

A Business Owner's Guide To

Linked

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**Proven strategies
and tactics to make
LinkedIn work wonders
for your business...**

thebestofeastbourne

LinkedIn for Eastbourne Business Owners

LinkedIn may seem like just another social network, but there's so much more to it than that.

With 546+ million members, in 200 countries and 2 new members joining every second, LinkedIn certainly lives up to its title as the world's largest professional network.

Founded by Reid Hoffman in 2002, it might not be the first website that springs to mind when you hear "social media", but it's one network that you could really benefit from.

While you won't find many cat memes and photos from nights out on LinkedIn, you will find a professional social network that gives you the power to promote yourself to your target audience.

And with 260 million logging in each month, there's no denying that this is one social network you need.

Is LinkedIn Right for Me?

From Facebook to Pinterest, and Instagram to Twitter; it can be a real headache trying to work out which social networks you should invest your time in. After all, time is money.

Can you really afford to waste time marketing yourself in the wrong places?

It's really easy to whittle away a good two hours nosing through your Twitter newsfeed having achieved nothing.

As the tagline suggests, LinkedIn is great for business and professional services-type companies. And if you're a B2C based company, don't be misled into thinking it's just for B2B as we know of physios, chocolatiers and even florists who've gained big corporate contracts through LinkedIn, as it allows you to reach out to those professionals that are normally hard to find. It really is the place to be.

Think about it this way:

Facebook is a lot like a chat down the local pub. It's a warm, welcoming, homely place where you go with your friends. You chat about your day, share holiday snaps, and tell a joke or two.

LinkedIn on the other hand, is more like a professional trade show. It's filled with business professionals, recruitment agents, prospective clients and brings professionals together.

Why You Should Be Using LinkedIn

At this point, you're probably thinking...

"Not ANOTHER social network I need to join?!"

While it's true that there are new sites cropping up almost daily, many businesses will find that LinkedIn is the only social media site they need to use.

Why? Because it's tailored to professional services and businesses.

Unlike Facebook, Twitter and the like, that are all social networks at their core; LinkedIn was designed to be used by businesses and businesspeople. It helps you market yourself and your skills, showcased in the most professional light.

If you still need persuading on the pros of LinkedIn, here are three key factors that separate it from the social media competition:

1. Company Reach

Chances are many of your potential clients are actively using LinkedIn.

Having a strong network is crucial and LinkedIn is a great place to build this. It is easy for people to 'stumble across' you while viewing your connections' profiles.

Having a strong presence on LinkedIn allows you to increase your reach and boost your personal brand profile.

2. Establish Credibility

One of the best ways to build your brand is to establish credibility within your industry. Your LinkedIn profile is one of the best places to do this. By sharing status updates, blog posts, and other relevant content, you can help educate, inform and entertain your audience.

Not only that, but you can also interact with members. This builds your credibility further and helps to establish relationships.

3. Expand Marketing

Due to the credible nature of the social network, LinkedIn marketing really can give you that extra boost you need to help position you as the perfect go-to person in your field.

You need to have a highly optimised LinkedIn profile which will turn into a brand building, job generating machine.

What You Need to Include on Your Page...

Now you're sold on why you should be using LinkedIn to position yourself; you need to know what types of things you should be including in your profile to make it as attractive as possible.

Your LinkedIn page needs to be the perfect balancing act between professionalism and personality.

You want to inform your audience, but you also want to connect with them on a personal level.

If you've already set up your LinkedIn, you may have already filled in some of the information on your profile, but it's worth checking and optimising.

If you're new to LinkedIn and need to setup a page, head to www.linkedin.com, select 'join now' and follow the steps to get setup.

**** IMPORTANT **** You should use a professional email address you want people to see and contact you on at this stage - the email address you sign up with will appear on your profile.

Now you're all signed up, it's time to make the most of your profile...

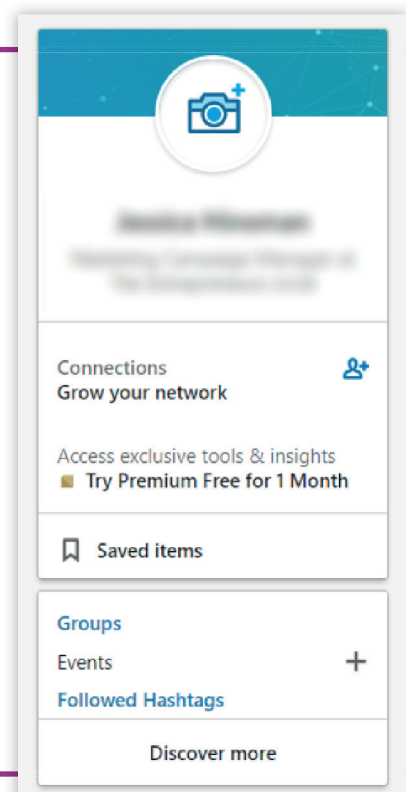
Step 1: Profile Photo

People are more likely to visit profiles with photos.

You'll get up to 21% more profile views by adding an image.

1. Your photo should take up 60% of the frame
2. It should be a current, professional photo (no drunken night out snaps!)
3. Your clothing should meet the expectations of your desired audience (no beach pics!)

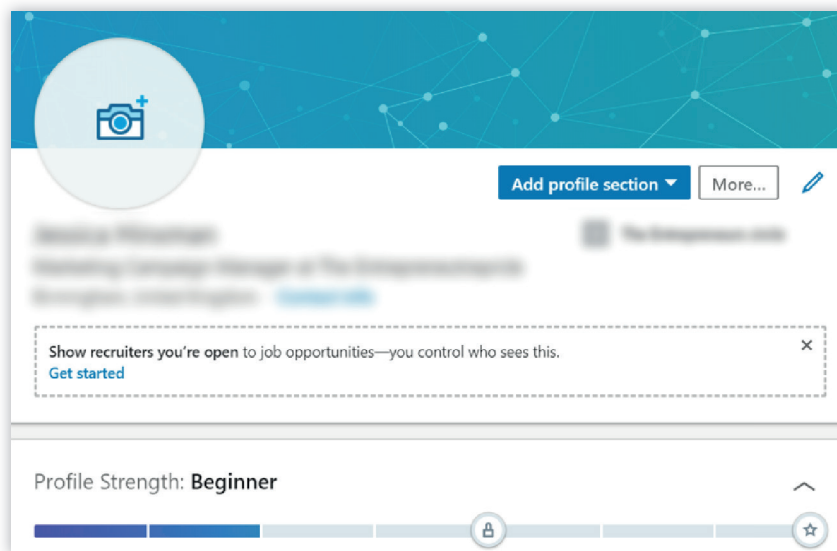
**** Remember this profile is your window to the world, it's all about building your personal brand and positioning yourself as a professional.**



Step 2: Cover Image

1. Choose an image that communicates who you are/the skills you have. For example, do you have an image of you on stage? Do you have an image of a book you have published?
2. This is a great opportunity to add branding, demonstrate your strengths and build credibility.

Step 3: Edit Your Intro



1. Use your real name - no nicknames or abbreviations. Imagine this profile is just like your CV. You should add 'former names' if you have any.
2. Ensure your headline represents your title. Use all the characters (120 character limit) and don't just put your job title. Make yourself stand out!
3. Include your current position and your education. You can even add docs, videos, images and presentations to this section to support your experience and increase credibility (*if you have it, add it!*)
4. Add your location and industry - this will help people to find and connect with you.
5. Fill out your contact details - its really important to get this bit right!
 - a. Copy and paste your LinkedIn URL so you can use this elsewhere (*like in your email signature*)
 - b. Add your personal website if you have one
 - c. Add your phone number and address
 - d. Your professional email address - you'll notice this is the one you signed up with and will therefore be the primary address displayed for people to see
 - e. Add instant messenger details if you use them - like Skype or Google Hangouts
 - f. Your Birthday - mark this as visible!
****This will mean that you appear in your connections' notifications at least once a year - BONUS!****

Step 4: Edit Your About Section - Your Summary

The screenshot shows the LinkedIn profile edit interface. On the left, the profile summary section is visible, including a 'Profile Strength: Beginner' indicator and a 'Your Dashboard' with metrics for profile views and article views. The main focus is the 'About' section, which is currently being edited. A dropdown menu is open, showing various options for adding profile sections. The options are:

- Intro
- About
- Background
- Skills
- Accomplishments
 - Publications: List your published work and be found 7x more
 - Patents: Showcase your innovation and expertise
 - Courses: List coursework from your prior or continuing education
 - Projects: Add compelling projects to demonstrate your experience
 - Honors & Awards: Feature the recognition you've earned
 - Test Scores: If you excelled in an exam, you can list your score here
 - Languages: Show how you can be a fit for a job or overseas opportunity
 - Organizations: Show your involvement with communities that are important to you

Step 5: Your Background - Current and Past Experience

1. Add photos and videos to grab attention
2. Make sure the work experience is relevant
3. Don't add every position you've ever had (no paper rounds)

Step 6: Education

Get 11 times more profile views by adding your university/school

1. Link to your school or university to tap into your academic network
2. Add any licences and certifications you have obtained to increase credibility
3. Share any voluntary experience to highlight your passions and how you give back

Step 7: Skills and Endorsements

1. Make sure your top 3 skills are the ones you want people to endorse (you can control the top 3 by dragging them into position).
2. Give endorsements to your connections and you'll receive them back.

Step 8: Accomplishments Background - Current and Past Experience

1. Showcase your courses, projects, awards, languages and show your involvement with organisations/communities that are important to you.
2. List any published work and be found 7 times more.

All of this helps to build your personal brand!

Skills & Endorsements

Stakeholder Management · 50

Endorsed by **Stephen Tomlinson and 5 others who are highly skilled at this** RSA Endorsed by **13 of Karen's colleagues at RSA**

Project Delivery · 29

Endorsed by **David Boast and 3 others who are highly skilled at this** RSA Endorsed by **9 of Karen's colleagues at RSA**

Program Management · 29

Endorsed by **Stephen Tomlinson, who is highly skilled at this** RSA Endorsed by **8 of Karen's colleagues at RSA**

Step 9: Recommendations


1. Recommendations are essentially testimonials.


Ask your connections for recommendations and make an effort to give them out too.


You can ask for them personally by sending a message to a specific contact OR by using the 'additional information' section from the list 'Add profile section'.


Recommendations

Received (7) Given (15)

 **Alexander Michael**
Senior Scrum Master - Digital at The Co-operative Bank plc
September 24, 2019, Alexander reported directly to Karen
Karen is honestly the most influential and talented senior leader I've worked with. Her depth of knowledge and experience has been essential across the digital transformation. She has the ability to pull together the correct people to ensure we deliver the correct results that the business requires in a working environ... [See more](#)

 **Andrew Pass**
Scrum Master at AJ Bell
September 24, 2019, Andrew reported directly to Karen
Worked with Karen whilst at the Co-operative Bank, delivering the banks Digital Ways of Working and adoption of Agile. Karen's knowledge of digital transformation in large organisations is fantastic and the support that she offered was invaluable. Her knowledge of the local digital community was brilliant ... [See more](#)

 **Pamela Lad Chartered (MCIPD), Prince2 - Foundation**
Employee Relations Adviser at The Guinness Partnership
September 16, 2019, Pamela was a client of Karen's
Karen has a wealth of experience in the contractor's market and this experience was invaluable to me when I decided to go down this route. Karen is always available for me to sound her out on any new opportunities I see, as well as letting me know about opportunities too. In light of the experience Karen has i... [See more](#)

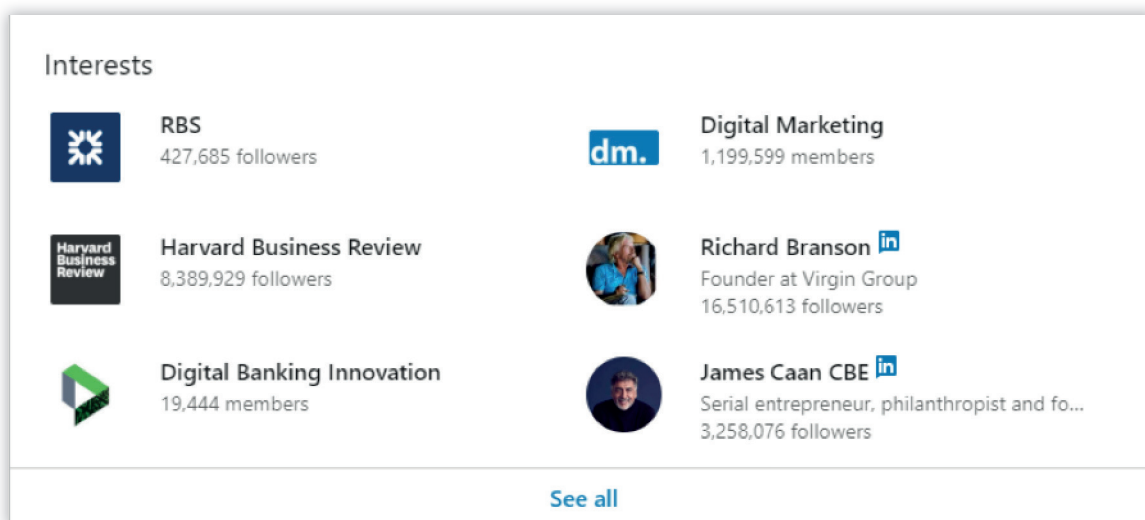
 **Gareth Brace**
Chief Information Officer at Catalyst Housing Limited
September 14, 2018, Karen worked with Gareth in the same group
Karen's understanding of the contracting market, what it takes to stand out and what it takes to get a 'right fit' role is second to none. In addition, for any Exec's looking to fill roles her network is amazing and she can introduce you to the best contractors available - & it's cheaper for you than using agencies! I... [See more](#)

Step 10: Interests

Make sure you follow pages that interest you and highlight your values and beliefs, as well as your industry knowledge. Think about key leaders and companies that your colleagues and potential business friends might also be connected with, as this can help bring you together.

You should also look to join industry specific groups as this will provide a great opportunity to interact with fellow contacts in your field and their useful connections.

****Remember: LinkedIn is one giant networking event!**



How To Make The Most Of Your Page

Completing your page is only half the battle.

Now you're ready to go, you need to start getting as much as you can out of your new online presence.

There's a few simple things you must do to ensure you get maximum results...

1. Promote your page

Make sure people are exposed to your page - you can do this by:

- Adding a link to your page in your email signature
- Use your other social media accounts to cross-promote the page
- Ask! When you see someone, ask them if they're following you and direct them to your page (*this is the reason why you must use your real 'known by most' name*)

2. Share some content

Now you've got an audience, it's time to get sharing content!

If you've used any other social media platforms, you may already have an idea of the kinds of content your audience responds to best.

Even if not, there's no time like the present to find out!

LinkedIn lets you post loads of different types of content.

From text posts and links to images and videos; there are loads of ways you can get people interacting with you. You should mix up the kind of content you usually post anyway, but this is especially important in the beginning as it helps you identify what will work best.

So, what content should you be including?

- Blog posts and news articles that you've written.
- Other articles from industry professionals.
- Success updates and achievements.
- Videos and images.
- Longer, written updates as well as short snippets.
- Successful Case Studies

3. Finding your next employee

As well as updating your feed with great content, there are a couple of other ways you can make the most of your page. LinkedIn has always been a hugely powerful recruitment resource, and your profile is one of the best places to showcase your business as a great place to work.

Recruitment agencies are VERY active on LinkedIn and frequently find candidates for roles using this platform.

4. Create a plan and stick to it!

The secret to successfully promoting yourself on social media is; following a strategy.

Running in blindly may work for a time, but sooner or later you're going to come unstuck. By creating a plan - and sticking to it - you'll find that you have much greater success with your page.

Your plan should include:

1. A posting schedule - How often you update is up to you, but you shouldn't leave your page dormant for longer than a week. Find something that works for you and commit to it!

2. A content plan - While you will post some pieces of content on a whim (especially if they're news-based) you should have a content plan in place. This will help you choose which bits of content you're going to post and when.

3. A 'tone of voice' guide - It's important to identify how you want to come across on social media and the way you will 'talk' in your posts. Will you be chatty and informal, or more professional? Either way, make sure this is outlined and adhered to.

4. An etiquette guide - There have been a number of high-profile 'social media fails' in the past; don't add to the list! Use the right language and terminology, make sure you are always portraying yourself in a professional manner - after all, this is your online CV and you are a brand!

And that's it! LinkedIn is a great way to promote yourself and interact with your peers in a professional setting. By following the pointers outlined in this guide, you'll be able to get the most out of your page.

So, what are you waiting for? It's time to fire up that page and get creating!

Need a hand?

Give us a call on 01323 406060 and we'll answer any LinkedIn questions you might have.



David Ruddle

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thebestof Eastbourne



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September 2021