



# A Quick Guide to: LinkedIn for Business



Using LinkedIn effectively for business, marketing, and sales starts with your personal LinkedIn profile. If that is not dynamic, you induce a handicap before you even begin. *The importance of setting up your LinkedIn profile correctly is to ensure the right people can find you.* The two key portions of your profile that will make or break your ability to connect with potential clients or business partners are your *Heading Box* and your *Summary*.



## THE HEADING BOX

1. Your **REAL** name
2. Your **Headline**
3. Location (Metro Area) & Industry
4. **Professional** photograph
5. Contact Info
6. Custom LinkedIn URL

For details, see the *Six Essentials to Achieve All-Star Status...*

## THE SUMMARY

**\*\*WHO YOU ARE PROFESSIONALLY** [overall professional tag line, such as “providing superior client services”] in \_\_\_\_\_ (industry) in the \_\_\_\_\_ (geographic) area.\*\*

[blank line]

Insert your 30-second “elevator talk” here...

[blank line]

Specialties: \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_; etc... (Should be no more than 12. Each should be no more than 2 words long.)

[blank line]

e-mail:

Twitter: *(if you do not have Twitter, simply do not include this line)*

## SIX ESSENTIALS TO ACHIEVE ALL-STAR STATUS

### Headline, Industry, & Location

This section will appear as a default even if you turn all the other options off for public viewing. As simple as it seems, you need to put some time and thought into it. The headline should be 10-12 words comprised of keywords describing your most important traits preceded by strong adjectives.

*TIP: On searches, keywords in the headline are weighted three times heavier than in the rest of the profile.*

### A Professional Photograph

Having a professional photograph provides insight to recruiters and hiring managers before they meet you. A professional photograph does not have to be expensive—organizations such as *Career Connectors* in the Phoenix metro area provide it as a free service to career seekers at their events.

*TIP: Wear attire appropriate to the industry and position in which you plan on working.*

### A Well-Written Summary

This is the most important part of your LinkedIn profile! The Summary section provide you with 30-45 seconds to convince the reader to continue reading your profile—that’s it. It should include 4 distinct components: a secondary headline, your 30-second “elevator pitch,” a listing of your primary specialties, and your e-mail address. *TIP: Having the e-mail address at the end of the Summary makes it easy to contact you.*

### Current Experience + at least Two Prior Experience Entries

This is experience that comes right off your resume or CV. Use standard conventions for position labels and descriptions, 1-2 lines about what your company does/did (if it is not on LinkedIn), 1-2 lines describing your responsibilities, and 2-4 results/performance-based bullets highlighting your accomplishments in that position.

*TIP: If your company has a LinkedIn page, you don’t have to describe it—a link to their profile page appears.*

*TIP: For your current experience, be sure to click “I currently work here” as the end date.*

### Education and Skills

Often neglected, but simple to complete. Simply add your education here. Do not include dates for education that was over 20 years ago. If you have been to any post-secondary education, do not include high school.

*TIP: GPA is only for current students. If you graduated with honors, use that block (it will take letters, too).*

*NOTE: You also need to select at least 5 skills for your profile.*

### Connections

You need to build to at least 50 connections to be in the top search category—\*All Star\* status. Start with people you already know, select professional contacts in your field, and connect with people who influence your field.

*TIP: Work toward 500!*

## EXPERIENCE

The key to an effective *Experience* section is to standardize the entries so that they are easily readable. If each position has a standard format, your credentials and accomplishments are far more likely to be read.

**POSITION:** Try to use generally understood terms (CEO, COO, Senior VP, VP, Director, Sr. Manager, Manager, etc...)

Spell out position and then include abbreviation, for example: Chief Operating Officer (COO)

**COMPANY:** *If your company is already on LinkedIn, you do not need to describe the company. A link will appear to the company’s LinkedIn presence. If it is not on LinkedIn, put 1-2 lines describing the company (in general, strategic terms)*

You need to put 1-2 lines describing your position/responsibilities.

Then you need 2-4 bullets highlighting your accomplishments in that position.

+ The accomplishments need to be results-based.

+ For example: - Did “x” resulting in “y”

+ If you can quantify with *numbers* (% , growth, savings, magnitude, etc.) it draws people to the facts.

## FIVE KEYS TO LEAD GENERATION

### 1. Enhance Your Profile

Your LinkedIn profile is a place where you can showcase your professional career. It's also a place to actively promote the value of your business to potential leads, so make the most of it!

**NOTE:** Adhere to the *Six Essentials to be a LinkedIn All-Star* and you will have a dynamic, promotable profile.

### 2. Make Thoughtful Connections

If you're sending requests to connect, do not send one without adding a custom message. Take time to identify who you want to connect with and be thoughtful in your intentions to connect. Re-work the standard message to include details about you, your company and a short explanation as to why you would like to connect.

Where did you meet, how do you know them, what additional details can you offer to shed light on your request?

**NOTE:** Never ask to connect from a mobile app – they do not allow you to customize the connect message...

### 3. Participate In Groups

Joining a *LinkedIn group* relevant to your business or niche is a wonderful way to strengthen connections with like-minded individuals and connect with consumers interested in a particular product or with a specific need.

Research and join groups that have similar interests to yours. Then *actively participate to build credibility* within the community. Become an enthusiastic member and *network to build trust and relationships* over time.

### 4. Create a Group

In addition to the above *LinkedIn lead generation* ideas, you have the ability to create your own group.

As the owner of a group, you are given extra privileges to communicate with your members through an email newsletter. This is a powerful way to generate leads by targeting a group interested in your specific niche or product.

Start daily conversations by asking questions, answering a frequently asked question, posting a video tip or providing a resource that consumers are eagerly in need of.

Your goal is to provide as much free information as possible and become a go-to resource within your industry or field.

### 5. Paid Advertising

This opportunity might sound simple, but it remains a powerful way of generating the right leads through LinkedIn.

You can purchase advertising and target a wide range of demographics ensuring that LinkedIn provides the quality leads you are looking for.

**NOTE:** *LinkedIn is an expensive platform for targeted advertising, not well-suited to many SMBs.*

The DWWTC LinkedIn Company Page may be found at:

<https://www.linkedin.com/company/dwwtc>

## CONNECTING WITH LOCAL COMPANIES

To put it simply, local companies are those in your general geographic area. Even though your business may sell items that are quite different from the others around you, you can still use LinkedIn to connect with each other.

### Advantages

- Forming symbiotic relationships. This is a relationship that benefits both of the companies involved.
- Garnering ideas for new products. Sometimes your business gets stuck in a rut and you can't find inspiration anywhere – and then you look at the LinkedIn page of a local company and take a good look at their product offerings.
- Getting to know those in your area. Even if the other local companies have nothing in common with yours, and neither of you have items that you can sell to each other, it's always good to know other businesses in the area.

### Disadvantages

- You may run into the competition. If your company is in an industry that is very competitive, running into the competition online can be tricky. You don't want to give too much away, and at the same time, you need to be careful that your products don't resemble theirs.
- One screw-up might haunt you. Let's say that your business accidentally orders the wrong product, doesn't realize it, sells it to customers, and then has to recall it.
- Their reputations may be compared your company's. Speaking of reputations, those of local companies may affect the way that other people see your business.

## CONNECTING WITH SHARED INDUSTRIES

A shared industry is one that sells a product that is related to yours in some way, shape or form.

### Advantages

- Learning about up and coming trends and materials. Sometimes you can't make it to all of the trade shows or read all of the trade magazines, so you rely on others to help you determine what the new trends are or what new research has been discovered.
- Built in marketing research. You can look at the LinkedIn profiles of similar companies and see who they are targeting with their marketing, advertising and direct sales attempts.
- Participate in shared national legislation efforts. Just like the local efforts, described above, sometimes you need to band together with likeminded companies in order to get a national bill or law passed.

### Disadvantages

- Comparing your company to others can be a bad thing. It can be easy to get discouraged if your company is not doing as well as others in your industry. This can be due to many different factors, so don't take this information to heart.
- Industry secrets may be made visible. Some industries are incredibly competitive, and what makes your business thrive might be "borrowed" by others selling the same thing or offering the same service.
- They may turn to your for advice. While this isn't necessarily a bad thing, sometimes you may find yourself spending so much time giving out advice to other companies that you don't have enough time to run your own.

## THE KEY TO TARGETING

You should target ads and posts based on the following criteria to optimize responses:

- Geography** (regions, countries, states, cities)
- Companies** (names, categories, sizes, industries)
- Job Title** (function, seniority, title)
- Group** (specific LinkedIn Groups)
- Gender** (men, women, both)
- Age** (select age range for ads)

Use an image whenever possible. People identify with 22% of what they read in words, but 80% of what they read with an associated image.

The highest click-through rates come from including a hyperlink!

Always include a clear *Call to Action* in posts or ads to enhance click-through rates.

### With the BUSINESS PLUS Plan...

**Cost:** \$60/acct/mo x 6 = \$360/mo or \$4320/yr (paid monthly)

\$48/acct/mo x 12 = \$576/yr x 6 accts = \$3456/yr (paid annually)

**Who's Viewed You:** Be able to see who viewed your profile so you can contact them back.

**InMail:** 15 per acct per month. Reach people who have accounts locked from connecting.

**This is the best plan for SMBs, based on level of use vs. potential benefit vs. cost.**

	Business	Job Seeker	Business Plus
Monthly Plan		\$29.99* <a href="#">Switch to this plan</a>	\$59.99* <a href="#">Switch to this plan</a>
Annual Plan <small>Buy annual and save up to 25%</small>	This is your current plan, but it is no longer offered \$24.95* per month	N/A	\$47.99* <small>Billed as one payment of \$575.88*</small> <a href="#">Save with annual</a>
<b>Reaching out</b>			
Who's viewed your profile	✓	✓	✓
InMail™ messages	3	3 (to reach recruiters)	15
<b>Finding the right people</b>			
Unlimited profile search			✓
Premium search			4 filters
Saved search alerts			✓
<b>Job seeking</b>			
Featured applicant		✓	✓
Applicant insights		✓	✓
Salary data		✓	✓
<b>Standing out</b>			
Premium Profile	✓	✓	✓
Larger search listings	✓	✓	✓