

# Unleash the Power of LinkedIn

## Webinar Notes

### The Essentials

- The LinkedIn User Agreement is a legally binding document. Read everything you are signing up to and operate within the guidelines
- Don't pay for an account straight away. Work with your basic profile until you are comfortable that the upgrade will be worth the money
- Go through every option in the account settings and make sure you are happy with the information you are sharing with your network and the wider online community

### Optimisation

#### *The Home Page*

- Your LinkedIn activity is fed into the homepage of everyone who is connected to you
- Staying active keeps you top of mind
- You can change your homepage format and how much you want to share with others via Settings

#### *Personal Profile*

- Complete your profile and keep it up to date
- Create a personal URL
- Use keywords wherever you can
- Add website links
- Add applications, e.g. Triplt
- Don't be afraid to ask for Recommendations

#### *Contacts*

- When connecting with people you don't know, get introductions where possible
- Use LinkedIn tools to organise your contacts for easy communication
- Leverage your network wherever possible by asking for their advice, recommendations and referrals
- Use information in contact profiles to help with relationship building

#### *Company Profile*

- Complete the profile and keep it up to date
- In larger organisations, assign a LinkedIn Administrator to look after the profile

## Promotion

- Only start promoting once you have completed setup of your personal and company profiles
- Don't forget to promote your LinkedIn presence via other marketing channels like your website and promotional material

## *Marketing Opportunities within LinkedIn*

### Groups

- Search for and join groups related to your profession/business, those your target audience belong to and those your competitors have created
- When creating your own group make sure you have a plan for activity and promotion to grow the group and retain members

### Answers

- Post your own questions and provide answers to others questions to gain credibility as an expert in your field

### Events

- If you are hosting seminars or workshops (free or chargeable) create an event that you can promote to your network and other LinkedIn users

### Paid advertising

- LinkedIn offers several paid advertising options for small and large organisations. For more information click the **Advertising** link at the bottom of the LinkedIn web page

## Want to know more?

Sign up for the SpeedTrain™ LinkedIn Bootcamp  
<http://www.speedtrain.com.au/linkedin-bootcamp-0310>