

B2B

**LINKEDIN
LAUNCHPAD**
TRAINING SERIES



Viveka von Rosen:

Viveka von Rosen is author of LinkedIn Marketing: An Hour a Day, contributing “expert” to LinkedIn’s official “Sophisticated Marketer’s Guide” and is known internationally as the “LinkedIn Expert”. She is the CEO of Linked Into Business and co-founder of LinkedProspecting, and she also hosts the biggest LinkedIn chat on Twitter. With 30,000+ first level connections and a network of over 38 million people on LinkedIn, and 58,000+ followers on Twitter, her seminars, webinars and workshops have taught and trained well over 90,000 people how to leverage LinkedIn for their business. For more information: www.LinkedinIntoBusiness.com



In this chapter you will learn:

- Some pretty amazing LinkedIn Statistics
- How to create, customize and optimize a profile that will draw prospects to you.
- The best ways for finding your target prospects
- The best ways of engaging with your target prospects
- The best ways to stay top of mind with your target prospects for more referrals and sales
- Some simple yet effective Company Page Strategies

This chapter will walk you through the step-by-step strategies you can implement today, saving you time and getting you better results when prospecting on LinkedIn.

Still not convinced? Here are some stats that might change your mind:

LinkedIn is the largest business-focused social media site. Many businesses that resist traditional social sites like Facebook and Twitter, will venture into LinkedIn. In fact, LinkedIn is 277% more effective for lead generation than Facebook and Twitter (Hubspot).

The “Sophisticated Marketer’s Guide to LinkedIn”* shares the following stats:

- LinkedIn is the number one social network for driving traffic to corporate websites
- LinkedIn members are 50% more likely to engage with a Company they engage with on LinkedIn
- 91% of Marketers use LinkedIn to distribute content
- LinkedIn drives more traffic to B2B blogs and sites than Twitter, Facebook and G+ combined
- 93% of Marketers rate LinkedIn as effective for generating leads
- 65% of companies acquired B2B leads through LinkedIn

Whether you are in marketing, content marketing, B2B sales or not – these numbers should inspire you to polish up your profile and start engaging on LinkedIn!



Creating a Profile That Attracts Prospects:

It's important to remember that your profile is your online branding, so you need to make sure that your profile has cohesive branding to your website and other social presences. Make sure you're using the right logo and make sure that your employees are using the right logo. You might want to create some standardized copy as a template your employees can use (if you have employees) in their profiles.

Another thing to remember is that LinkedIn is like a website, and just like you wouldn't want spelling or grammatical errors on your website, you want to make sure that your LinkedIn profile is free of errors as well. One way to get around this is to create your profile first in a Word document to catch spelling and grammatical errors. Creating your copy in a Word doc will also allow you to count and do some basic formatting. And if anything happens and you lose your profile, at least you've got a copy of it. And it will be much easier to rebuild.

Another tip is that your LinkedIn profile is very similar to Google in that if you have the right keywords in the right places, you show up better in a search. You probably already know what your keywords are, but keep it simple.

One of the best places to find keywords that other people are using on LinkedIn is in other people's profiles. Type your keyword (or keyword phrase) into LinkedIn's Smart Search and see who shows up. Go into their profile and check out their skills section. These are pretty LinkedIn relevant terms and they're actually quite good keywords.

Create a list of keywords using skills and prioritize it. You'll be putting these keywords in your:

- Professional Headline (120 Characters)
- Title fields (100 Characters)
- Experience and Education description fields (1000 Characters)
- Summary Section (2000 Characters)
- Interests: (1000 Characters)



Professional Headline

Your Professional Headline is the area right underneath your name; the 120 characters that describes who you are and what you do. Most people will just have their "Title" at "Company" (because that is LinkedIn's default) They don't take the time to describe who they are, what they do and whom they serve. This is a great place for a tagline and a few keywords.

Your picture, name and Professional Headline is usually what people see in most of your communications on LinkedIn, whether you are responding to a group update, sending a message, inviting someone to connect, or introducing someone to someone else. So invest the time to make your Professional Headline good.

**New Media Marketing | Internet Marketer | International Keynote Conference
Speaker | Twitter Power**

**New Media Marketing Strategist | Internet Marketer | Public
Speaker | Twitter Power Author | CEO**

**Content Site Development | WordPress Site Design | Small
Business Templates**

Title Fields

Most people only put their current titles in the title field- but you can expand this section to really describe your role. And possibly pop in some keywords too.

Put your official title in both current and past Experience (jobs) but then consider expanding upon your role. You have 100 characters. Please feel free to take a look at my profile: LinkedIn.com/in/LinkedInExpert as an example.

Description Fields

A lot of people just skip the description field of their Experience section, but I would strongly urge you not to! You have a 1000 characters in the description area to plant those keywords. As you describe what you do for the company and what the company does, these keywords are going to naturally “bake” right in.

Create your description first in a Word document (that way you can use bullets and count characters) and then copy and paste it right into the Experience description field.

Summary Section

In the Background section of your profile, there is something called the Summary. A lot of people just skip this section, but don't, because you have 2000 characters here to expand on who you are and what you do. I always recommend that you keep the summary section customer-facing (as in “What's In It For Them?”) It's OK to list your features - but what difference do you make to your customer or your prospect? Be clear on what it is that you do - but more importantly - how does that benefit your prospect?

Create your Summary in a Word document; use formatting, bullets, and don't be afraid of white space!

Chunk those bits of information up into bite-size pieces your prospects can digest.



The screenshot shows a LinkedIn profile summary section. At the top, it says "SUMMARY" with a small icon. Below that, it says "Email me or invite me to connect at linkediniv@gmail.com". There are two stars and a "connect" button. The text continues: "★★If you still have questions about how to use LinkedIn effectively - then let's connect.★★". It then says "To send me a FREE InMail, just click on the InMail button (or message button) above." The main body of the summary starts with "I am the author of LinkedIn Marketing: An Hour a Day (<http://amazon.com/author/linkedinexpert>) and am here to make LinkedIn and social media work for you!". It lists several achievements under the heading "WHY SHOULD YOU HIRE VIVEKA VON ROSEN TO DO YOUR SOCIAL MEDIA?":

- Forbes Top Ten Women in Social Media: <http://onforb.es/top10SMwomen>
- Forbes Top 50 Most Influential People in Social Media: <http://onforb.es/top50SM>
- TopRank's 25 Women Who Rock Social Media in 2011
- BigMoneyWeb's 200 most fearless women on the web
- Listed by Mari Smith as having the niche quality of a social media superstar

It then asks "BUT WHAT'S IN IT FOR YOU?" and lists benefits:

- I will get you and your company found on LinkedIn which will get you more business leads
- I will teach you the correct ways of creating business and relationships on Social Media
- I will help you craft your company story, so that your branding crosses all social and marketing mediums.
- I'm easy to understand so what I teach you will stick.
- I've taught over 25,000 business people so I know what I am talking about - see my 90+ recommendations.
- I've made the mistakes so you don't have to!

It then says "JOIN OUR TUESDAY NIGHT #LINKEDINCHAT ON TWITTER: <http://www.tweetchat.com/room/linkedinchat> AT 5 PM PST, 8 PM EST". Below that is a "MISSION" statement: "Linking people into their potential, MAKING SOCIAL MEDIA WORK FOR YOU." It then says "If you are feeling OVERWHELMED by LINKEDIN and all its new features, please ask about the TRAINING WEBINARS and WORKSHOPS we provide. We provide training for basic as well as strategic use." It then asks "WHY I AM HERE ON LINKEDIN:" and lists reasons:

- To network with other active, intelligent and generous B2B networkers.
- To offer LinkedIn training & advice.
- Drive attendance to our entrepreneur's WORKSHOPS, WEBINARS AND SEMINARS

It then lists "Specialties: CURRENT: Author, LinkedIn Marketing: An Hour a Day, LinkedIn expert, LinkedIn Training & Advice, Social Media training, LinkedIn Book, LinkedIn Writer, Speaker and Trainer, entrepreneur, trainer, keynote speaker, instructor, instructing, speaker, speaking, networking, marketer, marketing, business, Social Media Strategist, Social Media Keynote". Finally, it says "PREVIOUS: Medical Devices, automotive, education, publishing, writing, equestrian, spiritual counseling, Executive, virtual offices".

Interests

The Interests section, (found at the very bottom of your profile under Additional Information) is the only section on LinkedIn into which I recommend you blatantly dump your keywords. (You have a 1000 characters.) Yes, put your personal interests first, (Hiking, biking, walking, judo) but then take that list you've created of keywords and just copy and paste it in. Make sure you separate each keyword or keyword phrase with a comma so that the words are searchable.

If you just get the right keywords in these four sections, you have a much, much better chance of your profile showing up when someone does a search on them. And since LinkedIn actually drives more traffic than Google+ and Bing, you need to make sure that you are findable to your prospects because they are looking for you, or they are looking for someone like you. So let's make sure it's not your competition that shows up.

Finding Your Prospects:

The second thing we're going to do is talk about the best ways to search and find prospects on LinkedIn.

We'll be looking at:

- Who to search for
- LinkedIn's Advanced Search
- Boolean Search
- Saved Search

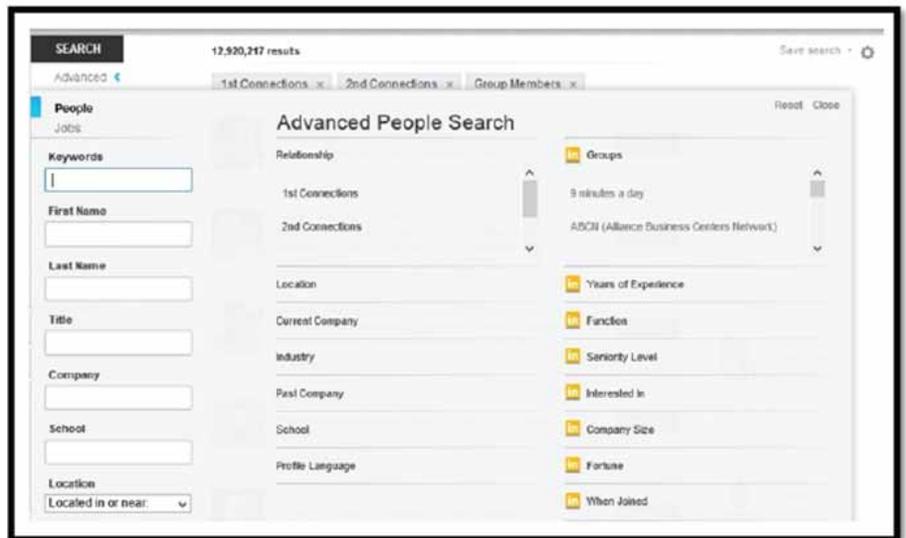
Advanced Search

LinkedIn recently came out with its "Smart Search" and quite frankly; I don't think it's that smart! I often don't find the results I'm looking for when using this tool. I much prefer to use LinkedIn's Advanced Search. It is found just to the right of the Smart Search box. (The tiny light grey link that says 'Advanced.')

The Advanced Search is available to everyone no matter what membership you have, whether it is premium or not.

Once you click on the link a new page opens and you'll now have the ability to search by:

- Keyword, (which is essentially the Smart Search above,)
- First name
- Last name
- Title or potential title
- Company
- School
- Location



When working with LinkedIn it is so important for you to know who your target market and prospects are. You must be clear on your “Buyer” or “Purchaser Persona. Ardath Albee writes a great deal on Buyer Persona’s in her great book “eMarketing Strategies for the Complex Sale.” Or if you just want a quick free template, you can download HubSpot’s resource: <http://offers.hubspot.com/free-template-creating-buyer-personas>. And if you don’t know who your ideal buyer or who your prospect is, stop reading now!

Once you’re clear on who these individuals might be, it’s just an easy cut and paste into these different search fields on LinkedIn.

- What keywords would your target buyer have in their profiles?
- What would their titles be?
- Where would they work?
- Where did they go to school?
- Where would they live?

Whether you have the free account (that give you access to the fields on the left side of the page) or the premium accounts (that give you access to the fields on the right side of the Advanced search page) please consider using the Advanced search on LinkedIn.

The results will be much more accurate and relevant to you – and with the free account this becomes very important since you only get to see the 1st 100 results!

Boolean Search

Even with the Advanced search we don’t always get as accurate a result as we would like. In order to more fully refine a search, consider using Boolean Logic or Boolean Search Strings.

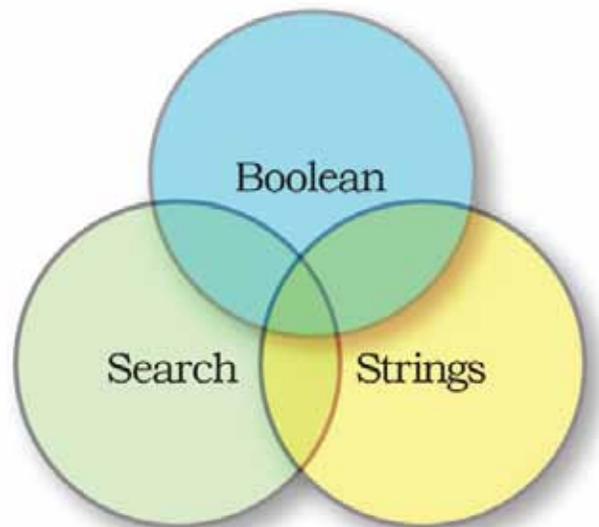
As with all things written on LinkedIn, if you can create these Boolean strings first in a Word document and then cut and paste them into the different fields, you’ll find them easier to manipulate and save. One of the things that you’ll notice in LinkedIn searches is the is the old adage ‘garbage in, garbage out.’ If you create your search first in a Word doc it’s much easier to catch that “garbage”. Most times, if you don’t get any results, it’s probably because there is a spelling mistake somewhere in the search.

Boolean Search uses a series of “modifiers” to help you refine your search. These modifiers include:

- + and “” to hold search phrases together
- OR when you are not sure of a title or keyword
- AND to definitely include a search term or phrase
- NOT to exclude a search term or phrase

+ Or “”

If you are doing a search for a Chief Executive Officer and didn’t use the little plus sign (+) between chief and executive and officer, or you didn’t put that phrase in quotation marks, Other examples then LinkedIn will search for a bunch of “chiefs” and a bunch of “executives” and bunch of “officers”. So your result is going to be much larger and less targeted than you want than if you had used the plus sign: chief+executive+officer or the quotation marks around the phrase: “chief executive officer”.



OR

If you are just not quite sure about whom you are looking for, then OR becomes your best search friend! Maybe I want to work with the head of a company. What does the head of the company call him or herself? Did they choose CEO OR “Chief Executive Officer” OR Founder OR Owner OR Partner OR co-Owner OR co-Founder OR....If I didn't use OR and I put the wrong title in the title search field, then I lose the opportunity of seeing everyone who might be a good fit for me! You can use the OR modifier in both the Keyword and Title (and Company) fields on LinkedIn

AND

Use AND when you want to clarify an audience or a niche. If you were looking for a CEO OR owner OR founder OR partner AND you wanted to make sure to only search for people in the legal industry, you would simply add AND legal AND law AND lawyer AND Law firm to your search. If you are not sure what keywords you want to add, you can always use Parenthesis to hold options together. You search might look like this: CEO OR Chief+executive OR found AND (Legal OR lawyer OR law)

NOT

I think the most important modifier is NOT. (You'll learn this over time.) When you get your search results you might see a lot of competitors show up in the result, or employees or job seekers or consultants. If you are not interested in any of those folks as a prospect, you can erase them from your list by using NOT. You might want to add NOT Consultant NOT job seeker NOT LinkedInToBusiness. The use of NOT is really going to further clarify your results.

+ keeps the words together
OR when either will do
AND when you are clarifying an audience
or industry or niche
NOT to ignore an audience

So your search result is going to look something like this:

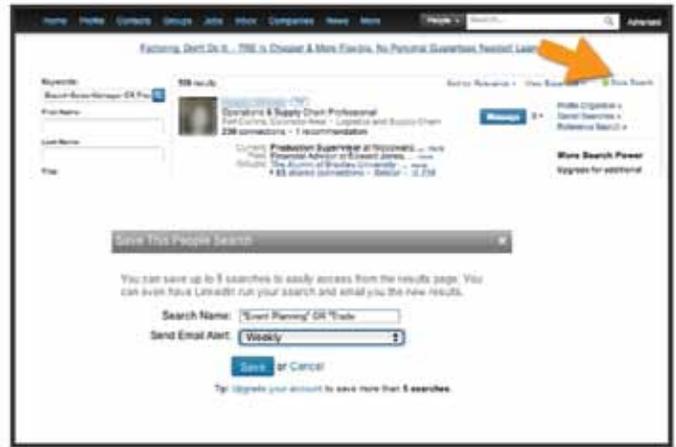
CEO OR chief+ executive OR founder OR owner AND (legal OR lawyer OR partner NOT consultant NOT consulting NOT job+seeker NOT Seeking+ employment

Once you get your results, quickly look through them and then continue to modify your search until you get the results you want. Create your Boolean Search strings first in a Word document, and then that way you can save them, you can edit them and you can continue to search on those particular search strings until you find results that really work for you.

Saved Search

Once you find results that really work for you, you want to save those searches. At the top right of your screen you will see a 'Save Search' link. You can save three searches with a free account and more with Premium accounts.

What is so cool about the saved search is that every week LinkedIn will pull up anyone new who falls into your saved search and send you an email with their names. They're literally going to send you a list of prospects! So make sure that when you get a search you like, (when most of the results are accurate,) that you save that search and let LinkedIn send you those leads. Now of course, you can delete your searches, you can change them up, and you can save new searches. Remember, you get 3 saved searches with the free account, and more with the premium accounts.



Engaging with Prospects

You have found your prospects either through the Advanced search or through a Boolean search - now how do you reach out to them? That's where LinkedIn comes in. LinkedIn gives you all the tools you need to reach out and engage with these people:

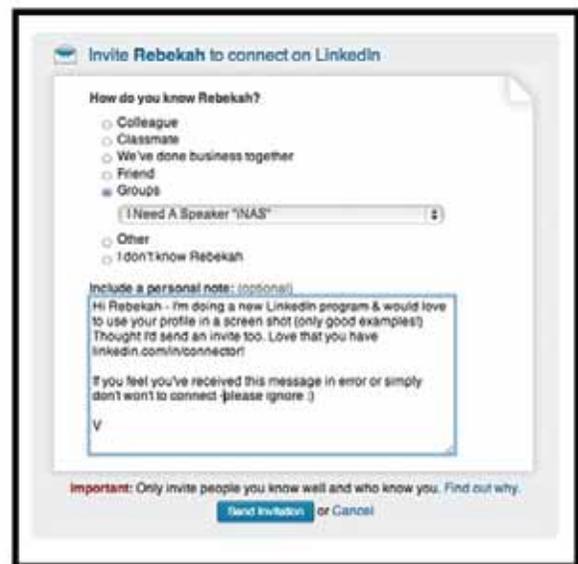
- Invitations
- Introductions
- Messages
- InMails

Invitations

Your first option is inviting a new prospect to connect (as long as you see the blue connect button on their profile). When possible, always include a personal note! Customize that invitation. It looks much better and gets a much better response rate. Many people won't even open an invitation if no personal note is included.



Once you have found a prospect and click on the blue connect button, then you'll have to choose how you know them. The best option to invite someone to connect is through a shared Group (you'll see the Group option if you do indeed share a group).



If you don't have that option but that person has their email address listed somewhere in their profile, then choose 'other' and put that email address in there.

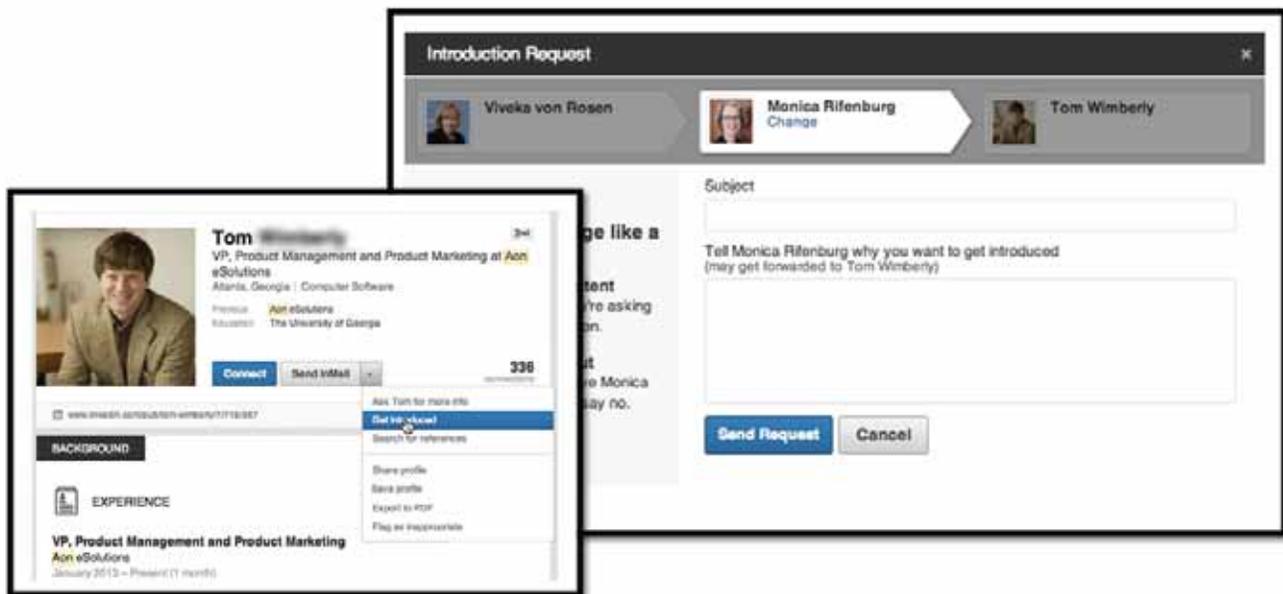
If that option is not available, you can always do 'We've done business together.' And choose your company. It's not the best option, but if it's your only one then fess up to not actually knowing them. You might customize your invite to read something like this:

Hi John – we haven't worked together but I am an avid reader of your books (I admire your work. I see you are an influencer in this industry. I see you work at this company that I admire. I'd love to interview you for my blog post. I see your name online all the time. I did a search on this and you showed up, etc.) and I'd love to connect.

You only have 300 characters, but if you have the room, you might write include: "If you feel you received this in error and don't want to connect, please just ignore this invitation." You can't put a phone number and email address in there, but at least sign with your name. Just your first name will work.

Introductions

Sometimes, asking for an introduction is the best thing to do. Now, an introduction, if it gets passed along, does not mean that you are connected, but it does mean that you can now engage with that person. (Plus you'll get their email address, and sometimes their phone number.) The Get Introduced link can be found in the dropdown to the right of Send InMail. So if you don't have the blue Connect button, or even if you do but you don't want to just invite that person to connect, you can just click on the dropdown arrow and you'll see the option to Get Introduced. Once you click on that a new page pops up and you'll see the people you have in common. Choose the person that you feel most comfortable with to be the Introducer.



Before even using the Get Introduced link, however, you might ask your shared connection if he or she is willing to pass along the introduction before you actually send it. If I wanted to connect with Prospect Rachel and Connection Ken knew us both (which I will know because LinkedIn shows me so) I would just send Ken a message asking, "Hey, would you be willing to introduce me to Rachel?" And when he says "yes," I'd then use the Get Introduced tool.

Remember, when you ask for an introduction, tell them why you want to be introduced and then give them an out. For example:

“Hi Ken, I was hoping you would introduce me to Rachel. I was searching on business development professionals in the Denver area, she came up very high in my LinkedIn search. I noticed you’re connected to her and I would love it if you would be willing to introduce me”

Similarly you will want to address your Introducee too!

“Hi Rachel. As I said to Ken, you came up really high in a search, I noticed that you’re active in the Denver Metro Chamber of Commerce. Would love to connect with you further. Would you accept an invitation from me?”

Just don’t use the introduction to pitch your wares: “Hi Rachel. I’d love to speak at the Denver Metro Chamber of Commerce, will you hire me?” That’s not going to go over very well, but you start working on that business relationship first. Let them come to you with the request to use your products and services after you’ve built a relationship with them.

Messaging Through Groups

The other thing that you can do when you find a connection on LinkedIn, you can see if they have any groups, or if they are a member of any groups. If you happen to share a group with that person, you can just send them a message through the group.

Or you might have to join a group so that you can send them a message through that group:

- In your prospect’s profile, click on the group name you share (or join one)
- In the group, click on the tab that says members (not search).
- Also don’t click on the ‘member’ button because that will either have you join or leave the group.
- In the page that opens you’ll see there’s a search bar.
- Type in your prospect’s name OR
- Do a simple Boolean search in the search box

Because you share a group with that person you should have the option of sending them a message or inviting them to connect.

Even though it’s an extra step, I recommend you send a message asking a person if they’re willing to connect (and why you want to connect with them.) You have more characters to work with in a message as opposed to an Invitation so you have more opportunity to tell people why you want to connect with them.

Once they reply that they are willing to connect, you can send them the connection request through the group.

InMails

Finally, when all else fails, you can definitely send an InMail. It’s \$10 per InMail for a free account, and 3 free InMails with the basic premium account. It goes up from there. Just be aware - no sales pitches! That rarely works well. What you’re trying to do is get them to accept an invitation to connect or at least land an email address or a phone call.

Don’t pitch your product or your service in your first InMail.



Staying Top of Mind with Your Prospects

Once you have developed your network you can use LinkedIn's tools to stay Top of Mind with them in a quick and easy way.

I recommend using:

- LinkedIn Sharing Bookmarklet
- LinkedIn Pulse
- LinkedIn Publisher

LinkedIn Sharing Bookmarklet

One of the tools I really like on LinkedIn is called the Sharing Bookmarklet.

(https://www.linkedin.com/static?key=browser_bookmarklet) If you're using Chrome, Safari or Mozilla Firefox, all you have to do is pull that little Sharing button into your browser toolbar. (Its similar to Hootsuite's sharing Hootlet or the Bufferapp Buffer-sharing link.)

The Sharing Bookmarklet allows you to share content from anywhere on the web with your LinkedIn audience:

- As an update
- As a tweet
- As a post to groups (Be careful with this though)
- As a message to individuals



Here's how I recommend you use it:

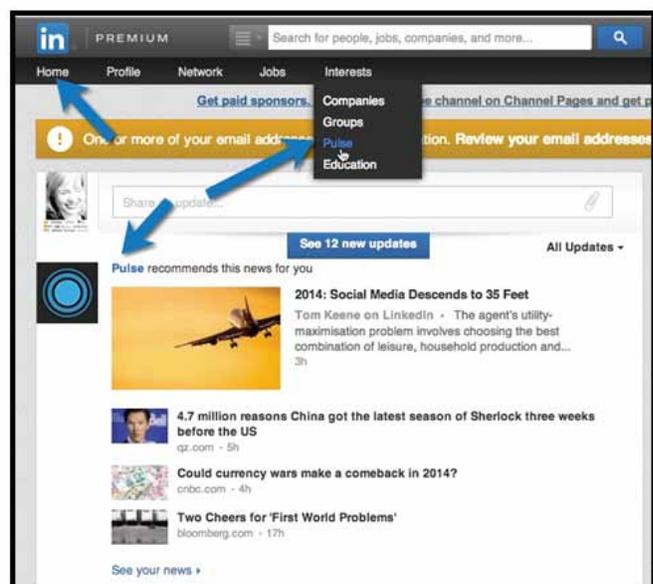
Let's say you were talking with a hot prospect and you were both bemoaning the fact that you need to find a good social CRM system. Then in your research you come across this great article on Nimble. Click on that Share LinkedIn button, click on Send to Individual and start typing in your first level connection prospect's name and send them the article with a quick not "Thinking about our conversation – thought you might find this article useful."

LinkedIn Pulse

The other tool I like using to share good info with my network (and stay top of mind with them) is using the LinkedIn Pulse. This is content created for LinkedIn by specific publishers and influencers.

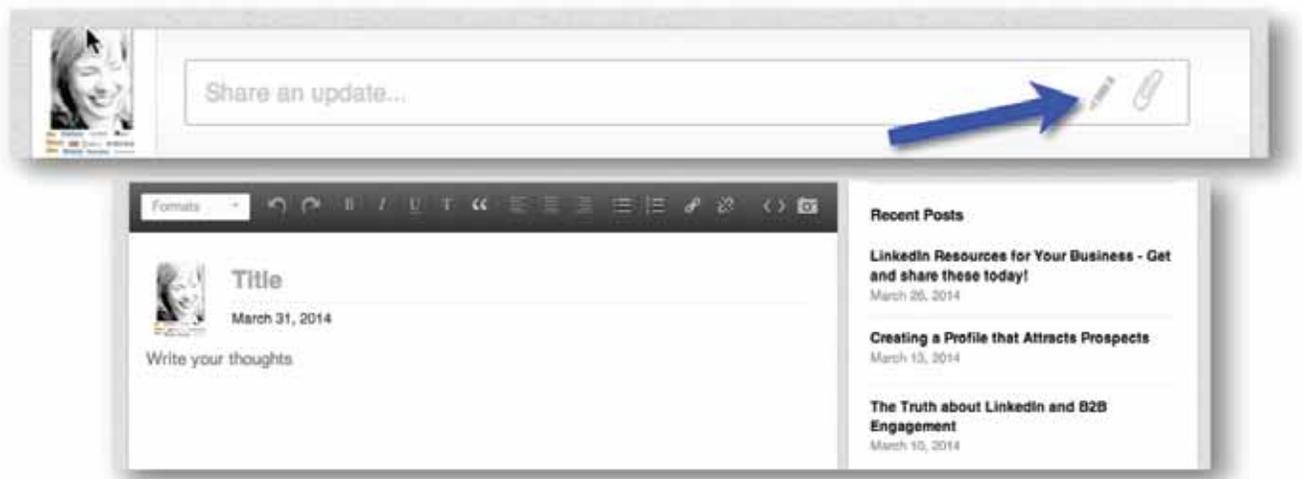
Pulse can be found under Interests (click on the Pulse link) or you can find it on your homepage. On Pulse you can also follow specific channels of info, certain publishers and Influencers. There's a channel that talks about women and business, a channel that talks about marketing, a channel that talks about accounting. Basically, any type of industry, there's a channel on it.

So if you're looking to share content with your market that is helpful and useful, you don't have to look any further than LinkedIn Pulse.



LinkedIn Publisher

Publisher allows those of you who are content curators to share your blog length posts with your network on LinkedIn.



What I love about Publisher, is that the posts show up under your profile, (like your old Activity Feed used to.) And Posts are searchable under the Articles search. So it's almost like getting Signal back. And the seven to creating a post:

1. You know you have LinkedIn Publisher when you get an email from LinkedIn telling you you have it - or you have the little pen in your updates field. Click on the pen.
2. Create some new content or re-purpose an existing blog post.
3. Add formatting, hyperlinks, images, bullets, media etc.
4. Save it.
5. PREVIEW IT. You want to catch any wackadoo formatting.
6. Post it to your network.
7. Share it!

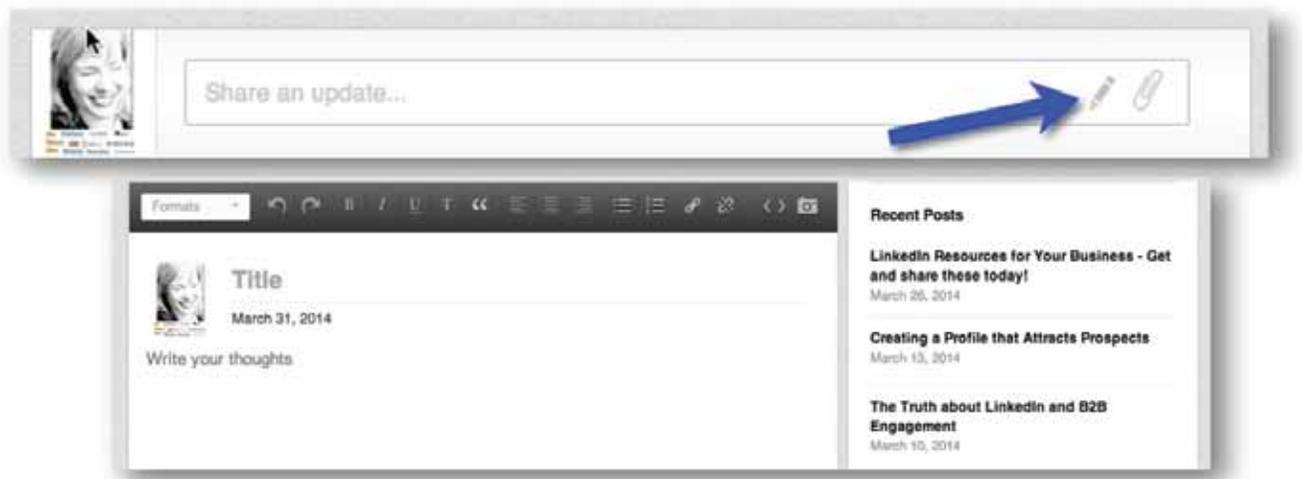
And that's it. Easy, huh?

Final Thoughts

When it comes to doing business on LinkedIn, the question I get asked the most is "How can I use LinkedIn more effectively?" Especially from new users who have some experience with social (Facebook, Twitter, etc.) but have been resistant to LinkedIn because it just doesn't make sense. People see a new platform (at least new to them) and think that they are in store for a giant learning curve. But the truth is, LinkedIn is just a tool that allows you to do what you already do in business – more effectively. Yes, you need to learn how to use the platform, but you don't have to create a whole new series of business strategies as well. LinkedIn's mission statement is: "To connect the world's professionals to make them more productive and successful." That's how we should be using it.

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Publisher allows those of you who are content curators to share your blog length posts with your network on LinkedIn.



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1. You know you have LinkedIn Publisher when you get an email from LinkedIn telling you you have it - or you have the little pen in your updates field. Click on the pen.
2. Create some new content or re-purpose an existing blog post.
3. Add formatting, hyperlinks, images, bullets, media etc.
4. Save it.
5. PREVIEW IT. You want to catch any wackadoo formatting.
6. Post it to your network.
7. Share it!

And that's it. Easy, huh?

Final Thoughts

When it comes to doing business on LinkedIn, the question I get asked the most is "How can I use LinkedIn more effectively?" Especially from new users who have some experience with social (Facebook, Twitter, etc.) but have been resistant to LinkedIn because it just doesn't make sense. People see a new platform (at least new to them) and think that they are in store for a giant learning curve. But the truth is, LinkedIn is just a tool that allows you to do what you already do in business – more effectively. Yes, you need to learn how to use the platform, but you don't have to create a whole new series of business strategies as well. LinkedIn's mission statement is: "To connect the world's professionals to make them more productive and successful." That's how we should be using it.