

An Introduction to LINKEDIN

What does LinkedIn offer?

LinkedIn is the leading social networking site for professionals, with a focus on their education and work history and professional interests.

What must I think about before posting content?

A company's LinkedIn profile can showcase products, employee networks, blog posts, upcoming events and status updates. The events section allows event organisers to post events and monitor attendees. You can also post job opportunities, making it a valuable recruitment tool.

For your personal page, ensure that your profile is as complete as possible, include the recommendations you have generated, and use LinkedIn Answers to ask and answer questions that showcase your interests and expertise.

What are the medium's key features?

- The products page allows different employees to be assigned to different products, so that prospective customers know exactly who to get in touch with and can start direct conversations with in-house experts.
- Videos can be posted next to product descriptions for maximum impact.
- The products and services page now has a promo box, so that you can flag competitions, offers and discounts, and drive traffic to your website.
- Recommendations validate your organisation or your expertise.
- Engaging in the conversations taking place in relevant LinkedIn Groups helps you position yourself as a thought leader as well as to better understand your customers and potential customers.

- LinkedIn allows employees to become ambassadors for your company by posting company blogs on their status updates and joining and participating in relevant groups.
- Network updates tells you more about your business connections and can provide new business opportunities as well as conversation openers.
- LinkedIn advertising works along the same lines as PPC, so keywords and calls to action need careful thought.

How do we make ourselves visible?

Good use of LinkedIn can boost both SEO and organic visibility.

Pages are optimised by;

- Including a professional headshot and keywords in your job position or title.
- Linking to the company's blog under "websites".
- Adding a Twitter handle.
- Claiming a unique URL and using it for email signatures.
- Including keywords in a well written summary.
- Listing specialities and skills in detail and clearly.
- Moving recommendations closer to the top of the page.

Want to know more?

To find out more about how LinkedIn could help you engage with your customers contact us for a free no obligation chat.

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