

Set Goals, Manage Groups, and Advertise on LinkedIn to Enhance Social Marketing

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You can use **LinkedIn** for targeted account marketing and to improve your company's organic search rankings, get and give professional advice, build your personal network, find a job yourself or find new employees. After all that's said and done, you'll be able to optimize and run your LinkedIn Company page in less than 15 minutes a day.

With over 260 million members in over 200 countries and territories, LinkedIn is a must for everyone from entrepreneurs to small, middle and large companies worldwide. It's the most popular social network for professionals and one of the top social media networks overall.

LinkedIn is available in 20 languages, and Quantcast reports that the network has 65.6 million monthly unique U.S. visitors and 184 million globally.

Whether you are a salesperson, middle or top management, consultant, professional, micro-business, software developer, ad/PR agency, freelance copywriter/graphic artist, one-person home-based business, building your company page can help your business and brand grow dramatically.

In an internal market research study of a client's customer base, we found that traffic from LinkedIn generated the highest visitor-to-lead

conversion rate at 2.74 percent, almost 3 times higher than both **Twitter** and **Facebook**.

"LinkedIn is an excellent tool for business and personal networking, but you have to use it to get results," says Andrew Wood, best-selling author of 20 books in sales and marketing including *Cunningly Clever Selling* (Select Press) and *Cunningly Clever Marketing* (Select Press).

Getting Started

Your company can build a profile on LinkedIn to showcase your products, services, upcoming events, blog posts, awards/Hall of Fames, networks for employee and status updates. But you will need to build your profile.

Like Facebook, **Google+** and Twitter, users on LinkedIn can follow your profile to discover more about you, your products/services and company and/or organization. Posting jobs on LinkedIn makes it a great place for recruiting top candidates too. Getting started on creating your LinkedIn page is as easy as following these simple guidelines:

- **Let your products talk for you.** The new products page allows you to assign members of your organization to different product offerings so prospects know exactly who to get in touch with. This is a great way to start conversations between top prospects and product managers, sales and support staff within your organization.
- **Create irresistible offers.** The Products and Services page now has a Promo box. What do you put in there? You can drop in contests,

Manage Your LinkedIn Company Page in 15 Minutes a Day

Managing, optimizing and maintaining your LinkedIn Company Page can be achieved by spending just 15 minutes on it per day. Unlike posting on Twitter and updating your posts and reading several streams to monitor multiple conversations in order to respond in a timely manner, with LinkedIn you can post just once a day on your home page.

Don't post more than two to three times in a given day since you are talking to business people where time is of the essence. Limit your posts to useful information and valuable knowledge that your target audience will thank you for sharing. That way, your posts will have that much more impact.

If you post at the same time during each day, your followers will anticipate your sharing valuable content, and they will be on the lookout for your posts. Make sure each post you write has compelling copy to attract, educate and entertain.

No one likes to read multiple boring posts chock full of useless content. If your followers can say "so what" or "who cares" to your post, why post it to begin with?

Spending 15 minutes daily responding to posts, monitoring what people have to say, dealing with negative comments, creating new posts, and checking your statistics and data should be sufficient.

prizes, games, coupons and gift certificates with a deadline, and you can offer daily, weekly and monthly discounts, too.

- **Give and receive recommendations.** After creating your Products and Services page, begin using recommendations. Ask your present and past customers and employees to recommend your products and services to their associates, vendors, friends and affiliate networks.
- **Attract, educate and entertain using videos.** Start posting your compelling videos directly to LinkedIn on your Products and Services page. To enhance your worth and visibility, place them by the product descriptions.

Using Shared Connections

Using LinkedIn introductions as a form of target account marketing helps you identify potential clients. By asking your own contacts/vendors/present clients to refer your page, you'll get higher engagement from your followers and group members.

LinkedIn helps you connect to a larger network of people using your own connections. You get to see the degrees of separation between you and other LinkedIn users and, by introductions, LinkedIn lets you connect with those outside

of your direct network. Make it a point to build three new connections per day to create a large and targeted list of prospects in your area. If you don't know the contact directly, you can always ask an existing contact to introduce you.

Lend a helping hand to others. The best way to network is to help others succeed in their businesses or careers. Using LinkedIn, you get to promote them, link to them, connect with them, recommend them, answer their questions, give some free advice to newbies and in general be a good business ally. Offer this service to your associates, acquaintances, suppliers, members and clients.

List Your Company Assets—LinkedIn Groups

Describe its major benefits and what your specialties are, and then create a LinkedIn Group highlighting that expertise.

The LinkedIn Groups feature is one avenue to demonstrate your leadership ability around a core topic. You'll learn inside information about your customers and new potential customers. If you can, you want to ask customers to use this as a forum for engagement or have a volunteer monitor your group. The volunteer should keep the content interesting and flowing by posting

21+ Add-Ons for Your LinkedIn Page

Here are 21 add-ons/ideas and items to get you started in building your page quickly with fresh, compelling content before you begin promoting it:

1. New employees, bios, titles, raises, promotion or hiring announcements
2. New contracts/projects
3. Events such as open houses and classes you're teaching
4. Press releases from all online and offline media
5. A step-by-step guide on how to use your newest product/service or brand
6. A community award, honor, or accolade you accepted
7. A new or newly revised book/edition
8. A new or newly revised e-book
9. Your latest DVD or available free and paid downloads
10. Current video on YouTube/your own channel
11. Your latest research
12. Data or new findings in your white paper
13. A brand new certification, job, assignment or project
14. Latest free offer on your website
15. "Who's Who" or industry induction into a Hall of Fame
16. New client or contract you just landed
17. News on your upcoming speaking event
18. Charitable fund-raising events, donations
19. A visit by a celebrity or guest
20. Your participation (judge, presenter, panel discussion leader/coordinator, photographer) in a trade show, conference or convention
21. New membership in a local BBB, non-profit organization, trade group, professional association and chamber of commerce

engaging conversation and responses.

B2B firms looking to locate potential customers often visit targeted LinkedIn Groups. After making a list of keywords relating to your tar-

geted prospects/customers/clients or industries, do a search for all LinkedIn Groups related to that keywords list.

After locating your targeted groups, engage in some meaningful dialogue. Ask pertinent questions while networking and you'll make good connections.

Advertising on LinkedIn

Let's face it. You promote tweets on Twitter. You position Facebook ads on key pages and groups. The value behind LinkedIn advertising is you can really target your appeals/products/services to a professional and business audience that is more in tune to your offer based on selecting valuable demographic information. LinkedIn ads work like PPC. Each LinkedIn profile has a wealth of information including specific job titles, role or function, company size, work experience, projects and testimonials, and you can use that information to target any segment that matches your customer list. When advertising on LinkedIn, be sure to:

- **Target the right audience.** Use direct response ad copy that demands getting immediate response/results. When creating benefit copy for each ad on LinkedIn, you'll need to select your demographics based on a variety of criteria—role, title, industry, geography, company size. Choosing copy from your keyword list will increase your credibility and build your brand. Your ad copy aimed at a chiropractor will be different than an ad copy aimed towards a CEO prospect or non-profit association.
- **Attract new clients and customers.** If you're advertising to attract new clients who will pay you thousands of dollars, then LinkedIn advertising is a great low-cost way to advertise. If you're selling a product or service that's under \$100, then this may be way too expensive in relation to the cost of customer acquisition.