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LinkedIn for B2B's

By Viveka von Rosen

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LinkedIn for B2B's

Actionable LinkedIn Strategies for Your Business-to-Business Company

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- YouTube: www.YouTube.com/LinkedInExpert

LINKED INTO BUSINESS

LinkedIn for B2Bs

Actionable Tips To Get You Started

LinkedIn is a Social Networking Site where you can potentially find over 225 million other business people to connect with, and research over one million Company Profiles. The relationships you build open the way to new Clients, Partners, Vendors, Mentors and Employees. LinkedIn is a channel to increase, not a tool to replace your networking efforts, and it is an excellent vehicle to facilitate some facets of your marketing strategy.

LinkedIn has become a professional social networking staple. Here are some benefits resulting in active participation in LinkedIn.

1. Ability to be known – The ways you participate will help define your personal and corporate brand. Contribute, give and share in a positive way and you can develop a good reputation in these communities.

2. Ability to find others – With a moderately sized network you can develop a sufficient reach when you perform searches.

3. Opportunity to learn and share – LinkedIn Answers is an excellent tool to showcase expert advice.

4. Ability to connect with LinkedIn group members – There are many exclusive groups that give you access to other members, people who share commonalities.

5. Opportunity to show you are plugged in to current technology – Active participation in LinkedIn tells others you are serious and competent about networking and new technology.

Some Facts to Know

LinkedIn is the number one social media network for business, and is utilized by almost every country in the world. LinkedIn just surpassed 225 million users and it's estimated that 2 new members join every second. There are over 3 million companies represented on LinkedIn in over 200 countries.

So that means 225 million people who might be your next client, right? Wrong ! What LinkedIn doesn't tell you, ***is that you are only as visible as the size of your network***. So if you have a small (5 million or less) network (1st, 2nd, 3rd tier + group members) you are missing out on both your own ability to be seen by others, as well as the ability to find and target strategic clients.

To become more visible, you will need to become a "strategic open networker" (or pay for an account at $24.95 a month.) A "strategic open networker" – as opposed to a LION (LinkedIn Open Networker) - doesn't have to grow their first tier exponentially – but will need to grow their whole network by inviting and accepting connections from people with large networks.

Remember – you don't know who you don't know – and who might become your best new client. And if your network is too small, you will never know them.

LINKED INTO BUSINESS

Linking In to Cash Out: Best Business Practices to Get Found and Generate Client Interest on LinkedIn

Optimizing Your Profile:

1. Your LinkedIn Profile is your **professional identity**, autobiography, brochure or ad and brand on LinkedIn. Think of it as a website showcasing your career, your company, your product and your service. Like any brochure or website, make sure your content is grammatically correct and free of spelling errors.

2. Is your profile **complete?** If not 100% filled out you are sending the wrong message. Why should a client invest in you, if you are not invested in yourself?

3. Use the **Professional Headline** in your profile to share your areas of expertise and interest. You have **120 characters** to work with. This field is weighted heavily in both the LinkedIn Search and Google Search, so use your keywords. Almost every action you take on LinkedIn is accompanied by your Headline section and picture – so make sure they are engaging.

4. Your **Photo** should attract others by being engaging and approachable. I recommend a close up of your face, and if you are smiling or laughing, even better. This is a business site, but it is a social networking site first. DO NOT have anything or anyone other than yourself in the photo and DO NOT use a logo (which goes against LinkedIn's EUA – End User Agreement.)

5. Use the **Summary section** to expand upon the information in your headline. What is it your company does? Why should someone hire you? What's in it for them? List features but highlight the benefits of working with you and your company.

6. This section *is* searchable, so include **keywords** that are appropriate for your industry. You can write your summary in a Word document first and then cut and paste it into LinkedIn. This will allow you to check spelling and grammar, as well as create attractive formatting with bullets and spacing. The most common symbols and bullets will transfer over. You have 2,000 characters to use.

My keywords –

- ✓ **My Industry**
- ✓ **Job Title**
- ✓ **Offers**
- ✓ **Products**
- ✓ **Services**
- ✓ **My Clients**
- ✓ **My Company Name**
- ✓ **My Client's Industry**

7. Change the link/url in your Profile by **editing the Public Profile** so that it includes your name, your company name or your expertise in your industry (www.linkedin.com/in/linkedinexpert) and include it in your email signatures, business cards, other marketing collateral, and as a website link in your "about us" section.

8. Put **ALL your job titles** in the **"Title" field** of the "experience" section. This field is also heavily ranked in a LinkedIn Search. Most people will simply upload a resume, which means the title field will only have one title in it. But my guess is you do more for your company than just "CFO" or "Project Manager" or "Marketing Director".

9. Invest in the **"Update or Activity"** **section daily** by informing your network of recent work you have done, successes your clients have experienced, good information from others, or just to be helpful. Make sure you start your update with keywords and add a link to the referenced website if possible. The new update section works much like Facebook and will pull the icon from your website into the stream.

10. Spend a few minutes every day looking through the connections and comment or "like" their updates to **build camaraderie.** By checking your **Notifications** you can quickly respond to people who have looked or engaged with you!

11. Ask for recommendations. When asking for recommendations, remind people who you are and tell them what to say **using bullet points with keywords**. You can then use these testimonials on your website. You can only get recommendations from your first tier (connections) so make sure you are connected to some top people in your field, famous folks, executives, etc.

12. Write recommendation for others – they will be **prompted to write one** back to you.

Growing your Network:

1. **ONLY invite people already using LinkedIn** when using LinkedIn's connection tool. (Due to 3K limit)
2. Use the **"People You May know"** tool on the top right side of your home page to easily connect with people – well – that you might know! Click on "see more" to see more of those folks and connect with them without having to jump through LinkedIn's connecting hoops.
3. Use "Company Search" to find **new hires and congratulate** them (building camaraderie), **discover executives** (and the groups they belong too), **connect to**

someone who has left the company (to find out more about it**), locate a mentor or insider** (to give you the inside scoop.)

4. Join Groups that have a lot of members (**Toplinked, LinkedHR, Open Networkers**) as well as **industry groups** and **alumni groups** – you can join up to 50 groups – which will grow your network, and will not cost you ANY invites.

5. I recommend strategically **accepting invitations.** Just because you don't know them, doesn't mean they might not make a good connection. They might also bring someone in their network who becomes your next client! (Check out their profile first to make sure they are not big spammers.) Remember, it's not just them you are connecting to; it's their network.

6. Go to www.toplinked.com and **invite the TopLinked Top Supporters**

7. **Connect to me** and you'll get over 3 million people in your network:

   www.linkedin.com/in/linkedinexpert (vivekavr@gmail.com)

Targeting your Ideal Client

Once you have grown a decent network, you will have access to more people, including target clients:

1. Use the **Advanced Search** which will allow you to specifically target the "type" of person who would make an ideal client (sort by "relevance" and "expanded" view) Use a **Boolean Search** (AND, OR, NOT "") **Invite the strategic people** you find to connect **using groups** if possible, or get "Introduced" through a mutual connection. (HINT: Find experts in your field and invite them as a guest blogger on your blog or speaker at your event.)

2. Find and **"follow"** ideal clients **in groups** (this is not the same as connecting – but gives you many of the same benefits) – **Use search within member section of a group** (Boolean)

3. **Search "Companies"** to **find key people** you might want to connect with (a wealth a valuable information is often over-looked here)

4. **Search by location when traveling** and meet your connections IRL (in real life.) This is one of the best practices I know to create new business relationships. And all it costs is a cup of coffee or lunch.

5. **Ask for the "introduction".** You only get 5 at a time, so it's best to ask for an introduction from someone who: 1. obviously uses LinkedIn, 2. knows and likes you. If an introduction has not been passed within a week, withdraw it and go another route.

6. Use the **"tagging"** option in your LinkedIn **Contacts list** once you are connected (only good for 1st level)

7. Organize your first level connections using Outlook, Act, Apple Mail, ConnectedHQ, etc.

8. **Share useful articles and resources** that will be of interest to customers and prospects in groups, link to articles and content

that is posted elsewhere, with a summary of why it's valuable to add to your credibility. List your newsletter subscription information and archives.

9. **Search your Connection's Connections** for people they know, like and trust and ask them to introduce you.

Staying Top of Mind:

1. Create and utilize LinkedIn Groups for TOMA (top of mind awareness) and to showcase your expertise. You may want to segment you group into sub-groups for segmented audiences. Share your group within and outside of LinkedIn with a URL shortening tool. Share it in twitter, Facebook, email, newsletters, website, email signature, etc.

2. Create a Company Page to give your business credibility and elevate your success. Make sure you **optimize your profile** so it can be found in a search for keywords, not just company name. Add your services and target them to specific locations or industries.

3. Update your Profile with Media using the Media Share button. If you don't have it yet, don't worry. It's coming!!!!

Weekly Goals

1. Update status daily (with links and keywords.)
2. Get back in touch with two "old" contacts through LinkedIn, and reach out to some new contacts.
3. Invite or ask to be introduced to one strategic person a week, and follow up with them in some way.
4. Attempt to engage in at least one discussion in a relevant group per week.

To really get LinkedIn down, consider purchasing LinkedIn Marketing: An Hour a Day (http://www.amazon.com/dp/1118358708)

LinkedIn Marketing: An Hour a Day is a step-by-step guide for succeeding on the for "business" social media network. It helps you create, customize, and optimize a presence on LinkedIn, the world's largest social network for professionals. In this detailed, step-by-step book, LinkedIn expert Viveka von Rosen reveals how to use this powerful platform to ensure that you or your company get noticed by the right audience. Discover previously undocumented tips and tricks for community growth and management, including how to best use Groups, events, and other LinkedIn features and applications.

- Offers a complete resource for anyone who wants to market and recruit on the world's largest professional network
- Features hands-on tutorials, case studies, examples, tips, and tactics
- Reveals how to monitor and maintain a vibrant LinkedIn presence
- Includes effective tactics for recruiters, job seekers, and entrepreneurs, as well as legal, real estate, and nonprofit professionals
- Incorporates an exploration of the LinkedIn advertising platform, API, and mobile platform

This soup-to-nuts guidebook for tackling every stage of the LinkedIn process ensures your online presence will get noticed.

LinkedIn Profile Questionnaire

LinkedIn sign in email: _____

Password: _____

Other email addresses (Personal and professional, past and present)

1. _____
2. _____
3. _____

Website (Your most valuable landing pages):

1. Home Page: _____
2. Testimonials: _____

3. Services: _____

Blogsite: (Use Wordpress app for WP theme, otherwise BlogLink app)

Keywords / Keyword Phrases:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

8. _____

9. _____

10. _____

Headline: *120 Characters* that best describe you, your talents and the industry you want to work in (use those keywords)

Example: LinkedIn Trainer | Social Media Trainer & Speaker ► Founder of Linked Into Business ◄ LinkedIn Expert | Twitter Training

Summary: *2000 Characters* to go into more depth on who you are, what you offer, why someone should hire you. Do you have a "How I won the day" story? Work with someone famous? Work with a fortune 500? What do people like about you? (EXAMPLE)

Email me or invite me to connect at linkedinviv@gmail.com

★★If you still have questions about how to use LinkedIn effectively - then let's connect.★★

To send me a FREE InMail, just click on the InMail button (or message button) above.

I am the author of LinkedIn Marketing: An Hour a Day (http://amazon.com/author/linkedinexpert) and am here to make LinkedIn

and social media work for you!

WHY SHOULD YOU HIRE VIVEKA VON ROSEN TO DO YOUR SOCIAL MEDIA?
• Forbes Top Ten Women in Social Media: http://onforb.es/top10SMwomen
• Forbes Top 50 Most Influential People in Social Media: http://onforb.es/top50SM
• TopRank's 25 Women Who Rock Social Media in 2011
• BigMoneyWeb's 200 most fearless women on the web
• Listed by Mari Smith as having the niche quality of a social media superstar

BUT WHAT'S IN IT FOR YOU?
• I will get you and your company found on LinkedIn which will get you more business leads
• I will teach you the correct ways of creating business and relationships on Social Media
• I will help you craft your company story, so that your branding crosses all social and marketing mediums.
• I'm easy to understand so what I teach you will stick.
• I've taught over 25,000 business people so I know what I am talking about - see my 90+ recommendations.
• I've made the mistakes so you don't have to!

JOIN OUR TUESDAY NIGHT #LINKEDINCHAT ON TWITTER: http://www.tweetchat.com/room/linkedinchat AT 5 PM PST, 8 PM EST

► MISSION: Linking people into their potential, MAKING SOCIAL MEDIA WORK FOR YOU.

►If you are feeling OVERWHELMED by LINKEDIN and all its new features, please ask about the TRAINING WEBINARS and WORKSHOPS we provide. We provide training for basic as well as strategic use.

WHY I AM HERE ON LINKEDIN:
• To network with other active, intelligent and generous B2B networkers.
• To offer LinkedIn training & advice.
• Drive attendance to our entrepreneur's WORKSHOPS, WEBINARS AND SEMINARS

Best type of Client: (entrepreneur, small business, corporation, men women, marketing professionals, etc.)

Area of expertise:

Resume: (save as a separate text document – chronological)

Email list (Save as excel CSV – separate document)

How You Can Use Me…

At Linked Into Business, we believe that no matter what channels we use, social media marketing comes down to these three strategies

- Creating your Social Story
- Building Relationships
- Managing your Social Reputation (including Marketing and Monitoring)

There are three ways we can go about creating your New Media strategy:

- We can teach you how to create and implement your social media strategy (Training)
- We can create and implement your social media campaign with you (Masterminding)
- We can create and implement your social marketing for you (Execution)

If you need your Social Marketing **done right now**, call us for a free consultation on what you feel your needs are, and we will work together to get your campaign up and working immediately. If you need help getting set up on social media, integrating social media with the rest of your marketing program, or getting a campaign launched, please give me a call at 970-212-4711 or shoot me an email and let's get started.

Training

For companies with employees, sometimes it is better for me to come in as a trainer. In your training session/s, I will teach your staff about the culture and strategies of new media and social media marketing. This will increase your staff's capacity to work independently and help them become more proficient marketers.

There are four ways I can engage with companies: Speaking (keynotes and breakout sessions), Training, Training Camps and QuickStarts.

Masterminding

Sometimes we just need a different perspective or a consistent voice of encouragement. I can be your personal marketing trainer, either on-call as needed or as part of a disciplined monthly program. Monthly programs include at least two one-hour coaching sessions in addition to email and telephone support.

Execution or Implementation

If you just don't have the time, we will work together. My team will take on the bulk of implementation, from profile and network building to communication and marketing strategies. I have a team of specialists who will create beautiful profile presences for you; record and edit powerful video introductions; work with you in creating and implementing your company voice; and increase brand recognition and social reputation. Together, we can create a strategy to determine how much – or little – is needed.

Creating your Social Story

Each Social Medium has its own culture, and so in order to discover the optimal social channels through which you can begin to tell your own social story, we need to first uncover and develop your core story. It is only through knowing how to *speak* your core story that you will be able to leverage today's emerging technologies AND be well equipped to leverage whatever technologies come next. Taking into account current and previous branding efforts, we will craft not only a comprehensive story but will also uniquely modify your story to attract the highest quality tribe to first listen to it and then begin to tell it to their peers.

Building Relationships:

Are you clear on your target audience? Do you know where they live? Together, we will discover and define specific, action-oriented opportunities for you to connect with your

target client. We will create the relationship strategies your company will need to develop and support a true Tribe of "Evangelists."

Managing Your Social Reputation:

A robust social media presence gives you control over your social reputation. Even if you have detractors, through vigorous social media engagement you can be in command of your presence and interaction. Your activity will also engage your customers and increase your customer service ratings. We utilize existing marketing assets and create new marketing content for your new media endeavor by focusing on media messages oriented to your end user's interests and concerns (which are, after all, what they'll actually ACT upon). Paying attention to the human interactions in your marketplace helps you stay *focused on others*; that means I can help you establish, manage and grow both your online and word-of-mouth communities.

Some Nice Things People Have Said About Me…

Mari Smith, *Author of "Facebook in an hour a day":* "Viveka is an exceptionally knowledgeable LinkedIn and social media trainer. I've had the great pleasure of featuring Viveka several times on my various classes – including for the International Social Media Association – and she always delivers. Not only does Viveka have tremendous expertise on LinkedIn in particular, her teaching style is extremely effective. She has the ability to chunk down and sequence everything you need to know to really optimize and succeed using LinkedIn. I would highly recommend Viveka for your social media team as a speaker, trainer and consultant. She will help you get measurable results, no question! Two thumbs way up. " November 16, 2009

Susan Smith, *Executive Director, The Alliance Academy*: "Viveka is truly a Master of Social Media and a pleasure to work with on any project. Her expertise has taught me how to

master LinkedIn, Twitter, and Facebook. I no longer travel alone because Viv is always there to guide me and ensure I make the most of my time and efforts. I highly recommend engaging Viv for maximum results" March 25, 2010

Frank Cottle, *Founder, Chairman, Chief Executive Officer, CEO, Speaker, Executive Suite & Virtual Office Expert, Alliance Business Centers Network:* "It is rare today to find any individual who is able to simultaneously maintain the proper balance of growth, communications and experience. You have it all; and working with you has been both a pleasure and a learning experience. Your expertise and sense of your surroundings, as well as awareness of others, is a unique combination that is greatly appreciated by all that have worked with you on our Alliance team and within the Business Center Industry at large. I am looking forward to a long term and rewarding relationship. Frank Cottle – Chairman, Alliance Business Centers Network" January 29, 2010

Robert Hayes, *President, CynoCast.com:* "She is very knowledgeable on every social media

site including LinkedIn, Twitter, and Facebook. As an experienced social media consultant, she knows the ins-and-outs of each site like they were her own. We are fortunate to have her locally right here in Colorado. You will also not find a nicer person to associate with. She's been a great friend ever since I met her." September 21, 2009

Barry Plaskow: CEO, SuccessBug.com: "Viveka is a supreme master of anything related to social media. She goes beyond the call of duty and is heavily respected by leading marketers around the world. When it comes to Linkedin and other platforms, she is the go to person all the experts are really using. If you are lucky to get her to work with you, grab the opportunity!" **Top qualities:** Great Results, Personable, Expert

Jim Davidson: "Viveka has an expert knowledge of LinkedIn and was able to help me create a professional profile that will get me found on LinekdIn." **Top qualities:** Great Results, Expert, Creative