

Top Tips and Tricks for Leveraging LinkedIn

LinkedIn is the world's largest online professional network with more than 400 million members in over 200 countries. Staying active on LinkedIn can provide you and your business with opportunities to expand your reach, spread awareness, increase your web presence and generate qualified leads.

The platform offers a host of resources to help you promote yourself and your business, remembering that it's all about sharing interesting and relevant content to build relationships.

Check out these tips to grow your business through the right content, connections and online brand.



01 Create a Company Page Tell the world what your Company and culture is all about by posting pictures, sharing status updates and job listings and using showcase pages to promote your service and product lines.



02 Get Insider Research Seek out potential clients, research the people and organizations that you do business with and discover what your competition is up to. With advanced search, you can target leads by specific industries, companies, job titles, institutions and regions or cities.



03 Make Your Connections Count It's important to make sure your connections are relevant to your career path. LinkedIn allows you to endorse the skills of people that you know and they can endorse you in return.



04 Ask for an Introduction The ability to connect to a larger network of people through your current connections is one of LinkedIn's primary features. Ask your shared connections to make introductions for you to break the ice and make individuals more likely to connect with you.



05 Join and Create Groups Join groups that your prospects belong to in order to stay informed and top of mind. You can send InMail to group members even if you aren't connected to them directly. Beyond that, creating a group is an effective way to demonstrate thought leadership around a specific area of expertise.



06 Share Content Regularly Sharing content is an invaluable strategy for expanding your reach both on the web and on LinkedIn. Consistently sharing high quality information that speaks to your buyer personas can establish you as a thought leader and increase your brand awareness.



07 Tap Into Your Employee Network Ask your employees to promote and feature your Company on their individual profiles. This will connect your Company to the connections of your employees to expand your reach.



08 Keyword Optimize Your Company Page Including keywords in your Company page is one way to be discovered on LinkedIn. Your profile headline allows you to freely advertise your Company and what you do in 120 characters. Your LinkedIn headline is a great way to be found through search, so be sure to do some research on relevant keywords, phrases and locations.



09 LinkedIn Sales Navigator This sales tool gives you real-time updates about what your clients and prospects are doing. Sales Navigator acts as a streamlined funnel, providing you with specific information on certain clients and prospects to help you remain in the know and instantly act on ripe opportunities.



10 LinkedIn Sponsored Content Advertise to who you want, when you want. Promote your Company's updates to a larger audience and attract new followers through sponsored content that allows you to reach highly targeted individuals.



11 Matched Audience Capabilities LinkedIn's newly released Matched Audience targeting capability lets you combine LinkedIn's professional database with your preferred audience. Upload a list of your current contacts and accounts and LinkedIn will provide you with a similar list. Other capabilities allow you to retarget those who visit your website with ads on LinkedIn.