

USING LINKEDIN FOR BUSINESS PROFESSIONALS

SET-UP Profile CHECKLIST

TASK	TIPS	✓
Photo	Professional	
Profile Content	Be interesting Show some personality Include Quotes, a Story, Video Clip Write about Who you Are, Who you Help, How you can Help Them	
Keywords	Make sure your Keywords are throughout the Profile. This will increase your ranking within LinkedIn when people are looking for you. Add your keywords into these areas: <ol style="list-style-type: none"> 1. Headline 2. Current and Past work experience 3. Summary 4. Specialties 	
Public Profile Name	Customise it to your name	
Add & Customise your Website Links	Add a link to your: Website, Facebook Page, Blog, Contact Page Change the Names of the web links to include your Keywords, Be original	
Recommendations	Give Recommendations/Testimonials to others Ask them for one Try to have at least 2 good Recommendations on your Profile	
Settings	Display your Profile for public visibility Check other privacy settings	
Complete Profile	Aim for 100% !!	

USING LINKEDIN FOR BUSINESS PROFESSIONALS

BUILD YOUR NETWORK

TASK	TIPS	✓
Add Connections	<p>Start with people in your immediate network: – colleagues you see regularly, eg. Staff, clients, network groups BNI etc</p> <p>Sync your email database – only if it's current</p> <p>When you add people, and they accept, you will then see their list of Connections - work your way through these, inviting people that you know</p> <p>Personalise your invitations</p>	
Join Groups	<p>Choose some targeted Groups that relate to your Industry and Niche</p> <p>Settings to get email updates</p>	
Add Your Company Profile	<p>Allows you to promote your Company on LinkedIn.</p> <p>People can Follow the company</p> <p>Good place to put Product Recommendations</p>	
Advanced Applications	<p>There are many applications you can add to LinkedIn, including: SlideShare, Events</p>	

HOW TO ADD CONNECTIONS

1. Go into their Profile
2. Click Add to your Network
3. Always personalise your invitation with a few words
 Edit the standard message and make a quick introduction, personal message to that person. Very quick and easy to do, costs you nothing in time or money – but has a huge impact.
4. Also personalise a reply
 Same goes when accepting an invitation. After clicking Accept, Send them a Message to acknowledge them or continue a conversation, like going beyond "hello", to build on the relationship

USING LINKEDIN FOR BUSINESS PROFESSIONALS

MAXIMISE AND GENERATE LEADS

TASK	TIPS	✓
Check for new Connections	<ol style="list-style-type: none"> 1. See who is making a new connection 2. Look at "People you may know Box" <p>If you know them, add them to your network too. <i>Remember to personalise Invitations</i></p>	
Look at people's Updates	Usually these are links to articles – read them if you're interested	
Research	<p>Look someone up on LinkedIn before you meet with them</p> <p>Find out information about – interests etc</p> <p>Allows you to connect on a personable level when you meet</p>	
Comment on Updates	<p>Commenting is a powerful tool</p> <p>If you click LIKE, or make an actual comment, not only your connections will see that, but all of theirs will too – instant marketing! Plus it is supporting that person too</p>	
Post an Update Yourself	<ol style="list-style-type: none"> 1. Links to articles on your website (drives traffic) 2. Links to other people's content (positions you as industry leader) 3. Thoughtful Insights 4. Newsworthy information – Share Successes, Something New <p>Share with Groups too, if appropriate – particularly beneficial if you are linking to a helpful Article you have written or had published: click "Share" button again at the bottom of your Update and Select the Groups you wish it to go to</p> <p>How often? – when relevant and depending how much you wish to increase your profile</p> <p>Be careful about Auto-Posting from Twitter or LinkedIn (respect your Audience)</p>	

USING LINKEDIN FOR BUSINESS PROFESSIONALS

Groups	Set up your settings so you receive weekly emails – that way you can view Group activity without logging into LinkedIn	
Discuss/Comment within Groups	Check conversations within the Groups Comment if appropriate: <ul style="list-style-type: none"> • Be compelling • Share your knowledge 	
Answer Questions	Search Questions posted on LinkedIn Set up categories to assist with search and to be alerted Answer them	
Message People directly	Compose Message – select People from drop-down list Use this function to pass on some good information to a selected group of your connections. But don't overuse it, do not self-promote and do not spam. It's nice to greet them as a group so that you acknowledge that it's a group email and not personal. Important: Make sure you uncheck the box at the bottom so that it is like BCC, ie. that the recipients can't see each others emails You can only message 50 people at once	

Happy Networking....

Kerry Ensor

kerry@socialmediamgr.co.nz

Find out more here:

www.socialmediamgr.co.nz

www.facebook.com/smmgrnz

www.linkedin.com/in/kerryensor

www.twitter.com/smmgrnz