



LinkedIn For Business

7 Steps to Maximize Your Success on LinkedIn by JoAnne Funch

Your goal for using LinkedIn as a marketing tool is to build a more professional relationships with your connections that will evolve into successful partnerships and future opportunities.

1. Create a compelling & key word optimized headline (120 characters)

This is where you want to impress your visitors immediately, hook them to want to read more about you. Does your headline give you credibility, show a benefit to the reader, or make you stand out from your competition?

2. Add your website name and links to your LinkedIn Profile

Visible to everyone on LinkedIn

Twitter Joannefunch

Websites

www.linkedin.com

Activity

Background

Save Cancel

choose "Other" type in name

Other: GIR http://www.girpromotions.com

Other: Website Title http://www.marketingdish.com/fiveingredients/

Company Website http://linkedinforbusiness.net/

3. Optimize your profile for key words

Key words are the key to being found. Be sure you know what key words people would search to find you – (if you were searching Google to hire someone with your skills, what would you search?)

Key words should be consistent and appear in all of these areas:

- ▶ Professional Headline
- ▶ Title Fields – include. Current & past work
- ▶ Specialties
- ▶ Interests
- ▶ Recommendations
- ▶ Education (Activities and Societies)

4. Make the Summary Section of your Profile Shine (2000 characters)

This is where you tell people what you do and who you help.

Write brief statements and then write a bullet pointed section on who your target market is or in other words who you work with. Start this section with something like: I WORK WITH PEOPLE WHO ARE: or CONNECT WITH ME IF YOU ARE:

Also I like to end the summary section with something personal and interesting that may get people to say “tell me more”

5. Add optional sections to your profile

Tell people more about you by adding optional sections such as: Volunteer & Causes, Certifications, Languages you speak, Projects you may be working on, Media such as slide share or photos, Publications you have done, Honors and awards, and special interests.

6. Promote Your LinkedIn Profile on Your Website

Add a LinkedIn icon on your website and link it to your profile. You can also place the button in your email newsletters and signature line. Always make it as easy as possible for your readers to connect with you via social media.

get the free icons for your website here: <http://developer.linkedin.com/plugins>

7. Join a Group

Just like in the real world, being a part of a group or community has its advantages. There are several types of groups you will want to join on LinkedIn.

- Groups related to your industry to keep you current on industry news, trends etc.
- Groups where you target market hangs out
- Groups about topics you are interested in or want to learn more about

You can join a total of 50 groups on LinkedIn and the more you join the more people you have access to. Groups with more than 100 people are preferred since they are more likely to have active conversations rather than a dead discussion board and in the discussions – this is a place to highlight you and be social. Many connections are made with people who share the same groups. With that said, you can click on a person’s name in the group and connect with them directly, be sure to use the same thank you and campaign you have created.

NOTE: Do not SPAM the group with self-promoting messages in the discussion area. Most groups have a specific “promotions” tab specifically for your events – be sure you put your there.

Did you know that **LinkedIn is 277% more effective for lead generation** than Facebook and Twitter?

72.6% of salespeople who use social media outperform their colleagues who aren’t using it.

7 Steps To Maximize Your Success on LinkedIn , compliments of JoAnne Funch, Marketing Consultant, Social Media Trainer, LinkedIn Trainer & Speaker & Online Marketing Strategist.

If you found value in these tips & I will be providing you the latest trends, updates. Workshops & webinars. **Get A 100% Complete Personal Profile Tailor Made For Your Industry or Job Search**

<http://linkedinforbusiness.net/done-for-you-profile-update/>

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