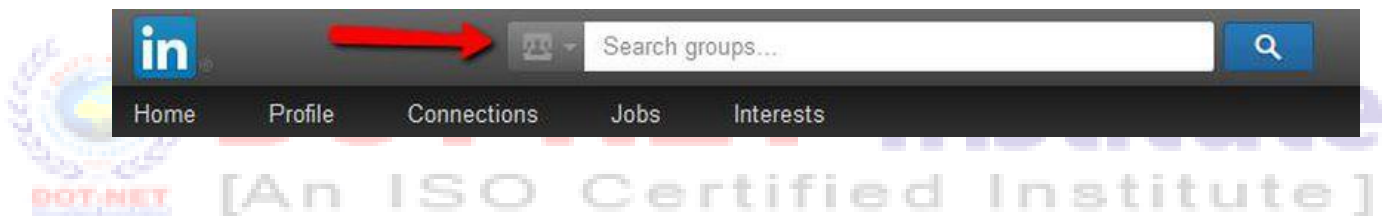


## Lesson no. 2: LinkedIn Marketing

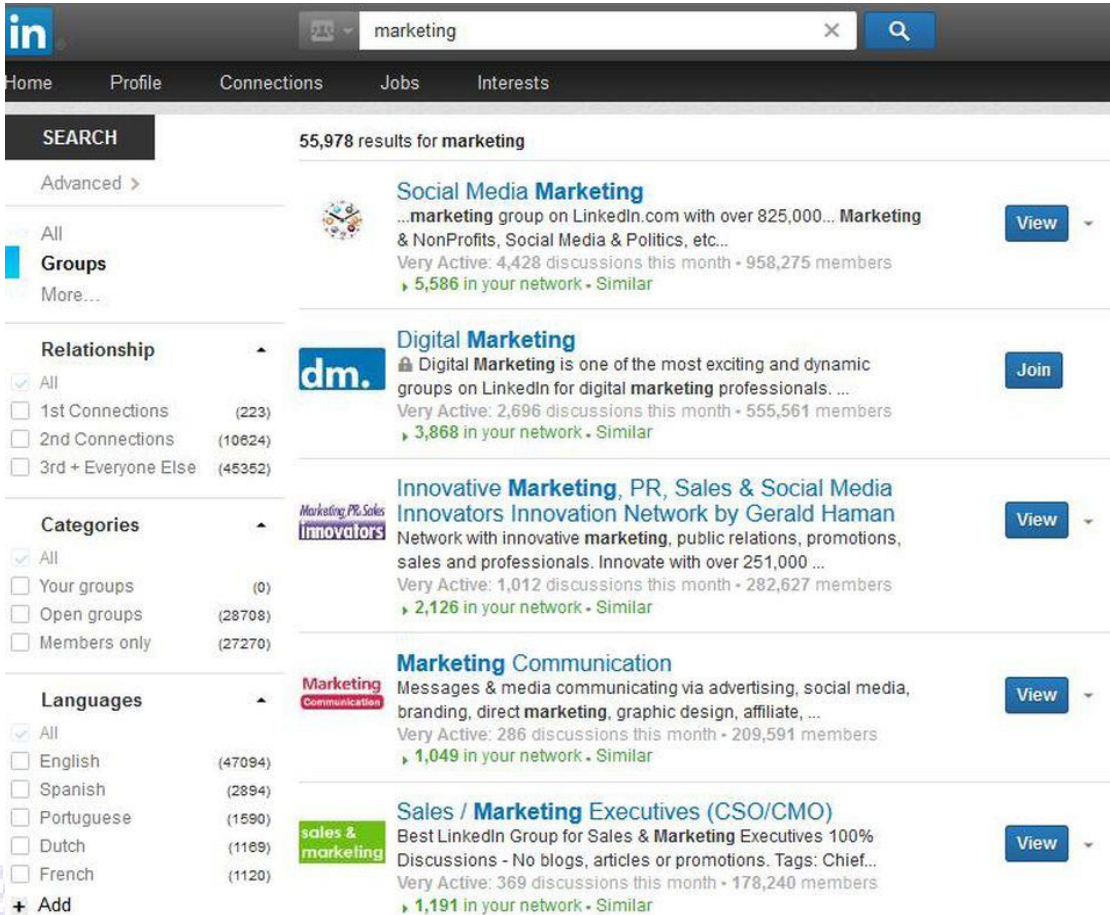
### **I. HOW TO DO MARKETING ON LINKEDIN GROUPS.**

#### Step 1. Find Relevant Groups to Join

Begin joining LinkedIn groups by going to the search bar at the top of your LinkedIn page, typing in an industry name or topic, then selecting “Groups” from the dropdown menu on the left side of the search bar. LinkedIn will show you all the relevant groups in a search result page, generally sorted by the ones with the most members to the ones with the least.



Next, sort through groups using the numerous filters on the left side of the screen. For instance, you can see “Open groups” or “Closed groups,” and search according to which groups include some of your connections. Keep in mind that closed groups require administrative approval before you’ll be admitted into the group. You don’t need to wait for approval if you choose to join an open group.



The screenshot shows the LinkedIn search interface for the term "marketing". The search bar at the top shows "marketing" with a search icon. Below the search bar, the navigation menu includes Home, Profile, Connections, Jobs, and Interests. The search results are displayed as a list of groups, with 55,978 results for "marketing".

On the left side, there are filters for:

- SEARCH**: 55,978 results for marketing
- Advanced** >
- Groups**: All, More...
- Relationship**: All (checked), 1st Connections (223), 2nd Connections (10824), 3rd + Everyone Else (45352)
- Categories**: All (checked), Your groups (0), Open groups (28708), Members only (27270)
- Languages**: All (checked), English (47094), Spanish (2894), Portuguese (1590), Dutch (1189), French (1120), + Add

The search results list the following groups:

- Social Media Marketing**: ...marketing group on LinkedIn.com with over 825,000... Marketing & NonProfits, Social Media & Politics, etc... Very Active: 4,428 discussions this month - 958,275 members. **5,586 in your network - Similar**. [View]
- Digital Marketing**: Digital Marketing is one of the most exciting and dynamic groups on LinkedIn for digital marketing professionals. ... Very Active: 2,696 discussions this month - 555,561 members. **3,868 in your network - Similar**. [Join]
- Innovative Marketing, PR, Sales & Social Media Innovators**: Network with innovative marketing, public relations, promotions, sales and professionals. Innovate with over 251,000 ... Very Active: 1,012 discussions this month - 282,627 members. **2,126 in your network - Similar**. [View]
- Marketing Communication**: Messages & media communicating via advertising, social media, branding, direct marketing, graphic design, affiliate, ... Very Active: 286 discussions this month - 209,591 members. **1,049 in your network - Similar**. [View]
- Sales / Marketing Executives (CSO/CMO)**: Best LinkedIn Group for Sales & Marketing Executives 100% Discussions - No blogs, articles or promotions. Tags: Chief... Very Active: 369 discussions this month - 178,240 members. **1,191 in your network - Similar**. [View]

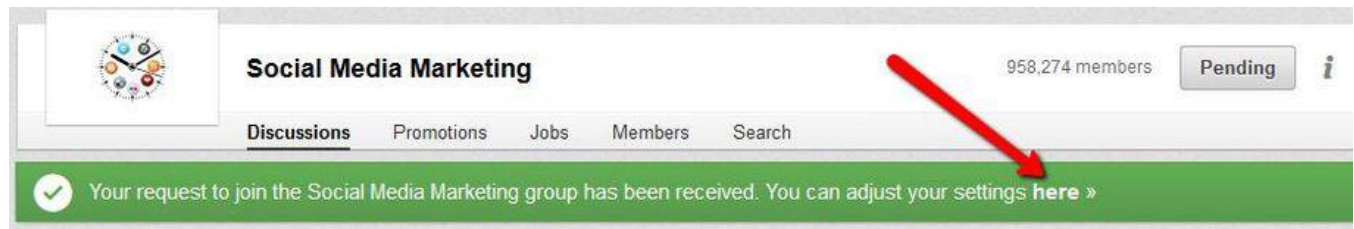
## Step 2. Join the Group and Adjust Your Settings

In an open group, you'll be able to join immediately by clicking the yellow "Join" button in the upper-left corner.

However, if the group is closed (indicated by a lock icon next to the group name), you'll have to click the yellow "Join" button and wait for your request to be accepted or rejected by the administrator.

Once you've been accepted into a group, you'll have options to change your notification settings. If you don't want to receive

emails about all the updates within each of the groups you're a member of, turn off email notifications within the settings:



You can either click the quick link or visit your settings at any time by clicking the “i” icon seen in the screenshot above next to the “Pending” button. You can also use this screen to leave the group should you choose to no longer be a part of it.

Once you're in a group, you can begin posting your own contributions and participating in discussions on topics of interest.

### Step 3. Follow, Start, and Engage in Relevant Conversations

Discussions are the lifeblood of LinkedIn Groups, carrying resources and information between users. Taking advantage of discussions is a perfect way to build your authority and expertise within the group; the more discussions you start and participate in, the more likely you'll be seen as an authority, and the more credibility you'll have when you reach out for a connection or share an article connected to your site.

However, be careful not to share links to your site or start discussions just for the sake of starting a discussion. Many LinkedIn Groups are tightly moderated, and any discussions or comments deemed to be irrelevant or intended solely to sell something will be removed (and you could lose your membership privileges).

Start by scrolling through the discussion area and see what types of topics generate the most attention. Here, you can “like” a post to show your interest in it, post a comment with your response, or “Follow” the discussion to receive updates when more comments are added (an option that can be adjusted in Settings):



Popular Recent



### What is the meaning of Social Media to you in one or two words ?

**Mustafa Akkoc**

Please , join the discussion.

Like (1,127) • Comment (11,071) • Follow • January 7, 2013



 Laxman Kotte, Socheat Nget and 1,125 others like this

 See all 11,071 comments



**Eboney Steward** Making waves.

20 minutes ago



**Gina Keough** Maximized visibility!

12 minutes ago



**anthony small** sharing of ideas

9 minutes ago

Add a Comment...



### Can you describe Social Media Marketing in one word?

**Francisco Cervantes**

Like (132) • Comment (1,847) • Follow • February 23, 2012

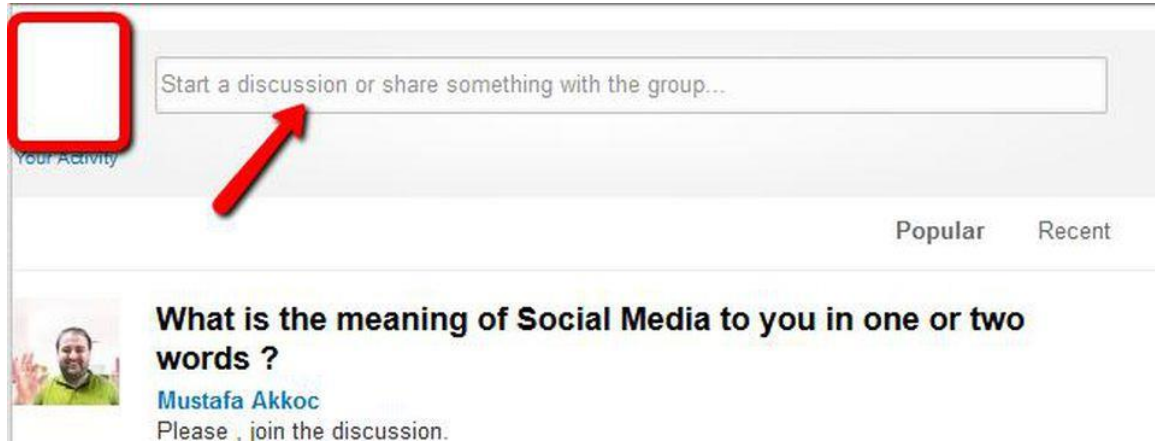
 Güzide Şeyma Sankök, Mike Tejadilla and 130 others like this

 See all 1,847 comments



**Stephanie Bouzounis** Longterm

Then, when you're ready, you can start your own discussion by posing your question or sharing your information to the group:



#### Step 4. Leverage the Power of Promotions

To limit the amount of article-based and sales posts within the “Discussions” area, LinkedIn created a separate “Promotions” section. Don’t let the name fool you; if you post a coupon or a direct sales message in the Promotions section, you’ll likely be ignored and/or removed. Instead, the Promotions tab is a place to share articles and other pieces of content that link back to your site.

Here, you can learn new information from people in your space or add your own articles as new posts to generate new traffic to your site:



The screenshot shows the LinkedIn group page for "Social Media Marketing". The group has 958,274 members and is in a "Pending" status. The page is divided into sections: "Promotions" (with sub-sections for "All Promotions", "Promotions You've Started", "Promotions You've Joined", and "Promotions You're Following") and "Recent Activity". Two activity posts are visible:

- Damian Cooke** posted "Social Media Marketing using Facebook - Are your Fans or Followers Interacting?". The post text reads: "3 simple strategies really but how often are they overlooked, not known, possibly even ignored! Are you implementing some of them, all of them or now that you're aware of them, possibly begin to use them?" It includes a link to "The Key To Maximize Marketing Results From Facebook linkedin.com" and a thumbs-up icon. The post has options for "Like", "Comment", "Share Link", "Follow", and "48 minutes ago".
- David Lingeback** posted "The Power of an Infographic linkedin.com". The post text reads: "An infographic can be a powerful tool in content marketing. A well designed infographic centered around a strong idea has a lot of potential to go viral. Some of the benefits of sharing an infographic include; increased web..." It includes a small infographic icon. The post has options for "Like", "Comment", "Share Link", "Follow", and "1 hour ago".

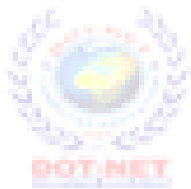
## Step 5. Build Connections and Follow Up

The true power of LinkedIn is making valuable connections and building relationships, and that's what you need to do to maximize the value of LinkedIn Groups. There are several key ways to meet new people in your industry (or in your target market) by engaging in the steps above:

- a) If someone engages with you in a discussion (either as a participant or as the original poster), feel free to connect with them with your personal profile, and explain you'd like to talk more about the subject.
- b) If someone responds to or "likes" your Promotion, again feel free to reach out as a connection.

c) You can also find members of the group by searching in the “Members” tab of the Group. However, be aware that not all LinkedIn members welcome connection requests from people they haven’t already interacted with. It’s better if you have some tangible interaction first.

The more valuable connections you make, the better chance you’ll have at generating new web traffic and revenue for your business. Follow up with your connections regularly to keep yourself top-of-mind and stay up-to-date with any changes in their employment or business needs.



**DOT-NET Institute**  
[An ISO Certified Institute]