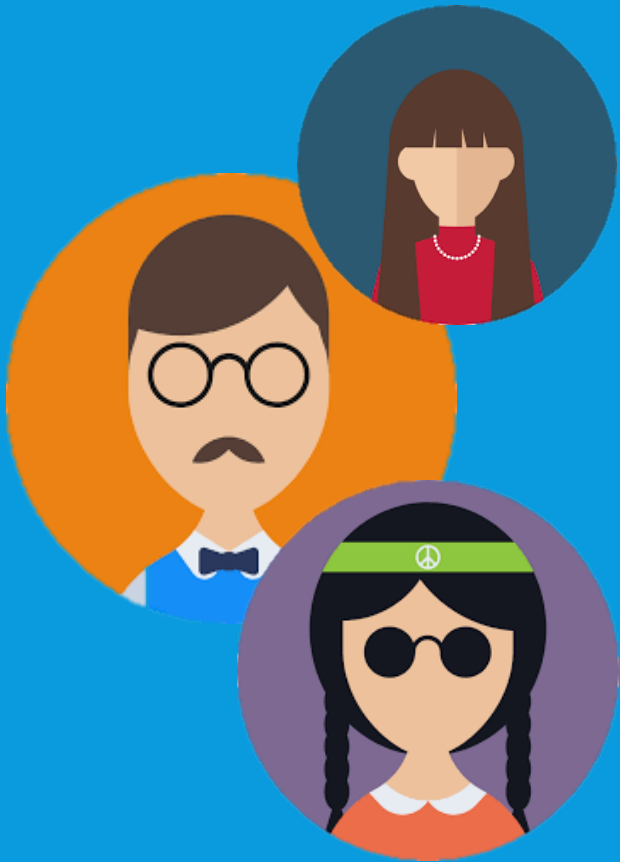




LinkedIn Tips for Professional Networking, Business
& Marketing

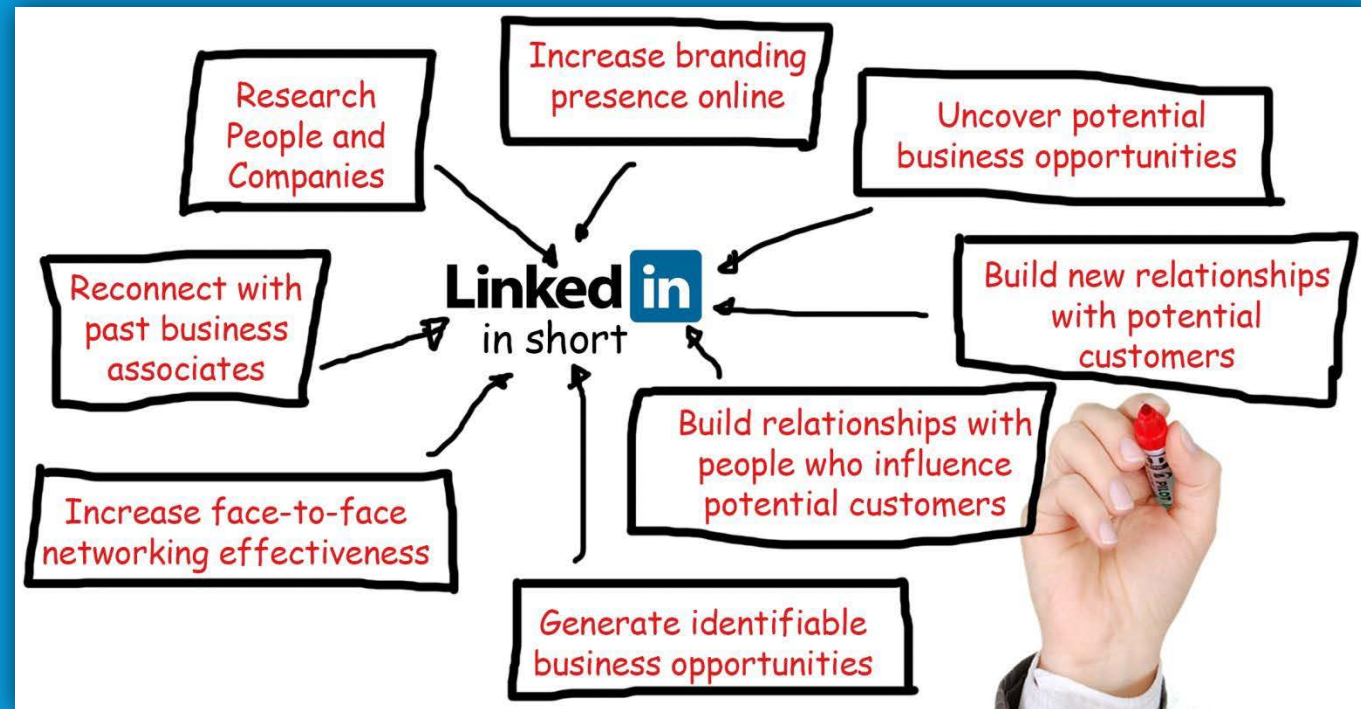
FUN FACT....

Gains two+ new
members
sign up on
LinkedIn
every **second**



OBJECTIVES

- What is LinkedIn?
- How to build a strong profile
- How to build a strong network



3 GUIDING RULES

- Build your network before you need it
- It's not about the quantity. Build a *quality* network
- Think Aspirational – BIG

WHY YOU SHOULD USE IT?

- 4th **popular** social network among U.S. adults
- 7 out of 10 professional describe LinkedIn as a “**trustworthy source**” of professional content
- 50% of B2B buyers use LinkedIn when making a purchasing decision
- Largest social network – 467 million+ members
- 133 million U.S. users
- 35% of users check daily
- 1 million+ people post and share posts each week
- 42% are updating their profiles on a regular basis
- 56% of users are male; 44% female
- 57% There are 2.7 million business pages
- There are 1.5 million groups to join

LET'S GET STARTED!

BUILD A BUYER-CENTRIC PROFILE



BUILD A NETWORK

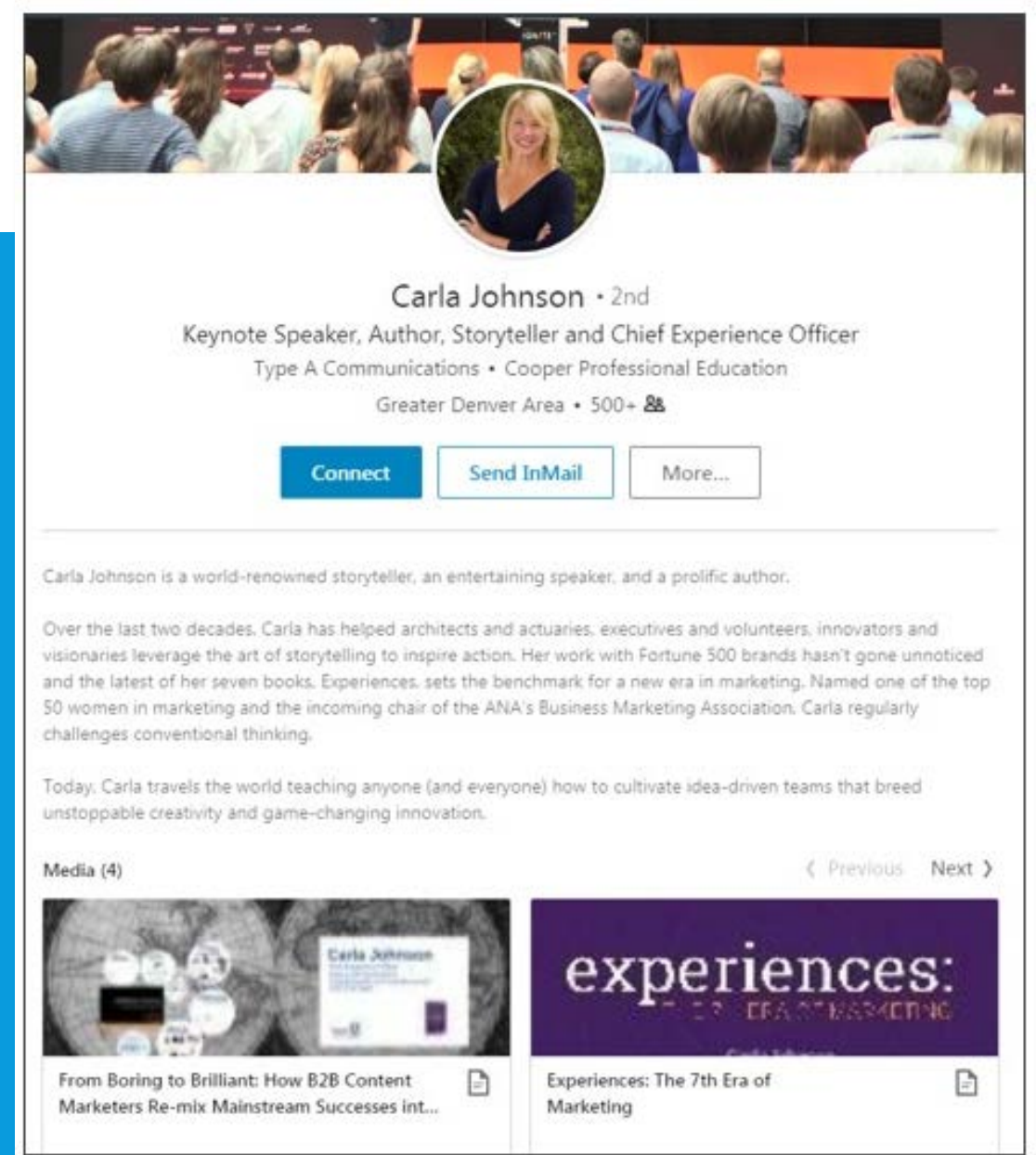


BUILD A BRAND

BUILD YOUR PROFILE

What makes a great profile:

1. Customize your public profile URL
2. Add a professional photo and a background photo to provide personality – make good choices
3. Make your headline standout – ***no one cares about your job title***
4. Summary – add 5-6 of your biggest achievements – paint a picture of how you can make your audience's lives easier
5. Expertise – add images and documents to your experience
6. Keep working history relevant
7. Take advantage of the blog/website links on your profile
8. Ask for endorsements/recommendations
9. **BE SOCIAL** - Use industry-related status updates



The screenshot displays a LinkedIn profile for Carla Johnson. At the top, there is a large background image of a crowd at a conference and a circular profile picture of Carla. Below the photo, her name 'Carla Johnson' is followed by '• 2nd' and her title 'Keynote Speaker, Author, Storyteller and Chief Experience Officer'. Her current company is 'Type A Communications • Cooper Professional Education' and her location is 'Greater Denver Area • 500+ 88'. Three buttons are visible: 'Connect', 'Send InMail', and 'More...'. The 'About' section follows, starting with a summary: 'Carla Johnson is a world-renowned storyteller, an entertaining speaker, and a prolific author.' It then provides a detailed paragraph about her career and achievements. Below this is another paragraph about her current work. The 'Media' section is titled 'Media (4)' and includes navigation links 'Previous' and 'Next'. It shows two media items: a video titled 'From Boring to Brilliant: How B2B Content Marketers Re-mix Mainstream Successes int...' and a document titled 'Experiences: The 7th Era of Marketing'.

Carla Johnson • 2nd
Keynote Speaker, Author, Storyteller and Chief Experience Officer
Type A Communications • Cooper Professional Education
Greater Denver Area • 500+ 88

Connect Send InMail More...

Carla Johnson is a world-renowned storyteller, an entertaining speaker, and a prolific author.

Over the last two decades, Carla has helped architects and actuaries, executives and volunteers, innovators and visionaries leverage the art of storytelling to inspire action. Her work with Fortune 500 brands hasn't gone unnoticed and the latest of her seven books, *Experiences*, sets the benchmark for a new era in marketing. Named one of the top 50 women in marketing and the incoming chair of the ANA's Business Marketing Association, Carla regularly challenges conventional thinking.

Today, Carla travels the world teaching anyone (and everyone) how to cultivate idea-driven teams that breed unstoppable creativity and game-changing innovation.

Media (4) Previous Next

From Boring to Brilliant: How B2B Content Marketers Re-mix Mainstream Successes int...
Experiences: The 7th Era of Marketing

YOUR PROFILE: PHOTOS

make good choices

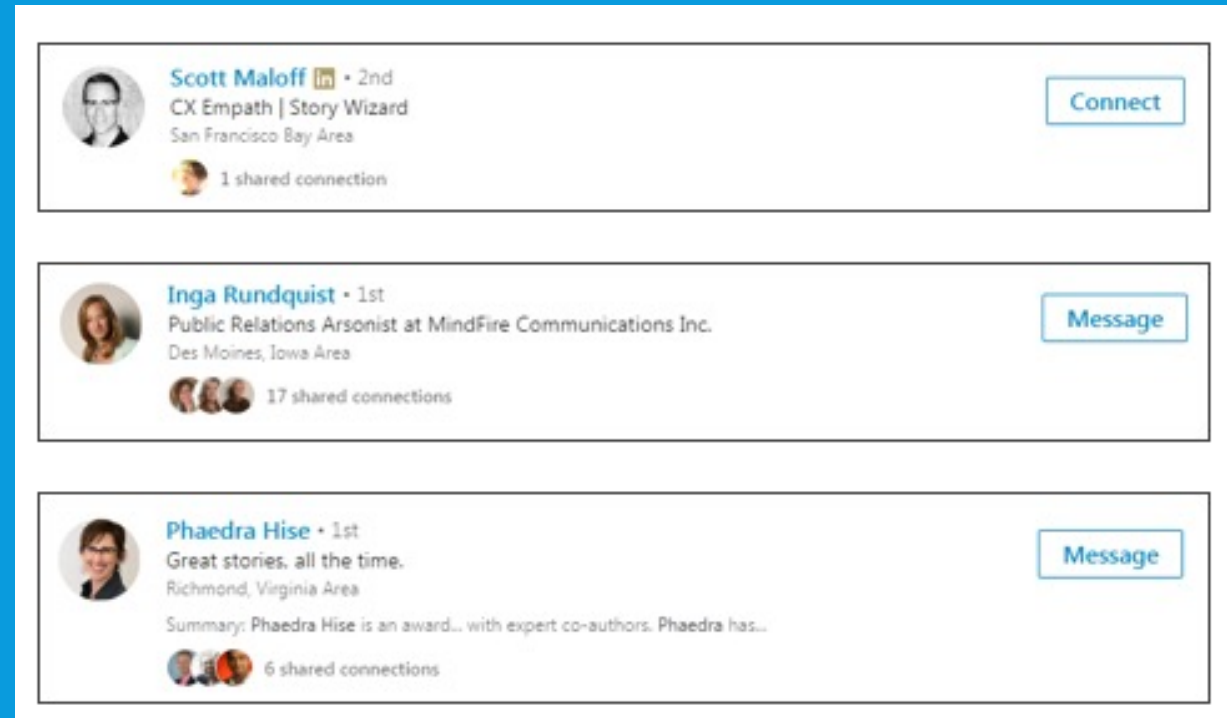
- Showcases trust
- You are **14 times more likely** to have your profile viewed if there is a photo.
- Adding a photo to your profile makes you **36 times more likely** to receive a message on LinkedIn
- Profiles with photos get **21 times more views**

BAD
CHOICES



YOUR PROFILE: HEADLINE

- No one cares if you are a sales exec. account manager, marketing manager
- Your headline is your digital salutation
- Elevator value statement
 - Who you help?
 - How you help?
 - Why you help better than others?
- **Best practice: change it up quarterly**



YOUR PROFILE: SUMMARY

- Expansion of value statement from headline
- *How you solve problems and for whom*
- Examples of success
- Supporting assets to help capture your story
- Tell brief stories
- Include a clear call to action
- Embed keywords to get found in Google

Background



Summary

I have worked in the recruitment industry for 9 years, ultimately gaining experience in B2B sales, talent marketing, human resources practices, sourcing and recruiting at a variety of levels. As a recruiter, I take pride in ensuring that placements are a strong match for all parties - I'm interested in finding people careers rather than simply jobs.

I am always striving to bring 100% to the work that I do, and my goal as a recruiter is to build strong, long-term, mutually beneficial relationships with candidates and clients alike.

Currently, I am responsible for recruiting top talent from North and South America for the Pipeline, Distribution & Terminals, Materials Supply, Oil Supply & Scheduling, Downstream Capital Portfolio Planning, and Training & Development departments of Saudi Aramco. I am continuously seeking out industry leaders looking for a new career challenge and would love to discuss career opportunities within the organization in more detail.

For a current list of the openings at Saudi Aramco, please visit our dedicated jobs website at www.aramco.jobs.

I can be contacted directly at rachel.ferguson@aramcoservices.com.

Specialties: Contract, temp-to-hire, and direct hire staffing; payroll processing; sourcing and recruitment of personnel at the corporate level; direct recruitment; Interviewing; upstream; downstream; pipeline; engineering; petroleum; recruiting; international recruiting; contracts; refining; supply chain; procurement

YOUR PROFILE: RECOMMENDATIONS

Don't ask for a recommendation first; give a recommendation

Deliver in real-time, not 6 months after the engagement



"THESE LETTERS OF RECOMMENDATION... DO YOU HAVE ANY FROM ANYONE OTHER THAN YOUR FORMER WARDENS?"



ESSENTIALS: GROWING YOUR NETWORK

Be active!

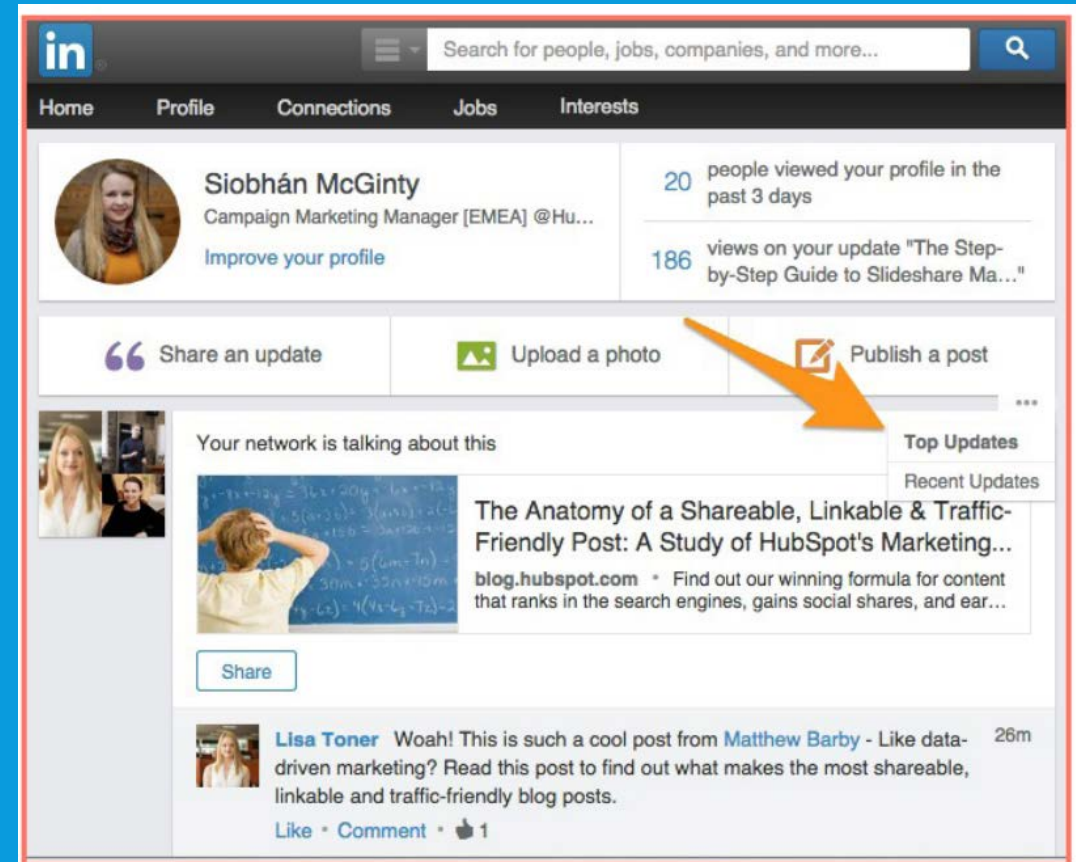
1. Post updates/shares on a regular basis – leverage GIG
2. Actively network every day – set aside **15-30 minutes a day** for networking
3. Groups are your BFF. Join and participate in at least **10 groups**
4. Generic is so dead! Don't EVER try and connect with someone without a short note to spark a conversation or introduce yourself and your goals.

"Hi Mary, I enjoyed our discussion in the X Group and would like to extend you an invitation to connect on LinkedIn and keep the conversation going."

ESSENTIALS: GROWING YOUR NETWORK

Get found!

1. No harm in asking. Request an introduction to someone you're not connected to.
2. Check in on network updates – engage
3. Check who viewed your profile – make a connection



ESSENTIALS: GROWING YOUR NETWORK

Get networking!

1. LinkedIn advance search – take advantage of Boolean search terms
2. Save your list for updates
3. Leverage @mentions in your status updates
4. Leverage #hashtags in your #LinkedIn posts to increase #engagement

The screenshot displays the LinkedIn 'Advanced People Search' interface. It features a search bar at the top with the text 'Search people...' and a magnifying glass icon. Below the search bar, the 'Advanced' tab is selected. The interface is divided into several sections: 'People' (with a 'Jobs' sub-tab), 'Keywords', 'First Name', 'Last Name', 'Title', 'Company' (with a dropdown menu showing 'HubSpot'), 'Current or past', 'School', 'Location' (with a dropdown menu showing 'Located in or near:'), 'Relationship' (with checkboxes for '1st Connections', '2nd Connections' (checked), 'Group Members', and '3rd + Everyone Else'), 'Location', 'Current Company', 'Industry', 'Past Company', 'School', 'Profile Language', 'Nonprofit Interests', 'Upgrade to access multiple' (with a link), 'Groups' (with checkboxes for 'Marketing Society Ireland', 'Social Media Marketing Ireland', 'Gnó le Gaeilge', 'Financial Marketing', and 'Financial Social Media Marketing'), 'Years of Experience', 'Function', 'Seniority Level', 'Interested In', 'Company Size', 'Fortune', and 'When Joined'. Four numbered orange arrows point to specific elements: arrow 1 points to the 'Advanced' tab, arrow 2 points to the 'Company' dropdown menu, arrow 3 points to the 'Relationship' section, and arrow 4 points to the 'Upgrade to access multiple' link.

Questions?