



Link Into Business

Link Into Business eBook

Advanced Business Strategies for LinkedIn

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1. Introduction

This e-book presents the advantages of using LinkedIn for businesses. LinkedIn is a social networking website specially designed for professionals and businesses. It was founded a year after Facebook, however it is less well known despite its 200,000,000 users.

It has proven, though, that fame and attention from media are not enough. LinkedIn provides what professionals and companies need in a social network. As a matter of fact, all Fortune 500 companies' executives are members of LinkedIn. As a result, LinkedIn has proven itself profitable since 2006 and then it was launched as a public company in 2011.

LinkedIn was established in 2002 and launched in spring of 2003. The founder of LinkedIn was Reid Hoffman, who started his career at Apple and Fujitsu after his graduation from Stanford and Oxford University back in the 90s. Hoffman was a member of the founding board of PayPal, an American financial transaction website. Along with several other members, they founded LinkedIn after the eBay acquired PayPal in 2002.

Ever since, LinkedIn's growth has been consistent, though the rate is different from other youth and social oriented networking sites like Facebook and twitter. However, it did not fail like MySpace and Friendster. Its growth was made evident as it reached 50 million users in 2009, 70 million in 2010 and 100 million in 2011. As of January of 2013, it has reached more than 200 million users from 200 countries and territories.

The map below shows that LinkedIn members are evenly distributed around the world with the biggest chunk in America. Approximately 1 in every 6 Americans is a LinkedIn member. The same also goes in UK.

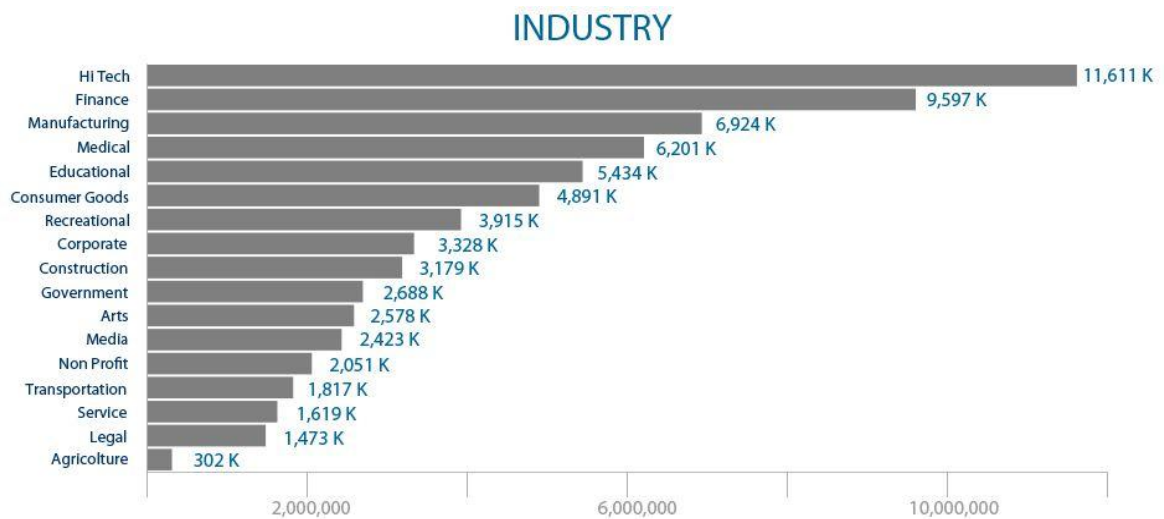


The following images demonstrate the gender and age balances of LinkedIn members:

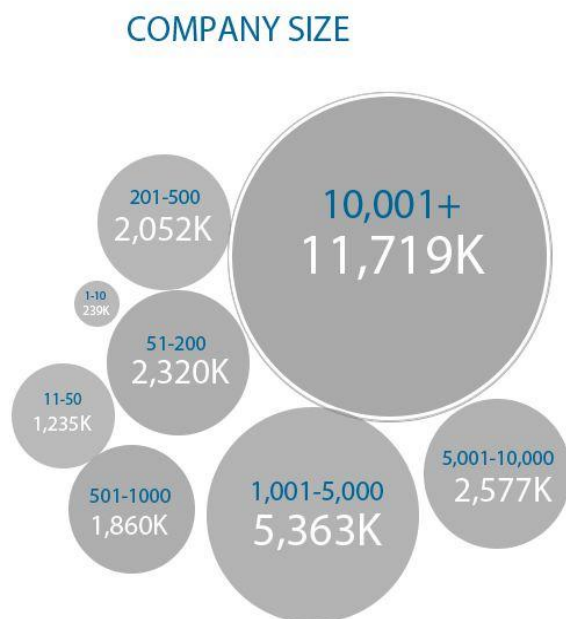


The majority of LinkedIn users are male between 24 and 54 years old. Statistics show that approximately 33% of the users access the website at least once a month. In 2011, there were around 4 billion people searches on the website.

LinkedIn allows different companies to register as member. The most popular companies are from the IT, manufacturing and finance.



These companies can also be broken down by their size. This graph demonstrates that there are many large companies involved in LinkedIn as well as smaller ones.



Vincenzo Cosenza's infographics show the growth of LinkedIn. LinkedIn has become a site where professionals can find work, find workers and employees, and connect with people in the same related sectors sharing the same interests, as well as to pool resources.

The second part of this e-book will discuss how the tools of LinkedIn are specifically designed to help employees, entrepreneurs and businesses alike.

2. Business Tools

LinkedIn members can use different tools which help the user interact effectively with other professionals, which. These tools include brand awareness, marketing, customer interaction and general business activities.

2.1 Business Pages

LINKEDIN PAGE

Be part of the professional global business community.



By creating a business page with LinkedIn, companies are developing their brand awareness. On many social networking sites like Facebook this is a simple case of self-advertising, maybe a little social interaction, but is really just aimed at gathering 'likes.'

LinkedIn spirit or philosophy is centred around helping businesses, it has created a range of tools and options for businesses. Many of these are outlined below:

2.2 Brand Building

Brand building is one very important factor. That is how LinkedIn works. If you have a company page, most likely it will be on the top of the first page of search engines for searches related to your company. A well laid out profile enhances company visibility online.

Companies need to promote themselves. Status updates provides bits and pieces of real time information regarding the company. This saves time for news spots and press releases. Aside from having a good profile, LinkedIn tools allow users to present their value and the quality of their offer.

2.3 Recruitment

According to Bersin & Associates, the average cost of hiring a new employee in the United States is \$3,500 USD. As the following graph demonstrates, the cost is high for small companies and relatively cheaper for larger ones.



Source: Bersin & Associates, 2011.

The traditional costs involved with hiring an employee include hiring recruitment firms and headhunters, job advertising costs on job boards and in newspapers, and arranging interviews.

The main advantage of using a website such as LinkedIn is that professional networking sites vastly reduce costs. This is especially true for small and medium sized companies trying to keep their overheads down.

Jobs

Jobs Home | Advanced Job Search

Find a job using your LinkedIn network

Keywords:


e.g. "Engineer" or "Product Manager"

Country:

Postal Code:
Lookup Advanced Search


LinkedIn makes use of sourcing tools to sift through the available employee pool in order to find the best people for the job. Such filtering tools are relatively new, but are developing all the time. Of course, recruitment is not necessarily a free thing on LinkedIn, but it is far better value for money than hiring an outside agency to do the work for you. LinkedIn's model for recruitment appears to be the way forward.

2.4 Teamwork




We are the #1 provider of audio in the Casual Games industry and a top provider of audio and integration services for AAA, PC and Handheld titles as well. We have an extensive portfolio (600 Soundtracks completed) and experience in PC, Online, XBOX, XBLA, Wii, WiiWare, Casual, Mobile, and dozens of
[... more](#)

Employees (16)




Managing Partner/Co-Founder
Kane M., San Francisco Bay Area

3rd




Founder and CEO
Nick T., San Francisco Bay Area

3rd



Composer
Stuart R., Greater Los Angeles Area

3rd



Composer
Sean B., Mansfield, Ohio Area

3rd

Individuals, employees, contractors and businesses have profiles of their own. LinkedIn allows these groups to draw resources by linking colleagues together, allowing them to be a part of a team or a group, so that they can share ideas through the network. They can also identify with the company that they are linked with. Another benefit is that LinkedIn allows you to present adverts to be placed on the profile pages of employees.

Another benefit is towards the in-team network. As an employer, you can search from your employee's friends to see who are suitable for your company. This is done through the referral engine system. LinkedIn also allows you to organize your and your employee's project folders and workflow.

2.5 Client Acquisition



Aside from finding new recruits, LinkedIn offers a service which works in two ways. First, if you have a service that you require for your company which ranges from hiring an advertising company or finding a website designer or an Attorney, you can search through different companies, as well as freelancers.

The principle is the same with finding potential employees. Companies are listed on the website. They are subdivided by services and industries. This can be done by looking at the profile pages, the quality as well as the former clients to decide whether they are the right company for you.

If your company provides services to other companies, you can also look for potential clients in the same way. For example, you may be restricted by a certain locality if you are a courier firm or perhaps if you provide certain types of training. You may also be a manufacturer or a developer which is focused on certain types of bigger companies.

2.6 Market Research & Interaction

Poll Results

[Share results](#) [Flag poll](#) [See more](#)

Is LinkedIn is starting to become a 'facebook' for business?

By Aaron Kronis

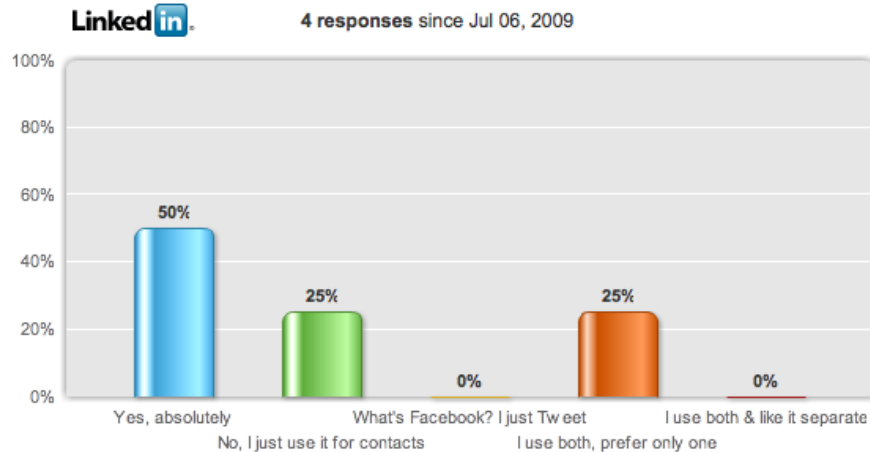
Director of SEO for wpromote.com & Owner, Stamina Records Corporation/Stamina Music Publishing

- Overall Results
- By Job Title
- By Gender
- By Age

Share this URL:

<http://polls.linkedin.com/t/>

Copy link to share results



Interactivity is a hot item over the last few years, and it is still seen as very important over the next decade. The tastes of different shoppers change and consumers are dealing with an unknown corporation. By using LinkedIn, you can address this problem. The website offers different range of tools which helps in building your brand and to enhance interactivity.

First, your company will list all the employees. It helps in putting faces to all your activities and it also allows your customers to interact with different workers. You also have the capability to create an interest group. The group may be named after your company or any name related to it.


You can also organize questions, polls and get customer feedback regarding specific services and products before they are launched mainstream or when you are already in the developmental phase. These interactions can still be enhanced by using photos and videos, by attaching links to your homepage, or by linking the profile of your business to your official Twitter account and other social networks.

2.7 Advertising and Marketing

Who's on LinkedIn



LinkedIn offers a broad range of advertising and marketing options. These range from traditional ads, to ads that generate costs per click, are timed or targeted to certain sectors. These are run not based on specific contracts, but rolling deals that can be stopped at any time you wish.

LinkedIn  Ads

Precision advertising has arrived.
Drive qualified leads with targeted pay-per-click ads.

Your Logo **See Your Ad Here**
Promote your products or services with ads on LinkedIn.
www.your-business.com
From: Your Company

Target professionals by exact job title, industry, company, age, or location. [Get started](#) with your LinkedIn account and this \$50 in free advertising.*

Rather than being targeted almost randomly as with other social networks, LinkedIn is designed so that you can reach your core audience. You can target people in specific industries, with specific core data such as age and gender, by the groups they are members of and even by their job titles.

3. Success Stories

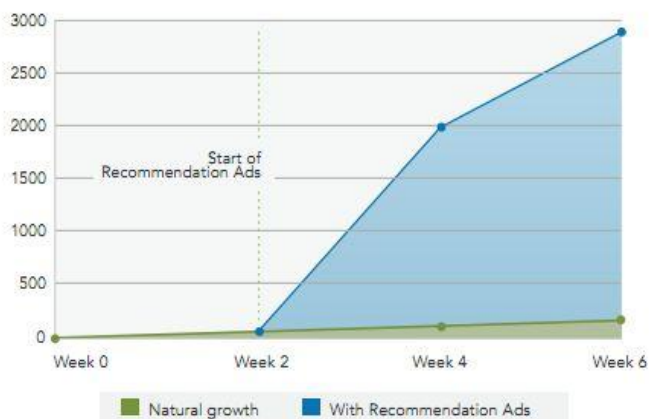
It is one thing to talk up the impact a website or business could have. It is also one thing to say what tools and services are available. However, how much can be truly known from these lists? Therefore, it is important to consider LinkedIn's impact on a number of companies.

Hewlett-Packard

Hewlett-Packard has a specialized social media team. The aim of this team was to create a network of advocates to promote HP products, engage customers and fans, and support HP customers and to improve business via sales and reduced costs.

They began their LinkedIn connection after the social network approached them about creating a HP business page. HP's Worldwide Social Media Manager, Kari Homan described the rapid growth of HP's fanbase and community as surprising. The next step for the company was to decide if they should use LinkedIn's Recommendation Adverts to augment their fanbase. They did and the following graph demonstrates the difference this had on the company:

Recommendation Ads accelerate results



Inside two weeks, the HP ad campaign created 2,000 recommendations by LinkedIn professionals. This in turn led to 500,000 viral updates and traffic to HP's products. By the end of the month HP had accrued an extra 20,000 followers on the website.

Chevron

The problem of Chevron was that it wanted to link with energy leaders they had previously found difficult to connect with. They also wanted to develop and encourage dialogue about complex issues revolving their industry and engage with opinion and policy makers.

They have decided to create a Custom Group for Chevron on LinkedIn. The group's targets are policymakers, academics, NGOs, plus media and financial professionals. The scouting policy will be supported with targeted LinkedIn ads and partner messaging.

Chevron opted LinkedIn because of the website's high quality audience, precise targeting capability, as well as its ability to generate professional and conducive interaction within the group.



As a result of their decision, Chevron was able to exceed its campaign goals by 41%. This included doubling its membership because of peer recommendations, a user repeat visit rate of 90%, 87% readership levels for discussions and a 92% readership level for digests.

Volkswagen India

Overview

Products



Welcome to Volkswagen India Products and Services

With the promise of "Volkswagen quality built in India", the Volkswagen group distributes locally manufactured and imported vehicles in India, reflecting the trademark excellence of German engineering.

Volkswagen India Product and Service Spotlight



The Phaeton.

The company wanted to develop brand awareness amongst professionals in India. The task included developing loyalty and aspiration, and influencing decision-making in the company. India is where you can find more than 9 million professional users on LinkedIn, and it is one of the biggest and fastest growing sectors outside America. As a solution, the company created a VW – branded page on LinkedIn.

The page allows users to recommend things like their favourite Volkswagen models. It was also backed up with LinkedIn recommendation ads like how they do it with HP, in order to extend the reach of the company.

Volkswagen selected LinkedIn because the company believed that the social network is the best way to reach out career-minded professionals. Volkswagen, like Chevron was also attracted to the ability of the site to specifically target groups of different people. It also believed that the site was affordable enough and could be connected to VW dealership locations.

As a result of working hand in hand with LinkedIn in creating a brand page to reach out targeted adverts, VW received 2,700 product recommendations during its first 30 days. It also led to 2,300 new users on the VW company web page, as well as 960,00 viral updates regarding the company's car models.

4. Conclusion

It is possible to set specific business goals and achieve them on LinkedIn. While social networks such as Facebook open you to a wider number of people from a wider range of backgrounds, LinkedIn is more focussed on the kinds of people who will make you more effective as a business or who are interested in buying your products.

The website has a wide range of tools. You have seen the statistics that prove why LinkedIn is so important to professional businesses, you have seen a little of what tools are available, and the direct benefits the site has been to three well-known businesses. Now it is time for you to learn how to do all these things.