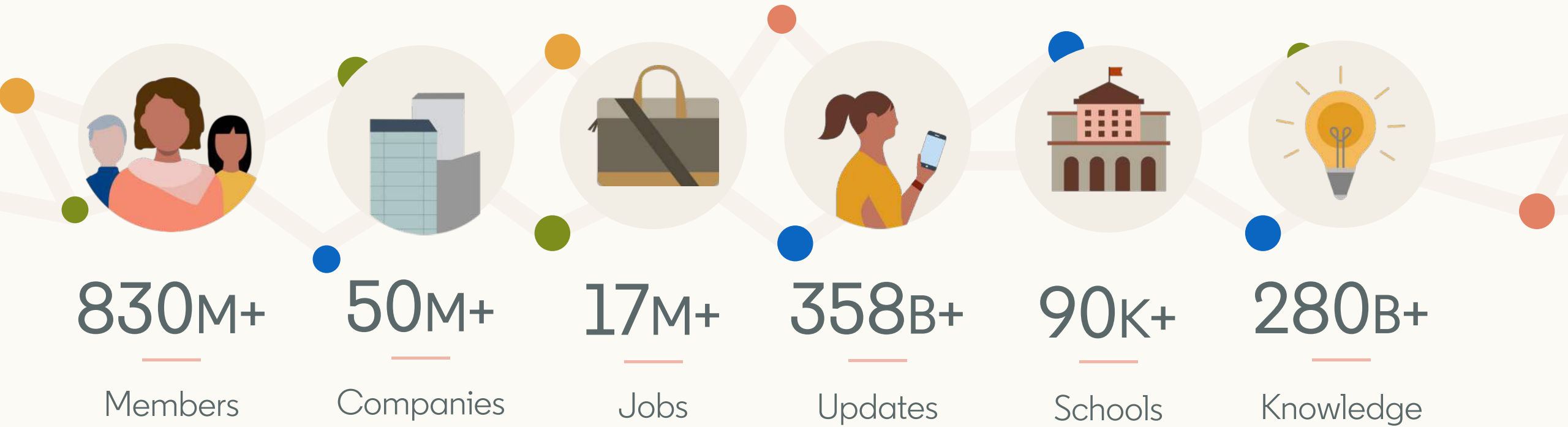


People **SPEND** time on social networks, but they **INVEST** time on LinkedIn



LinkedIn drives relationship building at scale

Build your reputation and drive results



Establish Credibility & Trust

Share your expertise

Become more than just a “salesperson” to your customers and prospects

Thought leadership

Establish a deeper relationship with your prospects by showcasing your knowledge



Generate Leads & Strengthen Client Relationships

Drive awareness of you, your company & your services
Provide the content your prospects need most

Gain intelligence

For effective, timely and relevant outreach



Stay Top of Mind

Move the conversation

Use the right content at the right time to move the relationship forward

Business impact

Influence prospects early in decision making process by creating a presence in your “absence”


Brand elevation

Generate brand affinity

Your profile,
your brand,
your
credibility



Manage your public view and customize your URL



Julia Sulonen
Sr. Customer Success Manager at LinkedIn | Powering Digital Transformation in Sales Teams | Culture Champion
United Arab Emirates

[Add profile section](#) [More...](#)

I've worked on 3 continents, in roles touching different stages of the customer journey, and discovered I love 3 things: helping those around me be more successful, building an international network of people that can challenge and broaden my perspectives, and finding creative & practical solutions to...

[Show more](#)

[Edit public profile & URL](#)

[Add profile in another language](#)

Your dream job is closer than you think
[See jobs](#)

People Also Viewed

Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

Julia Sulonen
Sr. Customer Success Manager at LinkedIn | Powering Digital Transformation in Sales Teams | Culture Champion
United Arab Emirates | Internet

500+ connections

Edit URL
Personalize the URL for your profile.
www.linkedin.com/in/juliasulonen

Edit Content
This is your public profile. To edit its sections, update your profile.
[Edit contents](#)

Edit Visibility
You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.
[Learn more](#)

Your profile's public visibility On

Basic (required)

- ☒ Name, number of connections, industry, and region

Profile Photo

- ☐ Your connections
Only LinkedIn members directly connected to you.
- ☐ Your network
Only LinkedIn members connected up to three degrees away from you.
- ☐ All LinkedIn Members
- ☒ Public
All LinkedIn members, and others who find you via search engines and

Julia Sulonen's Posts & Activity

[See all 2 posts](#)

[See all activity](#)

Julia Sulonen liked this

Julia Sulonen #Kudos I want to take a moment to say...

Julia Sulonen liked this

Julia Sulonen #Kudos on your explanation on how to use...

Julia Sulonen liked this

The Shield. Pushing the

Build Thought Leadership

Your Voice on LinkedIn



Linkedin helps you build your reputation in your field and drive results

Increase your visibility

People who share actively get **6x** more profile views

Grow your network **3x** faster

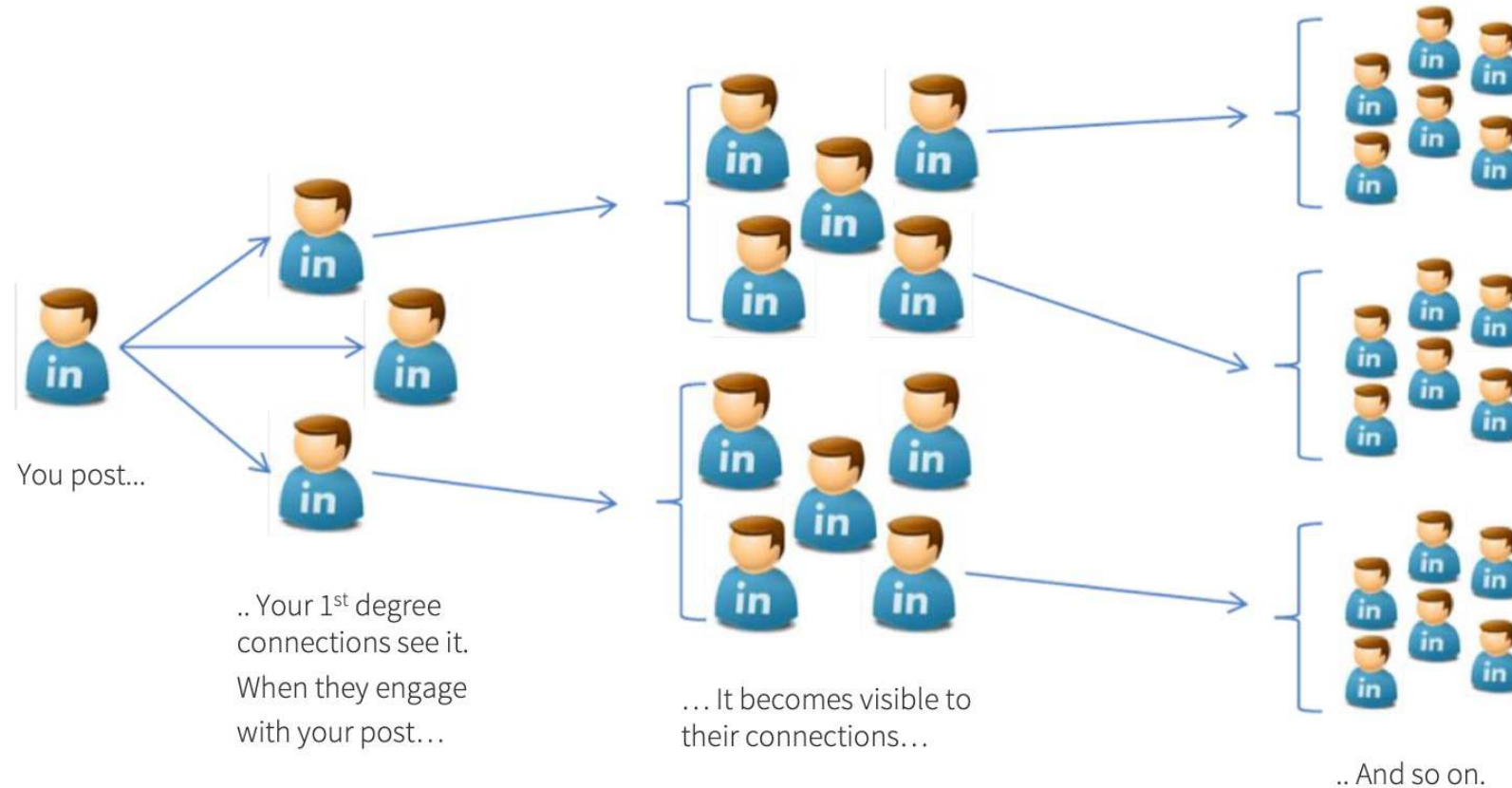
People who share regularly grow their connections **3x** faster than those who don't

Exceed quota

Regular users are **45%** more likely to exceed quota

“But my network is too small for my content to reach my prospects”

Think again! Good content that drives engagement reaches beyond your network



Sharing & Engaging on LinkedIn can create opportunities



Sarah shares an article



"10 things to avoid doing on your LinkedIn profile"



Julie, Sarah's connection liked it



Meenakshi, Julie's connection, (and a prospect of Sarah's!) commented on Sarah's post



They begin a dialogue, have a Call/Meeting



Client Acquisition!

Sarah sees this comment and sends Meenakshi a connection request referencing her content and thanking Meenakshi for his input.

Grow and engage your network



Engage

Create visibility by liking, commenting, reacting to prospects and clients' content



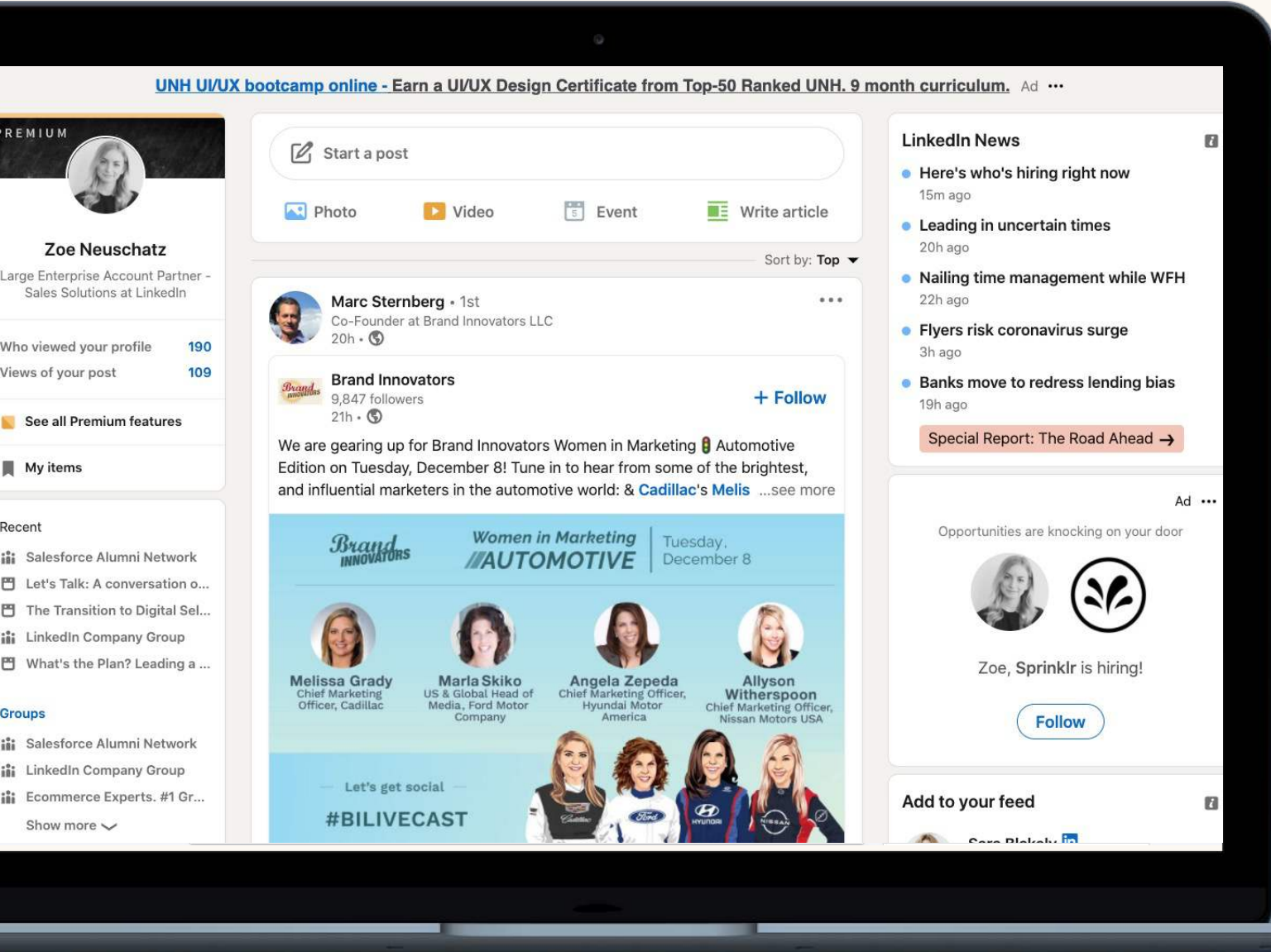
Updates

Share links, articles, images, quotes, company news or anything else your followers, prospects and customers might be interested in



Publishing

Deeply explore topics that matter to you, then monitor the comments to see and act on your impact



ENGAGE

Newsfeed:

Spend time daily in your newsfeed, learning and engaging with relevant content to create visibility and mine for insights



Best practices for sharing updates

1. Share your authentic voice
2. Post frequently
3. Start a conversation or share your point of view
4. Include rich media to increase engagement
5. Create an opportunity for reciprocity

Tip!

Share content from the Enriched Thinking Library or content that is available in the Grapevine6 app.



Best practices for publishing content

1. Create a headline that captures attention
2. Include a photo to stand out
3. Be authentic, use your voice
4. Think about your audience
5. Article length matters

Note:

All Long-form posts must be shared with Marketing or Compliance for approval prior to posting on LinkedIn.

How often should you share?

Recommended

3-5X

Per week

Content for all stages of the Client Journey

Shape Perception & Establish Trust

Enjoyable, helpful, entertaining content that generates awareness and trust, even before they are ready to partner



Infographics, blog posts, industry trends, “behind the scenes” / humanizing content

Nurturing Clients

Content that helps buyers find you when they start looking for solutions



Best practice guides, case studies, reviews, analyst reports, webinars, blog posts

Earn New Clients

Company-specific information to help evaluate and reaffirm selection



White papers, research briefs, demos, online events, reviews and comparisons, analyst reports

Nurture, Convince & Convert

Nurturing content to create advocates and long-term success



Newsletters, recommendations, case studies, product news, tutorials

Balance Types of Content



Smart Content

Showcase your knowledge

- Industry insights & trends
- Productivity tips
- Functional expertise
- Career advice



LIFEHACKING

**Four Life-Changing Concepts
Arianna Huffington Taught Me**

forbes.com



Proud Content

share favorite aspects of your company

- Leadership perspectives
- Company achievements
- Philanthropic initiatives



LINKEDIN NEWS

**LinkedIn moved into a new
skyscraper in San Francisco, and
the offices are unlike anything ...**

businessinsider.com



Successful Content

Company-related content

- Job posts (recruiting)
- Gated/Ungated content (marketing)
- Product promotion (sales)



MARKETING

**Live LinkedIn Webcast: New
Ways to Exceed Your Marketing
Goals with LinkedIn**

business.linkedin.com

When to post

S

M

T

W

T

F

S

Tuesday

#1

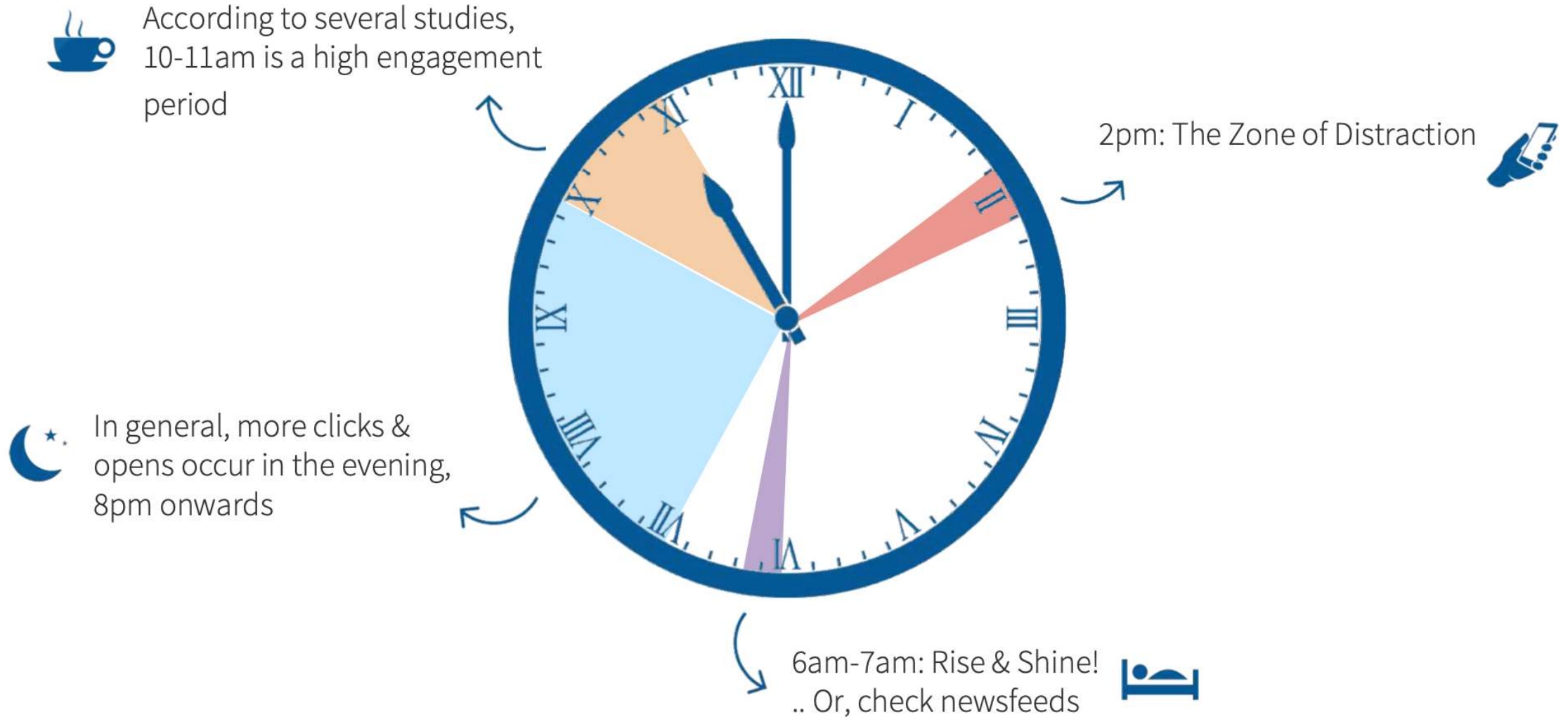
Thursday

#2

Wednesday

#3

What times to post



Be Insightful

DON'T HIDE YOUR GREAT INSIGHTS BEHIND A CLICK



Demonstrate immediate value to the audience w/one key data insight

Think With Google APAC
1w

#Smartphone usage is influencing Indonesians' shopping habits. Learn to meet consumers at their purchase intent moments on their mobile devices:
<https://goo.gl/cScFM2>

80% of consumers change their minds along a purchase journey after consulting their smartphones

thinkwithgoogle.com

Indonesia: The New Frontier for Mobile Marketing - Think with Google APAC

BlackRock
3mo

Help your clients gain retirement confidence. <https://lnkd.in/dty7Wds>

4 in 10 Americans haven't started saving for retirement.

iRetire by BLACKROCK

An easy to use tool to help clients save and invest for retirement.

blackrock.com

Mutual Funds BlackRock

763 Likes · 51 Comments



Be careful to not feature too much

GoToMeeting
1mo

Let the numbers, the technology, and the people who have used this collaboration tool explain why it's the best way to make connections.
<https://lnkd.in/fASs9Ue>

TRUST IN NUMBERS

- 56 million** online meetings and counting with 99.9% uptime and end-to-end encryption
- 7 billion** minutes of screen sharing time 1-click access makes meetings more meeting
- 1 billion** minutes of audio conferencing you don't have to be face-to-face to connect
- #1** in Customer Support live, human, real time phone support
- 24/7** FREE, localized support online and on the phone.

CONNECT ANYWHERE

"It's really become an integral part of how we collaborate globally"

Dan Giovani
Chief Financial Officer
Sergeant's

3 Likes

Anatomy of compelling copy

COMPELLING FIRST SENTENCE

- ✓ Data-point
- ✓ Question that piques interest
- ✓ Remove the fluff

VALUE

- ✓ Clearly articulate WHY they should care versus just solely WHAT you are offering

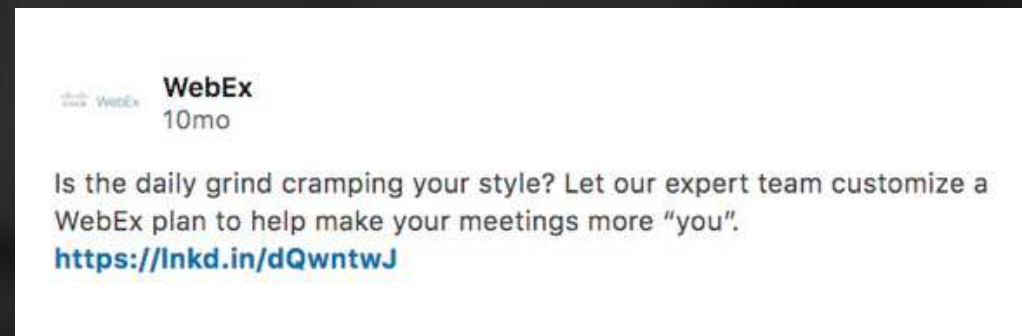
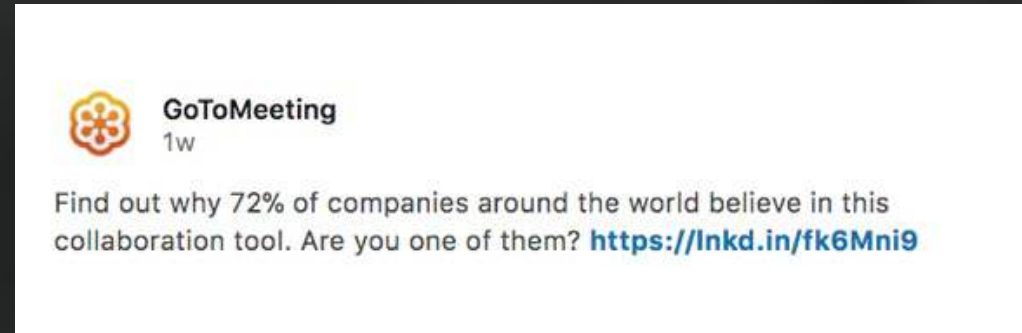
CLEAR NEXT ACTION

(LEARN MORE, APPLY NOW)

- ✓ Be specific, set clear expectations

CONCISE

- ✓ <150 characters



Gain
Knowledge
and Insights



in it to do what I love



LinkedIn

Internet • Sunnyvale, CA • 2,668,372 followers

[View in Sales Navigator](#)

[See jobs](#)



540 connections work here.
[See all 15,060 employees on LinkedIn](#) →

Overview



Jobs



Lauren (Hipschman) Jolda
Powerhouse Program Mana...

[View job openings at LinkedIn](#)

Life



About us

Whatever motivates and inspires you, we're a community that helps you realize your definition of success. #InItTogether

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 530 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions

[See more](#) ▾

Recent update

[See all](#)



Antoine Troupe: In it to do wh...

1,030 Likes • 25 Comments
3w

Employee Experience

Do you believe that promotions are awarded fairly at LinkedIn?



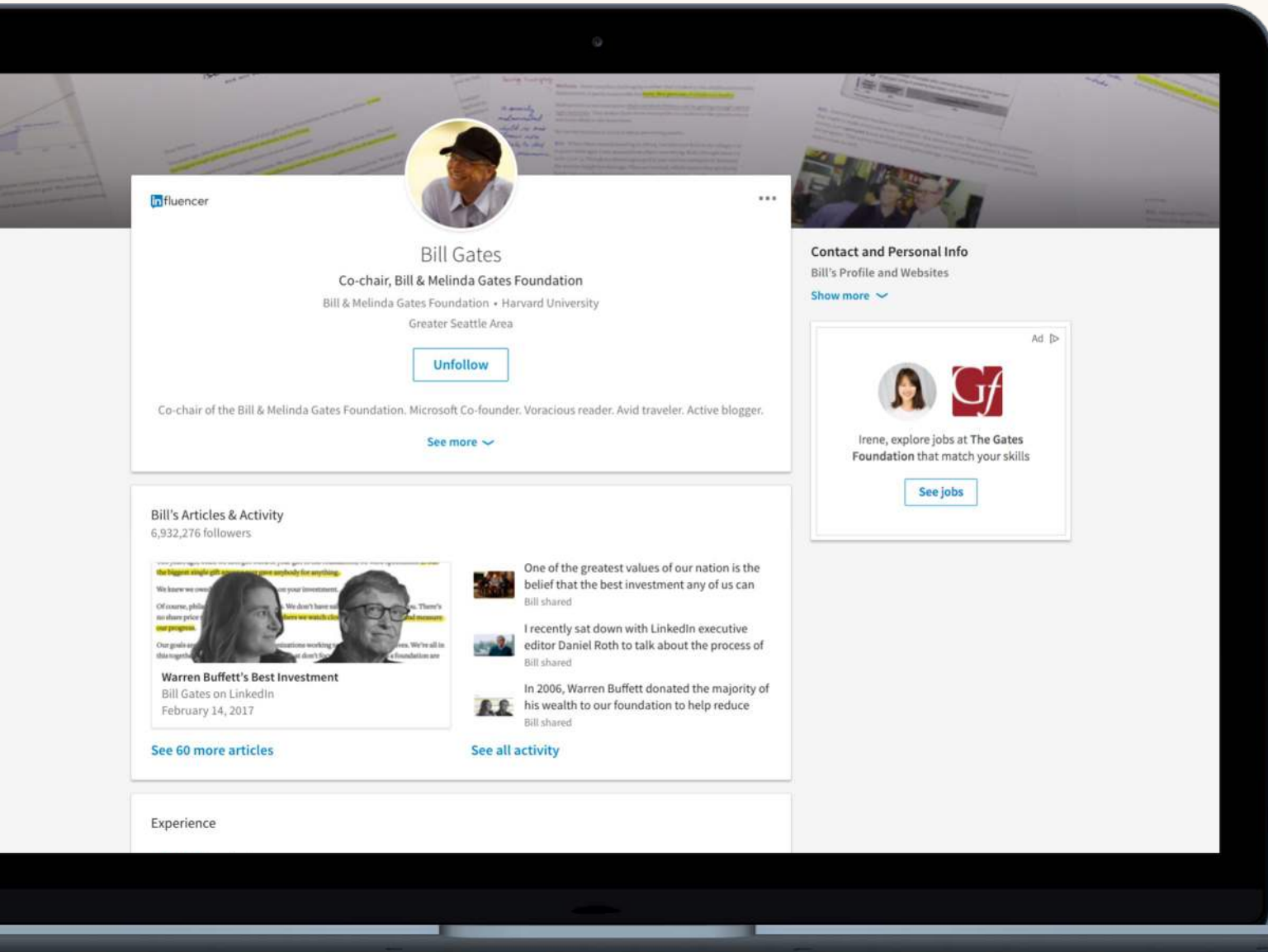
[Skip](#)

Your response is private and will not be shared with your company or shown on your profile.

GAIN KNOWLEDGE

Follow companies:

Follow your own company, other industry leaders, industry publications, relevant content sources, even competitors!



GAIN INSIGHTS

Follow influencers & even prospects

TIP: Use LinkedIn as a listening tool to create personalized messaging for prospects. Use what you learn to post relevant content

Following someone on LinkedIn allows you to see the person's posts and articles on your homepage without being connected to them. However, the person you're following won't see your posts.

Groups ▾

All filters

72 results



Real Estate Investing Community

842 members

Born out of the need for a cohesive regional investors associations, the Real Estate **Investing** Community serves **Canada** and USA, by bringing together like-minded investors in an online communi...



Canada Forum for Impact Investing and Development (CAFIID)

3 members

CAFIID is a Canadian community of individuals, organizations and investors working in developing countries who treat social and environmental impact and financial return as coexisting priorities...



Graphics Canada Group

228 members

Graphics **Canada** is the national show for the graphic arts & printing industry, attracting the full spectrum from the design community, smaller quicker printers, medium-sized facilities to the largest...



BDO Canada - US/Canada Cross Border Tax

89 members

BDO in **Canada** has a team of over 90 U.S. tax professionals and more than 30 professionals specialized in international tax across Canada. We offer a broad scope of services to help you address the full ran...



Deal Flow: Private Equity & Venture Capital Investing

154 members

This group is focused on deal flow between private equity investors, venture capitalists, dealmakers and related professionals and provides an environment by which mutually profitable relationships can evol...

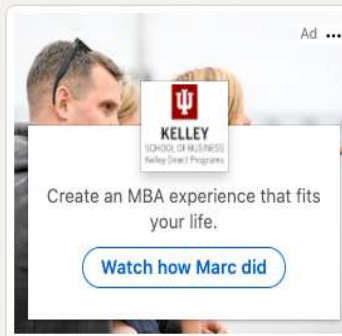


Canadian Real Estate Investing Group

54 members

This group is for anyone who is interested or involved in real estate **investing** in Canada. We provide daily updates and discussions on the latest real estate news in **Canada**

Ad ...



KELLEY
SCHOOL OF BUSINESS
Kelley Small Programs

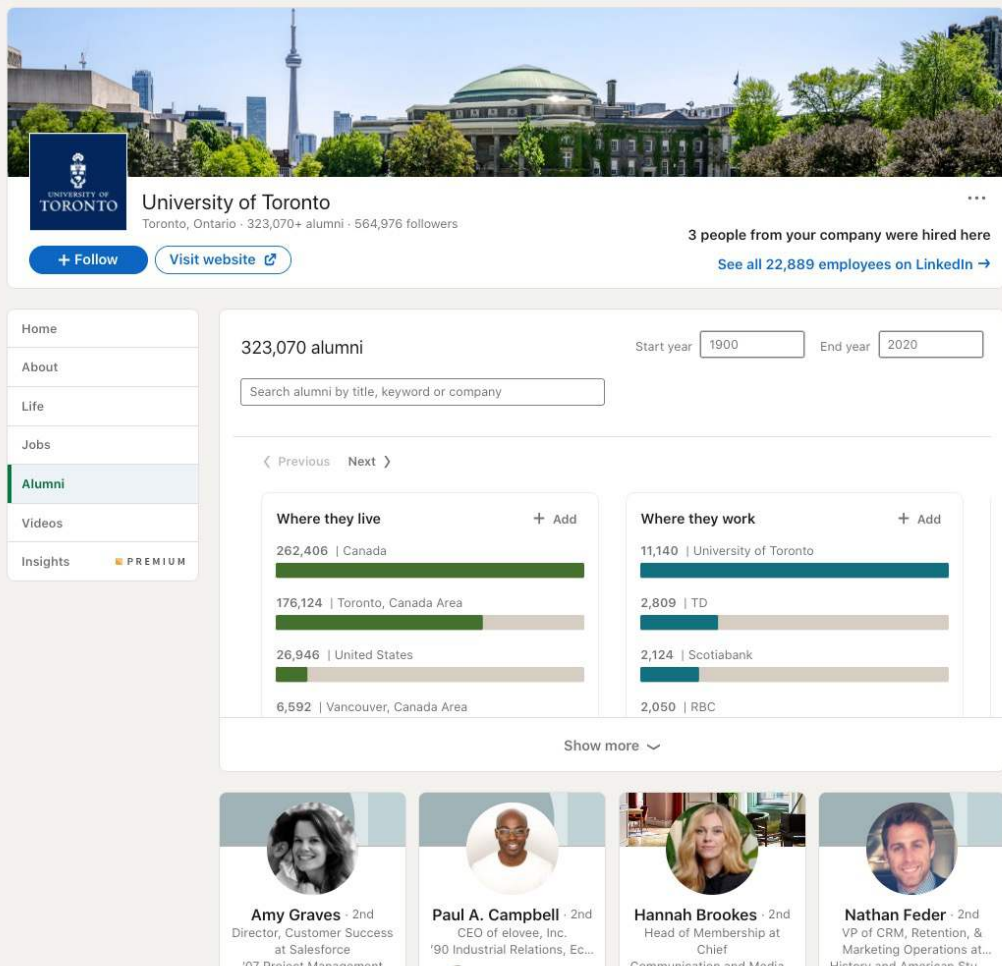
Create an MBA experience that fits
your life.

[Watch how Marc did](#)

GAIN INSIGHTS

Join Groups

TIP: Look at some of your top clients and see what groups they are in. Think about what groups you can add value you in, and remember, you may not receive admittance to a group if the group admin does not feel you can bring value to the group.



GAIN INSIGHTS

Alumni Pages

TIP: Look at some of your top clients and see what schools they went to. You can search by start/end year, and see where they work as well

Keys to networking success on LinkedIn

1 Be authentic.

Speak in the first person, be human to establish trust.

2 Be consistent.

Develop a plan you can execute, even when you get very busy. Have a consistent assortment of content to establish your thought leadership and personal/professional brand

3 Be active & engage.

Interacting with other content creates visibility of you/your profile and enables you to build your network



Connecting

Use LinkedIn to Warm up your Connection Invitation

Cold Connection Success is 90% Preparation

Choose wisely:



Profiles:

- Complete
- Open* **OPEN**
- Premium **in**
- Active



Prospects with whom you share something in common:

- Same school
- Same past employer
- Similar interests
- Similar skills
- Volunteer experience

Identify relevant Social Triggers:



Look for emotional touchpoints. Understand what they care about.

- Changed job
- Got promoted
- Published an article
- Mentioned in the news
- Updated profile
- Liked / Commented my article / publication
- Follows my company on LinkedIn
- Connected to one of my connections
- Viewed my profile

Connecting: Best Practices

- Always personalize message
- Keep it short
- Use their first name
- Don't pitch or sell
- Have a giving mindset – how can you bring them value?

You can customize this invitation

Include a personal message (optional):

Hey Sarah - Congrats on your recent job change! I've been working with a few of your new colleagues, so I thought I'd reach out and introduce myself. Let's connect and chat once you have settled in.

Gabe Villamizar
Head of B2B Marketing at Lucidchart

P.S. See that you're a BYU fan...go cougars!

3

Cancel

Send invitation

Connection: Tips

Take the time to do it authentically and relevantly.

Build trust – avoid appearing opportunistic. Offer insights, relevant content.

Credibility – Establish yourself as a valued resource. Be the knowledgeable advisor that identifies trends, demonstrates insights, and presents ideas

Rapport – Avoid the small talk/insincere niceties. Be genuine, warm and interested in THEM. Dig deeper into personalization.

Thank you

