

your
next
outstanding
guest



JOANNE
FUNCH

Founder of Linked In
For Business



JOANNE FUNCH is a 25-year veteran in the ever-changing world of marketing. She has worked with hundreds of business clients across industries to create marketing processes that drive strategic growth. She is also the founder of Linked In For Business that elevates LinkedIn beyond just a social platform into a strategic daily business tool that drives real bottom-line results.

JoAnne partners with individuals and companies to leverage LinkedIn to manage their reputation, build a personal brand, find and engage prospects, and build value-based relationships that impact sales and growth.

Her insights deliver ways to shift random connections into strategic and high-value relationships that result in more profitable, long-term opportunities, referrals, and sales.

JoAnne also believes most people yearn for meaningful connections and a deep desire to be heard not only personally but professionally and her deep passion for relationship marketing transforms how professionals connect, engage, and grow their businesses.

TOPICS TO DISCUSS

- What Does Your LinkedIn Profile Say About You
- How to Build, Nurture & Grow Your Digital Relationships
- Why You Need a LinkedIn Engagement Strategy
- Why You Need a LinkedIn Content Strategy
- Your Network is Your Net Worth – Building a Rock Solid Network of Advocates
- How Executives & Business Leaders Benefit From LinkedIn
- LinkedIn For Business – Business Development, Marketing, Communications
- LinkedIn as a Social Selling Tool

QUESTIONS TO ASK

- What does a great LinkedIn profile look like or need to include?
- Now that I have updated my profile – how do I begin to reach out to people I want connect with or do business with?
- Engagement on social media is key, how does that apply to LinkedIn?
- How are people using video on LinkedIn?
- How do you add value to digital relationships? And why our digital relationships matter.
- Is LinkedIn worth my time? What's the ROI?
- Can you give us some LinkedIn tips we may not know?
- What are the top mistakes professionals make on LinkedIn?
- LinkedIn has become so much more than the job seekers platform, how are business owners leveraging this platform?

