

# Linked

## for Businesses

# Agenda



1. Profiles
2. Building Your Network
3. Groups
4. Company Pages

# Profile



- Complete Your Profile 100%
  - Use a professional photo
  - Create Your Headline
  - List Current position and at least 2 others
  - Complete the Summary Section
  - Add Skills
  - Get Recommended
  - Customize Your Public Profile URL (Good for SEO)

# Building Your Network

1. Add Contacts from Outlook, Hotmail, Gmail, Yahoo, and Other Address Books (Smart Phones)
2. Look Up Current and Past Colleagues
3. Add People from School
4. Join Groups In Your Industry
5. Use Your Network Updates and Watch who your contacts connect with
6. Use Apps like Bump and Card Munch
7. Share Updates on Other Social Networks (Facebook, Twitter, Google Plus)
8. Introductions
9. InMail

# Groups

- Join/Create Groups
  - Create for industry, not your company
- Why Create a Group
  - Provides opportunity to become thought leader
  - Post/View jobs in your industry
  - Help find solutions to issues/problems in industry
  - Group Announcements
  - Extended reach via email
    - Group discussions are sent to members via email to group members on a daily or weekly basis

# Groups

- Group Promotion
  - Invite co-workers
  - Add a link to your Email Signature/website
  - Promote via other social networks
- Discussion Ice breakers
  - Polls
  - Event announcements
  - Webinars
  - Whitepapers
  - Sharing best practices

# Company Pages



- Overview
- Products & Services
  - Recommendations from Clients/Customers
- Careers
  - Post current jobs
  - Employee Testimonials
  - Rich content (videos, articles, corporate culture)
- Insights (Analytics)

# Build Your Following



- LinkedIn Ad Campaigns
  - Products/Services
  - Webinars/Events
  - Careers
- Share on other social networks
- Add LinkedIn Company Page Url to Website



# Additional Resources

- How Do I add A Company Page - [http://help.linkedin.com/app/answers/detail/a\\_id/710](http://help.linkedin.com/app/answers/detail/a_id/710)
- 10 LinkedIn Tips for Building Your Business - <http://www.socialmediaexaminer.com/linkedin-tips-business-building/>

# Let's Keep in Touch



If you have any questions regarding, Twitter, please contact me.

- My LinkedIn Account
  - [ca.linkedin.com/in/sheldonpayne/](https://ca.linkedin.com/in/sheldonpayne/)
- My Twitter Account:
  - [www.twitter.com/sheldon\\_payne](https://www.twitter.com/sheldon_payne)
  - [www.twitter.com/newfound\\_mktg](https://www.twitter.com/newfound_mktg)
- By Email
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- Like us on Facebook
  - [www.facebook.com/newfoundmarketing](https://www.facebook.com/newfoundmarketing)
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# What We Do

- Provider of digital marketing services
  - Search Engine Marketing
  - Search Engine Optimization
  - Social Media Marketing
  - Social Media Training
  - Mobile Marketing
  - Online Advertising
  - Web Design
  - Graphic Design
- We have strategic alliances with key players in the Digital World
  - Google
  - Bing/Yahoo
  - Facebook

[www.newfoundmarketing.ca](http://www.newfoundmarketing.ca)



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