

## LinkedIn for Marketing & Networking



### What is LinkedIn?

- LinkedIn is the MySpace for adults for business.
- It can be used as a full-fledged social network or business network.
- LinkedIn has over 12 million in US and 21 million global users.
- All 500 of the Fortune 500 are represented in LinkedIn.

### What are the Benefits?

- It allows you to keep in touch with people you know or need to know, which helps with acquiring job and business opportunities. Network updates gives you a feed of recent activity, so you can see who your connections have added, groups they have joined, the people they have recommended or if they've switched jobs.
- You can search for people and ask them to join your network. Look up old friends and business people that you haven't heard from in a while but would be a benefit to your network. By becoming part of their network, you expand your contacts and possibilities.
- Use people you already know 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.
- LinkedIn Answers allows you to broadcast your business-related questions to both your network and the greater LinkedIn network. The premise is that you will get more high-value responses from the people in your network than more open forums. You may also respond to posted questions and build your reputation as an expert in your industry.
- LinkedIn Groups is a great way to connect with organizations such as corporate and alumni groups, non-profit organizations, trade groups, conferences, and industry-specific groups to keep in touch with fellow members. Groups allows you to discuss issues that are of common interest to the entire group.
- Recommendations are a great way to enhance credibility. Ask clients or co-workers post recommendations for potential clients or employer to review.

### Your Network & Communications

- It is the quality of the connections and not about the quantity of connections. Your network should be created based on the quality of knowledge and resources.
- When sending invitations, be sure you know and trust that person. They should be people that can recommend you to others and will become your first degree connections and will have access to your list of connections. A good rule of thumb is only invite people you would recommend.
- InMail allows members to send a message directly to another member when they are not directly connected. The message will be sent directly to the member's Inbox to ensure all messages remain confidential and contact information is kept private. InMails can be purchased individually or come as part of premium subscription packages.



Esther Foster established Foster Creative, Inc. in 1992. With more than 25 years of marketing experience, Esther specializes in creative services for marketing communications. Her areas of specialization include branding for web, print and social media and graphic design. She has worked as an account executive, art director and creative director with a variety of companies.

Her business, Foster Creative, provides creative services such as complete branding strategies and corporate identity programs, marketing and advertising collateral, trade show displays, and website design. She enjoys hosting workshops and speaking on traditional, online and social media marketing.

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