



The latest on Leveraging LinkedIn

presented by Kate Paine

Burlington Social Media Day 2014
#btvsmdl4

Social Media

**Business!
Business!
Business!**

Professional
Networking



[gplus.to/MarketingPartnersVt](https://plus.google.com/MarketingPartnersVt)



[linkedin.com/company/marketing-partners-inc.](https://www.linkedin.com/company/marketing-partners-inc.)



@ChangeConvos



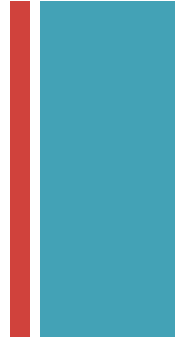
[facebook.com/Marketing.PartnersVt](https://www.facebook.com/Marketing.PartnersVt)




MARKETING
PARTNERS



Overview



- Why LinkedIn?
- Your Profile: resume, skills, privacy, apps
- Business Pages
- Groups
- Ask & Answer Questions
- Resources



“Tools like LinkedIn and Twitter are of rapidly increasing importance. But that’s all they are – tools. If you don’t have the mindset to build relationships, then you’re not ready for the tools.”

- Keith Ferrazzi, author of “Never Eat Alone”

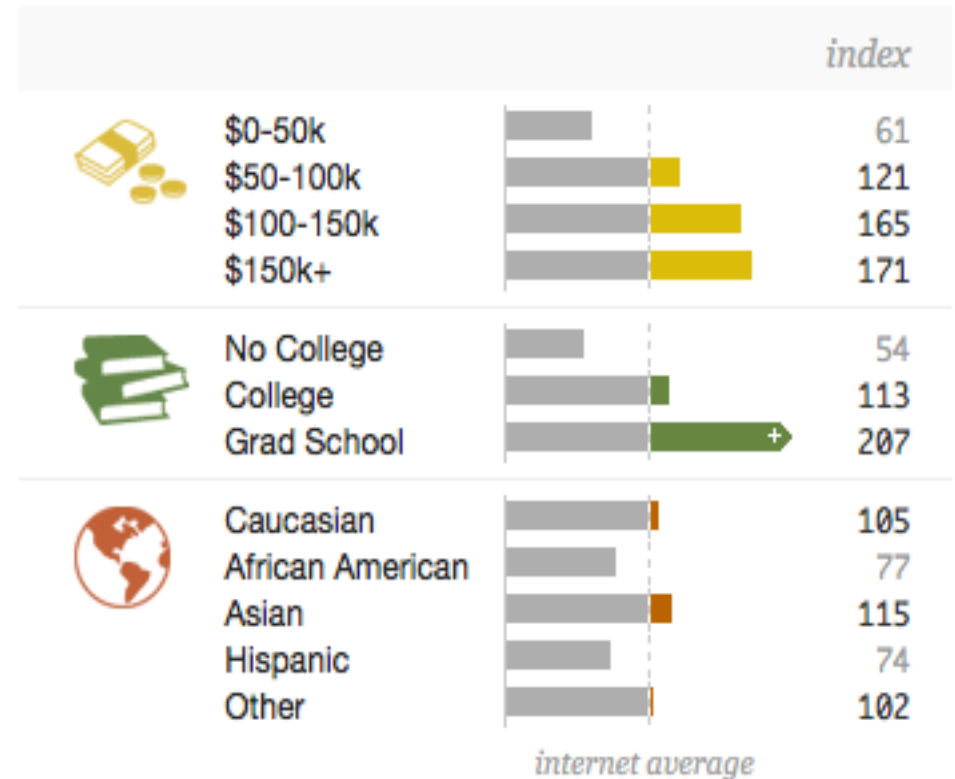
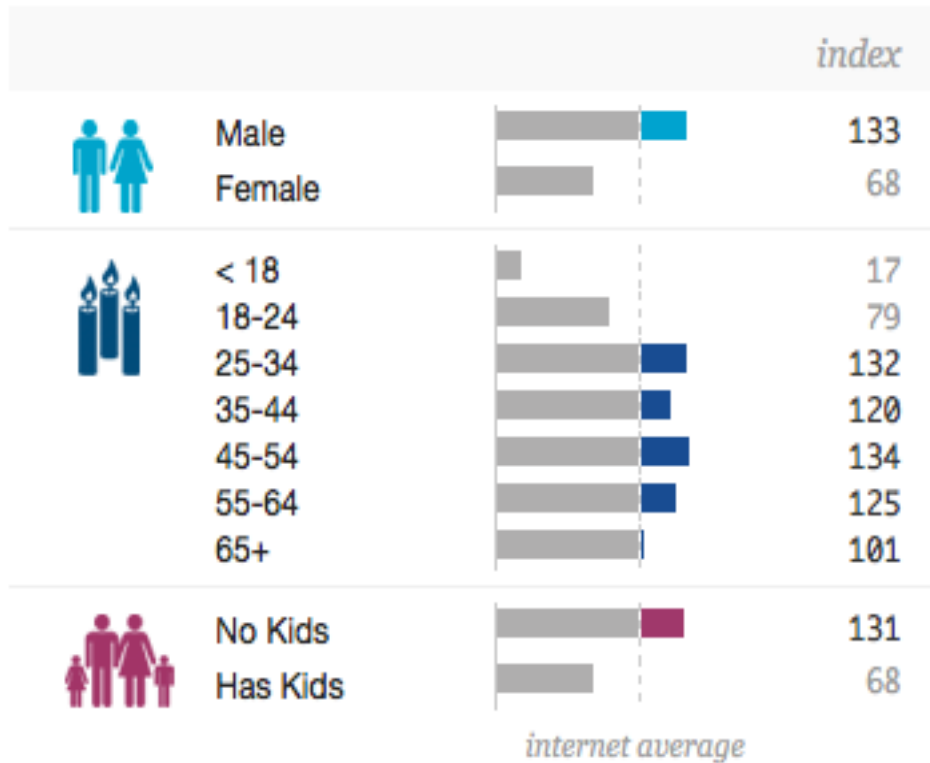


LinkedIn's Mission:

**To connect the world's
professionals to make them
more productive and
successful.**

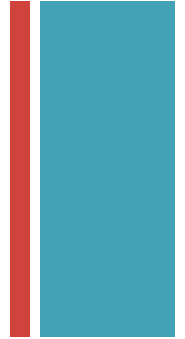


238,000,000+ Registered Members in over 200 countries!



Courtesy: socialemediarecruitment.nl/

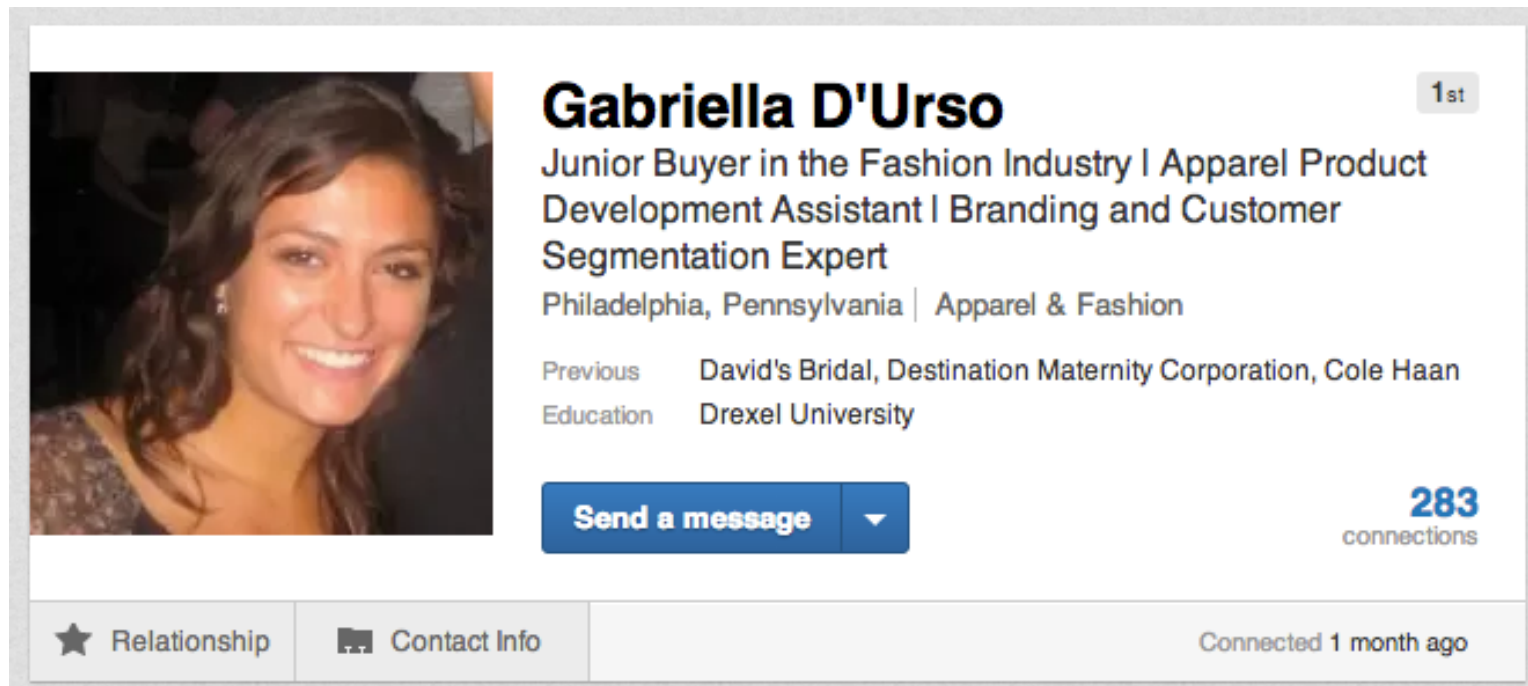
+ Profile Tips



- MUST have a professional photo!
- Your headline – in other words: “What you do for a living.” You have 120 characters – use them wisely.
- Create keywords describing what you do vs. posting your job title. LinkedIn uses search engine features to find keywords. Use the “|” separator bar (pipe) between the keywords.
- Place keywords in your headline that will resonate with your target audience.
- Create a custom URL.



LinkedIn Profile – Headline Sample



A screenshot of a LinkedIn profile for Gabriella D'Urso. The profile includes a profile picture of a smiling woman with dark, wavy hair. To the right of the picture is the name 'Gabriella D'Urso' with a '1st' badge. Below the name is the headline: 'Junior Buyer in the Fashion Industry | Apparel Product Development Assistant | Branding and Customer Segmentation Expert'. Under the headline is the location 'Philadelphia, Pennsylvania | Apparel & Fashion'. Below that are two lines of text: 'Previous David's Bridal, Destination Maternity Corporation, Cole Haan' and 'Education Drexel University'. A blue button labeled 'Send a message' with a dropdown arrow is positioned below the education section. To the right of the button is the text '283 connections'. At the bottom of the profile card are three tabs: 'Relationship' (with a star icon), 'Contact Info' (with a building icon), and 'Connected 1 month ago'.

Gabriella D'Urso 1st

Junior Buyer in the Fashion Industry | Apparel Product Development Assistant | Branding and Customer Segmentation Expert

Philadelphia, Pennsylvania | Apparel & Fashion

Previous David's Bridal, Destination Maternity Corporation, Cole Haan

Education Drexel University

[Send a message](#)

283 connections

★ Relationship 🏢 Contact Info Connected 1 month ago



Kate (Haslam) Paine

Vermont Public Relations & Social Media Strategist |
Communications Planning | Public Speaker

Burlington, Vermont Area | Public Relations and Communications

Current Marketing Partners, Inc.

Previous Kate Paine Associates, Vermont Community Loan Fund,
Cabot Creamery Cooperative


Education School of Visual Arts

Edit Profile



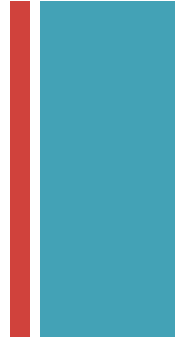
500+
connections

 www.linkedin.com/in/katepaine/

 Contact Info

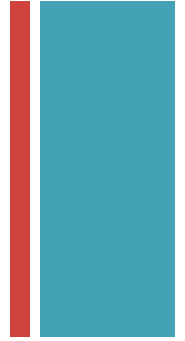
 www.linkedin.com/in/katepaine/

+ A robust LinkedIn profile are ALL of these:



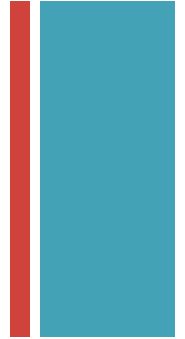
- Cover Letter
- Resume
- References (NOT endorsements) document
- Database of your contacts throughout your life
- Updates on current projects and career activity
- A place where you can learn, share and interact in a professional manner.

+ Personal Branding



- Establish your brand (your identity, what makes you unique).
- Know what your key messages are and communicate frequently and concisely.
- This is critical to how your audience and market perceive you.
- Affects how you find the right jobs, customers, and ability to attract talent and more.
- If you enjoy writing – all the more reason to start or enhance your business blog and post it regularly on LinkedIn.

+ 3 Ways to Enhance Your LinkedIn Summary



- A compelling statement of your distinctive value. What makes you or your product unique. Your niche.
- A backstory that explains how you became to be so good at what you do.
- State the impact you want your work to have for a client or employer.

+ LinkedIn Summary Example

Background



Summary

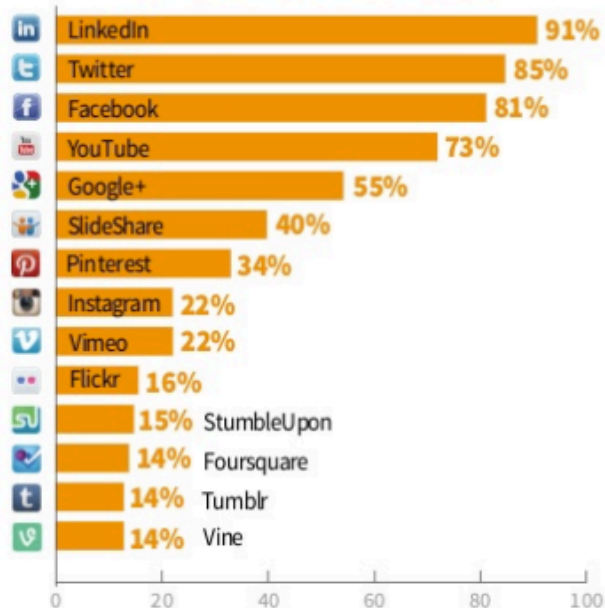
Marketing and Public Relations professional with 20+ years experience in multiple industries (e.g. Non-Profit, State Government, Higher Education).

- Pitching stories to media and finding creative angles.
- Use of social media to engage targeted audiences.
- Public speaker/presenter. Comfortable with media, conference presentations and facilitation.
- Working relationships with the executive and legislative branch of Vermont state government and members of Vermont's U.S. Congressional delegation.
- Avid networker among Vermont business associations and community events.

SOCIAL MEDIA USAGE

B2B marketers are using social media more frequently than last year.

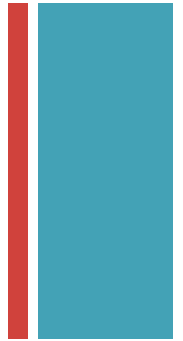
Percentage of B2B Marketers Who Use Various Social Media Sites to Distribute Content



2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

- ▶ B2B content marketers use an average of 6 social media platforms, up from 5 last year.
- ▶ B2B content marketers are using every social media platform listed here more often than they did last year.
- ▶ Social media platforms that had the biggest increase in use from last year to this year are SlideShare, Google+, and Instagram.

+ Your Company Page



- Must own a personal LinkedIn profile set up with your true first, last name.
- Quality images that welcome visitors and showcase your brand.
- Rich, authentic and relevant content.
- Compelling status updates with calls to action (e.g., visit your website, download a white paper, etc.).
- Gather recommendations from industry colleagues or clients – but not too many!
- Showcase your brand and engage with your audience in a significant way.
- Display groups to which your business belongs to attract a larger audience and extend your network.



Vermont Public Radio

494 followers

✓ Following

Home

VPR

Listener-supported Vermont Public Radio has been serving the people of Vermont and the surrounding region since 1977. As Vermont's only statewide public radio network, VPR is a trusted and independent source for news, music, conversation and much more. For more information about VPR and VPR Classical, a list of frequencies and streaming audio from all of VPR's services, visit www.vpr.net.

Specialties

news, music, classical, culture, arts

Website

<http://www.vpr.net>

Industry

Broadcast Media

Type

Nonprofit

Headquarters

365 Troy Avenue Colchester, VT
05446 United States

Company Size

11-50 employees

Founded

1977

How You're Connected



9 first-degree connections

53 second-degree connections

67 Employees on LinkedIn

[See all](#) ▶

Feature Highlight

FREE

Get a **free** month of LinkedIn Sales Navigator and try:

Lead Recommendations

Get recommendations on influencers and decision makers of your target accounts.

[Upgrade Free](#)



Seventh Generation

3,814 followers

✓ Following

Home

Careers



Seventh Generation is committed to being the most trusted brand of household and personal-care products for your living home. Its products are healthy and safe for the air, the surfaces, the fabrics,... [see more](#)

Recent Updates

Seventh Generation Did you know that today is "National Take Your Dog to Work" day? Here at Seventh Generation we are fortunate enough to be able to bring our furry friends to work with us everyday! To celebrate, we hosted a doggie photo shoot and smart pet contest.... [more](#)



How You're Connected



2 first-degree connections
121 second-degree connections
172 Employees on LinkedIn

[See all ▶](#)

Careers



Interested in Seventh Generation?

Learn about our company and culture.

3 jobs posted

[Learn more ▶](#)

Ads By LinkedIn Members



Attention Publishers!

Target and acquire new customers with Media Prowler marketing services

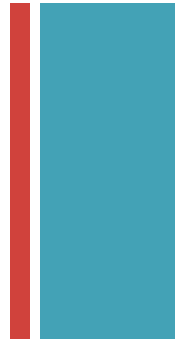
[Learn More »](#)



Choosing an SFM platform?



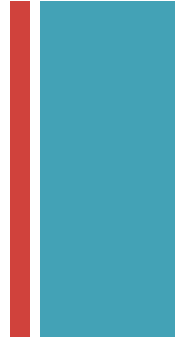
Showcase Services and Products



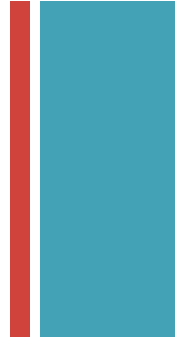
- Customize your offerings to bring more followers to your company page. Members' geography or industry are two examples.
- Provide client case studies, white papers, E-books or other helpful content.
- Post videos or link to your YouTube channel if you have one.
 - Product demos are great
 - Customer testimonials
 - Interesting narrative about the service and value you provide



The LinkedIn Marketing System

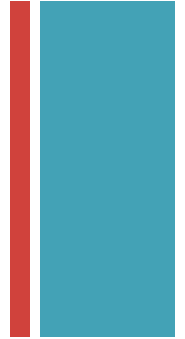


+ Join the Community with Groups

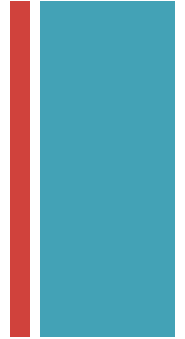


- LinkedIn groups provide a place for professionals in the same industry (or interests) to share content, make contacts and establish yourself as an expert in your field.
- Be careful on selecting a group and screen it before joining. A moderated group is favorable. Does the leader of the group have a professional certification? If you join, is it a good place where you can be seen as an expert?
- Groups offer: viral distribution capabilities, email messaging platform, associations (your local Chamber or business association), and trade groups.

+ Recruitment



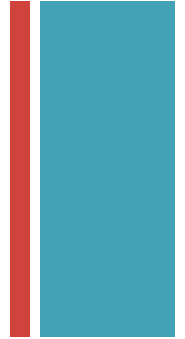
- LinkedIn is the go to tool for recruiters.
- LinkedIn is seen as a *resume alternative*.
- Think of LinkedIn as a virtual Rolodex providing recruiters to over 150 million professionals worldwide.
- Including your photo, recent work history, recommendations and special skills increases placement in LinkedIn's search.
- Posting updates and keeping your profile current keeps you engaged and looks good to recruiters or potential clients.
- You are creating a solid, professional online footprint.



Leveraging LinkedIn

Questions and Answers

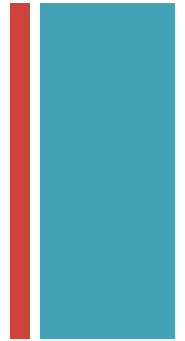
+ Resources



- Download presentation: marketing-partners.com/presentations
- [How to Generate Sales Leads and Customers from your Blog](http://conversations.marketing-partners.com/2013/01/how-to-generate-sales-leads-and-customers-from-your-blog/)
(Marketing Partners Blog)
<http://conversations.marketing-partners.com/2013/01/how-to-generate-sales-leads-and-customers-from-your-blog/>
- About Company Page Set-Up:
https://help.linkedin.com/app/answers/detail/a_id/710/kw/company+page+set+up
- Why Create a Company Page:
<http://www.marketing.linkedin.com/company-pages/>



Thank You!



To reach Kate Paine:

kpaine@marketing-partners.com

802-864-6710

www.marketing-partners.com

Marketing Partners Office: 176 Battery St., Burlington, VT

