

10 REASONS EVERY MARKETER SHOULD BE ON LINKEDIN®



LORMAN®

Published on www.lorman.com - September 2017

10 Reasons Every Marketer Should Be On LinkedIn®, ©2017 Lorman Education Services. All Rights Reserved.

LINKEDIN is a registered trademark of LinkedIn, Ltd. and this white paper is not sponsored by or affiliated with LinkedIn.

INTRODUCING

Lorman's New Approach to Continuing Education

ALL-ACCESS PASS

The All-Access Pass grants you **UNLIMITED** access to Lorman's ever-growing library of training resources:

- ☑ Unlimited Live Webinars - 120 live webinars added every month
- ☑ Unlimited OnDemand and MP3 Downloads - Over 1,500 courses available
- ☑ Videos - More than 700 available
- ☑ Slide Decks - More than 1700 available
- ☑ White Papers
- ☑ Reports
- ☑ Articles
- ☑ ... and much more!

Join the thousands of other pass-holders that have already trusted us for their professional development by choosing the All-Access Pass.



Get Your All-Access Pass Today!

SAVE 20%

Learn more: www.lorman.com/pass/?s=special20

Use Discount Code Q7014393 and Priority Code 18536 to receive the 20% AAP discount.

*Discount cannot be combined with any other discounts.

10 Reasons Every Marketer Should Be On LinkedIn®

In the marketing sector of making any business successful, the conversation begins with the Internet, and ends with social network media. There are many obvious avenues you can work your way through on the overpopulated cyber highway; Facebook®, Twitter®, Pinterest™ and YouTube® are clear destinations. But do not make the false assumption that the more formal, "suit and tie" cousin of these popular social networks - LinkedIn® - is only good for employment seekers. LinkedIn® is clearly the more serious, "tuck your shirt in" option for marketing opportunities. No one goes there to find the snappiest insults of current TV shows or funny kitten videos - people want to build lucrative relationships. Therefore, these 10 reasons why every marketer should be on LinkedIn® will get you networking and promoting among more relevant individuals than you could possibly come across in person during your normal working day.

1.) LinkedIn® is Strictly Business

Your LinkedIn® profile that you are using to get the word out about your business is not only an integral ingredient to presenting your brand online, it also tends to rank among the first five Google® search results for your name. This makes it extremely important to have your LinkedIn® profile 100% filled in. When potential customers or clients search for your name, or randomly come across it, they should become educated about your services and products.

Do you really want them to have to leave and seek secondhand opinions from consumer forums and random online bloggers instead?

Be certain that your front page looks as sleek and alluring as an engaging retail storefront. Also, make sure potential customers clearly know what it is that your business offers by establishing the "Products and Services" tab on LinkedIn®. Aside from a comprehensive collection of products and services, add images, detailed descriptions, the key features, URLs for the products, videos, contact information as well as a special spotlight on core products. This will make marketing your business on LinkedIn® look and feel like both a resume and a catalog.

Do to the fact that LinkedIn® is already a key search location for business-savvy job hunters, posting job opportunities on your LinkedIn® page is a crucial decision. A pricier, but clearly classier and eye-grabbing approach is to optimize your LinkedIn® site with a Careers page. If this professional upgrade is good enough for Google®, Microsoft® and Louis Vuitton®, then there is definitely substantial logic behind its value.

2.) Recommendations Attract Clients

Recommendations are one of the many distinctive and useful features available on LinkedIn® that you will not find on the other social media networks. This gives clients and fellow colleagues the opportunity to convey just how professional and

way to push this process into motion and generate a fabulous rapport with others is to recommend your peers. With all of that positive energy getting generated from your end, it is likely that these individuals you are raving about will also return the favor. It falls right in line with the old adage: "If you can't say anything nice, don't say anything at all." But be as sincere and genuine as possible - generic and vague praise will not benefit anyone.

While you are busy recommending other reliable and talented business associates on LinkedIn®, why not also take the time to make valid and applicable suggestions about useful products and services from others as well? No one wants to just hear constant bragging and hyperbole about how amazing and sensational your own business is all of the time. By making the right recommendations, you can build a sense of trust and brand loyalty, making you a proficient aficionado and tastemaker in your industry.

3.) Have a Group Mentality

The obvious approach may be to connect with only those individuals on LinkedIn® that you already know and can personally vouch for. This may be beneficial when it comes to making direct recommendations. But, it would be wise to swim outside of your business' private pond and into a vaster ocean of opportunities by inviting, and accepting new invites from people to welcome them into your business environment. The immediate benefit is that you will make new contacts that most likely

have their own resources and abilities. But you will also gain the added benefit of being able to multiply the amount of incoming traffic that is heading towards your LinkedIn® page - to be found by even more business professionals.

Adding new contacts via LinkedIn® makes for acceleration of generated leads, and with each new lead comes the added bonus of expanding your business' database. Keep this database growing, because LinkedIn® has the handy feature of being able to export the database of your contacts to other digital platforms. With this influx of new contacts, you will be able to increase your relationships, which leads to more recommendations and more business expansion.

Another big bonus of LinkedIn® is the ability to create and manage groups to promote and endorse your brand and clarify its identity within the marketplace. You can establish multiple groups that revolve around distinctive subjects that are applicable to your business in order to institute each individual within that group as a "brand ambassador to expand positive exposure for your company.

Aside from creating groups and handling their administrative obligations, it definitely makes perfect sense to join other groups as well. Being that companies are not allowed to join groups, it would behoove your business to have individuals from within your company join groups that are related to your industry. When employees as well as advocates for the brand interact in these

groups, by posting questions and engaging in discussions, they broaden the reach of the company.

4.) Create Engagement

It is not enough to just grab people's attention; you also want to be able to keep it. LinkedIn® offers useful ways to engage your audience once they have arrived at your online location. For each LinkedIn® group that has been established, you can create a simple and informative poll that will establish a method of receiving fast and easy engagement. You can have several incentives behind the poll that you set up for the group members: for the sole purpose of initiating engagement, to collect information pertaining to group members, or to determine the subjects that the group would like to discuss.

The difference between LinkedIn® and its social networking competitors like Twitter® and Facebook® is its focus on business opportunities. Therefore, this offers your brand the opportunity to obtain relevant feedback from a more concentrated web of industry leaders. As a representative for your company, you can establish customized questions that are directly relevant to your brand to spark conversations and useful information to learn more about the wants and needs of your target consumer.

You can build a bridge between the digital world and the real world by sponsoring events and then posting them on LinkedIn®. This is a very highly productive way to push attention and awareness towards your brand

and establish face-to-face relationships offline. Not only can you send out invitations to your company's events, but you are also able to view at a glance all of the upcoming events that every member of your network is throwing. Think outside of the box when you are planning events and don't just view them as mere marketing solutions. They could also be charity fundraisers in conjunction with vital non-profit organizations that could use the extra resources and publicity. Let consumers know that you are the brand that has a heart.

5.) Questions and Answers

As a LinkedIn® user, you are also able to pose questions to your network, as well as answer questions from other groups that you are a member of. It is important to encourage company employees and advocates to answer questions as well, which helps to bring other LinkedIn® users to your company page. When other members of LinkedIn® come across these answers, they will also be arriving at the gateway to finding your brand and learning more about it.

These interactions can happen consistently and rapidly when employees and brand advocates follow the company LinkedIn® page. Once they are a part of your community, employees and partners will be able to effortlessly remain in tune with your events, company news updates, webinars, and the overall social media marketing efforts. This also makes it easy for them to be able to share your company information with their individual networks.

6.) Analyze Your Data

When you are the administrator of a company LinkedIn® page, you will be able to peruse the analytic data and statistics that are behind the amount of views and the people who are visiting your page. These analytics will include the total amount of: your company's page views, clicks on the Products and Services tab, unique visitors, the members who are following your page, and what specific types of people are visiting your page.

Once you have created the "Products and Services" tab on your LinkedIn® page, to begin marketing them to consumers, you should consider building alternative pages to accommodate different demographics. LinkedIn® offers the admins for company pages the ability to reveal targeted "Products and Services" pages to certain user and industry segments. These separate sectors can be selected by industry, seniority, job function or even geographical location. Customizing the pages in this manner enables a business to specifically target a user based on a certain distinctive characteristic, which will make it relevant as soon as the user clicks on the tab.

LinkedIn® will allow you the chance to post status updates. These particular updates will appear in the LinkedIn® feeds of users that happen to be following a company. Providing

updates offers a way for these users to interact with the company, and in return the company is in the position to potentially gain exposure from the feeds of their followers' friends. This becomes even more ideal when status updates are updated daily. This makes the chance of a LinkedIn® user and a company crossing each other's path that much more likely.

7.) LinkedIn® and Other Social Networks

Be sure to add a LinkedIn® "Follow Company" button to your site in order to give users the ability to keep track of your company directly from their own site whenever they happened to be logged into LinkedIn®. This LinkedIn® "Follow Company" button can contain the number of followers that the company has.

Also be sure to add a "Share" button to your individual articles of content that exist on your site. Feel free to subtly encourage users who visit your site to share the content that you provide on LinkedIn®. If it is presented thoroughly enough, with useful information written in an engaging voice, then they will feel compelled to share it on their own. This LinkedIn® "Share" button is the equivalent to the Facebook® "Like," the Twitter® "Tweet," or the Google® "+1" buttons that enables users to quickly present content from those social networks.

8.) Advanced Applications

To make the most of your marketing efforts on LinkedIn® do not overlook the opportunity to upgrade your LinkedIn® page with the many innovative and essential advanced applications that are available. Syncing up your LinkedIn® page to a WordPress blog is quite simple with a special WordPress app, or if you are using a different blogging platform, there is also Blog Link to accommodate your needs. It is possible to operate your company's Twitter® account from LinkedIn® directly when using an app called Tweets. Speaking of Twitter®, if you are curious to find out what kind of conversations are being had involving your business' name, employ the Company Buzz app to scour the "Twitterverse" for you.

If you are in need of making slideshow presentations readily available on your LinkedIn® page, look no further than SlideShare, the optimal way to upload and display presentations as well as check out other presentations from your colleagues. For file sharing simplicity, there is Box.net to make everything from photos, documents, portfolios, resumes, charts, presentations and company overviews easily downloadable. The My Travel application will allow you to display where you are currently located as well as upcoming trips and travel plans within your network. This is an ideal way to determine when colleagues will be in the

same location to be able to connect for industry events and functions.

To advance the relationships within your network, there is Huddle Workspaces, which is designed to simplify the process of getting collaborations going smoothly. You are able to create separate workspaces for your many different network groups, and are able to keep your documents private, with access available remotely. For professionals working in more of an arts and entertainment field, the Creative Portfolio Display application supports a vast array of multimedia formats and allows you to showcase your artistic output directly inside your LinkedIn® profile.

If your business involves practicing law, there is a clever application entitled Legal Updates that enables you to get relevant legal news that directly pertains to your business. Also, the Lawyer Ratings app is available to help legal professionals validate their Martindale-Hubbell® Client Review and Martindale-Hubbell® Peer Review Ratings credentials.

9.) Ad Campaigns

LinkedIn® offers its business users their own direct ad campaigns. If there is any doubt as to just how beneficial having these ads can be, then consider the fact that LinkedIn® has an immense, rapidly growing community of

over 175 million worldwide business professionals, and most of them tend to have an average household income of over \$100,000 (in the US) to boot. These ads are highly customizable, allowing users to determine their specific audience by industry, job function, company size and even seniority, to name a few. These ads can be quickly prepared and implemented, with the user having the option to pay by the number of clicks or impressions.

When you use Display ads, your company's ads on LinkedIn® can appear in any range of shapes and sizes, all with the purpose of spreading brand awareness within your marketing campaign. As far as location, these Display ads can appear in a square or a column, on the side of a LinkedIn® page or on the bottom as a row. There are also Text Link ads that appear at the top of each page, located below the navigation bar. These tend to merge into the background and can come across as being part of the site itself, often as a recommendation from LinkedIn®.

Content ads can work their way into your marketing campaign when you need an ad to allow you to stream various forms of content through a personalized, tabbed component. With this advertising format, your company can present several types of current and appealing content, whether it is video, Twitter® news or RSS feeds - all in one

organized unit. You may also want to consider Social ads as a viable means of advertising on LinkedIn®. They encourage users to intermingle with your brand on LinkedIn®, as well as follow your company and join a group.

10.) Optimize for Search Engines

If you are not utilizing Search Engine Optimization (S.E.O.) tactics to improve your LinkedIn® page's web presence, then your LinkedIn® profile may come across as completely invisible to begin with in the crowded cyber planet known as the Internet. Search Engine Optimization can be defined as being the act of increasing a website's traffic, and in the business world, S.E.O. is not just about winding up on the first page of Google® search engine results - it also leads to improving financial conversations on a company's Return on Investment.

To improve your Search Engine Optimization, and make your LinkedIn® page easier to find on the Net, you can start by editing your LinkedIn® profile in the "Websites" section. Instead of simply adding vague titles like "The Website" or "The Blog", consider advancing to the section marked "Other" and adjust these names to include distinctive keywords that your potential customers might use to find you online.

This goes back to the fact that you need to complete your entire LinkedIn® profile, but also with a keen emphasis on adding those crucial industry "buzz terms" and important phrases that people in your field type into Google®, Yahoo® and Bing® search engines every day. But be sure not to go too crazy with overusing the same keywords constantly; search engines are being built to be wise enough to separate legitimate, worthwhile content from those that are just trying to game the system for higher Google® ranking.

You can also customize the URL that is associated with your LinkedIn® profile so that it includes your name, instead of the typical random number sequence that LinkedIn® creates for you automatically. URLs are a definite path to improve Search Engine Optimization results. The location and job title are the only tailored portions of information that are provided on a simple generic search for your name on LinkedIn®. Therefore, if you can create a logical way of expressing your job title so that it can include desirable keywords then you will be much better off.

Be sure to also fill in previous jobs or clients and specific specialties that help you to stand out from the outside clutter. There is no advantage in rattling off generic, indistinguishable, and simplistic terms when you add links to your LinkedIn® content. Be sure that all of your blog, company website and Twitter® links that LinkedIn® generates have been properly adjusted with keywords that assist in Search Engine Optimization, as well as using personal URLs.

You surely do not want to think twice about joining related LinkedIn® groups to help further your S.E.O. efforts. From an S.E.O. standpoint, LinkedIn® groups help by associating the brand name of your company with the group's name. Start by searching for groups that are associated with your business needs. These group names will most likely contain relevant keywords for you. LinkedIn® is where business people and business marketing both belong.

The material appearing in this website is for informational purposes only and is not legal advice. Transmission of this information is not intended to create, and receipt does not constitute, an attorney-client relationship. The information provided herein is intended only as general information which may or may not reflect the most current developments. Although these materials may be prepared by professionals, they should not be used as a substitute for professional services. If legal or other professional advice is required, the services of a professional should be sought.

The opinions or viewpoints expressed herein do not necessarily reflect those of Lorman Education Services. All materials and content were prepared by persons and/or entities other than Lorman Education Services, and said other persons and/or entities are solely responsible for their content.

Any links to other websites are not intended to be referrals or endorsements of these sites. The links provided are maintained by the respective organizations, and they are solely responsible for the content of their own sites.