# Marketing using LinkedIn

# Marketing using LinkedIn

## Melanie Diehl
## Your Social Media Gal

- Social Media Strategist/Email Marketing Consultant
- Constant Contact Authorized Local Expert

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melanie@melaniediehl.com

# Agenda

- Is it right for my business?
- How to create content
- Page vs. profile
- Next steps
  - Etiquette
  - How do I know if it's working?
- Q&A
- Live demo

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# Marketing using LinkedIn

- Is it right for my business?
  - Your profile
  - Your connections

# Getting LinkedIn

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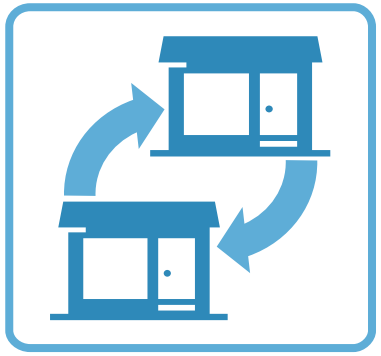
## Is it right for my business?

**71%** use LinkedIn

**B2C**

Source: B2C Content Marketing 2014 Benchmarks, Budgets and Trends

**91%** use LinkedIn



**B2B**

Source: B2B Content Marketing 2014 Benchmarks, Budgets and Trends

**53%** use LinkedIn

**Nonprofit**

Source: Nonprofit Content Marketing 2014 Benchmarks, Budgets and Trends

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# Getting LinkedIn

# Is it right for my business?

- If you are a B2B
- If you are (or want to be) a thought leader

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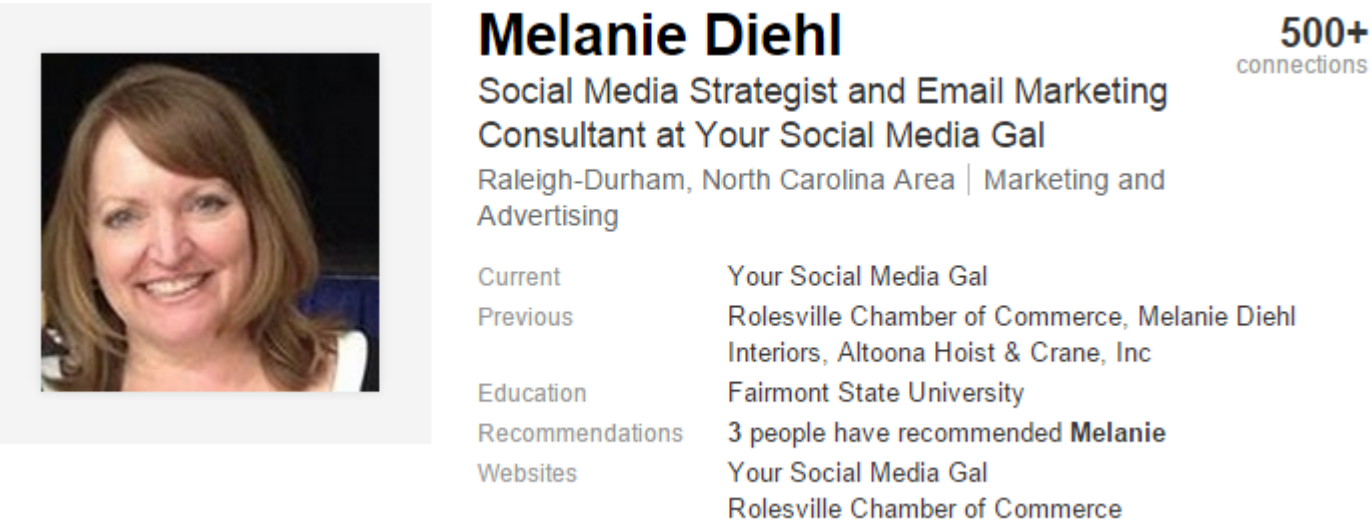
# Getting LinkedIn

## LinkedIn

**With over 347 million members in over 200 countries, it is the world's largest professional networking site.**

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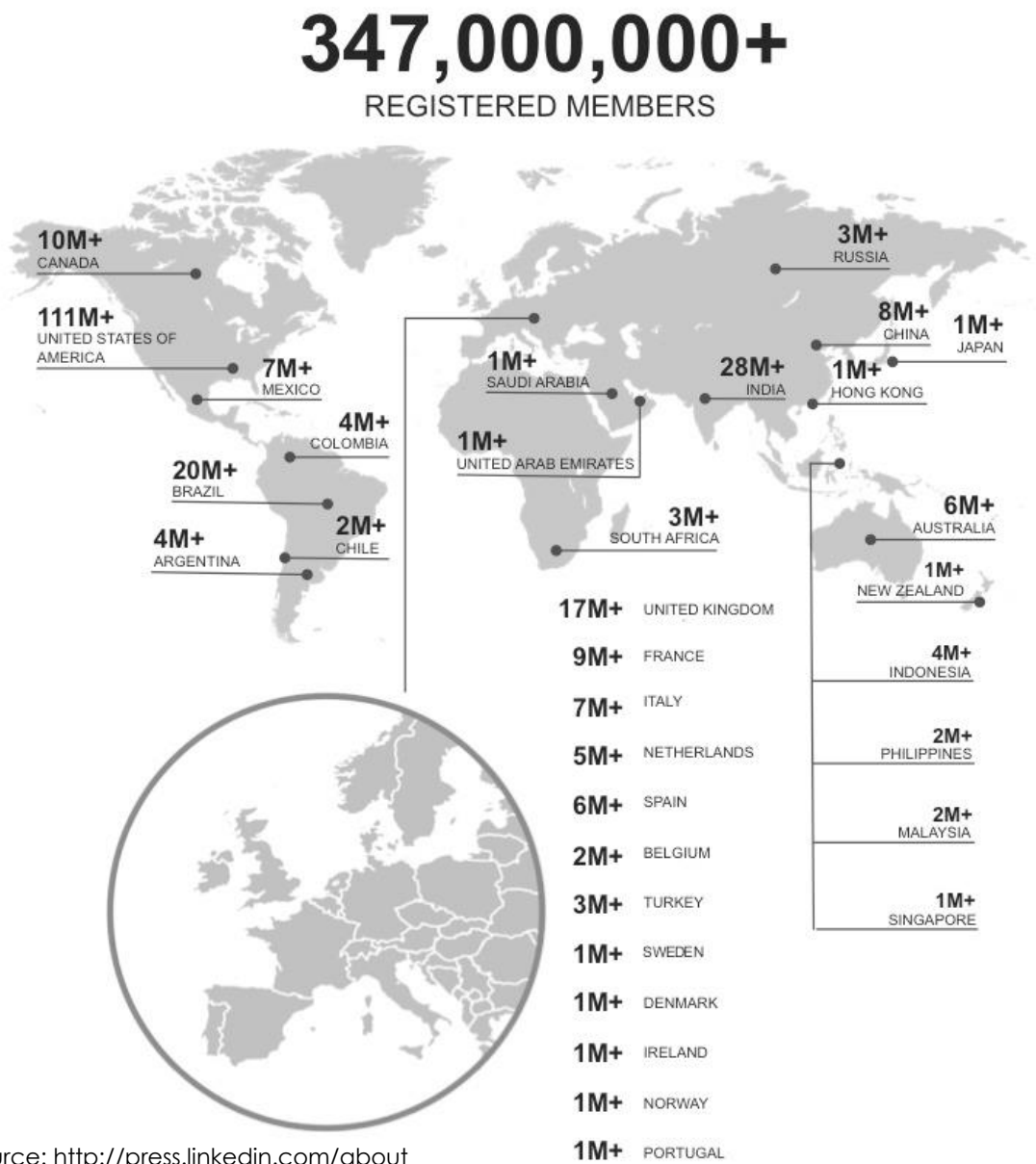
# Getting LinkedIn




Source: http://press.linkedin.com/about

Founded in 2002 by Reid Hoffman, Allen Blue, Konstantin Guericke, Eric Ly and Jean-Luc Vallient. LinkedIn started in Hoffman's living room.

The site officially launched on May 5, 2003. At the end of the first month in operation, LinkedIn had a total of 4,500 members in the network.

As of February 2, 2015, there are over 347 million members, and over 4 million company pages on LinkedIn

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# Getting LinkedIn

## Your Personal Profile

**Melanie Diehl** 1st

Social Media Strategist and Email Marketing Consultant at Your Social Media Gal

Raleigh-Durham, North Carolina Area | Marketing and Advertising

| | |
|---|---|
| Current | Your Social Media Gal |
| Previous | Rolesville Chamber of Commerce, Melanie Diehl Interiors, Altoona Hoist & Crane, Inc |
| Education | Fairmont State University |

Send a message

500+ connections

https://www.linkedin.com/in/melaniediehl

Contact Info

https://www.linkedin.com/pub/malcom-flot/44/1a4/a28

https://www.linkedin.com/profile/view?id=155735744

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# Getting LinkedIn

## Your Personal Profile

Experience

### Social Media Strategist

Your Social Media Gal

June 2012 – Present (2 years 11 months) | Raleigh-Durham, North Carolina Area

Working with small businesses and individuals, my goal is to increase and improve marketing efforts by using social media tools.

I believe that having a presence on social media is key to every business and professional. There are many outlets that can be utilized; finding the right mix can be a challenge. That's where Your Social Media Gal can help.

My team will help guide you with education, support, and training.

Social media is here to stay, so join the party!

---

### Executive Assistant

Rolesville Chamber of Commerce

April 2009 – May 2013 (4 years 2 months) | Rolesville, NC

Manage social media marketing, bookkeeping, and schedule seminars and speakers; manage Chamber calendar and website; assist with community events that help increase the visibility of Rolesville and our members.

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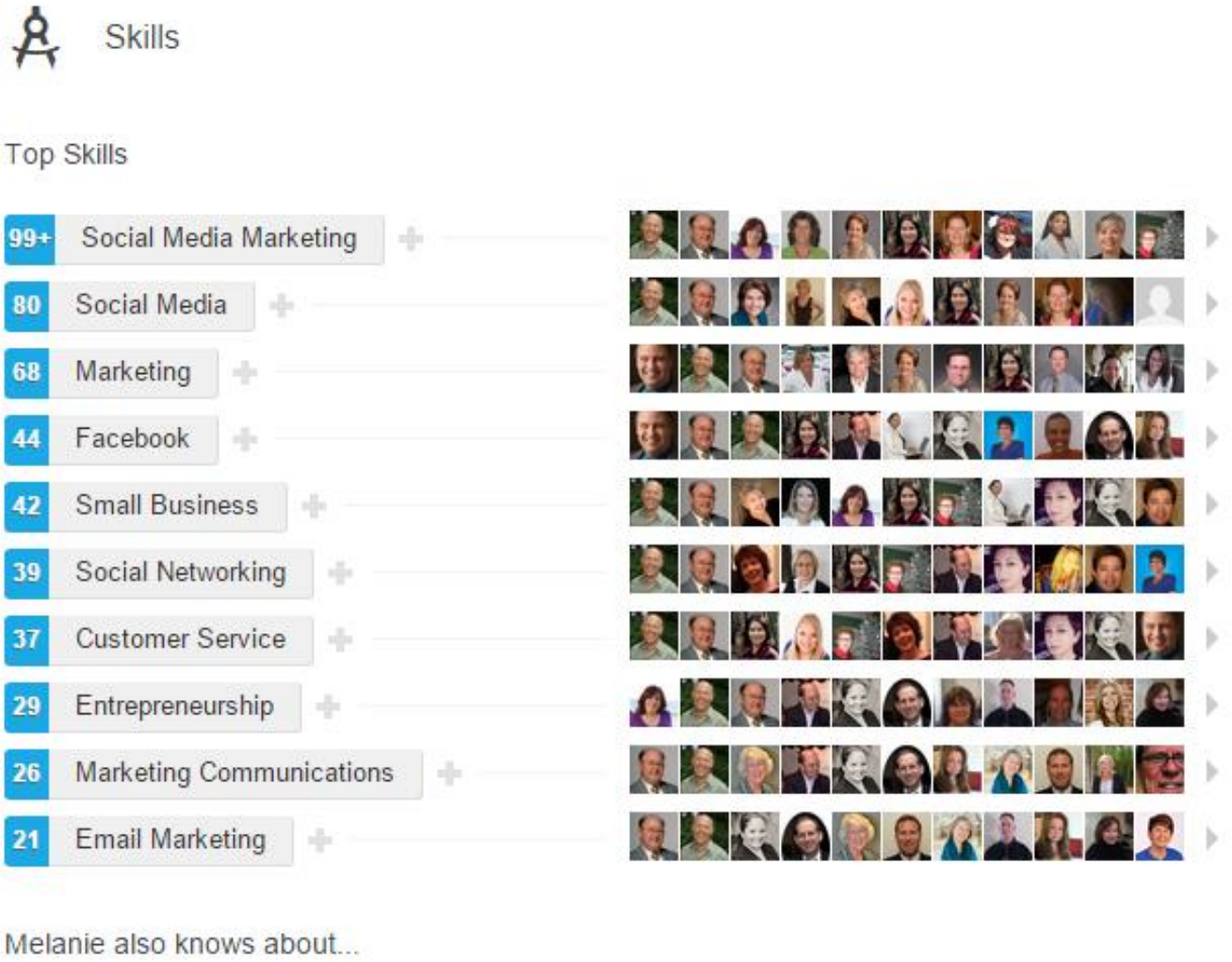
# Getting LinkedIn

## Your Personal Profile

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# Getting LinkedIn

## Your Connections

LinkedIn is based on the 6-degrees of separation theory but uses the 3-degree model:

- 1st degree connections are your immediate connections
- 2nd degree connections are connected to your 1st degree connections

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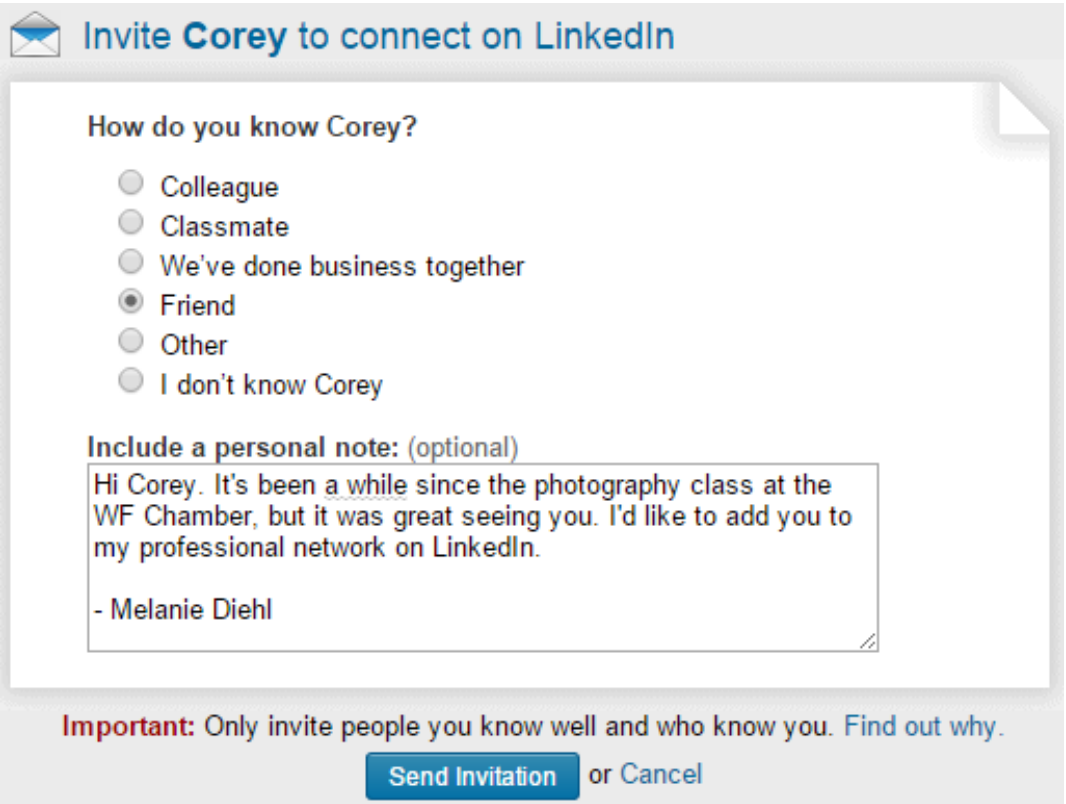
# Getting LinkedIn

## Your Connections

- Who will be in your network?
- How will you grow your network?
- Best practices

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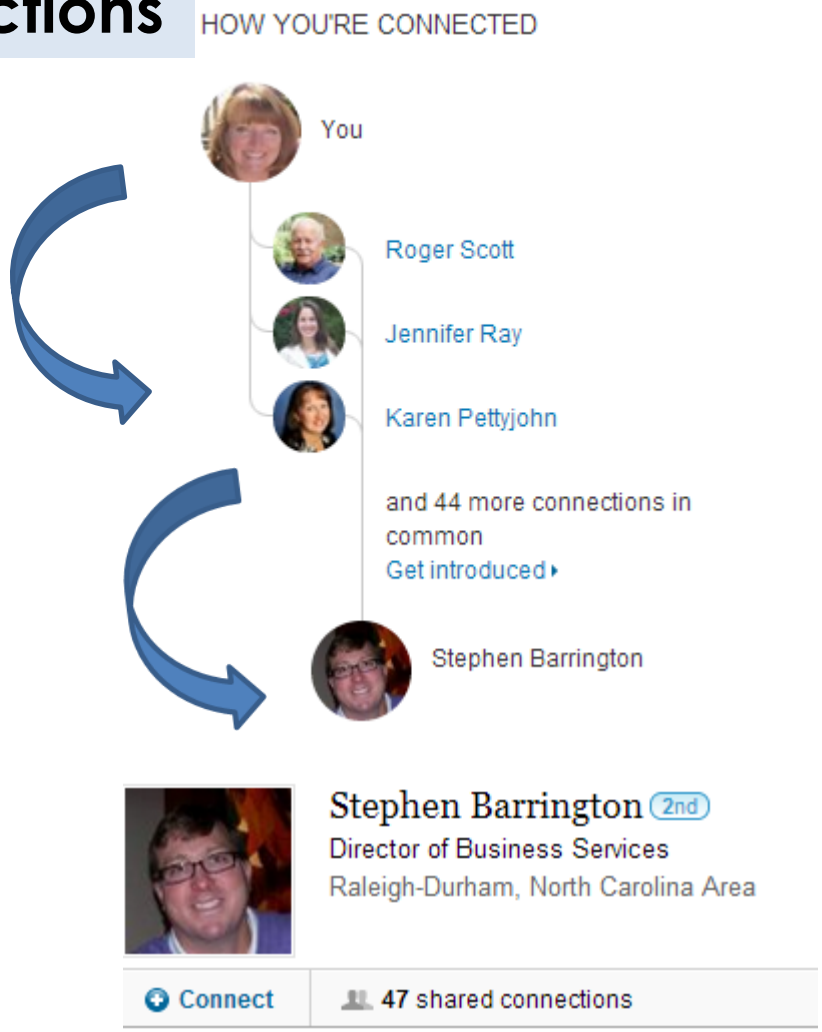
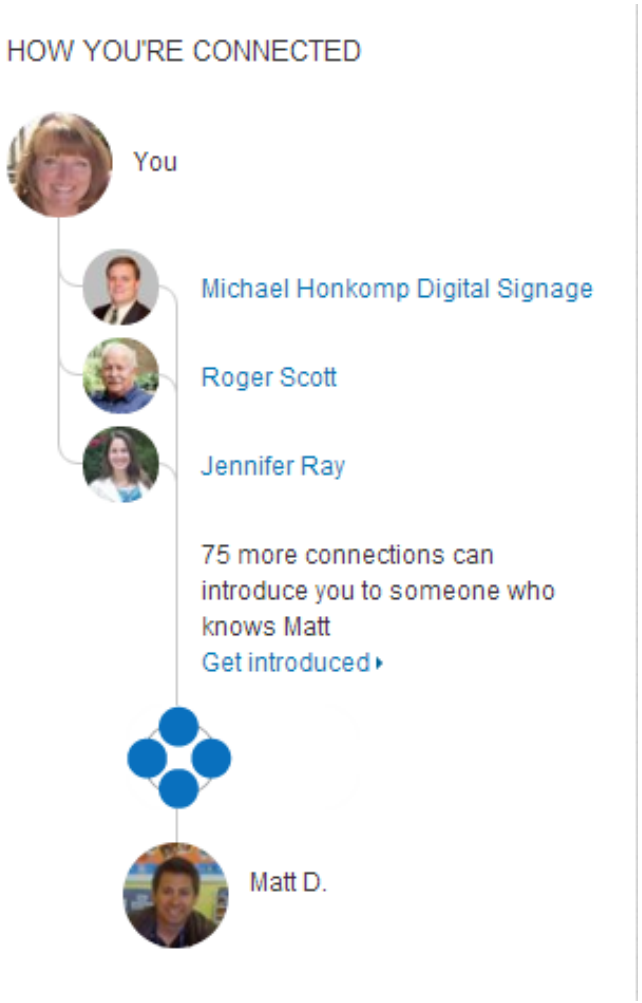
# Getting LinkedIn

## Your Connections

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# Getting LinkedIn

## Your Connections

Giving and receiving LinkedIn recommendations is an excellent professional development tool. The primary benefits are:

- To help you find out more about the people you're considering doing business with
- To build your own reputation

Recommendations

**Social Media Strategist**
Your Social Media Gal

**Brenda Barnette Medlin**
President at Crossroads Payment Solutions

"Melanie has been a tremendous help to me in understanding Social Media and how it can help my business grow. I have been to a couple of "LinkedIn" seminars hosted by Melanie and found them to be very informative and helpful. If you need help with

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# Getting LinkedIn

## Your Connections

- Recommendations and Endorsements
  - Beneficial to both giver and recipient
  - Endorse strategically
    - Do you really know the individuals skills
    - Use feature sparingly (don't overpost/spam)
  - Ask for recommendations!

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# Getting LinkedIn

## Your Connections

13 ways to keep in touch

**Dare Robertson** has a work anniversary.
Celebrating 5 years at Miche Bag

Like | Comment | Skip

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# Marketing using LinkedIn

- How to create content
  - Your updates
  - Your groups

# Getting LinkedIn

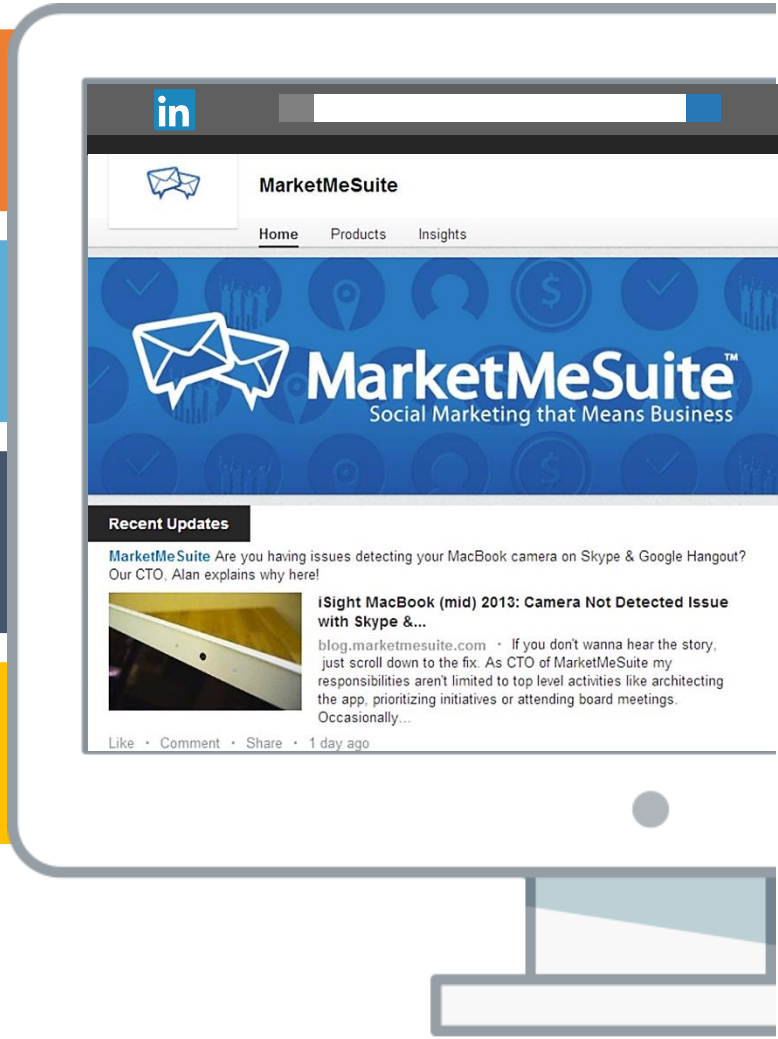
## LinkedIn content

**Low volume/high value**

**Minimum: 2 X per week**

**Maximum: 5 X per week**

**More formal and technical**

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# Getting LinkedIn

## Your Updates

Melanie Diehl

Register for Marketing using LinkedIn #constantcontact http://conta.cc/1DhipZ2

**This seminar will teach you how to effectively use LinkedIn to market yourself and your...**

conta.cc · LinkedIn is famous for connecting professionals all over the world. Many people associate it with finding new positions and advancing ones career, but LinkedIn can also be a valuable space for expanding the network for many types...

Like · Comment · Share · 10s ago

Melanie Diehl is now following:

Granville County Board of Commissioners

View Company Page · 1h ago

Melanie Diehl published:

**5 Reason to Blog for Your Business**

Melanie Diehl on LinkedIn · Marketers have learned so much about consumer behavior through the various social media platforms, including whether or not consumers will do business with a company, to monitoring peer reviews, and e. Today, more than...

Like (3) · Comment (1) · Share · 1mth ago

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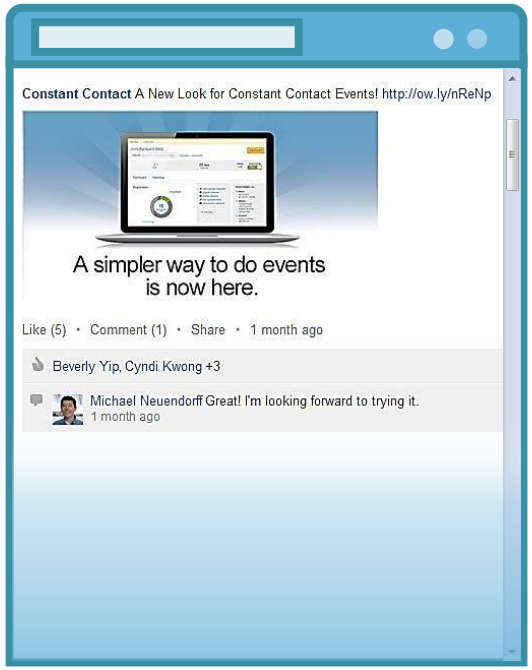
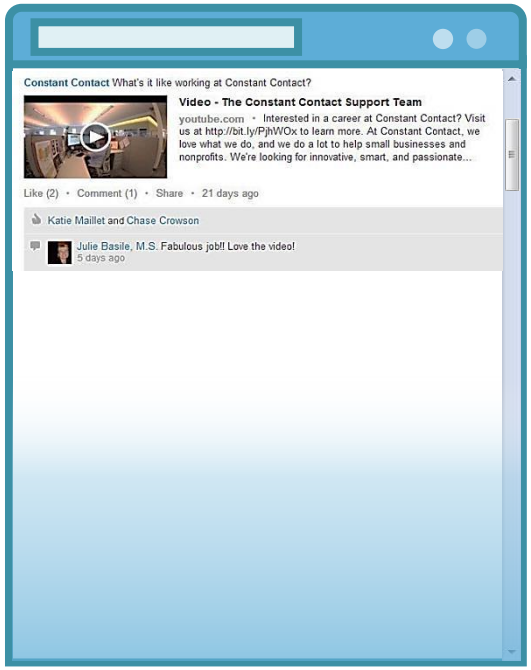
# Getting LinkedIn

## Your Updates




**Product updates**

**Behind the scenes**




**Recruiting**

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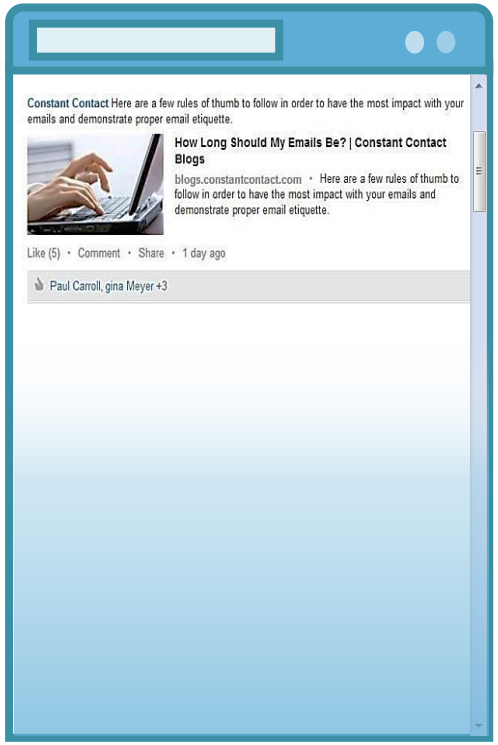
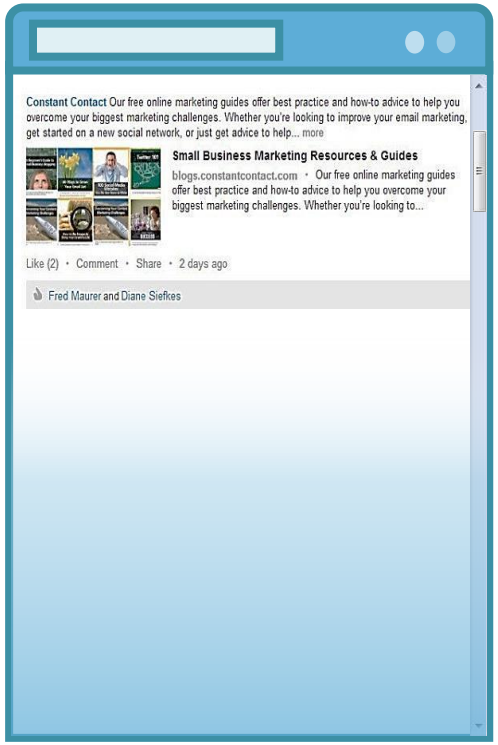
# Getting LinkedIn

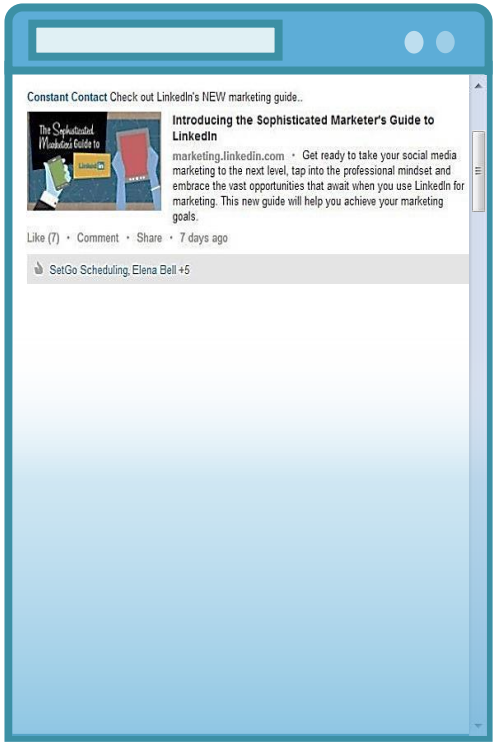
## Your Updates




**Blog posts**




**Guides/ebooks**




**Industry news**

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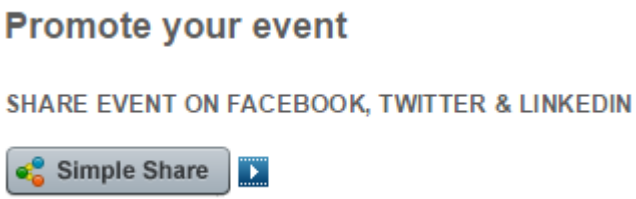
# Getting LinkedIn

## Your Updates

- Events
- New blog posts
- Links to industry-relevant articles
- Updated profile
- Use Constant Contact's simple share button

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# Getting LinkedIn

## Your Updates

- Sample resources for content:
  - Industry relevant blogs
    - blogs.constantcontact.com
    - blog.hubspot.com
  - Google alerts
  - Entrepreneur.com
  - Wall Street Journal

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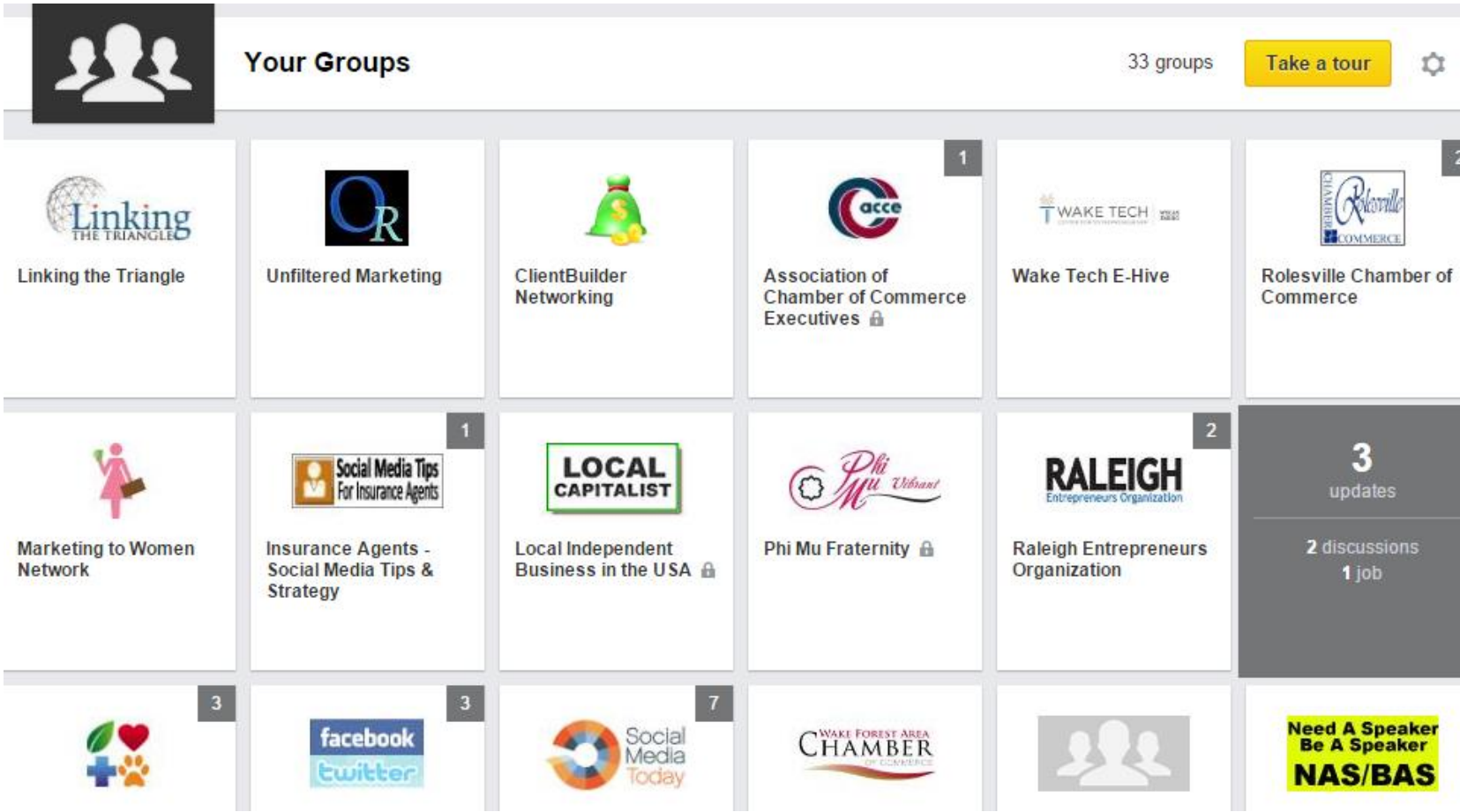
# Getting LinkedIn

## Your Groups

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# Getting LinkedIn

**Your Groups**

Over 2.1 million groups on LinkedIn.

- Professional organizations (ARMA, ACCE, etc.)
- Chambers of Commerce
- Community Organizations (Cambridge Running Club, Kiwanis Club, Knights of Columbus, etc.)
- College Alumni Groups
- Local networking groups
  - Linking the Triangle
  - RTP Connected
  - Unfiltered Marketing

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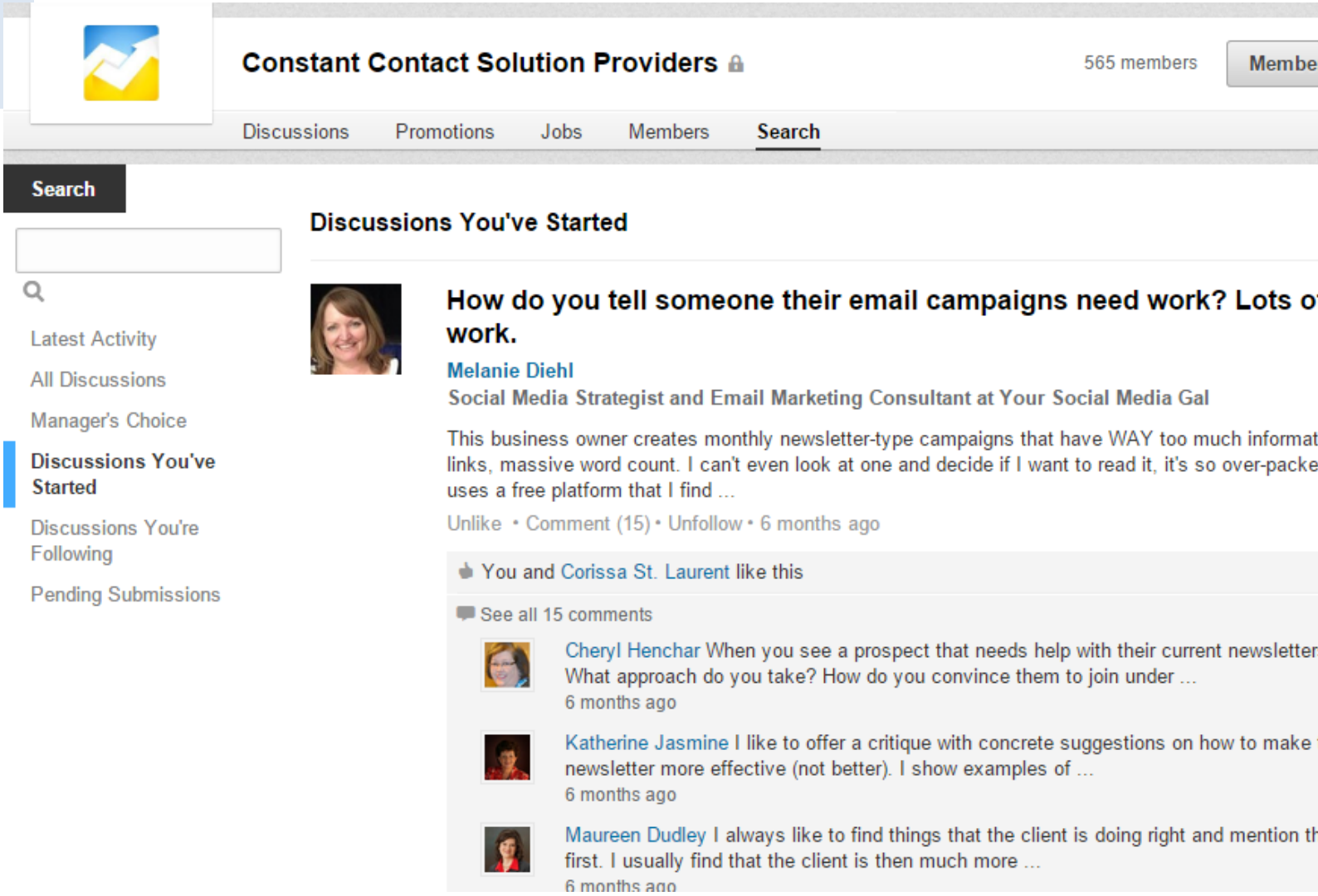
# Getting LinkedIn

## Your Groups

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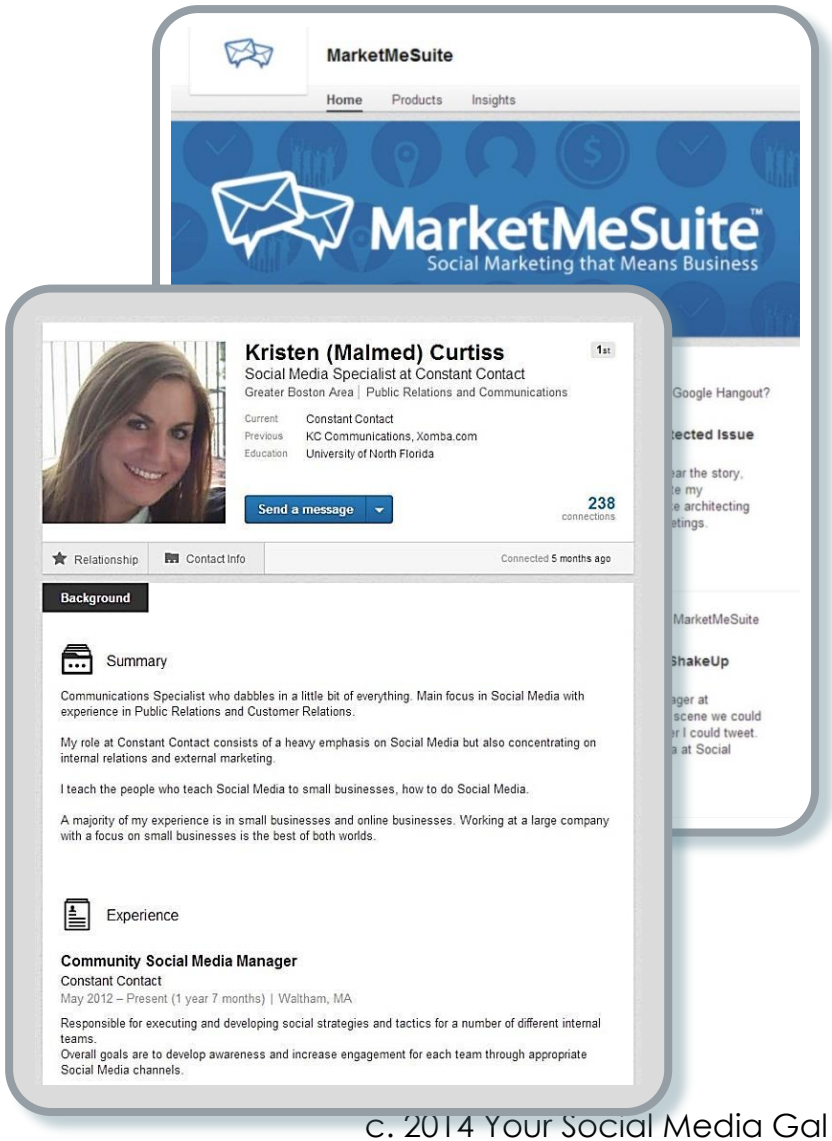
# Marketing using LinkedIn

- Page vs. profile

# Getting LinkedIn

# Page vs. profile

- What's the difference?
- Fill out all of the information
- Add content to
  - Company culture
  - Products & services
  - Recommendations

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# Getting LinkedIn

## Your Company Page

Source: http://blog.linkedin.com/2013/01/09/linkedin-200-million/

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# Getting LinkedIn

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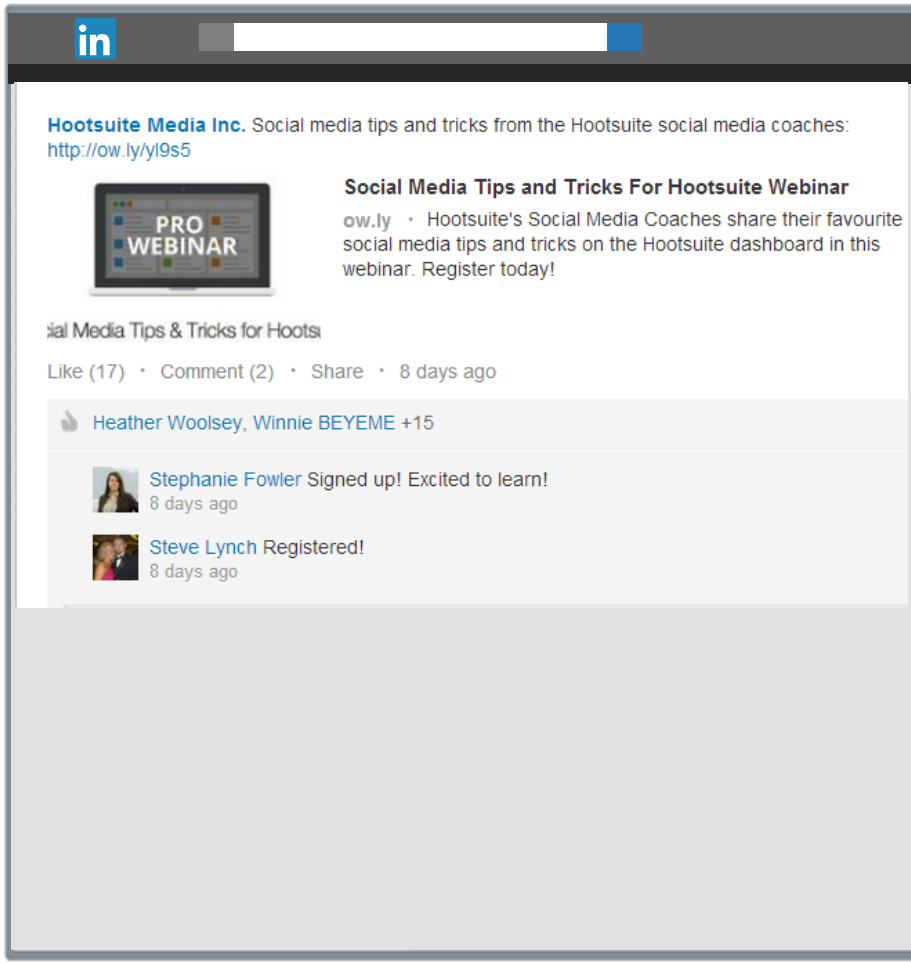
**Your Company Page**

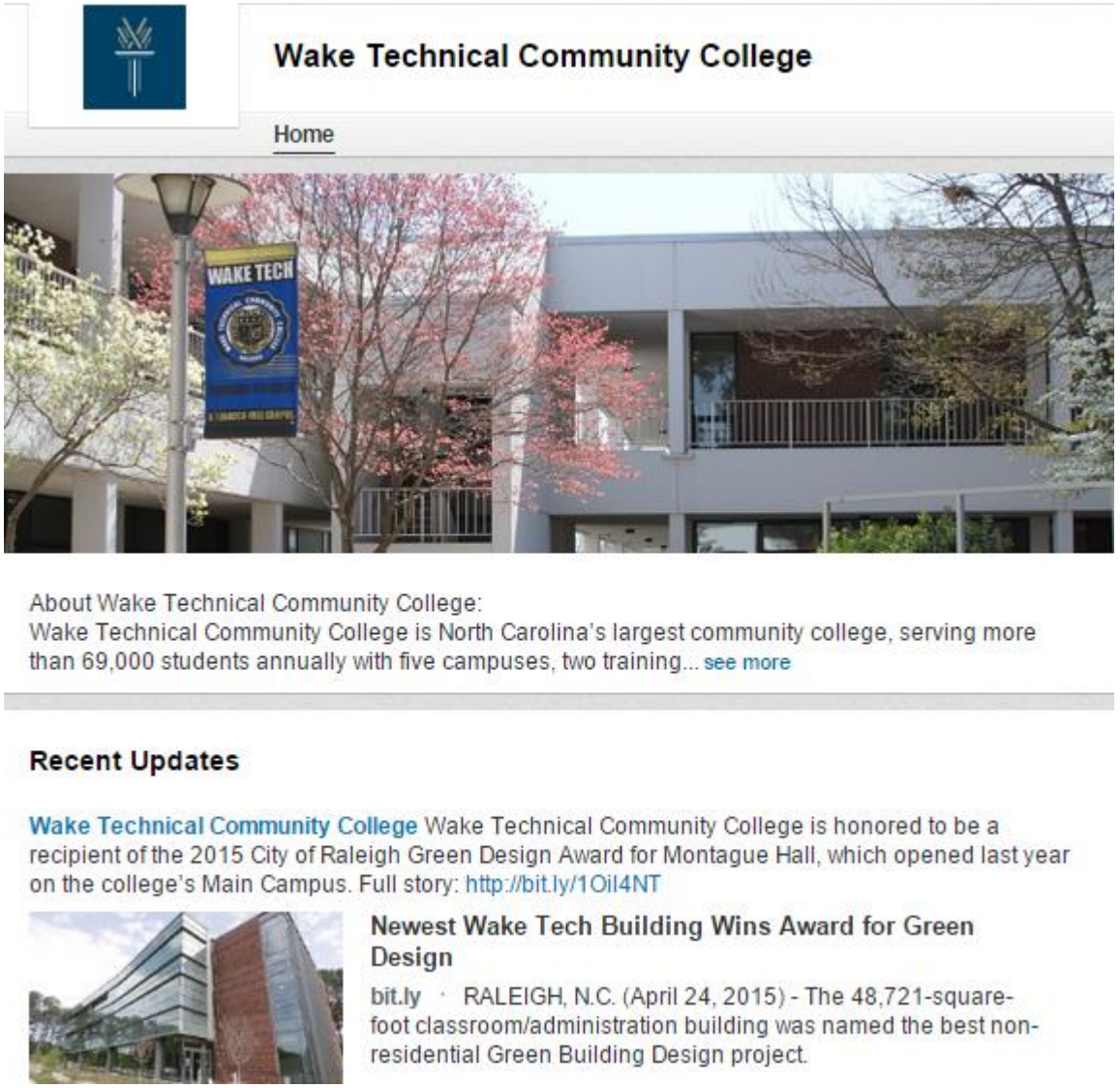
## HootSuite

- Asks questions
- Shares multimedia
- Is helpful



# Getting LinkedIn

## Your Company Page

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# Marketing using LinkedIn

- Next steps
  - Complete profile
  - Tell everyone
  - Do's & don'ts

# Getting LinkedIn

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**Your Next Steps**

## 100% Complete Profile

Research shows you will be 40 times more effective on LinkedIn if you have a fully completed profile. Use all the tools LinkedIn offers.

- LinkedIn's definition of a 100% complete profile (2012)
  - Name and Position 25%
  - Picture 5%
  - Summary 5%
  - Specialties 5%
  - Education 15%
  - Past Job#1 15%
  - Past Job #2 15%
  - Recommendations (3) 5% (each)

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# Getting LinkedIn

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## Your Next Steps

1. Fill out everything on your page

2. Be active – post at least 2 X per week

3. Try sharing something about your industry

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# Getting LinkedIn

**Your Next Steps**

- Add your LinkedIn URL to your email signature
- Link to your twitter account
- Share profile link on Facebook page
- Invite your email contacts to connect
- Join groups to grow your connections
- Post regularly

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# Getting LinkedIn

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**Your Next Steps**

## Content exercise:

- Post at least **2 X per week**
- Share content that's **about you**
- Post something **useful for your audience**

1. **About you** Product updates, behind the scenes or recruiting:

2. **Useful info** Blog posts, guides or ebooks, or industry news :

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# Getting LinkedIn

# Etiquette

| | |
|---|---|
| Not completing your page | Fill out all the information about your business, add your logo and photos |
| Talk about yourself all the time | Balance self-promotion with helpful and entertaining content |
| Infrequent posting or posting too much | Be active, but don't overdo it |
| Ignore your fans | Say thank you, answer questions |
| Delete negative comments | Be helpful, create a positive experience |
| Forget to provide context | Include a comment when sharing |


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# Getting LinkedIn

## How do I know it's working?

- Engagement = content and frequency your audience wants
  - Likes, shares, comments, more followers/connections
- It takes time

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# Getting LinkedIn

# Etiquette

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# Marketing using LinkedIn

- Live demo

# Getting LinkedIn

Get started today…
**60-day free trial**
www.constantcontact.com

Don't have time to manage your social media?
**Let Your Social Media Gal handle it for you!**
**www.YourSocialMediaGal.com**

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## Your Social Media Gal

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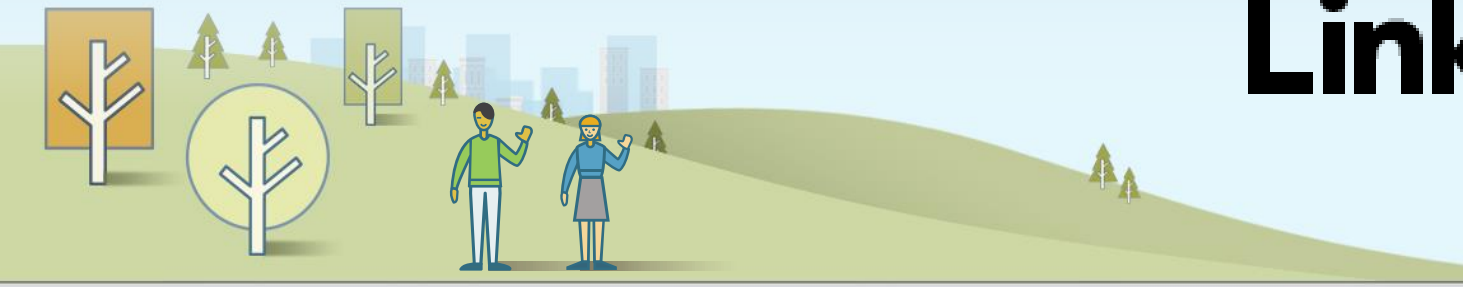
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