

How to Use LinkedIn Better to Market Your Services and Expand Your Brand's Audience



with

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Help or Hurt?



The buyer's journey has changed



CEB Challenger Study 2011-2012

Electronics
< Television & Video
< Televisions
LED & LCD TVs

Refine by

Amazon Prime



TV Display Size

- ☐ 32 Inches & Under (25)
- ☐ 33 to 43 Inches (33)
- ☐ 44 to 49 Inches (28)
- ☐ 50 to 59 Inches (71)
- ☐ 60 to 69 Inches (10)
- ☐ 70 Inches & Up (7)

Television Resolution

- ☐ 4K Ultra HD (17)
- ☐ 1080p (136)
- ☐ 1080i (2)
- ☐ 760p
- ☐ 760i
- ☐ 720p (13)
- ☐ 720i
- ☐ 480p
- ☐ 480i

TV Display Size: [32 Inches & Under](#) | [33 to 43 Inches](#) | [44 to 49 Inches](#) | [50 to 59 Inches](#) | [60 to 69 Inches](#) | [See more](#)



See Color & Style Options

**VIZIO E50-C1 50-Inch 1080p
Smart LED HDTV**
by VIZIO

\$528.00 ~~\$529.99~~ Prime
Get it by **Tuesday, Oct 13**

More Buying Choices
\$528.00 new (27 offers)
\$479.99 used (3 offers)

Prime Members Save an Additional \$30
[See Details](#)

★★★★★ 1,401



See Size Options

**TCL 32D2700 32-Inch 720p 60Hz
LED TV (2015 Model)**
by TCL

\$158.88 ~~\$229.99~~ Prime
Get it by **Tuesday, Oct 13**

More Buying Choices
\$158.88 new (36 offers)
\$159.72 used (1 offer)

★★★★★ 64



See Size Options

**VIZIO E500i-B1 50-Inch 1080p
Smart LED HDTV**
by VIZIO

\$528.99 new (3 offers)
\$474.99 used (3 offers)

[See newer version](#)
★★★★★ 1,937



★★★★★ 2,401

Prime Members Save an Additional \$30
[See Details](#)



★★★★★ 64



Sponsored



Samsung UN78JU7500 Curved 78-Inch 4K UHD Smart TV
\$5,497.99 ~~\$5,999.99~~

★★★★★ (85)

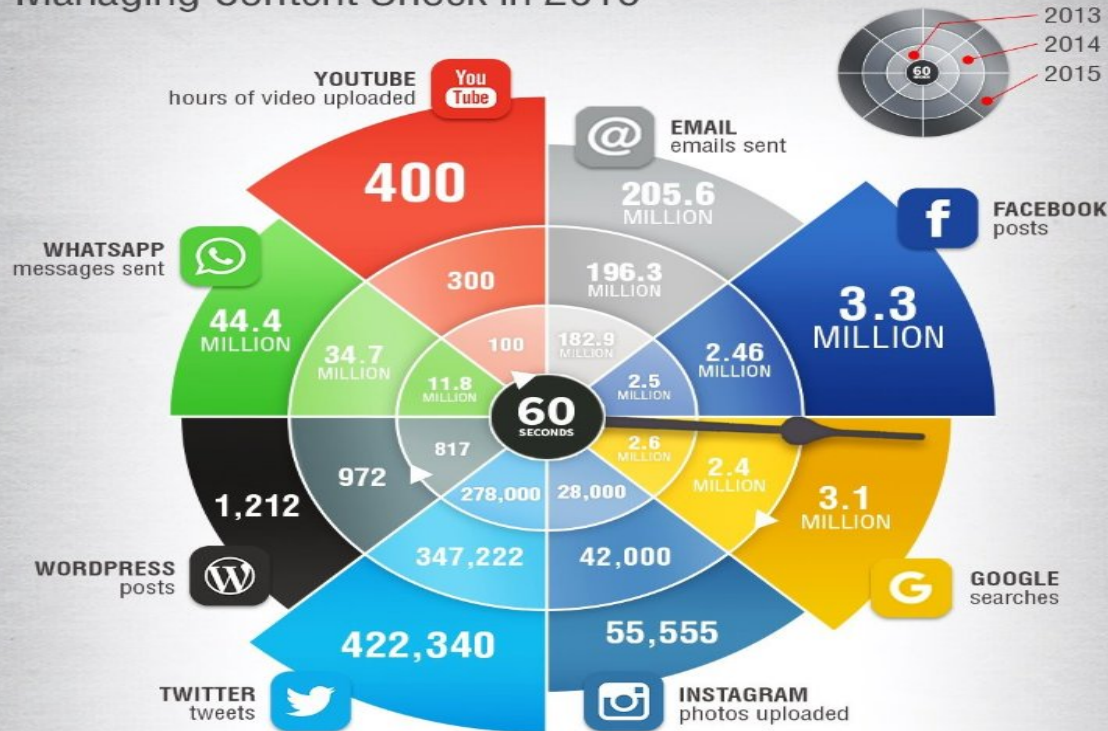


LG Electronics 60UB8200 60-Inch 4K UHD Smart TV
\$1,393.45 ~~\$2,899.99~~ Prime

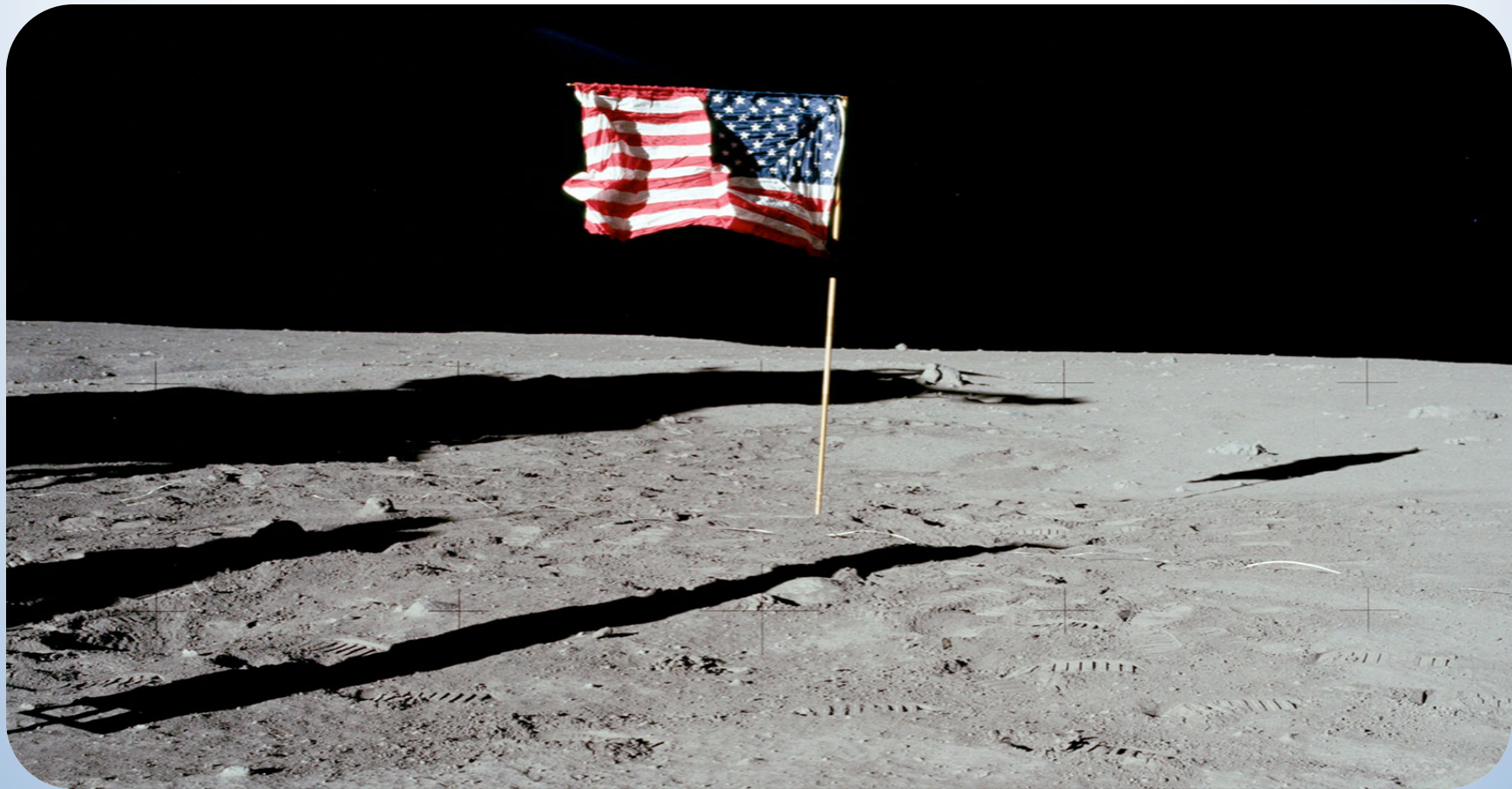
★★★★★ (214)

What Happens Online in 60 Seconds?

Managing Content Shock in 2016



1. Plant a Flag



Write this down

1. What is my business goal?
2. Who is my most important audience?
3. How do I want them to see me?

First Impressions

Would you want to do business with yourself?



1st

Chuck Headley, CRPC Vice President - Wealth Management

Investment and Retirement Planning Financial Advisor for Individuals and Families.

CUNA Mutual Group / CUNA Brokerage Services Inc. • Westminster College (PA)

Greater Pittsburgh Area • 204

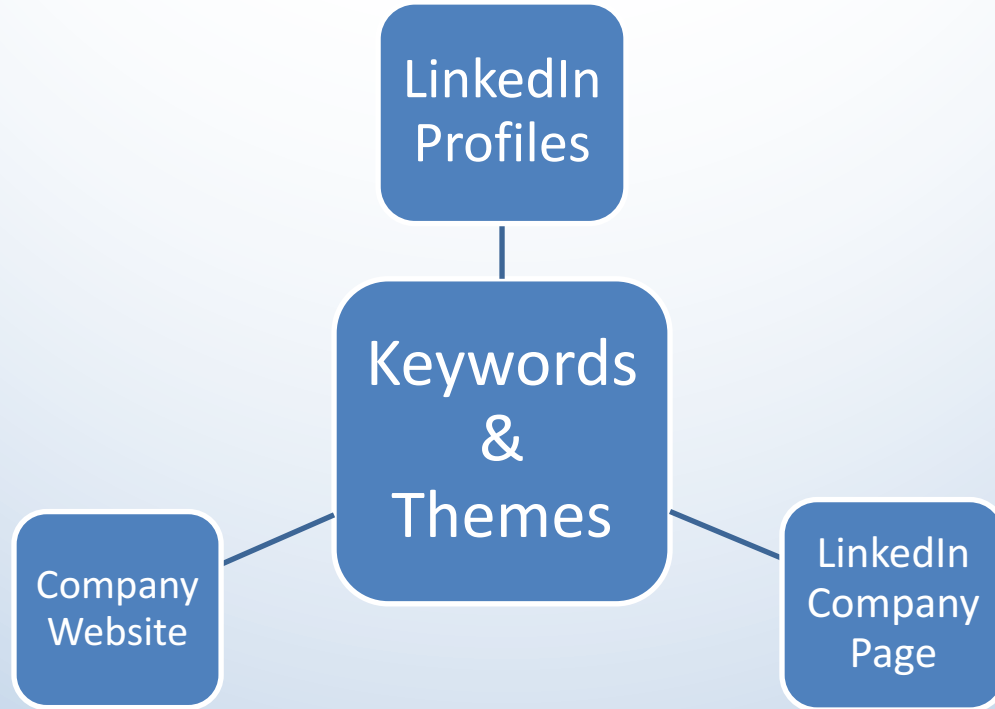
[View in Sales Navigator](#) [Message](#)

I have the privilege of working with individuals to help them become financially successful, both now and in the future. My goal is to simplify each step of the often confusing world of investing, college savings plans, li... [See more](#)

2. Move Towards Alignment

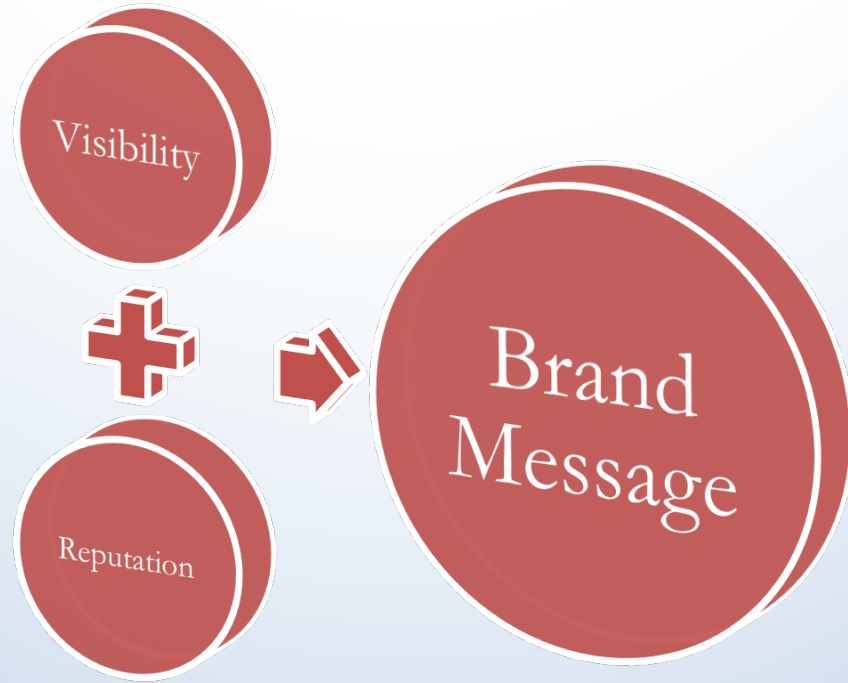


Create a Self-Referential Eco-System



3. Provide Content

Quick and Dirty Branding




Share an article, photo, or update

Write an article


2 Drafts

Post



John Noyes
Senior Loan Officer at Mortgage Master, NMLS # 214555
2h

My office is right down by the Merchandise Mart so I'll have a great view of this. It sounds like it will be really cool.



Merchandise Mart will light up Chicago River in 2018
timeout.com

3 Likes

1 Comment

Like


Comment

Share

You'll no longer see this update in your feed

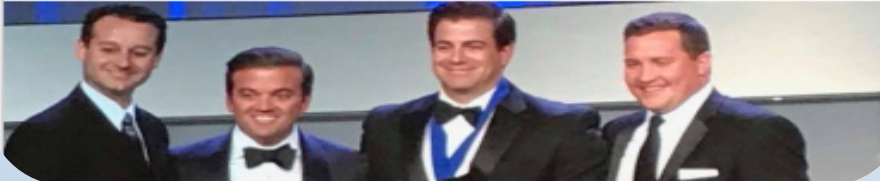
Undo

Maureen Mahoney likes this



Michael (Mike) Lacey
Partner at Hoopis Group
3d

Truly honored to be awarded the Brian H Early award at the 2017 GAMA International LAMP dinner last night. Proud to be part of such an awesome firm in Hoopis Group and MassMutual- here's to another great year! [Peter H](#) ...see more





Take the Conversation Offline



Next Steps

- Define Your Goal, Audience, & Message
- Show the Benefits of Alignment
- Provide Content and Context

See You Online!

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[Linkedin.com/in/iamdfish](https://www.linkedin.com/in/iamdfish)