



e-BIZ

TIPS FOR MARKETING YOUR BUSINESS

SOCIAL MEDIA MARKETING: LinkedIn

INTRO TO LINKEDIN

LinkedIn is a social networking site designed specifically for the business community. As one of the older social media sites, it started in 2003 and site currently has 250 million monthly active users.

- Goal is to allow registered members to establish connections and networks
- Can be used a job portal for recruiters
- Place for business professionals to connect
- Site is redefining its offerings to include mobile apps, integrated ads, content channels, and more
- Allows relationships such as business to business, business to government, and business to consumer

QUICK TIP

“Just like Facebook, LinkedIn has a news feed. When you have updates in your business, write a status update so your connections will see what you’ve been up to. If possible, write the content/article on your site and provide a link to it on LinkedIn so you can build good quality back link to your site to build its authority,” (Martin, 2013)

martinmarketing.ca/six-tips-on-how-to-build-your-business-on-linked-in/

GETTING STARTED

Create a company profile

Optimize profile

- Identify keywords - use words your client would use to search for you
- Different optimization for LinkedIn than website - looking for people or titles

Display cover photo

- Have a professional headshot
- Create a custom header

<https://www.linkedin.com/pulse/30-linkedin-tips-days-630-use-custom-header-image-david-petherick>

Summary Section

- Tell about you and your business, share your story and show your brand
- Position credibility - What can you do for them?
- Speak to target audience. Address problems and what you can do to help.
- End with a Call to Action - view now, download for free, recommend, sign up. Include link to landing page where content lives. Be sure to provide exact information on what to do and where to go.
- Upload videos, photos, and files of products/ services
- Include contact information: phone, email, and a physical address if available

Grow LinkedIn Network

- Make a point of accepting most incoming connection requests (for personal accounts, only accept people you think are valuable connections).
- Set a time when you reach out to people you want to connect with

GETTING STARTED (CONTINUED)

Get Connected

- Create a personalized connection request
<https://www.linkedin.com/help/linkedin/answer/46662/personalizing-invitations-to-connect?lang=en>
- Send a welcome message when someone accepts a connection request.
 - Offer them something of value.
- Send a personalized message.
 - Include their first name at the top and your name at the bottom
 - Remind them how you know each other
 - Be sure to follow up
- Write an attention getting heading
 - Give a reason to connect with you
 - Use one or two key words
 - Include location
- Add a 'recent updates' section
- Add 'stock snapshot' section if applicable
<https://www.linkedin.com/help/linkedin/answer/1284>
- Feature products and services tab
- Promote presentations, webinars, and guides
- Provide information relevant to your customers

THINGS TO KNOW

Reach out regularly

- Activity = more exposure = more engagement
- Provide something of value and move the relationship forward
- Personalize connection requests with a message
- Post job listings, discounts, and package deals
- Move the relationship offline when possible with a phone call or email
- Share articles and content posted elsewhere with a summary
- Add video
 - Use Google Presentations or Slideshare apps

THINGS TO KNOW (CONTINUED)

- Add interests
 - Can connect to other companies and individuals with similar interests

Include plugins

- Use various LinkedIn plugins on your company website to connect back to your profile.
<https://www.linkedin.com/help/linkedin/answer/519/using-linkedin-plugins?lang=en>
- Link status updates with social media accounts
 - When a question is asked on Twitter, respond on LinkedIn and link to Twitter (if you are using a professional Twitter)

Do research and gain knowledge from polls

- Share survey and poll results on social media

Join or start and manage a LinkedIn group

- Spend some time researching which group will be most beneficial
- Opportunity to share your expertise and engage in conversation
- Make new connections

Answer and ask questions without self-promotion

- Show expertise
- Get a feel for what people are wanting and thinking
- Have other people endorse your skills

Check into what paid membership offers

- <https://www.linkedin.com/pulse/20140902171557-45433604-advantages-of-a-linkedin-premium-subscription/>

Publish LinkedIn Profile on everything

- Business Cards
- Email Signature
- Email Newsletter
- Websites
- Brochures

TOP TEN LIST

1. Create a LinkedIn professional business profile
2. Personalize welcome and message
3. Leverage network to become more visible and connected - tag and filter connections
4. Optimize for search and ranking
5. Be consistent with online and offline business profiles and networks
6. Tag skills and expertise with keywords
7. Link to websites and other social media with keyword anchor text
<https://www.linkedin.com/pulse/what-anchor-text-why-important-seo-amrish-kumar-singh/>
8. Add appropriate videos and images
9. Organize business intelligence and networking
10. Post regularly and include your business contact information

ABOUT THE AUTHOR

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RESOURCES

LinkedIn Marketing Solutions:

<https://business.linkedin.com/marketing-solutions/company-pages>

Fast Company:

<https://www.fastcompany.com/3009537/on-its-10th-birthday-what-is-linkedin>

Social Media Examiner:

<https://www.socialmediaexaminer.com/5-ways-to-generate-more-business-from-linkedin/>

<https://www.socialmediaexaminer.com/linkedin-tips-business-buidling/>

Slideshare:

<https://www.slideshare.net/nachobruyel/how-touselinkedinforbusiness>

Inc.:

<https://www.inc.com/janine-popick/5-easy-steps-to-get-started-on-linkedin.html>

Martin Marketing:

<http://martinmarketing.ca/six-tips-on-how-to-build-your-business-on-linkedin-in/>

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