



Intro to LinkedIn

LinkedIn is a social networking site designed specifically for the business community.

- Goal is to allow registered members to establish connections and networks
- Place for business professionals to connect
- Site is redefining its offerings to include mobile apps, integrated ads, content channels, and more

Things to Know

Reach out regularly

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

Use content channels – Categories include Social Impact, Higher Education, and Big Ideas & Innovation

Include plugins – Follow and Share

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
- Summary Section
 - Tell about you and your business - Share your story – 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
 - Provide exact information on what to do and where to go
 - Upload videos, photos and files of products/services

Quick Tip

Provide Updates— “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 too. If possible, write the content/article on your site and provide a link to it on LinkedIn so you can build good quality back links to your site to build its authority,” (Martin, 2013).

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

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
8. Add video/images
9. Organize business intelligence and networking
10. Post regularly

Things to Know (Continued)

Integrate widgets to import blog entries or Twitter stream

- Link status update with social media accounts
 - When question is asked on Twitter, respond on LinkedIn and link to Twitter

Do research and gain knowledge from polls

- Share survey and poll results

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 the conversation
- Make new connections
- Keeps your pulse on what is happening

Answer and ask questions without self-promotion

- Show expertise
- Get a feel for what people are wanting and thinking

Check into what paid membership offers

Publish LinkedIn Profile on everything

- Business Cards
- Email Signature
- Email newsletters
- Web Sites
- Brochures

Getting Started (Continued)

Grow LinkedIn Network

- Make a point of accepting most incoming connection requests
- Set a time when you reach out to people you want to connect with
 - Send a welcome message when someone accepts connection request
 - Offer them something of value
 - Send a personalized message
 - Always include first name at the top and your name at the bottom
 - Remind them how you know each other
 - Always follow-up
- Write attention getting heading
 - Give reason to connect with you
 - Use one or two keywords
 - Include location
- Feature products and services tab
- Promote presentations, webinars, and guides
- Provide information relevant to your customers

About the Author

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There is opportunity around every corner and we only need to think about how we reach our audiences and market our product in new ways! Connie provides educational programming to communities and businesses in the areas of creating your Online Presence, utilizing the new tools for marketing.

As a member of the eXtension Entrepreneurs and Their Community, she has been able to utilize her knowledge Nationally.

Resources

- <http://gigaom.com/2009/07/13/33-ways-to-use-linkedin-for-business/>
- http://www.washingtonpost.com/blogs/on-small-business/post/how-do-you-use-linkedin-for-business/2012/05/04/gIQAmWPg6T_blog.html
- <http://www.socialmediaexaminer.com/5-ways-to-generate-more-business-from-linkedin/>
- <http://www.socialmediaexaminer.com/linkedin-tips-business-building/>
- <http://www.linkedin.com/company/clicktecs/linkedin-tutorial-how-to-use-linkedin-for-business-923904/product>
- <http://www.slideshare.net/nachobruyel/how-touselinkedinforbusiness>
- <http://marketing.linkedin.com/company-pages/get-started/>
- <http://www.inc.com/janine-popick/5-easy-steps-to-get-started-on-linkedin.html>
- <http://www.fastcompany.com/3009537/dialed/on-its-10th-birthday-what-is-linkedin>
- <http://martinmarketing.ca/six-tips-on-how-to-build-your-business-on-linked-in/>