

Social Media Marketing – LinkedIn & B2B

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Purpose of LinkedIn

Increase Connections

- Search for potential connections
- Add anyone as a connection
- Send introductory message after connecting

Drive Communication and Interest

- Join groups
- Post, like, and comment on LinkedIn posts

Identify / Become Industry Influencers

- Become an influencer
- Publish articles
- Upload videos and vlogs to Slideshare

LinkedIn



LINKEDIN PROFILES



Business Profile vs. Personal Profile

Business Profile

- Limited features
- Only post content, videos, and pictures
- Recruitment efforts

Personal Profile

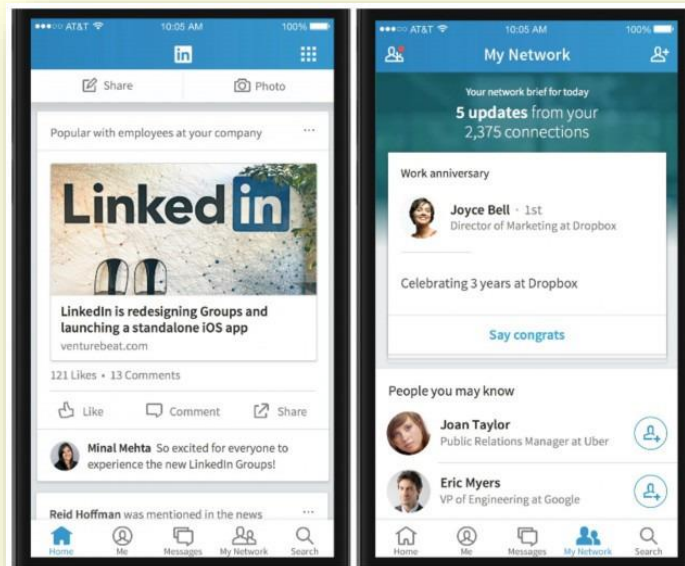
- Access to all features, more with LinkedIn Premium
- Like and share posts
- Post content
- Publish articles
- Connect with others
- Change LinkedIn url to company or description

Leveraging the LinkedIn App

Respond to
messages and
comments

Share and
upload posts

Make and
manage
connections



Buttons and Features

Home

- Your connections feed
- Post content
- Publish articles
- Engagement analytics
- Groups
- Hashtags

My Network

- Pending invitations
- Total number of connections

Jobs

- Post jobs
- Apply to jobs
- Salary and jobs statistics

Messaging

- Sent and received messages

Notifications

- Connection updates, birthday, job changes
- Who liked and commented on your posts

Me

- Manage and update your profile
- Switch to LinkedIn Premium
- Manage account settings

Work

- Insights
- Post a job
- Advertise
- Groups
- ProFinder
- Salary
- Slideshare

Learning

- Post or review videos based on:
 - Skills
 - Subjects
 - Software



Allows users to find freelancers

- Based on industry
- Search by area of interest
 - Photographer
 - Artist
 - Accountant
 - Writer

Allows you to be found by potential clients

- Create ProFinder profile
- Receive emails with ProFinder leads

What to Post

- Post Frequency
 - 2 – 3 times per week – Use hashtags
 - Be consistent with posts
 - Brand imaging –fonts, colors, logo
 - Stay in front of your connections
 - Publish articles
- Create new posts
- Share your connections' posts

Tools to create posts: Canva, Pixlr, Stencil, Piktochart

Recommendations

Recommendations

Add to your credibility

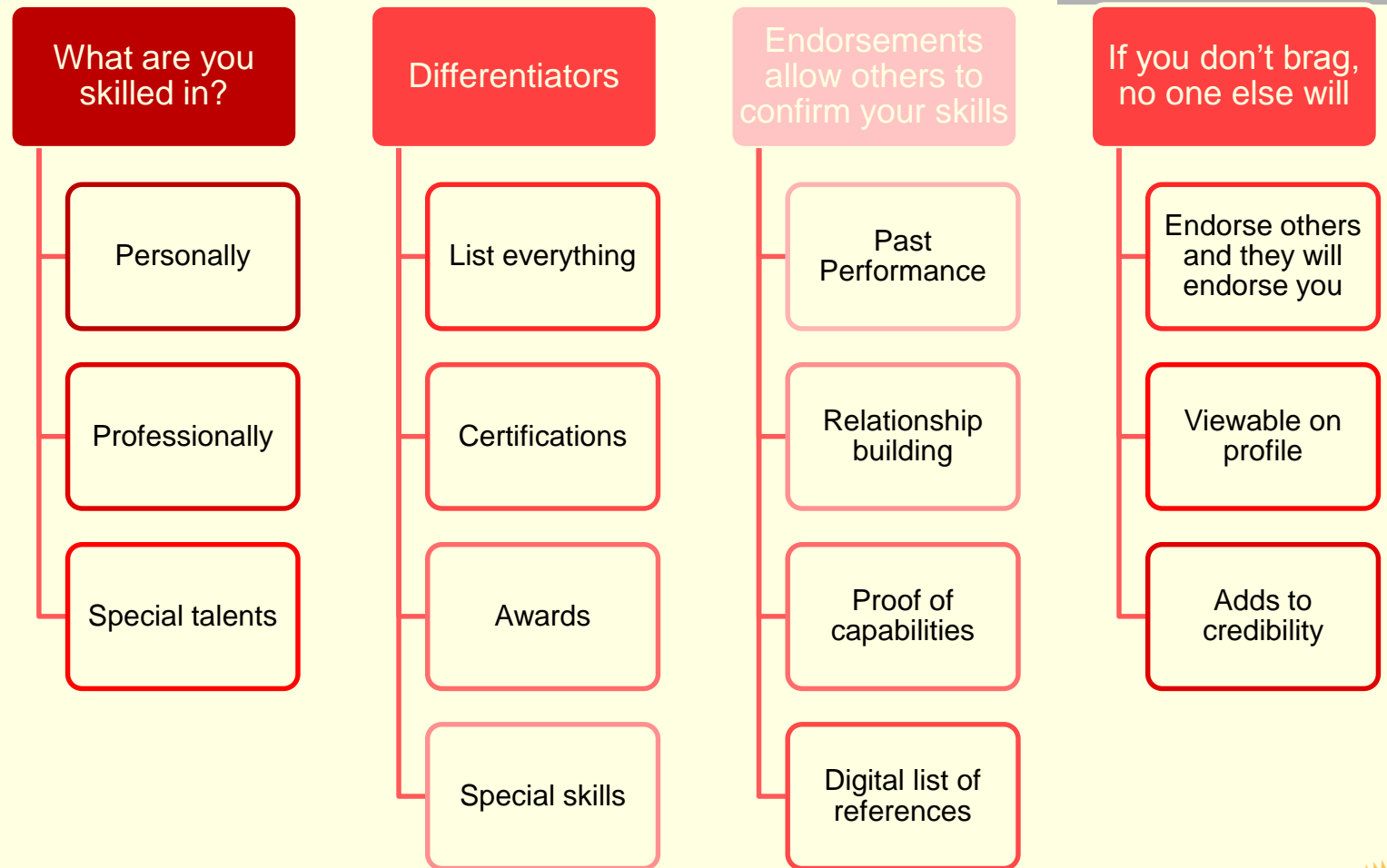
Proves you are skilled in areas of expertise

Recommend your connections

Ask others to recommend you

- Send a message to request recommendation
- Ask for specific recommendation
- Recommend others and they will recommend you

Skills & Endorsements



LINKEDIN PREMIUM



| Monthly price | Premium Business \$59.99* / month Switch to this | Sales Navigator Pro \$79.99* / month Switch to this | Recruiter Lite \$119.95* / month Switch to this |
|-----------------------------------|--|---|---|
| Best for: | Power users looking for more access and insights | Sales professionals looking to generate leads and build pipeline | HR professionals looking to find and recruit talent |
| InMail per month | 15 | 20 | 30 |
| Who's viewed your profile | ✓ | ✓ | ✓ |
| Job insights | ✓ | ✓ | ✓ |
| Salary insights | ✓ | ✓ | ✓ |
| LinkedIn Learning | ✓ | ✓ | ✓ |
| Business insights | ✓ | ✓ | ✓ |
| Unlimited people browsing | ✓ | ✓ | ✓ |
| Advanced search filters | | ✓ | ✓ |
| Saved notes on profiles | | ✓ | ✓ |
| Additional sales and hiring tools | | Sales spotlights | Guided search |
| | | Lead recommendations | Smart suggestions |
| | | Saved leads and accounts | Saved search alerts |
| | | Email integration | Projects |

LinkedIn Premium



LinkedIn Salary

- Search by job title or area of interest
- “Explore how salaries vary by industry, company size, education level and field of study” – LinkedIn
- Examine median salary per location

Send InMail

- InMail credits to message anyone on LinkedIn
- Connect with others considered to be unreachable
- Increases exposure

See who's watching

- See full names of everyone viewing profile
- Follow up with profile viewers and identify potential opportunities
- Be aware of those viewing your profile

LinkedIn Premium



In Learning

- “Learn Something New” daily trainings
- Comprehensive course selections
- Includes variety of industries and topics

Exclusive Company Insights

- Keep tabs on competitors & market leaders
- Break down growth and hiring trends by function
- Determine where companies invest resources

Questions

