

LEARNING LINKEDIN FROM THE EXPERTS



How to Build A
Powerful Business
Presence on
LinkedIn

A publication of





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INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. Check out our introductory level ebook, [“How to Use LinkedIn for Business.”](#)



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Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.



ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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LEARNING LINKEDIN FROM THE EXPERTS

Curated by Rebecca Corliss

Rebecca Corliss is marketing manager and leader of the social media marketing team at HubSpot. Rebecca specializes in B2B social media marketing and generates over 4,000 sales leads/month through social media channels only for HubSpot. She is also well known for her award-winning music video “You Oughta Know Inbound Marketing” among many others.



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“If you’re a business professional and you don’t have a powerful LinkedIn presence, you are missing valuable opportunities.”



LinkedIn is the largest professional social network online today with an astounding 135 million users and a targeted audience of business professionals.

If you are a business professional and you do not have a powerful presence on LinkedIn, you are undoubtedly missing valuable opportunities to connect and grow your business.

This ebook will walk you through the process of developing your presence, building your network, marketing your business, marketing yourself, and measuring your results. The content in this ebook is written by five LinkedIn experts in the marketing space.

CHAPTER 1

GET STARTED & BUILD YOUR FOUNDATION

Stephanie Sammons, [SMART SOCIAL PRO](#)



COMPLETE YOUR LINKEDIN PROFILE

100%

Leveraging the power of LinkedIn begins with building a solid professional profile and presence. As a professional, how do you stand out from the crowd on LinkedIn? How do you differentiate yourself from the millions of professional users on the network? What will make your profile visitors want to learn more about you and your business to ultimately connect with you? You must first establish a foundation in order to begin building your influence, generating introductions and referrals, and uncovering valuable business opportunities.

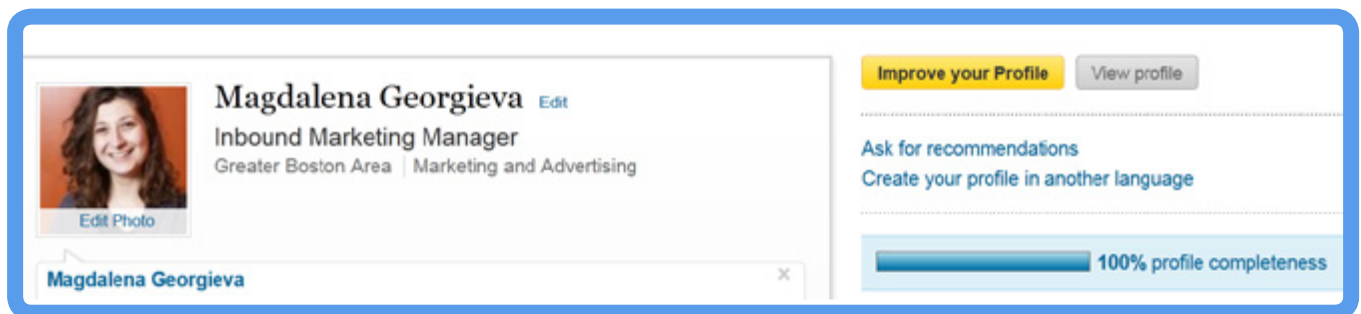
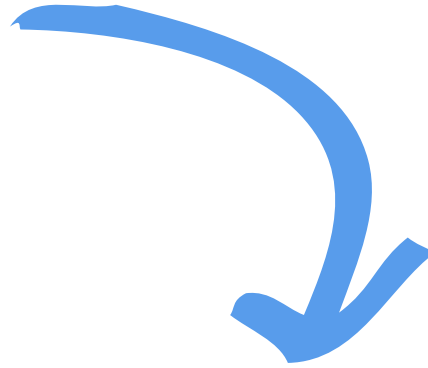
“*You must first establish a foundation in order to begin building your influence...*”

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LinkedIn suggests that having a completed profile provides you with a 40% greater chance for networking success, and they make it easy for you to understand how to achieve that 100% completion.



Having a completed profile is the most effective way to showcase all of who you are through your talents, background, experience, passions, interests, and areas of expertise. In addition, a completed profile is going to make you appear to be a more competent user in the network.

Your LinkedIn profile may be the first stop for a new introduction. With a solid foundation, you will be well positioned for the next phase, where you can grow your influence and build your business.

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CHECKLIST TO ACHIEVE A POWERFUL AND COMPLETE PROFILE

1

UPLOAD A PROFESSIONAL IMAGE

This is your best opportunity to make a great first impression, and it is essential to attracting connections.

2

CREATE A COMPELLING HEADLINE

You only have 120 characters at the top of your profile to describe what you do to the world and grab their attention. Use brief, descriptive, compelling keywords so the right professionals on LinkedIn can discover you.

3

LIST YOUR CURRENT POSITION AND AT LEAST TWO PAST POSITIONS

Use descriptive keywords that you quoted in your headline if possible, and be sure to describe your role for each position.

4

COMPLETE THE “SUMMARY” SECTION OF YOUR PROFILE

This is your chance to really describe who you are and how you help people. I recommend that you write your summary in the third person. Otherwise, you'll be using the letter “I” quite a bit, which can be off-putting.

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5

COMPLETE THE “SPECIALTIES” SECTION OF YOUR PROFILE

Utilize customer-focused keywords, as these are the terms that will help you show up in search results within LinkedIn. When thinking about these keywords, brainstorm words and phrases that people in your target markets might search for to find someone with your background, experience, and service offering.

6

GIVE RECOMMENDATIONS FIRST

Request recommendations that can be displayed on your profile. The best way to receive recommendations is to first give them! Hint: You will need at least three recommendations in order for LinkedIn to label your profile “completed.”

7

COMPLETE THE “INTERESTS” AND “GROUPS AND ASSOCIATIONS” SECTIONS

Each of these terms will be hyper-linked and will take you to other users in the network who share these interests.

HINT

You will need at least three recommendations in order for LinkedIn to label your profile “completed.”



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OPTIMIZE YOUR PROFILE TO GET FOUND BY CONTACTS

By now, you probably realize the importance of adding relevant keywords that your target markets may search for to your headline, summary, and specialties sections of your LinkedIn profile. **Here are some pro tips to optimize your profile to get found by great new contacts:**

1

EDIT YOUR PUBLIC LINKEDIN URL

An example is my personal LinkedIn URL, <http://www.linkedin.com/in/stephaniesammons>. Such customization will optimize your LinkedIn profile to show up in search results on major search engines when someone searches for your name. It is important to claim those results for your name as they provide a gateway into your personal brand.

2

CUSTOMIZE YOUR “WEBSITE” LISTINGS

Under the “websites” section of your LinkedIn profile, you can list up to three URLs. Choose the “other” option when setting up each of these links and describe them with relevant terms. For example, rather than using the terms “my website,” I use “Smart Social Pro Blog.” Not only is this more descriptive, but it also gives me a better opportunity to rank for these keywords in search engines.

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3

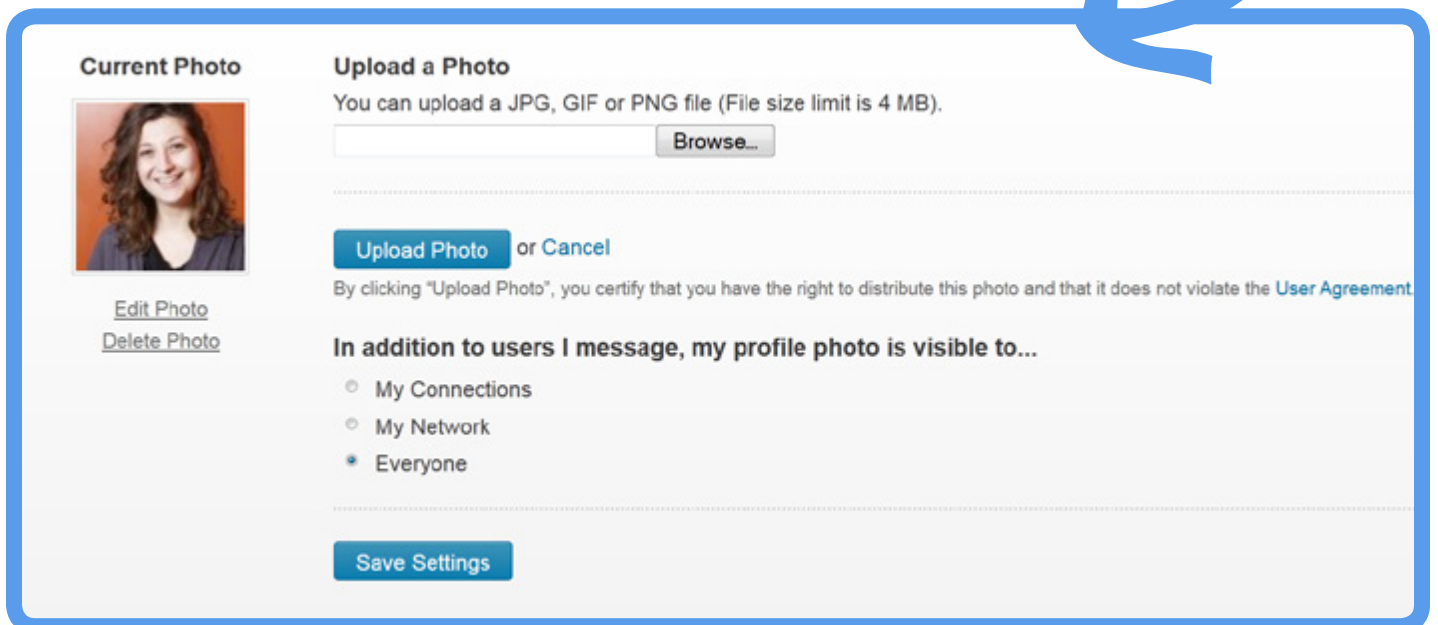
INCLUDE A LINK TO YOUR TWITTER PROFILE

You can have more than one Twitter account listed. Give folks an additional method to use to connect with you!

4

MAKE YOUR ENTIRE LINKEDIN PROFILE PUBLICLY VISIBLE TO EVERYONE

You want other professionals on LinkedIn to be able to find you and contact you anytime. Being invisible won't help you build your network.



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GET PLUGGED IN WITH LINKEDIN APPLICATIONS

To build a truly vibrant and influential profile on LinkedIn, you will want to take advantage of the applications that are available. My personal favorites are listed below, but feel free to choose the applications that are the best fit for you!

1

SLIDESHARE

I use this application to bring in presentations that I've uploaded to SlideShare. It gives me a chance to show my expertise visually. Also, you can embed video or audio into your SlideShare presentation that will automatically play when someone visits your LinkedIn Profile. This can certainly be an effective way to make your profile stickier. Most likely, if the visitor hears your voice they will scroll down to this part of your profile.

SlideShare Presentations
by SlideShare Inc

SlideShare is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.

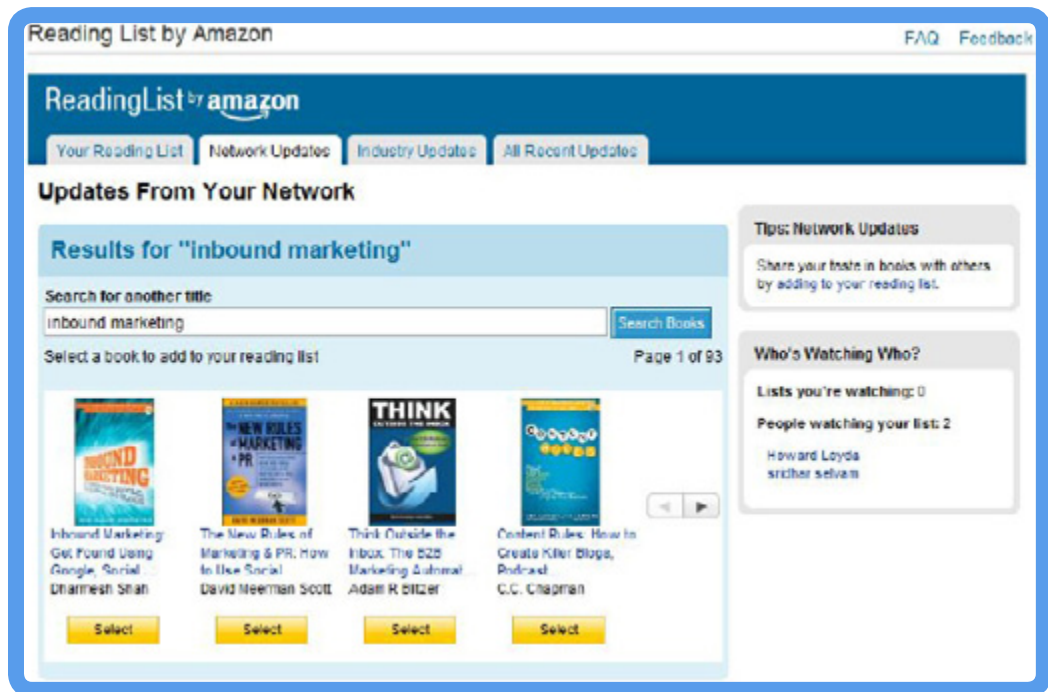
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2

READING LIST BY AMAZON

We are what we read. Don't miss this opportunity to create a window into your passions and interests by showcasing and reviewing your latest reads. Alternatively, when you are searching through profiles on LinkedIn for potential connections and introductions, you can glean the same insight about others if they have this application installed.



3

MY TRAVEL AND EVENTS

Personally, I love these two applications because they give me the opportunity to showcase the part of my schedule that mostly involves connecting! I want my connections to see where I'm traveling and also the events I'm attending. Don't miss any opportunities to meet a LinkedIn connection face-to-face.

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4

WORDPRESS OR BLOG LINK

With these applications, you can automatically pull blog posts into your profile. If you are taking the time to create great content on your blog, you must get it out into the world.



Blog Link

by SixApart

With **Blog Link**, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link helps you, and your professional network, stay connected.

5

POLLS

The LinkedIn Polls application allows you to essentially conduct your own research, either simply within your own network or to a more targeted audience of professionals, which is a paid resource. I have found Polls to be an effective tool for understanding my audience. You must make sure that your poll is simple to understand and that your questions are compelling. Otherwise, you may not get much response.



Polls

by LinkedIn

The Polls application allows you to collect actionable data from your connections and the professional audience on LinkedIn.

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CHAPTER 2

HOW TO BUILD YOUR LINKEDIN NETWORK

Jan Vermeiren, AUTHOR OF [HOW TO REALLY USE LINKEDIN](#)



“LinkedIn helps you find valuable people and informs you of the mutual connections you have with them.”



For me, the most powerful concept behind LinkedIn is that it helps you find valuable people and informs you of the mutual connections you have with them, or your second and third degree networks. This has tremendous value.

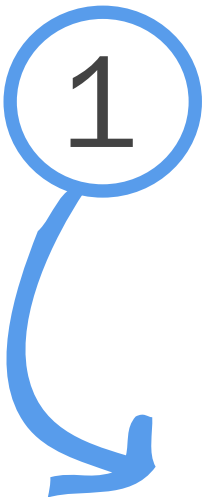
Why? Many people already have difficulty keeping track of their own first degree network. It is impossible to know whom our network knows. LinkedIn keeps track of this for us. Access to this information is extremely powerful.

In this chapter, we will cover the steps to building a valuable network for you and your business.



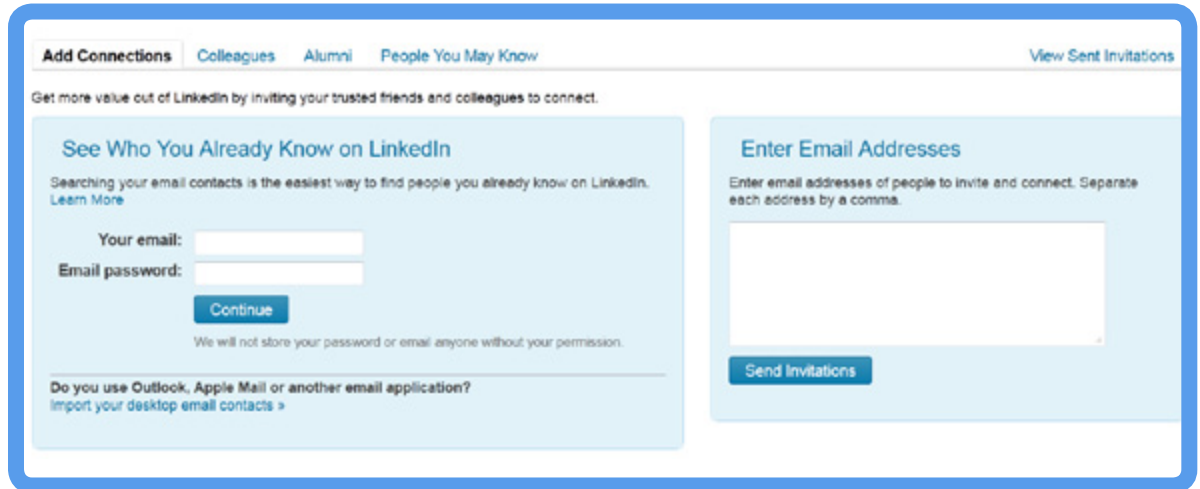
GETTING YOUR NETWORK STARTED

While true business opportunity is within your second degree network, you still need a first degree network to be able to reach those second degree connections. **Here are three steps to build your first degree network effectively and in a timely manner.**



CONNECT WITH YOUR DIRECT, FIRST DEGREE NETWORK

Upload your contacts from Outlook, webmail like Hotmail, Gmail, Yahoo, AOL, or other address books. You can do this via the “Add Connections” tab. Then you can log in to your email and find who has a profile on LinkedIn.



Look at the contacts, which are now available in “Imported Contacts” (under “Contacts” in the menu on the left). The people who are already on LinkedIn have a small blue icon with the letters “In.” Since they are already using LinkedIn, they will be open for a connection with you. Select them.

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Write a semi-personal message to them. First check “Add a personal note to your invitation.” Then replace the standard “Hi, I’d like to add you to my network” message with something related to how you know them. You can’t make it too personal when you use this method because you have selected several people.



2

ADD PREVIOUS COLLEAGUES AND CLASSMATES TO YOUR NETWORK

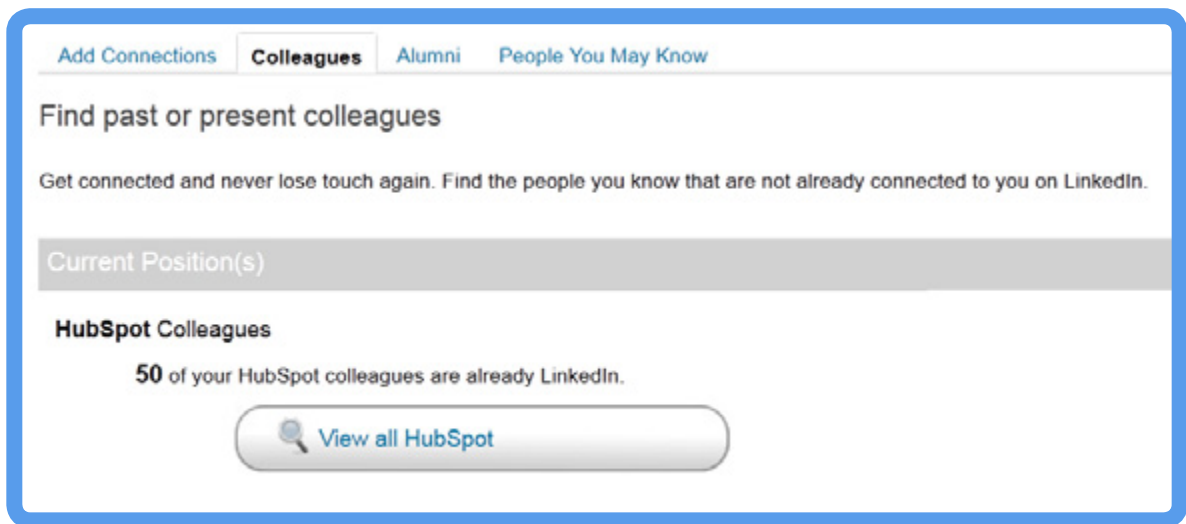
While you are waiting for people to accept the invitations you sent, you can add more people to your network via a different method. Again, you are first focusing on the people who are already on LinkedIn because they will be more open to accept your invitation.

Use the tools LinkedIn provides for retrieving colleagues and classmates. Since LinkedIn works with the information in your profile, it is important that you already have completed the information about the companies you have worked for and the schools and universities you’ve attended.

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Look up your current and past colleagues' profiles on LinkedIn. You can also do this via the same menu and then clicking on the "Colleagues" tab. Here, you will see all the companies that you have listed on your profile, as well as how many people from each company are already LinkedIn members.



Click on one of the companies listed. You will get a list of people. Select the people you know. Write a personal message to them if you are going to invite them one-by-one or write a semi-personal message if you want to invite them in batches. Repeat this for all your previous companies.

Now do the same for the people with whom you went to school or college via the tab "Classmates."

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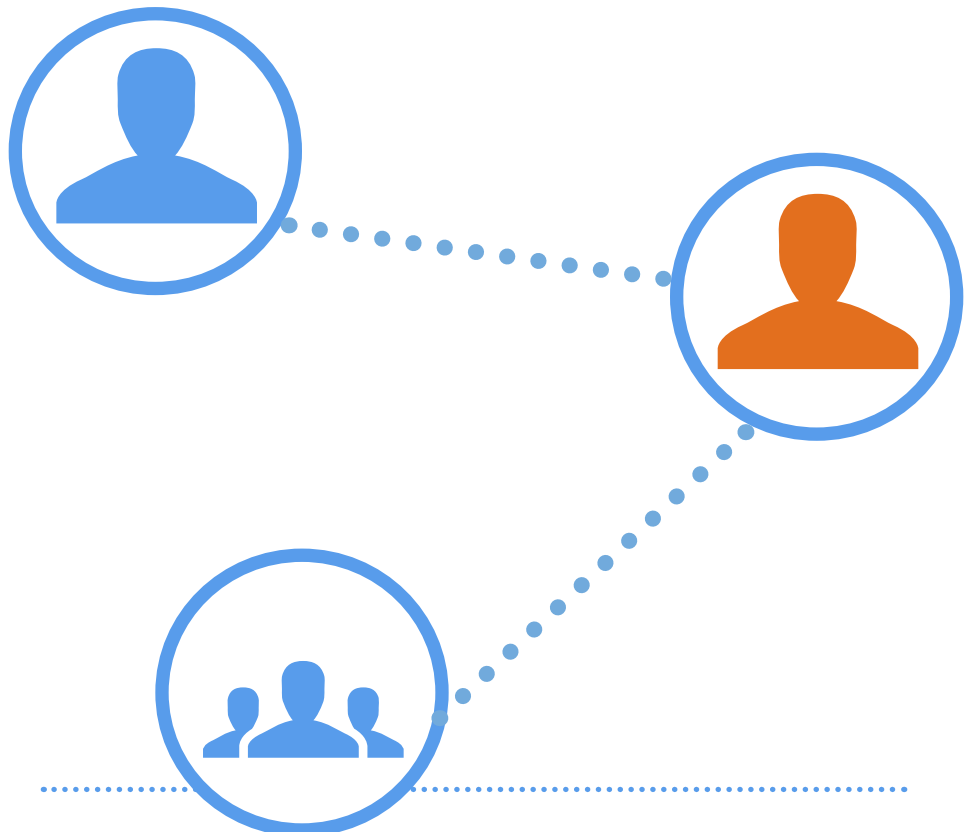
FILL YOUR NETWORK WITH VALUABLE **NEW CONNECTIONS** FOR YOUR BUSINESS

LinkedIn is a great tool to find new customers, suppliers, partnerships, experts, and other people that would be valuable to add to your network. LinkedIn offers several ways to find specific types of people. But before being able to use LinkedIn successfully, it is important to create a good definition of your target group(s). **Once you have defined your targets, here are some strategies to help you find them:**

1

BROWSE THE NETWORKS OF YOUR IMMEDIATE NETWORK

You can do this by visiting someone's profile and looking at their connections on the right-hand side. If you see someone interesting, invite that person to connect.



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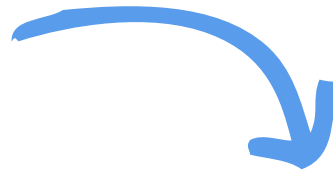




2

USE THE “ADVANCED SEARCH” OPTION TO SEARCH FOR PEOPLE

If you find someone with whom you’d like to connect, see if you share any mutual connections. Ask that connection if he or she can make an introduction to the new person. Please remember that what you are now doing is building a relationship. Don’t sell at this stage.



The screenshot shows the LinkedIn search interface with the 'Advanced People Search' tab selected. The form includes the following fields and options:

- Keywords:** Text input field
- First Name:** Text input field
- Last Name:** Text input field
- Location:** Dropdown menu with 'Located in or near:'
- Country:** Dropdown menu with 'United States' selected
- Postal Code:** Text input field with a 'Lookup' button
- Within:** Dropdown menu with '50 mi (80 km)' selected
- Title:** Text input field with a 'Current or past' dropdown menu
- Company:** Text input field with a 'Current or past' dropdown menu
- School:** Text input field
- Search:** A blue button at the bottom center.

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JOIN GROUPS THAT YOUR TARGET MARKET JOINS

This will give you a genuine opportunity to interact with individuals of those groups and will help you increase your visibility. People will start to contact you.



SAVE YOUR PEOPLE SEARCHES AND CREATE AN ALERT

If you set up an alert, LinkedIn will send you an email every week with new prospects.



FOLLOW YOUR NETWORK'S UPDATES AND YOUR CONTACTS' INTERACTIONS

As you watch who your network interacts with, you might notice opportunities for building valuable relationships. If someone mentions someone interesting, ask for an introduction.



LinkedIn is a very powerful tool to help you meet new contacts, grow your business network, and advance your career. Let's now dig into some of the specific business objectives you can reach.

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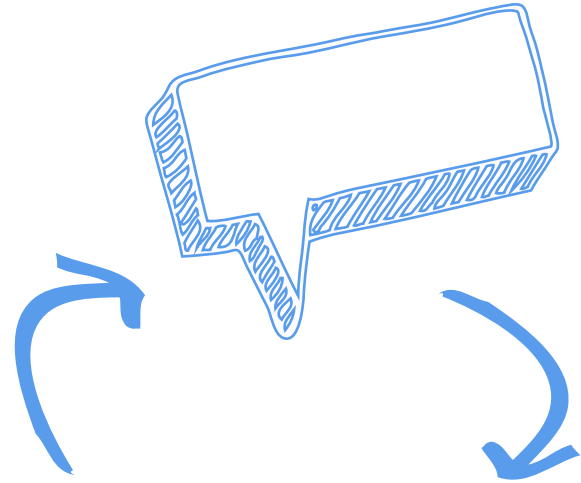
CHAPTER 3

HOW TO USE LINKEDIN TO MARKET YOUR BUSINESS

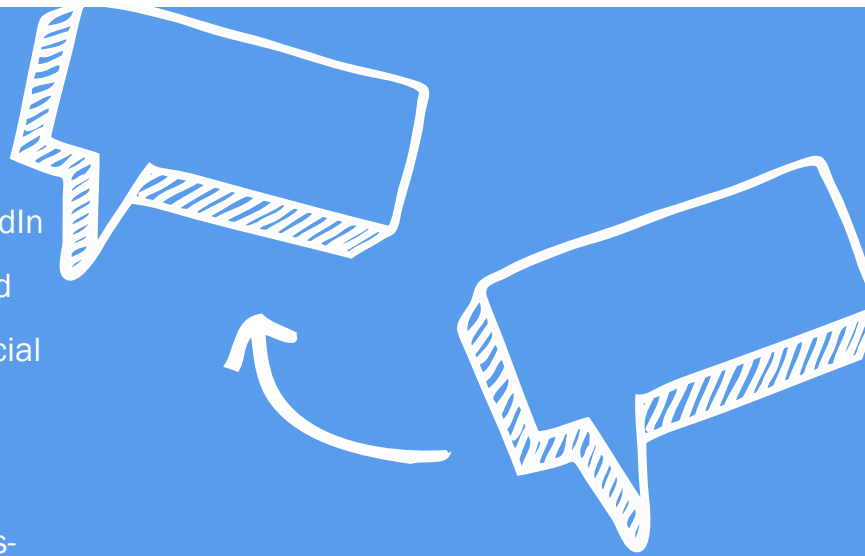
Neal Schaffer, AUTHOR OF [WINDMILL NETWORKING](#)



“ *LinkedIn is like a virtual trade show full of 24/7 networking.* ”



By now, you probably understand that LinkedIn is the premier social networking site devoted solely to professionals. There is no other social networking site in which you have a greater chance of being able to interact with an influential decision maker due to the business-focused nature of the community.



LinkedIn remains one of the best social networking sites to market your business-to-business (B2B) products and services because of this special demographic. Even for business-to-consumer (B2C) companies, LinkedIn is important: not only because consumers are members of LinkedIn, but also because the network offers a great platform for finding distributors, agents, and strategic alliances.



SETTING UP YOUR COMPANY PAGE ON LINKEDIN

Inbound marketing on LinkedIn begins with ensuring that your company can be found in the LinkedIn Companies directory and your company can be “followed” by users who want to stay up-to-date with your organization. Especially with the release of the status update feature, LinkedIn Company Pages are quickly becoming an alternative free source of company information where you should absolutely be present. [View HubSpot’s Company Page for an example.](#)

Should someone be searching for a company with your expertise, you want to ensure that they can find you. **Follow these steps to be sure the best information is on display for potential customers:**

1

EDIT THE DESCRIPTION OF YOUR COMPANY PAGE OVERVIEW

Make sure it is in sync with your company website. Add details about the value your company offers.

2

ADD KEYWORDS WITHIN THE SPECIALTY SECTION

There is also an opportunity to enter 256 characters under the “Specialties” section. Make sure that any keywords for which you want your company to be found are here.

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PICK YOUR INDUSTRY

You can choose a main company industry. Make sure you choose the most appropriate, as this is a field that may be used in a search to find your company.

3

LIST YOUR LOCATION

There is also a search field for location. LinkedIn gives you the opportunity to enter up to five locations. Use this if your company is represented in multiple regions.

4

LINK TO YOUR BLOG RSS

Enter your corporate blog's RSS feed to showcase your latest blog entries.

5



POST STATUS UPDATES

Make an effort to post regular status updates on your page, including links back to your website and blog. This is your chance to make your page dynamic and interactive, as well as send traffic back to your website.

6

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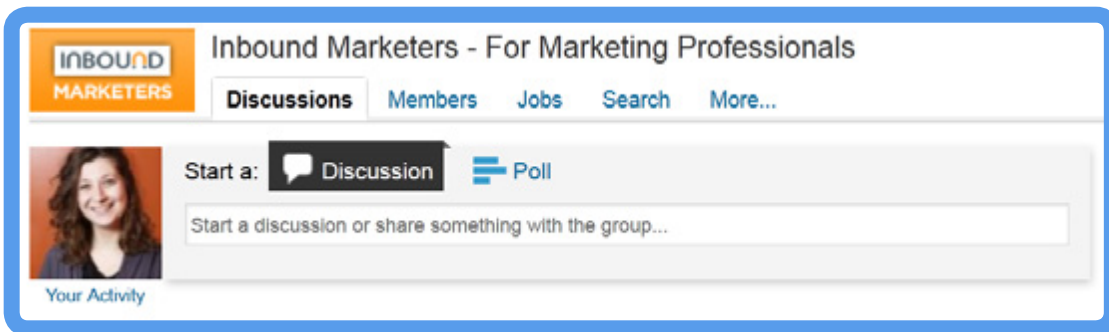




HOW TO CREATE AN EFFECTIVE LINKEDIN GROUP

The power of LinkedIn Groups shouldn't be underestimated. The purpose of LinkedIn Groups is to allow those with similar interests to come together to discuss and share news on the topics that mutually interest them.

The [Inbound Marketers Group for Marketing Professionals](#), started by HubSpot cofounder Dharmesh Shah, is one of the most popular LinkedIn Groups with membership of almost 75,000. You can imagine the benefits of having a community of its target demographic that they can engage with in a variety of ways.



LinkedIn Groups presents a discussions board, where it is possible to post a link to a web article of interest or simply engage in a conversation. Through groups, you can also do a member search and directly send a message to someone, provided they are using the default setting LinkedIn provides. In other words, by attracting your target demographic to your group, you can now directly engage with them regardless of your connectivity status.


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Before you think about creating a LinkedIn Group, you first need to create a mission statement that states who you'd like to attract and what your group will offer them.

Creating a LinkedIn Group is surprisingly simple, as is indicated by the sheer number of groups that exist. That being said, there is one very important thing to consider that will make or break your group: its name.

Logo: Your logo will appear in the Groups Directory and on your group pages.
[Text input field] **Browse...**
Note: PNG, JPEG, or GIF only; max size 100 KB

 * I acknowledge and agree that the logo/image I am uploading does not infringe upon any third party copyrights, trademarks, or other proprietary rights or otherwise violate the User Agreement.

* **Group Name:** [Text input field]
Note: "LinkedIn" is not allowed to be used in your group name.

* **Group Type:** [Dropdown menu: Choose...]

* **Summary:** Enter a brief description about your group and its purpose. Your summary about this group will appear in the Groups Directory.
[Text input field]

* **Description:** Your full description of this group will appear on your group pages.
[Text input field]

While using a social networking site, no LinkedIn user wants to be directly sold to. Therefore, in the spirit of inbound marketing, the name of your group should NOT be your company name. On Facebook or Twitter, it is wise to have a page or username that represents your company. On LinkedIn, however, you want to win the mindshare of your target audience and attract them to become members of your group. You can do so by naming your group appropriately.

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Once the name of your group is chosen, it is important to brand it in a way that will be attractive to the target audience and different from your exact logo, while maintaining consistency with your established look and feel.



Social Media STRATEGIES

The Social Media Strategies for Business Group

To discuss, share, & learn about Social Media Strategy & how companies from startup & small business to Fortune 500 enterprise can leverage sites like LinkedIn, Twitter, Facebook, YouTube & blogs for business. For executive marketing PR consultant entrepreneur internet management sales director.

Yesterday's Activity: Discussions (8)

Owner: **Neal Schaffer** | 2,492 members | Share

Similar groups »

Join Group

The Inbound Marketers Group logo prominently features the same orange color that stands out on the HubSpot logo as well as the famous magnet image. If you look at the LinkedIn Group I recently created, The Social Media Strategies for Business Group, you will see that the typeface and color is identical to the logo of my company, Windmills Marketing.

“ Be different from your exact logo, while maintaining consistency with your established look and feel. ”

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HOW TO **PROMOTE** YOUR GROUP TO EARN MEMBERSHIP

Once you start a LinkedIn Group, what do you do next? It's all about promotion, and that starts with introducing your community to relevant professionals in your own LinkedIn network. This is where you are already at an advantage if many of your employees are already established users with LinkedIn connections.

Of course, your employees should only be introducing your group to those that are in your target demographic and would feel it is a valuable resource; otherwise, the innocent introduction of your group could be perceived as spam. **Here are some tips to help you promote your group:**



USE OTHER SOCIAL MEDIA ASSETS TO PROMOTE YOUR GROUP

Promotion doesn't and shouldn't stop with just LinkedIn members. Once you begin to strategically engage in social media, you need to optimize your own website for social media.



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For the LinkedIn Group, it can be as simple as posting a logo and a link to your group in a prominent area of your website. In this way, your website visitors not only find out about your community, but they can also easily join it. If you have an email newsletter, don't forget to feature your group's logo there as well. An occasional tweet or Facebook post introducing your LinkedIn Group is another way to efficiently utilize social media to "advertise" your LinkedIn Group.



KEEP LINKEDIN GROUP POLICIES IN MIND

If you have ever been a member of a LinkedIn Group, you will know that many are filled with spammy link-building "discussions" that tarnish the atmosphere of the group and potentially the brand of the company sponsoring it. Social media marketing is really about relevance, so it is important to keep your group relevant by actively managing and keeping the irrelevant information out. Your first step in doing this is by creating a LinkedIn Group Policy.

IT'S IMPORTANT TO KEEP YOUR GROUP **RELEVANT** BY ACTIVELY MANAGING AND KEEPING THE IRRELEVANT INFORMATION OUT.



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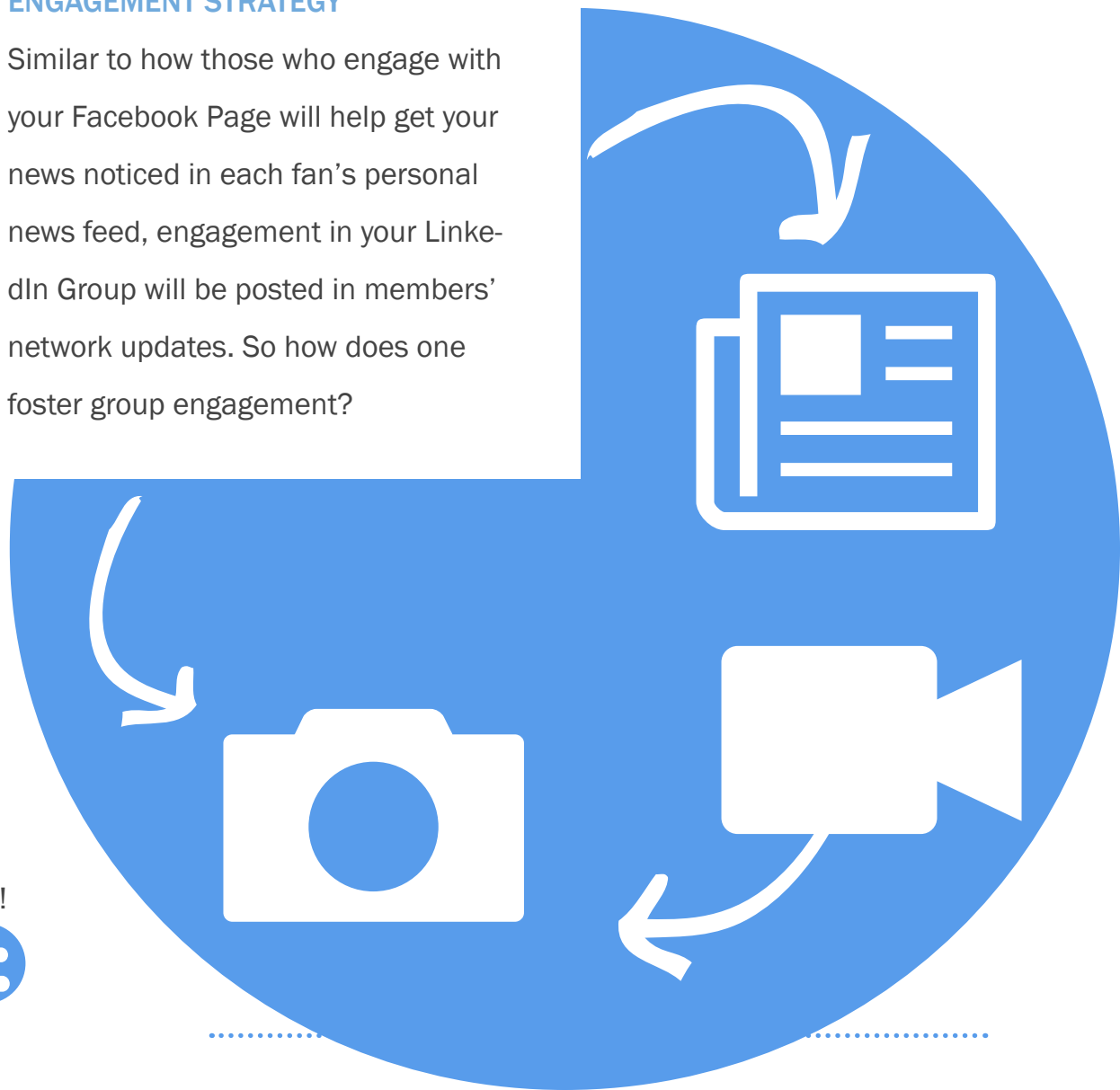


LinkedIn has provided group managers with the ability to create a group policy under the title “Group Rules.” It is here where you can set your expectations and rules for the group so that there are no misunderstandings with members should you need to remove them for posting spam. It is also a way to show your company’s professional approach to managing the group, so I would recommend taking an extra step and customizing the template that LinkedIn provides you in welcoming new members to either list the group rules or remind them to read them.

3

CREATE A LINKEDIN GROUP ENGAGEMENT STRATEGY

Similar to how those who engage with your Facebook Page will help get your news noticed in each fan’s personal news feed, engagement in your LinkedIn Group will be posted in members’ network updates. So how does one foster group engagement?



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When starting a group, you need to assume leadership by proactively starting conversations, posting relevant and timely news, and quickly reacting to the discussions and questions of others. This can be done in a time-effective manner by pre-scheduling some activities and utilizing LinkedIn's feature that allows group managers to receive updates about new discussions and comments the moment they happen. As membership grows, the discussions tend to become mostly self-generated, but it's still important to check the engagement volume on a regular basis and generate new discussions as needed.

WHAT DISCUSSIONS SHOULD ONE GENERATE?



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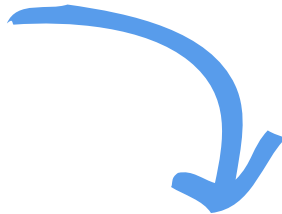


There is no one-size-fits-all approach, but one tactic used by some group managers is to take an interesting discussion from another group. This could be completely repurposed if it is a general discussion. If it is a discussion with unique content, it can be accredited to the person who started the discussion. A topic that generated a lot of discussion in a similar group is bound to be similarly successful in one's own group. Another idea? Discuss a recent blog post of yours.



HOW TO USE THE LINKEDIN ANNOUNCEMENT FEATURE

LinkedIn Groups are powerful in that LinkedIn allows group managers to send out an announcement to all of its members at most once a week. This should not be used every week, nor should it be used for purely self-promotional means. The LinkedIn community could perceive sending out announcements in this manner as spam, and it could give people reason to leave your group.



Send an Announcement

Send an announcement to all your members who are currently accepting notifications from this group. You may send up to one announcement per week. Sending an announcement sends an email as well as posts the announcement as a discussion.

* **Subject:**
Announcement from Inbound Marketers - For Marketing Professionals

* **Message**
Great news! We have a new LinkedIn [Ebook](#) written by 5 experts. You can download it here:
<http://www.hubspot.com/eBooks/learning-linkedin-from-the-experts>

Follow this announcement. Get notified about new comments.
Note: Email notifications will be sent to rebecca.corlis@gmail.com [Change](#)

Make this a featured discussion. This announcement will appear in the Manager's Choice module at the top right of the group homepage. You can undo this at any time.

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When should you use the announcement feature? Only when there is a strategic “event” that would be extremely relevant and timely to present to your target audience.

For instance, you could announce that you’ll be exhibiting at a (physical) industry trade show and include a link that provides them a discount to attend. Have a free webinar or resourceful whitepaper that you are giving away? This may be something you want to announce as well.



There is no one rule as to how often you should send announcements or what content should be included, but proper utilization of this feature can help your business maintain mindshare and strengthen your brand awareness within LinkedIn.



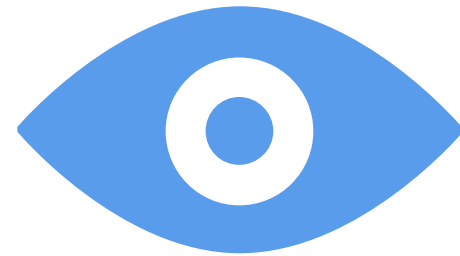
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DEVELOP THOUGHT LEADERSHIP ON LINKEDIN

Social media allows both the creators and curators of content to attain thought leadership simply by being active contributors and sharers of information. LinkedIn is no different. Imagine if all of your key management for sales, marketing, and business development were all contributing to LinkedIn in any of the following ways? It could be a powerful way to obtain mindshare and eventual thought leadership that could generate revenue for your business. **Use the following tools to help you develop thought leadership:**



1

STATUS UPDATES

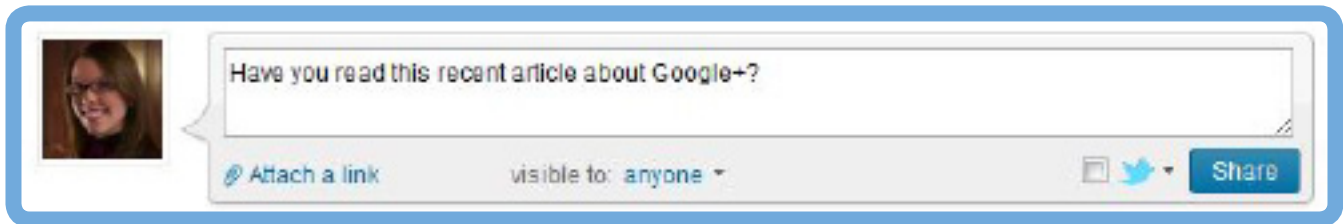
Just as tweets can be a powerful way of sharing your knowledge, so can the LinkedIn status update. While only your LinkedIn connections will see your status update in their network updates, you can display your status update for public visibility so that those who visit your profile can see what you are saying.

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LinkedIn is not Twitter and it is not about quantity of updates, but rather quality. Aim for two to four updates a day on information that you find compelling or noteworthy. For instance, you can share news about your company that might be interesting to your target demographic. Note that businesses can also make updates via their Company Page, as mentioned earlier in this ebook.



2

LINKEDIN ANSWERS

LinkedIn Answers is a Q&A database submitted by LinkedIn users. Many businesses with real problems are posing questions on LinkedIn Answers because they know that answers will come from members of the professional community with real profiles attached to their names, not anonymous submissions from who-knows-who like on past internet Q&A sites. There are a total of 22 answer categories that cover most industries and disciplines, and some of these categories have multiple sub-categories.

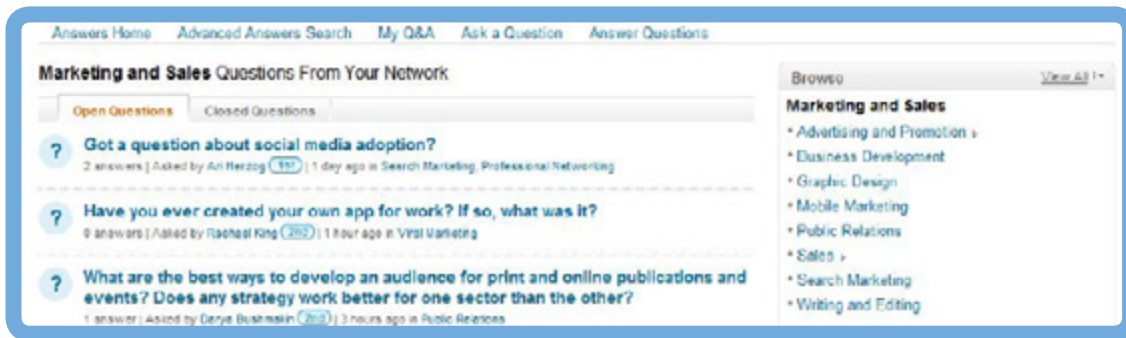
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This is the forum for you and your company to display your expertise by responding to questions that appear in the category(s) where your target audience is most likely present. Not only do the answers you submit to LinkedIn Answers become part of your profile (should you want them to be), but they are also indexed by Google and thus may come up in future search results.

Furthermore, if the answer you provide is chosen as the “Best Answer” by the person who submitted the question, you have the potential of being listed as an “Expert” on the page of your target category and/or sub-category.



LinkedIn allows you to create a widget on your homepage through which you can subscribe to an Answers category, or you can simply import the RSS feed into the reader of your choice. All it takes is a once-a-day check to stay on top of your category for chances for your organization to display expertise.

The next section discusses how you can use LinkedIn features to market yourself.

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CHAPTER 4

HOW TO USE LINKEDIN TO MARKET YOURSELF

Lewis Howes, AUTHOR OF [LINKEDWORKING](#)



“

LinkedIn is one of the most powerful resources online to market yourself.

”



Since there are a number of goals and objectives individuals have in marketing themselves, I'm going to explain a wide variety of tools everyone can use on LinkedIn. This is applicable if you are looking to become influential in your industry or if you seek to sell more products, get more leads, drive traffic to your website, find a killer job, get more clients, build your brand, sell tickets to an event, or receive funding... **Here is an overview of things you should take advantage of while marketing yourself on LinkedIn.**

1

GIVE BEFORE ASKING FOR FAVORS

This is important to do on any social networking site, but it's particularly important to do on LinkedIn when so many people are focused on receiving something for themselves or their business. The best way to give to others would be to make recommendations.

People are asking for recommendations all the time, when they haven't written any for others first. The more you recommend others without asking for one in return, the more it will give them a refreshing feeling about you and the more they'll want to be helpful in return.



Ask the people who know you best to endorse you on LinkedIn

- 1 Choose what you want to be recommended for**
[Choose... a job or school] [Add]
- 2 Decide who you'll ask**
Your connections: []
You can add 200 more recipients
- 3 Create your message**
From: Rebecca Corliss
Subject: Can you endorse me?

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

Thanks in advance for helping me out.

-Rebecca Corliss

Note: Each recipient will receive an individual email. This will not be sent as a group email.

[Send] or [Cancel]

Making introductions is also a great way to give. If you are trying to make a name for yourself, connect two people who you think could help each other build their businesses and achieve their goals.

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2

CONNECT WITH EVERYONE

It pains me to see when people only have fewer than 100 connections, and they think that having a “small trusted network” is the way to go.

That’s a joke, and those with that mind set are going to be asking themselves why their message isn’t spreading to the world and why they haven’t achieved their marketing goals yet.

You never know where an opportunity or big breakthrough can come from. If you only share ideas with those you know and don’t branch out to connect with new people, then you will only know about a limited amount of opportunities, and the same people who you talk to on a daily basis will be helping you connect with the same limited network. It’s a never-ending circle of limitations, and it’s time you break through that mind set if you haven’t already.

“ You never know where an opportunity or big breakthrough can come from. ”

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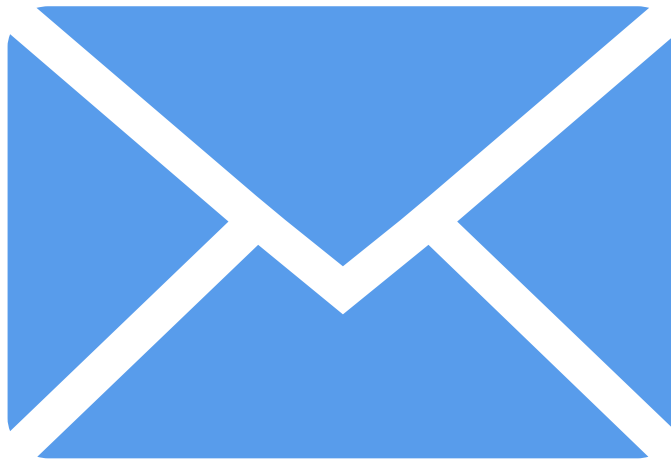


Start adding your personal LinkedIn link to your email signature, on other social networking sites, on your business cards, and anywhere else you think would help inspire others to connect with you. Once you start receiving 10-20 inbound invitations to connect on a daily basis, then you know you're doing a good job marketing yourself.

3

MAKE YOUR INTERACTIONS PERSONAL

In general, people love human interaction. We don't want to connect with a business; we want to have relationships with others who we know, like, and trust.



Every time you send an invitation to connect with someone, make it personal. Take out anything generic, and make it as personal as possible. That way the person will remember who you are, and will be more likely to follow up with you if you contact that person in the future.

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Your profile should also include a personal element. Instead of making it look like a boring resume with a bunch of bullet point achievements, share your personal voice. Tell people who you are and who you help. Place this information throughout your headline, summary, and the rest of your profile. Adding this will make others want to connect with you instead of putting them to sleep with your boring resume.



4

USE ADVANCED APPLICATIONS TO PROMOTE YOUR OWN CONTENT

An earlier section of this ebook talked about how to use advanced applications to create a full profile. They are also designed to help you market yourself better.

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FOR EXAMPLE, ARE YOU AN AUTHOR?



If so, use the Amazon application to showcase a picture of your own book. When people click on the book, it takes them to the Amazon page where they can buy it. Simple as that. Do you have a blog? If so, use the WordPress or blog application to showcase your most recent article on your profile. This will help you drive traffic back to your site.

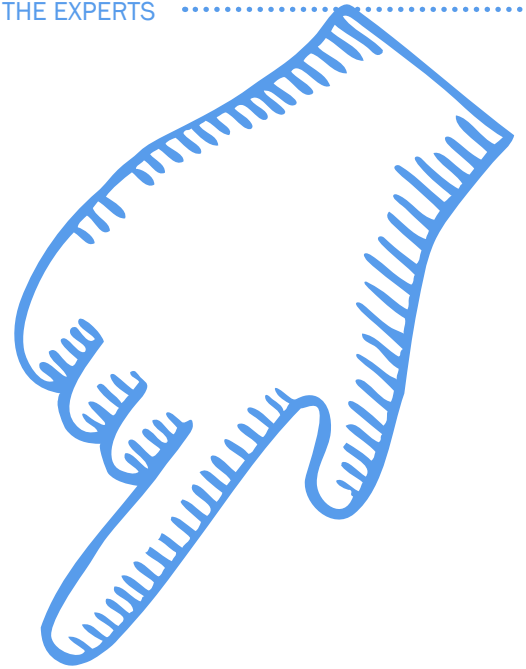


There are other applications to help you showcase your creative design work, your slide show presentations, whitepapers, tweets, and you can even set a video of yourself to auto play when someone lands on your profile using the SlideShare or Google document application.

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If you are looking to promote an event, then use the Events application to help you spread your event in a viral way throughout the entire LinkedIn community. There are a number of applications you can use to help market yourself. Just start trying them out, and see what fits your needs best.



4

CREATE A CALL-TO-ACTION

People need to be led in the right direction that helps you achieve your goals. You can't just expect people to come to your LinkedIn profile and learn about some of things you do without telling them what to do next. If you don't create a [call-to-action](#), then you are guaranteed to get less than what you desire.

One way to create a call-to-action is by customizing your website links. LinkedIn lets you post three links, and instead of having them say "my blog," make it say "Contact Me Here" or "Download My Free Report." The more direct you can be, the better. Also, in your summary, after you tell people who you are, who you help, and how you can help them, tell them how they can and should get in touch with you. Whatever your goal, tell them to contact you or do something in a way that best meets your needs.

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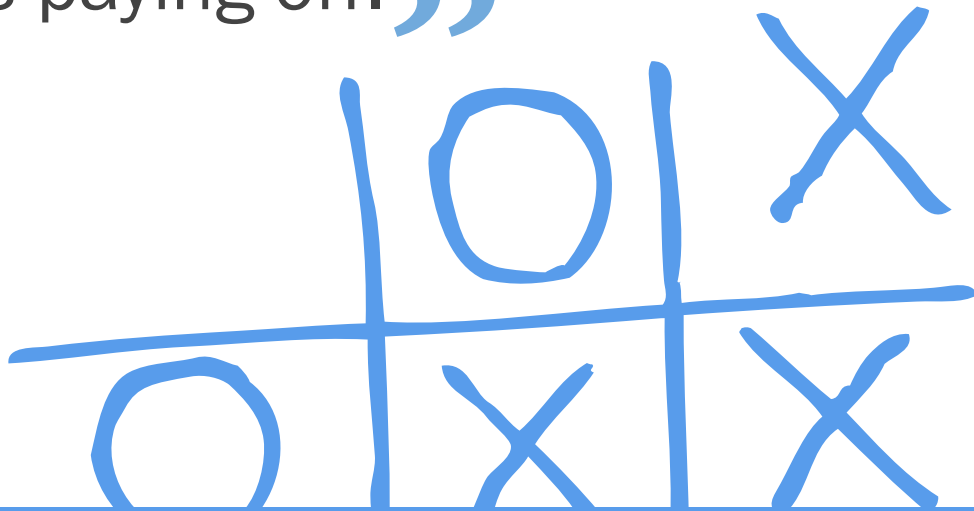
CHAPTER 5

HOW TO MEASURE THE ROI OF YOUR LINKEDIN EFFORTS

Rebecca Corliss, HUBSPOT



“It’s important to track your progress so you know your hard work is paying off.”



After you’ve taken the time to grow your LinkedIn presence, market your business and market yourself, it’s important to track your progress so you know your hard work is paying off. You need to be able to evaluate if your strategy is working or if you need to drastically change your approach to get the results that you expect.

In this section of the ebook, we will cover some key metrics you want to keep in mind in order to track your progress with marketing on LinkedIn.

1

MEASURE YOUR LINKEDIN REACH

As you're interacting on LinkedIn, you're also using it as a tool to build your contact database and community. How is that community growing over time? Be sure to track the growth of your personal LinkedIn network and perhaps the networks of your employees. HubSpot's software, for instance, offers [social media analytics](#) that will enable you to evaluate your reach.

2

MONITOR THE INTERACTIONS IN YOUR LINKEDIN GROUPS

Did you start a LinkedIn Group? How is that growing over time? Are people discussing different topics and responding on their own? LinkedIn offers in-depth Group analytics for you to monitor progress. Creating a self-sustaining group that grows with a natural momentum would be a great feat!

3

TRACK YOUR DEVELOPING THOUGHT LEADERSHIP

Be able to report on your developing thought leadership on LinkedIn. Are you giving and receiving multiple recommendations? How many questions have you answered? How many of your responses were voted "Best Answer?"



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COMPARE RESULTS BEFORE AND AFTER SIGNIFICANT LINKEDIN ACTIVITY

If you plan to develop and execute a specific LinkedIn campaign, be sure to take a snapshot of your progress before and after your campaign so you can report on its effectiveness.



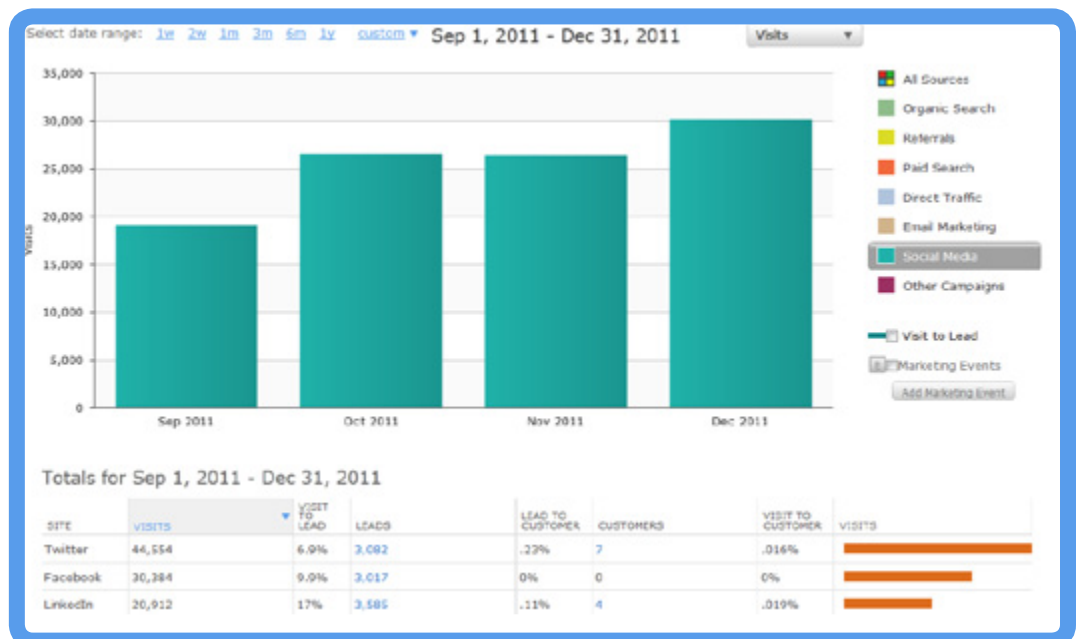
MEASURE YOUR WEBSITE REFERRAL TRAFFIC FROM LINKEDIN

As you are growing your LinkedIn presence, are you also driving profile visitors or group members back to your personal or company website? Is that traffic growing over time?



ANALYZE YOUR LEADS AND SALES

Bottom line is bottom line! The best way to understand if LinkedIn is working as a marketing tool is to measure its effectiveness at driving leads and sales. Have you used LinkedIn to interact with a lead and close a deal? How much business are you earning from LinkedIn? You'll need [an integrated marketing software](#) to give you this information and help you prove the ROI of your promotional efforts.



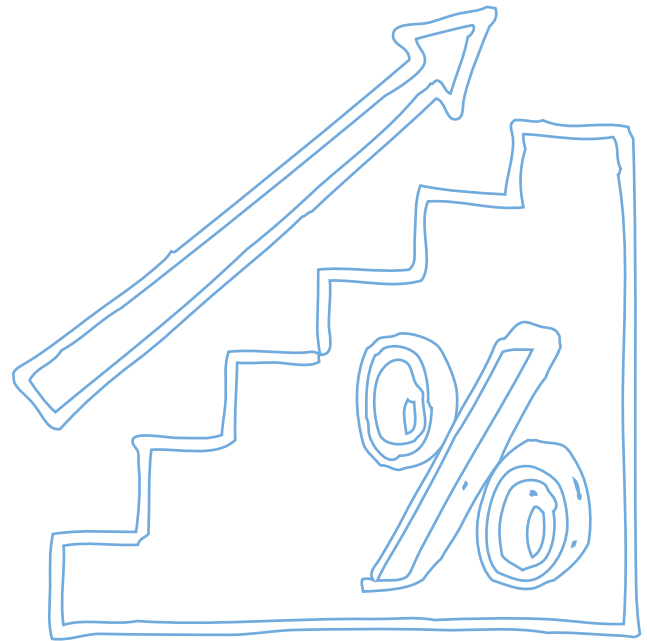
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CONCLUSION & ADDITIONAL RESOURCES

“Take LinkedIn by the horns and make it one of your most fruitful channels.”



In this ebook we covered tips that should prepare you to take LinkedIn by the horns and make it one of your most fruitful channels. We discussed the importance of completing your profile, ways to expand your network and how you can use this social platform to market yourself and your business. Last but not least, we talked about measurement and the different ways in which you can track your progress with LinkedIn marketing. If you want to start optimizing the path through which your LinkedIn connections turn into leads and customers, [sign up for a free 30-day trial of HubSpot.](#)



START TRACKING SALES FROM LINKEDIN

Take LinkedIn marketing to the next level and find out how many leads and customers that channel brings you. [Sign up for your 30-day free trial of HubSpot.](#)



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