

Your Guide to LinkedIn



The social media landscape

LinkedIn is a professional network, owned by Microsoft and built under the vision of connecting professionals around the world, and making them more productive and successful. Now boasting over 250 million monthly users and 100 million daily, it is becoming increasingly popular and is the ideal place for B2B organisations to focus their online efforts.

As mentioned in the Social Selling white paper, prospects require between 6-8 'touches' (contact points) before they can be deemed a viable sales lead; LinkedIn is a great way for B2B organisations to make these touches with potential prospects, building awareness and pushing them farther down the sales funnel.

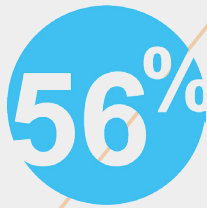
Key LinkedIn stats:



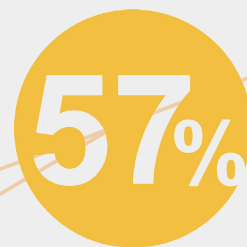
of LinkedIn users earn over 55k per annum



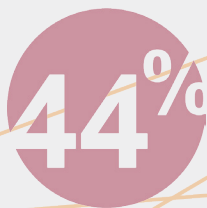
of users log in daily



of LinkedIn users are male



of LinkedIn use is on mobile



of LinkedIn users are female

Why use LinkedIn?

Simply due to the sheer number of professionals on LinkedIn, it is the best platform to grow a large, relevant, and useful network. Similarly, the regular discussions and debates provide great opportunities on the platform to establish yourself as a thought leader and gain credibility within your field. For recruiters or sales staff in particular, the advanced search and Boolean search features of LinkedIn are a fantastic way to find highly targeted potential clients.

Another great feature, ideal for building credibility, is the recommendations tool. This allows people you've worked with to permanently post testimonials on your profile, encouraging people to work with you in the future.

Additionally, joining LinkedIn groups is a great way to engage in conversation around topics you are interested in to gain credibility.



Potential issues with LinkedIn

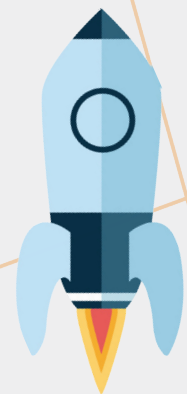
Although LinkedIn can be a fantastic tool to build credibility, generate sales leads, and grow a relevant professional network, it is ultimately a platform targeted to individuals, meaning it can be difficult to build a large following on business pages. With this in mind however, you can still achieve a large reach from your business page by getting your employees to share and comment on your posts from their individual accounts.

Another potential issue is that compared to other social networking platforms, LinkedIn is expensive with regards to advertising costs.

Setting objectives

As with any social network, if you are using it to build your business, your approach needs to be strategic. With that in mind you should have a clear understanding of why you want to be using LinkedIn, specifically aligned with your business goals. Some potential goals could be:

- **To grow a larger network, and build relevant relationships with key people in your industry**
- **Generate sales by targeting B2B prospects**
- **Grow awareness of your business**
- **Recruit the best talent into your company**
- **Drive more traffic to your website**
- **Build a bank of recommendations from clients**
- **Provide insight into the people and values of your business**
- **Establish yourself as a thought leader and gain credibility within your field**



How do you optimise your profile?

There are many elements to creating the perfect LinkedIn profile, and LinkedIn themselves provide a lot of guidance on their site. A few of the most important things to remember are having a clear profile image, having a headline that is optimised so people can find you easily, and the top priority is having a great LinkedIn summary.

Profile Image:



Best practice is to have a white background, professional clothing, smile, and have your face account for roughly 60% of the photo. This ensures that you look professional, recognisable and approachable; after all the goal is to grow your relevant connections, so you want people to want to add you to their network.

Headline:



Your headline is the first line of text underneath your profile image. The keywords within your headline carry more weight in terms of SEO than any other part of your profile, so you need to make the most of them. Good practice includes your job title, company name and what you are trying to achieve 'helping businesses succeed on social'.

LinkedIn Summary:



Your LinkedIn summary is the most important part of your LinkedIn profile. This is because when someone Googles your name, your LinkedIn profile is very often the first thing that comes up, and your LinkedIn summary will be the first thing they read. Therefore it is essentially your first impression... so it needs to be a good one. There is a lot that goes into writing a killer summary, access Brighton Social comprehensive free guide [here](#).

How do you know if it's working?



Often with social media, it can be difficult to see the ROI, one way to be sure that your LinkedIn efforts are worthwhile is to check your profile dashboard. Here you can see how many profile visits you've had this week, how many times your posts have been viewed, and how many searches you've appeared in.

In your dashboard you can also see the job titles of the people who have been searching for you and viewing your profile. This allows insights into whether or not your profile is optimised for your target audience. For example if you are a B2B sales person in the IT industry, but the majority of people viewing your profile are HR professionals in the Retail industry it is evident that you need to make some changes to your profile.

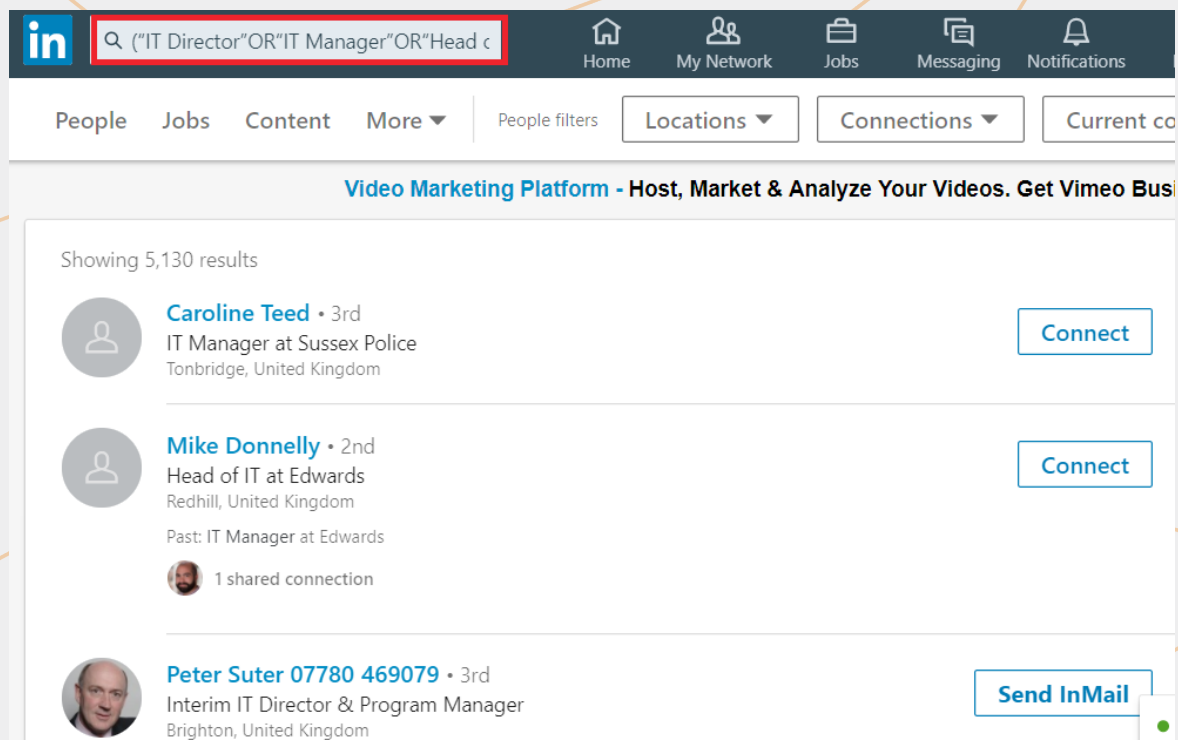
Taking note of these metrics and checking them weekly or monthly is a great way to see if you are performing well on LinkedIn.



Growing your connections:

The best way to grow a targeted, relevant and useful network is through specific filtered searches that allow you to find professionals who will be valuable to your business. This can be done through Boolean searches on LinkedIn.

What this means is that you can type into the search bar certain criteria, like you would in an excel sheet, to get very specific results. For example: ("IT Director"OR"IT Manager"OR"Head of IT")AND("Sussex"OR"Surrey"). This allows you to find people with very specific skill sets in certain areas, which is ideal to find targeted sales leads.



The screenshot shows the LinkedIn search interface. The search bar at the top contains the Boolean query: ("IT Director"OR"IT Manager"OR"Head of IT")AND("Sussex"OR"Surrey"). Below the search bar, the navigation menu includes Home, My Network, Jobs, Messaging, and Notifications. The search results are displayed under the 'People' tab, showing 5,130 results. Three profiles are visible:

- Caroline Teed** • 3rd
IT Manager at Sussex Police
Tonbridge, United Kingdom
[Connect](#)
- Mike Donnelly** • 2nd
Head of IT at Edwards
Redhill, United Kingdom
Past: IT Manager at Edwards
1 shared connection
[Connect](#)
- Peter Suter 07780 469079** • 3rd
Interim IT Director & Program Manager
Brighton, United Kingdom
[Send InMail](#)

Now that you've connected with the right people you need to know how to engage them with great content.

To achieve this your content needs to fulfil the following three criteria:

- **Relatable** - How will you get the prospects' attention? What will you share that will be unique to their interest?
- **Value-adding** - What can you teach/inform them? How can you inspire them? What stories can you tell that will engage them?
- **Strategic** - Is it building awareness of who you are and what you do? Are you building credibility through your content and connections? Are you including a call to action in your key pieces of content?

When posting your key pieces of content it is worth bearing in mind the most engaging titles of last year across LinkedIn. This graph from Buzzsumo is based on data from 2017.

