

Leveraging LinkedIn as a Social Media Weapon



Why use social media?

Social media enables businesses to:

Get exposure

Get traffic

Gain market insights

Benefits for Your Practice

1. Build Awareness

If people don't know about your business, they can't become your customers.

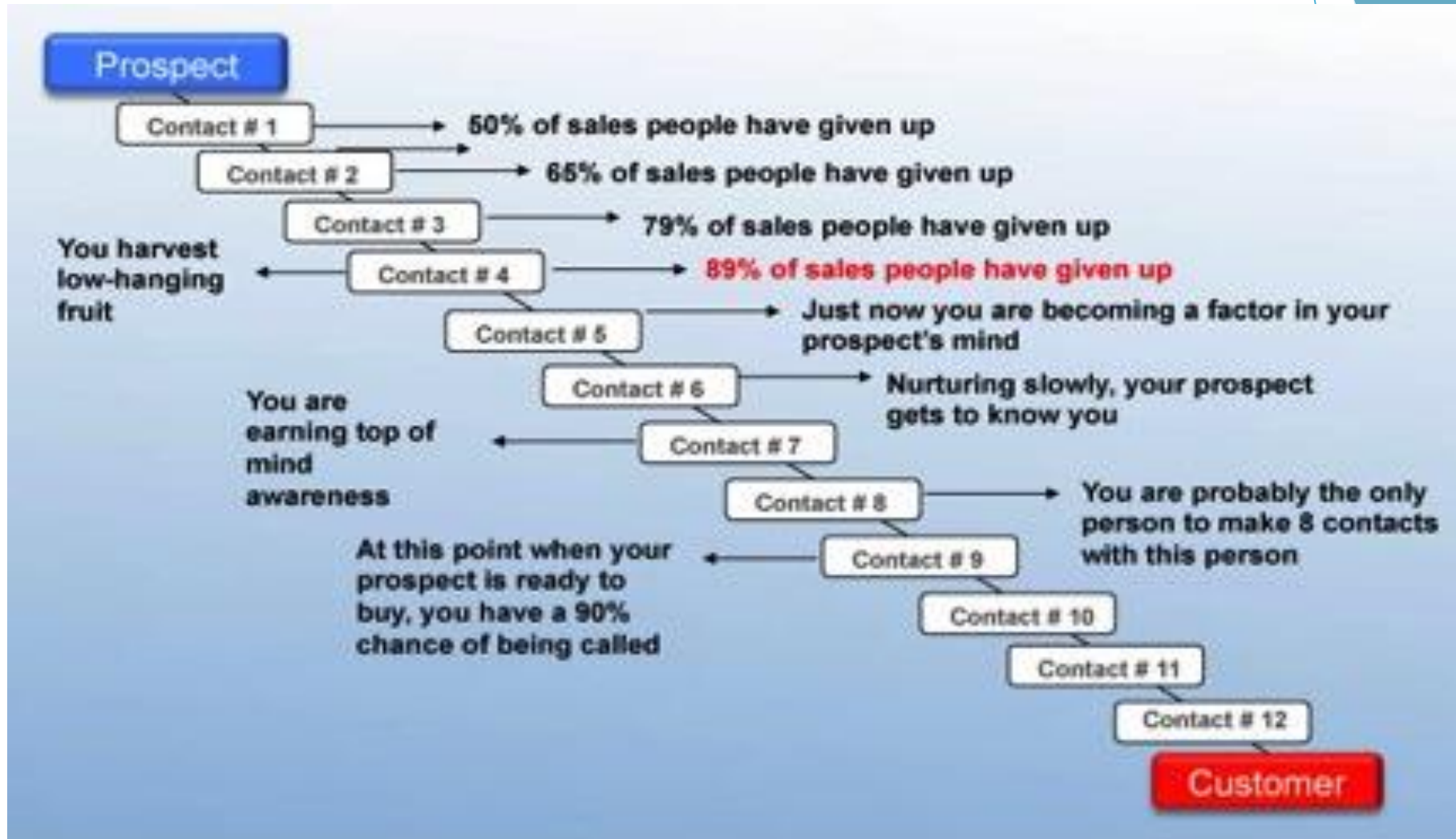
2. Communicate Authority

- ▶ Potential customers will check you out.
- ▶ Demonstrating authority in your field is an integral part of any marketing strategy.

3. Encourage Engagement

- ▶ Interact with your customers and learn from them what they really want.
- ▶ Reach people that may be otherwise inaccessible

4. Increase sales



Rules to Live By

1. Once you say it, you can't take it back. Ever.
2. Offer value.
3. Attract “your” audience.
4. Stay away from controversy.
5. Maintain consistency.

Why use LinkedIn?

- ▶ 500 million members
- ▶ The quintessential professional network
- ▶ Expand your network and influence
- ▶ Find and connect with relevant professionals in your industry.
 - ▶ People you already know
 - ▶ People you'd like to know
 - ▶ People you should know

Why use LinkedIn?

- ▶ Demonstrate your expertise by posting your own content
- ▶ Create a company page that highlights your business
- ▶ LinkedIn is much more effective at generating leads for B2B companies. Hubspot found that LinkedIn is 277% more effective than Facebook and Twitter in generating B2B leads.

<https://www.thebritagency.com/inbound-marketing-blog/posting-to-linkedin-as-a-team>

Company Page vs. Personal Profile

- ▶ LinkedIn Pages represent organizations, while personal profiles represent individuals.
- ▶ Your personal profile has connections. Your LinkedIn Page has followers.
 - ▶ Exception: If you publish an article via your personal profile and allow following in the article, someone who is not a connection can follow you
- ▶ You can only run ads on LinkedIn through a Page.
- ▶ Pages provide much better analytics

Start With Your Profile

DON'T

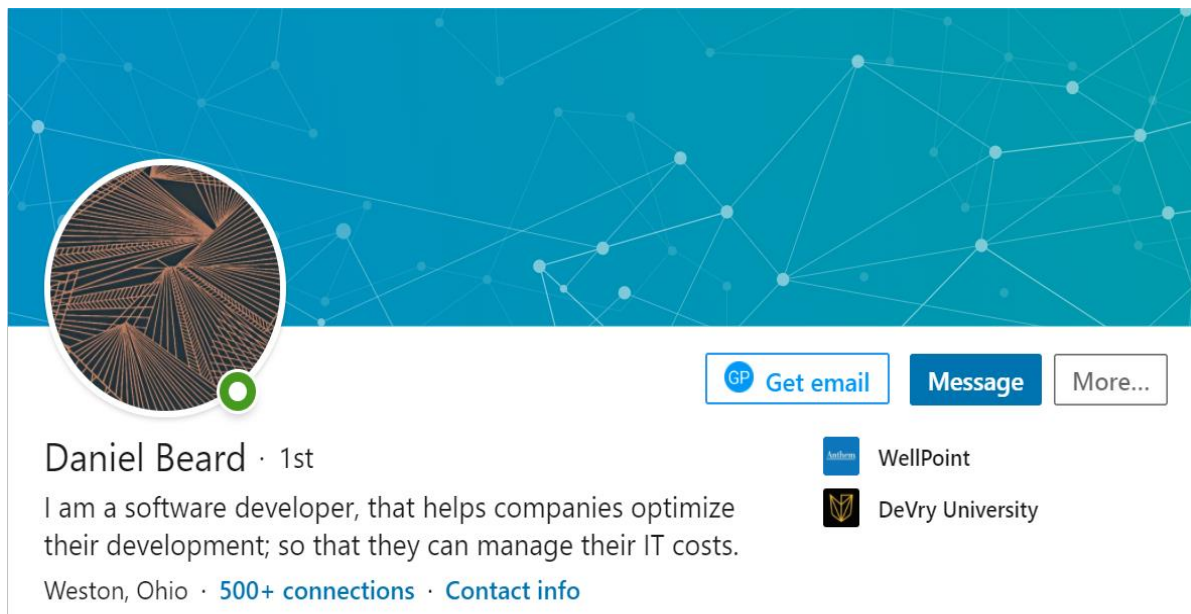
- Blank profile
- Resume Profile
- Showoff Profile
- Self Indulgent Profile

DO

- ✓ Client point of view
- ✓ Professional
- ✓ Targeted
- ✓ Show your personality
- ✓ Include Call to Action

Optimize your profile

Profile Picture: Headshot, smiling, professional




A LinkedIn profile card for Daniel Beard. The background is a teal color with a white network graph pattern. On the left, there is a circular profile picture showing a complex, golden, fractal-like pattern. Below the picture is a green 'online' status indicator. To the right of the picture are three buttons: 'Get email' (with a blue envelope icon), 'Message' (in a dark blue box), and 'More...' (in a white box with a grey border). Below these buttons are two company logos: WellPoint (with a blue 'WellPoint' logo) and DeVry University (with a black and gold logo). The profile name 'Daniel Beard · 1st' is displayed above a short bio: 'I am a software developer, that helps companies optimize their development; so that they can manage their IT costs.' Below the bio, it says 'Weston, Ohio · 500+ connections · Contact info'.


Daniel Beard · 1st

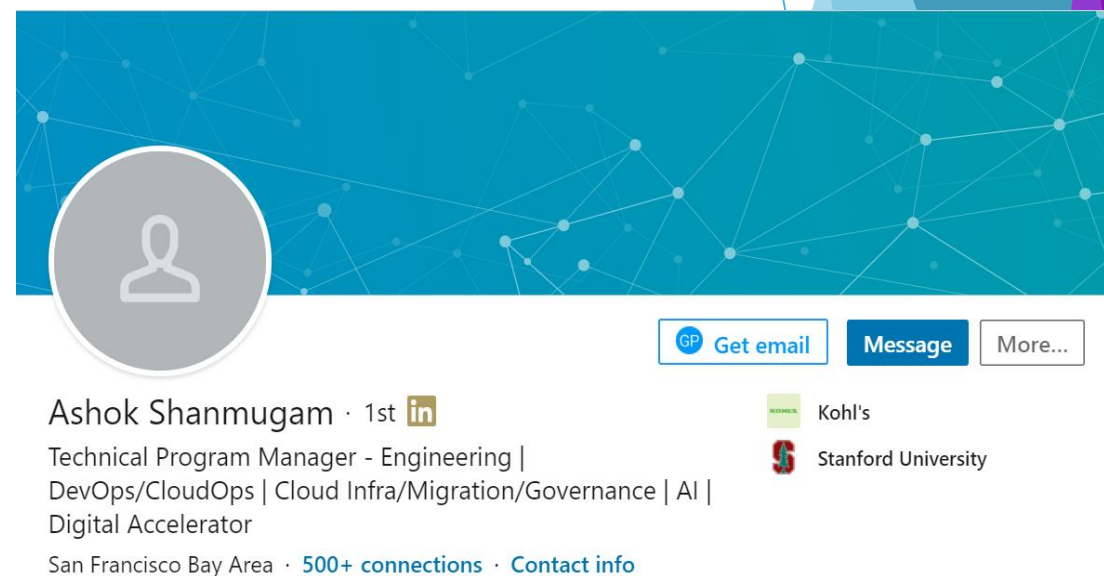
I am a software developer, that helps companies optimize their development; so that they can manage their IT costs.

Weston, Ohio · [500+ connections](#) · [Contact info](#)

[Get email](#) [Message](#) [More...](#)

 WellPoint

 DeVry University




A LinkedIn profile card for Ashok Shanmugam. The background is a teal color with a white network graph pattern. On the left, there is a circular profile picture showing a simple grey silhouette of a person's head and shoulders. To the right of the picture are three buttons: 'Get email' (with a blue envelope icon), 'Message' (in a dark blue box), and 'More...' (in a white box with a grey border). Below these buttons are two company logos: Kohl's (with a green 'Kohl's' logo) and Stanford University (with a red 'S' logo). The profile name 'Ashok Shanmugam · 1st' is displayed above a short bio: 'Technical Program Manager - Engineering | DevOps/CloudOps | Cloud Infra/Migration/Governance | AI | Digital Accelerator'. Below the bio, it says 'San Francisco Bay Area · 500+ connections · Contact info'.


Ashok Shanmugam · 1st

Technical Program Manager - Engineering | DevOps/CloudOps | Cloud Infra/Migration/Governance | AI | Digital Accelerator

San Francisco Bay Area · [500+ connections](#) · [Contact info](#)

[Get email](#) [Message](#) [More...](#)

 Kohl's

 Stanford University





Jake Strawn · 1st

Director - Voice, Data, & Security at Sarasota County Government

Sarasota, Florida Area · [500+ connections](#) · [Contact info](#)

[GP Get email](#) [Message](#) [More...](#)

-  Sarasota County Government, Emergency Management
-  The University of Alabama





Steve Cox · 1st

Telecom Certs at Avaya Learning Center

Dallas/Fort Worth Area · [500+ connections](#) · [Contact info](#)

[GP Get email](#) [Message](#) [More...](#)

-  for HIM communications
-  Avaya Learning Center

Background image

Use for branding or a call to action.



 [Get email](#) [Message](#) [More...](#)

Ashok Shanmugam · 1st 

Technical Program Manager - Engineering |
DevOps/CloudOps | Cloud Infra/Migration/Governance | AI |
Digital Accelerator

San Francisco Bay Area · [500+ connections](#) · [Contact info](#)



Kohl's



Stanford University

Default
Background =
Missed Opportunity

Great example of branding



 [Get email](#)

[Message](#)


[More...](#)

David Hadobas · 1st 

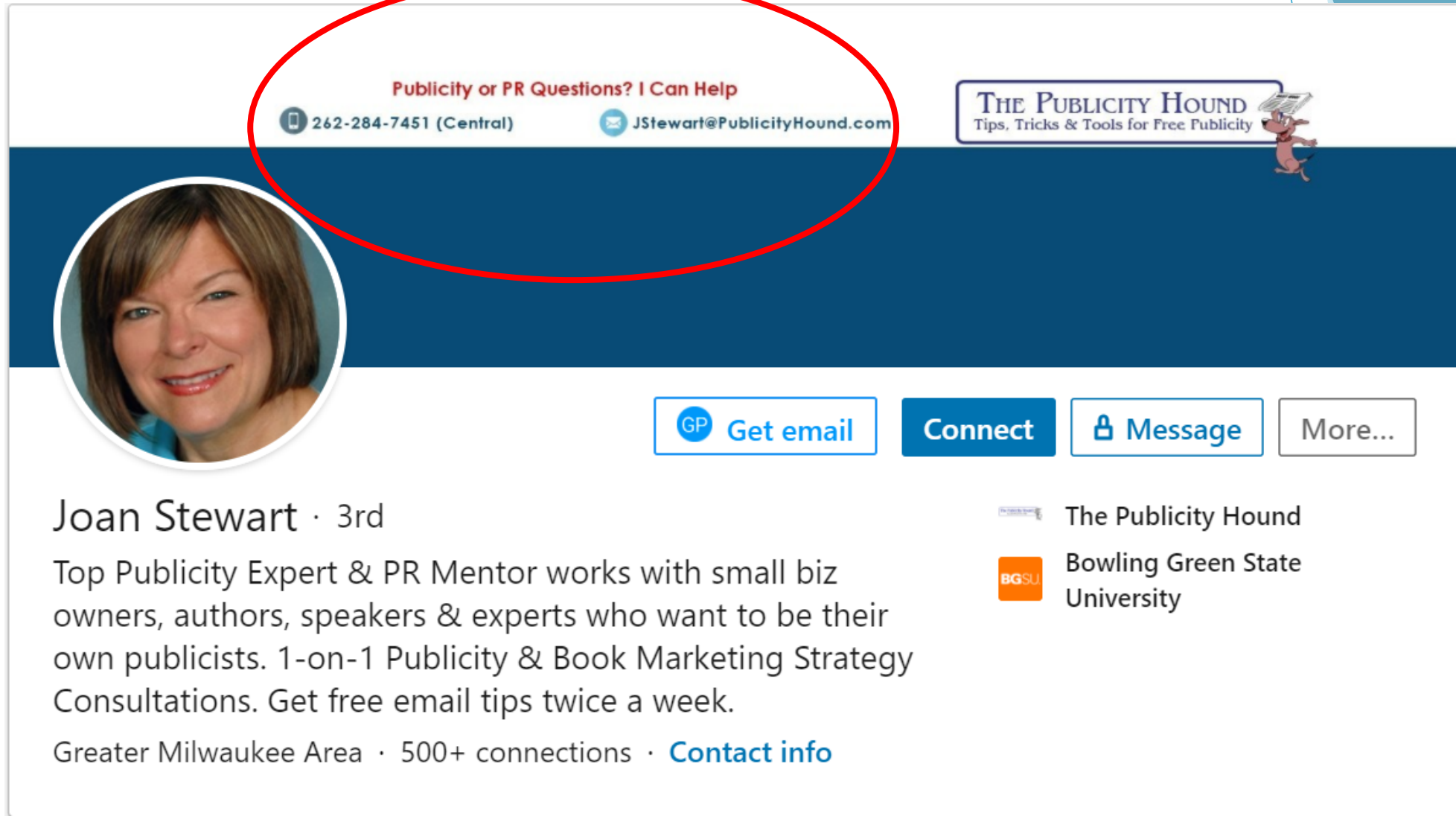
Industry Executive in Contact Center, Customer Care, Customer Experience, CCNG professional network

Summerfield, North Carolina · [500+ connections](#) · [Contact info](#)

 CCNG International Inc.

 California Polytechnic State University-San Luis Obispo


Call to action



Publicity or PR Questions? I Can Help

262-284-7451 (Central) JStewart@PublicityHound.com

THE PUBLICITY HOUND
Tips, Tricks & Tools for Free Publicity



GP Get email Connect Message More...

Joan Stewart · 3rd

Top Publicity Expert & PR Mentor works with small biz owners, authors, speakers & experts who want to be their own publicists. 1-on-1 Publicity & Book Marketing Strategy Consultations. Get free email tips twice a week.

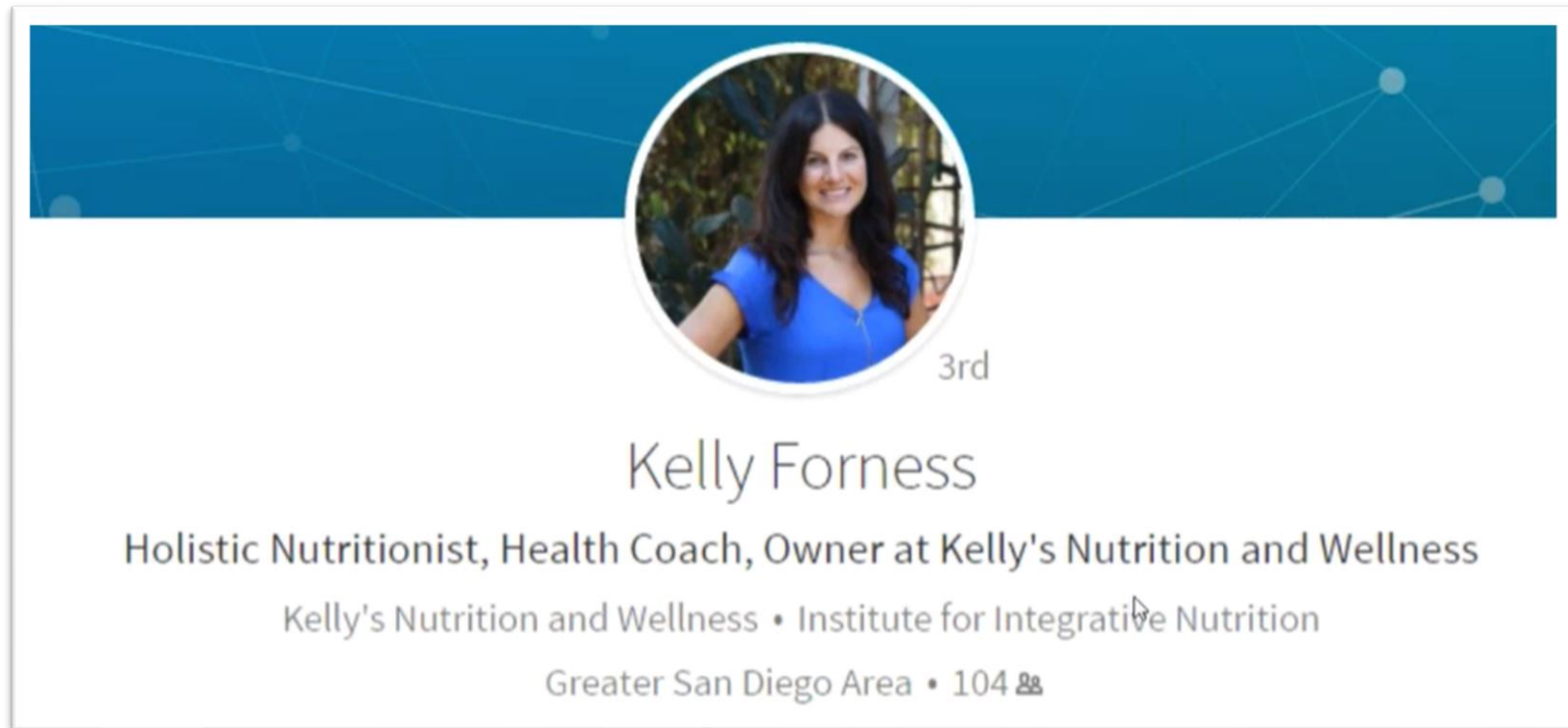
Greater Milwaukee Area · 500+ connections · [Contact info](#)

The Publicity Hound

BGSU Bowling Green State University

Headline

Suggested template: Title, Company Name. I help (who) do (what).
Answer “What’s in it for me?” from customer viewpoint



“Nutrition” and “Wellness”

What does that mean?

WIIFM?



 [Get email](#)

[Message](#)

[More...](#)

 Documo

Tony Cox · 1st 

Director of Partnership Sales. We offer an industry leading, White Label, HIPAA-compliant Cloud Fax solution for resale.

Greater San Diego Area · [500+ connections](#) · [Contact info](#)

Need a fax solution?
This guy can help!

Publicity or PR Questions? I Can Help

262-284-7451 (Central)

JStewart@PublicityHound.com

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Tips, Tricks & Tools for Free Publicity



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More...

Joan Stewart · 3rd

Top Publicity Expert & PR Mentor works with small biz owners, authors, speakers & experts who want to be their own publicists. 1-on-1 Publicity & Book Marketing Strategy Consultations. Get free email tips twice a week.

Greater Milwaukee Area · 500+ connections · [Contact info](#)

The Publicity Hound

BGSU
Bowling Green State University

You know if she can help you and what she can do for you

“About” Section

- ▶ How will you help your ideal customer reach their goals?
- ▶ Have a Call To Action
- ▶ Use short paragraphs
- ▶ Call out your prospects and the pain points you solve
- ▶ Highlight your differentiators
- ▶ Help people find you (use “key words”)









Sample Call to Action

A good template to begin with:

"I'd love to connect with you here on LinkedIn. If there's anything I can help you with please, feel free to reach out to me: [Email] and/or [PHONE]."

Featured Section

- ▶ Provide links to your most popular content
- ▶ You can feature

	Posts Show content posted to LinkedIn	
	Articles Show articles published on LinkedIn	
	Links Show links to web content	
	Media Upload photos, documents, and presentations	

Activity

- ▶ Your Activity is **VISIBLE**
- ▶ You have some control

The screenshot shows a LinkedIn profile page for Melissa Swartz. The page title is "Melissa's Activity". Below the title are four tabs: "All activity" (selected), "Articles", "Posts", and "Documents". The profile picture of Melissa Swartz is visible, along with her name and title: "Melissa Swartz, VOIP and Cloud Phone System Expert at Swartz Consulting, LLC". The post text reads: "The shift in the remote-work tech industry, where the con... been extreme and redistribut...". Below the text is a photo of a desk with a monitor and a speaker. A context menu is open over the post, listing several actions: "Feature on top of profile", "Save (Save for later)", "Copy link to post", "Embed this post (Copy and paste embed code on your site)", "Edit post", "Delete post", "Disable comments on this post", and "Who can see this post? (Visible to anyone on or off LinkedIn)".

Melissa's Activity

All activity Articles Posts Documents

Melissa Swartz
VOIP and Cloud Phone System Expert at Swartz Consulting, LLC
1d • [lock icon]

The shift in the remote-work tech industry, where the con... been extreme and redistribut...

profile ×

- ☆ Feature on top of profile
- 🔖 Save
Save for later
- 🔗 Copy link to post
- </> Embed this post
Copy and paste embed code on your site
- ✎ Edit post
- 🗑️ Delete post
- 🚫 Disable comments on this post
- 👁️ Who can see this post?
Visible to anyone on or off LinkedIn

Experience

- ▶ The details—who, what, when, where, why
- ▶ Explain your services from customer perspective
- ▶ Link to website or phone number
- ▶ Tie previous experience to your current role
- ▶ Keep messaging consistent
- ▶ Can include case studies or testimonials here

Skills and Endorsements

- ▶ According to LinkedIn, people who list at least five skills receive up to 17x more profile views.
- ▶ There's also evidence that more you have, the higher you'll rank in the search results. More profile views = more opportunities.
- ▶ Having relevant skills is a signal that you're proficient at your work.

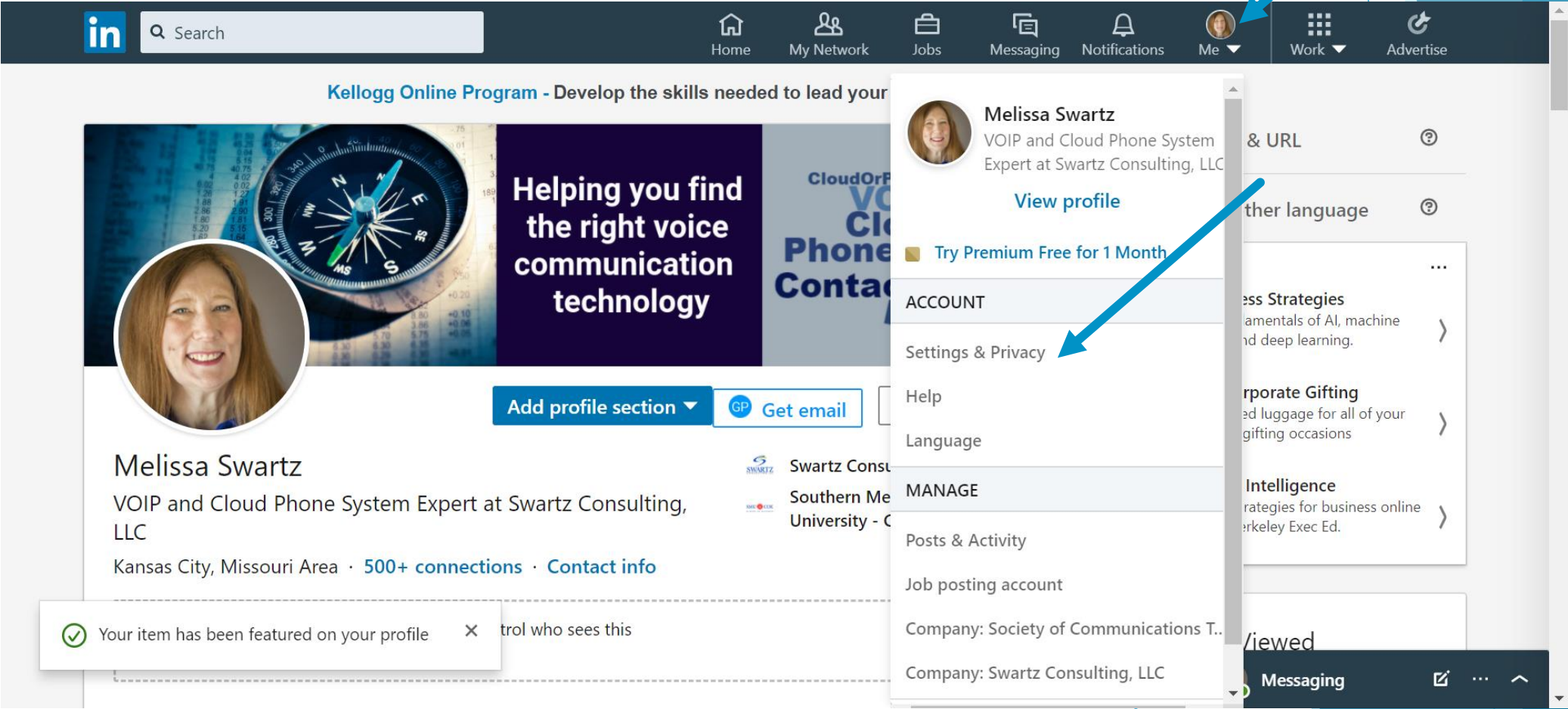
<https://www.themuse.com/advice/surprise-linkedin-endorsements-do-matter-heres-what-you-need-to-know#:~:text=According%20to%20LinkedIn%2C%20people%20who,more%20opportunities%20you'll%20see.>

Recommendations

- ▶ Reinforce your professional reputation
- ▶ Power in referrals
- ▶ Shows up in other profiles
- ▶ Included in LinkedIn search

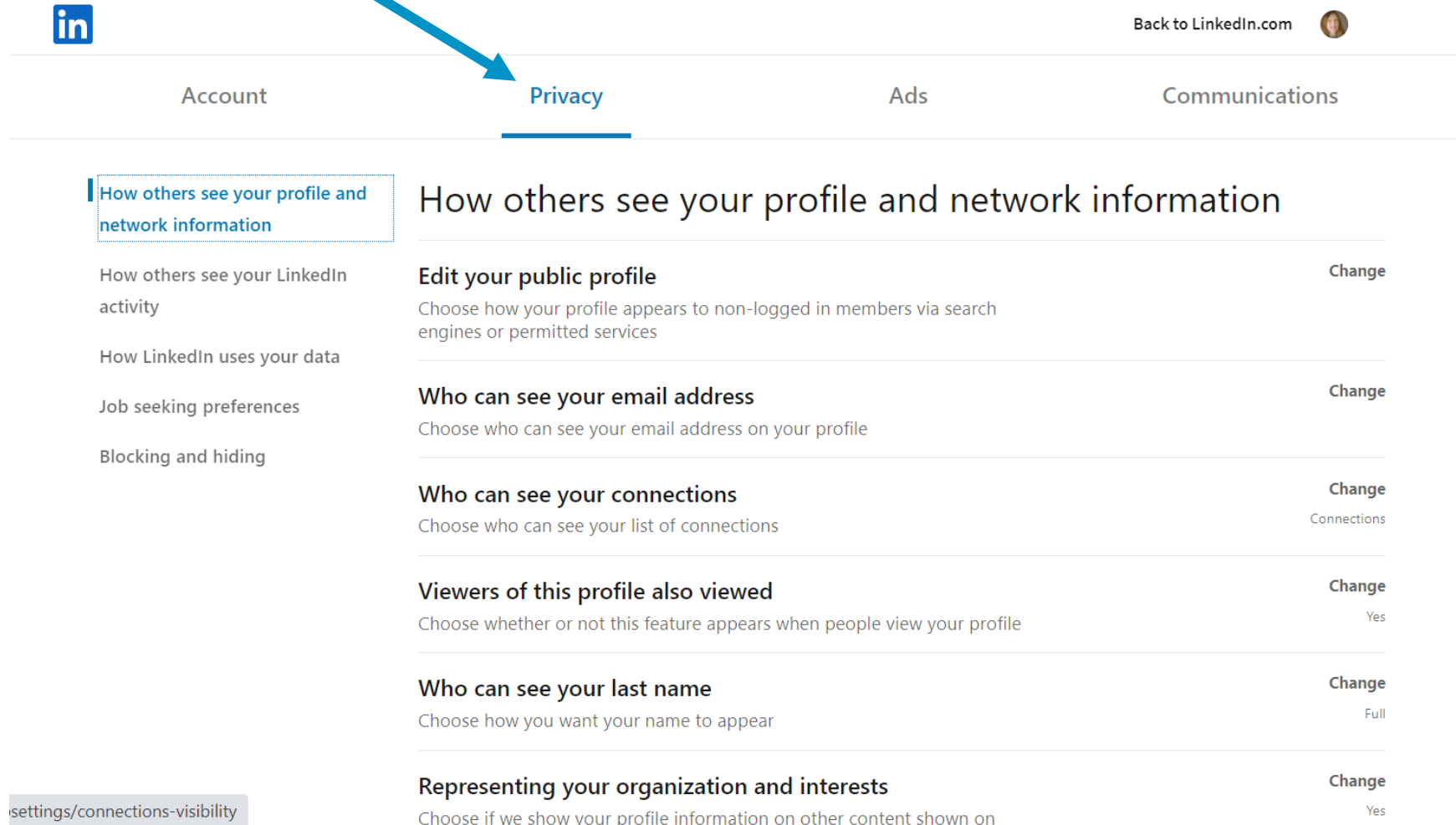
<https://www.powerformula.net/13768/why-linkedin-recommendations-are-more-important-than-ever/>

Settings



The image shows a LinkedIn profile page for Melissa Swartz. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. A blue arrow points to the 'Me' icon. Below the navigation bar is a banner for the 'Kellogg Online Program' with the text 'Develop the skills needed to lead your...'. The profile header features a circular profile picture of Melissa Swartz, a 'Get email' button, and a notification: 'Your item has been featured on your profile' with a close button and the text 'control who sees this'. The main profile section displays her name, title 'VOIP and Cloud Phone System Expert at Swartz Consulting, LLC', location 'Kansas City, Missouri Area', and '500+ connections'. A blue arrow points to the 'Settings & Privacy' option in the dropdown menu. The dropdown menu is open, showing options: 'View profile', 'Try Premium Free for 1 Month', 'ACCOUNT', 'Settings & Privacy', 'Help', 'Language', 'MANAGE', 'Posts & Activity', 'Job posting account', 'Company: Society of Communications T...', and 'Company: Swartz Consulting, LLC'. The right sidebar contains sections for 'Other language', 'Business Strategies', 'Corporate Gifting', 'Intelligence', and 'Viewed'. A 'Messaging' button is visible at the bottom right.

Privacy



The image shows a screenshot of the LinkedIn Privacy settings page. At the top, there is a navigation bar with the LinkedIn logo on the left, and links for 'Account', 'Privacy' (which is highlighted with a blue underline and a blue arrow pointing to it from the word 'Privacy' above), 'Ads', and 'Communications' on the right. In the top right corner, there is a link 'Back to LinkedIn.com' and a small profile picture. Below the navigation bar, the main content area is titled 'How others see your profile and network information'. On the left side of this area, there is a sidebar with a list of settings: 'How others see your LinkedIn activity', 'How LinkedIn uses your data', 'Job seeking preferences', and 'Blocking and hiding'. The 'How others see your profile and network information' section is highlighted with a blue border. The main content area contains several settings, each with a title, a description, and a 'Change' button. The settings are: 'Edit your public profile' (Choose how your profile appears to non-logged in members via search engines or permitted services), 'Who can see your email address' (Choose who can see your email address on your profile), 'Who can see your connections' (Choose who can see your list of connections), 'Viewers of this profile also viewed' (Choose whether or not this feature appears when people view your profile), 'Who can see your last name' (Choose how you want your name to appear), and 'Representing your organization and interests' (Choose if we show your profile information on other content shown on).

in

Back to LinkedIn.com

Account Privacy Ads Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

How others see your profile and network information

Edit your public profile [Change](#)

Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your email address [Change](#)

Choose who can see your email address on your profile

Who can see your connections [Change](#)

Choose who can see your list of connections

Viewers of this profile also viewed [Change](#)

Choose whether or not this feature appears when people view your profile

Who can see your last name [Change](#)

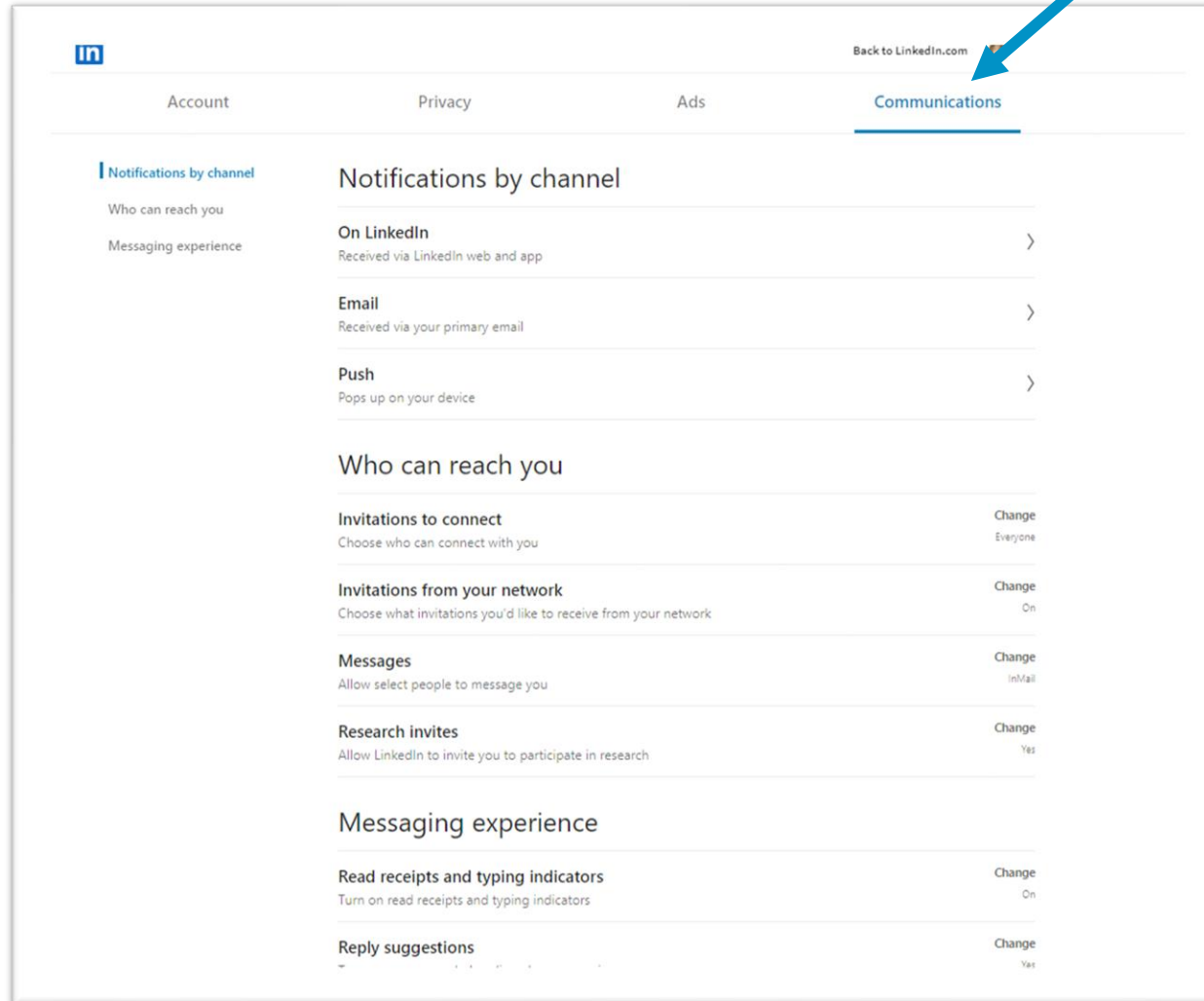
Choose how you want your name to appear

Representing your organization and interests [Change](#)

Choose if we show your profile information on other content shown on

settings/connections-visibility

Notifications



The screenshot shows the LinkedIn 'Notifications' settings page. At the top, there is a navigation bar with the LinkedIn logo on the left and a 'Back to LinkedIn.com' link on the right. Below the navigation bar are four tabs: 'Account', 'Privacy', 'Ads', and 'Communications'. The 'Communications' tab is selected and underlined. The main content area is titled 'Notifications by channel' and lists three notification channels: 'On LinkedIn', 'Email', and 'Push'. Below this, there are sections for 'Who can reach you', 'Invitations to connect', 'Invitations from your network', 'Messages', 'Research invites', 'Messaging experience', and 'Reply suggestions'. Each section has a 'Change' link and a current setting value.

Back to LinkedIn.com

Account Privacy Ads **Communications**

Notifications by channel

Who can reach you

Messaging experience

Notifications by channel

On LinkedIn >
Received via LinkedIn web and app

Email >
Received via your primary email

Push >
Pops up on your device

Who can reach you

Invitations to connect Change
Choose who can connect with you Everyone

Invitations from your network Change
Choose what invitations you'd like to receive from your network On

Messages Change
Allow select people to message you InMail

Research invites Change
Allow LinkedIn to invite you to participate in research Yes

Messaging experience

Read receipts and typing indicators Change
Turn on read receipts and typing indicators On

Reply suggestions Change
Yes

Connecting with Others

Find and connect with relevant professionals in your industry.

- ▶ People you already know
- ▶ People you'd like to know
- ▶ People you should know

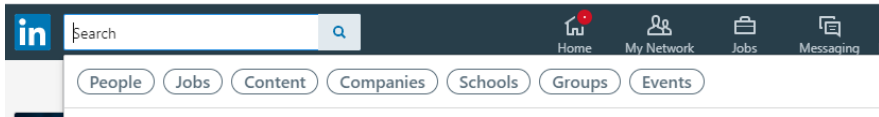
Personalize your connection request

- ▶ What do you have in common?
- ▶ Remind them if you have met

Same etiquette as in-person applies

- ▶ Get to know them before you ask for something

Use Search to find relevant contacts



Search options:

- People
- Jobs
- Content
- Companies
- Schools
- Groups
- Events

A screenshot of the LinkedIn 'All people filters' page. The page is divided into several sections, each with a title and a list of filter options. The sections are: Connections (1st, 2nd, 3rd+), Connections of (Add connection of), Locations (United States, Kansas City Metropolitan Area, California, United States, Kansas, United States, India), Current companies (Search for current company, Microsoft, Google, Amazon Web Services (AWS), T-Mobile, Vodafone), Past companies (Search for previous company, IBM, Sprint, Microsoft, Nokia, Cisco), Industries (Add an industry, Telecommunications, Information Technology & Services, Computer Software, Marketing & Advertising, Internet), Profile language (English, Spanish, French, German, Portuguese), Schools (Add a school, The University of Kansas, Harvard Business School, Kansas State University, University of Missouri-Kansas City, Stanford University), Contact interests (Probono consulting and volunteering, Joining a nonprofit board), Services (Add a service category, Consulting, Marketing, Coaching & Mentoring, Business Consulting, Marketing Consulting), First name, Last name, Title, Company, and School (text input fields).

Take it Further

LinkedIn Lead Generation Strategies

1. Connect and Nurture
2. Referrals Rolodex
3. LinkedIn Content Marketing
4. LinkedIn Paid Advertising

<https://www.youtube.com/watch?v=A1viLW8j6rc> (Video)

<https://www.ianbrodie.com/linkedin-lead-generation/> (Article)