How to use **LinkedIn** to build your brand and business

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Agenda

- About LinkedIn
- Personal vs. company pages
- Some tips on how to use LinkedIn to build your brand and business
- Questions

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About LinkedIn

- Largest social network for working professionals
- LinkedIn is perfect for brands wanting to reach a professional audience
- LinkedIn users are 4X more likely to visit your website than Facebook users
- LinkedIn SlideShare presentations reach over 70M unique visitors
- More than 90% of recruiters use it regularly

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About LinkedIn

LinkedIn: The Number One Place to Be Online for Professionals

LinkedIn.com

LinkedIn is the most popular business social network and one of the most recognizable social networks in the world. Focused on helping professionals maintain their list of connections, LinkedIn also provides invaluable information on companies and is a great resource for job seekers and for filling job vacancies.

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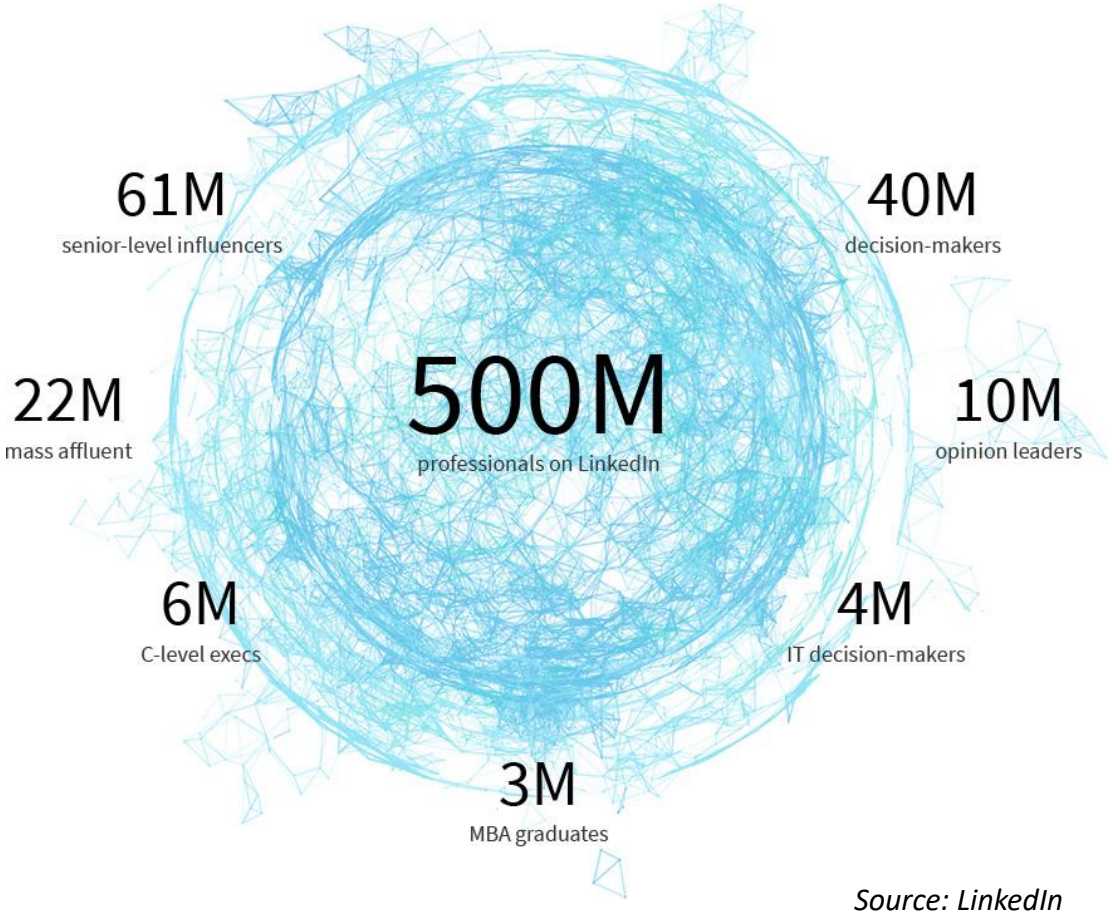
About LinkedIn



Source: LinkedIn

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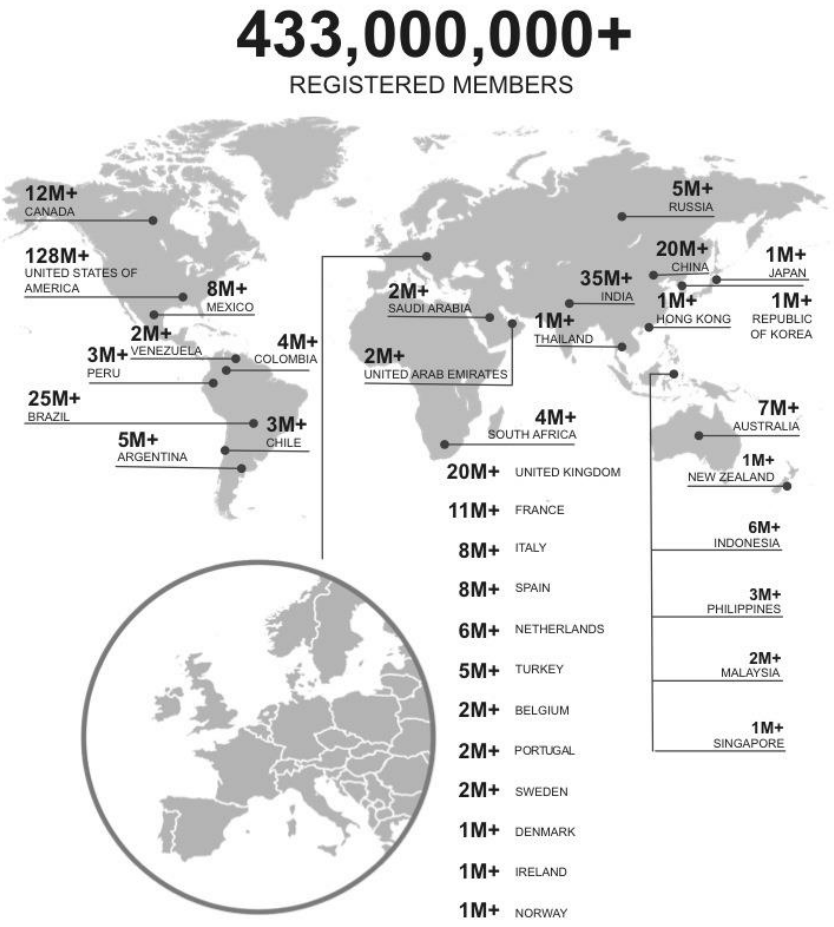
About LinkedIn



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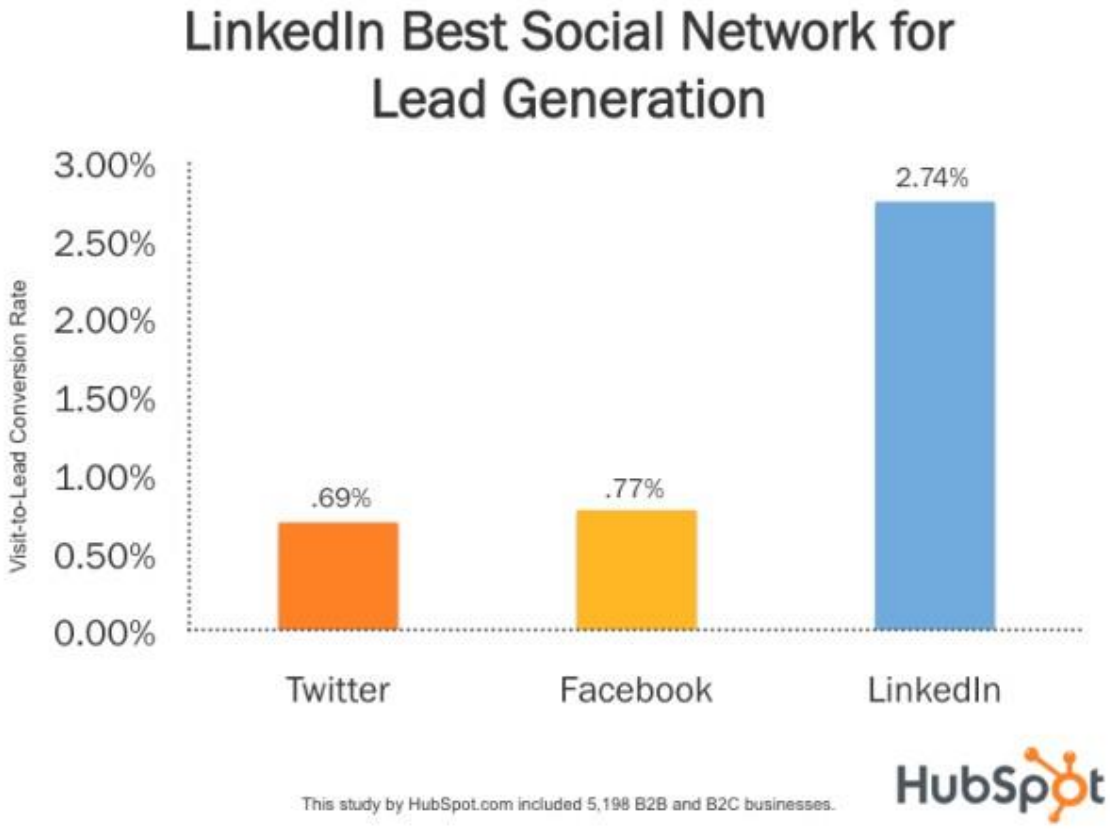
About LinkedIn



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About LinkedIn

- Types of accounts:
  - Personal*
    - Basic (free)
    - Premium (paid)
      - Job seekers
      - Sales professionals
      - Recruiters
  - Company pages
    - “The LinkedIn Company Pages Playbook”

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Building your Brand

- What's your strategy?
  - Lead generation
  - Brand awareness
  - Thought leadership
  - Strengthening strategic alliances
  - Community building
  - Other

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Building your Brand

- Have a complete profile.

- ✓ Industry and location
- ✓ Current position & description
- ✓ 2 past positions
- ✓ Education
- ✓ Skills (min. 3)
- ✓ Photo
- ✓ At least 50 connections

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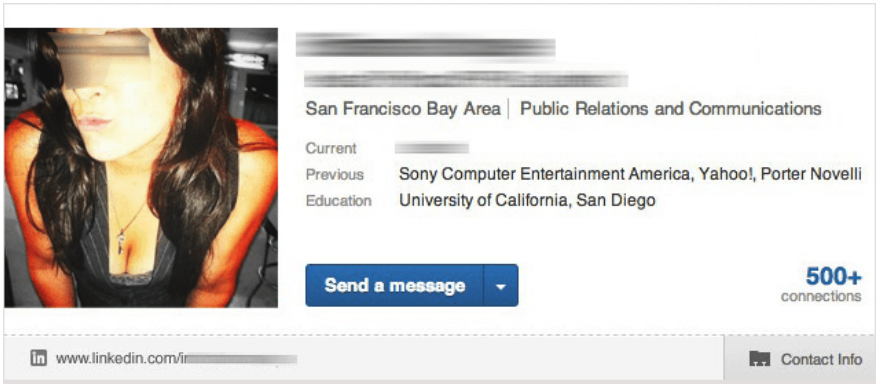
Building your Brand

- Get a **professional** photo done!



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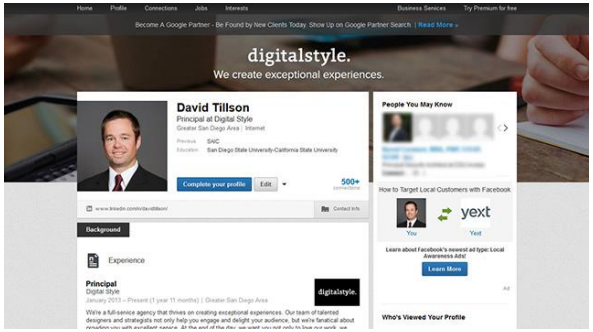
Building your Brand

- Choose a good background image



- www.canva.com

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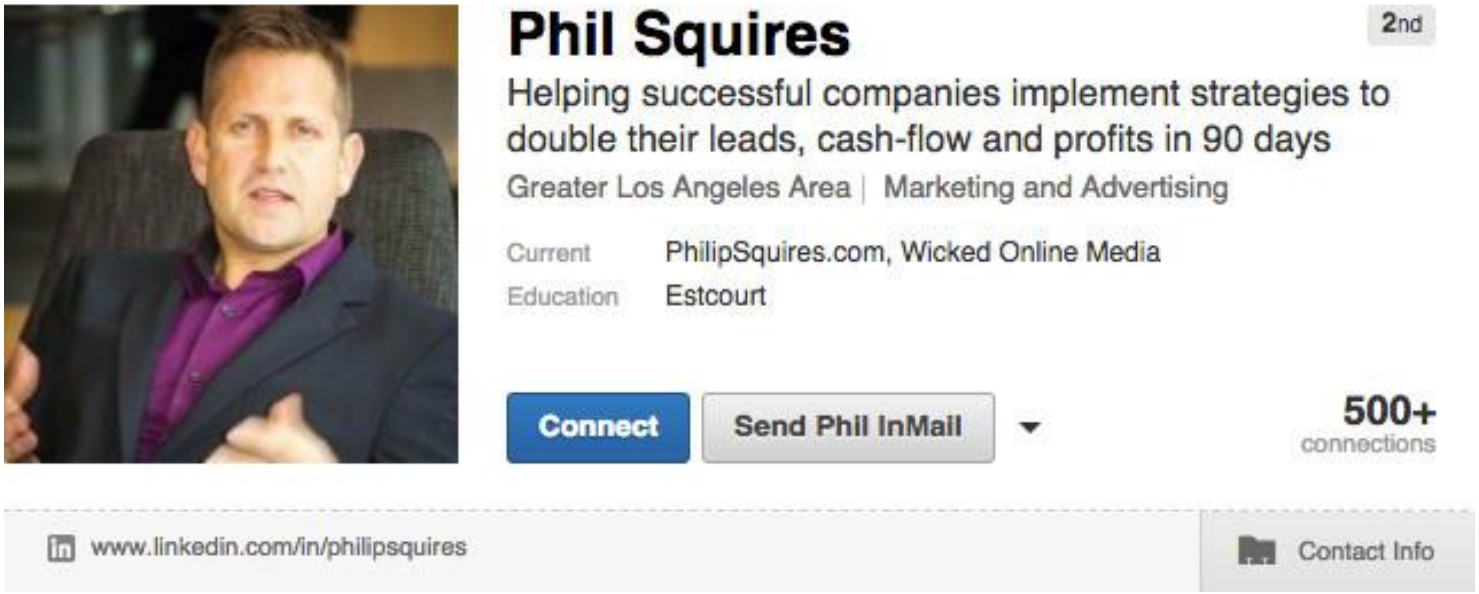
Building your Brand

- Craft a strategic headline



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Building your Brand

- Customize your URL
- Link email signature to your LinkedIn profile

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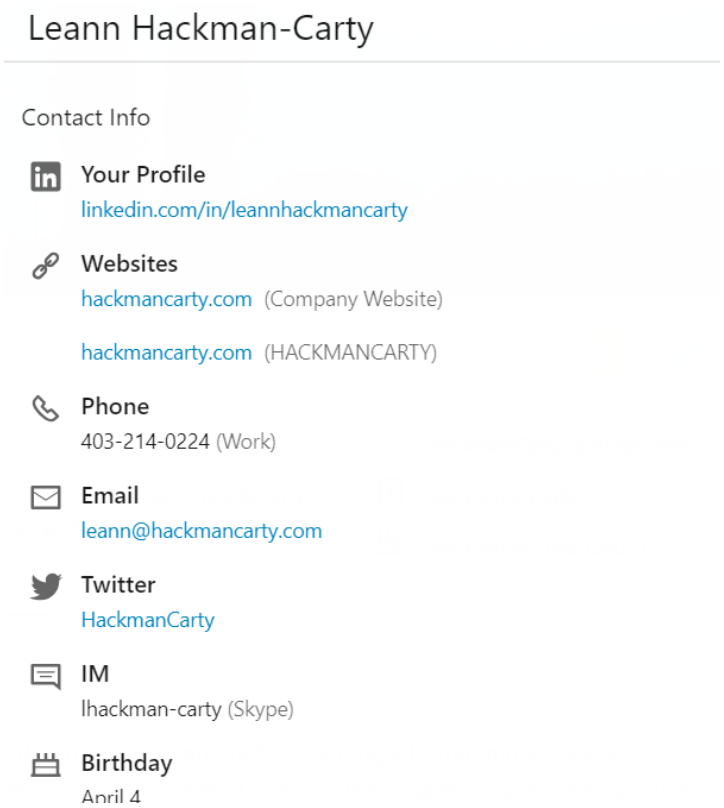
Building your Brand

- Offer complete contact information



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Building your Brand

- Complete your summary
- Tell your story
  - Original, unique
  - First person
  - Short (4-5 paragraphs top)
  - Proofread several times
  - Read it out loud

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Building your Brand

- Show your experience
  - Key positions
  - Education
  - Videos/presentations

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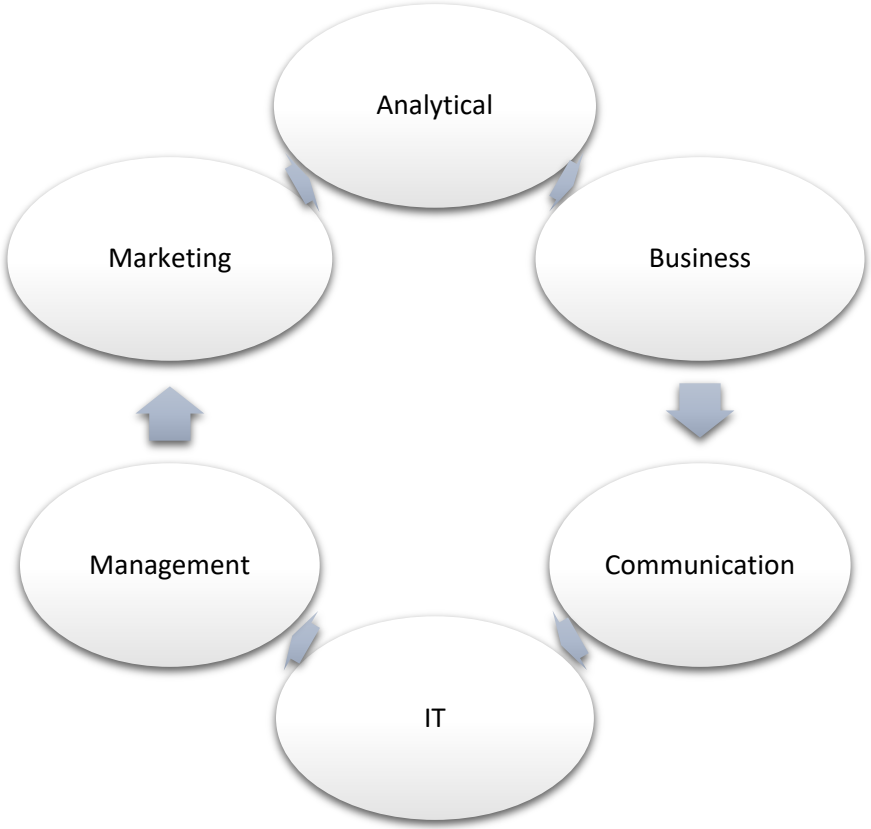
Building your Brand

- List your skills and endorsements



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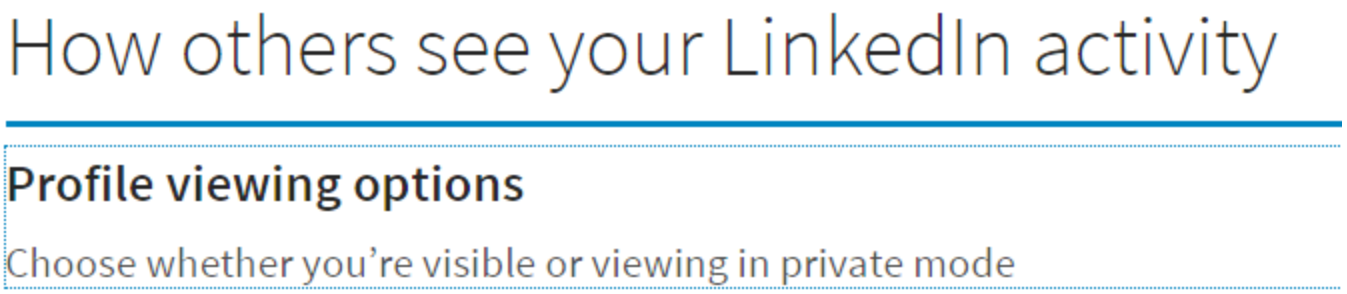
Building your Brand

- Make connections
- Set profile viewing option (Premium version)



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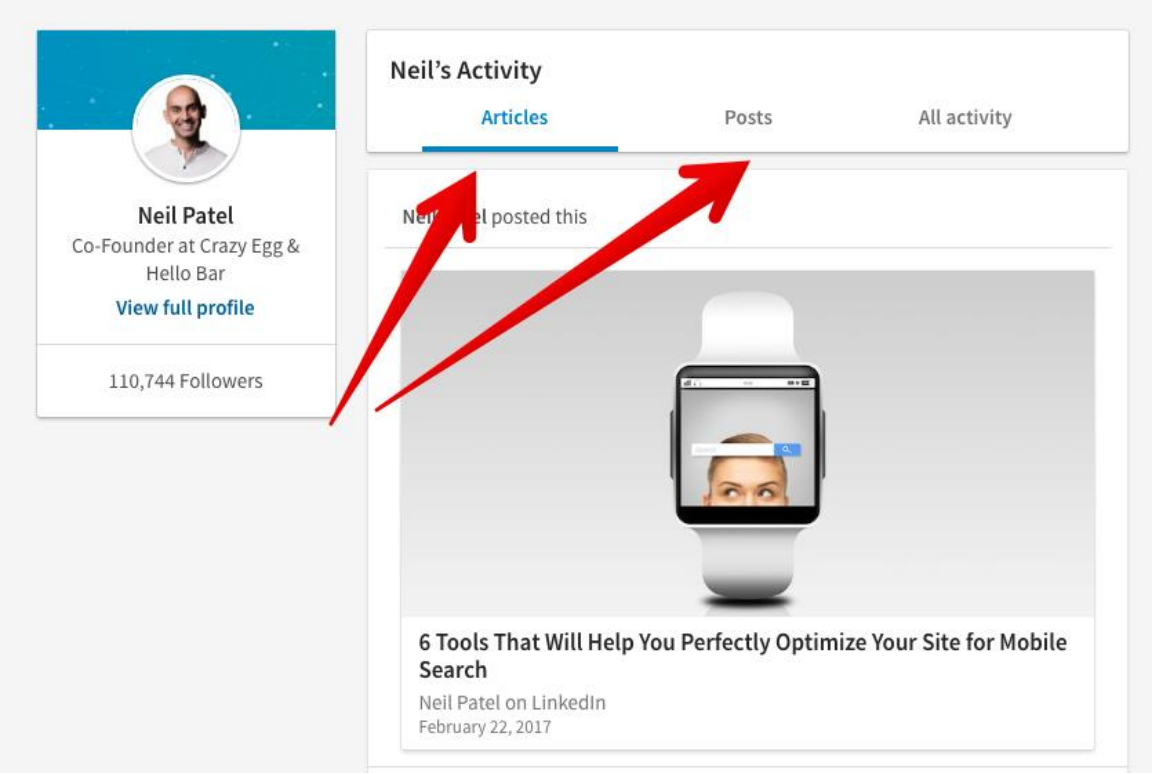
Building your Brand

- Publish posts, articles, updates



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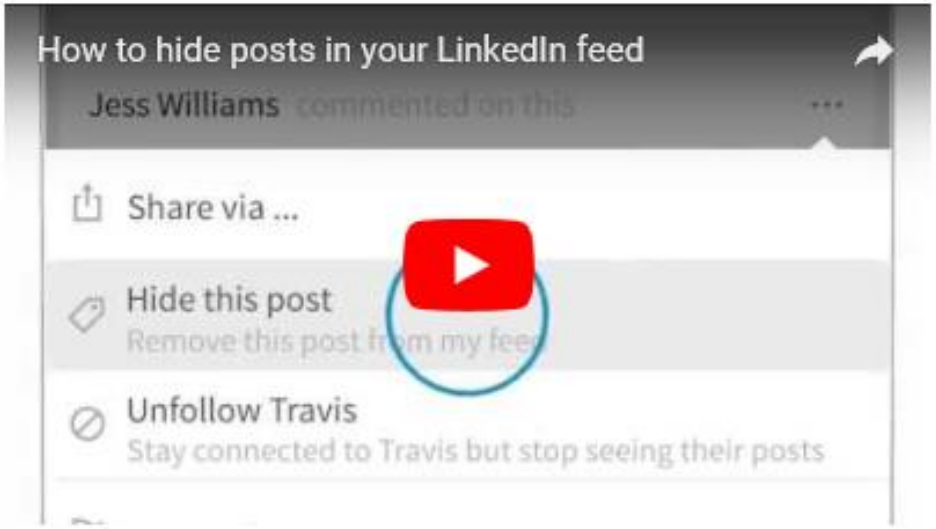
Building your Brand

- Customize your feed
- Follow/unfollow contacts, clients, companies
- Hide content that isn't relevant



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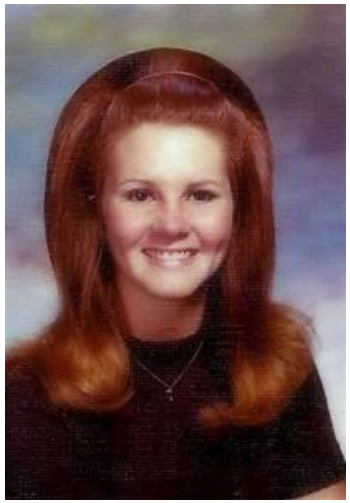
Building your Brand

- Keep your profile up to date



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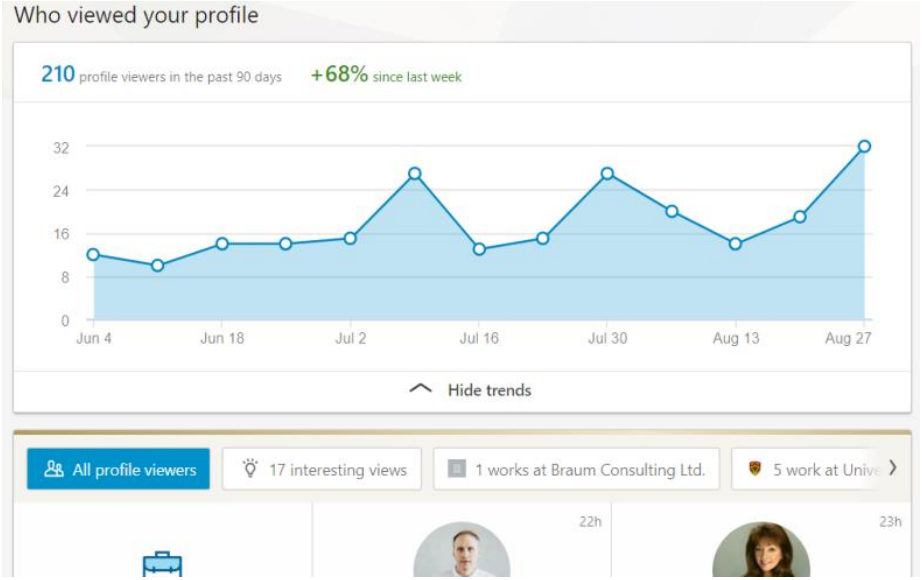
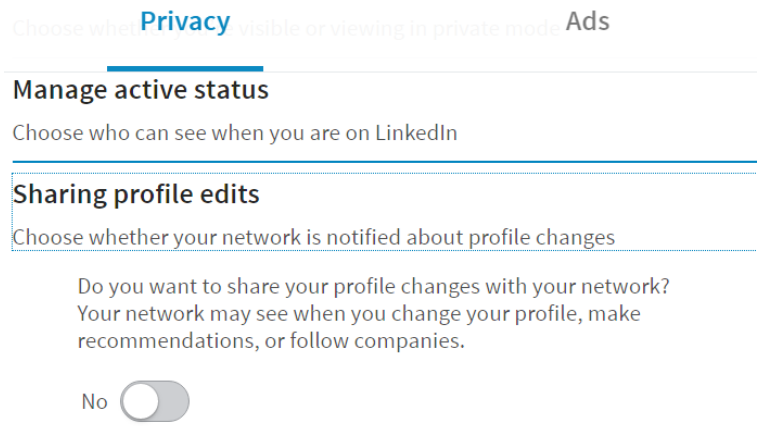
Building your Brand

- See who is viewing your profile
  - Privacy options





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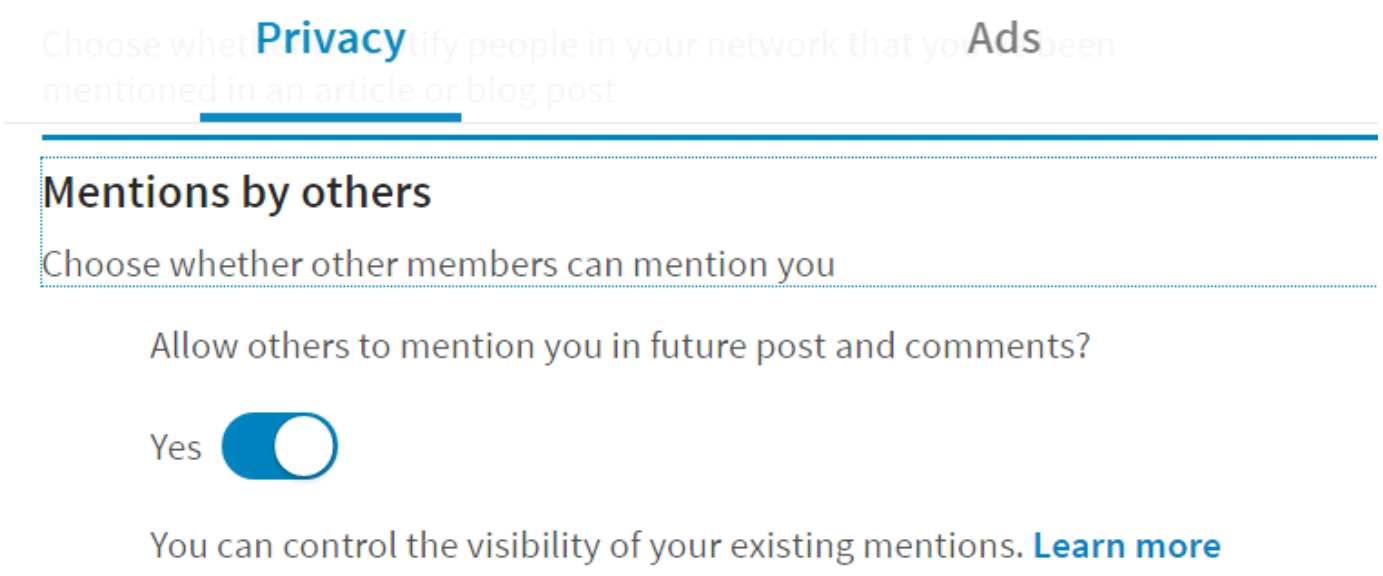
Building your Brand

- Mentions



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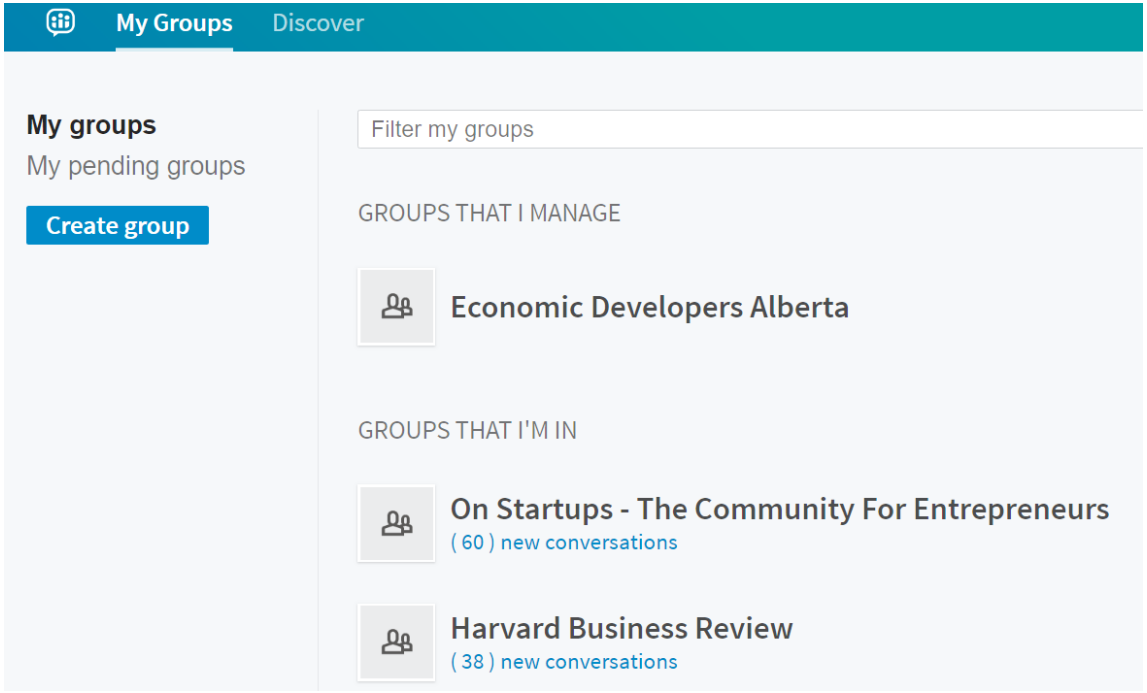
Building your Brand

- Join groups



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Building your Brand

- Ask for recommendations
- Give recommendations

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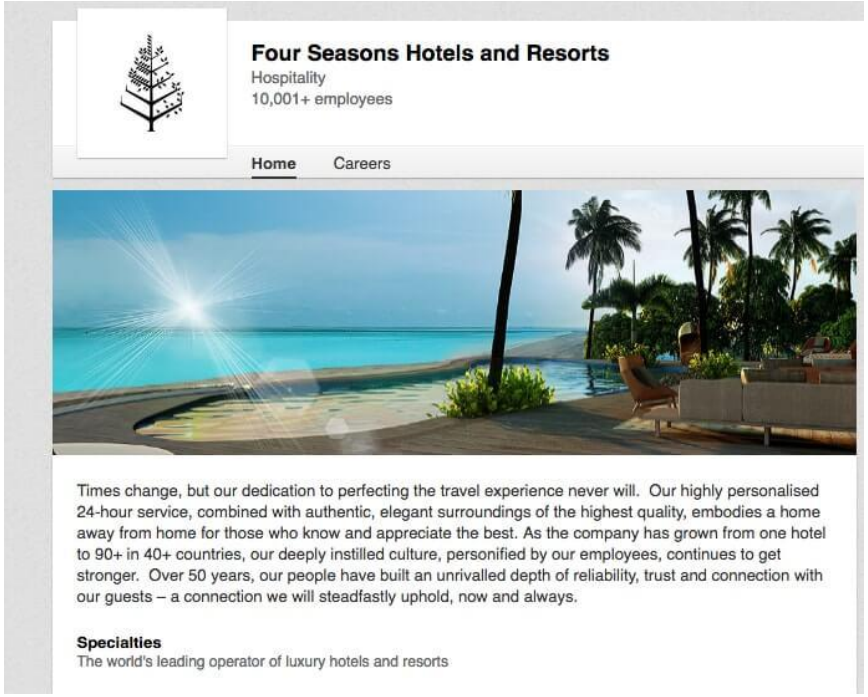
Building your Brand

- Set up a company page
  - You can ad video to showcase your services/products
- Advertise



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Summary

- Robust professional social media networking tool
- Helps build your professional and corporate brand
- Play around on it, have fun, and stay active!
- It could be where your next sales lead or contract comes from

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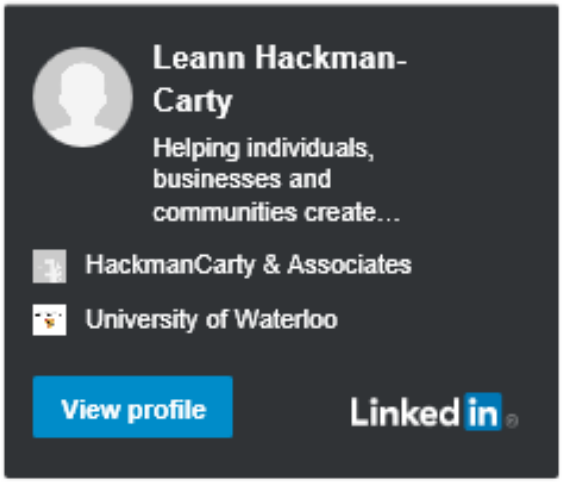
Questions



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