

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.

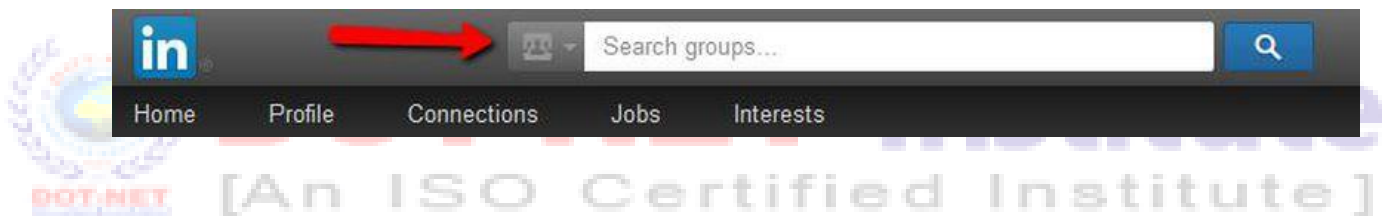
Sharing relevant content is also a way to drive more visitors and prospects to your website. These individuals are in a LinkedIn Group relevant to your business, which makes them extremely valuable as potential leads.

Lesson no. 2: LinkedIn Marketing

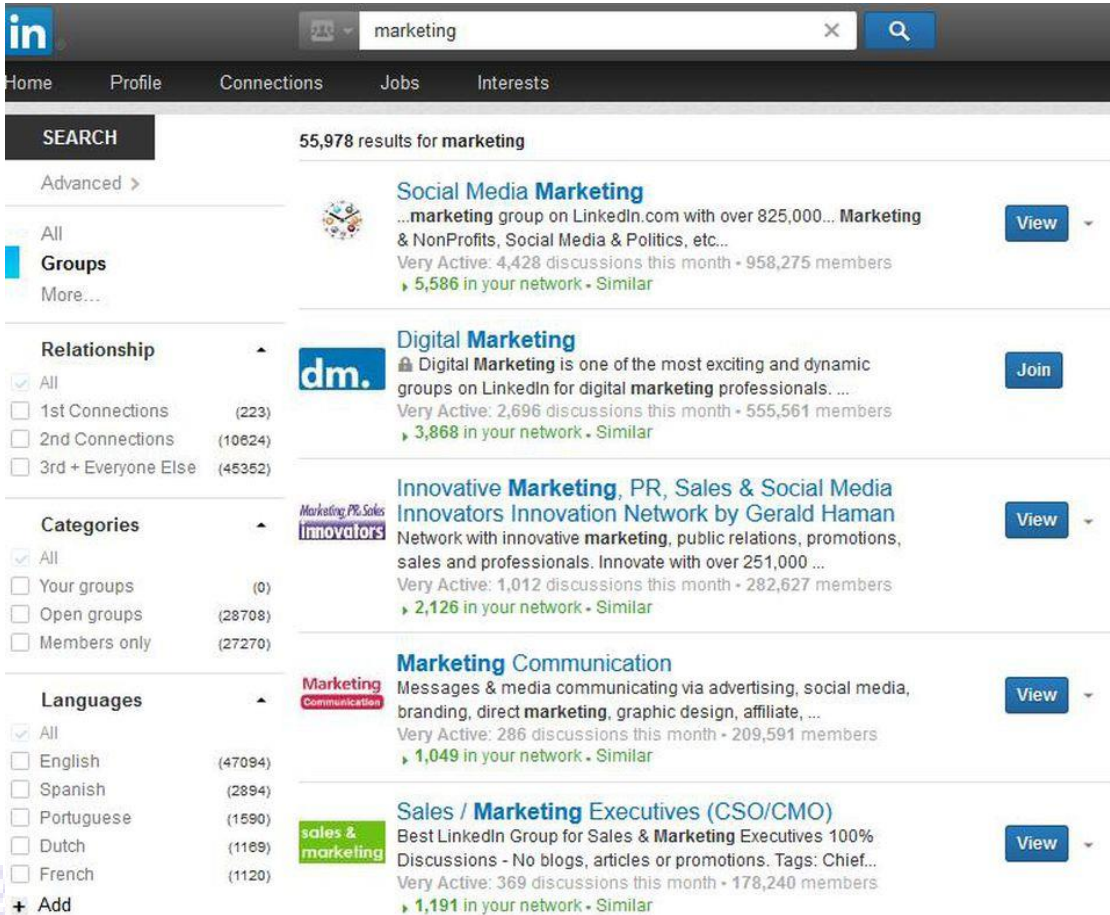
I. HOW TO DO MARKETING ON LINKEDIN GROUPS.

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 found for "marketing".

On the left side, there are filters for:

- 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:** Innovation Network by Gerald Haman. 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]

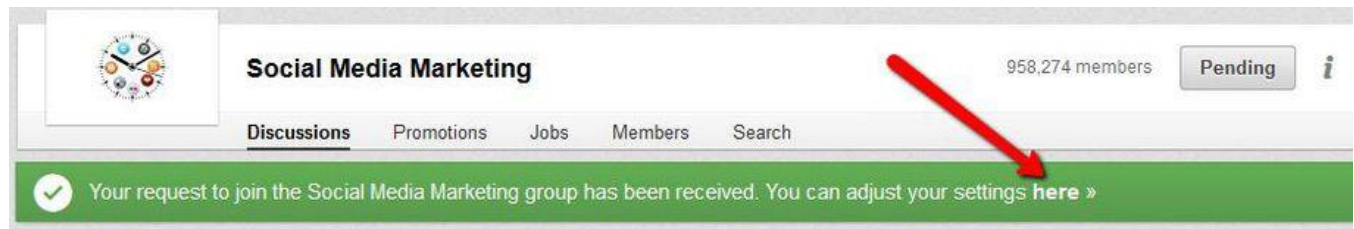
Step 2. Join the Group and Adjust Your Settings

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.

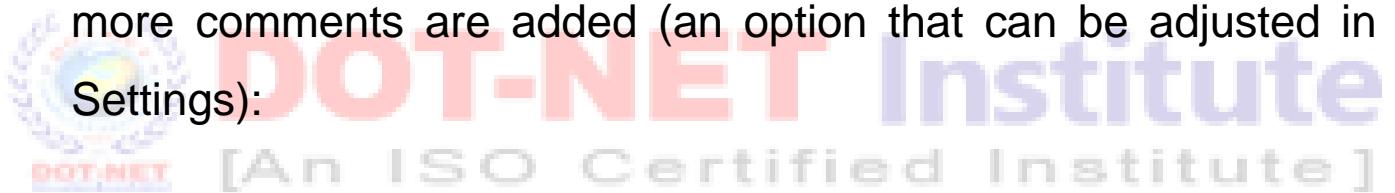
Once you're in a group, you can begin posting your own contributions and participating in discussions on topics of interest.

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

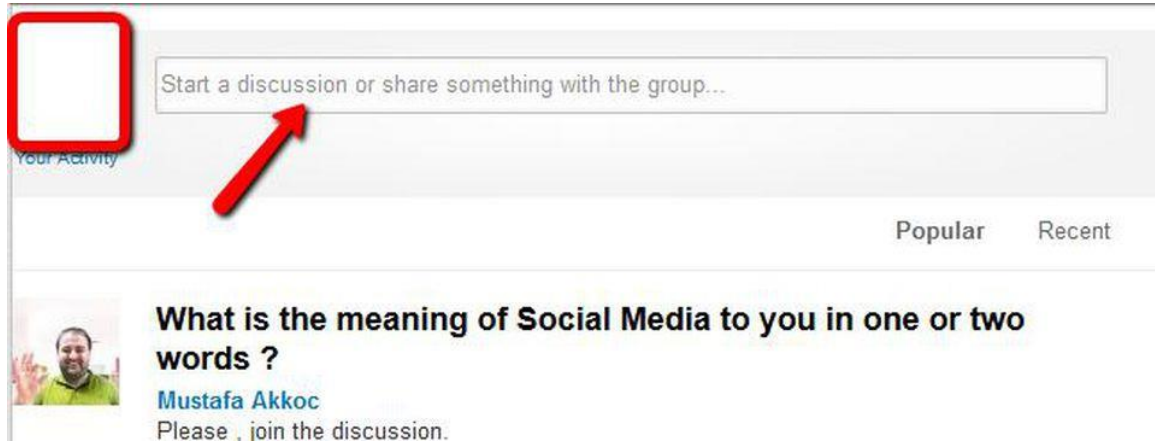
 Güzide Şeyma Sankök, Mike Tejadilla and 130 others like this

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

- Post 1:** By **Damian Cooke**, titled "Social Media Marketing using Facebook - Are your Fans or Followers Interacting?". The text discusses 3 simple strategies often overlooked. A link is provided: "The Key To Maximize Marketing Results From Facebook linkedin.com". The post includes a thumbs-up icon and the text: "While Facebook is the first stop for many with their Social Media Marketing and strategies, these principles should be implemented across all Social Networks. Communicate with your fans and followers and give them a reason...". Interaction options: Like, Comment, Share Link, Follow, 48 minutes ago, Flag.
- Post 2:** By **David Lingeback**, titled "The Power of an Infographic linkedin.com". The text states: "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...". Interaction options: Like, Comment, Share Link, Follow, 1 hour ago, Flag.

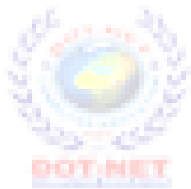
Step 5. Build Connections and Follow Up

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.



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Lesson no. 3: LinkedIn Marketing

I. LINKEDIN ADVERTISING & IT'S BEST PRACTICES

Advertising on LinkedIn. LinkedIn's self-service solutions let you launch a targeted campaign in minutes. You can set your own budget, choose clicks or impressions, and stop your ads at any time using Campaign Manager, LinkedIn's all-in-one advertising platform.

Just as there's a certain level of social etiquette during in-person business conversations, the same goes for the Internet. Although you may not be experienced in participating in online discussions, there are a few best practices you should maintain for optimal professionalism.

First, make sure you're always being respectful of the opinions of others, even if you disagree with people in the group. A healthy debate can be insightful, but making a discussion personal and hurtful is unnecessary.

Next, abide by the rules of the group that you're participating in, and adhere to all regulations set by the administrator. For instance, some groups may prohibit you from sharing blog links, while others might not want you to write anything promotional.

Finally, your goal should be to provide value to the group, rather than promote your company, goods and services. Doing so can help you grow as an influencer on LinkedIn as a whole and make connections with other people in your industry. Those who also happen to be in your line of work may be more inclined to connect and do business with you if they see you contributing genuine value in a group.

II. INCREASING ROI FROM LINKEDIN ADS

LinkedIn marketing has emerged as the most viable marketing avenue for B2B marketing campaigns. It produces results that are significantly better than the other types of digital marketing methods. According to research conducted by NewsCred, the ROI of LinkedIn marketing is 17.6, whereas that of native ads is 14.9 and Google Adwords is 3.1. It gives a glimpse of what LinkedIn ads can achieve for businesses that run their marketing campaigns on a shoestring budget. LinkedIn is also the most favourite marketing channel of digital marketers among all the social media networks. An eMarketer survey has yielded the results that 64% marketers use LinkedIn for presale process and 51% use it post-sale. The second best is Twitter with 47% and

42% for pre-sale and post-sale engagement respectively. Your business can benefit immensely with LinkedIn Ads and by deploying the below five key methods, you can maximize their ROI.



i. Create an Efficient Company Page

Consumers prefer buying products or services from businesses they deem authentic and credible. Since you'd be advertising on LinkedIn, having a company page on it is a rational choice since your potential clients are likely to visit it. It is, therefore, critical to make an efficient and insightful company page that offers useful information to your potential clients and help them choose the right product or service. An advertisement can help create a powerful first impression, and the business page will add credibility to your business. It will create a positive perception of

your business among your target customers and increase the effectiveness of your LinkedIn ads thereby improving their ROI.

ii. Right Targeting

One of the main reasons for the success or failures of digital ad campaigns is the failure to target the right segments or number of segments. Focusing on too many segments can render the campaign ineffective as it would then look like a very generic ad campaign. Contrarily, companies often make mistakes of targeting a very narrow customer segments. It reduces their reachability. Targeting a low number of segments also means that the ads soon lose their attraction as the same customers will repeatedly view them. By expanding the targeted segments, your click through rate will increase. Hence, it is critical that the targeting process should encompass focusing on the right number of segments that are relevant to your business. Find a right balance to increase your LinkedIn ads' ROI.

iii. Content Quality

Along with the right targeting, the content quality is equally critical. LinkedIn users browse for information that is important to them or helps them increase their knowledge. It is, therefore, crucial that the content served to them even through the ads must add value and help them find a solution for the challenges

they are facing. Your LinkedIn ad is the first step in the process of engaging with the clients. So, focus on developing quality content so that your ads would arouse curiosity among the target audience. Use your creativity to make the ad content attractive as well as a succinct piece of information that clearly communicates what your business offers. Consequently, it will increase the click-through rate of your ads.

iv. Use LinkedIn ADs for Sale Conversion and Not Just Awareness

The ROI of ads can be maximised if you use the ad campaign as the tool for increasing sale conversion and not merely as an awareness campaign. The first point of engagement with the customers is to increase their awareness. However, it is necessary to further engage with the clients by identifying the warm and hot leads from the awareness part of the campaign and offering them more useful and relevant content that will drive these leads further towards the bottom of you sales funnel.

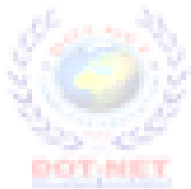
v. Make Use of Multiple Combinations

Experiment with various combinations of your ad content and use multiple ads in a single campaign. Developing multiple ads also gives you the ability to target more customer segments as certain ads can be used to target specific sets of customers while the others can be used for the other sets. It will make your

LinkedIn ads more relevant to them, which will lead to an increased click through rate and subsequently higher ROI.

Conclusion

Implementing these five methods will let you derive a superior ROI from your LinkedIn ad campaigns. These methods enable you to concentrate your efforts in the right direction which is necessary to succeed in a highly competitive business environment.



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Lesson no. 4: LinkedIn Marketing

I. LINKED PUBLISHING

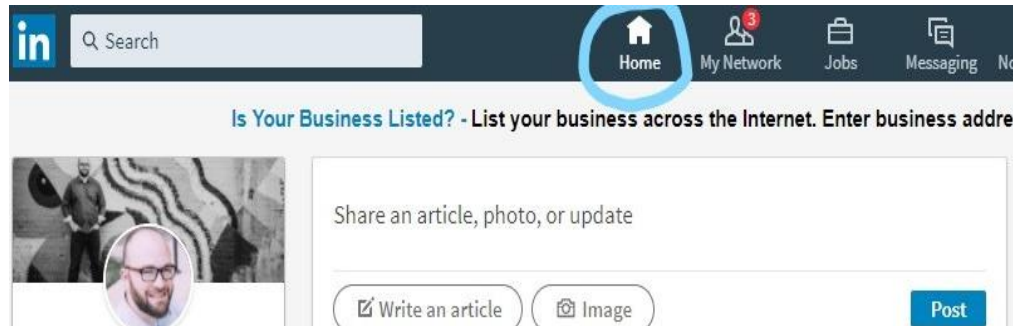
Our publishing platform allows members, in addition to Influencers, to publish articles about their expertise and interests. When you publish an article: Your original content becomes part of your professional profile. It is displayed on the Articles section of your LinkedIn profile.

When you publish an article:

- i. Your original content becomes part of your professional profile. It is displayed on the *Articles* section of your LinkedIn profile.
- ii. It's shared with your connections and followers in their news feeds, and sometimes through notifications.
- iii. Members that aren't in your network can follow you from your article, so that your next article will be surfaced in their feeds.
- iv. Your article may be searchable both on and off LinkedIn, depending on your profile settings. Having your public profile visibility set to "everyone" will distribute your articles publicly. Learn more about your public profile settings.

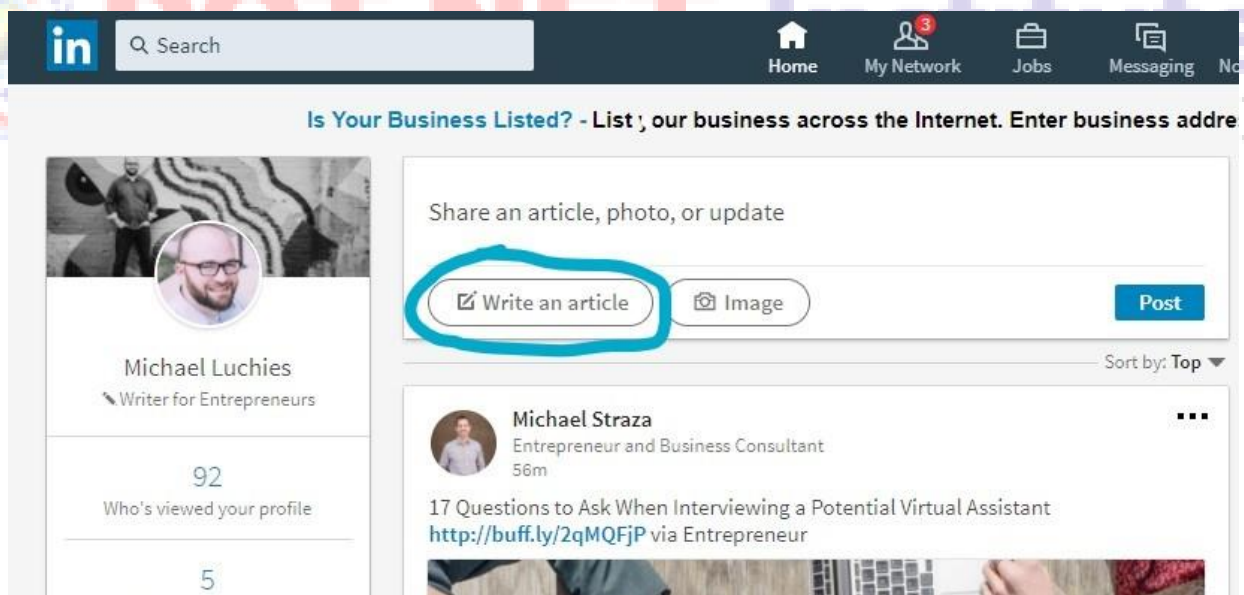
II. HOW TO PUBLISH YOUR FIRST LINKEDIN POST

Step 1: Visit Your LinkedIn "Home"



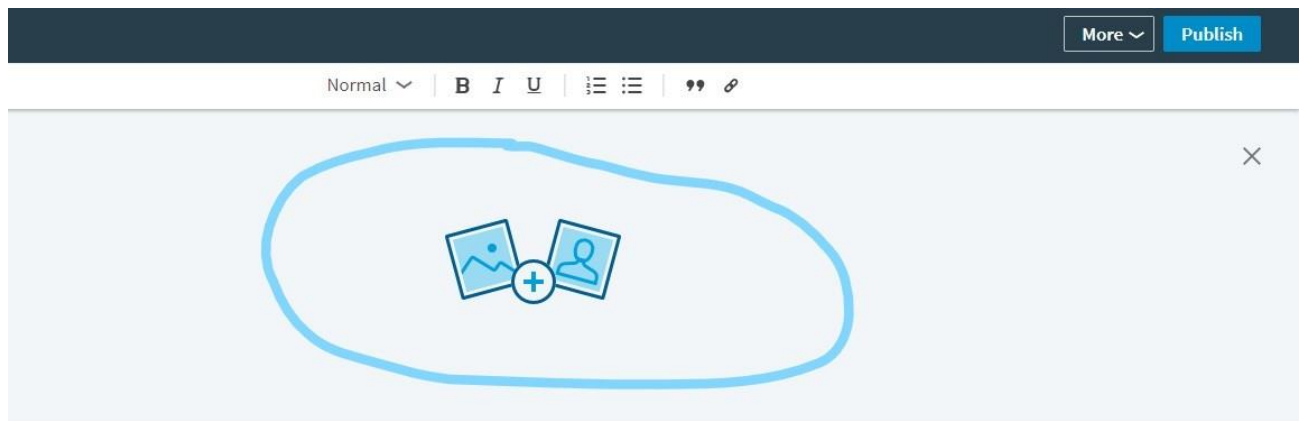
To start, visit your "home" section, which is different than your profile page. Click "home."

Step 2: Click "Write an article"



Once on your home page, click the "Write an article" button. If you click inside the box to share a message, the button will go away. To get the button to reappear, remove any text click outside of the box.

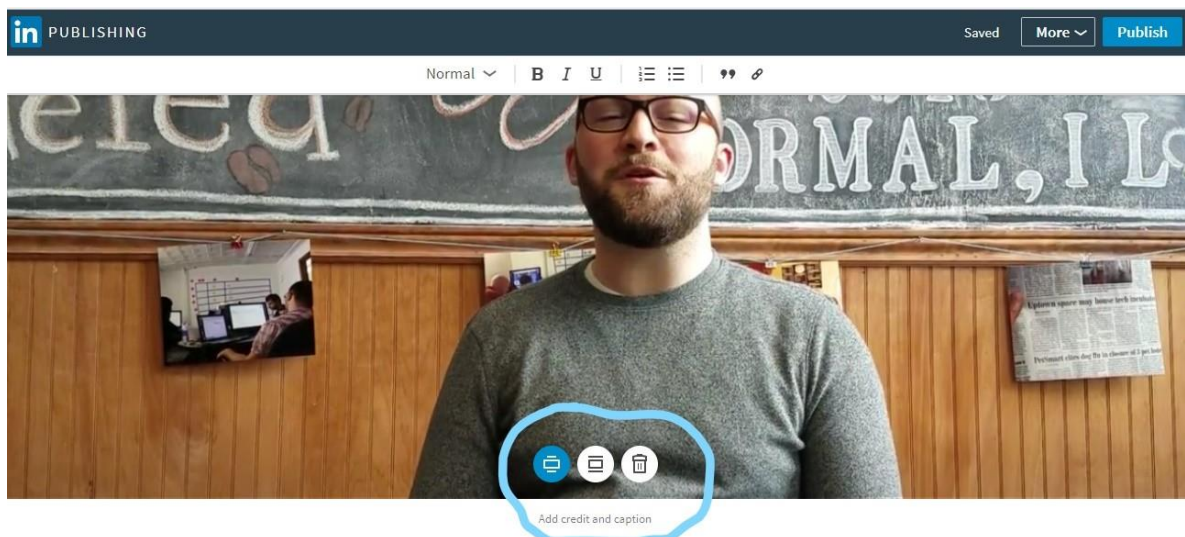
Step 3: Add a Header Image



Headline

 Write here. Add images or a video for visual impact.

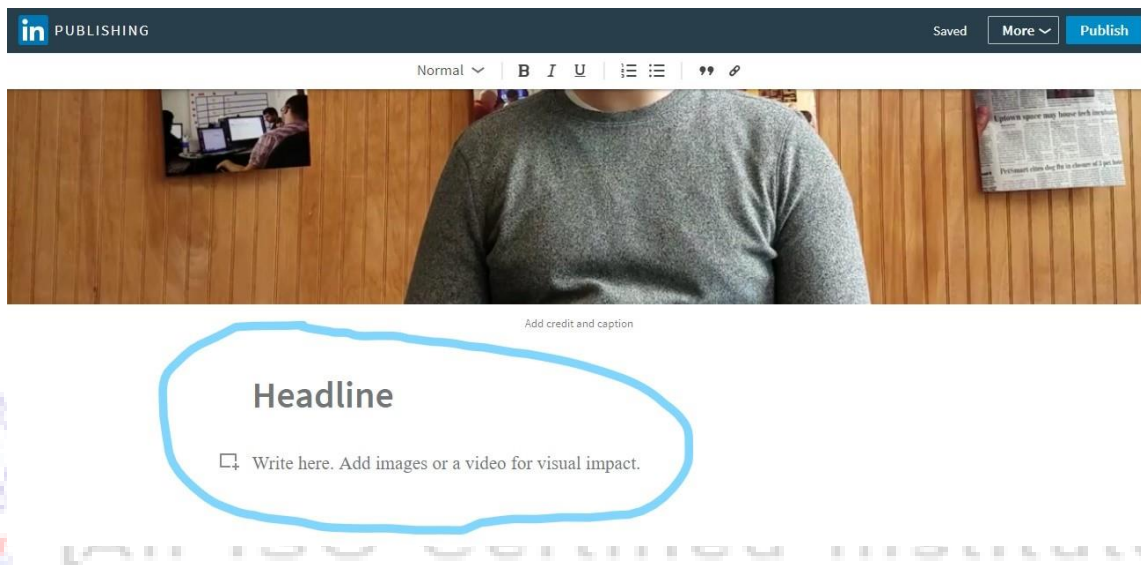
Always add a header image to your posts. To add a picture, click in the section circled above and choose the image you would like to upload.



LinkedIn recommended image size is 698x400 pixels, but most images will work if they are high resolution. You can choose

whether to have a standard size image or expanded image, which will stretch across the page horizontally. If you don't own the rights to the image, after uploading it, credit the owner in the section that reads "add credit and caption" directly below the image.

Step 4: Add the Headline and Post Body



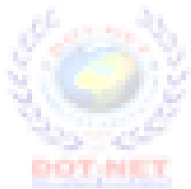
Underneath the header image, add your headline (title). With the new version of their publishing platform, the 70-character limit for titles has been removed. There is no limit, but I recommend you keep your title brief while working in a couple of keywords.

After adding your title, click in the space below your title and insert the full body of the article. Scan the post to make sure there are no formatting errors due to cutting and pasting the content from a Word document or other file.

Note: If the article was previously published, it's appropriate to lead the body of your article with a short note. This should be italicized and in the top left-hand corner of the article.

Step 5: Create your Footer

Anyone can view your content on LinkedIn, not just people with accounts. This means many of your readers won't know who you are. Give them a chance to learn something about you. Share a short bio at the end of each post you create, and make sure to hyperlink in appropriate places.



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Lesson no. 5: LinkedIn Marketing

I. COMPANY PAGES

A LinkedIn Company Page gives a business a fantastic opportunity to promote its products and services, recruit top talent, and share important, interesting, and useful updates. Anyone with a company name and company email address can create a LinkedIn Company Page within minutes.

i. Write a compelling summary.

The home page on a LinkedIn Company Page includes a cover photo, company updates, links to products and services, links to careers, and more. A brief description of the company is included near the bottom of the page.

Even though the "About Us" section of your LinkedIn Company Page is way down at the bottom of your home page, that doesn't mean you shouldn't take time to write a great description of your business. If someone makes the effort to scroll down and find your description, they've already demonstrated that they're interested in your business. Don't disappoint them by not providing the information they want. Furthermore, be sure to use keywords, so people can find your LinkedIn Company Page through relevant searches.

ii. Add products and services.

Your LinkedIn Company Page includes a Products and Services tab where you can share images of your products, descriptions, links to purchase them, and more. This is the “sales” section of your LinkedIn Company Page, so go ahead and try to sell the benefits of your products and services.

iii. Make sure your most important product is listed first.

The first product or service listed on your Products and Services page is also displayed as featured content in sidebar of your home page. That means more people will see it. With that in mind, make sure the first product on your Products and Services page is the one that you want to promote on your home page.

Capture attention with a fantastic cover image.

The cover photo appears at the top of the home page of your LinkedIn Company Page. Choose a cover photo that is visually dynamic, capture's people's attention, and lures them in to take a closer look at your Page content. Don't forget that your company summary is hidden at the bottom of your home page, so it's a good idea to include a message in your cover image that describes what your company does in a few words.

iv. Add career information.

Currently, you have to pay to be able to add the Careers page to your LinkedIn Company Page, but LinkedIn is a great place for recruiting talented employees and getting wider exposure across professional audiences. If you decide to use LinkedIn as a recruiting tool, be sure to add the Careers page to your Company Page or you're missing a big opportunity.

v. Ask your employees to connect with your page.

Ask your employees who have LinkedIn Profiles to identify within those profiles that they work for your company. Once they take this step, they'll appear as employees on your Company Page where visitors can learn more about them and connect with them.

vi. Ask for product and service reviews.

One of the most powerful parts of LinkedIn Company Pages can be found in the Products and Services page where LinkedIn members can publish reviews of your products and services. These reviews are written testimonials. You can feature them on your LinkedIn Company Page, share them on your website, and so on to extend their reach even further. Don't expect people to write reviews. Instead, ask them to do so.

vii. *Publish some company updates to make your Page look useful.*

Start creating useful, meaningful, interesting, or entertaining content that your target audience wants to read and see. A Page without content is one that no one will follow.

viii. *Promote your LinkedIn Company Page.*

Use the LinkedIn Company Follow button to make it easy for people on your website or blog to follow your company on LinkedIn with a single mouse click.

ix. *Use featured updates to highlight important content.*

You can set any update that you publish on your LinkedIn Company page as featured, so it is highlighted at the top of the home page of your LinkedIn Company Page. For example, if you want to promote an event, hype a sale, or draw attention to a specific promotion or piece of content, make it a featured update so more people see it.

x. *Use targeted updates to promote more effectively.*

Use the LinkedIn Company Page targeted updates feature to make certain updates visible only to segments of your follower audience. You can target by employee or non-employee, company size, industry, function, seniority, or geography.

Most importantly, keep the content on your LinkedIn Company Page fresh, useful, meaningful, and interesting to your audience and actively engage with your followers or your Page will have no chance at success.

II. DISPLAY VS TEXT

There are two primary categories of type: text and display. In general, text type is designed to be legible and readable at small sizes. This usually implies fairly clean, consistent, uncomplicated design features; more open spacing than a display face; and thin strokes that hold up at smaller sizes. Display type, on the other hand, can forgo the extreme legibility and readability needed for long blocks of text at small sizes for a stronger personality, elaborate and more expressive shapes, and a more stylish look.

Sometimes they're interchangeable, but not always. Typefaces look different depending on the size at which you view them. Spacing, proportions, and design details change optically. A text face used at large sizes can sometimes look clunky, heavy, and unattractive, and the spacing looks too open. On the other hand, display designs used at small sizes can have design features that break up, disappear, or fill in when viewed small; become less readable; and look too tight.

To avoid unwanted surprises when choosing a typeface, always try to see how it looks at the size(s) you plan on using. It's very difficult to visualize what 14-point text will look like from a 60-point showing, and vice versa. In addition, pay close attention to the spacing, and be prepared to open or close the spacing (tracking) as necessary.

DISPLAY	TEXT
ITC Aftershock	Gill Sans
Celestia Inline	Optima
ITC Black Tulip	Minion
Zette Fraktur	ITC Stone Sans
ITC RENNIE MACKINTOSH	ITC Legacy
Arriba	Syntax
	Laurentian
	ITC Garamond
	ITC Century

Steps to a **PERFECT** **LinkedIn** Profile



Why **Linked in** ?

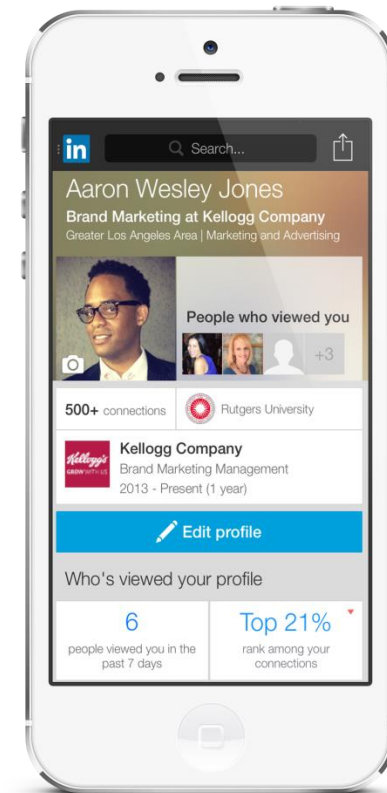
If you are looking for more ways to generate leads, LinkedIn can be a great tool, and one that has long been used by B2B marketers to attract qualified inbound leads. LinkedIn has a myriad of awesome features that make it ideal not just for those that are looking for jobs or want to connect with their colleagues in an environment that is more structured than Facebook. It's also become the perfect place to look for clients.

Making Your Profile More Appealing

In order to attract quality leads on LinkedIn, you have to make your profile more appealing. Here are 4 ways you can make your LinkedIn profile more appealing to potential leads and clients

1. Think of Your Profile as a Web Page

When you start thinking of your profile as a webpage, rather than as just a social media profile, you will start to consider how it is going to be crawled by Google. While your initial goal may be to be more attractive to leads that are already on LinkedIn, because LinkedIn is a website with incredible authority, having an effective profile on this website gives you a very high-level and high-ranking domain to be connected with. With the right keywords, your profile can become a top ranking link in relevant search results—which, as any marketer knows, is an extremely valuable spot to hold.



2. Include The Right Keywords

Should you include keywords in your LinkedIn profile? **Yes!** Remember, we're treating your profile like any other webpage. You should be aware of what the people you want to connect with will be searching for both on LinkedIn and on the internet in general and find a way to make sure that your profile is one of the top search results on both venues. You do this by including the most relevant keywords. You can do this the same way that you would find keywords for any other website you are building: by doing keyword research. Google's keyword planner is a great place to start.



3. Make Sure Your Profile is Fully Optimized

There are nine features that you should optimize in order to make sure that you are first, visible and second, attractive to leads.

LinkedIn's search function isn't just used to search for people that you already know. It's used to search for people that you want to know and do business with. Remembering this information can help you create a profile that is more attractive to potential leads. If someone is looking for a business like yours, what are they going to type into the search function? Your profile should aim to be as informational and valuable as your website is, so that it is favored by LinkedIn's search.

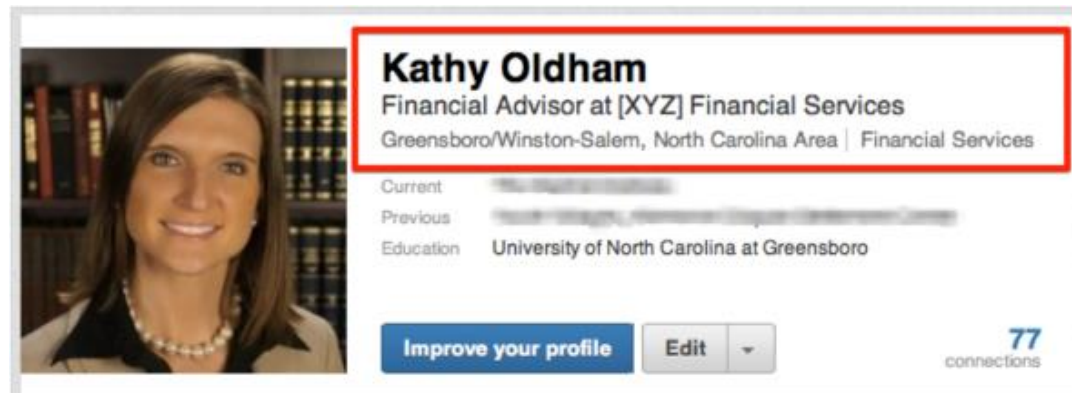
UUSSEEAA PPRROOFFEESSSSIIIONNAALL PROFILE PHOTO

It's the social age, and by that I mean, you're seen as archaic if your profile is missing a photo. To me, it means you haven't embraced 2013 just yet. But what's worse than no photo on a profile is one that doesn't represent your best business judgment. LinkedIn is a professional community, and it's your shot to make a first impression that we can trust you to interface with our clients. The photo you choose sends a strong message.

Note: Your LinkedIn photo shouldn't make us want to send you to rehab or a mental clinic for an evaluation. Make sure your photo isn't blurry. Avoid flashy clothing, jewelry, hats, **or sunglasses.**

4. Your Headline

The headline is the text that appears right after your name and talks about your current position. It is this little piece of text that will convince someone to click on your profile.



Kathy Oldham
Financial Advisor at [XYZ] Financial Services
Greensboro/Winston-Salem, North Carolina Area | Financial Services

Current [Redacted]
Previous North Carolina Central University
Education University of North Carolina at Greensboro

[Improve your profile](#) [Edit](#) 77 connections

5. Your Contact Info

Make sure that this area includes all of the information that a prospect needs in order to get in touch with you. It could even include a landing page with nothing more than a contact form.



6. Your Summary

Use your summary to showcase the benefits of choosing you over your competition and how you can solve their problems. Include keywords!



7. Your Experience



Experience is a great way to show your history of solving client/customer problems over time.

LinkedIn – Pulse as a Blog Hosting platform



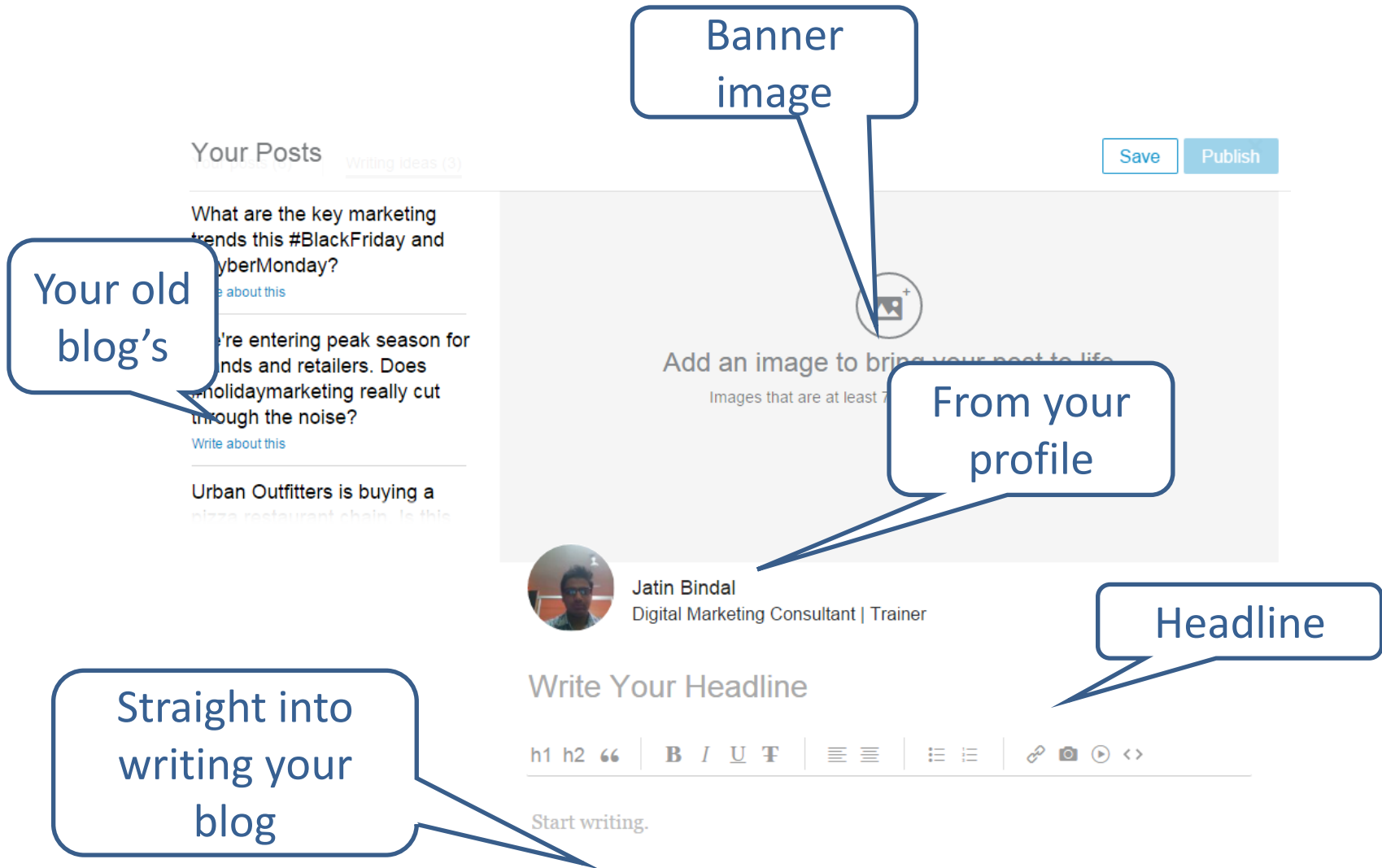
The screenshot shows the LinkedIn Pulse interface. At the top, there is a search bar and navigation tabs for Home, Profile, Connections, Jobs, and Interests. Below the navigation, there is a banner for 'Wanna Get New Customers?'. The main content area features a profile for Jatin Bindal, a section for '6 people viewed your profile', and a 'Publish a Post' button. A callout box points to this button with the text 'From Home page 'Publish a Post''. Below the main content, there are several updates, including one from 'Vin Bricks Realty Pvt Ltd' and another from 'B. Gunterman'. At the bottom, there is a footer with 'About Feedback Privacy & Terms' and 'LinkedIn Corp. © 2015'.

Pulse makes it easy, trivial even to post a blog

From Home page 'Publish a Post'



LinkedIn – Pulse Blog



The image shows a screenshot of the LinkedIn Pulse blog editor interface. The page is titled "Your Posts" and includes a "Writing Ideas (3)" section. The main editor area is for a post by Jatin Bindal, a Digital Marketing Consultant | Trainer. The editor includes a "Write Your Headline" section with a rich text toolbar and a "Start writing." prompt. A "Banner image" callout points to the image upload area. A "From your profile" callout points to the user's profile picture and name. A "Headline" callout points to the headline text area. A "Your old blog's" callout points to the "Your old blog's" text in the "Writing Ideas" section. A "Straight into writing your blog" callout points to the "Start writing." prompt.

Your Posts [Writing Ideas \(3\)](#) Save Publish

Your old blog's

What are the key marketing trends this #BlackFriday and CyberMonday?
[Write about this](#)

You're entering peak season for brands and retailers. Does holidaymarketing really cut through the noise?
[Write about this](#)

Urban Outfitters is buying a pizza restaurant chain. Is this

Banner image

Add an image to bring your post to life
Images that are at least 7

From your profile

Headline

Straight into writing your blog

Jatin Bindal
Digital Marketing Consultant | Trainer

Write Your Headline

h1 h2 “ **B** *I* U **T** | | | | | | | | | |

Start writing.

LinkedIn – Pulse Blog

Your Posts

Update

Your posts (5)

Writing ideas (3)

Untitled Post

Draft · Nov 30, 2015

Tips on how to build loyal audience through promising Content

Published · Jun 23, 2015 | Delete

Concept of Social Media Marketing

Published · Jun 15, 2015 | Delete



Here's a blog I created earlier...



Jatin Bindal
Digital Marketing Consultant | Trainer

Tips on how to build loyal audience through promising Content

h1 h2 “ | **B** *I* U **T** | ≡ ≡ | ≡ ≡ | 🔗 📷 🎥 <>

LinkedIn – Pulse Blog

Your Posts

you aren't using data analysis to understand that what your audience needs, you could be missing out on valued info which could make a decisive difference

Update

the victory of your online marketing. Recurrently analysing data can tell where are the alteration needed, what makes your readers go somewhere else and allows you to keep a check on your website traffic.

Audience expansion should be an on-going fragment of your marketing approach no matter what the size of your business. With adequate publicity to your brand and by increasing trust, your audience will ultimately become your consumers. By knowing and understanding your audience you can escalate the efficiency of your content marketing and help your business flourish well so,learn the [right content marketing technique](#).

Once done,
add up to 3
tags

 [blogging](#) × [content marketing](#) × [audience development](#) ×

LinkedIn – Pulse Blog

Your Posts

Update

Your posts (5) | Writing ideas (3)

Untitled Post

Draft · Nov 30, 2015

Tips on how to build loyal audience through promising Content

23, 2015 | Delete

Social Media

5, 2015 | Delete

Edit existing posts

That's it... Pulse makes it easy, trivial even to post a blog



Basic Text formatting

Add pictures and video



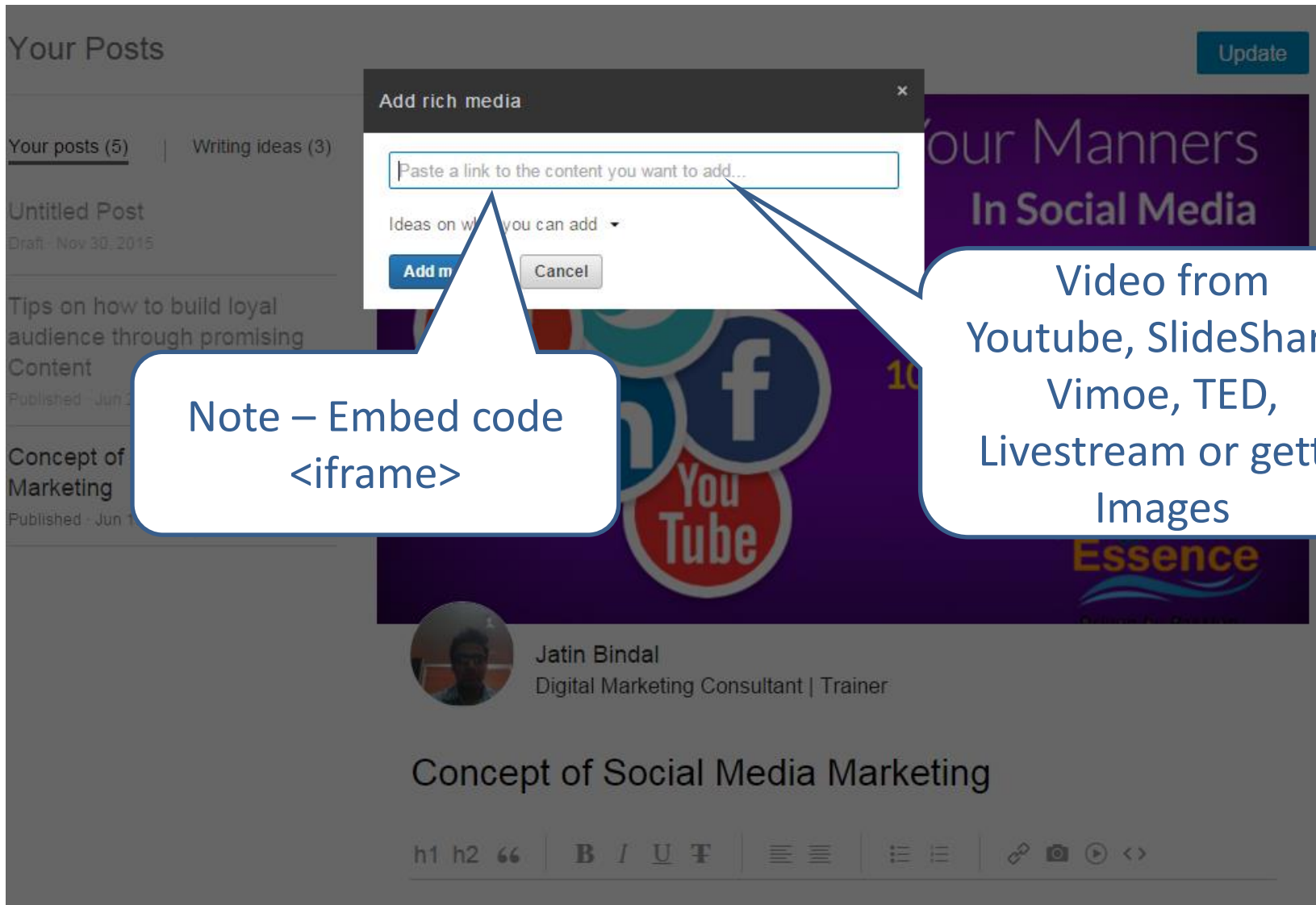
Trainer

Concept of Social Media Marketing

h1 h2 “ **B** *I* U **T** [List Icons] [Link Icon] [Image Icon] [Video Icon] <>

Marketing is considered the foundation pillar of every business. The scope of

LinkedIn – Pulse Blog



The screenshot shows the LinkedIn Pulse editor interface. A modal dialog box titled "Add rich media" is open, featuring a text input field with the placeholder "Paste a link to the content you want to add...", a dropdown menu for "Ideas on what you can add", and "Add" and "Cancel" buttons. Two callout boxes provide additional information: one on the left states "Note – Embed code <iframe>", and one on the right lists supported content types: "Video from Youtube, SlideShare, Vimoe, TED, Livestream or getty Images". The background shows a draft post titled "Concept of Social Media Marketing" by Jatin Bindal, with a rich media player area containing social media icons for Facebook, YouTube, and Essence.

Note – Embed code
<iframe>

Video from
Youtube, SlideShare,
Vimoe, TED,
Livestream or getty
Images

LinkedIn – Published Pulse Blog

Where are your posts?



Jatin E
Digital Marketing Specialist
New Delhi Area

Current: Digital Marketing Specialist at Robo Digital Marketing, RoboCircle Technologies Pvt. Ltd., Robosapiens India

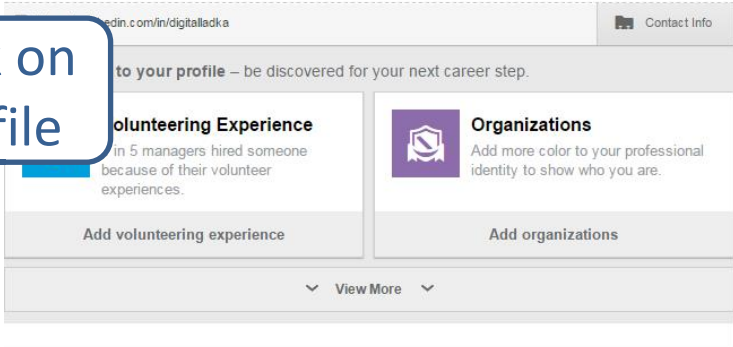
Previous: Robo Digital Marketing, RoboCircle Technologies Pvt. Ltd., Robosapiens India

Education: Lingaya's University

500+ connections

View profile as

Click on profile

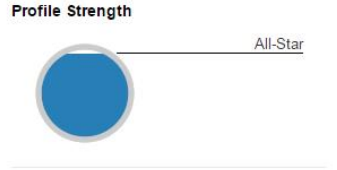


to your profile – be discovered for your next career step.

Volunteering Experience
in 5 managers hired someone because of their volunteer experiences.

Organizations
Add more color to your professional identity to show who you are.

View More



Profile Strength: All-Star



SAP-SUCCESSFACTORS
CORE HR SOLUTIONS GIVE YOU A FLEXIBLE PLATFORM THAT SUPPORTS THE WAY EMPLOYEES REALLY WORK.

GET STARTED

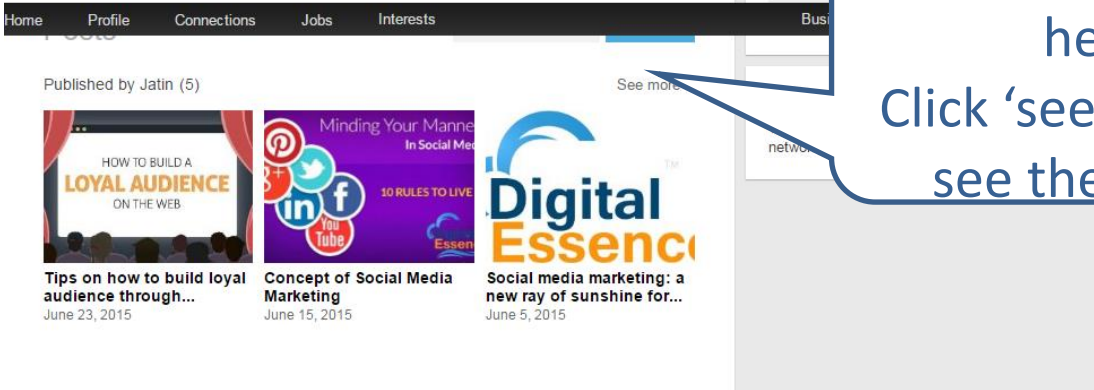
SAP Run Simple



Who's Viewed Your Profile

6 Your profile has been viewed by 6 people in the past 1 day.

Your last 3 posts here
Click 'see more' to see them all...



Published by Jatin (5)

See more

Tips on how to build loyal audience through...
June 23, 2015

Concept of Social Media Marketing
June 15, 2015

Social media marketing: a new ray of sunshine for...
June 5, 2015

WHY CREATE A LINKEDIN GROUP?

- Provide your target audience with information that is of interest to them professionally
- Provide a forum for discussion of relevant issues
- Create a community for developing introductions and referrals

A WORD OF CAUTION

There are thousands of groups on LinkedIn. Setting one up is easy. Building a community of members who actively engage however takes considerable time and effort over the long term.

Before diving in then, consider:

- Will your group have something new to offer?
- Is there an audience for it?
- Will you have regular, topical content to contribute that is discussion-worthy?
- Is your audience the type to engage over social media?

If you are at all unsure whether setting up a group will be worth the time and effort, join similar groups first to see what's already being discussed, how many members they have, and how engaged people are. **You may more easily raise your profile as a 'visible expert' by actively contributing to existing groups.**

PLAN YOUR LINKEDIN GROUP

- **PURPOSE** – What do you want to give people? What do you want members (and yourself) to get out of it?
- **AUDIENCE** – Who is going to be interested in joining the group? How will you invite them? How will others hear about it?
- **NAME** – Avoid using your firm's name and think of a name that accurately describes the purpose and focus of the group

ADMINISTRATION

Before creating your group, you need to decide:

- **TYPE** – What type of group is it (corporate, networking, professional or ‘other’ category chosen by you)?
- **MANAGEMENT** – Who is going to be ‘owner’ and who will be the manager(s)?
- **ACCESS** – Will you allow ‘auto-join’ or ‘request to join’

CONTENT

You will also need to prepare:

LOGO (optional but advised) – To appear in the Groups Directory and on your group pages.

SUMMARY – A brief description of the group and its purpose. This will also appear in the Groups Directory

DESCRIPTION – A full description that will appear on your group pages

Create LinkedIn Groups

- ❑ Log into LinkedIn (group 'owner', using personal profile)
- ❑ Move cursor over 'Interests' at the top of the page and select 'Groups'
- ❑ Click the 'Create a group' button
- ❑ Fill in the form, using the details and options you've prepared
- ❑ Click the option to create an 'Open Group' or 'Members-Only Group'

- *Open groups allow discussions to be seen and found by anyone on LinkedIn

Managing your LinkedIn group

- Send out personalised invitations
 - Ask connections to invite members of their networks
 - Approve members who find the group and ask to join
 - Start discussions
 - Post topical updates regularly
 - Manage discussion threads*
 - Interact with group members by commenting on their discussions and comments
 - React quickly to questions
 - Delete any discussions or comments that are inappropriate
 - Ensure all information is relevant
 - Set up 'Group Rules' stating what will happen if messages are irrelevant or promotional
-

- *Includes identifying "manager's choice"

Promoting your group

- Post a status update about the launch of the group
- Encourage people in your firm to 'share' the status update
- Continually be on the look-out for people to invite
- Consider making the group's discussions public
- Promote the group on the firm's website
- Promote the group on the firm's social media accounts

Note that promoting the group involves ongoing effort long after it has launched

How to create your Company Page On

Linked 

Why?

On october 4th, LinkedIn released the new layout options for Company Pages.

As the majority of companies is not using the possibilities to the fullest, I created this easy to use step-by-step manual.

First things first

In order to create an appealing company page you need to prepare a few things.

You will need some graphics for you company as well as some text.

Graphics needed

A header image



**646 x 220
pixels**

**Make it a sharp
picture**

**Comes on front of your company
page**

Graphics needed

Two logo's



**100 x 60
pixels**

**Will be put on
the top of your
homepage**



**50 x 50
pixels**

**Will be used
with updates**

**You better resize them yourself in Photoshop
or LinkedIn resizes them automatically**

Graphics needed

Banner images



**640 x 220
pixels**

**Will be used as sliding images on
on your product/services
page**

**You can use 3 banner
images**


Make sure to use sharp images

Graphics needed

Product or services
images

100 x 80
pixels


103 impressions

 **Evenementen** Be the first to recommend

Elke maand is er een bijeenkomst van SMC040. Met inspirerende sprekers op een inspirerende, wisselende, locatie.

5 impressions


Request recommendations · Share

 **Netwerken** Be the first to recommend

Een belangrijk onderdeel van het succes van SMC040 is de netwerkborrel na de inhoudelijke sessie. We zien daar veel nieuwe contacten ontstaan wat voor enkele deelnemers ook al geleid heeft tot opdrachten of een nieuwe baan.

6 impressions

Request recommendations · Share

 **Workshops** Be the first to recommend

Regelmatig gaan de deelnemers aan SMC040 aan de slag met een opdracht om de opgedane kennis praktisch toe te passen.

1 impressions

Request recommendations · Share

Create three to six different product or services
images

This is what we'll do

- ✔ Step 1 - Initial Set up (9 actions)
- ✔ Step 2 - Products or services (14 actions each)
- ✔ Step 3 - Pimping your Products and Services landing page (5 actions)
- ✔ Step 4 - Connecting to your profile (2 actions)

Initial Setup - 9 actions

Expected time to

complete: 10 - 15 minutes



Step 1 - initial setup 1/9

Companies News More

Search Companies
PowerPR
Duurzaam Eindhoven
Social Media Academy NL








BYLEI
Humanizing Business
Rabobank
CWS Nederland B.V.
Social Media Club Amsterdam

[See all »](#)










[Add a Company](#) [FAQ](#)

Companies Home Search Companies **Following (19)** [Add a Company](#) [FAQ](#)

Companies You're Following

-  **Any Lamp BV**
Electrical/Electronic Manufacturing, Eindhoven Area, Netherlands
[Stop following](#)
-  **Brightpoint Benelux**
Telecommunications
[Stop following](#)
-  **BYLEI**
Events Services, Eindhoven Area, Netherlands
[Stop following](#)
-  **CWS Nederland B.V.**
Facilities Services
[Stop following](#)
-  **Dutch Design Week**
Design, Eindhoven Area, Netherlands
[Stop following](#)
-  **Duurzaam Eindhoven**
Environmental Services
[Stop following](#)
-  **Gemeente Veghel**
Government Administration, Eindhoven Area, Netherlands
[Stop following](#)

Companies You May Want to Follow


-  viralNetworkers
-  comet
-  Dorland
-  umof
-  AMBITO 5
-  a couple of chicks
-  Anvil
-  Status
-  CHATTERBLAST

[Feedback](#) | [See more »](#)

- Inspirerende sprekers
- Ervaringen van ondernemers
- Seminars in uw regio

[Schrijf u nu in](#)

DE BANK ANNO NL | ABN-AMRO



Step 1 - Initial setup 2/9

Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

or [Cancel](#)

Step 1 - initial setup 3/9

Companies > Social Media Club Eindhoven (edit mode)

Overview Careers Products & Services Follower Insights Page Insights Employee Insights

This page was last edited on 10/05/2012 by Jan Willem Alphenaar


Company Name: Social Media Club Eindhoven

Optimize your overview page description for other languages: English

Company Pages Admins

Designated Admins
You must be connected to a member to include them as an admin.

Start typing a name

 **Jan Willem Alphenaar**
Columnist at Social Media Academy NL

*** Indicates required field**

- * Company Type**
Non Profit
- * Company Size**
2-10
- * Company Website URL**
http://www.smc040.nl
- * Main Company Industry**
Marketing & Advertising
- * Company Operating Status**
Operating
- Year Founded**
2009

*** Company Type**
Public Company

*** Company Size**
myself only

*** Company Website URL**

*** Main Company Industry**
Accounting

*** Company Operating Status**
Operating

Year Founded

Step 1 - initial setup 4/9

Company Locations
(Add up to 5 different locations)

Description

Address 1

Address 2

City

State/Province

Zip

Country

Phone 1

Phone 2

Fax

Employees at this location

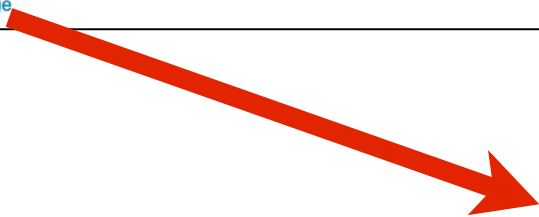
[+ Add another location](#)

You can have a maximum of 5 locations

Step 1 - initial setup 5/9



Your header image



LinkedIn gives you a cropping option, but you better have a good resized picture yourself

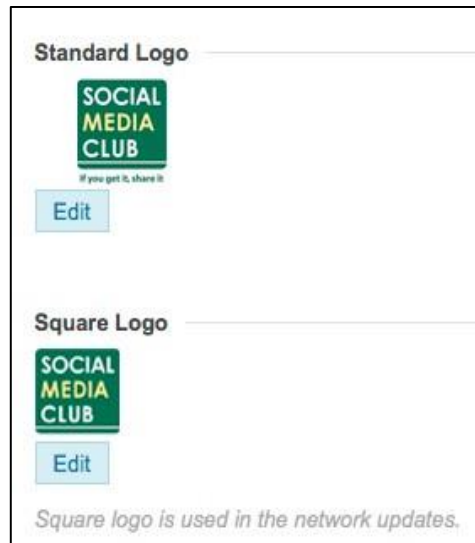


**Max file size 2 MB
646 x 220 pixels**

Step 1 - initial setup 6/9

Your logos

100 x 60
pixels



50 x 50
50 x 50
pixels

Step 1 - initial setup 7/9

* Company Description

SMC040 – languit Social Media Club Eindhoven, is een vrijwillig initiatief opgezet door J.W. Alphenaar en Yvonne van Bokhoven in december 2009.

Maandelijks, elke laatste woensdag van de maand, organiseren we een mini-congres waarbij we interessante sprekers met interessante onderwerpen op het podium zetten.

Deze sprekers komen u informeren, amuseren en inspireren.

De bijeenkomsten zijn kosteloos bij te wonen omdat we zowel de sprekers als de locaties kosteloos mogen inzetten.

Je hoeft geen lid te worden, het enige dat je moet doen is je aanmelden voor de bijeenkomst.

**Max 1,500 chars
Includes returns and
spaces**

Step 1 - initial setup 8/9

Company Specialties

Netwerken	Social Media
Kennisdelen	Workshops

[+ Add more specialties](#)




You can have a total of 20 specialties added to your company. They will be used in search so please take some time to fill them out!!

Step 1 - initial setup 9/9

Make sure you check and double check all the information you just filled out and then press Publish!



First result



Social Media Club Eindhoven


0 followers [Follow](#) [Admin tools](#)

HOME CAREERS PRODUCTS INSIGHTS

Share an article, ask a question, or post a special offer to interested LinkedIn members

Drive engagement by posting an update to your followers.
[Follower Insights](#) · [Page Insights](#) · [What's New](#)

✔ Company page successfully updated.



PRODUCTS AND SERVICES

Drive new leads and sales by showcasing what your business has to offer.

[Add a product or service](#)

About Social Media Club Eindhoven

SMC040 – languit Social Media Club Eindhoven, is een vrijwillig initiatief opgezet door J.W. Alphenaar en Yvonne van Bokhoven in december 2009.

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Je hoeft geen lid te worden, het enige dat je moet doen is je aanmelden voor de bijeenkomst.

Specialties
Netwerken, Social Media, Kennisdelen, Workshops

Headquarters Torenallee 36-34 Eindhoven, 5617 BD Netherlands	Website http://www.smc040.nl	Industry Marketing and Advertising
	Type Nonprofit	Company Size 1-10 employees
	Founded	

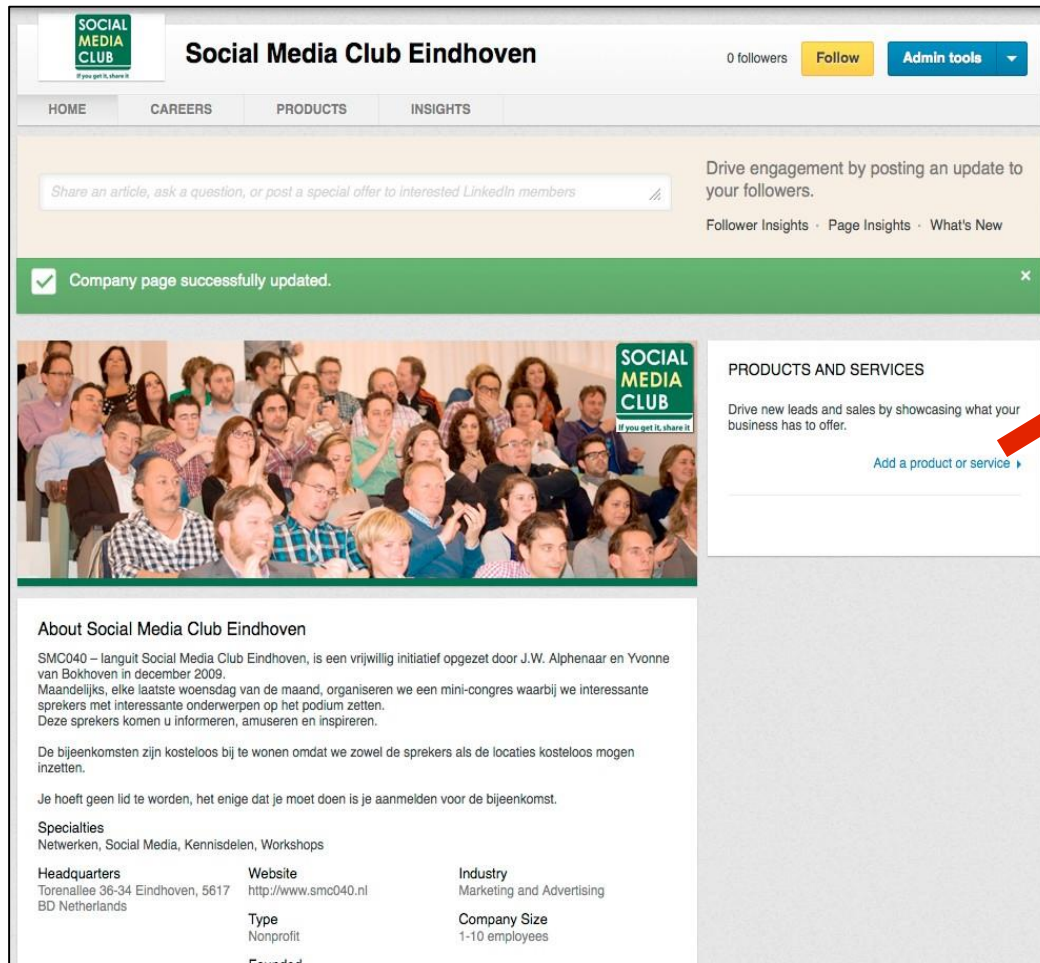
**Looking
good!**

Products and Service - 14 actions each

**Expected time for each product or
service 10 - 15 minutes**



Products and Service 1/14



The screenshot shows the LinkedIn profile for Social Media Club Eindhoven. The header includes the company logo, name, and follower count (0). Navigation tabs for HOME, CAREERS, PRODUCTS, and INSIGHTS are visible. A text box prompts users to share an article or post. A green notification bar states 'Company page successfully updated.' Below this is a large photo of a diverse group of people. To the right of the photo is a 'PRODUCTS AND SERVICES' section with a description and an 'Add a product or service' link. The 'About' section provides details about the club's mission, activities, and contact information.

Social Media Club Eindhoven 0 followers [Follow](#) [Admin tools](#)

HOME CAREERS PRODUCTS INSIGHTS

Share an article, ask a question, or post a special offer to interested LinkedIn members

Drive engagement by posting an update to your followers.

Follower Insights · Page Insights · What's New

Company page successfully updated.

PRODUCTS AND SERVICES

Drive new leads and sales by showcasing what your business has to offer.

[Add a product or service](#)

About Social Media Club Eindhoven

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De bijeenkomsten zijn kosteloos bij te wonen omdat we zowel de sprekers als de locaties kosteloos mogen inzetten.

Je hoeft geen lid te worden, het enige dat je moet doen is je aanmelden voor de bijeenkomst.

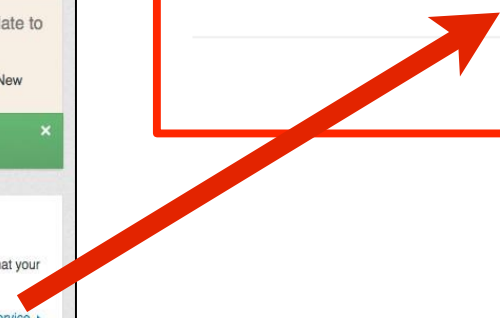
Specialties
Netwerken, Social Media, Kennisdelen, Workshops

Headquarters Torenallee 36-34 Eindhoven, 5617 BD Netherlands	Website http://www.smc040.nl	Industry Marketing and Advertising
	Type Nonprofit	Company Size 1-10 employees
	Founded	


PRODUCTS AND SERVICES

Drive new leads and sales by showcasing what your business has to offer.

[Add a product or service](#)



Products and Service 2/14



Social Media Club Eindhoven

0 followers [Follow](#) [Admin tools](#)

[HOME](#) [CAREERS](#) [PRODUCTS](#) [INSIGHTS](#)

Create your showcase of recommendations

Leverage your customer network to get the word out about your products in the most trusted, credible way. Add your products or services to LinkedIn to attract, showcase and curate recommendation from your clients and customers...

Add your products and services


Showcase what your company does via our easy to use, self serve interface. You control and update the content.

Get recommendations

Ask your current clients and customers to visit your page on LinkedIn to recommend your products and services


Benefit from the Buzz

When a LinkedIn member comment favorably on your business or your offerings, you get trusted, credible recommendations. When their connections see those recommendations, you benefit. And when those recommendations get curated and shared, you benefit again. With LinkedIn's 80 MM professionals, that's a lot of buzz.



[Add a product & service](#)

0 Products & Services
0 Recommendations



Theo Luinenburg
Account Executive Inkomen bij Generati



Products and Service 3/14

Step 1. Choose between a product or service

Would you like to add a product or service? *

- Product
 Service

**Required
!**

Products and Service 4/14

Step 2. Select a category

Select a category that best fits your product/service

Education



**Required
!**

Products and Service 5/14

Step 3. Name your product or service

Product or Service name

Evenementen *

100 chars
max

Required
!

Products and Service 6/14

Step 4. Add an image of your product or service.

Choose an image that represents your product or service. Your image will be re-sized to 100x80 pixels.

Image / Photo



100x80 pixels, .PNG, .JPG, or .GIF

Edit

**100 x 80
pixels**

**Recommended
!**

Products and Service 7/14

Step 5. Describe your product or service

Description *

B *I* U | ☰ ☰

Elke maand is er een bijeenkomst van SMC040.
Met inspirerende sprekers op een inspirerende, wisselende, locatie.

2,000 chars max

Required
!

Products and Service 8/14

Step 6. List of key features
Use this section to list the key benefits or use cases of your product or service.

Create a bulleted list of product/service features

Netwerken	inspiratie
social media	online media

[+ Add more features](#)

**Maximum of 10
key features.
Might be used as
search keywords**

**Recommended
!**

Products and Service 9/14

Disclaimer

B *I* U |  

Wij zijn niet aansprakelijk voor de opgedane inspiratie tijdens de bijeenkomsten.

**Optional
!**

Products and Service 10/14

Step 7. Add a URL for this product or service

Use this section to link to a location on your website where LinkedIn members can learn more about this specific product or service.

Website _____

<http://www.smc040.nl>

**Optional but
recommended!**

Products and Service 11/14

Step 8. Add a contact from your company

If a LinkedIn member wants to contact your company or learn more about this product or service you can showcase who in your company they can contact. Start typing the name of the contact people in the boxes below. You must be connected to that member on LinkedIn to include them below.

Contact us

You can only add people that you are connected to on LinkedIn



Jan Willem Alphenaar



Sabrina van Loon



Susan Stettler

**For each product
or service you can
have three
contacts.**

Products and Service 12/14

Step 9. Add a promotion for this product or service

Do you have a promotion or special offer for this product or service? Include a title, description and URL where users can click to learn more.

Create a special promotion

For each product or service you can have a special promotion. This will be shown on the front of your Company Page.

Products and Service 13/14

Step 10. Add a YouTube video about this product or service

Do you have a YouTube video about this product or service? Add a title for your video here.

Title your video _____

Een impressie van de SMC040 van mei 2012

**Maximum 35 chars
chars**

**Optional, but
very
effective!**

Step 11. Add your YouTube video URL

Copy and paste the URL from your YouTube video in the box below.

YouTube Video URL _____

<http://www.youtube.com/watch?v=wJnlk8G45fs>

#SMC040 - Mei 2012 - Google+ door @



00:00 / 51:13

YouTube

Products and Service 14/14

Make sure you check and double check all the information you just filled out and then press Publish!




Publish **Cancel**

Products and Service done

✓ Product page successfully saved.

Evenementen

[Request recommendations](#)
Product Overview

Elke maand is er een bijeenkomst van SMC040. Met inspirerende sprekers op een inspirerende, wisselende, locatie.


- Netwerken
- social media
- inspiratie
- online media


Currently there are no recommendations for this product.


Disclaimer:
Wij zijn niet aansprakelijk voor de opgedane inspiratie tijdens de bijeenkomsten.

Get more info:
[Evenementen](#)
[Visit our website »](#)

Contact Us


 **Jan Willem Alphenaar**
Ervaren spreker op het gebied van social media, branding, online marketing, crowdsourcing en co-creatie
[Send Jan Willem a message](#)

 **Sabrina van Loon**
Blogger at sabrinaaloot.nl
[Send Sabrina a message](#)

 **Susan Stettler**
Marketing | Communications | New business developer
[Send Susan a message](#)

SMC040 - mei 2012

#SMC040 - Mei 2012 - Google+ door @



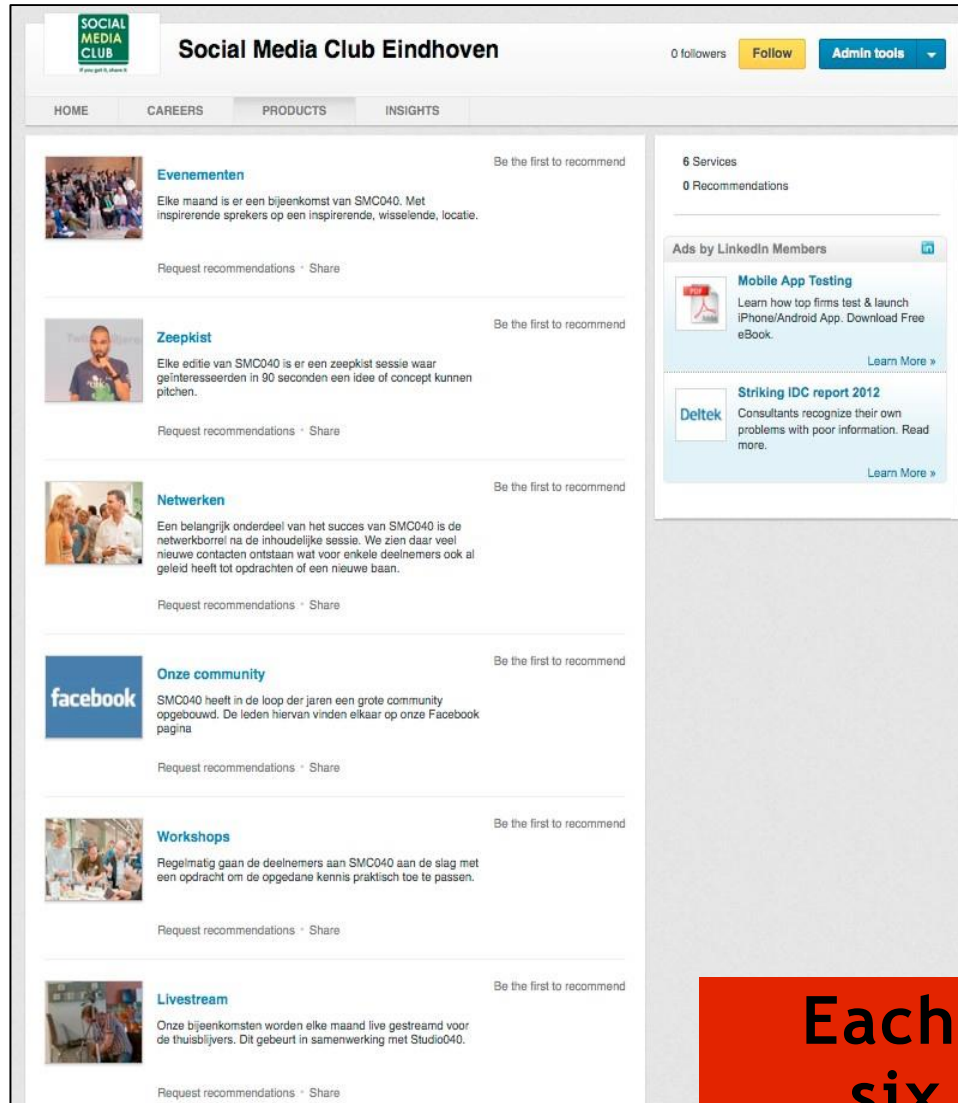
Admin tools ▾

- Edit
- Delete
- Add product or service**
- View follower insights
- View page insights
- Delete



Repeat for each product or service you would like to show

Products and Service done



SOCIAL MEDIA CLUB **Social Media Club Eindhoven** 0 followers [Follow](#) [Admin tools](#)

HOME CAREERS **PRODUCTS** INSIGHTS

Evenementen Be the first to recommend
Elke maand is er een bijeenkomst van SMC040. Met inspirerende sprekers op een inspirerende, wisselende, locatie.
Request recommendations · Share

Zeepkist Be the first to recommend
Elke editie van SMC040 is er een zeepkist sessie waar geïnteresseerden in 90 seconden een idee of concept kunnen pitchen.
Request recommendations · Share

Netwerken Be the first to recommend
Een belangrijk onderdeel van het succes van SMC040 is de netwerkborrel na de inhoudelijke sessie. We zien daar veel nieuwe contacten ontstaan wat voor enkele deelnemers ook al geleid heeft tot opdrachten of een nieuwe baan.
Request recommendations · Share

Onze community Be the first to recommend
SMC040 heeft in de loop der jaren een grote community opgebouwd. De leden hiervan vinden elkaar op onze Facebook pagina
Request recommendations · Share

Workshops Be the first to recommend
Regelmatig gaan de deelnemers aan SMC040 aan de slag met een opdracht om de opgedane kennis praktisch toe te passen.
Request recommendations · Share

Livestream Be the first to recommend
Onze bijeenkomsten worden elke maand live gestreamd voor de thuisblijvers. Dit gebeurt in samenwerking met Studio040.
Request recommendations · Share

6 Services
0 Recommendations

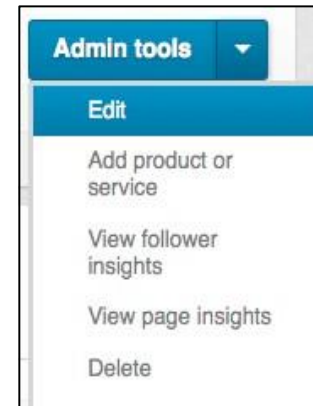
Ads by LinkedIn Members

Mobile App Testing
Learn how top firms test & launch iPhone/Android App. Download Free eBook.
[Learn More >](#)

Striking IDC report 2012
Consultants recognize their own problems with poor information. Read more.
[Learn More >](#)

Each page will show
six products or
services

Pimping your product and services landing page

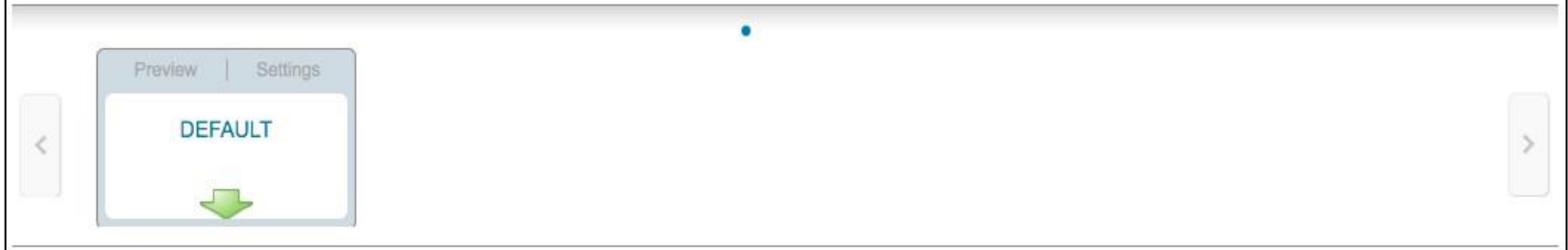


**5
actions**

Pimping 1/5

Step 1. Create multiple variations of this page

You can create versions of this page to be served to custom audiences based on their profile content. For example, you can create a version targeted to people in the United States, and a different version targeted to members in Canada. Once you have created a "default" version, create different versions by clicking "New Audience" below. Name your target, choose your targeting characteristics and click "Save and Exit" to edit your targeted page.



**You can create multiple versions later.
Let's first work on the default landing
page.**

Pimping 2/5

Step 2. Describe what your company offers.

In the first field add a title (ex: World Class Software Products). In the second field add an overview description about your company, products and services. The logo will be pulled automatically from your overview page if one exists.



Welkom bij Social Media Club Eindhoven

B *I* U | ☰ ☰

Social Media Club Eindhoven is een maandelijkse bijeenkomst waarbij kennis en ervaring bij de toepassing van social media wordt gedeeld. De bijeenkomsten zijn gratis toegankelijk voor iedereen en gaan op basis van inschrijving.

100 chars
chars
max

2,000 chars
chars
max

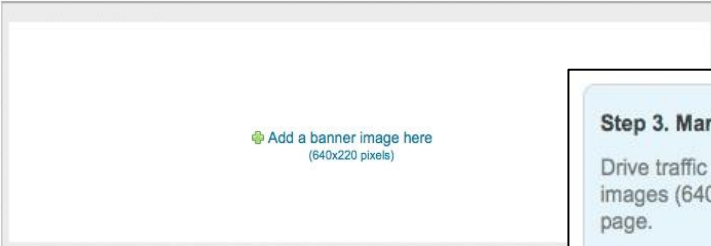
Pimping 3/5

Don't forget a URL

Step 3. Market and showcase your company with up to 3 images.

Drive traffic by adding URLs where you want people to go when they click your images. Add up to 3 images (640x220 pixels) and URLs below, and we will create a rotating spotlight module to display on your page.

Add your banner click-through URL here...


 Add a banner image here (640x220 pixels)

640x220 pixels

Step 3. Market and showcase your company with up to 3 images.

Drive traffic by adding URLs where you want people to go when they click your images. Add up to 3 images (640x220 pixels) and URLs below, and we will create a rotating spotlight module to display on your page.

<http://www.smc040.nl/het-team/>



Edit

Tip: press Publish after each banner you add. There's a little bug in LinkedIn that prevents adding more at once.

Pimping 4/5

Bijeenkomst SMC April 2012 - Martijn aslander



#SMC040 - April 2012 - Martijn Aslander

MEDIA CLUB
If you get it, share it

It's risky to be safe.

0:00:00 / 1:23:48

Add your YouTube video by pasting the YouTube Video URL into the box below

<http://www.youtube.com/watch?v=hgAZnuzFphM>

To spice up the landing page you can add an additional YouTube video.

People love video

Pimping 5/5

Step 4. Feature Specific Products or Services

Do you want to promote certain products or services above the others? Choose from the list below to feature up to 5 of your products above the others.

Belangrijkste zaken

Select a product or service that you would like to highlight

Evenementen ▾

Netwerken ▾

Workshops ▾

Zeepkist ▾

Livestream ▾

Onze community ▾

Disclaimer

B I U | ☰ ☰ ☰

Wij zijn niet aansprakelijk voor alle nieuwe ideeën die er ontstaan tijdens onze bijeenkomsten.

Now you can determine which products or services will be shown on the landing page and in which order



Optional

Final Stage

Find the corresponding
job/function



Co-founder [Edit](#)
SMC040
Nonprofit; 1-10 employees; Education Management industry
December 2009 – Present (2 years 11 months) | Eindhoven
Als oprichter en voorzitter van de Social Media Club eindhoven bepaal ik mee aan het them van de bijeenkomsten, regel ik de contacten met de sprekers en ben ik de dagvoorzitter.
This position is associated with:
• [2 Projects](#)
2 visible recommendations for this position [Manage](#)

Only two more
actions!

Final Stage

Edit Position

Company Name: **SMC040** [\[Change Company\]](#) | [\[Edit Display Name\]](#)
Nonprofit ; 1-10 employees ; Education Management

Title:

Location:

Start typing your Company name and it will show up in the results.

Edit Position

Company Name:

Title:  **Social Media Club Eindhoven**
Marketing and Advertising; 1-10 employees;


Location:

Time Period:

or Cancel

Final Stage

You're connected. Check it yourself with
View Profile!



Co-founder
Social Media Club Eindhoven 
Nonprofit; 1-10 employees; Marketing and Advertising
December 2009 – Present (2 years 11 months)

Als oprichter en voorzitter van de Social Media Club Eindhoven, regel ik de content van de bijeenkomsten, regel ik de content van de bijeenkomsten, regel ik de content van de bijeenkomsten.


This position is associated with:

- 2 Projects

Jan Willem has 2 recommendations (1st)

-  Ineke Hurkmans, Partner, Papil
-  Noud de Greef, Freelance consultant

Freelance consultant

Social Media Club Eindhoven 

SMC040 – languit Social Media Club Eindhoven, is een vrijwillig initiatief opgezet door J.W. Alphenaar en Yvonne van Bokhoven in december 2009. Maandelijks, elke laatste woensdag van de maand, ... [More »](#)

Co. Size: 1-10 employees
Website: <http://www.smc040.nl>
Industry: Marketing and Advertising


If you get it, share it

 Stop following

Linked



Marketing

Sponsored updates

- Raise brand awareness
- Build relationships
- Drive quality leads with Sponsored Updates.
- Extend your reach to the LinkedIn feed across web, mobile, and tablet.

Precision B2B targeting

- By job title and function
- By industry and company size
- By seniority
- By Demographics factors such as age and gender
- By Geographic region

Set your own budget

- Pay by clicks or impressions
- Stop your ads at any time
- No long-term contracts
- No commitments

Ad formats

- Text and image ads
- Video ads
- Text only ads

- LinkedIn Displays your ads at **different rates during the day** depending on when LinkedIn users are active on the website.
- For example, 50% of your budget might be spent in the morning, 30% in the afternoon, and 20% overnight.
- Once your Daily Budget is reached, your ads will stop showing for that day.
- Also, note that since **most people visit LinkedIn on weekdays**, you're more likely to spend your Daily Budget during the week than over the weekend.

. Text and

Im



Why Hire a VP of Marketing?
When you can rent one...*Fast.*

- C-level Marketing Executives
- Rent One, Get Access to All

LEARN MORE ►  Chief Outsiders

. Video Ads

. Text ads only

Ads You May Be Interested In



Study Global Security
Earn your MA in International Relations online from American University.


Get a better bottom line.

DoubleClick Search means more conversions with less work. Watch the video.




Chromebook For Students.

Simple, fast, and secure. Everything a student needs in a laptop.



Mercedes-Benz USA · Sponsored

The 2014 E-Class sets a new standard for excellence in its segment. Thoroughly reimagined, the E-Class is offered in a range of models including the quickest production sedan in the world. See what sets the 2014 E-Class apart: <http://lnkd.in/npRiTV>



2014 E-Class Overview -- Mercedes-Benz

youtube.com · Each iteration of E-Class is immediately tasked with raising the bar for both innovation and luxury, a lofty goal considering the vehicle that previously raised it: the preceding E-Class. And with its sharp lines, new cabin and...

✦ Follow Mercedes-Benz USA · Like (1,105) · Comment (248) · Share · 1mth ago

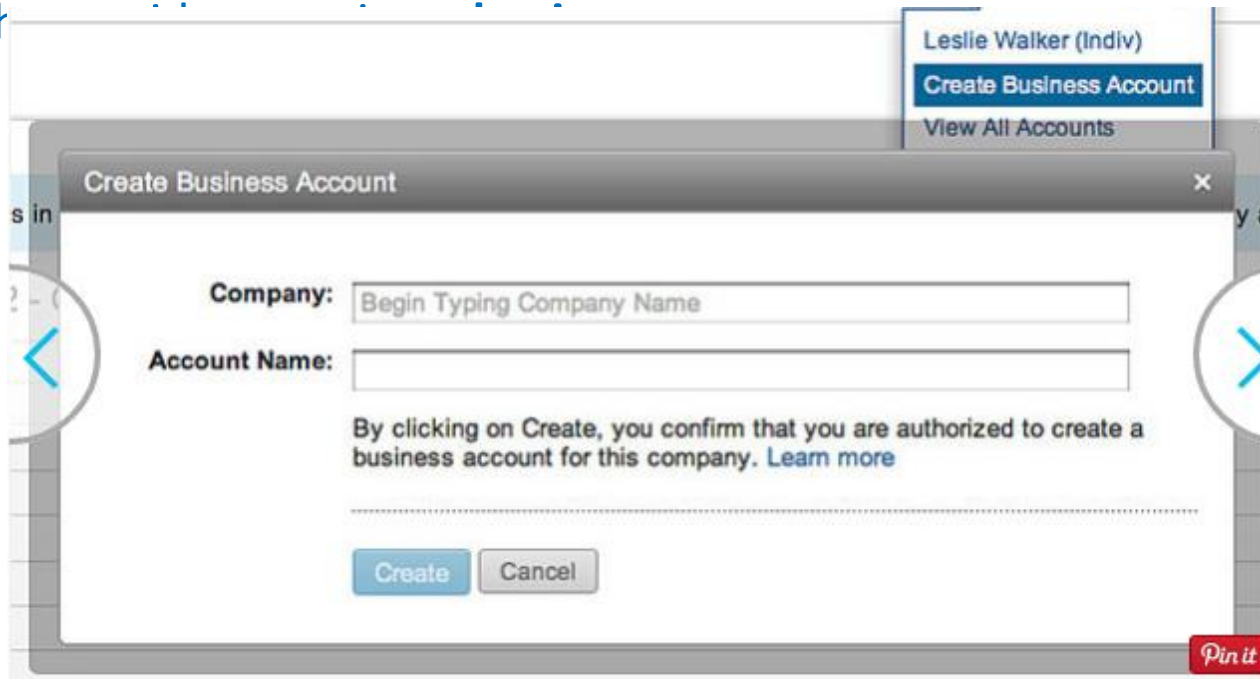
Structure of Ad



Ads account

You'll need a LinkedIn account to create an ad. But what type of account? If you use your standard personal account to create your ads, you won't be able to easily share the click-through data, billing or management tools with any of your colleagues.

So if you're planning to do advertising related to a company, you might



The image shows a screenshot of a LinkedIn interface. At the top right, a dropdown menu is open for the user 'Leslie Walker (Indiv)', showing options: 'Create Business Account' (highlighted in blue), and 'View All Accounts'. Below this, a modal dialog box titled 'Create Business Account' is displayed. The dialog has a close button (X) in the top right corner. It contains two input fields: 'Company:' with a placeholder 'Begin Typing Company Name' and 'Account Name:'. Below the fields is a confirmation message: 'By clicking on Create, you confirm that you are authorized to create a business account for this company. [Learn more](#)'. At the bottom of the dialog are two buttons: 'Create' (in blue) and 'Cancel' (in grey). A red 'Pin it' button is visible in the bottom right corner of the dialog's frame.

How to Create and Place Ads

Name your Ad Campaign: This name is internal and not seen by the public, so it can be whatever you like. Its purpose is to let you group a bunch of ads into one setting, up to 15 per campaign. So try to describe the purpose of each ad cluster when you create your ad campaign name.

Example: Mobile application development, Cloud storage, Big data, etc.

Ad Text, Title and Photo: Similar to Google AdWords, you write two lines of text (up to 75 characters) and a title (up to 25 characters.) Unlike AdWords, you can ad an image, a square measuring 50 pixels by 50 pixels.

Title: 25 characters

Text: 75 characters

Square image:50 X 50 pixel

Once you create a business ad account, you'll be able to add other people to the "business" side of your LinkedIn account and assign them appropriate roles, Like

- **Admin** or a **standard**: role that allows the person to create and edit ad campaigns
- **Viewer**: role allowing people to view your ad metrics but not create or edit ads
- **billing contact**: who can change billing info for the account
- **campaign contact**: who receives emails about the ads.

Destination URL: This is where people will go when they click on your ad. It can be a special landing page on your company's website or to one of your social media pages if you're trying to build followers or likes.



Need a Corporate Caterer?

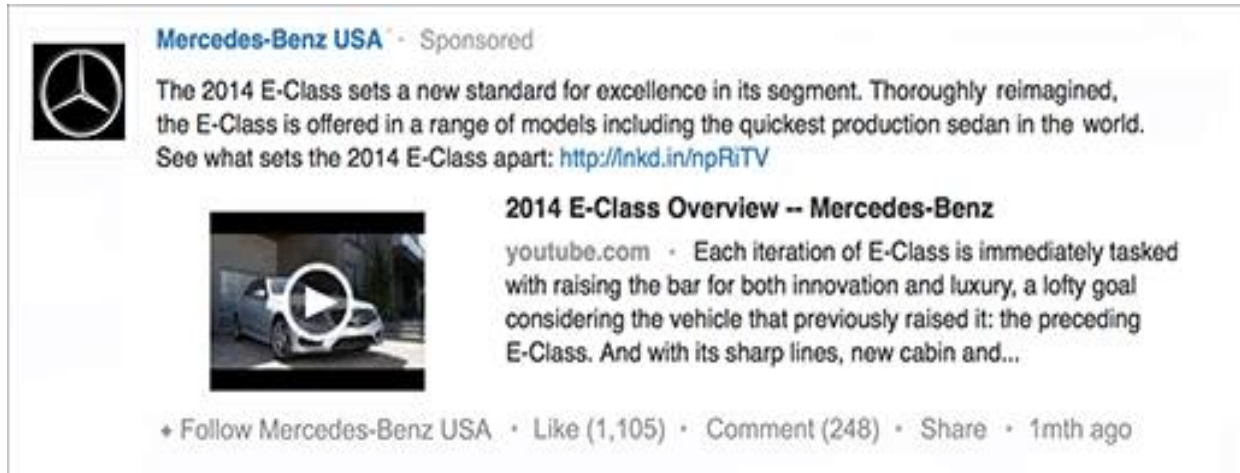
Gourmet catering for private parties.
Affordable prices. Get a free quote.


www.TastyCorpCatering.com

**Destination
URL**


Choose Your Ad Audience: Finally, you'll choose whom you want to see your ads. such as people with a specific job title or job function, or those who live in a certain geographic region. Ads can also be targeted based on company name or size and demographic factors such as age and gender.

- Another option is outside of the network, through the "**LinkedIn Audience Network**," a collection of media websites that includes big-name news websites.
- There's also an option to create LinkedIn video ads, which allows you to incorporate a **YouTube video into your ad**.



 **Mercedes-Benz USA** · Sponsored

The 2014 E-Class sets a new standard for excellence in its segment. Thoroughly reimagined, the E-Class is offered in a range of models including the quickest production sedan in the world. See what sets the 2014 E-Class apart: <http://lnkd.in/npRiTV>

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+ Follow Mercedes-Benz USA · Like (1,105) · Comment (248) · Share · 1mth ago

Pricing strategy

- Cost per click / click throughs (CPC)
- Impressions (CPM)

- Some businesses use click-throughs initially to test the effectiveness of particular ads, and then switch to impression-based pricing once they've found that an ad is working and getting a decent amount of clicks.
- Daily total budget must be at least \$10 a day.
- If you choose impression-based pricing, the cost will be a fixed amount per 1,000 showings of your ads.

- In both cases, actual pricing will vary based on how many other companies are competing at the same time.
- LinkedIn will show you estimates based on current market conditions, and also show you detailed actual pricing once your ad goes live.

- **Minimum Costs:**
 - There's a \$5 startup fee incurred only once. After that, the minimums are \$10 a day for cost-per-click ads, and \$2 per click on each ad, or \$2-per-thousand impressions.
- Min amount per day: **10\$** (for cost per click ads)
- Per click on each ad: **2\$**
- Per thousand impressions: **2\$**

Estimated price

- Estimated cost per click per day (**cpc ads**) : $10 \text{ clicks} \times 2\$ = 20 \$ / \text{day}$
- Estimated cost per impressions per day (**CPM ads**): $10,000 \text{ impressions} \times 2\$ = 20 \$ / \text{day}$
- If ads runs twice in a week: $2 \times 20\$ = 40\$ / \text{week}$
- (4 weeks = month) $4 \times 40 \$ = 160 \$ / \text{month}$
- (12 months = year) $12 \times 160 \$ = 1920 \$ / \text{year}$ (1,15,200 Rs/-)

LinkedIn Display Ads

*This ads run under only media buying campaigns under hea
Growing your sales pipeline starts with finding and engaging right
prospects, wherever they are online: whether it's on LinkedIn,
premium business sites or ad exchanges*

Link: <http://marketing.linkedin.com/>

- *Standard Display*
- *Spotlight Ads*
- *Follow Company Ads*
- *Network Display*

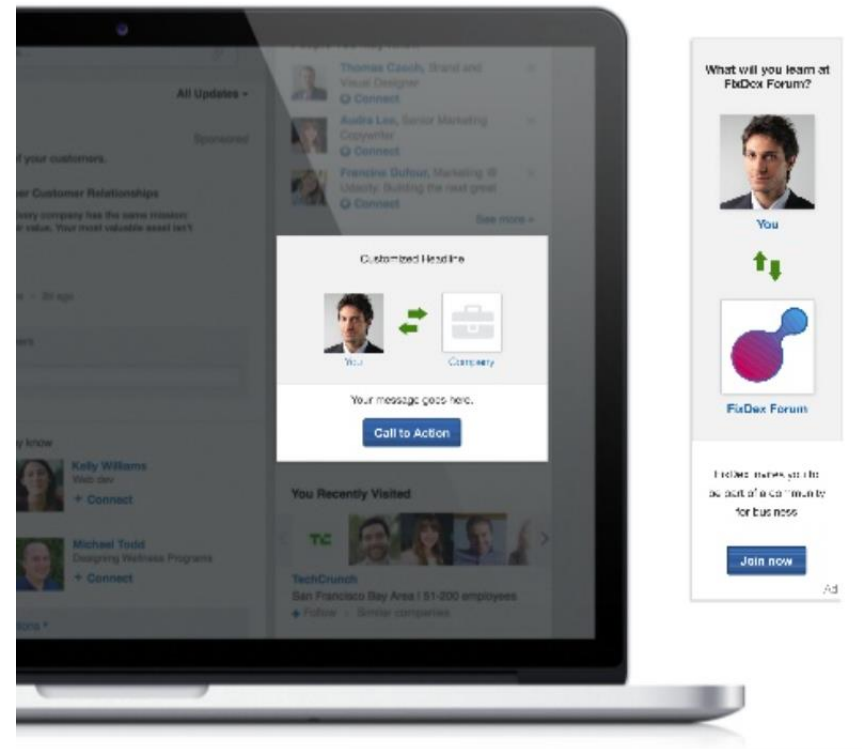
Standard Display

- Standard Display ads run 300×250 or 160×600 and have options for text links and expandable units. Advertisers can make these ads engaging with rich media and interactive in-ad content.



Spotlight Ads

- These native ads are also sized 300×250 or 160×600. Spotlight ads have a 50% higher CTR than standard display because they use a member's profile photo alongside a chosen or tailored image, call to action, and headline.



Follow Company Ads

- If your company page needs to gain followers, Follow Company Ads are the best option for advertising on LinkedIn. These ads also use LinkedIn profile photos but include a one-click follow option.



Network Display

Network Display Ads can reach targeted professionals on prominent publisher sites including ABC, CNN, and Mashable. This native ad format also has options for rich media and targets according to user profiles.

Tips for Using LinkedIn Display Ads

- Running Network Display and Sponsored Updates simultaneously produces stronger results
- Create 3-4 different versions of your ad and see which have the highest performance
 - If your ad is not performing well, redo the copy-Even a small wording change can make a significant difference
 - Wait 4 weeks before changing the creative but adjust this timeline depending on audience size-If you have a small audience then your ad could culminate faster
- Phrase your ad copy as a question
- Always cater the creative message to your target market