

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

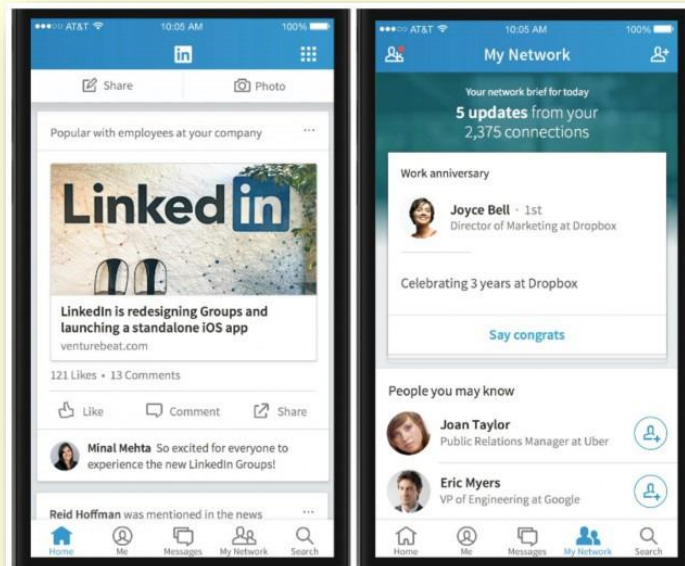
- Access to all features, more with LinkedIn Premium
- Like and share posts
- Post content
- Publish articles
- Connect with others
- Change LinkedIn url to company or description

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

ProFinder

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

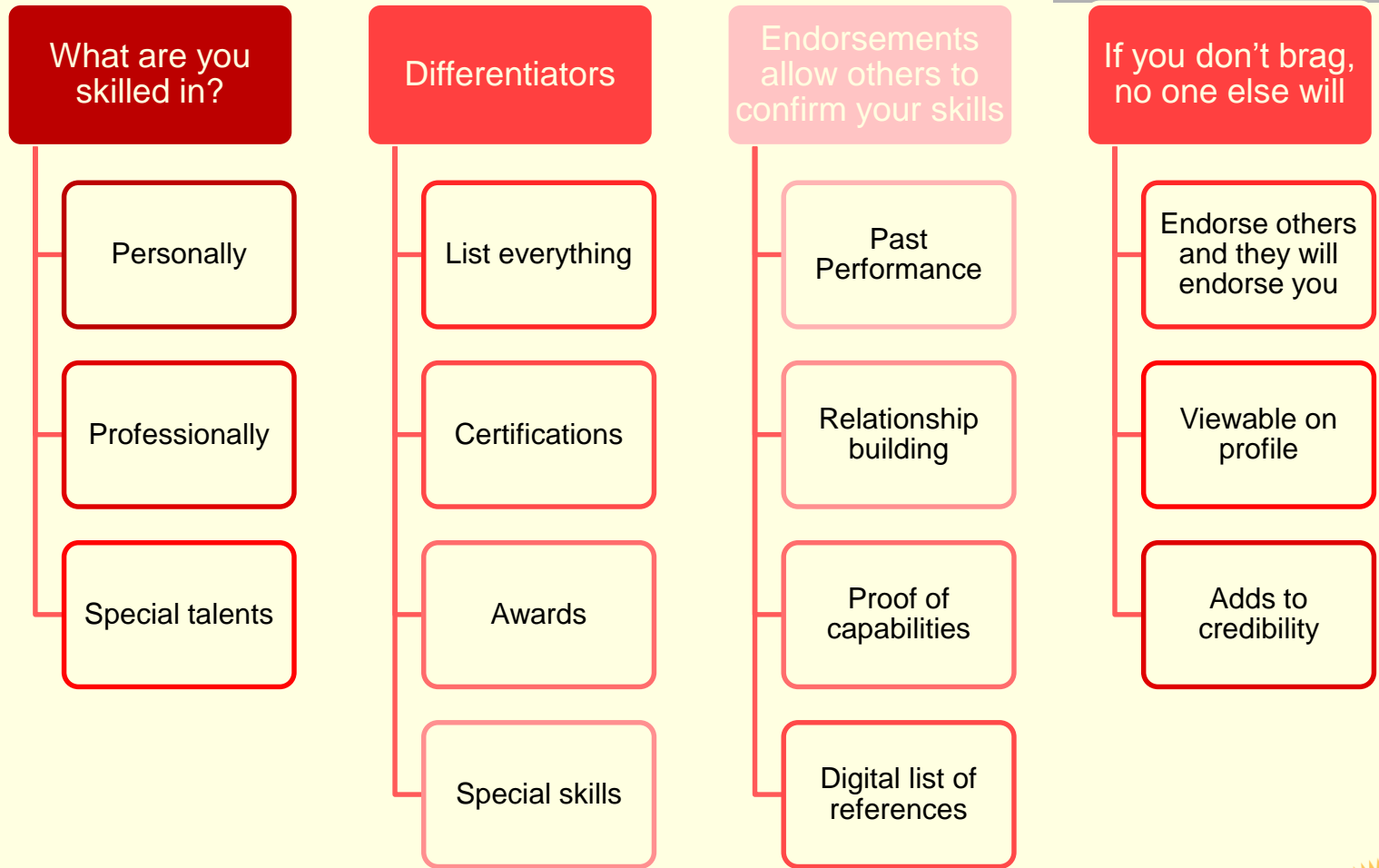
Proves you are skilled in areas of expertise

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

