



## Social Media Strategies LinkedIn Part II



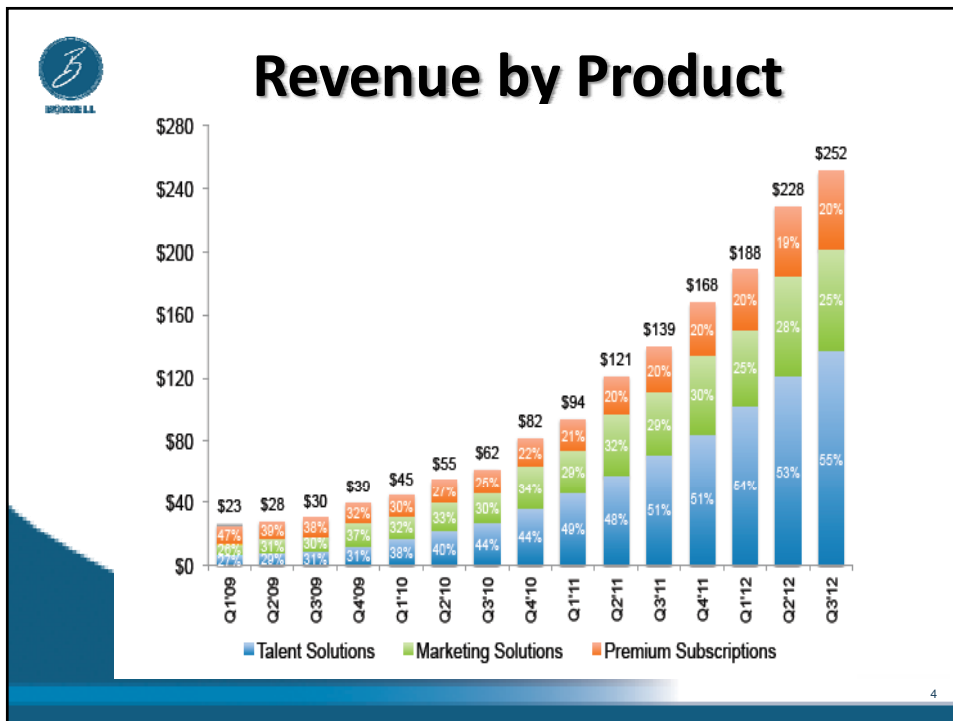
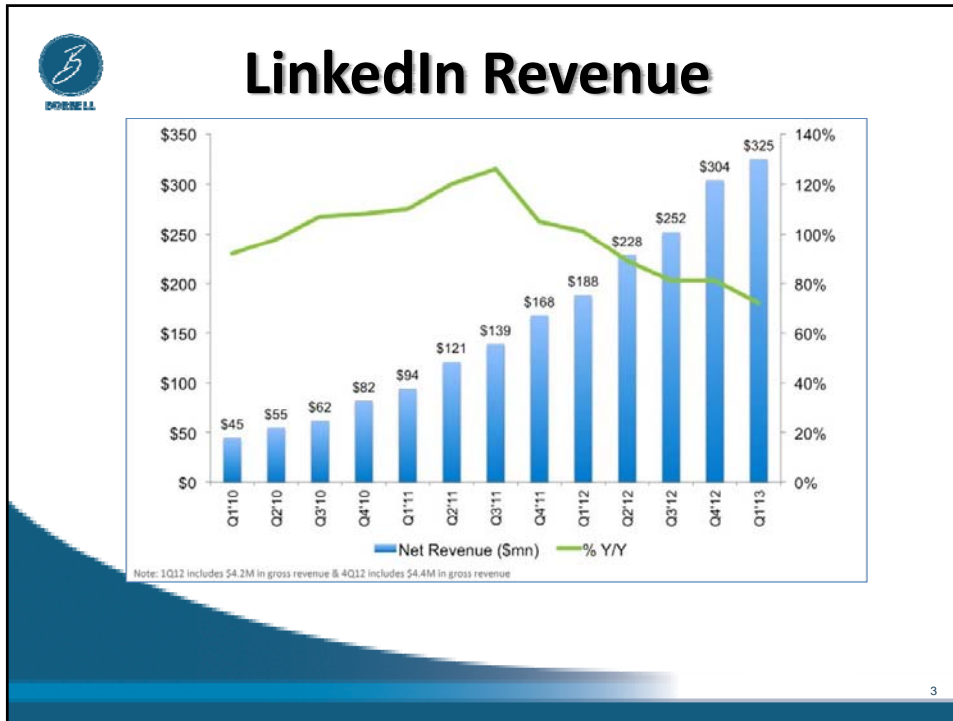
*Local Media Association Webinar*

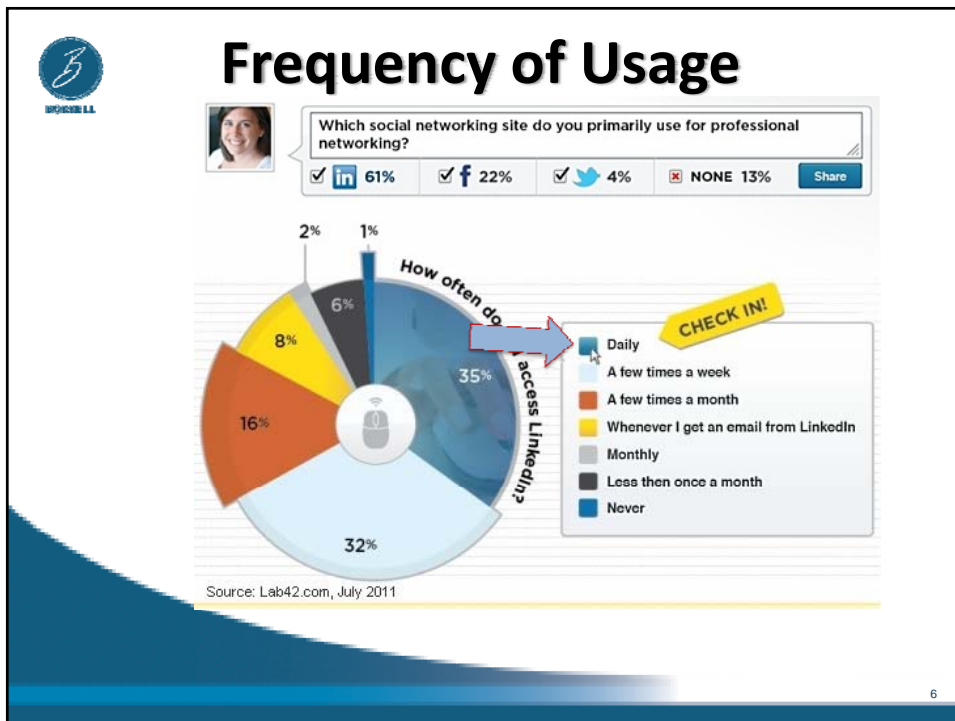
*May 7, 2013*



## About LinkedIn

- *13 years old*
- *About \$900 million in revenue*
- *Growth rate nearly 100%*
- *Over 200 million members*







## 'Job To Be Done'

1. **EDUCATION:** *Helps you stay informed*
2. **RECRUITMENT:** *Helps you find employees*
3. **CAREER:** *Helps you keep your resume current*
4. **MARKETING:** *Helps you do content marketing*
5. **SALES:** *Helps you connect with prospects*


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## Growing Connections

- ✓ *Seek new connections daily*
- ✓ *Add LinkedIn profile (linked) to your email signature*
- ✓ *Join groups, comment occasionally*
- ✓ *Consider updating profile monthly*
- ✓ *Be generous: 'like,' comment, recommend*
- ✓ *Link with your other email accounts (Yahoo, gmail, etc.)*


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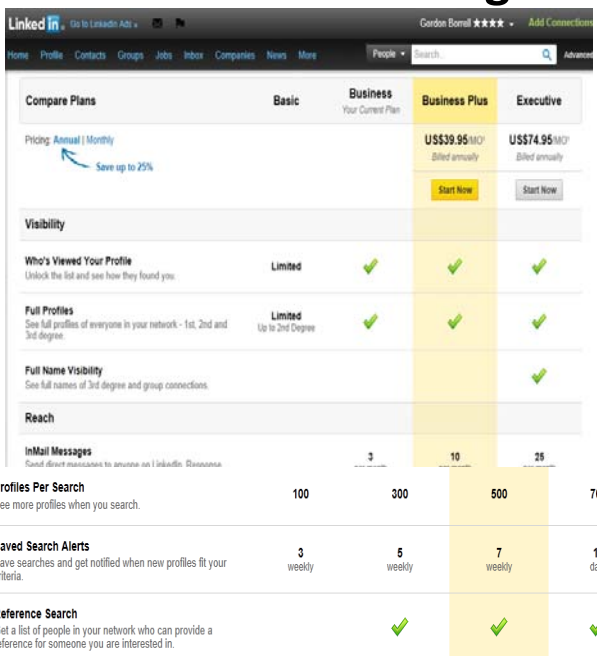
## Premium Account

- ✓ *Advanced Search – 100s more search results*
- ✓ *Complete + expanded profile of non-connections*
- ✓ *Change frequency of email alerts*
- ✓ *'InMail' allows contact with non-connections*
- ✓ *'Open Link' lets anyone find/reach you*

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## Premium Offering



Compare Plans	Basic	Business <small>Your Current Plan</small>	Business Plus	Executive
Pricing: Annual   Monthly <small>Save up to 25%</small>			US\$39.95/MO* <small>Billed annually</small>	US\$74.95/MO* <small>Billed annually</small>
			<a href="#">Start Now</a>	<a href="#">Start Now</a>
<b>Visibility</b>				
<b>Who's Viewed Your Profile</b> <small>Unlock the list and see how they found you.</small>	Limited	✓	✓	✓
<b>Full Profiles</b> <small>See full profiles of everyone in your network - 1st, 2nd and 3rd degree.</small>	Limited <small>Up to 2nd Degree</small>	✓	✓	✓
<b>Full Name Visibility</b> <small>See full names of 3rd degree and group connections.</small>				✓
<b>Reach</b>				
<b>InMail Messages</b> <small>Send direct messages to anyone on LinkedIn. 10000000</small>		3	10	25
<b>Profiles Per Search</b> <small>See more profiles when you search.</small>	100	300	500	700
<b>Saved Search Alerts</b> <small>Save searches and get notified when new profiles fit your criteria.</small>	3 weekly	5 weekly	7 weekly	10 daily
<b>Reference Search</b> <small>Get a list of people in your network who can provide a reference for someone you are interested in.</small>		✓	✓	✓


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## Sales Executives Offering

Compare Plans	Basic	Business <small>Your Current Plan</small>	Sales Plus	Sales Executive
Picking: <b>Annual</b>   Monthly  Save up to 25%		US\$19.95/MO* <small>Billed annually</small>	US\$39.95/MO* <small>Billed annually</small>	US\$74.95/MO* <small>Billed annually</small>
		<a href="#">Renew</a>	<a href="#">Start Now</a>	<a href="#">Start Now</a>
<b>Find Prospects</b>				
<b>Sales Alerts</b> <small>Stay on top of new leads.</small>	3 <small>weekly</small>	5 <small>weekly</small>	7 <small>weekly</small>	10 <small>daily</small>
<b>Lead Builder</b> <small>Manage your pipeline to source and close deals.</small>			✓	✓
<b>Premium Search</b> <small>Find the right leads.*</small>		4	4	9
<b>Relate with Insight</b>				
<b>Full Profiles</b> <small>See full profiles of everyone in your network - 1st, 2nd and 3rd degree.</small>	Limited	✓	✓	✓
<b>Who's Viewed Your Profile</b> <small>Proactively manage inbound queries and interest in your profile.</small>	Limited	✓	✓	✓
<b>Full Name Visibility</b> <small>See full names of 3rd degree and group connections.</small>				✓
<b>Engage with Confidence</b>				
<b>Introductions</b> <small>Get warm introductions to inside sources at companies you're interested in.</small>	5	15	25	35
<b>InMail Messages</b> <small>Gain access to decision-makers. Response guaranteed.**</small>		5 <small>per month</small>	10 <small>per month</small>	25 <small>per month</small>

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## Common Mistakes

- *Failing to post and share.*
- *Posting/sharing only because you want to receive.*
- *Waiting until you have a need.*
- *Forgetting it's a B2B professional circle.*
- *Ignoring the opportunity.*
- *Failing to acknowledge your network's postings.*

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# Time to Go Online!

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# Resources

Group to join:

 *Local Media Trends*

Group to join:

 *Local Advertising and Marketing Trends*

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# Questions?

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