

Top 10 LinkedIn Features for Your Inbound Marketing Plan



Experience Inbound 2014: Sales & Marketing Conference
January 9, 2014

Why LinkedIn?






- + Over 259 million individual members from 200 countries
- + Over 3.3 million company pages
- + Almost 1.9 million groups
- + LinkedIn members did over 5.7 billion professionally-oriented searches on the platform in 2012
- + LinkedIn counts executives from all 2013 Fortune 500 companies as members
- + According to Hubspot, LinkedIn generated a 2.74% visitor-to-lead conversion rate, almost three times higher than both Twitter (.69%) and Facebook (.77%).

Fortune Magazine (July 2013)

“In the past year LinkedIn has emerged as one of the most powerful business tools on the planet.”

“As it reaches critical mass, LinkedIn is becoming the dominant global forum for businesses of all kinds.”

Top 10 LinkedIn Tactics to Boost Your Inbound Marketing

	LinkedIn Personal Profile	LinkedIn Company Page
 Keywords	✓	✓
 Calls to Action	✓	✓
 Groups	✓	
 Status Updates	✓	✓
 Special Profile Sections	✓	

Top 10 LinkedIn Tactics to Boost Your Inbound Marketing

	LinkedIn Personal Profile	LinkedIn Company Page
 Product & Services Pages		✓
 Videos	✓	✓
 Targeted People Searching	✓	
 Analytics	✓	✓
 Recommendations	✓	✓

Important Sections for Placement of Keywords

+ Personal Profile

- Headline
- Job titles and descriptions
- Skills
- Summary
- Interests

+ Company Page

- Description
- Specialties
- Product & Services title and descriptions

Calls to Action and Video

Check out my website at www.powerformula.net, where you can:

- sign up to receive my FREE weekly social media tips
- download lots of FREE social media resources
- view some of my video presentations
- read my blog
- learn about the many services I provide for individuals and companies

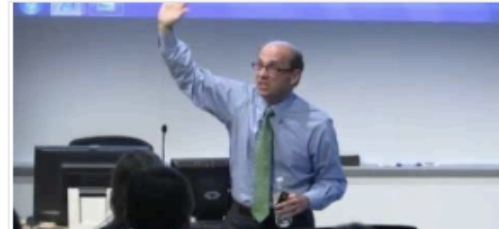
** I AM NOT ENDORSED BY, CERTIFIED BY, SPONSORED BY NOR AFFILIATED WITH LINKEDIN CORPORATION IN ANY WAY.

Specialties: KEYWORDS: Wisconsin, Milwaukee, Linked In, Christian, accountant, CPA, social media, trainer, teacher, instructor, speaker, author, consultant, business development, networking, LinkedIn author, LinkedIn trainer, LinkedIn consultant, Brietbarth (sp), LinkedIn Power Formula

Corporate Consulting on LinkedIn
Corporate Training on LinkedIn
Speaking: conventions, industry events, keynote speaker




Free eBook "10 LinkedIn Mistakes Companies Make"



Watch as I present a 90 min training class at UW-Whitewater

Individual Status Updates




Jeff Carrigan

American Society for Laser Medicine & Surgery is adding a Marketing & Education Specialist. Based in Wausau, WI. <http://ow.ly/qp9ta>

Find a Job


[bigshoesnetwork.com](#) • The Marketing & Education Specialist reports to the Marketing & Communications Coordinator, Program & Services Coordinator, CME/Conference Coordinator, and ultimately to the Executive Director. The individual may have opportunities to...

Like • Comment • Share • 2m ago



Michael Webster Hide


Words That Sell You can have masterful control over sentence construction and yet fail to communicate. -LinkedIn Skill: Sales Trai [ner Mark Hun](#) [ter Charles \(Chuck\)](#) [Mitch ell Bob H olt](#) [Joe Car uso Kevin Love joy Sean Atw ood Ron Bender, CFE Kevin...](#) [more](#)



How to Write Better & Sell More


[franchise-info.ca](#) • If we deliver flat, accurate, factual content, thinking that the facts alone will persuade our customer to buy, we have profoundly misunderstood the way [human] communication works.

Like • Comment • Share • 2m ago



Dave Kerpen

How a Twitter Pro got her first job. <http://linkd.in/171YdM6> via @Claire



My First Job: I Bought Illegal Cigarettes for City Police | LinkedIn

[linkedin.com](#) • Seeking Motivated High School Student for non-traditional position educating youth on tobacco prevention. \$7/hour.

Like • Comment • Share • 2m ago

Special Sections



Projects

Free Weekly Email of LinkedIn Tips & Strategies (Click here to get yours) →

March 2011

This is a "spam free" weekly email that thousands are already receiving, loaded with valuable insights to the latest and greatest on LinkedIn. Some of the past topics have included:

- How to Optimize Your New LinkedIn Profile
- Grow Your Business with these Three Proven LinkedIn Tactics
- How to Use LinkedIn to Find More Prospects and Generate More Leads
- How to Improve Your Search Ranking on LinkedIn
- Best Ways to Use Video to Increase LinkedIn Effectiveness
- LinkedIn Company Pages: The Top 10 Reasons You've Gotta Have One
- LinkedIn Checkup Worksheet
- LinkedIn for the Stealth Job Seeker

"I would particularly recommend Wayne's Weekly Tips as a "go to" resource to polish your profile and get the most out of LinkedIn."-Scott Roloff CFO/General Counsel, Advanced Global Communications.

"Wayne's weekly LinkedIn Tips and Helps are the perfect recipe for someone who wants clear, concise, powerful updates on the latest trends for LinkedIn."-Bob Hill VP. Sales Proven Direct

Product & Services Page with Video

Free Weekly LinkedIn Tips & Helps



[Request recommendations](#)

4 people recommend this



Service Overview

Each week Wayne Breitbarth, author of the best selling book, "The Power Formula for LinkedIn Success," shares the latest and greatest from the LinkedIn world and what it means to you individually. These are not just your run-of-the-mill, short, no beef suggestions. These are strategy filled thoughts and ideas to help you maximize your efforts on LinkedIn.

Don't let another week pass without receiving Wayne's insights and guidance.

Sign up by clicking "Visit our website."

All Recommendations



Bob Hill, Vice President, Sales at Proven Direct
Greater Milwaukee Area

Wayne's weekly LinkedIn Tips and Helps are the perfect recipe for someone who wants clear, concise, powerful updates on the latest trends for LinkedIn. These quick reads keep the iron sharpened so that I am always up to date on how to fully utilize the incredible power of LinkedIn. Make sure to take a few moments to open Wayne's tips every week and apply them

Get more info:

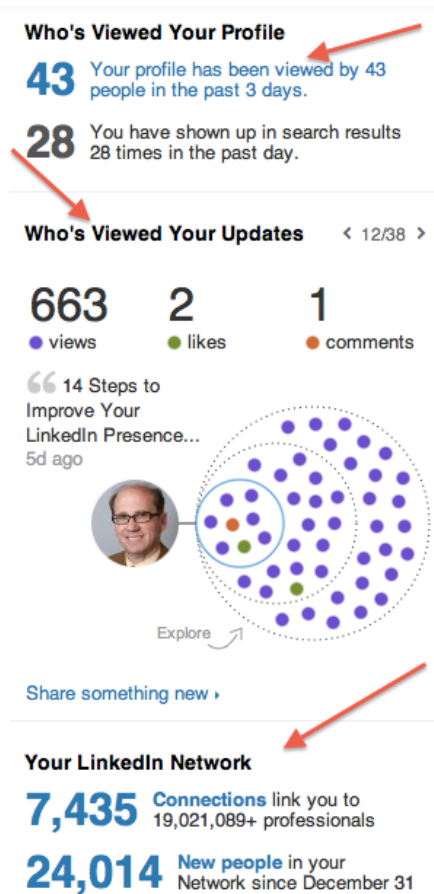
Free Weekly LinkedIn Tips & Helps

[Visit our website »](#)

Here are the kind of tips you get!



Personal Profile Analytics



Company Page Analytics

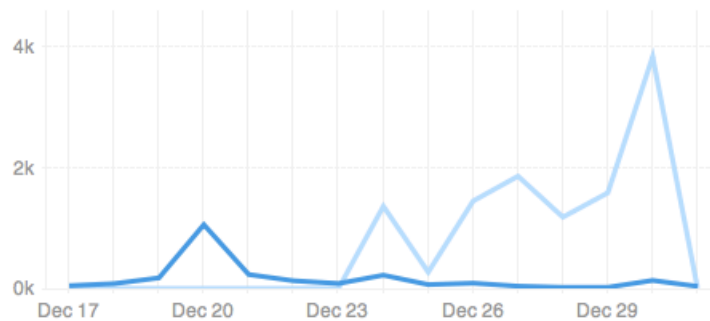
Should you go on a social media di...	11/06/2013	All followers	Sponsor	662	6	0	-	0.91%
Don't miss downloading this article....	10/30/2013	All followers	Sponsor	823	10	0	-	1.22%
Have you really thought about the di...	10/26/2013	All followers	Sponsor	979	13	2	-	1.53%
LinkedIn Calls to Action: Don't Just ...	10/08/2013	All followers	Sponsor	720	10	0	-	1.39%
See More								

Date Range: Last 15 days

Reach ?

Sponsored Organic

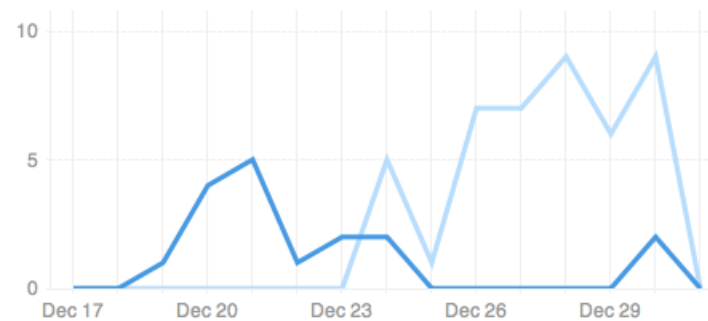
Impressions Uniques



Engagement ?

Sponsored Organic

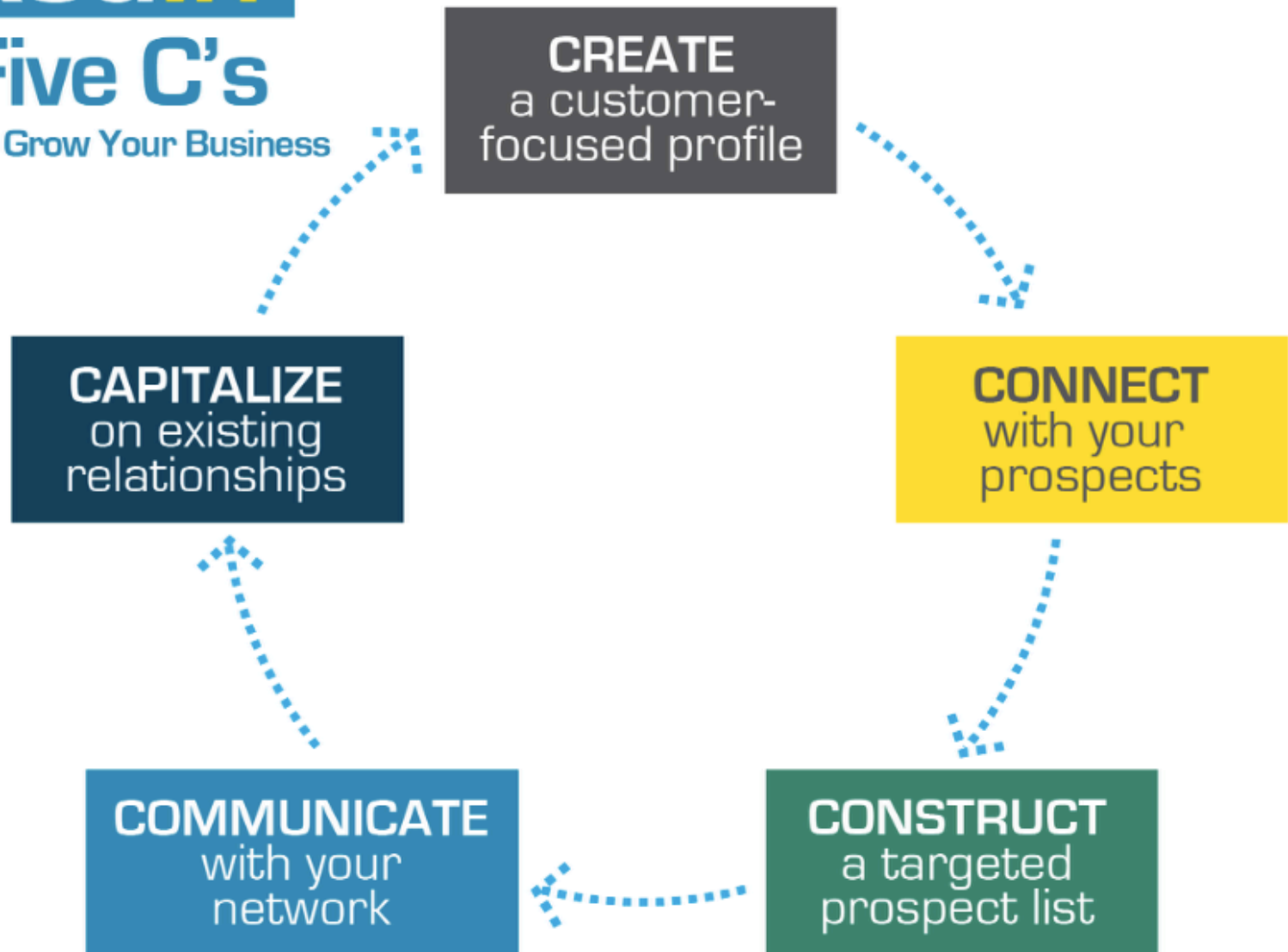
Clicks Likes Comments Shares Followers Acquired Engagement %



LinkedIn

The Five C's

Using LinkedIn to Grow Your Business



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- ☒ Yes, I would like to sign up to receive Wayne
- ☒ Yes, send me Wayne's list of the best LinkedIn
- ☐ Yes, I would like information regarding customer company or hiring Wayne to speak at a conference number is: _____

Name _____

E-mail address _____