LinkedIn For Business

Advanced Pro Tips For LinkedIn Users

How to connect and network effectively using LinkedIn.
Increase your opportunities, dominate your market niche and create meaningful relationships.

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- Introduction -

Did you know?

LinkedIn is the #1 Professional Networking Site in the World

As of this writing, there are well over 150 million profiles on LinkedIn representing professionals from every country in the world including several million in Africa and a strong presence in Asia and Latin America. (40 + million in the US)

A new member joins LinkedIn every second.

There are more than 800,000 groups on LinkedIn.

Remember LinkedIn is a great tool for networking but it is not a replacement for networking itself.

LinkedIn is a network for networking! You need to look at LinkedIn as a tool to meet and network. While not everyone you connect with has the potential to be your next client, or employer but everyone knows someone who could.

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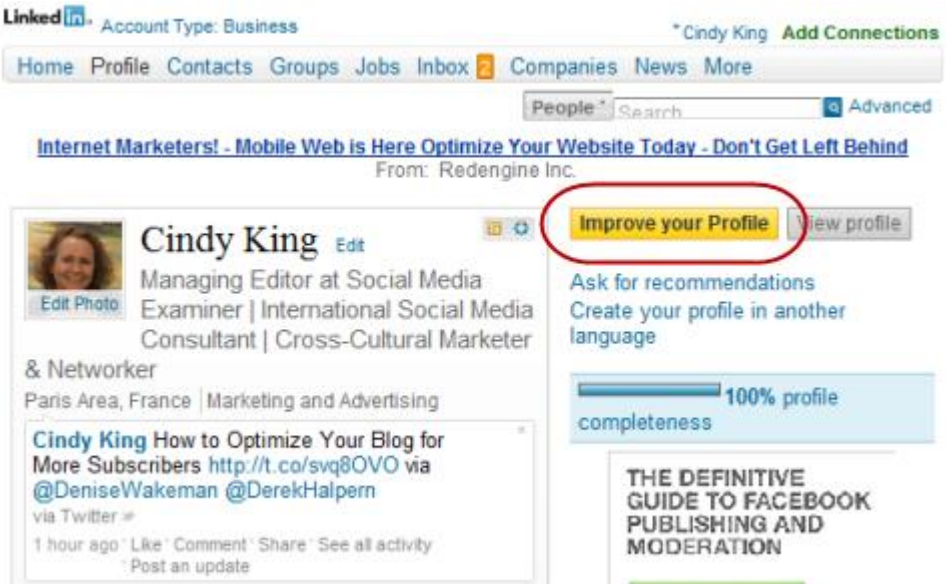
Chapter 1
Profile

This guide assumes you already have the basics including your profile set-up and mastered.

That means your profile is 100% complete and key word optimized to meet your networking goals. If you are missing something in your profile click the "Improve Your Profile" button.

LinkedIn Helps You Improve Your Profile: When you edit your profile on LinkedIn now, you'll see an "Improve Your Profile" button with tips on how to get more visibility on LinkedIn.



If you find you need to go back to learn the basics and strategy of creating an optimized profile, you may wish to purchase my workbook https://linkedinforbusiness.net/linkedin-for-business-workbook/

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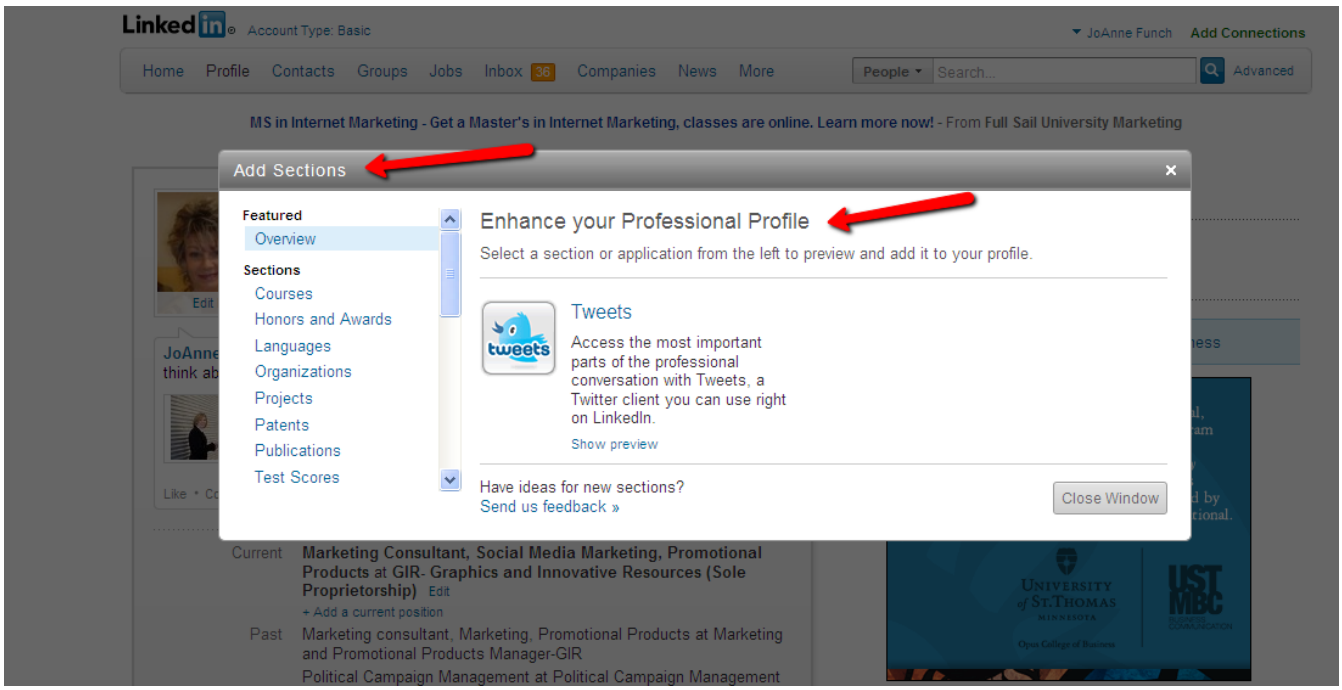
Okay, now you are then ready to tweek some advanced settings

Advanced Profile settings

New from LinkedIn: ADD SECTIONS
Now includes the opportunity to list any honors & awards, Patents, Publications, additional languages you speak and more! Take advantage of this as it will enhance your profile above your competition.



VOLUNTEER EXPERIENCE & CAUSES: Tell people what you care about

CERTIFICATIONS: Opportunity to list any certifications you may have

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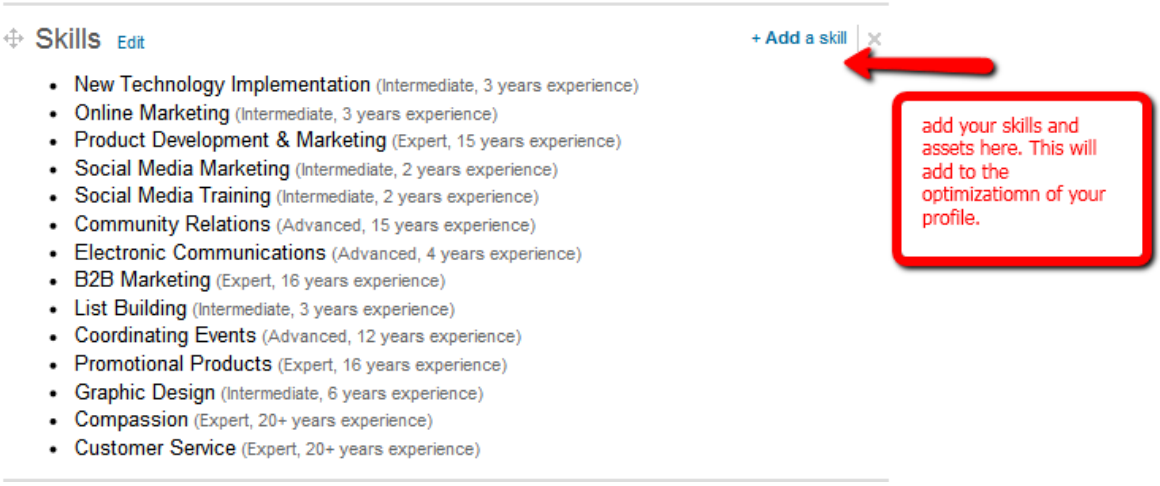
How to Link in on your skills

Skills

LinkedIn introduced a new section to user profiles, which helps you organize your **skills and assets.** In this new section, displayed immediately above your education section, you can add a section that highlights skills, languages, certifications and publications. All skills you want your contacts to know about you. Prior to this, you had to get creative and figure out a good place to place these brag-worthy items, often in the education or summary sections. Now they can stand out on their own and show what a well-rounded job candidate you are.



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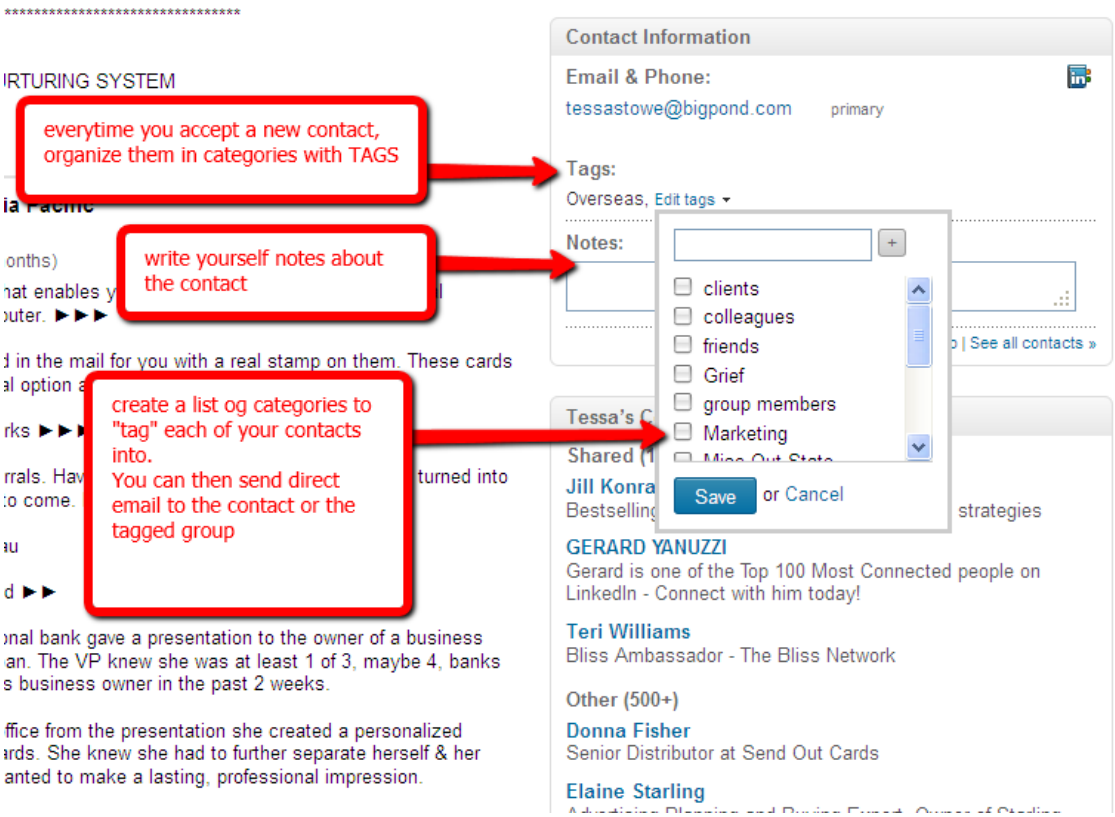
Chapter 2

Tag Your Contacts

I recommend sorting each new contact into a category that makes some sense to you. This is called tagging your contact.
You will notice in the illustration below, I have created many different categories according to how I want to remember my contacts and when you start getting over 500 contacts I promise you won't remember everyone.



You can now go to the top tool bar and click CONTACTS – CONNECTIONS and all your connections will appear. You can find a contact you want to email and once you click the box next to their name you are prompted to "send message". This is a great way to email everyone in one of your groups at a time!

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Chapter 3

Your Daily Status, engaging & sharing posts

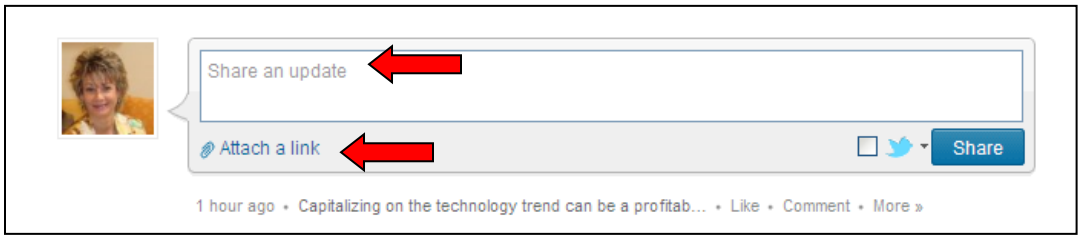
By this time you are already sharing status updates on your profile

Encourage discussion in each of your status updates to help expand each post's reach. Taking advantage of the viral effect of commenting and liking is a great way to get even more content distribution. Introduce the content you post with a question or comment to spark discussion among followers.

How can you use it effectively?
I believe in updating your status everyday, or at least every time you login to your LinkedIn account. This way, you will constantly be featured on your connections home page of their profile. Here is what I use it for:

- Add value by offering your knowledge in the form of tips to your followers
- Promoting seminars and webinars you are having or ones you recommend
- Promoting my new articles from my blog
- Promoting other great blog articles/videos/podcasts
- Promoting places I am traveling to if relevant
- Asking compelling questions to get a conversation going

Steps to Take With Your Status



The image above is at the top of your home page, “Share an update” you can also attach an optional link if it pertains to your update. A good strategy is to include a link back to a relevant article on your website.

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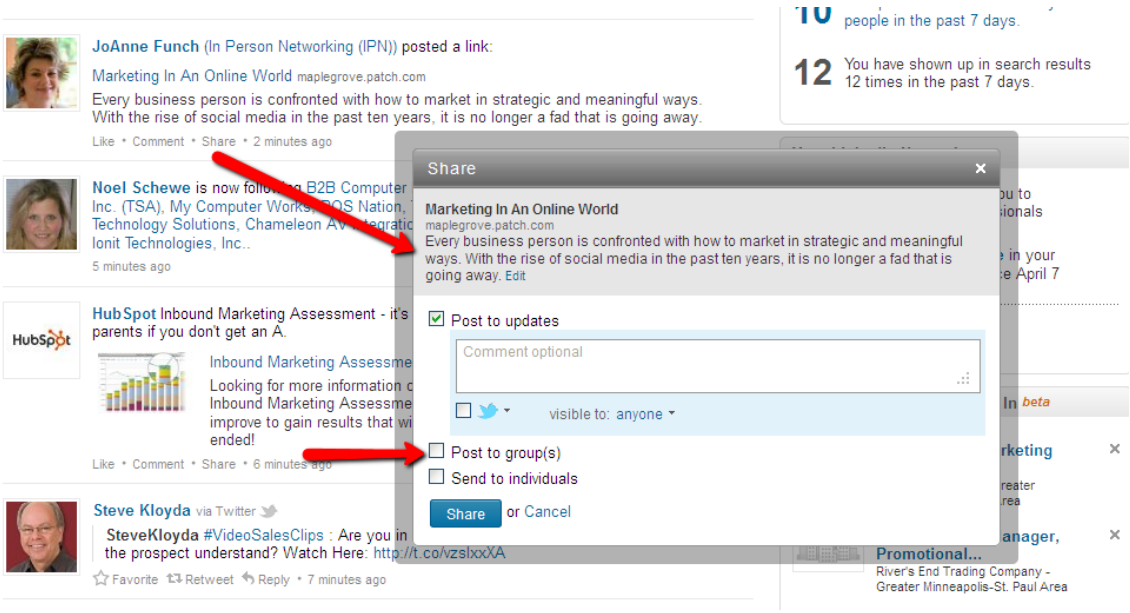
Share your relevant content in a group you belong to. Do not only post your events or sales promotions to a group, it is considered poor etiquette and can get you banned from some groups.

As the illustration shows below, you create a status update
After you have posted the status update, you click the SHARE button under your post
The pop-up appears (as shown below) which allows you to create another comment such as “Thought this post would interest the group because…”
Then you check the box “Post to Groups” – if you type in the first letter of the group it will appear for you to select and post You can post to multiple groups at one time.



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Chapter 4

Who Has Viewed my Profile?
After I update my daily status, I look to see who has **viewed my profile** which is on the right side of your home page. WHY?

There are several different analytics within this feature that will no doubt come in handy for you and keep you or your company going in the right direction.

On your main page, this feature will tell you how many times you have shown up in search results for the past day. It will also show how many times your profile has been viewed for the day. Once you click on the highlighted statistic you will be directed to the Stats and Trends page of your profile. Armed with the right information, this page can certainly be a wealth of knowledge.

Not only will you be able to see all the profiles of individuals who have viewed your profile each day, but you are also able to see a bar graph showing how many times your profile was visited over the past ninety days. The bar graph statistics can be changed to show how many times you have shown up in search results over the past ninety days, as well. Better still, LinkedIn gives you a grand total for both statistics, too!

In addition to these great informative tools, you will find analytics about viewers by industry and the total visits for each; viewers by geography which is further broken down by country and visits for each as well as a world total; and the top ten search keywords used to find you shown with percentages for each.

The better you understand the statistics that are right at your fingertips, the more streamlined your efforts and focus can be.

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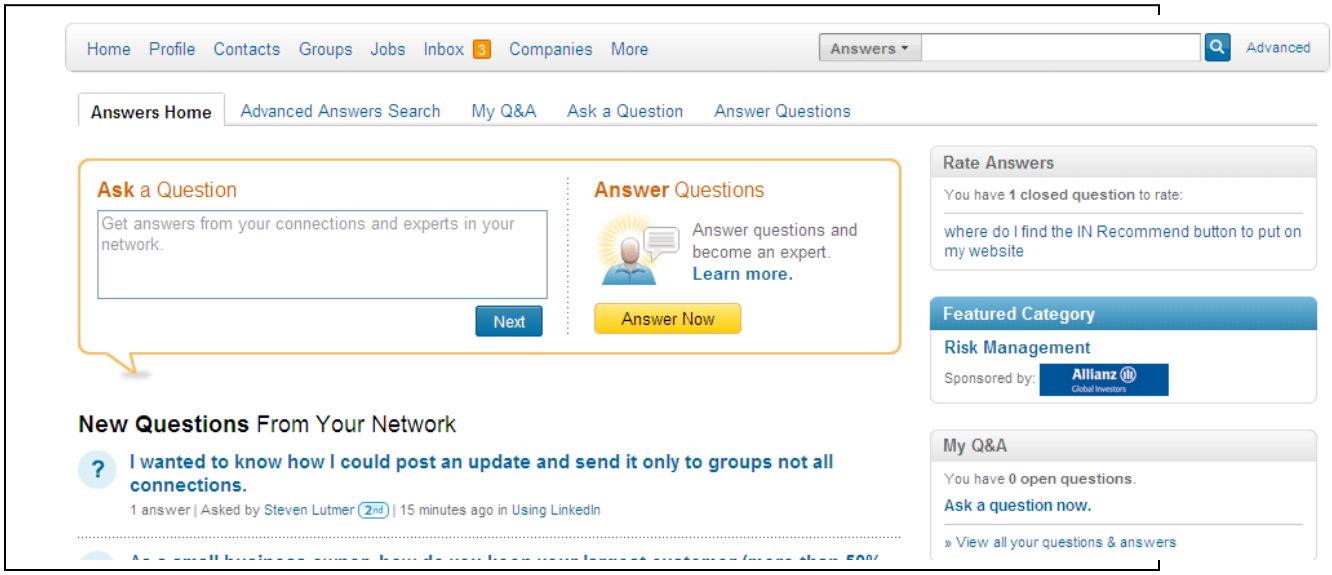
Chapter 5
Questions and Answers Section

Where do you ask questions?
Excluding your status section and sending e-mails to your direct connections, there are two main places you can ask a question on LinkedIn:
1. The Question & Answer Section, (you click on the MORE tab and ANSWERS) and
2. The Groups Discussion Board



Both of these sections are equally useful and important but may be targeting different individuals.
When you ask a question in the Question & Answer section, you have the ability to reach over 40+ million people who are on LinkedIn. Only, there is a catch. When you ask a question you are limited to two niche sections or industry topics you can submit them to.

For example, if you wanted to ask a question about Internet marketing, you would most likely submit this question in the “Internet” and “Marketing” section of the Q&A. This would then be searched and answered by your target audience. You would not want to submit this question in the “Business Operations” or “Sustainability” sections because it just wouldn’t make sense.

However, anyone can search through any category and answer questions outside of their specific industry, so the questions you ask have the ability to reach millions of individuals.

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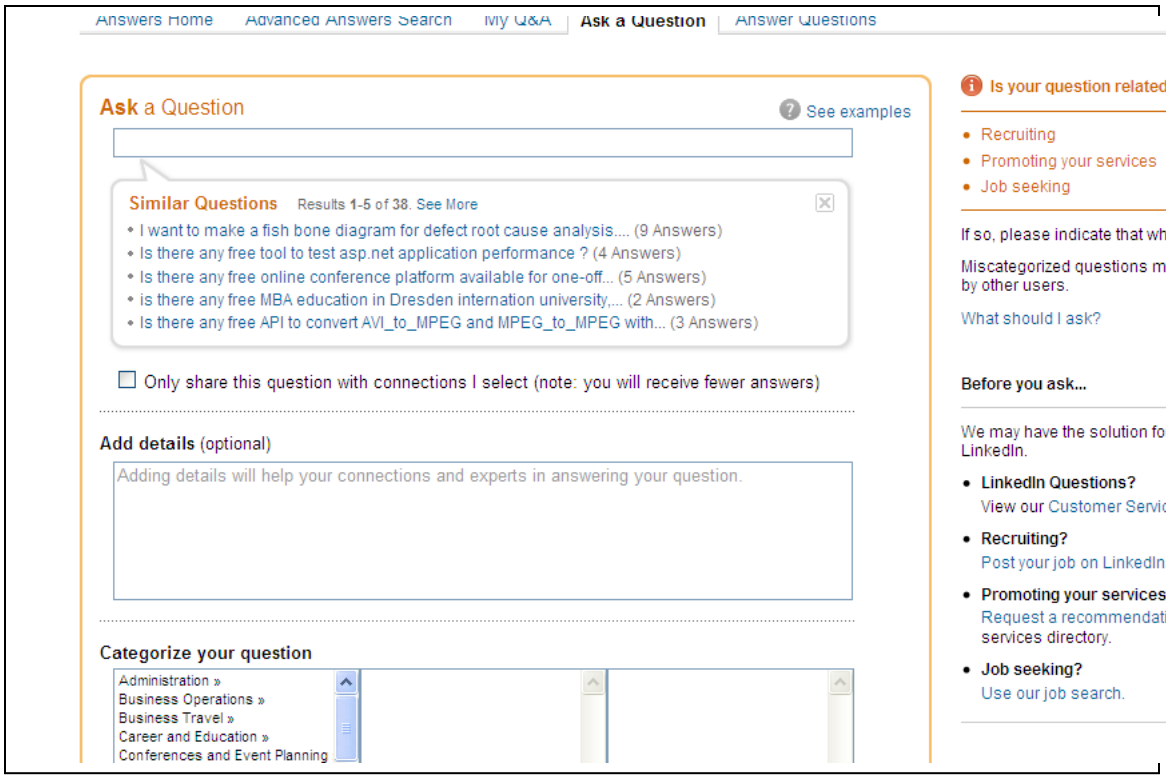
When you ask a question on a group discussion board, you are directing this to a community of niche individuals.

How will asking questions help you achieve your goals?

Example, you could ask two questions on the same day. With the first question being asked, “Besides using Twitter, Facebook, LinkedIn, and e-mail marketing services… what is the best way to promote your blog articles?” I submitted this question in the “Blogging” and “Web Development” sections because I felt that would be the best target for my question.

In a short period of time you should receive answers from experts on the topic. Some might offer lists of websites where you could go to promote your articles, and others might just gave you insightful information or recommended contacting other experts. Not only will you get the answers for free, which could have been costly consulting fees, but some might send you an invitation to connect and offer to answer any of your questions in the future.



See how powerful this is? From a few seconds of writing the question and posting it, you now have a wealth of free information from top experts, new connections that expanded your overall network, and an open invitation to reach out for advice in the future. It doesn’t get much better than that.

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When you write a question on the discussion board of a group, this will target a specific niche. The benefit of this is that your question has the ability to show up on the home profile of everyone in that group. If the group has 20,000 members, then the potential for the answer you are looking for is highly likely.

Phrasing Your Questions for Success

Make your questions very direct and to the point. Do not try to be too broad, or you will get broad answers (unless that is what you are looking for). The more concise and focused your questions are, the right people will find and answer them, providing you with all of the information you need.

When you ask a question you:

1. Attract high quality individuals to join your network

2. Find the information you need for free

3. Expand your connections

4. Promote your profile by showing up on the home pages of others

Be a Leader in Your Market/Niche

I've been told me once that a great way to become known as a thought leader in your industry is to put yourself out there as much as possible and provide the best information humanly possibly for your market or niche. The more you are able to do this, the more business that will come to you because others will begin to recognize you as the expert.

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ANSWERS - How to get started:

When you click on “Answers” at the top of your home or profile page, the next page will have a list of categories on the lower right hand side that will look like this:

Find the category that best suits your strengths, and start browsing the questions. Once you find the ones that you feel comfortable with, then answer away!

Take the approach that you should spend a few minutes every day, or a few minutes every week to answer the questions that you know best.

Eventually over time, people will start to notice your name and link back to your profile to connect with you. And depending on what your goals are, you have the potential to generate some serious business from simply answering questions.

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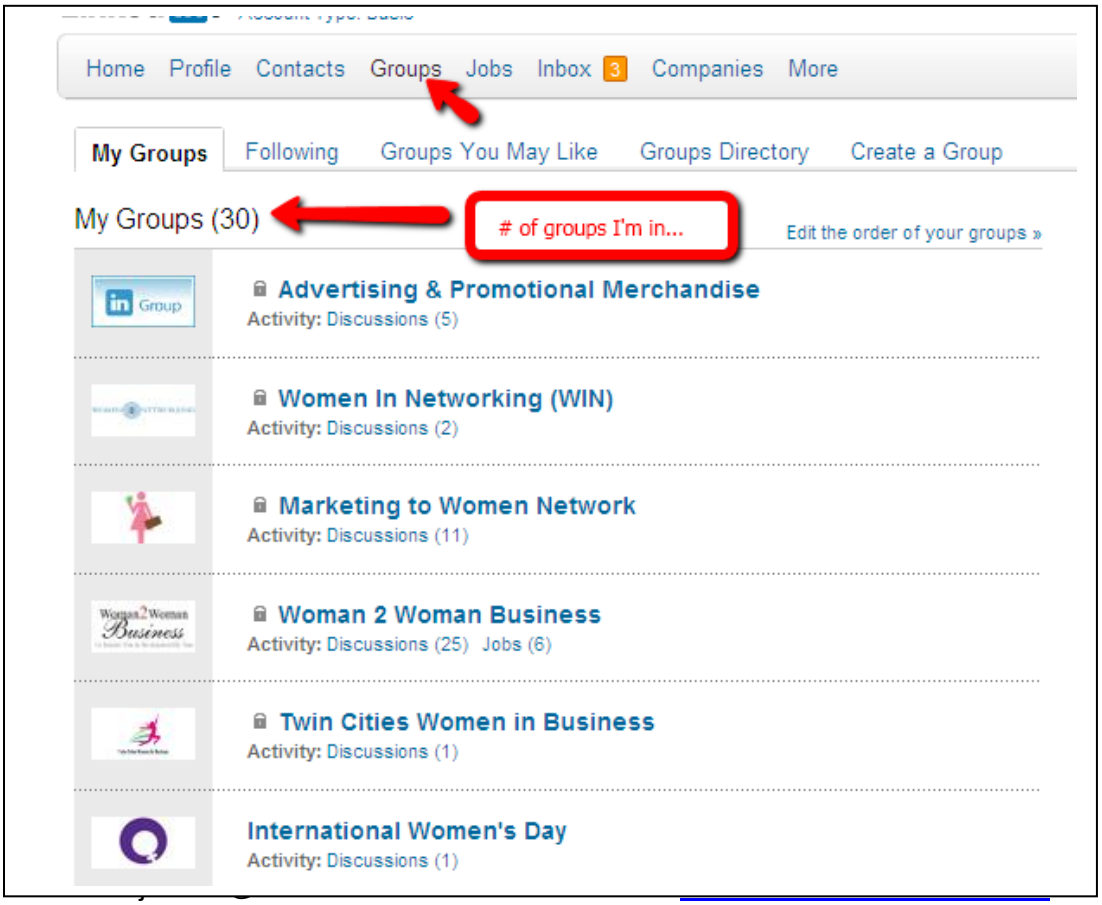
Chapter 6

Importance of Groups

Groups are extremely important when trying to achieve your goals on LinkedIn. We are all trying to achieve something whether it's finding a job, finding more business leads, promoting a service or product, reconnecting with friends, etc. The best and easiest way to do this is to join the groups where the members are the people you are targeting. All you need to do is search groups in your industry, niche, interests, hobby, etc… and join them. It's that simple.

Why is this important?
Unless you have someone's e-mail address, you went to school with them, or you are current or past colleagues, you will not be able to send invitations to connect with those individuals. However, you can send an unlimited amount of e-mails to anyone that you are in the same group with. So if you are in a group with 5,000 people you are able to search for specific individuals in that group, and send them a message. I will say this again--the more people you have access to contact and be contacted by, the more opportunities to succeed you will have. If people cannot send you an email without having to sign up for a paid account, or by having to go through an additional hassle, then they will move on to another person who is easier to contact.



Chapter 7

Creating Your Own Group

Seth Godin talks about the importance of building a "tribe" of followers who will listen to what you have to say, and follow you in the direction you are heading. In order to build a successful business, we must be able to build an audience and lead them. When you own a group you are able to post one website to be the official group website. Obviously if you start the group your website can be the official website listed on the group page and really must be relevant to the group you started. Since you have a website that relates to your group members, you automatically drive targeted traffic to your website. Every time someone joins your group, they usually click on the website that is affiliated with it. This continues to build your personal brand without having to do any work.
It is all automated!

The owner of a group is also able to send out a weekly message to anyone who joins. So instead of having to spend money on email marketing, you can simply make your announcements to your contacts through a group.
As the group owner, you are also able to create an automated message to all members who join. In the "manage templates" section of the group, you are able to customize any message you want, with information about yourself, the group, your company, a link back to your website which will create a constant flow of organic traffic, a product you offer, an event you host, or any number of things.
Along with driving traffic to your website, by being the owner of the group you are automatically considered the "thought leader" or "expert" in the industry of your group.

I think it is an unbelievable thing that anyone can create a network like this, and all it takes is getting it started and spreading the word. Caution: Best practices suggest that if you start a group you make a commitment to that group consistently. I have seen many groups started years ago and have a dozen or so members with no postings in a year. Don't let that me you.

How do you create a group?
Creating a group can literally take less than two minutes and you have instant access to start promoting it once you complete the form. To get started, click on "groups" then "create a group".
Here is what you will need to move forward:

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1. **Logo**: This can be any image, but a clean design always looks more Professional

2. **Name**: If you already have a company name, then you may want to use that; otherwise think of 1-3 words that create a concise message of what your group is all about.

3. **Group Type**: The options range from: professional, networking, conference, alumni, corporate, non-profit, and other. Think about which one your group fits in best and others will search through the various categories.

4. **Summary**: This is an important section. Write a brief description about what your group is, who it is for, and how it proves to help its members. The clearer you are in the summary, the more targeted members will join.

5. Full Description: In this section, you can add more details as to how exactly the group benefits its members. Include what you want people to talk about in the discussion section, if you will be having live events in the future, and how to contact you.

6. E-mail: You will have to include an e-mail address to create a group. Use the one that you use frequently so when someone writes to the group owner about an opportunity, you will be ready to receive it.

7. Website: It is not required to add your personal or company website in the group, but it is a waste of your time if you don't add it because it generates constant traffic.

Building Your Tribe of Followers

Once you create your group, you will be given a URL that sends you directly to the sign-up page for the group. Send out an e-mail with a link to your URL to everyone you know who would be interested in joining such a group. You can also send out an email from your new group page to your contacts on LinkedIn that may find your group of benefit to them. Add this in your status update on a weekly basis, and each new connection you make, be sure to add the link and the group name in every message on LinkedIn.
It will take some time to build up a larger network, however if you put in the time in the beginning to promote it, then it will begin to grow organically over time.

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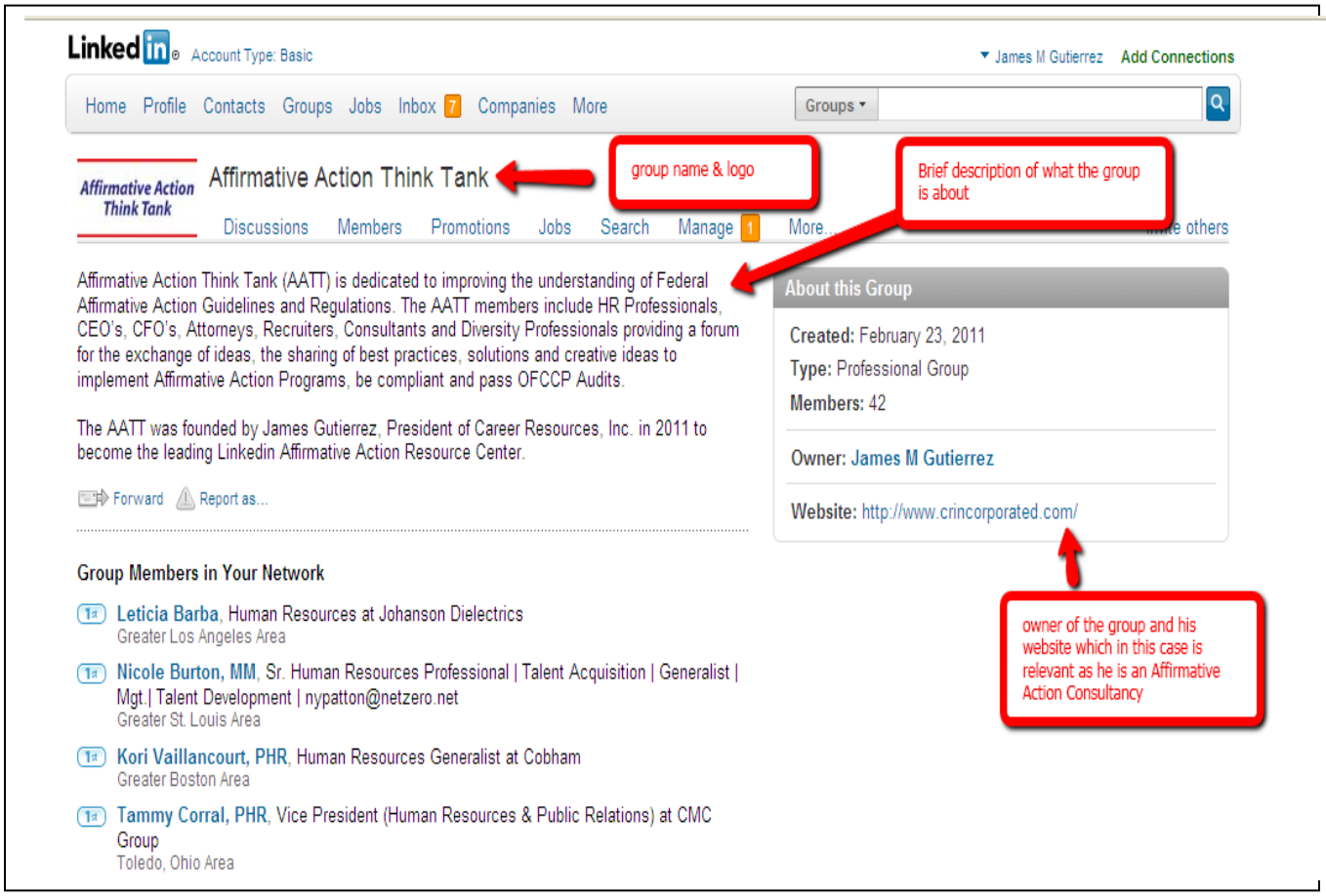
When one person joins a new group, it shows up on their home page that they just joined. If you remember what I mentioned in previous chapters, every time you take an action on, change, or update your profile, it then shows up on all of the home pages of every one of your connections. If you have other connections that are in your same industry or share similar interests, then when they see you joined a certain group, they will want to join as well.

Therefore your members of the group do the promotion for you, while you let the LinkedIn platform do the grunt work for you. Pretty cool, huh?

Subgroups
You are able to create a number of subgroups within each group you start. For example, you could start regional subgroups, that way if you ever travel to any of the other cities its much easier to promote events because there is a more targeted subgroup as opposed to sending a message out to the entire network.



Example of a group I sent up for a client

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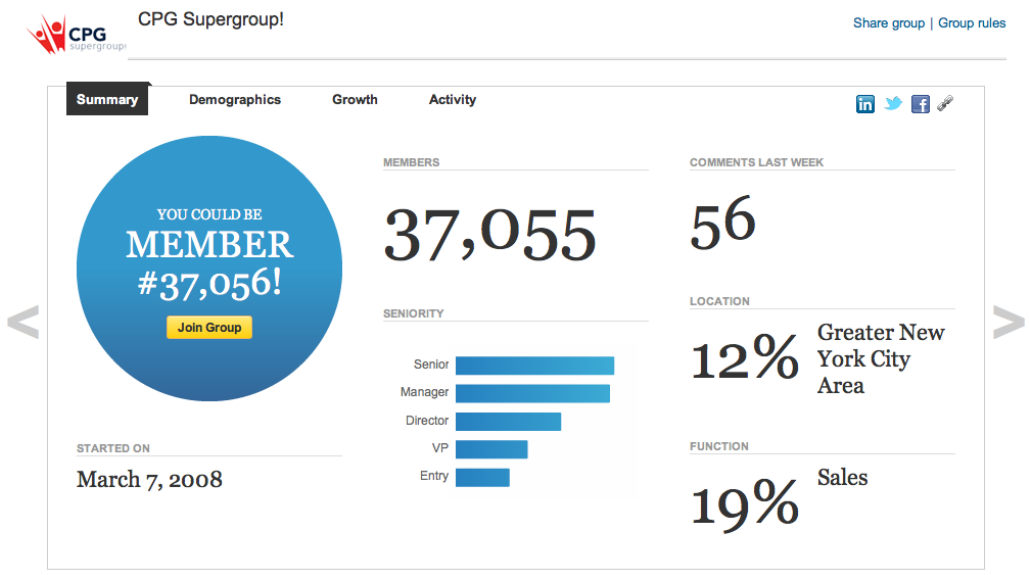
Chapter 8

Insights for LinkedIn Groups

Have you ever wondered which LinkedIn Groups would be most valuable to your career? Have you explored new groups and wondered, how active is this group, is this the group for me, or what kind of professionals are in this group?

LinkedIn launched a new Group Statistics dashboard that delivers unique insights into groups. And it's available for every group on LinkedIn.



The new Group Statistics tool focuses on three areas: ***demographics, growth, and activity***. Each infographic view shown is to highlight the most important signals you'll need to help you understand your group better.

1. Demographics:

In the demographics view, we show you who's in the group. You can see information about the seniority level, function/role, location, and industry of the various professionals in the group. Now it's easy to learn which groups are local, which groups cater more to entry-level types vs. CEOs, or which groups are focused in your own industry.

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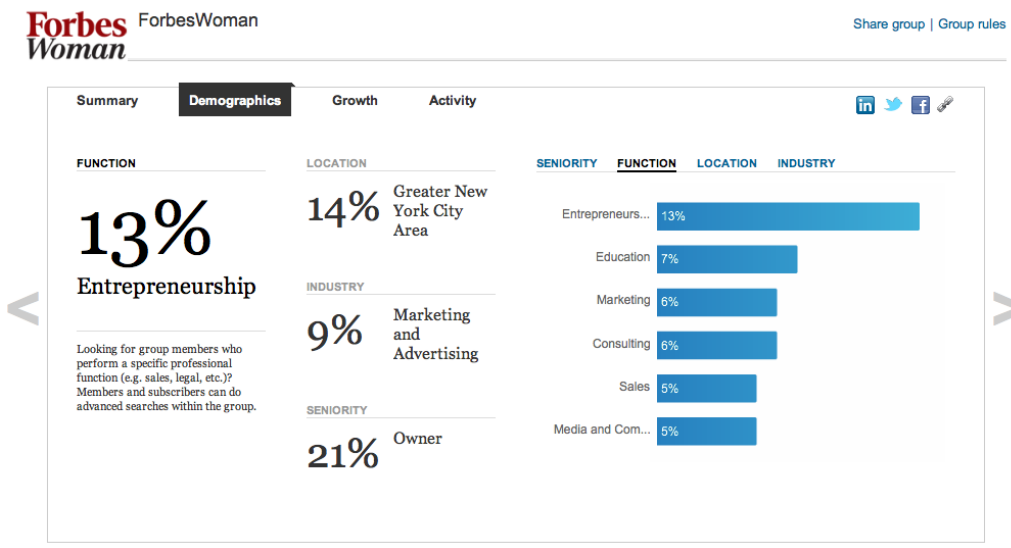
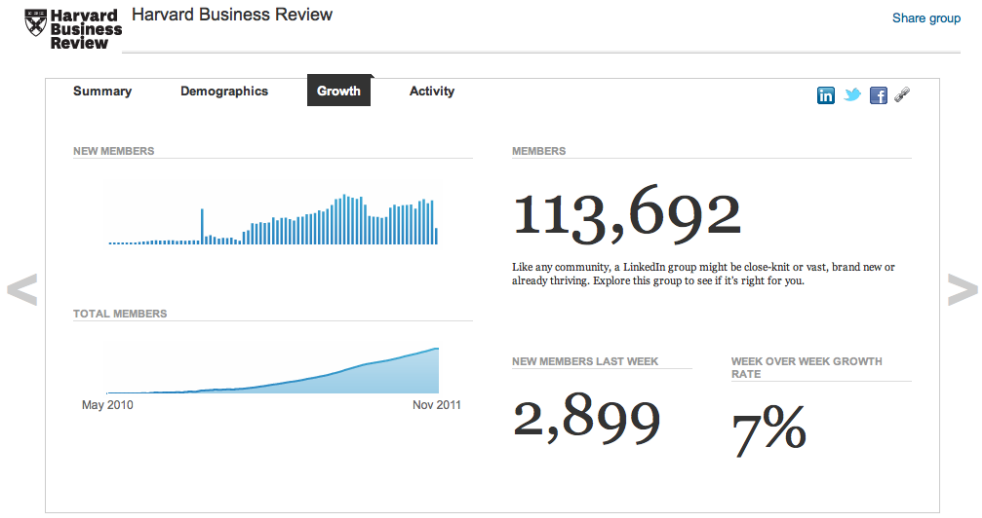


2. Growth:

Here is shown how the group has grown over time. Some groups with truly explosive growth this week may even earn the coveted "Sky-rocketing" badge!



3. Activity:

In the activity panel see the focus on comments and discussions, the heart of professional conversation in LinkedIn Groups. You can easily see whether members start and contribute to discussions regularly. We also show you recent job and promotion counts for the group; a sizeable number of promotions often indicates that the group is being actively moderated by managers and members.

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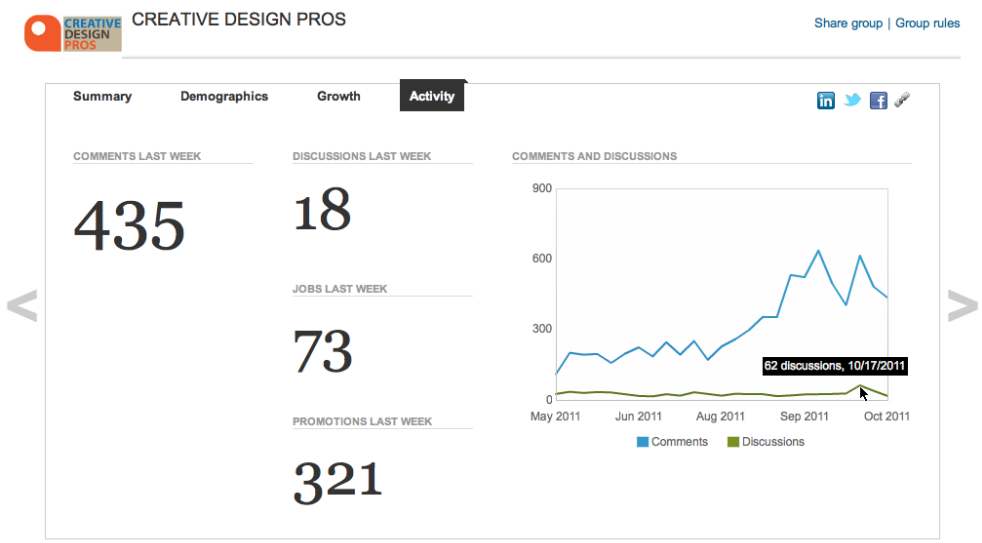

If you find any particular view that intrigues you, or that you'd like to bring to the attention of a friend or colleague, you can share that view through your favorite social channels, such as LinkedIn or Twitter.
This data stays fresh: It's updated every day.

Try it out for yourself! Go to any of your groups (or start with the Groups Directory if you're new to Groups) and click the "Group Statistics" box on the right-hand side of the group's homepage.

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Chapter 9

Creating Your Own Company Page

In 2011, **LinkedIn added lots of new functionality that impacts marketers and business owners**.

But first, were you aware that LinkedIn has a **company page** (similar to Facebook). With 85 million business members, who wouldn't want a business page there?

Normally the profile pages that you set up on LinkedIn are for your own personal use. It's against LinkedIn's terms and conditions to set up a personal profile page as a business. But LinkedIn has seen that by capturing and promoting more business information in this community, it could **make way for a lot more engagement and knowledge-sharing**.

A Company Page helps others learn more about your company's job opportunities, work culture, products, and services.

To add a Company Page:

1. Click *Companies* near the top of your home page.
2. Click the *Add a Company* link in the upper right area of the page.
3. Enter your company's official name and your work email address.
4. Click *Continue* and enter your company information.

Big deal - You are now able to post a status update to your company page

Post blog articles and offers directly to your LinkedIn company page.
Mix up your blog posts and landing/sales pages to give your followers a variety of content to consume

Companies (with an assigned administrator and whose company page is set to "designated admins only") will have the flexibility to share the latest on the company directly to all of their followers on their company page's "Overview" tab.

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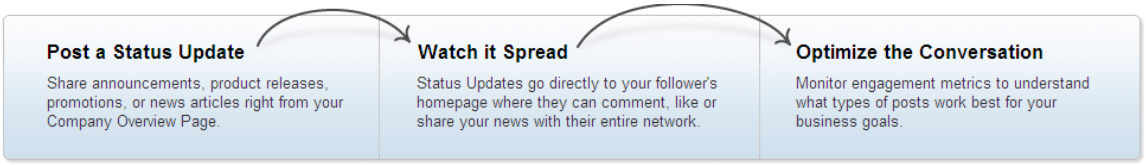
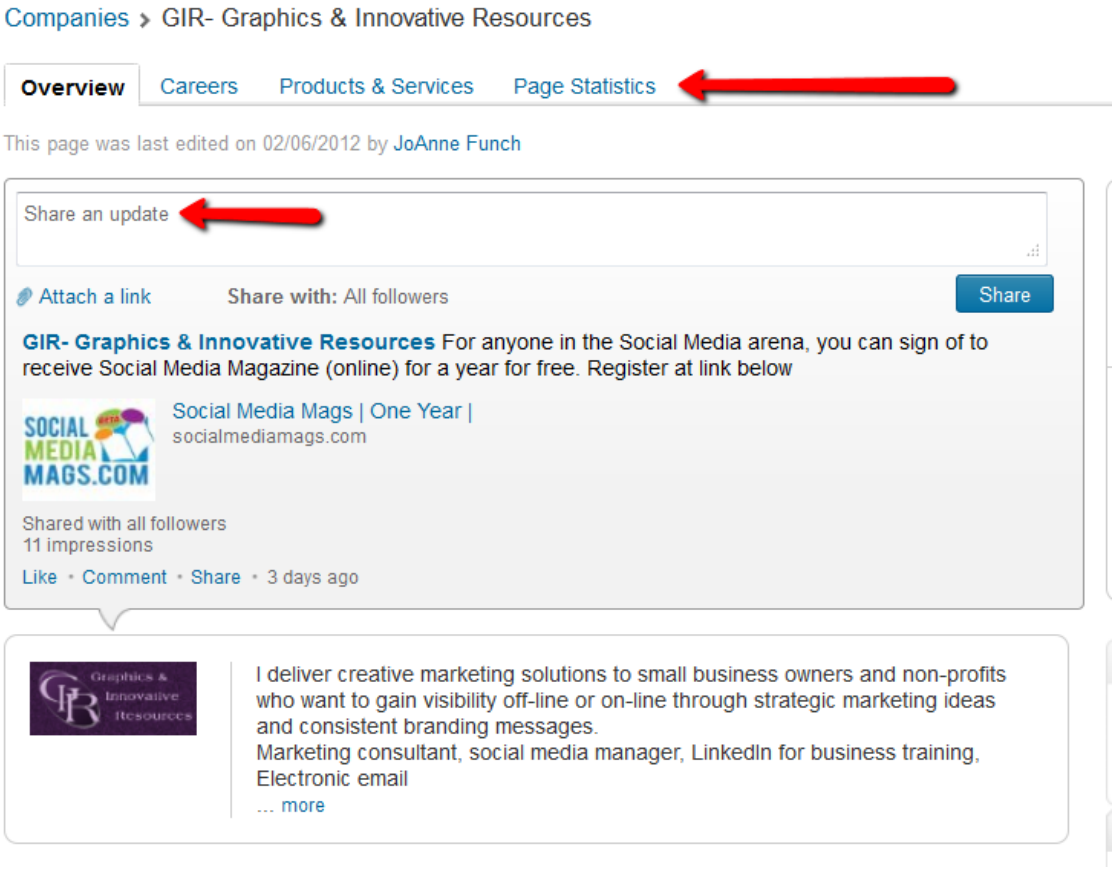
Keep in mind your status updates can be up to 500 characters long and can support URLs with multimedia as well. Given that any LinkedIn member can comment, like or share your Company's status update, this is a great way to build engagement with customers, potential employees and prospects alike.





Promote your company page on your website and other social networks.
I bet you're already promoting your blog, Twitter profile, and your presence on other networks on your website. Make sure you're promoting your LinkedIn company page, too! Also, why not tell your Twitter followers and Facebook fans that they can also follow you on LinkedIn?

You can obtain a LinkedIn widget for your website -

***Note, I can help you create your company page, contact me below;**

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Chapter 10

Advanced Applications

Applications are a major part of my daily use on LinkedIn. The good thing about LinkedIn, is that they are working hard every week to create more compelling features and applications, and it has been very helpful for many because these applications bring profiles to life, as opposed to being dull and boring (like a resume can be at times). I want to cover the main applications I feel are helpful for any entrepreneur or employee looking to achieve their goals.

Amazon Application:
This application is particularly great if you are an author as it allows you to place an image of your book on your public profile. When anyone clicks on your book image, it directs him or her to the Amazon.com page where they can learn more about the book, and ultimately buy it.
If they are looking at your profile, then they already show some interest in what you do so it's a much easier sale. If you don't have a published book, it's still a great application to show people what type of compelling books you are currently reading, once again building up trust and a mutual bond with the viewer.

Blogging Application:
This is a biggie! If you have a blog, then please add it to your LinkedIn profile! You are missing out on FREE organic traffic, from quality leads, if you do not add this.
It's simple to add your blog to your profile, just download the application, insert your URL, and start enjoying the free traffic and profile booster.

Slide Share Application:
This is one of the latest applications I am glad that LinkedIn added to their platform. What this app allows you to ultimately do is to add a video to your LinkedIn profile. Yes, that's right; you can have a video play right on your LinkedIn profile!

<u>Here are the steps to make this happen:</u>
1. Download the slide share application
2. Add a PowerPoint slide show presentation
3. Insert the URL of the video you want to have on your profile from YouTube (currently, you can only add a video if it is published on YouTube.com).
4. Put the video on any slide you wish (I put my video on the first slide so it's the first thing people see when they click on my slide show).

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5. Enjoy showing off your profile with a video!

Google Documents Application:
This is a fun one that I have used from time to time when I have a document I want people to be able to look at on LinkedIn. It's great because you can showcase information about your upcoming or past presentations, show charts on how your company has grown, display graphs on a new business system you have created, etc…
It is another way to enhance your profile to showcase your skills and ultimately provide more visual value to those looking at what you have to offer.

Polls Application:
I have used this application a few times, but not as often as I would like.
However, I received some great information when I used it because it was an easy way for me to receive data from a targeted audience and in return provide more value to that niche.
There are some applications that will serve you better than others, but it all depends on what you are trying to accomplish. Take a look at all of them and see what makes sense for you and/or your business. Add any applications that make you have a richer, more compelling profile.

Go to the applications page to view all options!

LinkedIn now has plugins
Share buttons for your website and more!
Click this link to view all the options:
https://developer.linkedin.com/plugins

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Chapter 11

Events

Creating and hosting events is easy using the application on LinkedIn. This application alone is more powerful than trying to use other sites like Twitter, Facebook, or MeetUp to promote events.

How? Every time someone signs up to attend my event for example, it shows up on the home profile of everyone they are connected to. So the members do the work in promoting the event for you, without them even trying, but because LinkedIn has built their system to do so.
Now, with LinkedIn, anyone can utilize the free application they have created to put on your own event, build authority and thought leadership within your industry, increase your opportunities, and make more money.

You can use the events platform to promote offline events or online events including tele-seminars, or webinars to promote the information you know best. The possibilities really are endless as to what you can make from using the events platform, it's all a matter of being consistent and providing value in your events so people will recommend them and come back.

Discover the Power Of Linkedin

Please contact me for;

- **Corporate or one on one trainings (in person, webinar or skype)**
- **Personal Profile review/critique**
- **Create your company page**
- **Profile management *(I'll do it for you!)***
- **Or to connect with me on Linkedin: www.linkedin.com/in/joannefunch**

Thanks – JoAnne Funch

Disclaimer: This workbook is not associated with the LinkedIn Company.