



# Building A Quality NETWORK

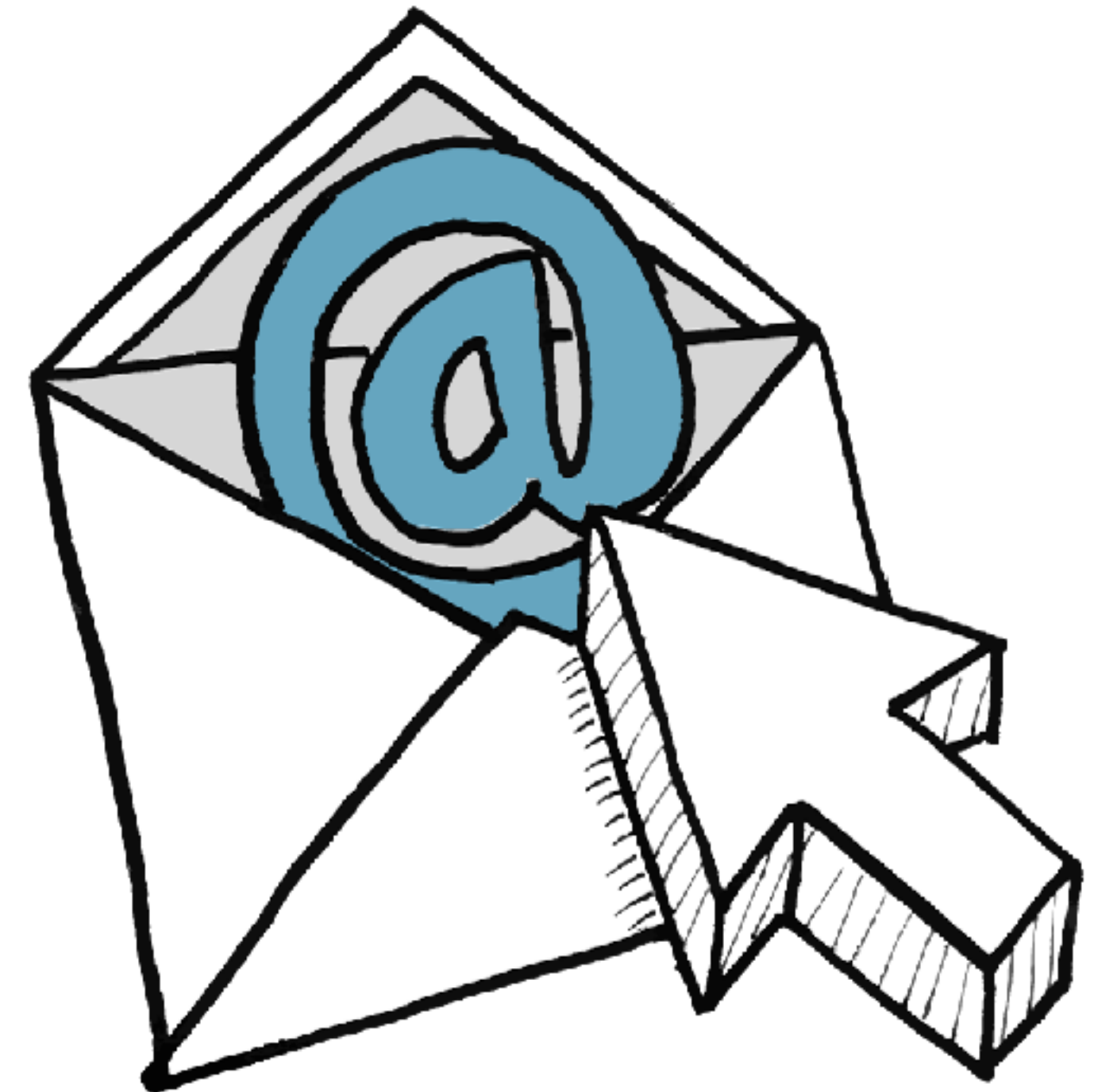
- **Connect with people you know well**
  - *Start with friends & family*
  - *Those that would promote and refer you to their network*
- **Connect with Vendors & Suppliers**
  - *List your top 5 Vendors/Suppliers and connect with them*
- **Connect with Customers and Clients**
  - *List your top 10 clients and connect with them*
- **Reach out to fellow Alumni**
  - *Use LinkedIn University pages to find alumni at <https://linked.com/alumni>*
  - *Sort alumni by function, location, and current company and find contacts that will help you achieve your business goals.*
  - *List 3 people you could connect with*



# Sending Invitations to Connect

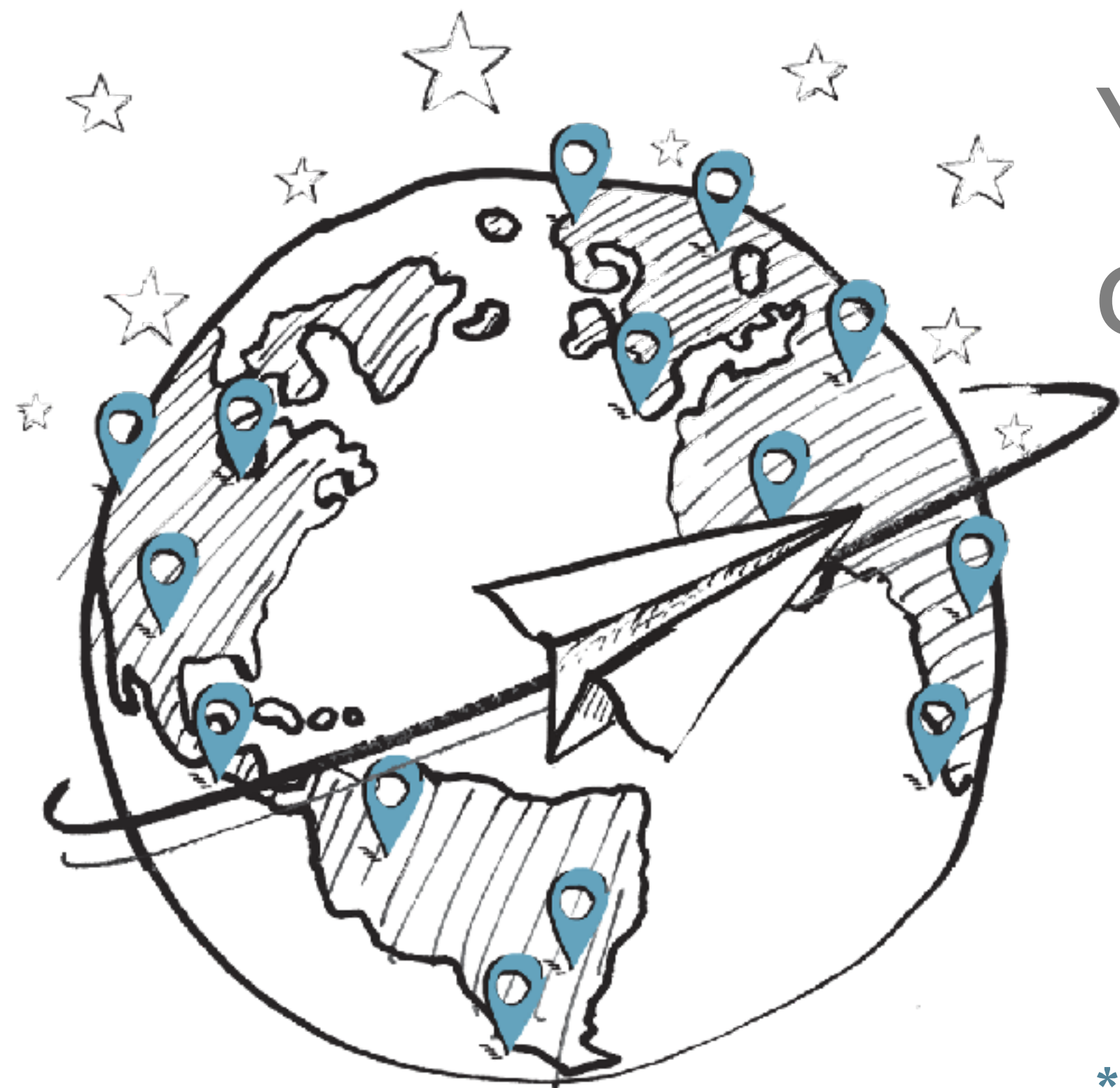
*You can invite people to connect from:*

- **A LinkedIn member's profile:**
  - *Click the Connect button on their profile page.*
- **Search results:**
  - *Click Connect to the right of the person's information.*
- **The "Grow Your Network" page:**
  - *Search your email address book to find contacts OR invite them using their email address*
- **The "People You May Know" page:**
  - *Click the Connect button next to the the person's name.*
- **The LinkedIn mobile app & website:**
  - *Tap the Connect button on the person's LinkedIn profile who you'd like to send an invitation to.*





# Who Can Send You Invitations



Your **Communication** settings will control who can send you invites

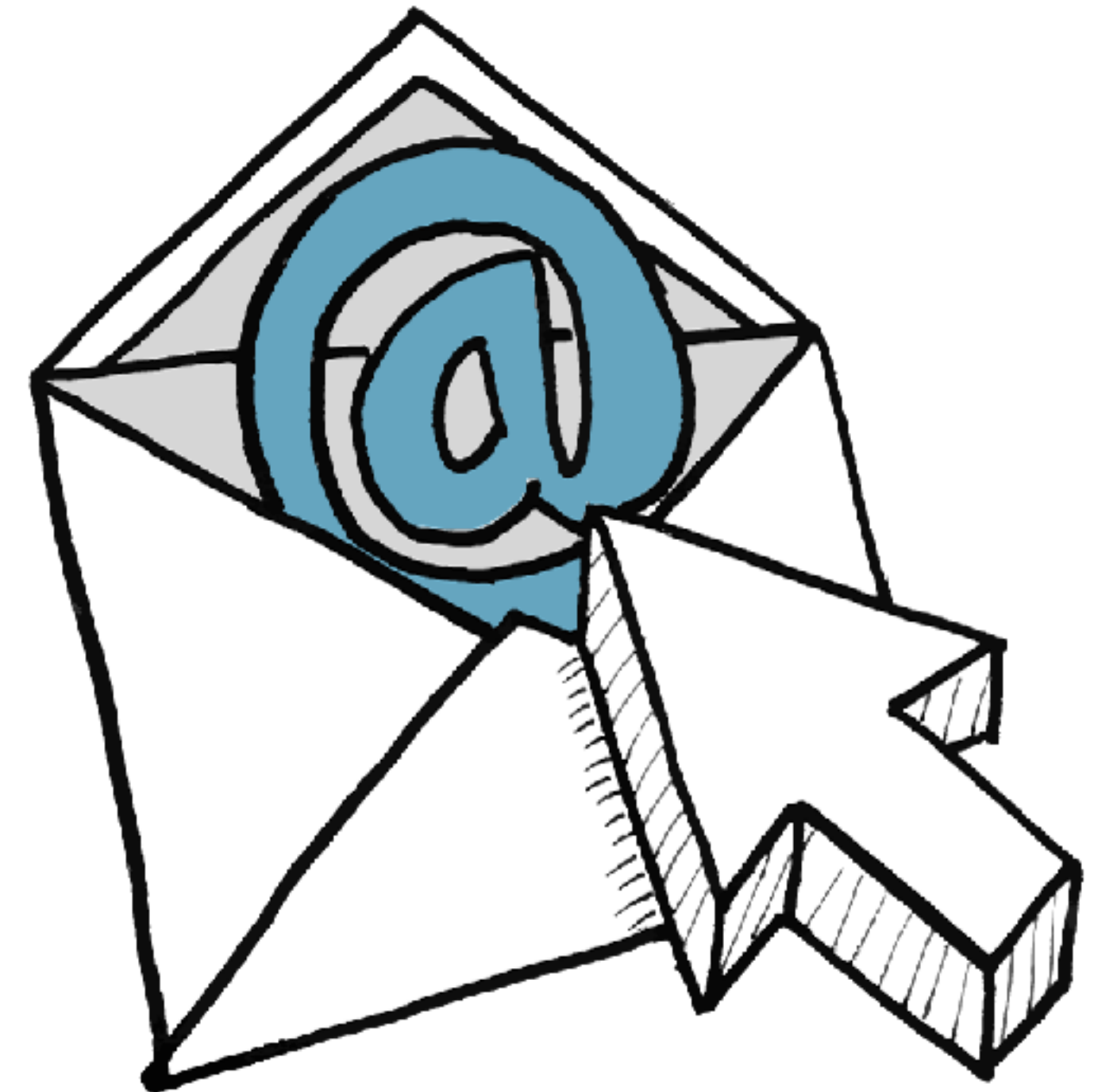
- *Everyone on LinkedIn\**
- Only people who *know your email address* or appear in your *Imported Contact list*
- Only people who appear in your *Imported Contact list*

*\*RECOMMENDED* if you're trying to generate leads for your business or you want to grow your network.



# Craft a Personal Message

- Find common ground
- Be transparent in your message
- Write your message to facilitate trust
- If you have a meaningful reason for adding them, be sure to convey this in your invitation



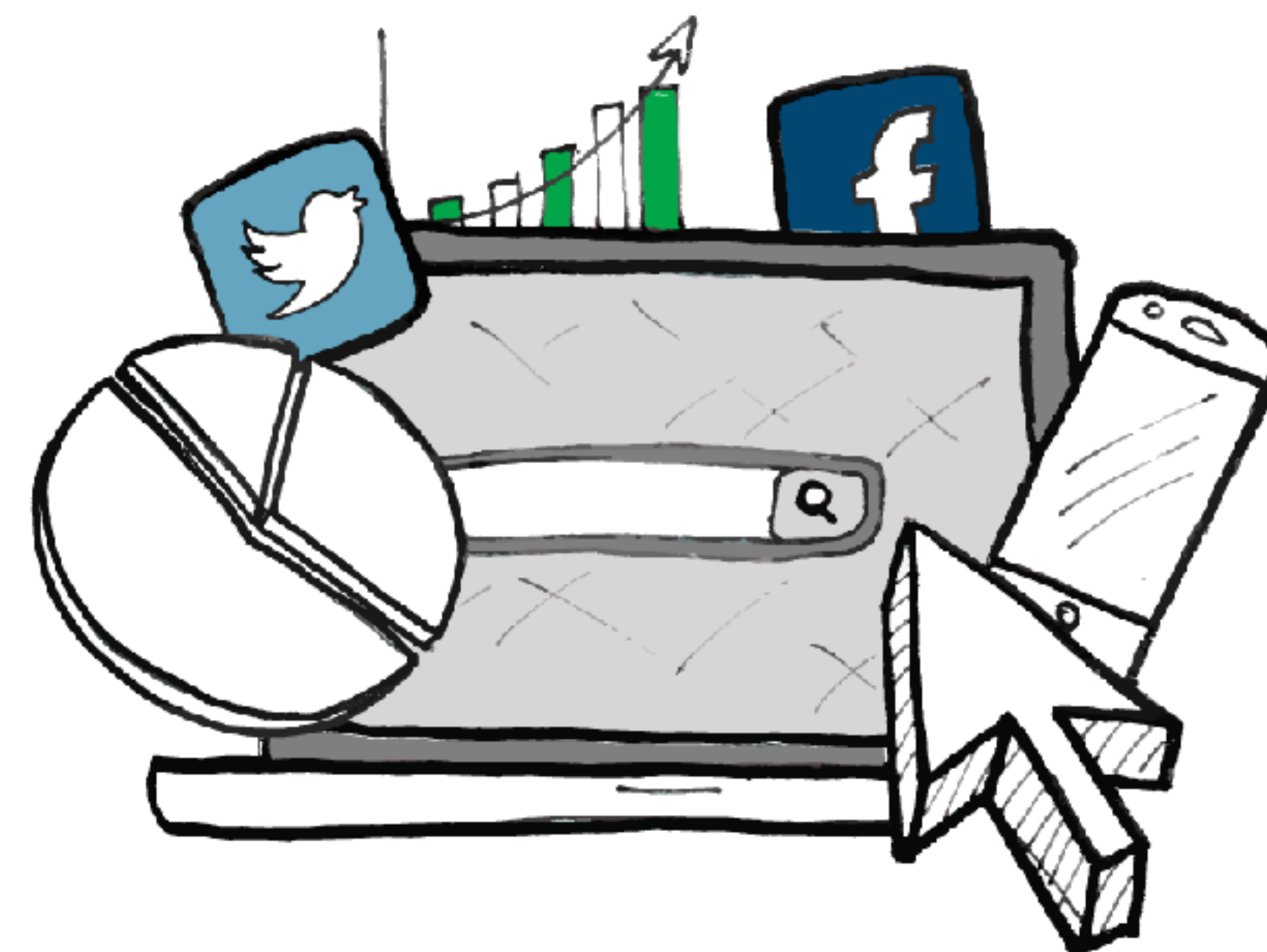
# Utilize Your 1st Degree Connections

Find a 1st degree connection and check out their Connections, *then*:

- *Look for prospects who you could ask for an introduction, OR*
- *Consider connecting directly with these 2nd degree connections*

# Mine Your Network for Warm Prospects

- **Profile Insights Search**
  - Find people you would like to connect with *by introduction* or by *mentioning your connection's name* when you message the prospect.
- **“Socially Surround” a Prospect**
  - Rather than being connected to just one person you have a relationship with, you should connect with other people with an account to broaden your relations.
  - View a prospect's profile and scroll down to *“people also viewed”* to see the other LinkedIn users also viewed. These profiles will be either:
    1. Competitors in other companies
    2. Peers with the specific company
- **Leverage Past Employment**





# Finding & Following Influencers

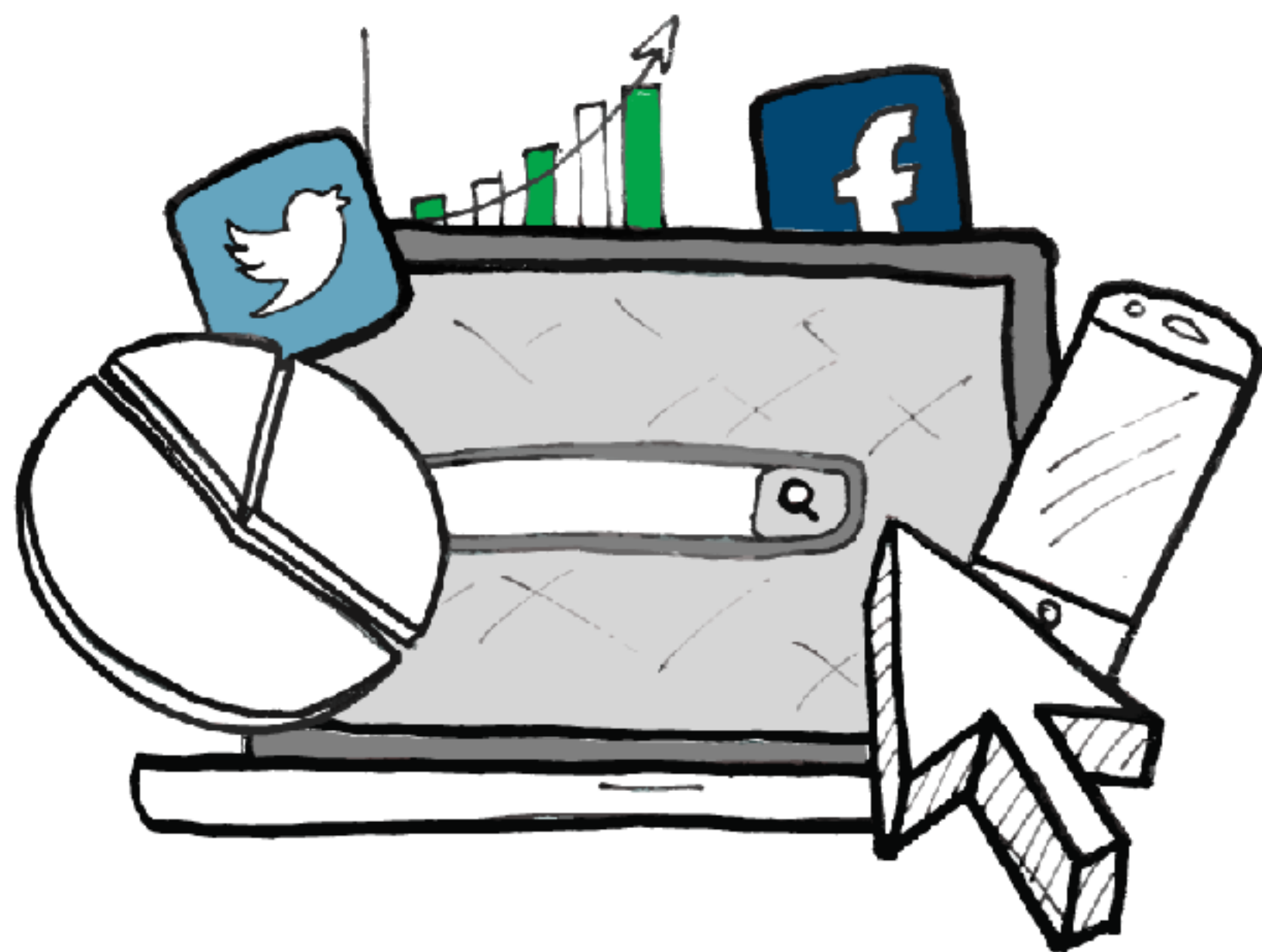
- LinkedIn invites industry leaders to participate in the **LinkedIn Influencer program**
- Follow Influencers that fit your particular interests and industry
- You'll receive notifications in your LinkedIn feed when someone you follow posts an update
- Influencers are a great source for finding shareable content



# Prospecting for Specific Companies

- Search “Companies” to find companies that fit your target prospect profile
  - Consider searching by *industry, location, company size, and keywords*
  - If you already know which company to target, then find that company and explore its employees with profiles on LinkedIn

# More Prospecting Ideas ...



- **Utilizing LinkedIn Posts**
  - Search “Posts” by keyword to find people that align with your ideal Prospects
- **Find LinkedIn Events**
  - Find local events that your prospects are attending and sign up
  - Search “Events” for keywords that would bring up targeted events
- **Who’s Viewed Your Profile?**
  - Stay up-to-date on your LinkedIn profile views
  - These individuals have shown an interest in you!
  - Explore opportunities with these people and open up conversations

**NOTE:** The free account only allows you to see the last 5 people that *viewed your profile*



FIND &  
JOIN  
LINKEDIN  
GROUPS

# LinkedIn Groups - Overview

*“A place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts.”*

- Join up to 100 groups
- Recommend Group Membership ratio:
  - **10%** in your Industry
  - **20%** in your Industry, Specialty or Region/Locale
  - **70%** where your desired Prospects are

# Building Relationships

- Get involved in a mix of groups where you'll find potential clients/customers, as well as those in your industry
- Participate by adding value in these groups
  - **NOTE:** *You can send 15 FREE 1:1 messages to fellow group members each month (for all groups you belong to)*
- Start your own Group and invite members!



# Sharing Content, Likes and Comments


To really promote your brand or services, its necessary to **increase activity on Groups**.

- ***Identify*** a list of Groups that you can join where you are comfortable participating
- **Interact** in the groups **by providing value**, rather than just using it as a publishing platform
- Find Groups for your targeted industry

# Search for Prospects in Groups

- Go to “*Groups Directory*”
- Search for those groups that are most likely to have your prospects as members
  - Once you are a member of a group, you can then message other members or send a connection requests to them.
- Go to “*Members*” tab within a group, then search the membership for individuals that fit your targeted customer or client

# LINKEDIN GROUP focused on SC




## Linked South Carolina

8,238 members

Member

---




Start a conversation with your group

Enter a conversation title...

Conversations Jobs

**FEATURED**



**Joe Milam** · **Manager**  
Business Development Manager at Commerx/Alternate

1y

### ABOUT THIS GROUP

Linked South Carolina is a networking and discussion group for professionals in SC or people who have a connection to SC. The function of this group is to help each other succeed. We are here to be a resource to each other for advice, referrals, commentary and conversation. Our goal is create an environment of innovators and to achieve lasting and meaningful connections that benefit the entire economic base of South Carolina. [Show less](#)

**MEMBERS** 8,238 members



ENGAGE  
WITH  
USEFUL  
CONTENT

# Top 5 Reasons for Content Engagement

*Each month 100 million + unique users go to LinkedIn for specific reasons. Unlike Facebook, Instagram and even twitter, they are very goal-oriented.*

1. **62%** find it educational or informative
2. **61%** find it relevant to them
3. **48%** want to stay on top of the latest trends
4. **40%** find it inspiring
5. **38%** feel it helps with skill development



[Source: LinkedIn research, June 2016]

# Follow the “411 Rule”

Use this as your guide for sharing content on LinkedIn:

- **4** pieces of 3rd party content
- **1** piece of content from yourself or your team
- **1** piece of content to help humanize your brand or business

*(i.e., participation or sponsorship of a social event or charity or social responsibility event, etc.)*



# Engage with Useful Content



Post Status Updates



Like & Share Content  
from Third-Parties



Publishing Long Form Posts



# 1. Post Status Updates



- Can reach up to 20% of your network
  - *40% greater than Facebook*
- Keeps you top-of-mind with your followers and connections
- Opportunity to share helpful information
- Platform to share your expertise, insights and thought-leadership

## 2. *Liking & Sharing Others' Content*

- Find great content to share with prospects, clients, customers and connections
- Content drives others to think differently
- Sharing content & liking updates goes a long way to increasing your personal brand

# 3. *Long Form Posts*

- Your original content becomes part of your professional profile.
  - *Displayed on the Articles section of your LinkedIn profile*
- It's shared with your connections and followers in their news feeds and sometimes through notifications.
- Members that aren't in your network can follow you from your article, so that your next article will be shown in their feeds.
- Your article may be searchable both on and off LinkedIn
  - *Public profile visibility set to "everyone" will distribute your articles publicly.*



# 3. Long Form Posts

*Suggestions to get you started on the LinkedIn publishing platform:*

- 1. What concrete advice would you give to someone hoping to enter your field?*
- 2. What will (or should) your industry look like in 5, 10, or 15 years and how will it get there?*
- 3. What is the biggest problem your industry needs to solve?*
- 4. What skill is essential in your job or at your company, and why?*
- 5. How has your job, profession or industry changed since you started?*
- 6. What else would you do if you started all over again and why?*
- 7. How did you get your start in your profession?*
- 8. What advice do you have for career advancement?*
- 9. What challenges do you see for the future of your profession?*

CREATE

A

COMPANY

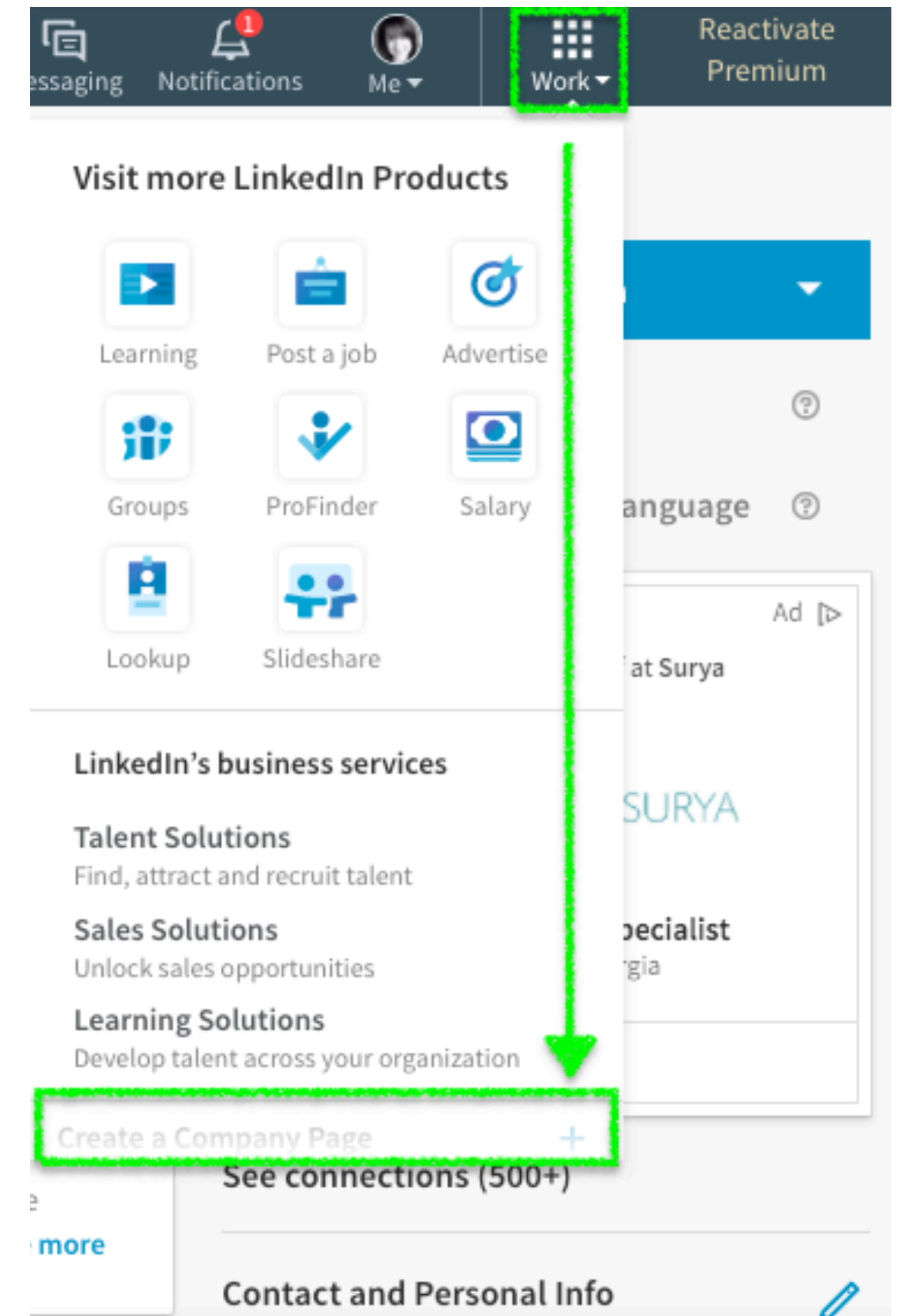
PAGE

# Company Page Benefits

- High-value digital property
- Built-in Analytics
  - *Key Metrics: Page followers, Post clicks, Engagement, Comments, Inquiries/Leads, Event Registration*
    - *Understand who your Company is reaching and how your followers change over time*
    - *Evaluate brand awareness, thought leadership, lead generation*
    - *Tailor your content to fit your target market*
- Allows members to use LinkedIn to find important information about your company:
  - *Access information & do research about your business*
  - *Follow your company and stay updated on your LinkedIn activity*
  - *Find reviews and info about your company's products and/or services*

# To Create a Company Page

1. Click the **WORK** icon in the top right corner of your LinkedIn homepage
2. Click *Create a Company Page*
3. Enter your *Company Name* and choose your *URL*.
  - *All Company Page URLs will structured as linkedin.com/company/[YOUR COMPANY NAME]*
  - *While the name of your Company Page doesn't need to be unique, the public URL for your page cannot be the same as one that exists on LinkedIn.*
  - *LinkedIn members and search engines will use this unique URL to find your page.*
4. Check the *verification box* to confirm you have the right to act on behalf of that company in the creation of the page.





# Company Showcase Pages

The screenshot shows the LinkedIn profile for Augusta University Cyber Institute. The profile header includes the name, industry (Higher Education), and a URL. A green arrow points from the profile name to a highlighted box on the right that says "This is a Showcase Page by" followed by the Augusta University Higher Education logo and name. Below the profile is an "About us" section and a "Recent updates" section. An advertisement for Philips Lighting is also visible on the right side of the profile.

- Showcase Pages are extensions of your Company Page designed for spotlighting a brand, business unit, or initiative.
- You can create Showcase Pages for aspects of your business with their own messages and audience segments to share with
  - *NOTE: A Showcase Page can only be associated to one Company Page (the “parent page”)*
  - *Maximum of 10 Showcase Pages per Company*

**TIME**

**SAVING**

**TOOLS**

# Tools to Help with a Free Account

## COPY PASTE CHARACTER



Find great icons to add throughout your LinkedIn profile to make it easier to format and read.  
<http://www.copypastecharacter.com/>

## GREAT SEARCH TOOLS



Use this Chrome Extension to search LinkedIn, Facebook & Twitter like a pro: *Intelligent Search* - <https://goo.gl/u3uA2d>  
*Shane's Tools*\* - <http://www.intel-sw.com/>  
 \*Also Use it to share a LinkedIn status update directly from your browser

## XRAY SEARCH



How to use Google to search LinkedIn profiles. Search by country, Job Title, Keywords, Education & Employer.  
<https://recruitin.net/>

## WORD CLOUDS



Use these word cloud generators to view content for ideas. TRY: Copy and paste prospects "Written Recommendations" to find out what's important to them OR use on any webpage to see main theme.  
<https://wordsift.org/> OR <https://visualthesaurus.com/vocabgrabber/>

## RECOMMENDATION GENERATOR



Website that help you come up with great wording to add to any recommendations that you give.  
<https://www.linkedjetpack.com/linkedin-recommendation-generator/>

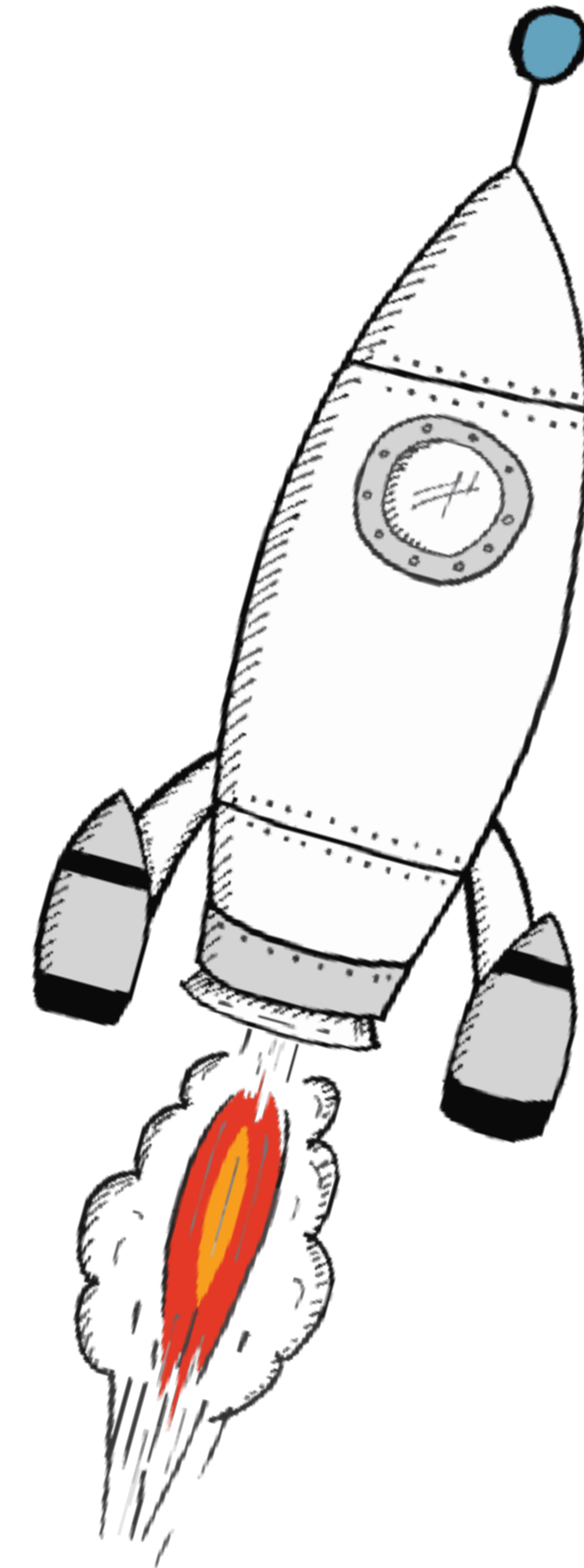
## FIND JOB TITLE VARIATIONS



Use the Indeed website to find various job titles that you can add to your advanced LinkedIn searches.  
<https://www.indeed.com/jobtrends/accounting-category-trends/>

# LinkedIn Profile Builder

- Free Tool to make it easier to give your LinkedIn profile a “makeover”
- Send email to:
  - [kelley@wsiemarketer.com](mailto:kelley@wsiemarketer.com) with the message “**Send me the Profile Builder**” to receive a copy in both PDF and Word formats.





# QUESTIONS

# AND

# ANSWERS



# Thank You!

## CONTACT INFORMATION

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