



LinkedIn 101

Get Started and Build Business

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Agenda

- Overview
- LinkedIn Philosophy
- The Basics
- Process: Build a Profile
- Features to Build Business



Overview

► Early 2008

- 22 M members
- 4+ M unique visitors/month
- 40 M page views/day
- 2 M searches/day
- 250 K invitations sent/day

► June 2008

- 9.5 M unique visitors
- Grew more than 20% since previous month
- Year-over-year had an 187% growth



LinkedIn Philosophy

➤ How do I make the best use of my time?



facebook



friendster

➤ Why LinkedIn?

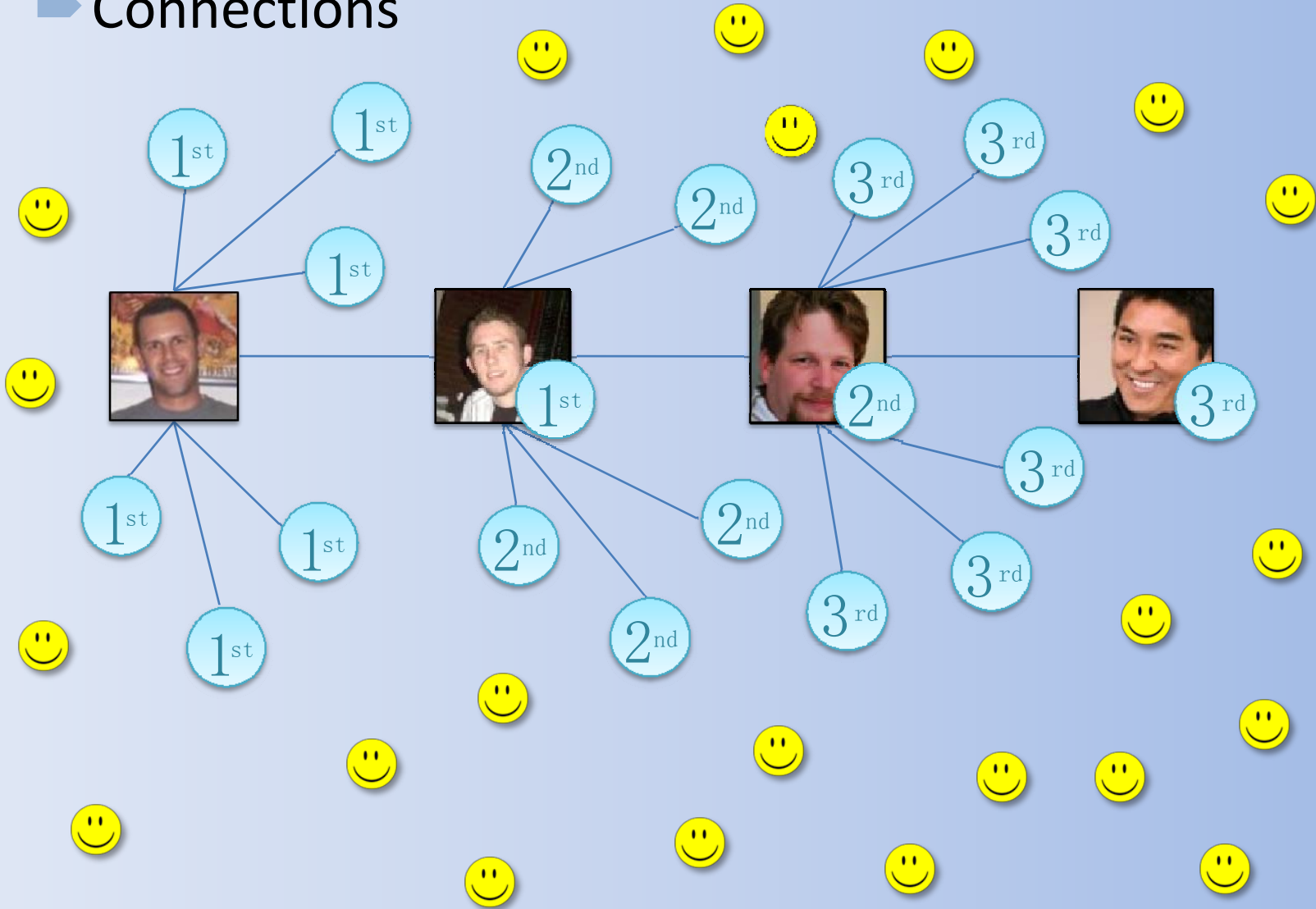
- Job board
- Candidate database
- Address book
- Brand-builder
- Knowledge base
- Meeting assistant
- Research compiler

➤ What is going to be my LinkedIn philosophy?



The Basics

► Connections



Process: Build a Profile

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Features to Build Business

- Build a creative headline to brand yourself.
- Use your summary as your personal elevation pitch.
- Add keywords for search capabilities.
- Upload a picture to build trust.
- Create a vanity URL.
- Join groups...and participate.
- Continue to grow your network of connections.
- Ask and answer questions. Be an expert.
- List what you are working on.
- Promote your profile everywhere.



Links

➤ LinkedIn Learning Center

- <http://learn.linkedin.com/>

➤ Blog Tips & Tricks

- <http://blog.linkedin.com/>

➤ LinkedIn Personal Trainer

- <http://www.linkedinpersonaltrainer.com/>

➤ I'm On LinkedIn...Now What?

- <http://imonlinkedinnowwhat.com/>



- Lead with what I do most. Lead with the type of business I want to do. Move into the reasons why you'd do business with me. Move from there into all the nuances of what I do.
- [Write Your LinkedIn Profile for Your Future](#)
- [Make Your LinkedIn Profile Work for You](#)



Google command to find people

Linked 

- ▶ **site:www.linkedin.com intitle:linkedin YOUR KEYWORDS HERE -intitle:answers -intitle:updated -intitle:blog -intitle:directory -inurl:jobs -inurl:megite.com**



To connect?

- ▶ LIONS = **LinkedIn Open Networkers**. Means that they are willing to connect to anybody, for any reason. A way to quickly expand the reach of your network. However, may decrease the effectiveness of LinkedIn
- ▶ **Power users:** <http://www.adambrucker.com/cool-linkedin-hack/>



Thank You!

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