

Lesson no. 1: LinkedIn Marketing

I. WHAT IS LINKEDIN?

LinkedIn is the largest professional networking site available today. LinkedIn provides a way to connect with other professionals and helps you stay in contact with millions of users. LinkedIn is strictly used for exchanging knowledge, ideas, and employment opportunities and has increasingly become a leading tool for helping individuals expand their networks as well as find jobs in their field.

II. UNDERSTANDING LINKEDIN

A social media network where business people grow their network and expand their business connections.



A LinkedIn member's profile page, which emphasizes skills, employment history and education, has professional network news feeds and a limited number of customizable module. Basic membership for LinkedIn is free. Network members are called "connections." Unlike other free social networking sites like Facebook or Twitter, LinkedIn requires connections to have a pre-existing relationship.

With basic membership, a member can only establish connections with someone he has worked with, knows professionally (online or offline) or has gone to school with. Connections up to three degrees away (see six degrees of separation) are seen as part of the member's network, but the member is not allowed to contact them through LinkedIn without an introduction. Premium subscriptions can be purchased to provide members with better access to contacts in the LinkedIn database.

LinkedIn was co-founded by Reid Hoffman, a former Executive Vice President in charge of business and corporate development for PayPal. The site, which was launched in May 2003, currently has over 300 million members from 200 countries, representing

170 industries. According to Reid Hoffman, 27 percent of LinkedIn subscribers are recruiters.

III. **COMPANY PROFILE VS INDIVIDUAL PROFILES**

i. The Personal Profile on LinkedIn

This is your personal page on LinkedIn. It's where you tell us about who you are, what you do, who you help, and your past accomplishments. If you own a company you also tell us about what your company does. The Personal Profile should (in my humble opinion) be written in a personal tone, so that you come over as very approachable. If you need some help, check out my LinkedIn Profile Quick Fix Video Course.

ii. The LinkedIn Company page

This is your company's profile on LinkedIn. It is a page that can be managed by multiple people within the company. It's mainly a broadcasting tool, to get more visibility for the company.

So now that we know the main differences, let me explain why I think you should focus more on your Personal Profile:

- a) People want to connect with people not with companies
- b) Company pages are static, cant be used for anything other than broadcasting.
- c) Personal profiles are more complete.

IV. UNDERSTANDING LINKED IN GROUPS

LinkedIn Groups are hubs on LinkedIn which provide a “place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts.”

If you’re looking to find relevant groups to join, simply use the search feature at the top of your homepage or select from the suggestions of “Groups you may like.”

The benefits of LinkedIn Groups

- a) Whether you’re the owner of a LinkedIn Group or a member, these networks have many benefits. As our post LinkedIn for Business: The Ultimate Marketing Guide explains, “Being an active participant in a Group can help you and your business network with other professionals and businesses in your field, especially those outside of your immediate circle of current and present colleagues, classmates, and employers.”
- b) As a business, having an active LinkedIn Group will help you connect with your customers. In building a LinkedIn Group, a brand creates a forum for their customers and audience to connect. This allows companies to reach a targeted audience

of industry professionals and establish authentic relationships with these people.

A LinkedIn Group isn't a place for businesses to blast advertisements—it's a channel to share content to those who will find it most valuable. This allows for not only higher engagement, but more quality interactions.

You can greatly boost your brand's name and online reputation by participating in Groups. Search for Groups relevant to your industry to start engaging with posts and members. Once you have made a name for yourself by engaging with the community, you can start sharing your brand's content and building credibility.

Sharing relevant content is also a way to drive more visitors and prospects to your website. These individuals are in a LinkedIn Group relevant to your business, which makes them extremely valuable as potential leads.