

LinkedIn® for Business

Tip #1

Use people in your network to help make introductions to people in their network.

It's a great way to get in the door with a company you need to contact. Warm leads are far more effective than a cold call.

Tip #2

Utilize the Network Update Box. It gives you an opportunity to stay in touch with all of your contacts. Don't forget to link your status updates with other social media accounts.

Tip #3

Groups is a great way to connect with people with similar interests. Members discuss issues and allow you to introduce your business. Join industry and alumni groups related to your business.

Tip #4

Applications feature has several options that enable you to enrich your profile. You can easily connect your blog, share a list of books you're reading, or embed a presentation on your profile.

Tip #5

Answers feature is an opportunity to share your expertise and knowledge. Gain credibility by answering questions without self-promos. Ask questions to get information on your target audience.

Tip #6

Take an active roll in growing your network. Import your email address book, invite your customers, partners, and colleagues. Invite people you meet at networking events even if they are not on LinkedIn®.

Tip #7

Reinforce your company brand. Include detailed info about your business. Include your website URL as part of your title so it will appear each time your name is displayed on LinkedIn®.

Tip #8

List your company on the Companies tab. By creating a listing, for your company will appear on searches. Many users conduct searches when looking for a service provider to do business with.

Tip #9

Publish your LinkedIn® URL on all your marketing collateral. This will give prospects an opportunity to learn more about you. Don't forget to customize your public profile URL.

Tip #10

Find opportunities to write honest and valuable recommendations. You may also request recommendations from happy customers. It will help boost your credibility.

Tip #11

Research your prospects before contacting or meeting them. You'll learn about their career, company, and interests. Look for similar interests to help establish the new relationship.

Tip #12

Set up to receive LinkedIn messages in your inbox so you can respond right away. In your Contact Settings, select all the types of messages you're willing to receive and allow for the most accessibility.



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Facebook: [facebook.com/fostercreative](https://www.facebook.com/fostercreative)
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