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Foreword by Jason Alba, CEO of JibberJobber and author of *I'm on LinkedIn—Now What???*

# LinkedIn® Marketing

## AN HOUR A DAY



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# Get LinkedIn

*Welcome to LinkedIn Marketing: An Hour a Day. It is my intention to share with you not only the features of LinkedIn, but also actionable strategies you can use to create greater business success using this amazing social media platform.*

*In Chapter 1 you'll look at the origins, not only of LinkedIn, but also of social or inbound marketing. I'll explain why I think LinkedIn has grown into the largest and most influential of business social networks and where it might be going in the future. I'll clarify the different accounts available on LinkedIn as well as the various kinds of businesses that can use it.*

*Understanding LinkedIn and its features and uses will help you to be more effective in your marketing, in your networking, and in your business.*

# 1

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## Chapter Contents

Social Marketing Is Marketing  
Understanding LinkedIn  
Using LinkedIn  
The Future of LinkedIn





## Social Marketing Is Marketing

Here's the good news. When it comes to marketing with LinkedIn, you do not have to throw the baby out with the bathwater. In fact, many of the skills, tools, and strategies you have developed as a businessperson will not only be applicable to your LinkedIn social media marketing strategy but will be absolutely essential. There may be times when reading this book that you think, "Well, that's not social media marketing, that's commonsense marketing!" And you would be absolutely right. Social media is just another tool that you can add to your business toolbox. It might be the Swiss Army knife of your arsenal, providing many different tools in one, but it is still just a tool you can use. I think people get overwhelmed with the social media platforms themselves, forgetting the most crucial elements of marketing: communication and engagement; listening and sharing (notice which I put first). LinkedIn, like Facebook and Twitter, just gives you a different, sometimes better, sometimes more informed way to communicate with your business audience.

Do you remember your world before social networking? Those ancient days before Facebook, LinkedIn, Pinterest and Twitter? Whatever did we do before social networking? How did we connect? How did we set up meetings? Reach our audience? Connect with employees and investors? How did we communicate before texting, tweets, and status updates? I vaguely remember a piece of ancient technology I used to use before Skype: it was called the phone. And there was that other text-based communications channel called email...as well as those practically prehistoric practices of face-to-face meetings, including coffees and networking events.

I'm being a little sarcastic here to make a point. With the "new" technology and platforms available today, many people forget to use the traditional communication platforms from which they originally built their businesses. Perhaps one of the biggest mistakes people make is only adopting social media to the exclusion of more traditional forms of communication. I'm here to tell you that even though this book is about communicating and marketing with LinkedIn, those traditional tools of the trade—your phone, your email service, your favorite coffee house, trade shows and conferences—will remain an integral part of your business marketing success. When it comes to business communication and marketing, it is amazing to me how much, and how little, our world has changed.

Do you remember the first time you heard about LinkedIn? I remember it clearly. I was the general manager of the Executive Center where we rented office space, full and part time, as well as business services and equipment to solopreneurs, entrepreneurs, and small business owners. I was sitting in one of our conference rooms overlooking beautiful old-town Fort Collins, Colorado, listening to an Internet marketing and copywriting expert, Laurie Macomber of Blue Skies Marketing, speak about Web 2.0 and how the interactivity of the Internet was affecting how we were doing business. Even though the Executive Center had a website and we did some basic



brochure type marketing on the Web, I had no idea of the power of web marketing. I learned many things from Laurie that day. Near the end of her presentation, Laurie mentioned this online business networking site called LinkedIn and how she had used it in her move from Manhattan to Fort Collins to find the office space, realtors, vendors, and business contacts she would need in a new city.

### **Web 2.0**

Wikipedia describes Web 2.0 as a “loosely defined intersection of web application features that facilitate participatory information sharing, interoperability, user-centered design and collaboration on the World Wide Web. A Web 2.0 site allows users to interact and collaborate with others in . . . dialogue as creators of user-generated content in a virtual community, in contrast to websites where users are limited to the passive viewing of content that was created for them. Examples of Web 2.0 are social networking sites, blogs, wikis, video-sharing sites, hosted services, web applications, and mashups.”

This was early 2006 when Facebook was still a newfangled site for college students, MySpace was scaring the pants off parents and the only social networking sites that “normal” people knew about was Classmates.com and Match.com. So the idea of a business-focused social networking site was intriguing to me. Since I had doubled our office business center membership in a year with face-to-face networking events (which I still strongly advocate), I thought, “If I can do that in a town of 100,000 people, what can I do with 7 million people using LinkedIn?” Our business was an interesting combination of business-to-business (B2B), business-to-consumer (B2C), virtual, and brick-and-mortar, so there really were no limits. Apparently I was not the only person having these thoughts. In 2006, LinkedIn soared to 20 million users and it became apparent that this was a social networking site that wasn’t going away.

### **The Theory of Inbound Marketing**

There are all kinds of descriptions and theories of inbound marketing. In fact, we have a whole book on it, *Inbound Marketing: Get Found Using Google, Social Media, and Blogs*, co-authored by the “Father” of inbound marketing, Brian Halligan and Dharmesh Shaw (John Wiley & Sons, October 2009). To put it simply, take everything you know about traditional marketing and turn it on its head.

Traditional outbound or push marketing is about sending out (blasting) your message to your potential customers and clients and “interrupting” them in their homes, places of work, and so forth. Traditional marketing tools are TV and radio ads, direct mail, newsletters, coupons, and just about any other form of marketing you and your ancestors experienced up until about 2004. Traditional marketing takes a lot of money, research, and time. Traditional marketing worked in the past because people had to interact with the marketing medium. They had to watch the commercials on TV



and listen to ads on the radio. The ads were in our newspapers, in our newsletters, and in our mailboxes.

But then we, as the consumer, started making our own choices. We recorded TV shows and fast-forwarded through commercials. Later the adoption of TIVO and DVR technologies allowed us to skip commercials altogether. We subscribed to XM Radio. We downloaded our own music and created our own playlists. We decided what we wanted to absorb, and in most cases it wasn't the commercials and advertising of products and services we had no interest in.

So began the shift.

Another huge shift was Web 2.0 enabling communities' ability to comment on products or services in a very public manner. We trusted our peers, what they liked or disliked, much more than the advertisements landing on our TV screen that we were no longer even looking at.

In order to grab the attention of their consumers, marketers had to start producing content that was valuable, useful, and interesting to them. They had to start building *relationships* with their consumers. And relationship marketing took on a whole new meaning. Beyond the more traditional definition of relationship marketing as getting to know your prospect on a lunch date or via referral, relationship marketing became about engaging a tribe of like-minded individuals, people who knew, liked, and trusted you enough to buy your product or service.

There's one very positive result of this inversion of the marketing pyramid: Not only is more useful content being shared, but engaging in inbound marketing is markedly less expensive than traditional marketing. Anyone with time, knowledge, passion, and a computer can play!

What does this have to do with LinkedIn? As I mentioned earlier, LinkedIn was built on a platform of relationships. Its mission statement is to "Connect the world's professionals to make them more productive and successful."

Many of the techniques you'll learn in this book have to do with creating and sharing content that your connections and network will find interesting and valuable. I'll share step-by-step techniques, whether you are a beginner or an advanced user, that will help you to more easily engage with the exact people you need to in order to be "more productive and successful."

## Understanding LinkedIn

Very simply: LinkedIn is a social networking platform that allows you to connect, engage, and do business with other professionals by making the relationships of your business network visible and by giving you the tools you need to connect with them.

As of this printing, there are almost 200 million business members on LinkedIn and over 2 million company profiles.

LinkedIn is growing by about 100 percent per year. While it will never reach Facebook's or even Twitter's numbers, one has to concede that LinkedIn is a force to be reckoned with. As a business professional, no matter what industry you work within, whether you are a jobseeker, employee or an owner, LinkedIn will probably become an integral part to your business communications, positioning, marketing, and lead generation. Even those not in marketing, PR, sales, and similar fields will find some uses for LinkedIn. (More on that in the final chapter of this book, Chapter 11, "LinkedIn and You: Getting Specific.")

The relationships you build on LinkedIn open the way to new customers and clients, business and referral partners, affiliates and vendors, mentors, advisers and coaches, hiring managers, recruiters, employers 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 and business strategies.

I want to make it clear from the onset that while I think LinkedIn is one of the most powerful tools a business professional can utilize, nothing replaces business referrals and face-to-face meetings. Throughout this book I will share many strategies that you can use to increase your business relationships "the old-fashioned way." Of course, today business is online and immediate, so I will also show you ways of using LinkedIn with recent social marketing strategies.

### **The History of LinkedIn**

According to LinkedIn's "About Us" section (<http://press.linkedin.com/about>), LinkedIn was created in the living room of co-founder Reid Hoffman in December 2002 and was officially launched on May 5, 2003. Hoffman, who is now executive chairman, remained CEO of LinkedIn until 2009.

Hoffman was working at PayPal and conceived the idea with four others, two of whom he had worked with previously to create SocialNet.com (a dating site).

Allen Blue was a Stanford buddy and executive at SocialNet.com, as was Jean-Luc Vaillant. Also in the founder's circle were Eric Ly and Konstantin Guericke. According to LinkedIn legend, on its May 5, 2003 launch date (known to the company as "Cinco de LinkedIn"), Hoffman, Blue, Vaillant, Ly, and Guericke invited 350 of their friends to connect. By the end of May, LinkedIn had a total of 4,500 members in the network. Their "rapid" growth, as well as a focus on recruiting, earned \$4.7 million in financing from the well-known Silicon Valley venture capital firm Sequoia Capital. By the end of 2003, LinkedIn's membership had grown to over 81,000 members and they had a staff of 14 employees.

A little different than that other social network created by some college kids in a dorm room... The business minds that conceived LinkedIn were shaped in places like eBay and PayPal, Logitech, IBM, Sun, and Fujitsu. The five men who created LinkedIn all had rich experience in Silicon Valley and had already been fairly successful in their

previous business ventures. The foundation of LinkedIn was formed on their business practices and experience.

In December 2008 LinkedIn hired Jeff Weiner, and in June 2009 Weiner changed his title from interim president of LinkedIn to CEO. Weiner had been running the day-to-day operations for about 6 months, during that time achieving record operating and financial results. Prior to LinkedIn, Weiner was an executive in residence at venture capital firms Accel Partners and Greylock Partners. He had also spent over seven years in key leadership roles at Yahoo!.

Reid Hoffman wrote in the blog announcing Jeff's new position: "Jeff's experience building multiple products on a global scale is highly relevant to LinkedIn and will be critical as we continue to grow the LinkedIn professional network around the world." See the announcement here:

<http://blog.linkedin.com/2009/06/24/new-linkedin-ceo-jeff-weiner-has-updated-his-profile/>

Although never confirmed by LinkedIn Corporate, many people believe Weiner was brought in to take LinkedIn public, and on May 19, 2011—almost 8 years to the date that the company was first launched—LinkedIn executed its initial public offering (IPO).

Today LinkedIn operates the world's largest professional network on the Internet with members in over 200 countries and territories. Sixty percent of LinkedIn members are currently located outside of the United States, and LinkedIn is available in 16 languages: English, Czech, Dutch, French, German, Indonesian, Italian, Japanese, Korean, Malay, Portuguese, Romanian, Russian, Spanish, Swedish, and Turkish.

Some of the latest Worldwide Membership Statistics show LinkedIn has:

- 161m professionals around the world as of March 31, 2012
- 44m+ members in the EMEA region (Europe, Middle East and Africa) as of February 17, 2012
- 34m+ members in Europe as of February 17, 2012
- 9m+ members in the UK as of April 2, 2012
- 3m+ members in France as of November 29, 2011
- 3m+ members in the Netherlands as of December 6, 2011
- 2m+ members in Italy
- 2m+ members in the DACH region (Germany, Austria and Switzerland)
- 3m+ members in Spain as of March 27, 2012
- 1m+ members in Belgium as of September 22, 2011
- 1m+ members in Sweden as of June 20, 2012
- 1m+ members in Turkey as of February 10, 2012



- 25m+ members in Asia and the Pacific as of January 29, 2012
- 15m+ members in India as of May 29, 2012
- 4m+ members in Southeast Asia as of January 29, 2012
- 1m+ members in Indonesia as of February 21, 2012
- 1m+ members in the Philippines as of March 12, 2012
- 5m+ members in Canada as of January 19, 2012
- 8m+ members in Brazil as of May 3, 2012
- 3m+ members in Australia as of March 12, 2012
- As of March 31, 2012, students and recent college graduates are the fastest-growing demographic on LinkedIn.

LinkedIn counts executives from *all* 2012 Fortune 500 companies as members, and its corporate hiring solutions are used by 75 of the Fortune 100 companies. More than 2 million companies have LinkedIn company pages, and there are more than 1 million LinkedIn groups. That's a lot of networking!

Despite these numbers, there are still millions of businesspeople *not* using LinkedIn in their businesses. If you are one of those people, keep reading!

### **Why People Think LinkedIn Isn't a Social Network**

You say “social network” or “social media” and people think Facebook, Twitter, YouTube, Pinterest, and Google+ (usually in that order). Most people associate social media with the sharing of piano-playing cat videos, unfortunate photos of your cousin's last vacation, and narcissistic updates about every move your ex-roommate makes. Despite reams of case studies, research, white papers, and proof to the contrary, there are still people who think social media is a monumental waste of time, with no business or marketing value whatsoever.

If you think social networking has no place in your business world, I encourage you to read Dave Evans' *Social Media Marketing: An Hour a Day* (Sybex, 2008) or any of the social media *For Dummies* books. What I would like to convince you of is LinkedIn's place in the world of social networking and its invaluable place in your business.

In my opinion (whether you asked for it or not) LinkedIn is *the* social network. It was built, after all, on the precepts of professional networking—people connecting with people they know, and using those connections to facilitate other connections and business relationships.

As LinkedIn continues to evolve, it has embraced most of the same applications as Facebook and Twitter. LinkedIn's status updates are almost identical to Facebook status updates—down to the “share, comment, and like” capabilities. And with LinkedIn Signal, the update stream is searchable and much more manageable, in many



ways resembling Twitter. You can read more about LinkedIn Signal in Chapter 8, “Week 23: Putting It All Together.”

While prolific personal photo and video uploading is not a part of LinkedIn (thank goodness), the sharing of news with LinkedIn Today brings an informational and business-oriented social aspect to the platform.

So while LinkedIn still carries a stigma of being a recruiter or job seeker’s network, please take a second look. Whether you are an engineer or a massage therapist, a business owner or a lifelong employee, LinkedIn is a tool you can use in your business.

### The Rise of LinkedIn

LinkedIn was not the first business networking site. A UK-based site called Ecademy was founded in 1998, a good five years before LinkedIn. It is one of the longest-standing online business networking sites, with millions of users worldwide. So why did LinkedIn become the biggest business social networking site in the world? There are four reasons:

- LinkedIn doesn’t pretend to be anything other than a business networking site.
- LinkedIn’s basic (free) account is still very functional.
- LinkedIn has exponential network growth and visibility.
- LinkedIn has a multifield search engine that works.

Let’s take a closer look at LinkedIn’s advantages now.

### Exclusively Business Focused

While Facebook certainly has a strong business presence with more than 37 million “pages” (according to this filing: [www.sec.gov/Archives/edgar/data/1326801/000119312512034517/d287954ds1.htm#toc287954\\_3a](http://www.sec.gov/Archives/edgar/data/1326801/000119312512034517/d287954ds1.htm#toc287954_3a)) and has made a stab at usurping business social marketing with apps like BranchOut and BeKnown, it is not solely a business-networking site. Even though almost one billion people have a Facebook profile, many business individuals are still wary of Facebook.

Twitter is utilized for both business and personal use. But early on it earned a reputation for being too noisy and having users who shared overly irrelevant information. So while it is a great marketing and PR tool, many businesspeople avoid the platform.

On the other hand, LinkedIn is clearly a business network. There are really no other uses for it. When you start to use LinkedIn you can expect that the people you interact with are also businesspeople, whether you are looking for a vendor, employee, customer, or client. Are there people who abuse the network? Of course. But your chances of finding the right business contact on LinkedIn are much higher than finding them easily and accurately on Pinterest, Twitter, or Facebook.

### Functional Free Account

LinkedIn has both a free and several paid memberships (from its basic Business Account at \$24.95 to its Recruiter Account that can run in the thousands). What I like about LinkedIn's free account is that it is completely "usable" once you implement a few of the strategies shared in this book. Having a paid account makes searching and communicating on LinkedIn easier, but you don't have to have a paid account to use LinkedIn effectively.

Besides LinkedIn, there are probably hundreds of thousands, if not millions, of online business applications available that you can use to engage your customer base, build relationships, and communicate pertinent information. However, LinkedIn has done a great job of combining numerous business applications and functions into one relatively cohesive platform. LinkedIn becomes the landing site for your résumé, Rolodex, networking, news, and communications platforms.

While there are now many online business social networking platforms (Ryze, Plaxo, Ecademy, Quora, etc.), LinkedIn still offers the most options and interactivity. Even with the recent decreased functionality of the free account, LinkedIn offers its users a more comprehensive, business-focused, and interactive platform than many of the other paid and free networking-based sites.

### Exponential Network Growth and Visibility Potential

Nothing compares with LinkedIn when it comes to growing your business network. The reason LinkedIn is so much more than a Rolodex is the very clear path of connection. Whether you upload your contact list, upload business cards from a tradeshow, use the CardMunch app, find someone to connect with in a search, or use one of LinkedIn connection suggestions, LinkedIn will show you the degree to which you are connected (first, second, or third) and who you share a group with. You can even jump into your first-level connections profiles and see whom they are connected to (if they have not turned off that option in Settings). Some third-party applications allow you to see the depth of connection on Twitter and Facebook, but on LinkedIn the level of connection and visibility of connection is built right into the system and is extremely accurate!

Why is this important? Imagine you are looking for the executive director of a local not-for-profit that you wish to offer your vendor services to. When you do a search, you find out that your neighbor is directly connected to the person you wish to contact. Now you can either use LinkedIn's tools or walk across the street and ask for the introduction. Without LinkedIn you might have never "seen" that connection and could still be trying to get past the volunteer at the front desk!

You can read more about finding and growing your network in Chapter 5, "Weeks 10–15: Creating and Managing a Network That Works."



### Effective Multifield Search Engine

LinkedIn's search algorithm works. Period. Even with the free account, LinkedIn's advanced search gives you numerous fields to search in:

- Keyword
- First Name
- Last Name
- Location
- Country
- Postal Code
- Title
- Company Name
- School
- Industry
- Relationship
- Language

The basic business paid account includes these additional search fields:

- Company Size
- Seniority Level
- Interested In
- Fortune 1000 Level
- OpenLink



**Note:** The Premium and Premium+ accounts add even more search fields, but most users find the free or basic business account sufficient.

When you get your search results, you can see exactly how you are connected to the individual you searched for and what you need to do in order to make contact and engage with them. LinkedIn puts its connection tools (Connect, Get Introduced, Send InMail, Send a Message) right there in the LinkedIn member's profile for you to see and use.

You'll learn more about doing an effective search on LinkedIn in Chapter 11.

### Using LinkedIn

Before we get into the meat of LinkedIn, let's take a look at why it works and who can use it.



## How Your Network and Advanced Search Come Together

One thing I have said from the beginning is “You are only as visible as the size of your network on LinkedIn.” (I should probably trademark that!) One of the biggest complaints I get from clients is that LinkedIn just doesn’t work. And they are absolutely correct! If your network is too small, then LinkedIn won’t work: every time you do a search for a potential employee, client, or vendor, you get a “LinkedIn Member” result and an invitation from LinkedIn to upgrade to a paid account. But there is a way around that: strategically and systematically grow a network that makes you visible, and that makes your connections visible to you. You’ll learn more about this strategy in Chapter 5.

## What You Can Do on LinkedIn

Almost anything you do in marketing your existing business can be done on LinkedIn.

Use LinkedIn to:

- Increase your ability to be known. There are many ways to participate on LinkedIn that will help define your personal and corporate brand. By contributing, giving, and sharing in a positive way, you can develop a good reputation in your target communities.
- Find others. With a big enough network, you can develop the reach you need to search for and find the employees, potential customers, clients, vendors, partners, donors, sponsors, and strategic connections you need to excel at your business.
- Learn and share your knowledge. LinkedIn Answers, Status Updates, and groups are excellent tools to showcase expert advice, position yourself as a thought leader, and learn from other subject matter experts in your industry.
- Connect with LinkedIn group members. There are many exclusive groups that give you access to other members, people who share commonalities.
- Demonstrate your social marketing “savvy.” Show you are plugged into current technology. Active participation in LinkedIn tells others you are serious and competent about networking and new technology.



## Types of Profiles

LinkedIn is similar to Facebook in that you have to create a personal account (on LinkedIn known as a “professional” account) before you can create a company account or a business account. One question I am always getting asked is: Can or should I create more than one account on LinkedIn?

The short answer is no, mainly because it goes against LinkedIn’s end-user agreement (EUA). LinkedIn itself doesn’t seem to be monitoring for duplicate accounts, but if another user reports your duplicate profile, LinkedIn will suspend both accounts



and, if they are feeling generous that day, ask you to choose the account that you want to keep.

That means all the time and effort you put into creating your “second” account—all the people you invited, all the recommendations you received, all the work you did on writing your profile—will be deleted. I know this for a fact because I created a second account strictly for training purposes (LinkedIn should have known this because the headline said: “This account is for training purposes only”) and it was closed down. At the time that account had over 500 connections and 10 recommendations. A lot of effort down the drain.

Some reasons people feel the need to have more than one account are:

- They are a C-level executive at a company but also have their own small venture.
- They might be working for a company but also be considering new options and looking for a job on LinkedIn.
- They might be an entrepreneur with three viable businesses and one start-up.
- They might be a Mom-preneur with a successful day job and a hobby that pays—in a different industry.
- They might be a student with vastly different interests.
- They might be both a professional musician and a teacher.
- They might be both an artist and an attorney.
- They might want a profile to reflect them as a person and a profile to reflect their company (a big no-no in the EUA—they have company profiles for that: [www.linkedin.com/company/add/show](http://www.linkedin.com/company/add/show)).

In each of these cases, having more than one account or several different accounts might seem viable. And although some solutions are allowed on LinkedIn (professional profile and company profile, for example), there are many times when people break LinkedIn’s EUA without even knowing it.

Some LinkedIn users will knowingly break the EUA:

- They might be a LinkedIn trainer and want a free account so they don’t teach their clients how to do something only available on a paid account.
- They might have reached the connection limit and have created a second account to keep growing their network.
- They might be a recruiter seeking confidentiality so they created a secondary bogus account to keep from revealing any telling information about their employer or client.
- They might be a spammer who is knowingly abusing LinkedIn policies and doesn’t want to risk getting their “real” account shut down.

Whether you create more than one account knowingly or unknowingly, the result is the same: LinkedIn will suspend both accounts and you will have to delete one. In some extreme cases, LinkedIn might delete both accounts for you.

So let's look at the different types of profiles and accounts on LinkedIn to see which accounts will work best for you and your business.

### Professional Profile

Your professional profile is the personal profile you first create when you sign up for LinkedIn. It is from your professional profile that most of your interactions take place. Your professional profile on LinkedIn is “you.” It is autonomous. It is the initiator of all other profiles. You can't have another profile on LinkedIn without your professional profile. When I mention “profile” from now on in this book, this is the one I am talking about. See Figure 1.1 for an example.

The screenshot shows a LinkedIn professional profile for Viveka von Rosen. The header includes the LinkedIn logo, navigation links (Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, More), and a search bar. The profile itself features a profile picture, name, and a detailed bio. The bio lists her current roles: Founder, Professional LinkedIn Strategist, Keynote Speaker, Social Media, LI & Twitter Expert at Linked Into Business, Author of LinkedIn Marketing: An Hour a Day at John Wiley and Sons, and Director of Social Media Training and Social Media Authority at Hellerman Baretz Communications. It also lists her past roles: Technical Editor on LinkedIn for The Complete Idiot's Guide to LinkedIn at Penguin Books and Contributing Author on LinkedIn techniques for Barbara Findlay Schenck's book at Small Business Marketing Kit for Dummies. Her education is listed as Wilfrid Laurier University. The profile shows 68 recommendations, 500+ connections, and a list of websites and Twitter handles. A summary section at the bottom provides a quick overview of the profile.

**LinkedIn** Go to LinkedIn Ads + Viveka von Rosen Add Connections

Home Profile Contacts Groups Jobs Inbox 60 Companies News More People Search... Advanced

**Successful Women Network - Apply now to see if you're eligible to be included** From: Worldwide Who's Who

**Viveka (Vivica) von Rosen**

Author of Wiley's "LinkedIn Marketing: An Hour a Day" ★Forbes Top 10 Most Influential Women★  
Moderator of #LinkedInChat  
Fort Collins, Colorado Area | Online Media

**Current** Founder, Professional LinkedIn Strategist, Keynote Speaker, Social Media, LI & Twitter Expert at Linked Into Business  
Author of LinkedIn Marketing: An Hour a Day at John Wiley and Sons  
Director of Social Media Training and Social Media Authority at Hellerman Baretz Communications  
see all -

**Past** Technical Editor on LinkedIn for The Complete Idiot's Guide to LinkedIn at Penguin Books  
Contributing Author on LinkedIn techniques for Barbara Findlay Schenck's book at Small Business Marketing Kit for Dummies  
Twitter, Facebook, YouTube, LI and Social Media Marketing Expert  
Speaker and Trainer at SkillPath Seminars  
see all -

**Education** Wilfrid Laurier University  
Wilfrid Laurier University  
Integrated Alliances "University"  
see all -

**Recommendations** 68 people have recommended Viveka

**Connections** 500+ connections

**Websites** LinkedIn for Business Pros  
List of Social Resources  
Click Here to Connect With Me

**Twitter** VivekavonRosen  
LinkedInExpert  
LinkedInBiz  
LinkedInChat  
SmartBlondMedia

**Public Profile** <http://www.linkedin.com/in/linkedinexpert>

Share PDF Print

**Summary**

**Profile: English**

**Improve your Profile** **Edit profile**

Ask for recommendations  
Create your profile in another language

100% profile completeness

**Ads by LinkedIn Members**

**Top MBA in Marketing**  
Online MBA Designed For Working Marketing Professionals. Learn More.

**Sports & Recreation**  
Online Bachelors in Sports & Recreation Management. 100% Online.

**Become a TESOL Teacher**  
Pursue an MA in Teaching online at USC and gain advanced TESOL training.

**Who's Viewed Your Profile?**

**12** Your profile has been viewed by 12 people in the past day.

**79** You have shown up in search results 79 times in the past day.

**Viveka's Activity**

Viveka von Rosen is now connected to David Gillman, Corporate Global Travel Director expertise in Sales Leadership | Budgeting | P&L | Training | Seeking Great Opportunity  
2 days ago

Figure 1.1 LinkedIn professional profile

Your LinkedIn professional profile is discoverable through searches on Google, Bing, and Yahoo! (and any other search engine you might use) as well as through LinkedIn's own search algorithm. You are in complete control over what others see on your profile. Leveraging this profile to showcase your skills and talents ensures the right people and opportunities will find you.

A few ways to differentiate your personal and public profiles:

- Status Update feature
- Links for websites, connections, and Twitter
- “See All” link for experience and education
- Public profile URL

To read more about optimizing and leveraging your profile, read Chapter 3, “Weeks 3–6: Ready, Set, Profile.”

### Public Profile

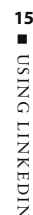
When you create your professional profile, LinkedIn automatically creates a more limited public profile that can be seen by anyone who has access to the Internet. Be aware that LinkedIn's default setting is to make everything you add to your profile visible to the general public. While I am very thorough in creating a professional profile full of business and company details, I do recommend limiting your public profile to information you don't mind sharing with the entire world.


When you Google yourself, it is your LinkedIn public profile that shows up. You might want to see what the rest of the world is seeing, and if you are overly exposed, jump into LinkedIn's Public Profile settings and reduce your visibility, as shown in Figure 1.2.

You can make your profile completely private, which will make it unfindable in a web search, or you can turn it on to full view. I recommend customizing the display of individual elements. By checking or unchecking the boxes in this section, you control the parts of your profile you desire to be visible in a web search.

You can tell you are in your public profile (see Figure 1.3) because less information will be visible, you lose hyperlinks, and most obviously, you will be invited to view (*Name's*) full profile.

For more on LinkedIn settings, read Chapter 2, “Weeks 1–2: Get Started on LinkedIn.”





Recommendations  
Connections

## Viveka von Rosen

Author of Wiley's "Linkedin Marketing: An Hour a Day" ★Forbes Top 10 Most Influential Women★ Moderator of #LinkedInChat  
Fort Collins, Colorado Area | Online Media

85 people have recommended Viveka  
500+ connections

Why Should You Hire Viveka von Rosen to Do Your Social Media?

- Forbes Top Ten Women in Social Media: <http://onfor.es/top10SMWomen>
- Forbes Top 50 Most Influential People in Social Media: <http://onfor.es/top50SM>
- TopRank's 25 Women Who Rock Social Media in 2011
- BigMoneyWeb's 200 most fearless women on the web:
- Listed by Mary Smith as having the niche quality of a social media superstar: <http://www.marysmith.com/ten-qualities-of-social-media-superstars/>

★★★ AM IN NO WAY ASSOCIATED WITH LINKEDIN CORPORATION★★★

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 10,000 business people so I know what I am talking about - see my 84 recommendations.
- I've made the mistakes so you don't have to!

►WHAT DO I DO?: I train individuals & companies to create a more powerful social presence via seminars, webinars, implementation, one-on-one training and consultation.

►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.

I WELCOME LINKEDIN INVITATIONS.

►Linked Into Business offers individuals, companies and groups LINKEDIN HANDS-ON WORKSHOPS AND WEBINARS, and consulting as well as other social media presentations and trainings.

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

Contact Viveka for:

- career opportunities
- new ventures
- expertise requests
- consulting offers
- job inquiries
- business deals
- advice on tough

Join Today - Sign In

Profile: English

Contact Viveka von Rosen

Add Viveka von Rosen to your network

View Viveka von Rosen's full profile to...

- See who you and Viveka von Rosen know in common
- Get introduced to Viveka von Rosen
- Contact Viveka von Rosen directly

View Full Profile

Name Search:

Search for people you know from over 150 million professionals already on LinkedIn.

First Name Last Name

Example: Jeff Weiner

Viewers of this profile also viewed...

Neal Schaffer  
Author, Maximizing LinkedIn for Sales &...

Pete Cashmore  
Stacy Donowson Zager  
Most Connected Woman on LinkedIn • #9...

## Business Profile

LinkedIn recently added a business profile, which is an account that you have to create in order for you and other people in your company to manage ads on LinkedIn. I only mention it here because it is brand-new and LinkedIn might do something with this administrative account in the future.

### Your Professional Profile Is Not a Business Profile

People often mistake a professional profile for a business profile, thinking a division must exist between the person who does the job and the job itself. Your professional profile is where you list your businesses and business expertise for *all* your businesses, past and present.

Some people will use a personal profile to create a business presence, using a logo instead of their picture and a company name instead of their first and last name. This goes against LinkedIn's EUA and I recommend that you don't do it.

Creating a business profile is a common and often innocent error, but much like creating a duplicate account, it is likely that someone will report this profile as inappropriate and LinkedIn will freeze it or even delete it.

## Company Profile

A company profile is a profile either you or another company employee can create. Your company profile will be linked to the company name you entered in the Experience section. Only one company profile is allowed per domain name. For instance, if you worked for PepsiCo, you could not create a company profile for Pepsi because the PepsiCo company page has already been created and "attached" to the name@pepsico.com domain. However, if you have your own business and your own name@domainname.com email address, you can certainly create your own company profile. If you have five businesses and five domain names with emails attached, you could create five company profiles.

There is no way, at this time, to create a unique URL in LinkedIn for your company profile, but LinkedIn is pretty good about creating a profile URL that will read [www.Linkedin.com/company/your-company-name](http://www.Linkedin.com/company/your-company-name).

Unlike Facebook, the company profile is *not* autonomous. However, you can:

- Tell your company's story
- Highlight your products and services
- Share career opportunities
- Share company status updates to targeted followers



For millions of professionals, a company page is a place to:

- Explore companies of interest
- Get the latest company updates and industry news
- Get stock market information
- Research products and services
- Learn about job opportunities

Clear as mud? The differences between professional, public, and company profiles will become clearer as you read through this book. But think of it this way: Your professional profile is you as the person who goes to work in the morning, with all your business knowledge and experience integral to who you are. Your public profile is the business clothes you put on and the business persona that you show the world. And your company profile represents your place of employment and holds within it all the other people who work there, the products and services you sell, and jobs that might be available, as well as the business newsletter.

### **Businesses on LinkedIn**

I want to cover, very briefly, the different types of businesses and business professionals that can use LinkedIn. We will dive much deeper into how you can use LinkedIn as a B2B, B2C, not-for-profit, big business, small business, virtual business, and brick-and-mortar business in each chapter of this book. Just in case you thought LinkedIn is not for you because you are:

- An entrepreneurial service-based businessperson with no storefront
- A massage therapist working out of your home
- A lawyer in a big law firm
- A retailer
- A holistic practitioner
- A business consultant
- The executive director of a not-for-profit
- A student
- A job seeker
- Age 16
- Age 86

Let me try to convince you differently!

### **B2B and LinkedIn**

When speaking to audiences, I'll often ask the folks in the room to raise their hands if they think LinkedIn is just a business-to-business (B2B) networking site, and most





of the hands in the room will go up. LinkedIn certainly can be a B2B networking site. When LinkedIn was launched, it was primarily created for and used by the B2B market. But every day more and more B2C companies and businesspeople are using LinkedIn to find and connect to vendors, employees, prospects, and partners.

### **B2C and LinkedIn**

One of the fastest-growing industries on LinkedIn is the “service” industry. I realize this is an awfully broad generalization, but let’s look at some numbers.

I recently searched on the following keywords and these were the results:

- Massage therapist: 67,745 members
- Magician: 131,000 members
- School teacher: 60,662 members
- Garbage collector: 496 members
- Dive instructor: 6,900 members
- Virtual or administrative assistant: 641,245 members

There is a place for B2Cs because the “professionals” using LinkedIn need your services. With the strategies and tools I will share with you in this book, you will learn how to attract new clients and customers, build referral and affiliate relationships, find vendors, and position yourself as the very best service-based professional in your industry!

### **LinkedIn for Large or Small Corporations**

Size doesn’t matter. Whether you are a solopreneur or the CEO of a Fortune 500, there is a place on LinkedIn for you. You might use it a little differently, but you can still use it to facilitate numerous business transactions such as:

- Promoting new products
- Hosting an event
- Running a poll
- Connecting with old colleagues
- Finding employees
- Attracting new clients

The biggest difference is likely to be the budget you have in using LinkedIn ads, and whether you choose to use the free account or purchase the business or corporate account. And even with the different accounts, much of the functionality stays the same.



## LinkedIn for Brick-and-Mortar Businesses

When I started using LinkedIn, I had a brick-and-mortar business—a physical space where people came to do business. If you have a retail store, a law office, a business office, or a salon, you have a brick-and-mortar business. And that is a very exciting thing!

First of all, there is certain legitimacy with a storefront that purely virtual businesses might have a harder time establishing. Let's face it; today it is easy to create a business out of thin air with a Facebook page and an idea. But for those of you who have invested great time, money, and resources into creating a “real” business, you have an edge over those of us without that physical marker.

Why I love LinkedIn for brick and mortar is that you have an even better chance of creating and developing relationships with local businesspeople. People can come to you...get a feel for you and your business. Catch the vibe, as it were. If you have the right kind of physical presence, you can engender a sense of calm and trustworthiness before you even begin your business communications and negotiations.

I'll get into the actual strategies later in the book, but to give you a taste, you can use LinkedIn's Advanced Search to find “local influencers” and then use LinkedIn's tools to contact them and invite them to meet up with you. You can create a local group and establish yourself and your business in LinkedIn's virtual world. You can create amazing referral partnerships with other local businesses. The sky is the limit when you are a brick-and-mortar business using LinkedIn.

## The Future of LinkedIn

While I have a few of my own ideas, I decided to ask other LinkedIn members where they saw LinkedIn going. It turns out most people had the same predictions for LinkedIn's future, as well as a similar wish list.

Beyond the inevitability of yearly facelifts (one of the reasons I appreciate LinkedIn is that its designers don't feel the need to change its look and functions every few months), most of the people who responded to my LinkedIn Poll, LinkedIn Question, and #LinkedInChat were hopeful that LinkedIn would focus on making valid connectability among its members easier and more effective.

**Note:** The #LinkedInChat is a Tweetchat held every Tuesday night on Twitter. Anyone (with a Twitter account) who has questions about LinkedIn, LinkedIn Best Practices, or LinkedIn and Social Media Strategies they would like to share may participate. To learn more about the #LinkedInChat or Tweetchats in general, go to [www.linkedintobusiness.com/linkedinchats](http://www.linkedintobusiness.com/linkedinchats).



Most of the people who responded hoped LinkedIn would move in the following four directions:

- Increased customer relationship management (CRM) tools
- More open application programming interface (API), resulting in more and better third-party applications
- More visually attractive LinkedIn profile
- Better analytics

### Customer Relationship Management

Many of the respondents stated a desire for an interactive scheduling program turning LinkedIn into a true CRM system. While the LinkedIn for Salesforce app is already available to Salesforce users, there was a strong desire by the respondents for a CRM system integrated into the Contacts tab that would help connections to interact more strategically.

[http://static02.linkedin.com/scds/common/u/pdf/salesforce\\_overview\\_sheet\\_v1.pdf](http://static02.linkedin.com/scds/common/u/pdf/salesforce_overview_sheet_v1.pdf)

LinkedIn obtained CardMunch.com in January 2011, so an initial step has been taken. See

<http://techcrunch.com/2011/01/26/linkedin-buys-business-card-converter-cardmunch-will-offer-its-services-for-free/>



**Note:** CardMunch is a free iPhone app that allows the user to take a photo of a business card, which is then transcribed into an address book. From the CardMunch iPhone interface you can not only see to what degree you are connected to the contact, but also see a “snapshot” of their profile and invite them to connect with a default invitation with a single click. CardMunch just updated its app and now you can sort your contacts alphabetically or by company. I anticipate the ability to make notes or schedule follow-ups, although these features are not available at this time. Nonetheless, it’s a great first step toward a more functional LinkedIn CRM system.

LinkedIn also recently purchased ConnectedHQ and is now making it available to the public for free. (It used to have a \$9.95/mos price tag.) A truly usable CRM system will help to organize your network, make notations, and connect with and schedule communications with your entire network. At this time both CardMunch and ConnectedHQ only work with your first-level connections, but they are great CRMs to start off with. And did I mention they were both free? As of this printing, ConnectedHQ has *not* been integrated into LinkedIn’s actual user interface (UI), but remains a viable third-party application.



Many of the necessary elements are already available with LinkedIn's paid and free memberships:

- You can make notes about your contacts on their profiles. (In case you were wondering, they cannot see your notes.)
- You can export your contacts into a comma-separated values (CSV) file and then into your own CRM system (like ConnectedHQ).
- Connection tagging allows you to classify your network into groupings of people according to a "tag" you assign. (In case you were wondering, they cannot see how you tag them.)
- The Profile Organizer is available with a paid account and allows you to organize your entire network into different folders and make notes on those contacts. The more you pay for a membership, the more folders you get.

So the elements are there. LinkedIn just has to pull them together and provide them, most likely as a paid service, to their membership.

**Note:** The LinkedIn Recruiter, which can cost thousands of dollars a month, has a very solid CRM system. A "light" version of that would be a great offer for free and lower priced membership users. Nothing like that is offered at this time within the LinkedIn UI.



### Third-Party Apps

According to LinkedIn, there are more than 60,000 developers using LinkedIn APIs to create innovative tools and services for professionals, averaging over 2 billion API calls per month. Despite the huge number of developers creating tools that use LinkedIn data, there remain a limited number of "approved" LinkedIn applications found within the platform itself. I foresee greater application utilization and interactivity in LinkedIn's future. In December 2011 LinkedIn launched its Certified Developer's Program—a "best-in-class network of developers to help marketers, agencies and companies leverage the LinkedIn platform to drive engagement with their audiences" (<http://press.linkedin.com/node/895>). At that time, launch partners included AKQA, Buddy Media, HootSuite Media Inc., and Wildfire, bringing with them a range of social media marketing capabilities, including campaign management, social promotions, enhanced analytics, custom applications, and more.

There is a division of opinions when it comes to more open APIs. While I would love to see more applications available, and I certainly have some thoughts about existing and new applications I would like to see using LinkedIn's API, I also appreciate the tighter security resulting from LinkedIn's more restrictive API. The apps they do have are easy to find and relatively easy to use. You'll find more on these apps and how to use them in Chapter 7, "Weeks 19–22: Get Strategic with LinkedIn's 'Other' Options."



## The LinkedIn Profile

With the recent changes to Facebook (Timelines) and due to the massive appeal of Pinterest, I believe a more visually appealing LinkedIn user profile might be on its way. A few more photo opportunities (as long as they are business oriented) would not be amiss.

There seems to be a consensus that LinkedIn must do more with video, perhaps creating a new video application for limited but easier video upload. However, LinkedIn seems to have gone the other way, getting rid of Google Presentations. Now you can only use SlideShare to upload video, but the process is a bit tricky and very buggy. LinkedIn already has the technology on its company pages, allowing the uploading of YouTube video URLs that play on your company page's Products & Services tab. So a similar application within the LinkedIn profile is not out of the question.

Many people expressed (with either desire or distaste) the likelihood that LinkedIn might integrate other social platforms like Facebook and Google+. In some ways social integration seems inevitable—although LinkedIn seems to be heading in the opposite direction as they just dropped the Tweets application. (You can still link your Twitter account to LinkedIn and import your tweets.) While LinkedIn has adopted many social networking conventions—status updates, a better update search using LinkedIn Signal (more about that in Chapter 8), automatic URL shortening, link uploading, commenting, and “liking”—LinkedIn isn't doing much at this time to further integrate with other social platforms. The imported Tweetstream is misused by many people and will probably result in tighter regulations, not more open relationships between platforms.

I hope that LinkedIn will make use of one of Facebook's inventions: the autonomous business page. They are definitely moving in that direction with the company page status update and targeted update feature. I love the customized banner ads and some of the other features, including analytics that LinkedIn has recently added. You'll learn more about company pages in Chapter 4, “Weeks 7–9: Use Your Company Profile for Branding and Positioning.”



**Note:** There seems to be a consensus that LinkedIn must do more with video, perhaps creating a new video application for limited but easier video upload.

## Analytics

As businesspeople, we need to know the return on our time and financial investments. If we are spending an hour a day on LinkedIn, is it paying off? If we are paying our assistants to message our connections, is it paying off? Is our time and money paying



off? If there is no way to monitor, measure, or analyze our LinkedIn presence and activity, then there is no way of knowing if LinkedIn is worth the investment. Not only are analytics important in business, but also there is a huge trend toward social analytics, and I expect LinkedIn will amp up aspects of its analytics.

Some possibilities are more in-depth analytics on our personal profiles beyond who has viewed us, joined our network, and where they are from. Personal update analytics similar to company update analytics would be a great start since they already have the technology in place. More information about *when* our network is active would be useful (and could be embedded in a robust CRM system). More statistics about the LinkedIn users in our own networks might be nice as well. For more on what you can monitor, measure, and analyze on LinkedIn, read Chapter 2.

With LinkedIn's recent IPO, we can be sure of two things: LinkedIn will change and the site is not going away. It will continue to morph and grow, but at a more stately and reserved rate than Facebook and Twitter. As trends shift the current of the social landscape, LinkedIn will inevitably adjust and integrate. The social hotspots of video, analytics, monitoring, and social CRM will hopefully find a more permanent place within the LinkedIn platform as LinkedIn becomes an even more integral part of its users' social marketing strategies.

Now that you understand the LinkedIn landscape, let's start crafting your winning presence on LinkedIn. So are you ready? Then...ready, set...LinkedIn!



