

LinkedIn Guide



*"10 tips to Grow
your Business,
using LinkedIn"*

Provided to you by



The following Guide will help you to:

1. Create a Professional Linked profile
2. Increase your business public relations with customers and partners
3. Earn trust and respect from Online community
4. Create new partnerships and opportunities to promote and sell your products
5. Increase visibility of your personal and company image on the Web
6. Engage customers from LinkedIn

What is LinkedIn?

LinkedIn is a social network platform with more than 116 million members around the world. Among other is providing to the users professional networking collaboration tools, involving various business activities, such as exchange of ideas, discussions, contacts, finding jobs, participate in groups and communities and finding potential customers or partners. LinkedIn in short helps people to connect with each other in professional and enterprise level.

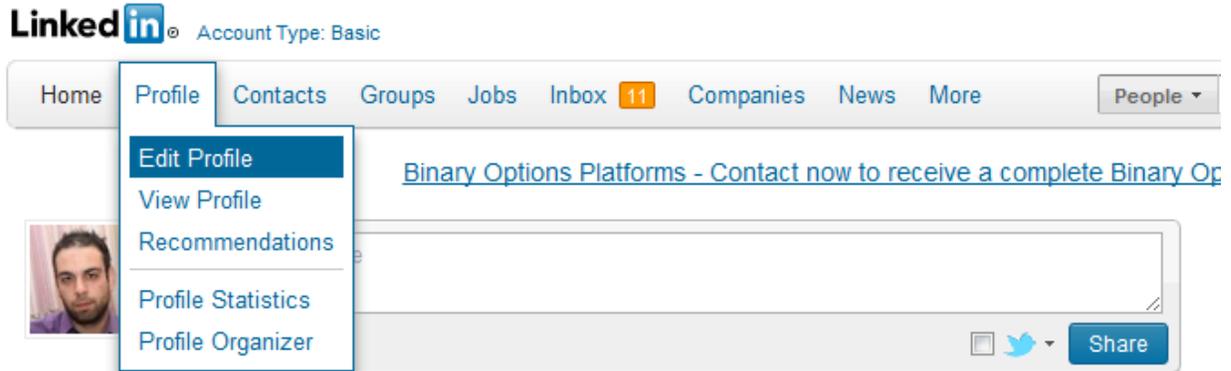
Why does LinkedIn differentiate from other social media?

Facebook acts as a local coffee shop, which offers various amenities for conversation, fun and relaxation among friends. LinkedIn, on the other hand, acts as a local Trade show/Cconference, where everything is more professional, giving you the opportunity to get in touch with potential customers or partners.

How can you take advantage of LinkedIn features, using it as a powerful Marketing tool for your business?



1. Fill in your profile correctly



It may sound simple and be the most basic step, but many lack of doing correct. The important points that you must fill in is: your name, your photo (as official as possible), your professional competence, the history of your work and your website.

Your profile must be accurate, with rich information. This way, you will gain more confidence from other users around you. When someone begins to read the information on your profile, you will be able to gain his respect, trust and increase your public view as a business person.

Your profile, in LinkedIn is the professional showcase of yourself and the bridge to your business. If someone was looking for you in LinkedIn and you had a poor profile, then the first impression that will had would have been quite negative.

2. Use keywords in your profile

Headline

Professional "Headline":

Examples: Experienced Transportation Executive, Web Designer and Inform Visionary Entrepreneur and Investor... [See more](#)

Location & Industry

Country:

Zip Code:

Industry:

.....

or [Go back to Edit My Profile](#)

Many times users are looking for professionals using LinkedIn, because they know that in LinkedIn will find only persons with professional skills. Several times Google returns results from LinkedIn. What would you like is to have your own profile on the first search results when someone searches for people with your attributes. One of the

best practices to accomplish this is to add potential keywords that might be used in searches and connecting them with your activities, at the fields within your profile.

Example, if you have worked on a project of Coca Cola as a Marketing Manager, you could write on your profile: “Experience: **Marketing Manager** in Coca Cola Cyprus ”. This will help enormously to show your profile on the first results of LinkedIn when someone uses the key phrase “**Marketing Manager in Cyprus**” to find a professional.

3. Ask for Recommendations

3 Create your message



The image shows a screenshot of an email composition interface. The 'From' field is filled with 'Pantelis Vladimirov' and 'pantelis@webarts.com.cy'. The 'Subject' field contains 'Can you endorse me?'. The main body of the email contains the following text:

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

Thanks in advance for helping me out.

-Pantelis Vladimirov

In the modern Social Online Web almost everything tends to get “Socialized” and 'linked' together. A lot of times you have started searching from Google for a product and reached websites with user ratings and reviews. One of the first things you often do before you buy something, is to find out what others are saying about that product and what ratings it gets from the online community that is already using it. In LinkedIn the product is actually you!

If someone is looking for a professional regarding your skills, he will consider what others are saying about you. Find old colleagues and customers and ask them to write recommendations for you and the quality of the work you provide. You will find this feature in LinkedIn with the name 'Recommendations».

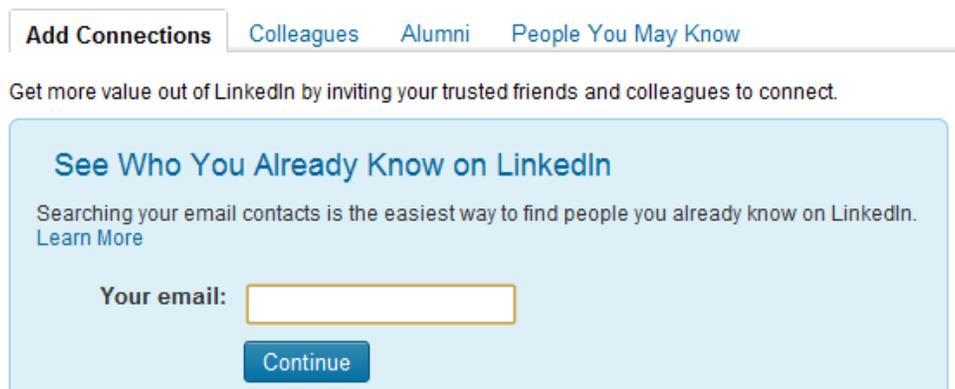
4. Connect your Twitter with LinkedIn



Social Networking doesn't mean only in creating a profile, but also in a dynamic and active presence. Twitter is an online Social Media tool that connects you, with people who are interested in your activities and vice versa. You can share anytime your thoughts and what's happening to you, with the others around you.

LinkedIn has the capability to connect your Twitter account in your LinkedIn account so that you will be able to share in LinkedIn anything you share on Twitter. This is an excellent opportunity to communicate with professionals around you, keeping you connected with them. It also creates a dynamic feel as that you are social and active person.

5. Expanding your Network



Try to connect to any person you know or you had at least came in professional contact once in your life. Of course, the ideal would have been for you to be famous so that others come to you, but this applies only to very few.

LinkedIn works as a “Pipe Connector” with professionals, which means that as many professionals you are connected to, as many professionals will have access to you, from your Network.

6. Create Company page

[Companies](#) > [WebArts Ltd](#)



Overview Careers Products Analytics

This page was last edited on 01/31/2011 by [Pantelis Vladimirov](#)

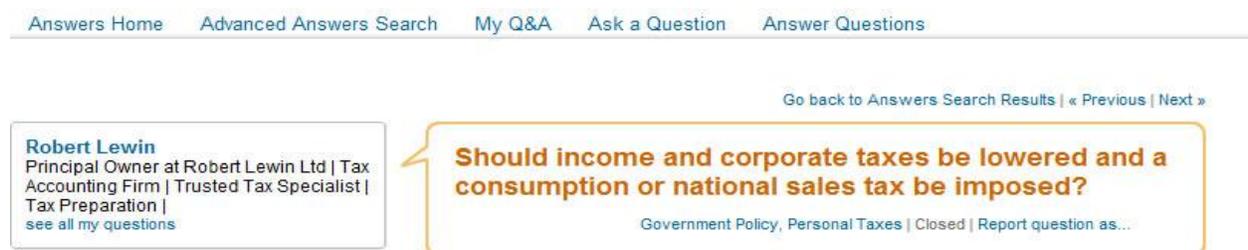
Welcome to our company page :)

[Attach a link](#) Visible to: everyone [Share](#)

If you own a company I would recommend creating a company page. It's something similar to the profile but a company page refers only to your company and not directly to you as a person. Through the page of your company, you can promote specific products and services as well as useful information about the company.

Also, you should encourage all the staff to create a profile in LinkedIn and declare that works in your company. This will raise even further the credibility, brand and image of your Company.

7. LinkedIn Answers



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Robert Lewin
Principal Owner at Robert Lewin Ltd | Tax Accounting Firm | Trusted Tax Specialist | Tax Preparation | [see all my questions](#)

Should income and corporate taxes be lowered and a consumption or national sales tax be imposed?

[Government Policy, Personal Taxes](#) | Closed | [Report question as...](#)

LinkedIn Answers is perhaps one of the best collaboration tools in LinkedIn. It's one of the modern techniques of social networking that can also be used for Marketing purposes. LinkedIn Answers can help especially professionals whose professional activities are expanded in the global and not only to the local market.

With LinkedIn Answers you can ask anything and get answers from the community. You can also participate in conversations and answer or tell your opinion about something someone else asks.

Example:

A professional wants an answer or an opinion on whether European Union can save Euro. Suppose you are Tax Consultant, then you might be able to provide a good answer and share your opinion on this question.

What will you gain with this activity is:

1. Respect from the person who made the question and all the hundreds others who had the same question and benefit from your answer
2. Demonstration of knowledge throughout the community and many others who will read what you write also
3. Create a bridge between your profile and your company through this collaboration activity
4. Increase of your image to the community
5. Opportunity to find potential partners and customers of your niche

8. Join in with relevant Groups

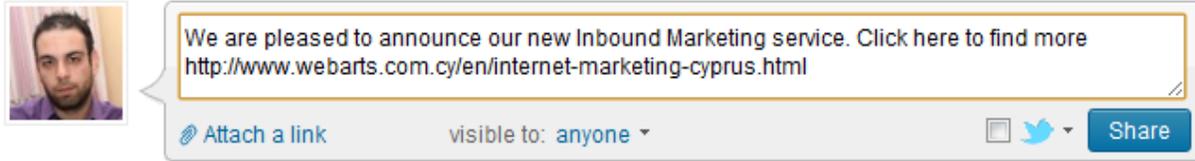


Connect with as many groups related to your niche or other niches with potential customers. Groups usually develop debates and conversation which might be able to participate with.

In a similar way you can expand and increase your respect on the community, with similar way as mention above on LinkedIn Answers section.

Groups are not necessarily come from your niche; for example, if you are an accountant, you may be interested to join groups with lawyers.

9. Become active



The activity on social networking websites is important and counts a lot in gaining respect and great vitality with others around you. What would be your reaction if you visited someone's profile and is the same as it was 4 months ago?

It is important for those around you to see that you're there, active, with vitality and enthusiasm for new opportunities and activities. One way to do this is to comment on peoples shares around you and updating your profile with helpful shares and other information.

10. Connect your Website or blog with LinkedIn



Similar to Facebook, LinkedIn features shares and comments. These activities you can be included in your content within your website or blog, creating an opportunity for visitors to your page to share with their connections the content of your page, by clicking share.

Learn more about LinkedIn and many other relevant Social Media, Internet Marketing and SEO subjects on our blog <http://www.webarts.com.cy/blog/>

Tel: 7000 0128

Email: info@webarts.com.cy

Website: <http://www.webarts.com.cy>