



LinkedIn[®]

Marketing Essentials For Businesses

About SCORE

As a resource partner of the SBA, we help small businesses by:



Providing free
business advice
and mentoring



Offering low or
no-cost business
training



Sharing free business
templates and
resources

Request a SCORE mentor at www.score.org/find-mentor

**First E-Commerce position in 1998 in gourmet gift industry.
20 years in wine industry in technology and marketing**

Other industry experience includes motorcycle, aromatherapy, legal, activism, landscape design, financial, Non Profit, fitness, CBD/Cannabis, restaurants, tattoo, medical spa, education, transportation & logistics, coaching, consultants, health and wellness, food products, beauty, etc

**Teach Marketing/Branding Classes for:
SCORE (Multiple in and out of state chapters, SBDC's, Business Source Centers, Women Business Centers, Chambers of Commerce, Trade Associations, and private organizations.**

Past President- NAWBO Los Angeles

Past Marketing Director-NAWBO Central Coast Board

Current Board Member-Venice Chamber of Commerce

Current Board Member-NAWBO Los Angeles (Membership Director)

ABOUT ME

According to LinkedIn, 80% of B2B social media leads are generated through LinkedIn. This means that 4 out of every 5 leads come from LinkedIn.

How many of these lead opportunities are you capturing?
If you are not...would you like to??

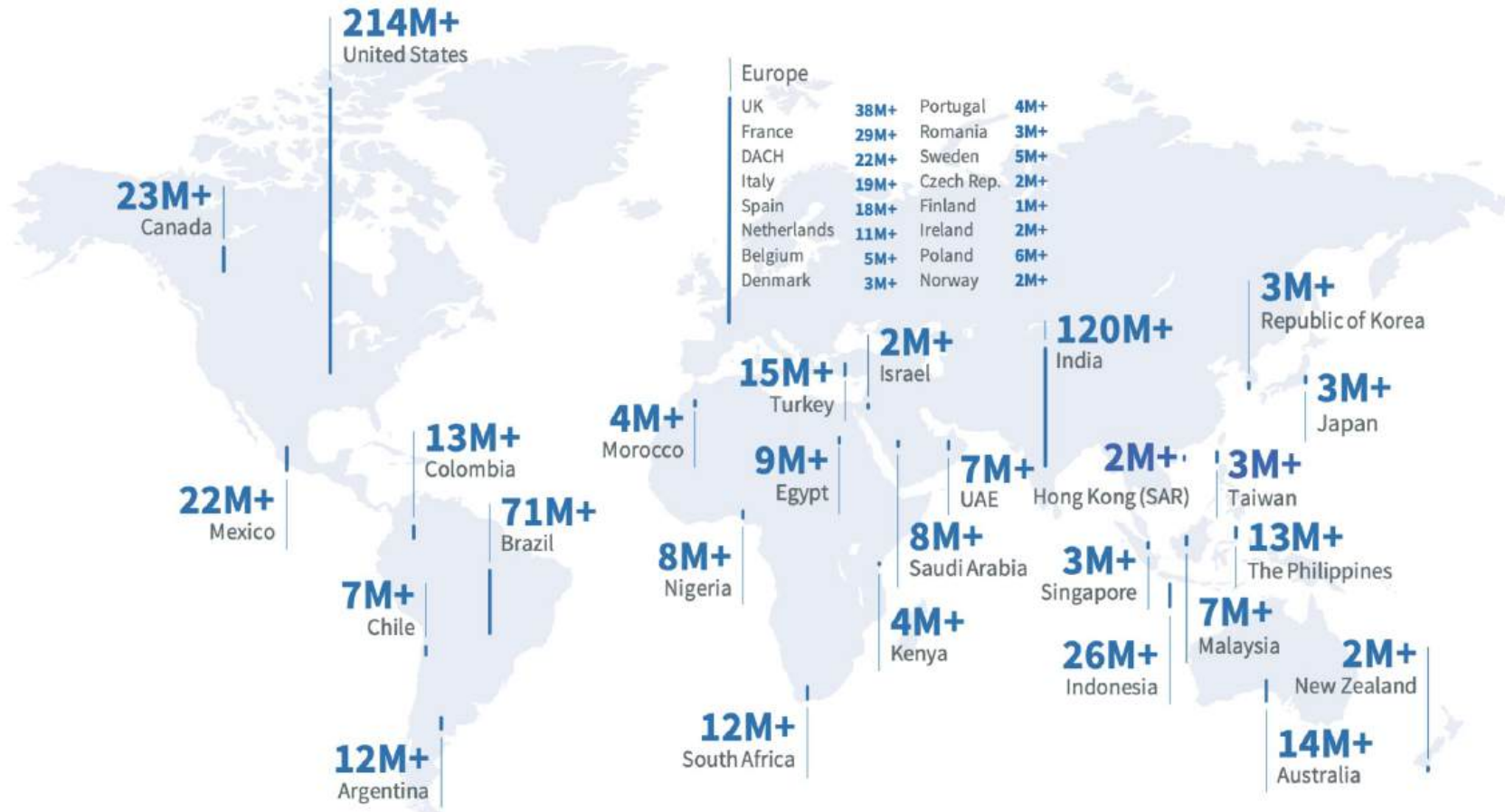


LinkedIn

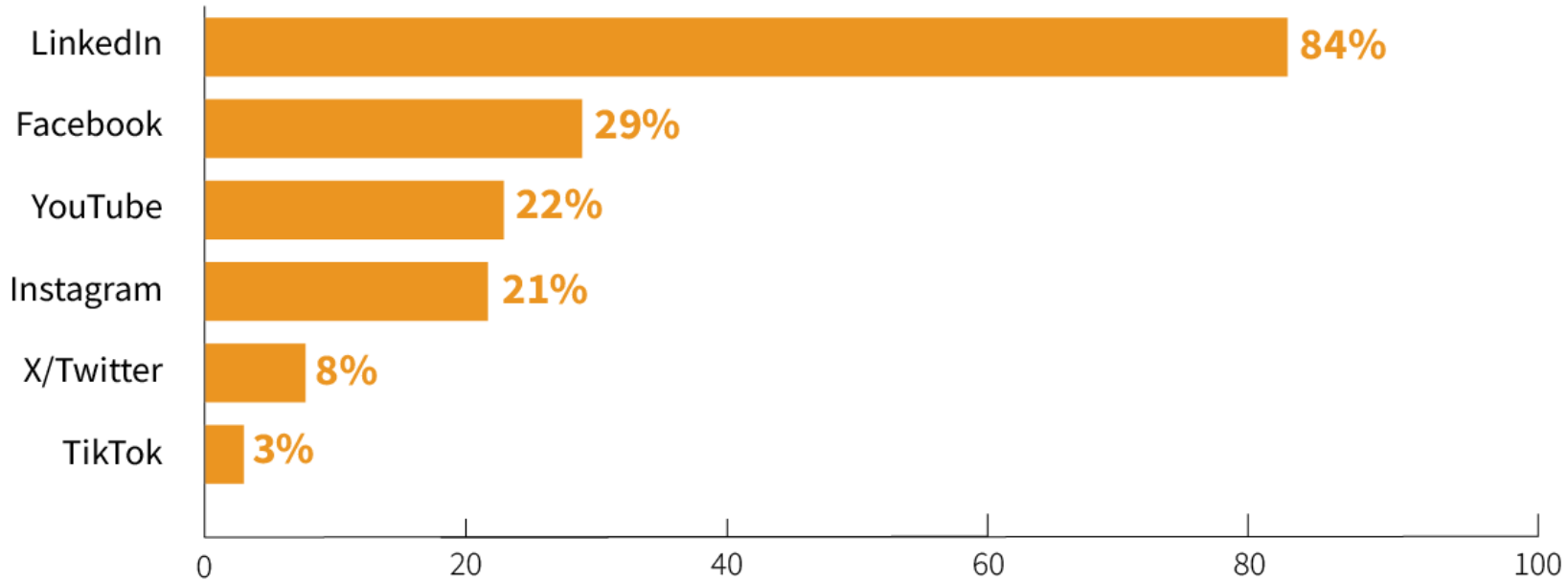
Statistics



More than 1 billion members in 200 countries and regions worldwide*



LinkedIn delivers the best value for B2B marketers



Q: Which of these organic social media platforms deliver the best value for your organization? Select up to three.

Source: 14th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs



Donuts on other social media



I like donuts



Watch me eat a donut



Here's a cool photo of my donut



Here's a donut recipe



I'm listening to "Donuts"



Anyone want a donut?

Donuts on LinkedIn

1

I hope to operate a donut franchise one day.

2

I'm looking for a job at a donut company.

3

I have three years experience making donuts.

4

My top skills are donut production and sales.

5

Here are 3 recommendations from former donut colleagues.

LinkedIn Statistics 2025



LinkedIn has over **1 billion** users worldwide



LinkedIn has **220+ million** active users in the US



7 people are hired every minute on LinkedIn



Video viewership up **36%** from last year on LinkedIn



1.6M feed updates viewed every minute on LinkedIn



13K+ connections made every minute on LinkedIn



138 hours of learning content consumed every minute on LinkedIn



9K+ job applications submitted every minute on LinkedIn



Weekly immersive video views increased sixfold over the last quarter



20-30% YoY increase in ROI for marketing customers



67.1 million+ companies have a LinkedIn Page



LinkedIn is rated **#1** for B2B lead generation

STATUS BREW

Engage with customers on social at scale
Start today: <https://statusbrew.com/>

56.3% males
43.7% females



LinkedIn users by age:

Age	Share of LinkedIn Users
18 to 24	20.4%
25 to 34	59.1%
35 to 54	17.7%
55+	2.9%



PEOPLE:

- More than **58.4 million companies** are listed on LinkedIn.
- **4 out of 5** people on LinkedIn are decision drivers.
- **73%** of buyers are more interested in salespeople who reach out to them via LinkedIn
- According to **40%** of B2B marketers polled, LinkedIn is the most powerful channel for generating high-quality leads.
- LinkedIn has **65 million** decision-makers on LinkedIn as of 2023.



CONTENT:

- LinkedIn is used by 93% of B2B content marketers for organic social marketing.
- According to 77% of content marketers, LinkedIn delivers the highest organic results.
- 75% of B2B content marketers make use of LinkedIn ads.
- According to 79% of content marketers, LinkedIn Ads deliver the highest results.
- LinkedIn Posts with 1900-2000 words have the best performance and engagement rate. This means that long-form content is the king on LinkedIn.
- Posts with Titles of 40-50 characters have the best performance rate.
- 60% of LinkedIn users actively seek industry insights.
- Every year, LinkedIn users view 280 billion feed updates
- Businesses with an active LinkedIn Page receive 5 times more page views, 7 times more impressions, and 11 times more clicks per follower.
- Businesses that post weekly on LinkedIn see a 2 times growth in engagement.
- LinkedIn is responsible for 50% of the social media traffic that B2B blogs and websites receive.



Advertising

- A LinkedIn ad can reach **14.6%** of the world's population.
- As a result of LinkedIn ad exposure, businesses' purchase intent increased by **33%**.
- LinkedIn's cost per lead is **28% less** than Google Ads.
- In Q1 2022, LinkedIn's ad reach increased by **22 million** people.
- In comparison to other social media platforms, LinkedIn is the most successful for **82%** of B2B marketers.
- Users on LinkedIn who are exposed to business and acquisition messages are **6 times** more likely to convert.
- Over **50%** of LinkedIn marketers claim they want to run product and demand campaigns simultaneously.
- LinkedIn says if the B2B marketing budget is invested **46%** in the product and **54%** in demand marketing. There is a high chance of effectively creating, capturing, and converting demand into revenue.
- According to **69%** of marketers, hyper-targeting is more successful than a wider approach.
- **54%** of marketers are already using Account-Based Marketing, and 80% of marketers plan to increase their budget in it.
- Adding a Lead Generation form to your messaging ads will result in **4 times** more leads.
- Higher resolution images generate **38%** higher CTR.
- Images with the size of **1200×627 pixels** are ideal for LinkedIn posts.



HOW TO PARTICIPATE ON LINKEDIN

- **Connect with people.**
- **Follow Company pages**
- **Post quality content**
- **Engage! Like, Comment, Repost**
- **Create a Newsletter**
- **Participate in Groups**
- **Collaborative Articles**

IN OTHER WORDS...NETWORK!



WHAT IS NETWORKING

Intentional and purposeful act of building and nurturing professional connections, relationships and collaborations.

Golden State
MARKETING

“Your network is your net worth.” - Porter Gale

Why Network?

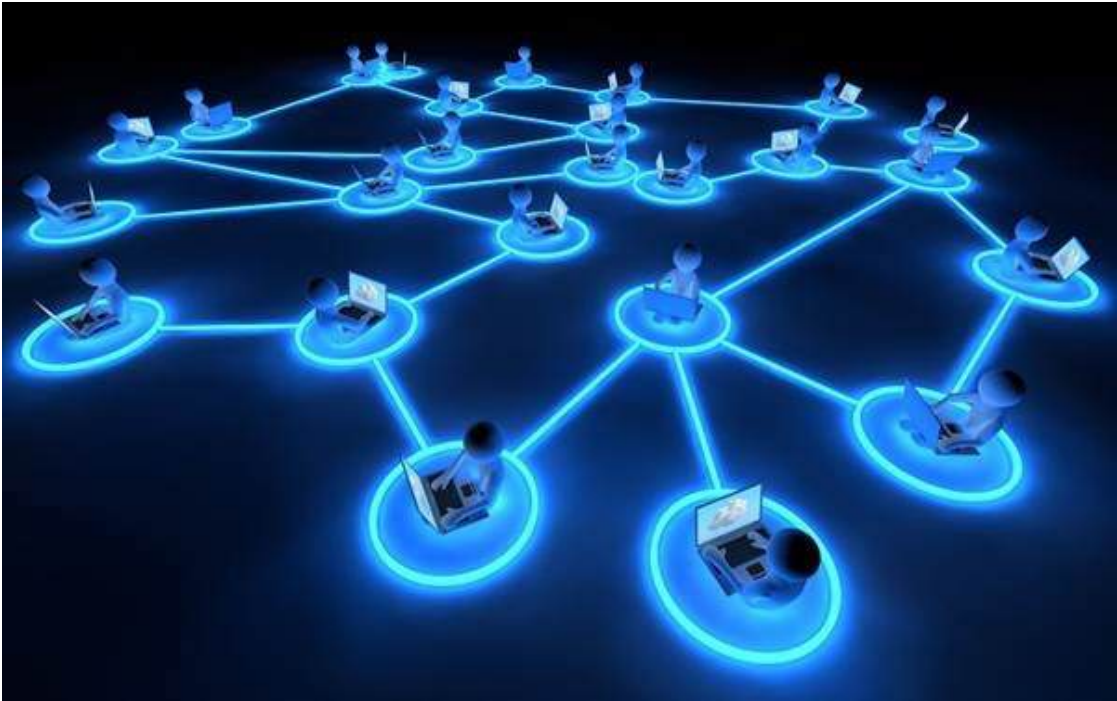
- Find New Clients (of course)
- Find New Hires
- Expand Opportunities/Collaborations
- Learn From Others



DON'T BE AFRAID TO NETWORK!!



In Person



Or Online

It's NOT Spamming!!!



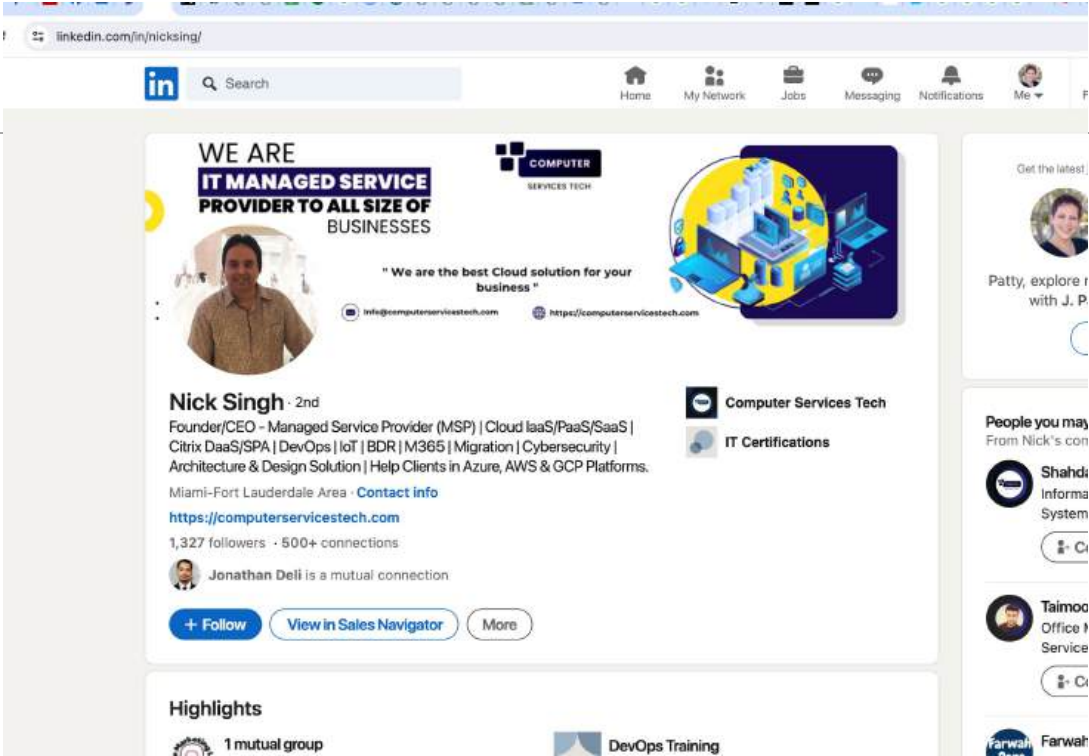


LET'S NETWORK!

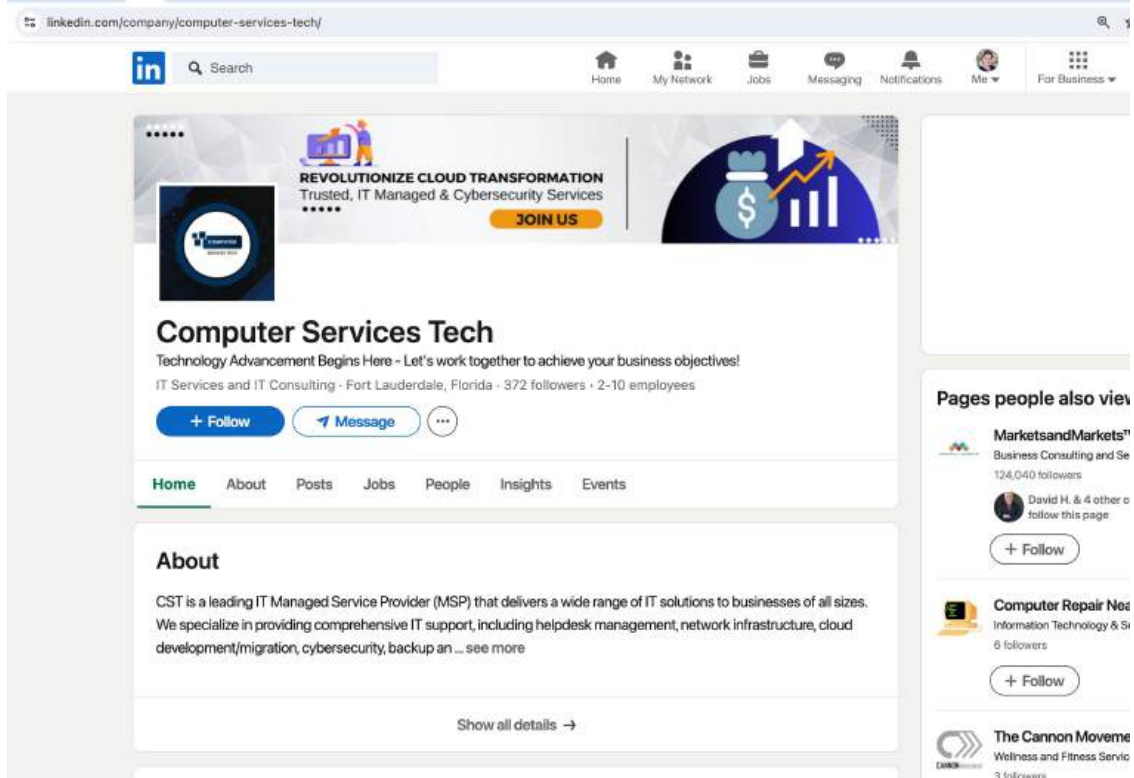
Share your LinkedIn Profile, LinkedIn Company Page, Website, E-Mail, etc. in chat



Your LinkedIn Presence Your Company Page



Your Profile





Katrina Ortiz • 3rd

Lead Software Developer at Insurance Technologies, Inc

Miami/Fort Lauderdale Area

[Message](#) [View in Recruiter](#) ...

- Insurance Technologies
- Udacity
- See contact info
- 154 connections

Professional Headshot

Rivka Hodgkinson

Message me about getting social media results for your small business through great content and effective relationships!

Greater Grand Rapids, Michigan Area · 500+ connections · Contact info

[Add profile section](#) [More...](#)

- New Media Design Studios
- Cornerstone University

Your professional and educational experience

Your LinkedIn Profile

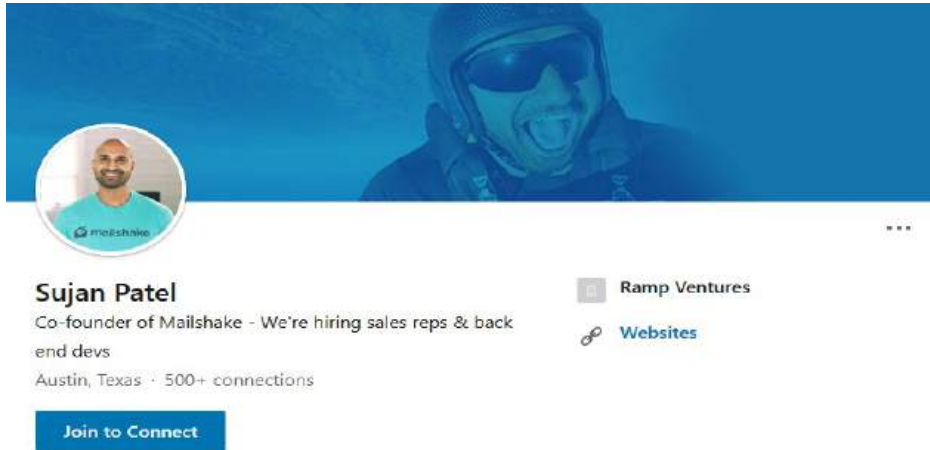
Henri Rousseau
Mechanical Engineer
Chicago, Illinois

[Add profile section](#) [More...](#)

- Ropeway Engineering
- NC State
- See contact info
- See connections (1)



Need to Hire?

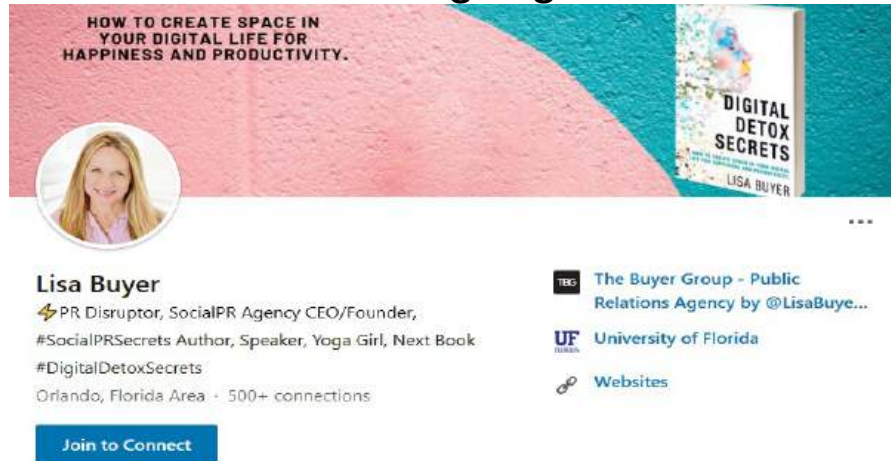


Sujan Patel
Co-founder of Mailshake - We're hiring sales reps & back end devs
Austin, Texas · 500+ connections

Ramp Ventures
Websites

Join to Connect

Got a lot going on?



Lisa Buyer
⚡ PR Disruptor, SocialPR Agency CEO/Founder,
#SocialPRSecrets Author, Speaker, Yoga Girl, Next Book
#DigitalDetoxSecrets
Orlando, Florida Area · 500+ connections

The Buyer Group - Public Relations Agency by @LisaBuye...
University of Florida
Websites

Join to Connect

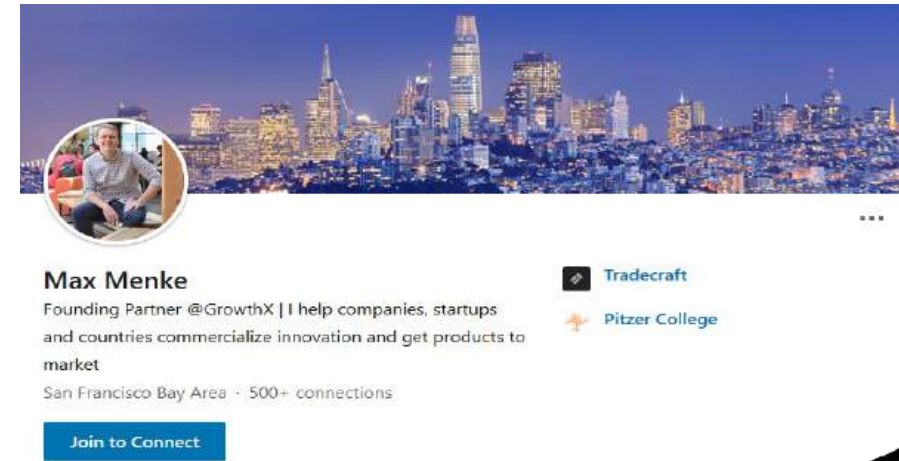
What does your company do?



Morgan DeBaun
CEO, Founder of Blavity. The largest digital millennial news & media company for African Americans in the U.S.
San Francisco, California · 500+ connections

Blavity Inc.
Washington University in St. Louis

Join to Connect



Max Menke
Founding Partner @GrowthX | I help companies, startups and countries commercialize innovation and get products to market
San Francisco Bay Area · 500+ connections

Tradecraft
Pitzer College

Join to Connect

LinkedIn Headline-USE EFFECTIVELY!





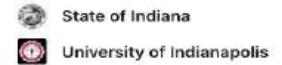
Connect Message More...

Kimberly Butler · 2nd
Foundations Recruiter at Airbnb | Career Match-Maker| Unicorn Hunter
San Francisco Bay Area · 500+ connections · [Contact info](#)



Follow More...

Brent Morrell, M.S. · 3rd
I help purpose-driven Hoosiers grow their career with Indiana State Government, no matter the career path.
Indianapolis, Indiana Area · 500+ connections · [Contact info](#)



Connect Message More...

Jason Yuan · 2nd
I don't usually stalk profiles, but when I do I usually have a career opportunity for you. Want to connect!?
Los Angeles, California · 500+ connections · [Contact info](#)



Karpiak Consulting

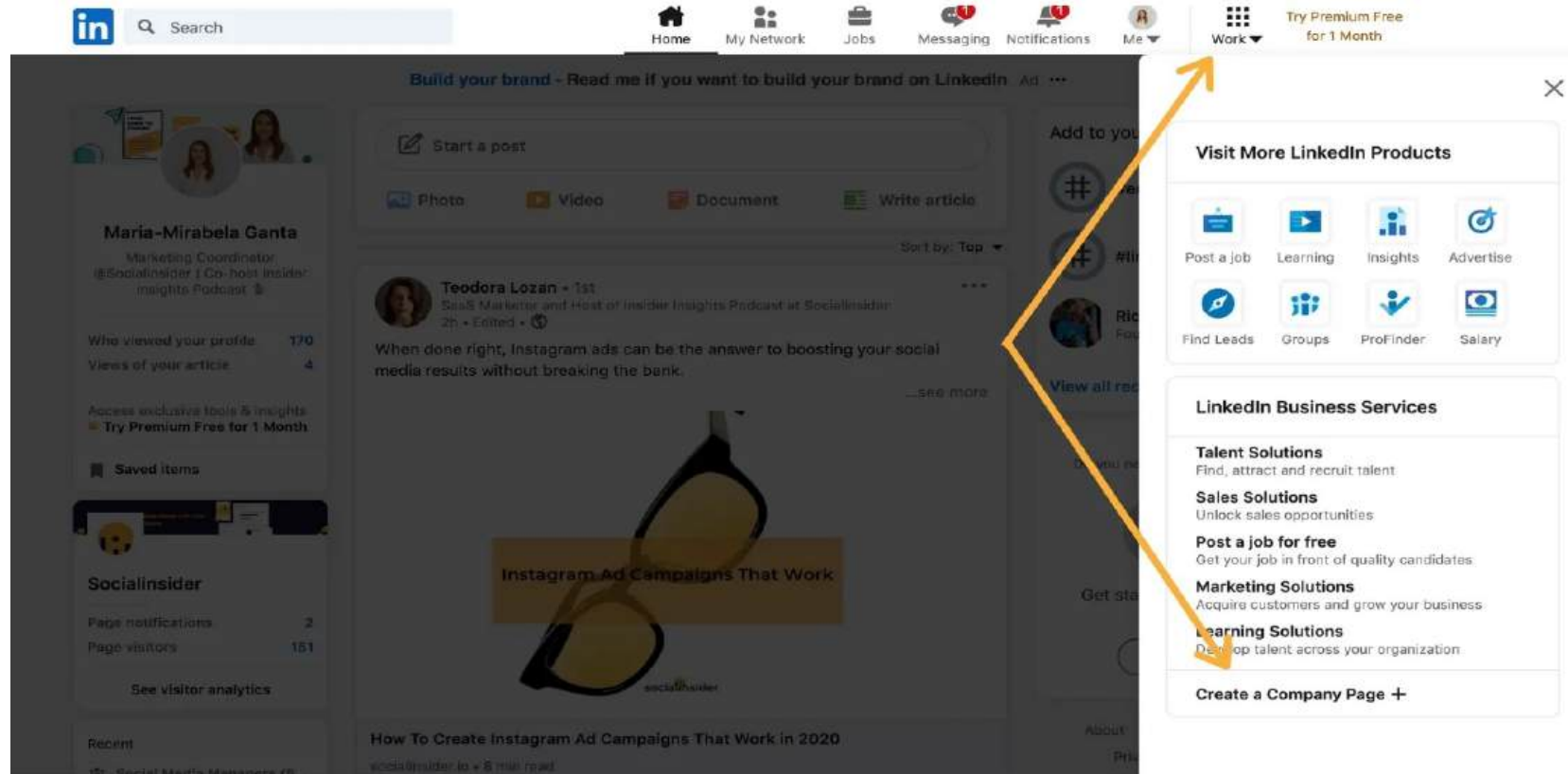
Follow More...

Adam Karpiak · 2nd
17 New Public Accounting Jobs! Want me to review or edit your resume? Need some candidate therapy? DMs are open
New York, New York · 500+ connections · [Contact info](#)



1. Create a page

- Click the **"Work icon"** from the top right corner of your homepage.
- Scroll down and select **"Create a Company Page"**



Create a LinkedIn Page

Connect with clients, employees, and the LinkedIn community. To get started, choose a page type.



Company

Small, medium, and large businesses



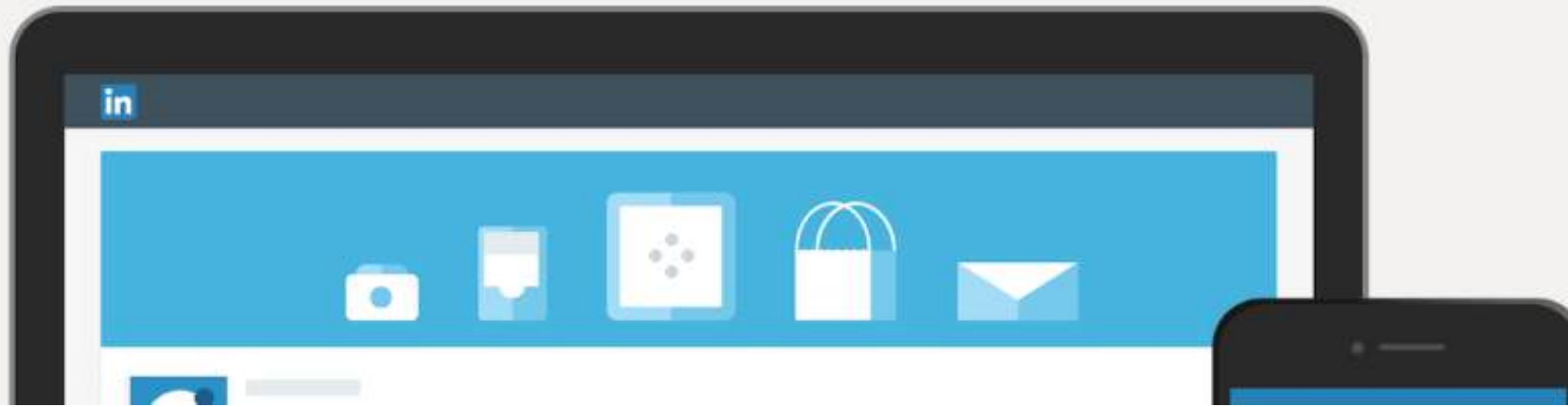
Showcase page

Sub-pages associated with an existing page



Educational institution

Schools and universities





Search



* indicates required

Name*

Add your organization's name

linkedin.com/company/*

Add your unique LinkedIn address

[Learn more about the Page Public URL](#)

Website

Begin with http://, https:// or www.

Industry*

ex: Information Services

Organization size*

Select size

Organization type*

Select type

Logo



300 x 300px recommended. JPGs, JPEGs, and PNGs supported.

Tagline

ex: An information services firm helping small businesses succeed.

Use your tagline to briefly describe what your organization does. This can be changed later. 0/120

I verify that I am an authorized representative of this organization and have the right to act on its behalf in the creation and management of this page. The organization and I agree to the additional terms for Pages.

[Read the LinkedIn Pages Terms](#)

Create page

Page preview



Company name

Tagline

Industry

+ Follow

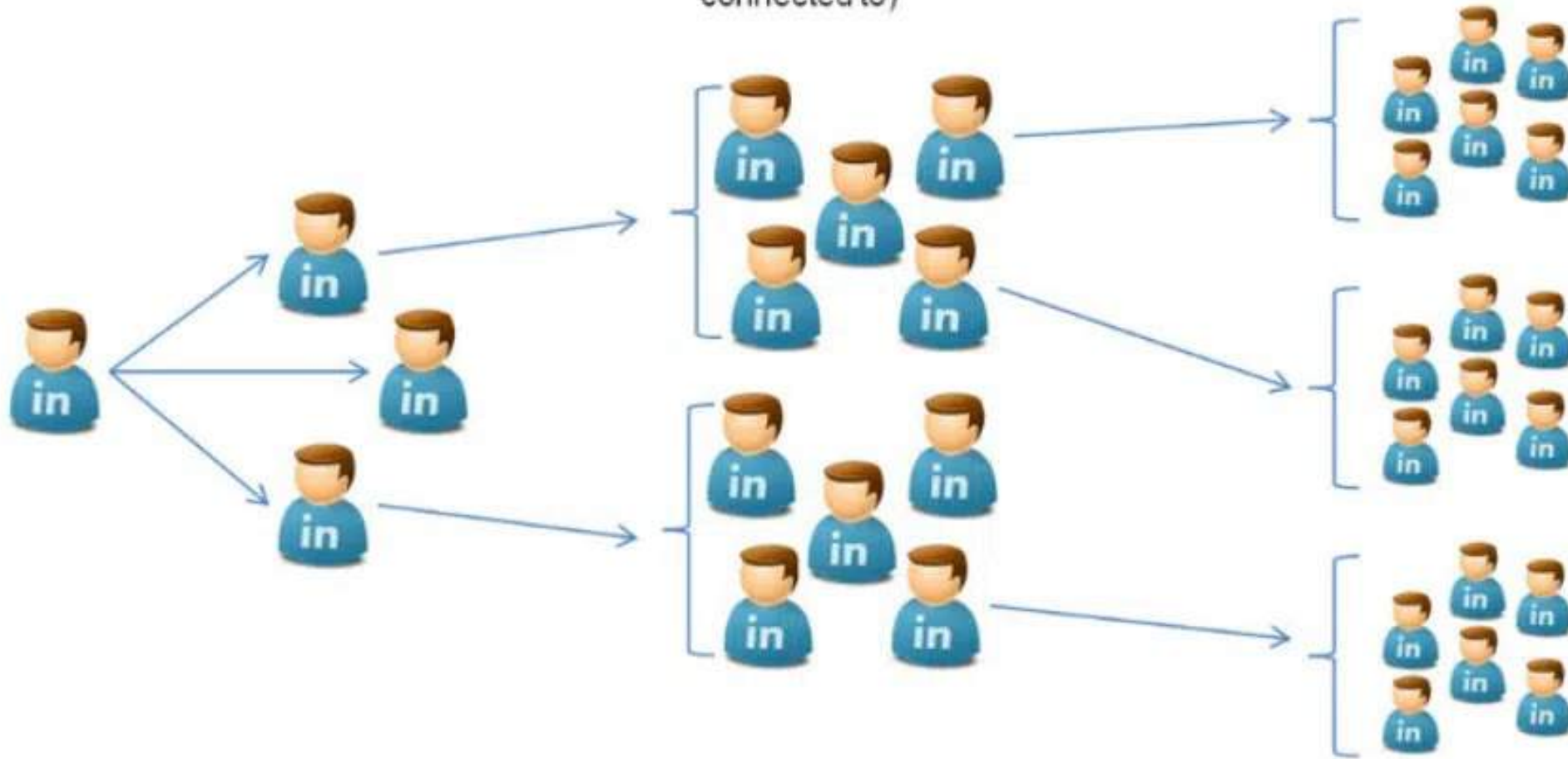


You

Your 1st level connections
(People you are connected to)

Your 2nd level connections
(People your connections are connected to)

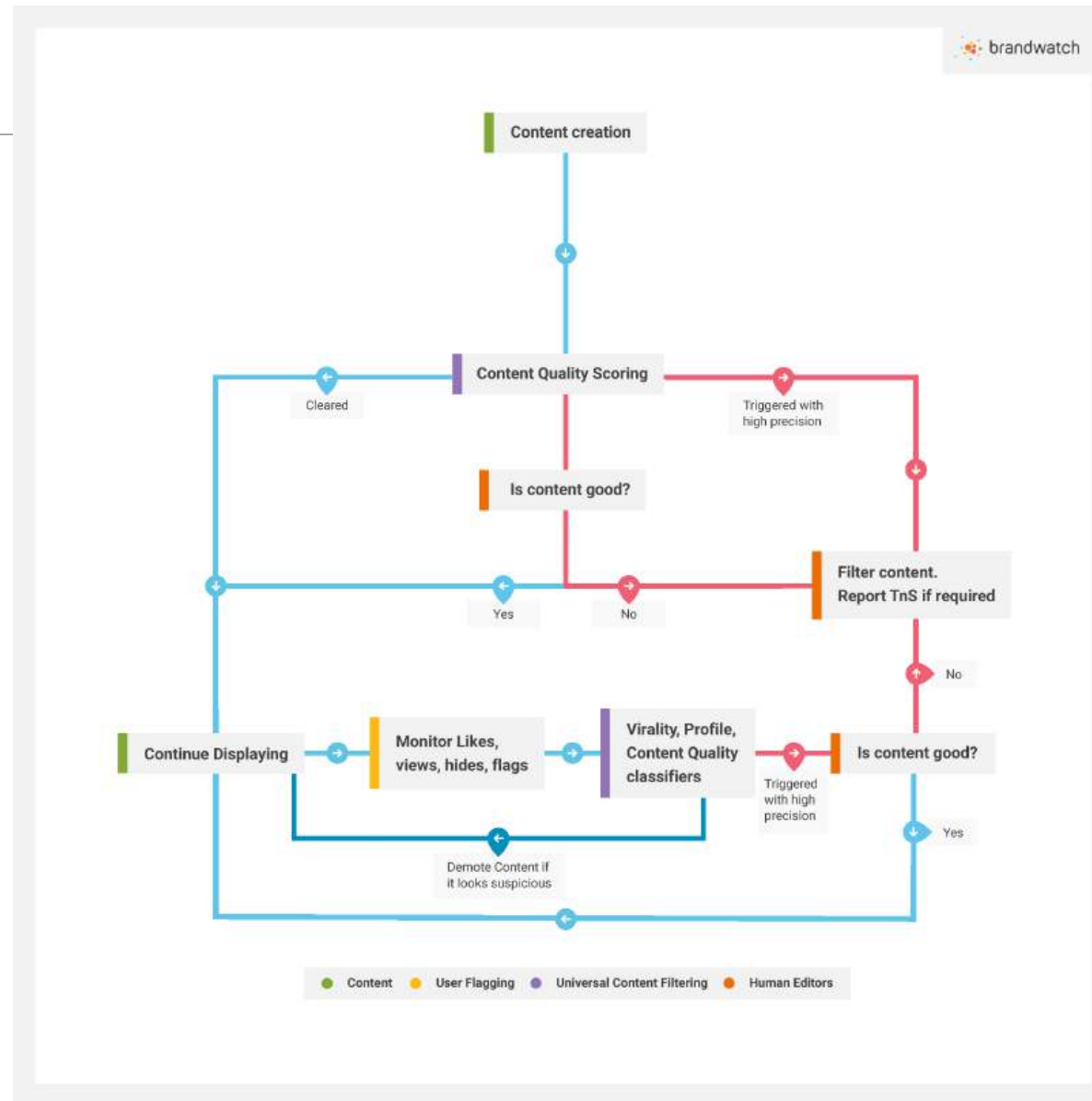
Your 3rd level connections



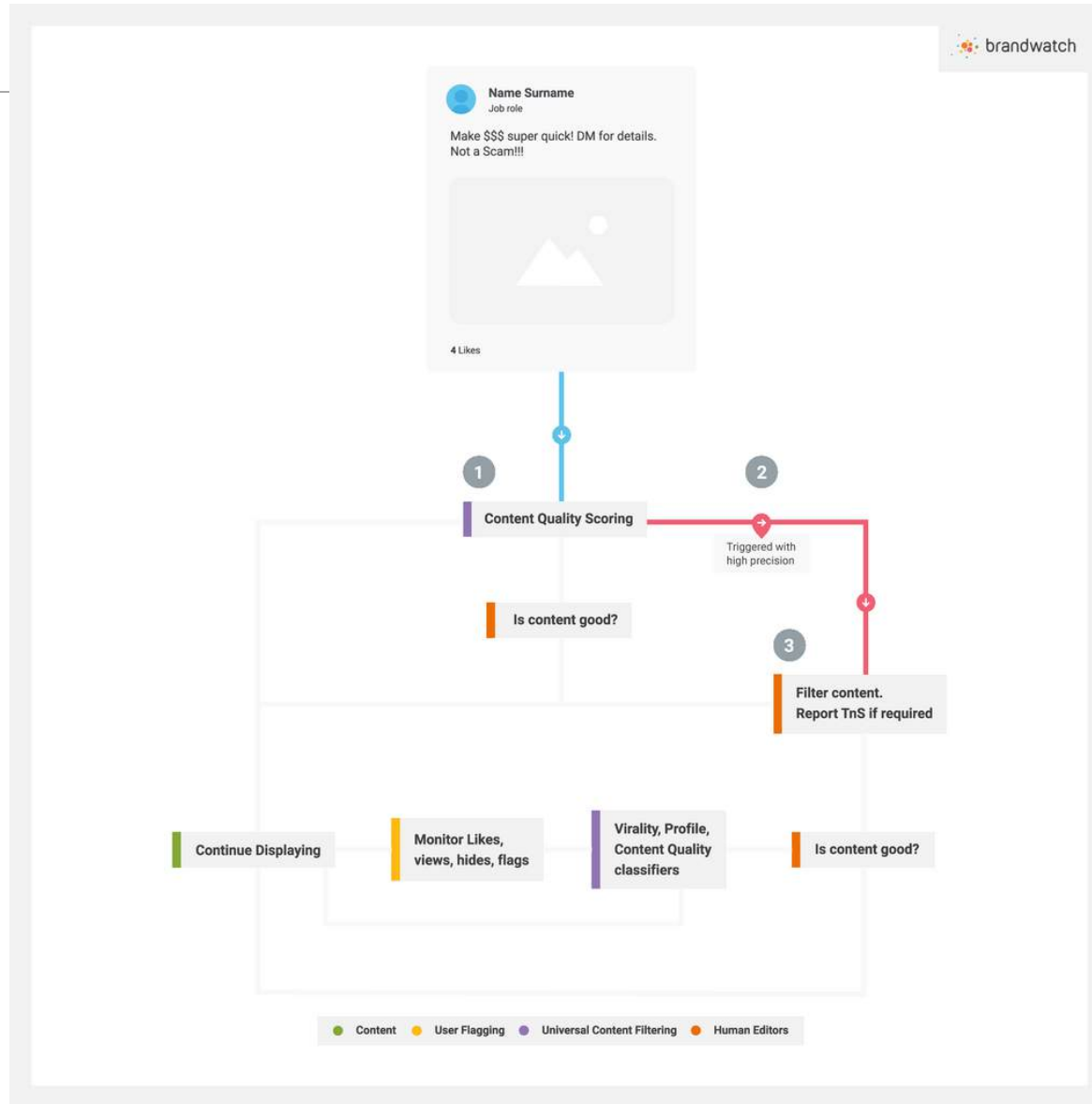
The LinkedIn Algorithm

The first hour is the golden hour.

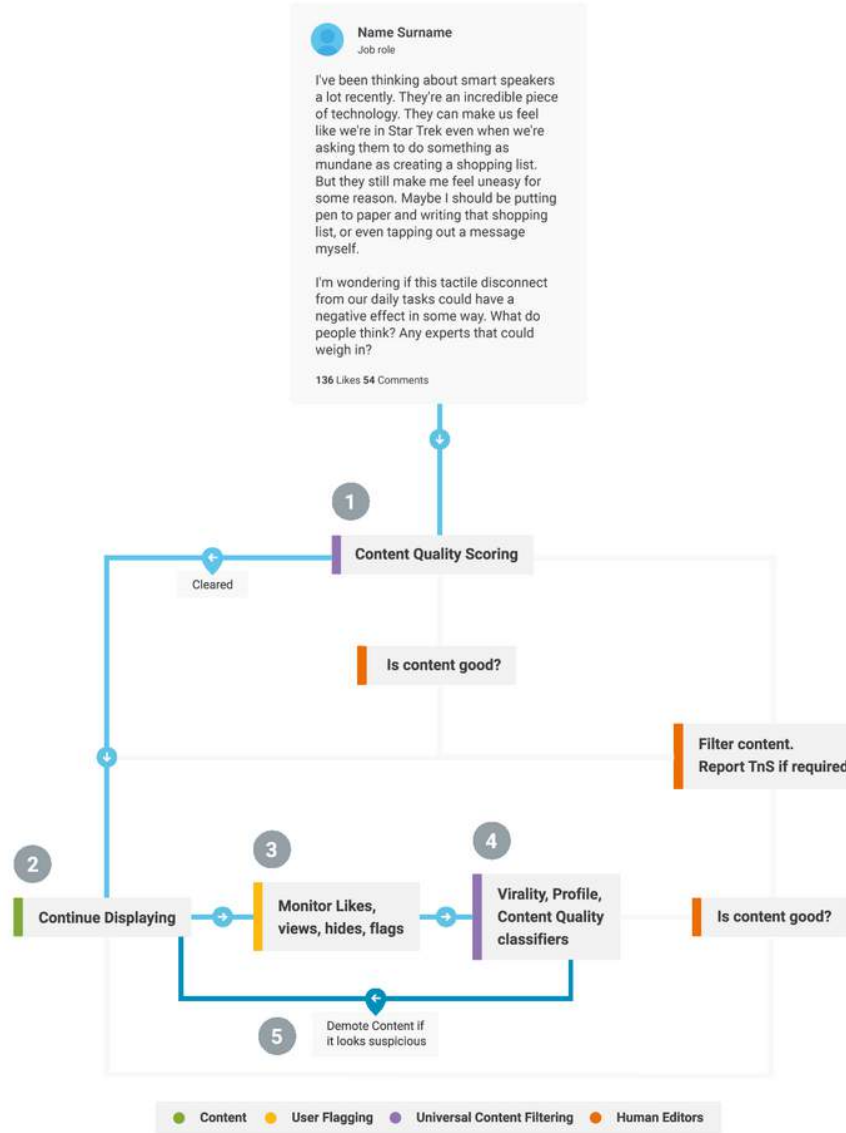
"If you won the first hour after posting on LinkedIn, your post will go viral."



Terrible Post



The Good Post



So What Should I Post?

Be relevant

- Posts with images get [twice as many comments as text posts](#)
- [LinkedIn videos](#) get five times the engagement.

Promote your posts (on LinkedIn and off)

One of the best ways to increase engagement on your posts is to increase the number of people that will see them.

- Tag relevant companies and members
- use keywords strategically
- include relevant hashtags.

Encourage engagement

LinkedIn's algorithm rewards engagement—especially posts that inspire conversations. **One of the best ways to start a conversation is with a question.**

Craft original, engaging content

Original posts go a lot further and spark more engagement than a shared post. Don't only repost!

Don't beg for empty engagement

We know that likes, reactions, and comments can boost a post's engagement score.



Use Hashtags

Hashtags help users find content on a particular topic.

When you add hashtags to your posts, those posts will get a higher chance of being discovered by LinkedIn members who follow or search for the hashtag you've used.



Socialinsider
491 followers
2w • 🌐

[Insider Insights Podcast] TikTok and TikTok Marketing Insights
[Laura Savu](#) - Global Community Manager at [TikTok](#).

Laura has been juggling in marketing and social media since 2012. She's worked for some big brands such as [The Coca-Cola Company](#) or [Phillip Morris](#) but has also had the agency perspective while at [MullenLowe U.S.](#)

Discover what it means to be a Global Community Manager at TikTok and more in today's episode!

<https://lnkd.in/gEMbuu7>

#tiktokmarketing #socialmediamanagers #marketing



Socialinsider
491 followers
1mo • 🌐

We looked at 250,162 social ads from 3,887 ad accounts to discover powerful insights and help you gain some tricks.

Download the study and discover:

- ▶ What to do to increase your CTR
- ▶ Which placement is better
- ▶ How to set your objectives
- ▶ How the CPC and CPM work on each channel

#facebookadstips #adstrategy #facebookmarketing



BEST TIMES TO POST EACH DAY

Day of the week	Time
Monday	11:00 AM
Tuesday	6:00-8:00 AM
Wednesday	12:00 PM
Thursday	2:00 PM
Friday	8:00 AM
Saturday	4:00-5:00 AM
Sunday	6:00 AM



Posts, Articles, and Newsletters

-Use **LinkedIn Posts** for quick updates, industry news, and real-time engagement.

-Opt for **LinkedIn Articles** when you need to provide in-depth analysis, showcase expertise, and build your personal brand with detailed content.

-Select **LinkedIn Newsletters** to establish regular communication with a dedicated audience, delivering consistent, themed content and fostering deeper engagement.



Feature	LinkedIn Posts	LinkedIn Articles	LinkedIn Newsletters
Purpose	Quick updates, thoughts, and insights	In-depth content and expertise sharing	Regular engagement with a dedicated audience
Character Limit	3,000 characters	125,000 characters	125,000 characters
Multimedia Integration	Images, videos, and other rich media	Images, videos, infographics, and other rich media	Images, videos, and rich media in each edition
Visibility	Shared with connections and followers' feeds	Displayed in the Activity section and shared widely	Subscribers receive notifications for new edition
Shareability	Easily shareable across LinkedIn	Shareable on LinkedIn, Facebook, and Twitter	Shareable across LinkedIn and other social media
Creation Criteria	Available to all members	Available to all members	Requires more than 150 followers/connections and active content sharing
Content Format	Short-form, concise updates	Long-form, detailed content	Recurring, themed content
Engagement	Real-time comments, reactions, and shares	Comments, shares, and wide engagement	Comments, real-time feedback, and analytics
Publishing Process	Start a post from the share box	Write article from the share box, add rich media	Write article, select newsletter option, fill details

LinkedIn Posts

Characteristics of LinkedIn Posts

- **Character Limit:** Posts are limited to 3,000 characters, encouraging conciseness and clarity in your messaging.
- **Multimedia Integration:** You can enhance your posts with visually appealing images, videos, or other rich media to captivate your audience and reinforce your message.
- **Shareability:** Posts are easily shareable, enabling your content to reach a wider audience through the power of your connections' networks.
- **Engagement:** Posts facilitate real-time engagement through comments, reactions, and shares, fostering meaningful discussions and building stronger relationships.



Leveraging LinkedIn Posts Effectively

- **Share Professional Updates:** Use posts to announce career milestones, new projects, or achievements, keeping your network informed about your professional journey.
- **Curate Industry Insights:** Regularly share relevant articles, news, or thought-provoking ideas related to your industry, positioning yourself as a knowledgeable authority.
- **Engage in Conversations:** Actively participate in discussions by commenting on posts from your connections or industry influencers, contributing valuable perspectives and fostering meaningful dialogues.
- **Promote Events or Initiatives:** Leverage posts to promote upcoming events, webinars, or initiatives you're involved in, raising awareness and driving participation.

LinkedIn Articles

Characteristics of LinkedIn Articles

- Length:** Articles can be up to 125,000 characters long, offering ample space to explore complex subjects and provide comprehensive analyses.
- Rich Media Integration:** Similar to posts, articles support the integration of various media formats, such as images, videos, and infographics, enhancing the overall reading experience.
- Discoverability:** LinkedIn's algorithm promotes high-quality, engaging articles, increasing their visibility and potential reach within the platform.
- Shareability:** Articles can be easily shared across various social media platforms, amplifying their impact and fostering discussions beyond LinkedIn.



Leveraging LinkedIn Articles Effectively

- Showcase Thought Leadership:** Utilize articles to share in-depth analyses, research findings, or expert opinions on topics relevant to your industry, positioning yourself as a trusted authority.
- Build Your Personal Brand:** Consistently publishing high-quality articles can significantly enhance your personal brand, establishing you as a go-to resource in your field.
- Educate and Inspire:** Share valuable knowledge, insights, and strategies that can educate and inspire your audience, fostering growth and development within your professional community.
- Drive Engagement:** Encourage discussions and interactions by posing thought-provoking questions or inviting readers to share their perspectives in the comments section.

LinkedIn Newsletters

Characteristics of LinkedIn Newsletters

- Regular Publication:** Newsletters are designed to be published on a recurring basis, enabling you to maintain a consistent presence and keep your subscribers engaged.
- Targeted Content:** Newsletters typically focus on a specific topic or area of expertise, allowing you to curate and share relevant information with a highly interested audience.
- Subscriber Base:** Subscribers actively opt-in to receive your newsletter, indicating their genuine interest in your content and expertise.
- Notification System:** LinkedIn's notification system promptly alerts subscribers when new newsletter editions are published, increasing visibility and engagement and keeping you on your target client's radar 🎯

Leveraging LinkedIn Newsletters Effectively

- Establish Thought Leadership:** By consistently delivering valuable insights and analyses through your newsletter, you can solidify your position as a respected thought leader in your field.
- Build a Loyal Audience:** Newsletters provide an opportunity to cultivate a dedicated community of followers who are genuinely interested in your expertise and insights.
- Curate Relevant Content:** Leverage your newsletter to share curated content from various sources, offering your subscribers a one-stop destination for the latest industry news, trends, and best practices.
- Foster Engagement:** Encourage subscriber interaction by posing questions, inviting feedback, or featuring guest contributors, creating a dynamic and engaging environment within your newsletter.

Access Criteria for LinkedIn Newsletters

- **Audience Base:** More than 150 followers on company page or connections (profile-may be less now)
- **Content Sharing:** Recent shares on LinkedIn of any type of original content (including short form posts, images, videos, events, polls, and articles).
- **Good Standing:** A history of abiding by LinkedIn's Professional Community Policies and maintaining a good standing record.



LinkedIn profile page for **Patty Ross**. The profile includes a cover image with the text "Marketing your biz...", a profile picture, and a bio: "Marketing Agency|Promotional Products|Board Member|10K\$B Alum|Marketing Training". Statistics show 334 profile viewers and 927 post impressions. A green arrow points to the "Write article" button in the "Start a post" section.

Start a post

Media Job **Write article**

Sort by: Top

Comment +

Lex Roman (She/Her) · Following
Make smarter marketing bets with Growthtracker...
11h · 🌐

Congratulations to **Leuwam Tesfai** and **Sally (Last) Hamacher** on being named to Emory's 40 under 40!

...see more

- LinkedIn News**
- **Hasbro laying off 20% of workforce**
11h ago · 28,515 readers
 - **Sports Illustrated chief ousted**
11h ago · 1,244 readers
 - **This year's top Google searches**
11h ago · 14,850 readers
 - **NYT hires AI editorial director**
11h ago · 256 readers
 - **Paramount's future up in the air?**
11h ago · 12,892 readers
- Show more

Publish as

- Patty Ross**
- PearlTrans Logistics**
- NAWBO-LA**
- [Redacted]
- [Redacted] Marketing
- Byrd's Filling Station**

Next





Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Advertise



Patty Ross
Marketing News, Tip...

Style

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🖼️

Manage

Next



We recommend uploading or dragging in an image that is **1920x1080 pixels**

Upload from computer

- SEO settings
- Drafts
- Scheduled
- Published
- Create article
- Newsletter
 - Marketing News, Tips & Hacks
 - + Create a newsletter
- Help
- Give feedback



Title

Write here. You can also include @mentions.



Home My Network Jobs Messaging Notifications Me For Business

Members review and others have added 87 comments on **Rose Huie's** post in **Social Media Marketing Group by Connect365.io**

Great Post!

How to find clients Based on the survey that was done, it seems that how to find clients is the top challenge for new...

197 Reactions · 61 Comments

New from **Kalika Yap** in Kalika Yap Newsletter: The Thief of Joy 3d

Sanjay Chaturvedi commented on **Valerie Gilchrist's** post: Agree. In addition each season serves it's purpose too. 🙌👍 3d


New from **Daniel Robbins** in Impact TV: Founder's Story with Stephen Byrd & Fernando Correa 3d

Trending post from **Foundation for Women Warriors**: We would like to wish Mrs. Lena King, one of the last living members of the 6888th Central Postal Directory Battalion, a... 3d

120 Reactions · 10 Comments

New from **Razz Professional Services, Inc.** in Razz Pro Tech Tips: Privacy and Search: Options Beyond Google 3d

Joe Apfelbaum answered the question: **What are the best** 3d

Get the latest jobs and...

 Patty, explore relevant...
 with Mind...
 Follow

About Accessibility
 Privacy & Terms
 Advertising Business
 Get the LinkedIn a...
 LinkedIn LinkedIn Cor...



NEWSLETTER



Marketing News, Tips & Hacks

Learn the latest tips and tricks of marketing strategy and content



By **Patty Ross**
Digital Marketing Maestro 🚀 | Marketing Coach|Ma...

Published monthly
1,302 subscribers



[Edit](#) [Share](#)

16 editions

[Create new edition](#)

Published 1 week ago






 MP,
CRP, ISD - 2nd

Chief Executive Officer | Avo Solutions |
Delivering Strategic Initiatives |
Achieving Value Through People,
Processes and Results


+ Follow



 3rd
Software Test Engineer


Message



 1st
Entrepreneur | Expertise in Business
Development and Headset
Technology | Specializing in
innovative Business Solutions and
Unified Communications as a
Service (UCaaS) technology.


Message



 3rd+
Student at California State
University, Los Angeles

Connect

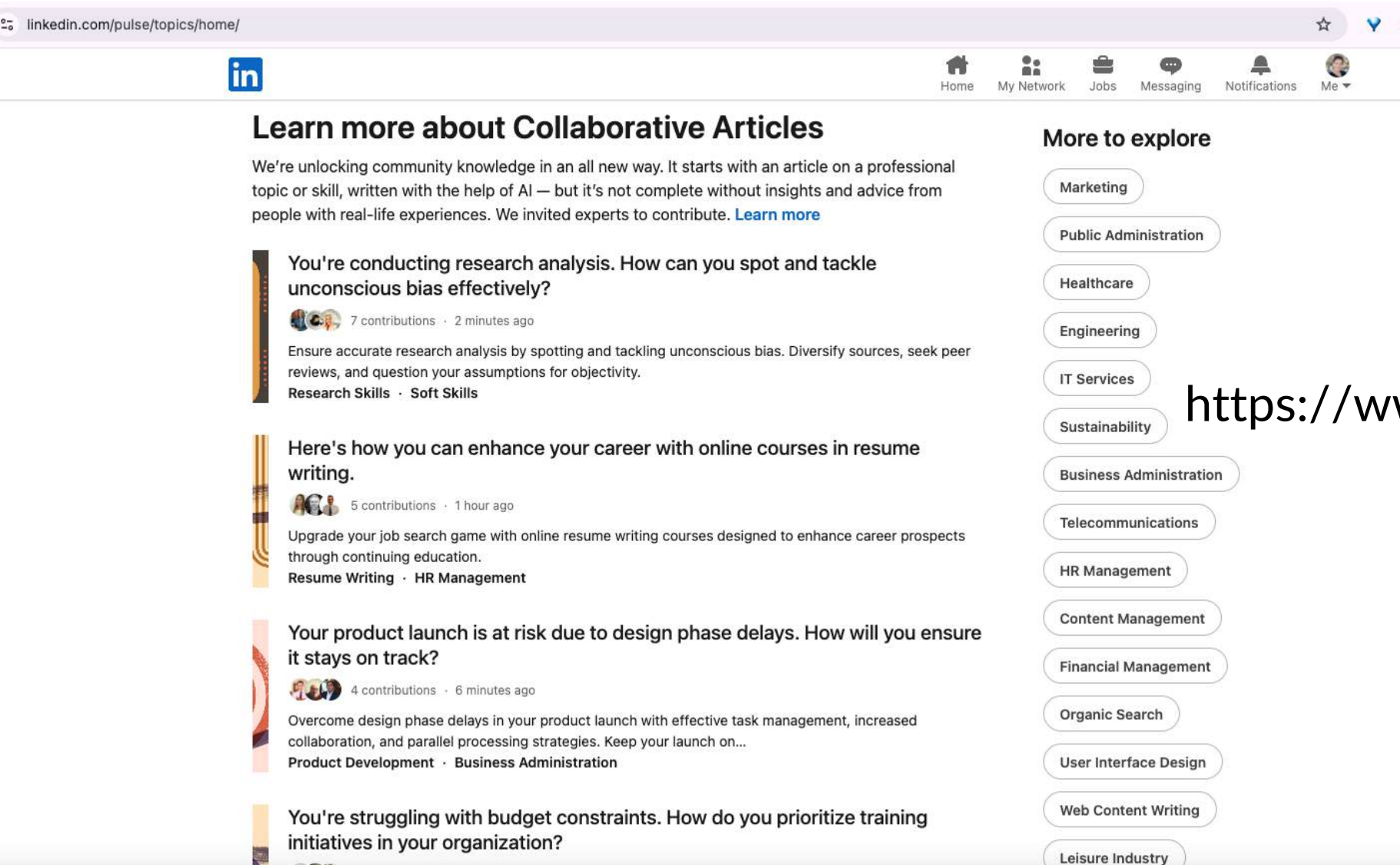


 - 1st
Top 25 Up-n-Coming Quickbooks
ProAdvisor 2024, Tax Practitioner,
Speaker, Small Business Accounting

Message



Collaborative Articles



linkedin.com/pulse/topics/home/

Home My Network Jobs Messaging Notifications Me

Learn more about Collaborative Articles

We're unlocking community knowledge in an all new way. It starts with an article on a professional topic or skill, written with the help of AI — but it's not complete without insights and advice from people with real-life experiences. We invited experts to contribute. [Learn more](#)

You're conducting research analysis. How can you spot and tackle unconscious bias effectively?

7 contributions · 2 minutes ago

Ensure accurate research analysis by spotting and tackling unconscious bias. Diversify sources, seek peer reviews, and question your assumptions for objectivity.

Research Skills · Soft Skills

Here's how you can enhance your career with online courses in resume writing.

5 contributions · 1 hour ago

Upgrade your job search game with online resume writing courses designed to enhance career prospects through continuing education.

Resume Writing · HR Management

Your product launch is at risk due to design phase delays. How will you ensure it stays on track?

4 contributions · 6 minutes ago

Overcome design phase delays in your product launch with effective task management, increased collaboration, and parallel processing strategies. Keep your launch on...

Product Development · Business Administration

You're struggling with budget constraints. How do you prioritize training initiatives in your organization?

More to explore

Marketing

Public Administration

Healthcare

Engineering

IT Services

Sustainability

Business Administration

Telecommunications

HR Management

Content Management

Financial Management

Organic Search

User Interface Design

Web Content Writing

Leisure Industry

<https://www.linkedin.com/advice>



Marketing

Here's how you can effectively handle multiple advertising projects at the same time.

 25 contributions · 36 minutes ago

Learn how to effectively handle several advertising projects at once with these key project management tips.
Advertising

Here's how you can stay ahead of competitors as a brand manager by embracing adaptability.

 23 contributions · 1 hour ago

Learn how adaptability in brand management fuels resilience and keeps you ahead of competitors. Stay on top of changing trends for success.
Brand Management

Here's how you can maintain consistency across all brand touchpoints in your strategy.

 27 contributions · 25 minutes ago

Achieve Brand Consistency Across All Touchpoints with This Entrepreneur's Guide
Brand Strategy

Here's how you can thrive in the advertising industry by being adaptable.

 7 contributions · 1 hour ago

Discover how adaptability can boost your career in advertising and why it's essential for resilience in the industry.
Advertising

Product Innovation

Influencer Marketing

Marketing Operations

Content Marketing

Event Planning

Retail Marketing

Digital Marketing

Marketing Analytics

Social Media

Brand Development

Public Relations

Brand Strategy

Product Design

Social Media Marketing

Advertising





Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Learning

All / Marketing / Digital Marketing

Here's how you can adjust your content strategies to meet evolving consumer preferences.

Powered by AI and the LinkedIn community

- [1 Understand Trends](#)
- [2 Personalize Content](#)
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LinkedIn™



How to find leads on LinkedIn



Growing Your Network Do's

1. **Keep your profile updated**
2. Add connections to your network
 - a. Look at who viewed you
 - b. Former clients
 - c. Connections of your 1st connections
 - d. Do searches for specific people or companies
3. Engage!
4. Write recommendations
5. Ask for recommendations (authentic only!)
6. Join groups. (most leads are generated through groups!)
7. Use LinkedIn to celebrate the accomplishments of others



LinkedIn search results for "mechanical engineer".

Navigation: Home, My Network, Jobs, Messaging, Notifications (3), Me

Filters: People, Connections, Locations, Current company, All filters

Phillip Fuelling • 2nd
 Mechanical Engineer
 Reno, NV
 Current: **Mechanical Engineer** at RHP **Mechanical** Systems dba Ray Heating Products, Inc.
 John Compisi is a mutual connection

Dorđe S. • 2nd
 Mechanical Engineer
 Irvine, CA
 Current: **Mechanical Engineer** at Green MEP Engineering Consulting
 Kellie Shevlin, CEM, John Vizslay, and 12 other mutual connections

Add a note to your invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Hey Julia!

It was great meeting you at the conference last week. Let me know how your project goes!

Henri 193

Cancel **Done**

Messaging

Search messages

Clark Whitwell 11:00 AM
 Clark: Hey Henri, I was wondering if you could take a...

Scott Bradbury 9:12 AM
 Scott: It's my pleasure

Kate at LinkedIn Mar 20
LinkedIn Offer • Find the right person for your role

Clark Whitwell • 1st
 Chef. Blogger. Taste Creator.

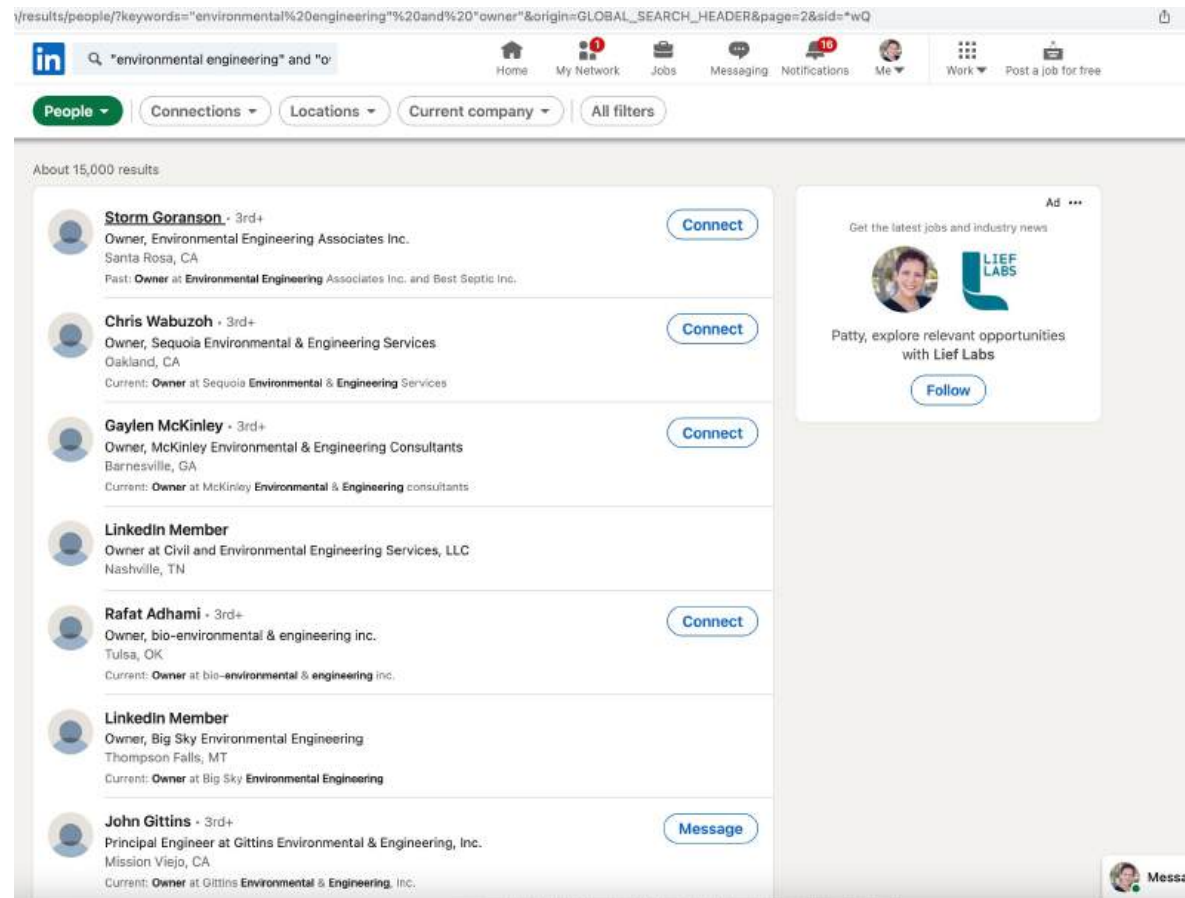
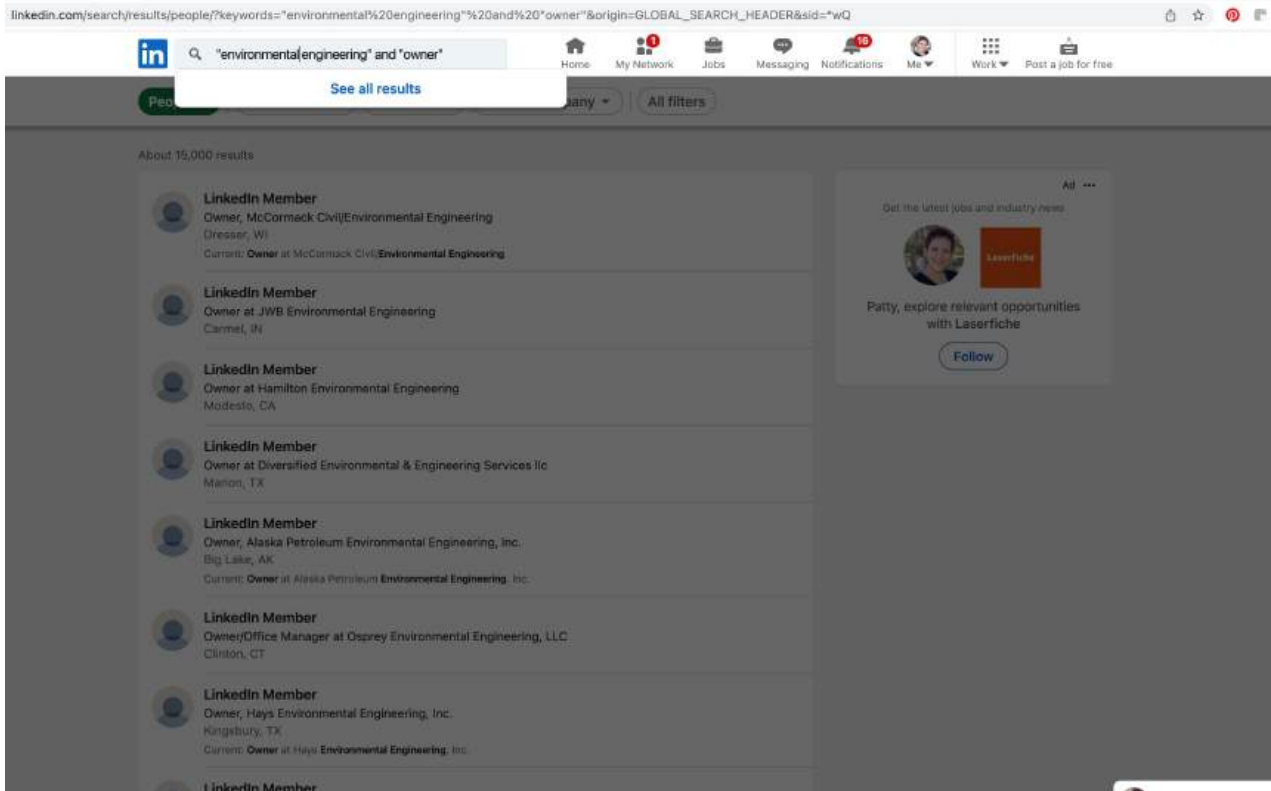
TODAY

Clark Whitwell • 11:00 AM
 Hey Henri, I was wondering if you could take a look at my profile and see if you could spot any errors. Just need another set of eyes on it. Thanks!

Absolutely Of course Sure thing

Sure thing, I'll get right on it.

Send



Try Different Boolean Searches

“English Teacher” and “LAUSD”

“English Teacher” and “LA Unified School District”

“English Teacher” and “Los Angeles Unified School District”

“Senior Partner” and “law firm”

“President” and “law firm”

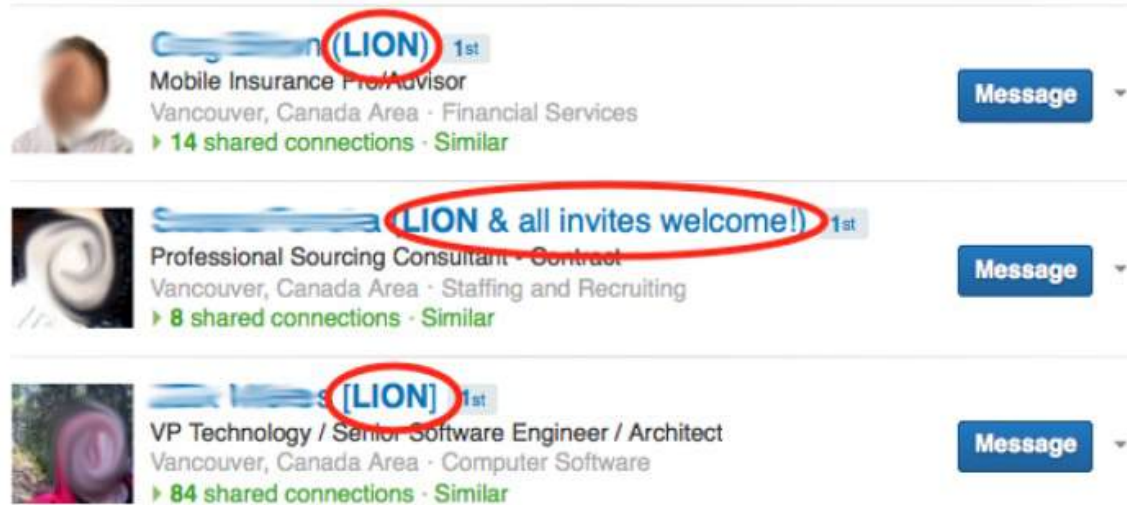
“Executive Director” and “law firm”

Free Version! On Sales Navigator you can do multiple searches at once



Growing Your Network

2) Connect with LIONS



A screenshot of LinkedIn search results for the keyword "LIONS". Three profiles are listed, each with a red circle around the name "LION" in the search bar. The first profile is a "Mobile Insurance Pro/Advisor" with 14 shared connections. The second profile is a "Professional Sourcing Consultant" with 8 shared connections and a note that says "LION & all invites welcome!". The third profile is a "VP Technology / Senior Software Engineer / Architect" with 84 shared connections. Each profile has a "Message" button.

Finding LIONS:

Use that search bar, type in “LIONS”, “L.I.O.N”, “Open Networker”, “Linked In Open Network, etc and start connecting with these people.



Growing Your Network Don't's

1. Don't connect/post and run!
2. You wait until you have a need. (new job or new clients)
3. You forget where you are (it's LI, NOT IG, FB!)
4. You don't follow industry leaders
5. You don't care
6. You ignore your team's network
7. You don't participate in groups



Should I Pay For LinkedIn?

Business

Current plan

Grow and nurture your network

\$69.99 / month or \$539.88* / year (save 36%)

Switch to annual billing

Top differences

- ✓ InMail credits 15 per month
- ✗ Sales Navigator platform
- ✗ Recruiter Lite platform
- ✓ Unlimited People Browsing
- ✗ Advanced lead search and account search
- ✗ Lead recommendations and saved leads
- ✗ 20+ advanced search filters
- ✗ Candidate recommendations daily

Sales Navigator

Core

Unlock sales opportunities

\$99.99* / month or \$959.88* / year (save 20%)

Upgrade plan

Top differences

- ✓ Sales Navigator InMail credits **50 per month**
- ✓ Sales Navigator platform
- ✗ Recruiter Lite platform
- ✓ Unlimited People Browsing
- ✓ Advanced lead search and account search
- ✓ Lead recommendations and saved leads
- ✗ 20+ advanced search filters
- ✗ Candidate recommendations daily



Should I Pay For LinkedIn?

Find and contact anyone

- ✓ See Who's Viewed Your Profile from the last 365 days
- ✓ Open Profile
- ✗ 10000 saved leads
- ✗ Access to your 2nd and 3rd degree networks
- ✗ Candidate search alerts
- ✗ Search with smart suggestions
- ✗ Personalized outreach with saved templates
- ✗ Post a free job
- ✗ Projects for organization and tracking
- ✗ Custom lead and account lists

Exclusive insights to get ahead

- ✓ Job and applicant insights
- ✓ Top Applicant Job recommendations
- ✓ Company insights
- ✓ Resume insights
- ✗ Real-time alerts on your leads and accounts

Stay up-to-date on the latest skills

- ✓ 16,000+ LinkedIn Learning courses
- ✓ Full access to Interview Preparation tools

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Next Steps For Your Business?

- What plan do you need in place to grow your business with LinkedIn?
- Are you budgeting for marketing or waiting to make money to have marketing budget?
- What support do you need to achieve your marketing goals?



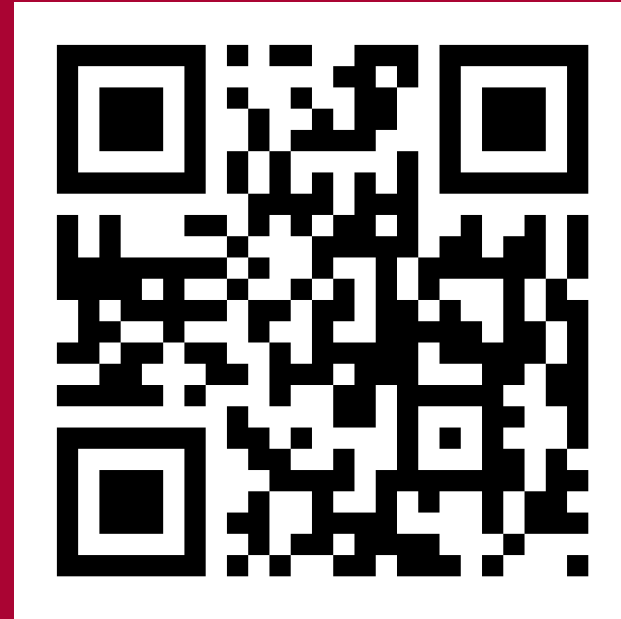
Tap Into My Expertise!



Join The Marketing Lab
LinkedIn Group:



Schedule a Strategy Session Today!
callwithpatty.com



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- Find more SCORE live and recorded workshops and courses at www.score.org/get-business-training
- Book an appointment with a SCORE mentor at www.score.org/find-mentor





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