

Sagefrog Tip Sheet

14 Ways to Leverage LinkedIn

LinkedIn is the world's largest online professional network with over 255 million members, in over 200 countries. Staying active on LinkedIn can provide you and your business: opportunities to grow your reach, spread awareness about your products or services, increase your web presence, generate leads and more.

LinkedIn has boundless resources to help you promote yourself and your business, and remember, it's all about posting and sharing interesting, relevant content and building relationships. Check out Sagefrog's tips below to grow your business, make the right connections and maintain a positive and relevant social image.

Create a LinkedIn Company Page

Tell the world what your company is all about! Post pictures, share status updates, job listings, and showcase your products and services.

Research Find potential clients, research the people and organizations that you do business with, see what your competition is up to. With advanced search you can target individuals (leads) by specific companies, job titles, regions or cities and institutions.

Keep Current Make sure all of your information is up-to-date and highlights all of your skills.

Make Your Connections Count

It is important to make sure that your connections are relevant to your career — be selective in who you connect with. LinkedIn allows you to endorse the skills of people that you know and they can endorse you in return.

Ask for an Introduction The ability to connect you to a larger network of people through your current connections is one of the primary capabilities of LinkedIn, so ask one of your shared connections to make an introduction for you. This helps break the ice and gives individuals more of a willingness to connect with you.

Increase Your Sales Connect with leads and read company profiles (of both competitors and potential clients) to stay up to date with your industry. Build relationships with your LinkedIn connections — you never know when they might need your services.

Join and Create Groups Join the groups that your prospects belong to in order to stay informed and connected. You can send InMail to group members even if you aren't connected to them directly. Creating a group is a great way to demonstrate thought leadership around a specific area and show potential clients what you are made of.

LinkedIn Today This allows users to customize the news that they see based on their interests. By subscribing to your industry's channel, you can share stories and articles that you feel are important. Build your reputation and people will begin to recognize you as a thought leader and credible resource.

Promote Your Company Ask your employees to promote and feature your company on their individual profile. This will connect your company to the connections of your employees and grow your reach.

Utilize the Products Page

Promote the products and services that your company offers and even assign members of your organization to different product offerings so prospects know exactly who to contact. Customers can also recommend a product or service — boosting your credibility.

Post Videos Posting videos on your LinkedIn Products and Services page allows for better visibility of your offerings.

Post Status Updates These updates are a great place for you to post relevant content to your industry.

Optimize for SEO A company LinkedIn page greatly increases your visibility across the web. Jobs posted on LinkedIn appear in search results. Enhance your visibility even more by claiming your LinkedIn URL. Look for the link to "Claim your URL" under your profile photo.

LinkedIn Advertising When you advertise on LinkedIn, you will be asked to select your demographics based on role, title, industry, geography, etc. Use this information to successfully reach your target audience. Also make sure that there is a call-to-action in your ad copy!

For more information, please contact Sagefrog Marketing Group at (215) 230-9024 or info@sagefrog.com.