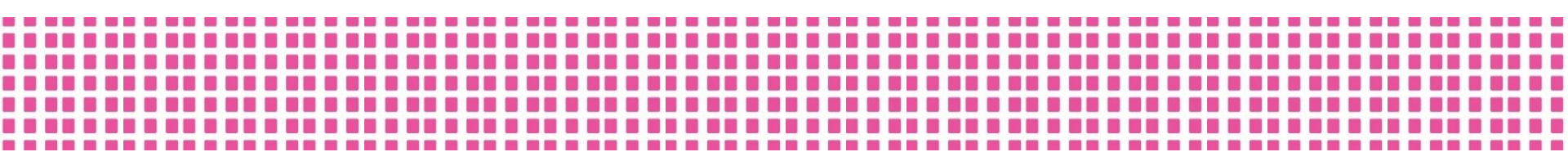


All Hands On Deck!

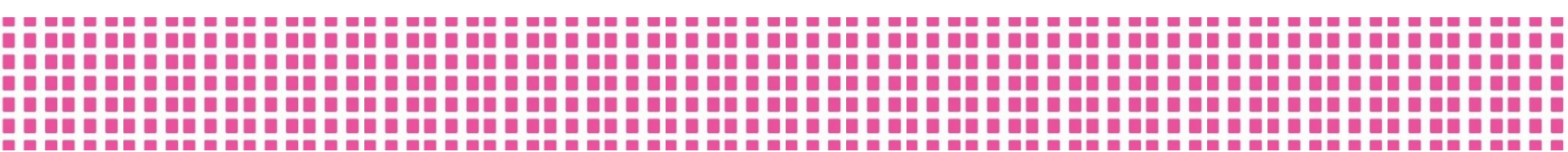
(Utilizing LinkedIn to Grow Your Network and Your Business)

Presented by
Lindsay Young, MBA, CPSM
nu marketing



Outline

- Benefits to LinkedIn
 - Individual - Profile
 - Company – Organization
- Success Stories
- Tips to Utilizing LinkedIn
- Enhancing Your Profile
- Questions/Comments/Discussion

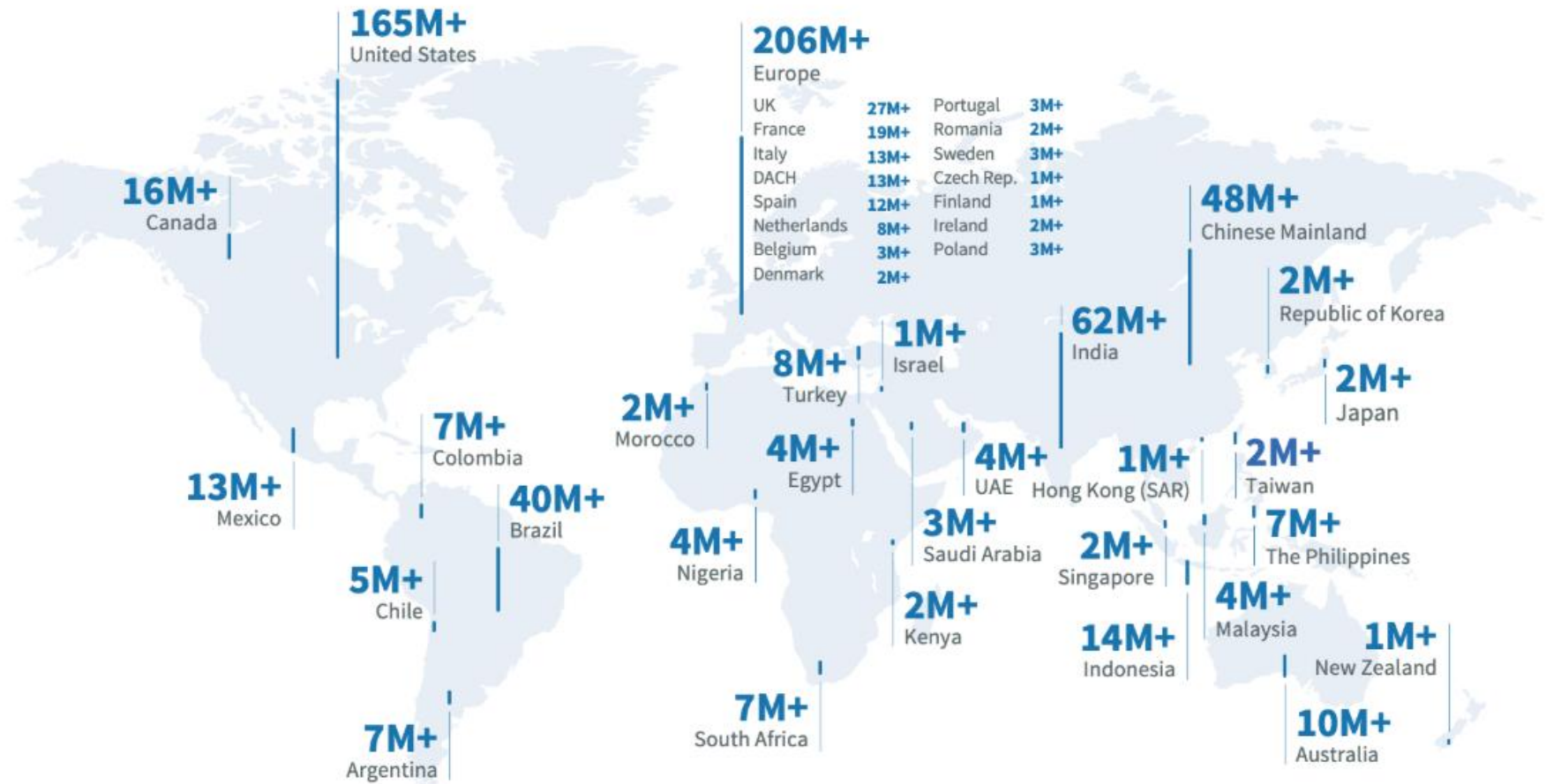


“Changing the world takes more than everything any one person knows, but not more than we know together. So let’s work together.”

Simon Sinek



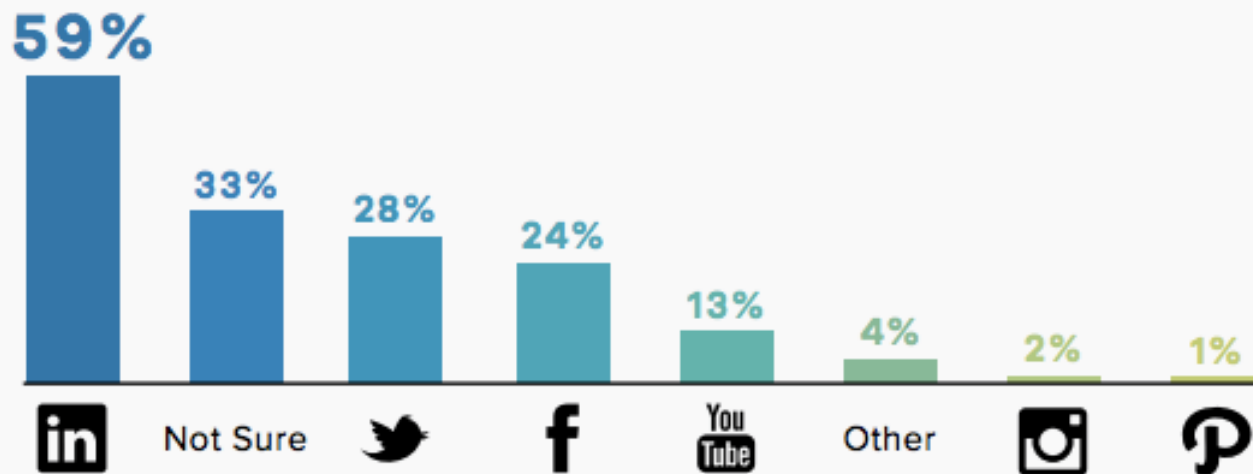
660 million members in 200 countries and regions worldwide



QUESTION

17

Which of the following social media channels generate leads for you?



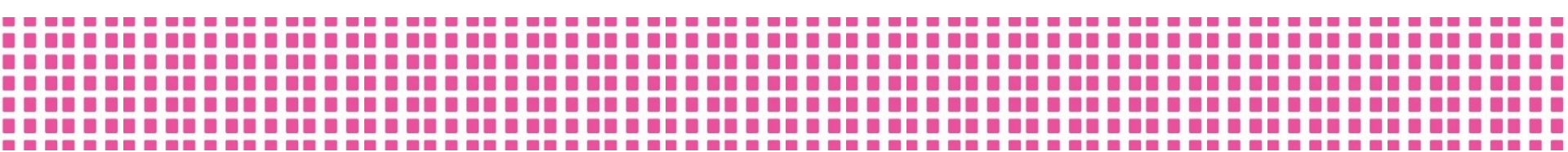
* Respondents were asked to choose all that apply.



LinkedIn is the #1 social network for lead generation by a long shot. Yet, it's important to note that nearly 1/3 of B2B marketers are unsure of which social channels generate leads.

Benefits to LinkedIn (Individual)

- Strengthen Existing Professional Relationships
- Connect with Alumni, Colleagues and Industry Partners
- Know When Your Connections Move Companies
- Acquire Industry Information
- Perceived as the Expert in Your Industry

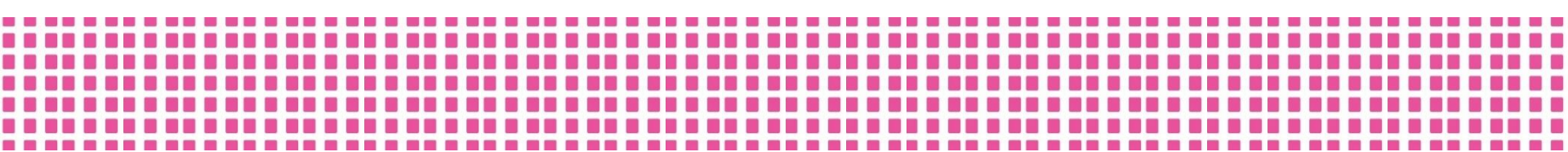





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Benefits to LinkedIn (Company)

- Grow Your Business
- Research Customers, Prospects, and Future Employers
- Increase Professional Brand Recognition
- Marketing, Sales, and Recruiting for Your Company





A photograph of a person whose head is completely obscured by a plain, brown paper shopping bag. The person is wearing a white shirt with a vibrant floral pattern in shades of blue and purple. The background is a neutral, light-colored wall.

“A LinkedIn Profile without a photo, is the equivalent of turning up to a networking event with a bag on your head.”

Jo Saunders

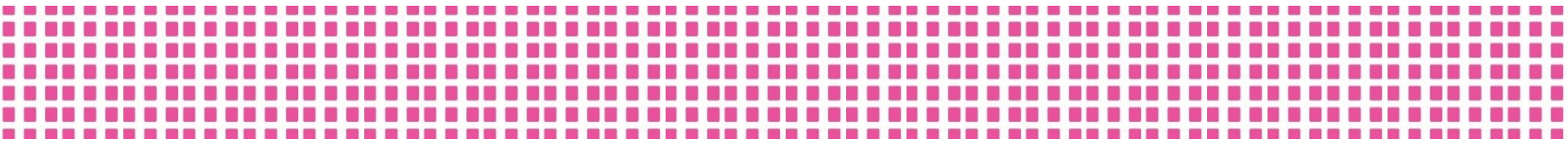


**KEEP
CALM
AND
START
SHARING**



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Tips for Utilizing LinkedIn



Differences in Paid vs. Free Version Profile





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Paid Advertising

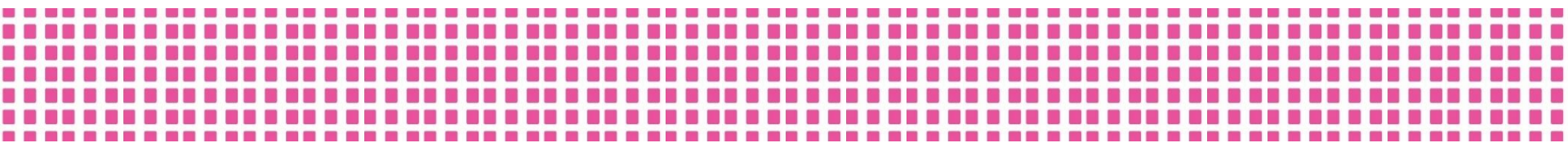


Sponsored InMail

Deliver personalized
messages at scale



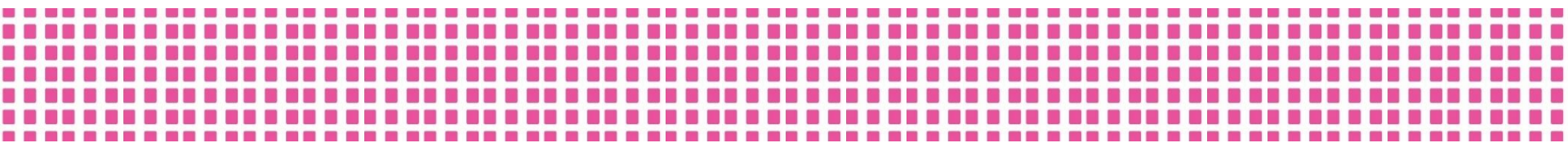
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Enhancing Your Profile





Lindsay, you're the boss of your account.



Lindsay Young, MBA, CPSM

Strategic AEC Marketer | Networker | Communicator | Professional Speaker |
Chief Difference Maker at nu marketing llc

Member since May 5, 2008

2087 connections

Business Plus

Account

Privacy

Ads

Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

How others see your profile and network information

Edit your public profile

Change

Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your email address

Change

Choose who can see your email address on your profile

Who can see your connections

Change

Choose who can see your list of connections

Connections

Viewers of this profile also viewed

Change

Choose whether or not this feature appears when people view your profile

Yes

Who can see your last name

Change

Choose how you want your name to appear

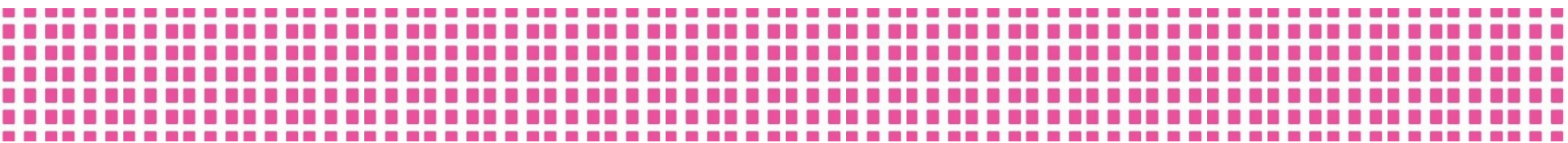
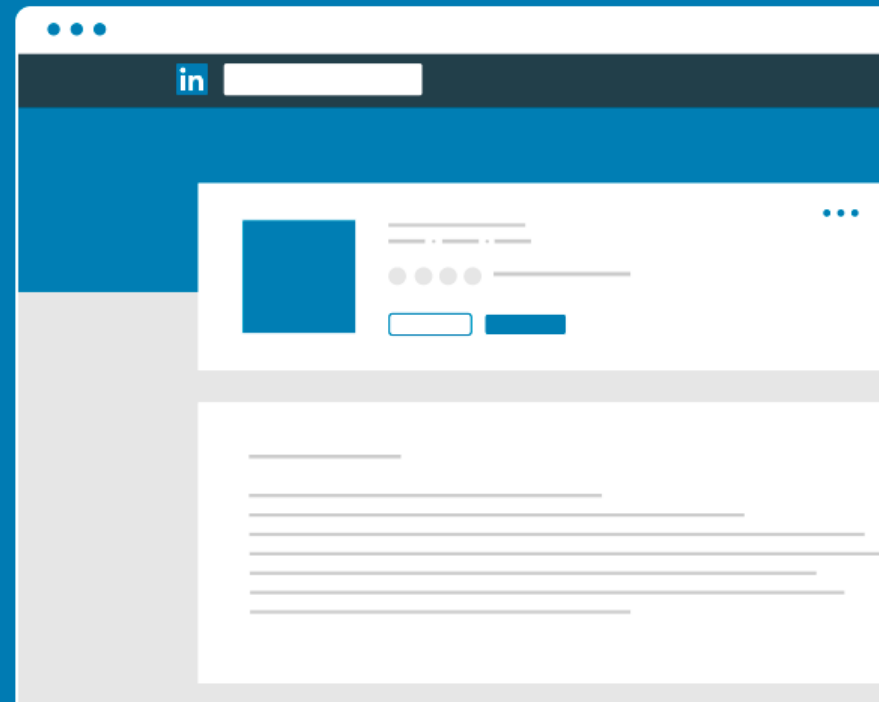
Full



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LinkedIn

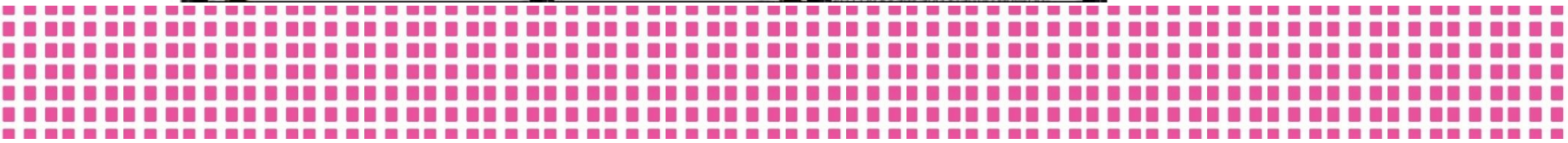
Company Page



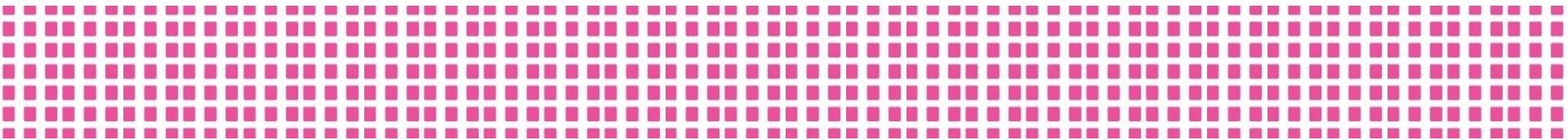
Mobile App



Free



Questions?
Comments?



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