

Digital Masterclass Series

# The Importance of Going Digital in a Post COVID World

Topic 8:  
The LinkedIn® Teleportation Machine.  
How to Take Your Business Anywhere

Collaboration, Respect, Service Excellence,  
Integrity, Innovation



**GLEN EIRA**  
CITY COUNCIL

BENTLEIGH • BENTLEIGH EAST • BRIGHTON EAST  
CARNEGIE • CAULFIELD • ELSTERNWICK  
GARDENVALE • GLEN HUNTLY • MCKINNON  
MURRUMBEENA • ORMOND • ST KILDA EAST

Today's Topic



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# The LinkedIn® Teleportation Machine



How to Take Your Business Anywhere

# Agenda

Introductions

What is LinkedIn™ and how is it different to Facebook

Why use LinkedIn™

- Audience
- Purpose
- Possible objectives

3 Key Recommendations

Top Tips to build traction



# Focus of this session

1. How to use LinkedIn™ as a Business Owner (your personal brand)
2. How to leverage LinkedIn™ for your Business (your company brand)





# Sales in the old days ...



# Sales today



According to LinkedIn™ research, in the B2B space most people will read 10 pieces of content before making a purchase.

The bigger the purchase, the more likely they will ask for a reference point opinion.

# LinkedIn™ is a perfect platform for B2B

## Content Sharing

- Your own content
- Other published content

## Social Networking word of mouth

- Endorsements
- Recommendations



# About LinkedIn™

- Since 2003, bought by Microsoft in 2016
- 11 million Australian registered users
  - Over half log in every month
  - Average time spent 10 min 44 sec per session
- Most users go on expecting to see discussions centred around business related topics.
  - Likely to read long form content (articles)



Sources:

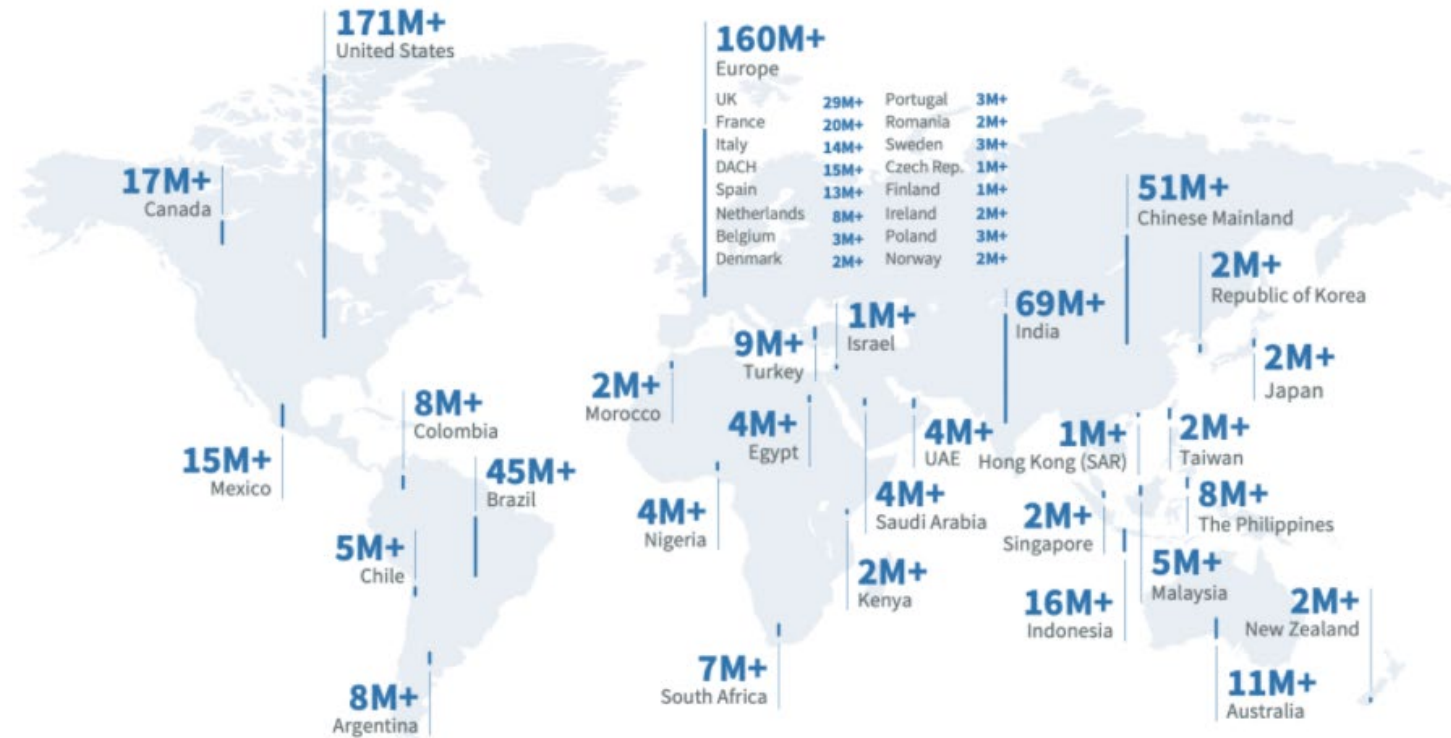
<https://www.socialmedianews.com.au/social-media-statistics-australia-january-2020/>

<https://www.genroe.com/blog/social-media-statistics-australia/13492>



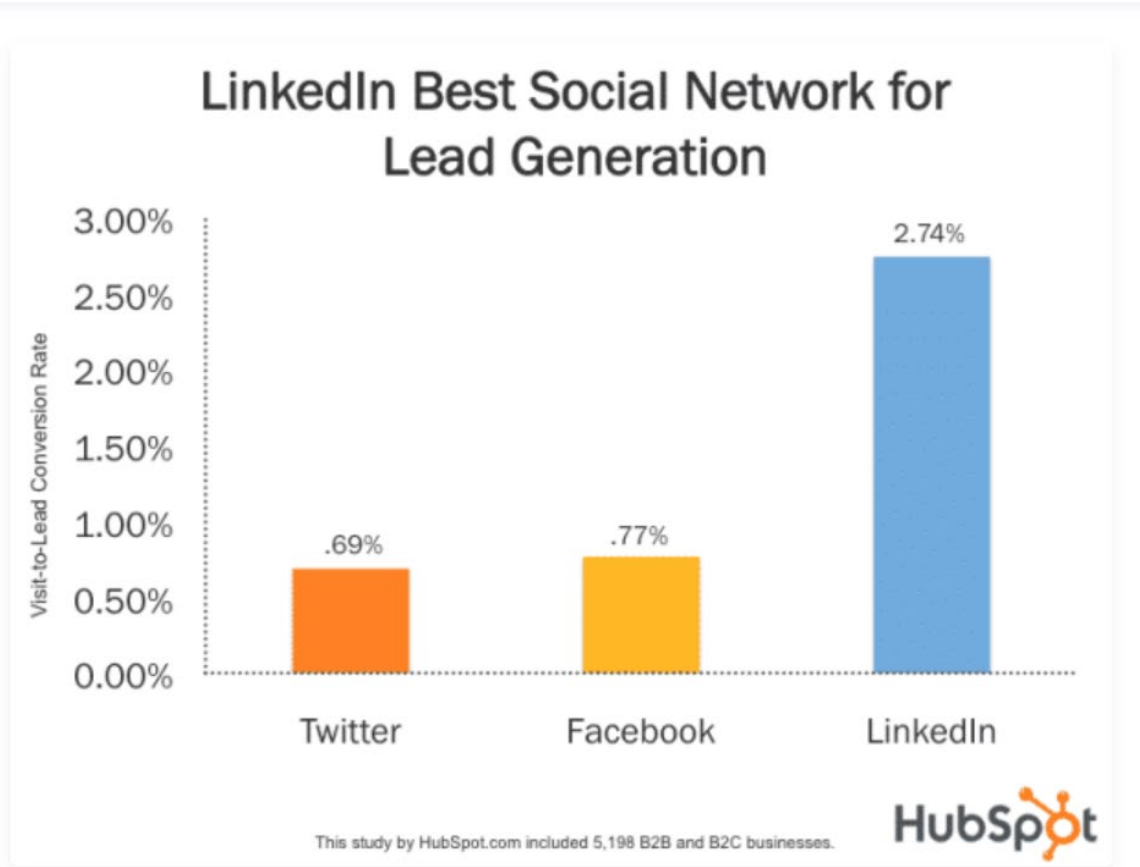
# Global focus

706 million members in 200 countries and regions worldwide



– LinkedIn registered users

# LinkedIn is the dominant site for B2B



– LinkedIn lead generation (Image source: HubSpot)

# LinkedIn vs Facebook



- Professional networking
- Brand building
- Business profile building
- Business focus mainly B2B



- Social networking
- Fun
- No specific agenda
- Business focus mainly B2C



# User psyche



- Go to LinkedIn usually for a business need



- Go to Facebook to escape work





# Importance of LinkedIn™ for Businesses

1. No geographic boundaries for business networking – you can engage with anyone, anywhere
2. Birds of a feather tend to flock together – networks, groups, professions, alma mater
3. Great tool to demonstrate your knowledge, engage with an audience with a common business interest, and a great vehicle to position your company brand (works well alongside a company website)



# Key Recommendation #1

## Be clear before you begin

### Identify your:

1. Audience (be very specific)
  - Suppliers, Customers, Partners
  - Geographic
  - Job role
2. Purpose
  - Brand awareness
  - Community or audience engagement
  - Content promotion
  - Market research
3. Possible Objective(s)
  - Increase sales in a specific geography
  - Launch a product/service
  - Attract new investors / strategic partner
  - Better engagement with existing clients
  - Build a new audience



# Let's dive into LinkedIn™



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→ linkedin.com/feed/

Search

Home My Network Jobs Messaging Notifications **14** Me Work Advertise

[Do Business on LinkedIn - Discover the B2B Marketing Fundamentals.](#) Ad ...

**Karina Ho**  
Senior Marketer | Advisor | Startups & Business Turnarounds

Who viewed your profile **49**  
Views of your post **246**

Access exclusive tools & insights  
 **Retry Premium Free**

Saved items

My pages (3)  
 **In The Cloud Pty Ltd**  
Page notifications **0**

**Cannol**

Start a post

Photo Video Document Write article

Sort by: **Top** ▼

**Gil Hidas** • 1st  
CEO, Co Founder at Kesem Health  
1h •

Great fun to be on the [#startupdaily](#) [#ausbiz](#) show discussing iUFlow and the future of remote bladder monitoring [#healthcare](#).

**LinkedIn News**

- How to be funny in a job application**  
7h ago • 772 readers
- Should workers stay neutral online?**  
1d ago • 19,356 readers
- Australia is out of recession**  
1d ago • 1,320 readers
- International students are back**  
2d ago • 2,850 readers
- Moderna seeks emergency use approval**  
1d ago • 18,380 readers

Show more ▼

**Today's most viewed courses**

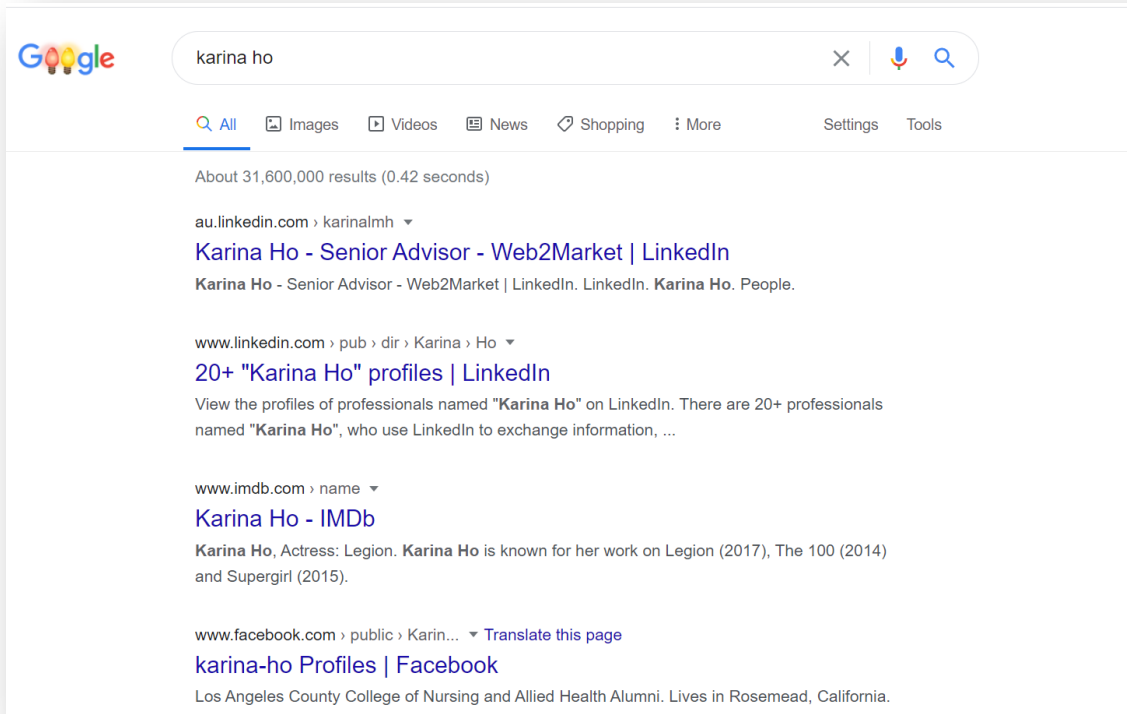
- The Six Morning Habits of High Perform...**  
Pete Mockaitis | How to Be Awesome at Your ...
- Unconscious Bias**  
Stacey Gordon

Messaging

# Question: Have you Googled yourself lately??



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- LinkedIn™ often comes up as a top search result for personal name searches ...unless you share a name with a famous person or have been in the media
- LinkedIn™ has high authority on Google due to high repeatable traffic

**So if you're going to be on LinkedIn™ invest some time in updating your profile**



# Key Recommendation #2

## – Maximise your Profile

Customisable  
URL

Background  
photo  
(context)

Profile photo,  
positioning  
statement,  
education, company  
website

Intro paragraph –  
not just what you  
do, but why

The image shows a screenshot of a LinkedIn profile for Karina Ho. The profile is viewed on a desktop browser. The URL in the address bar is 'au.linkedin.com/in/karinalmh'. The profile header includes the name 'Karina Ho' and a 'Join to Connect' button. The background photo shows a large 'MELBOURNE' sign. The profile photo is a circular portrait of Karina Ho. The 'About' section contains an introductory paragraph and a list of projects. The right sidebar shows a list of other professionals named Karina Ho. Annotations with blue lines point to various elements: 'Customisable URL' points to the profile URL; 'Background photo (context)' points to the large background image; 'Profile photo, positioning statement, education, company website' points to the profile header area; and 'Intro paragraph – not just what you do, but why' points to the 'About' section text.

au.linkedin.com/in/karinalmh

LinkedIn People Karina Ho

Join now Sign in

MELBOURNE

**Karina Ho**  
Senior Marketer | Advisor | Startups & Business Turnarounds  
Greater Melbourne Area · 500+ connections

Web2Market  
Monash University  
Company Website

Join to Connect

About

After a corporate career in a global and regional capacity, Karina was in a position to advise small-to-medium sized companies take a step up to the next stage. She was advised that running her own marketing practice upon completion of her MBA at Monash University in Melbourne would help her get some insights into the key challenges faced by CEOs and Boards looking for accelerated growth but unsure why they're not progressing.

Projects are often by referral, primarily with privately owned or VC/Angel funded companies with growth plans requiring rapid commercialisation or adjustment in go-to-market strategy.

Others named **Karina Ho**

- Karina Ho**  
Auditor & Accountant  
Greater Melbourne Area
- Karina Ho, CFA**  
Vice President at BMO Capital Markets  
Greater Toronto Area, Canada
- Karina H.**  
Sales manager at Dongguan Excell Packaging Co.,Ltd for Cosmetic Bottles, Cosmetic Jars & Cosmetic Containers  
Dongguan
- Karina Ho**  
Sales Representative at BioMerieux, Industrial Microbiology  
Hong Kong SAR

23 others named Karina Ho are on LinkedIn

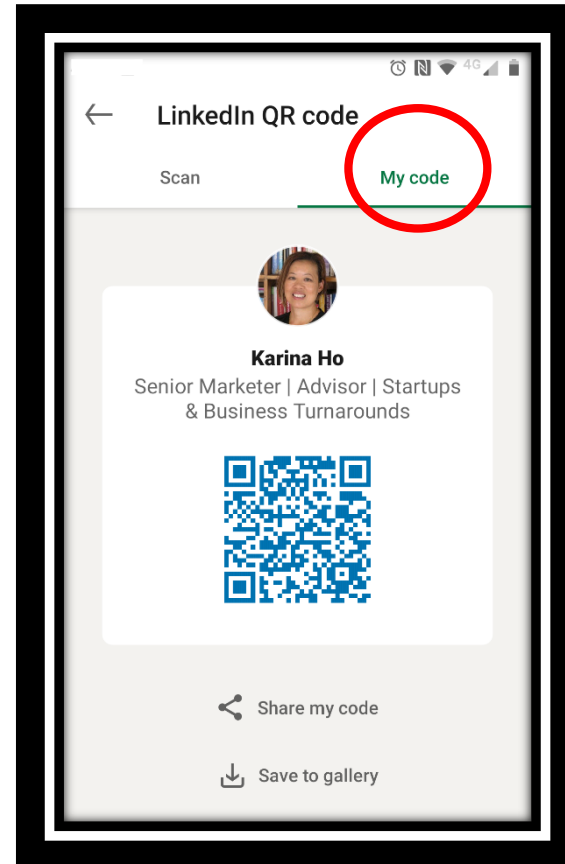
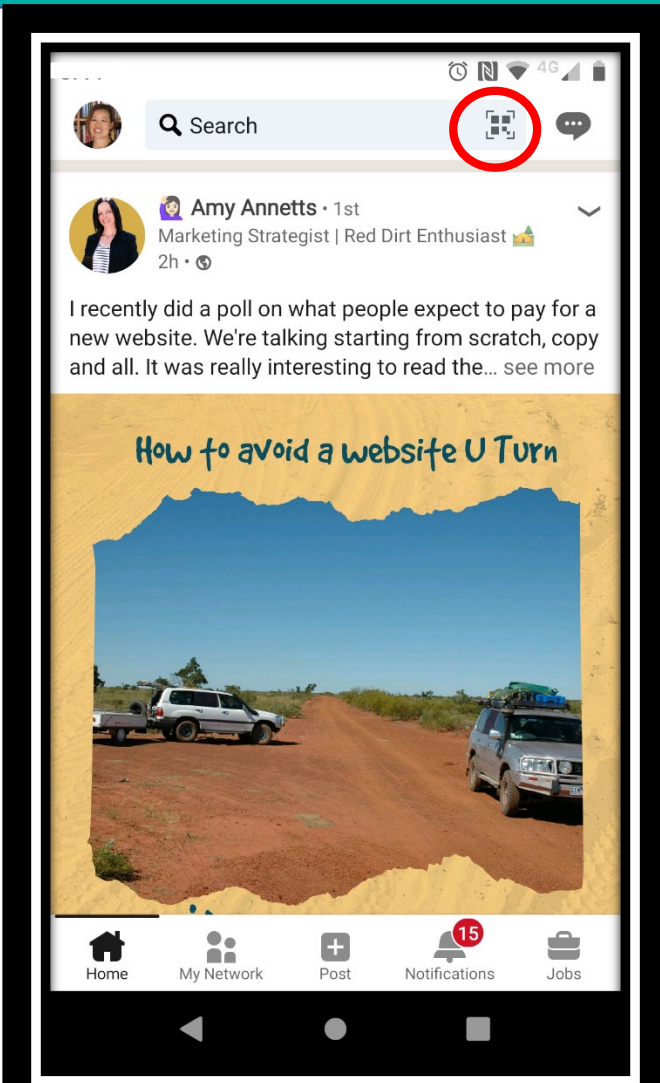
See others named **Karina Ho**

Add new skills with these courses

Learning WhatsApp

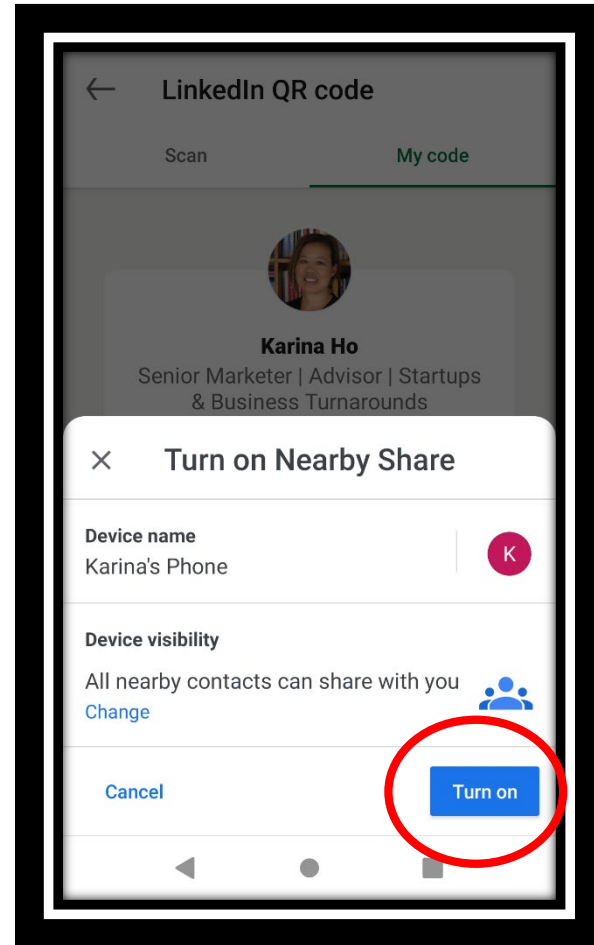
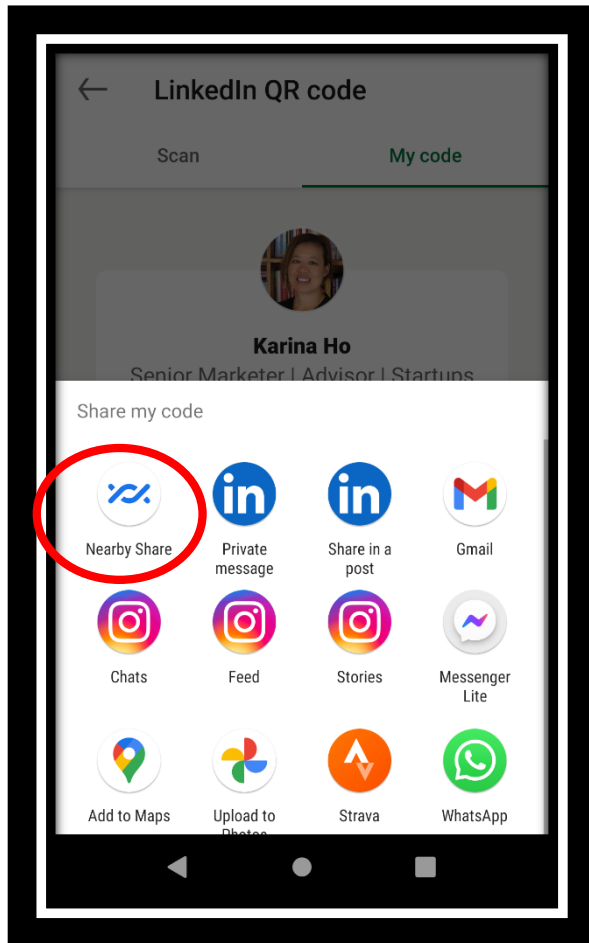
As a Business Owner – your profile is a reflection of your personal brand. It provides an opportunity to demonstrate your knowledge/background/education/association memberships

# Top Tip: LinkedIn™ mobile can replace your business card



Make sure you download the LinkedIn™ mobile app

# Top Tip: Connect with people nearby

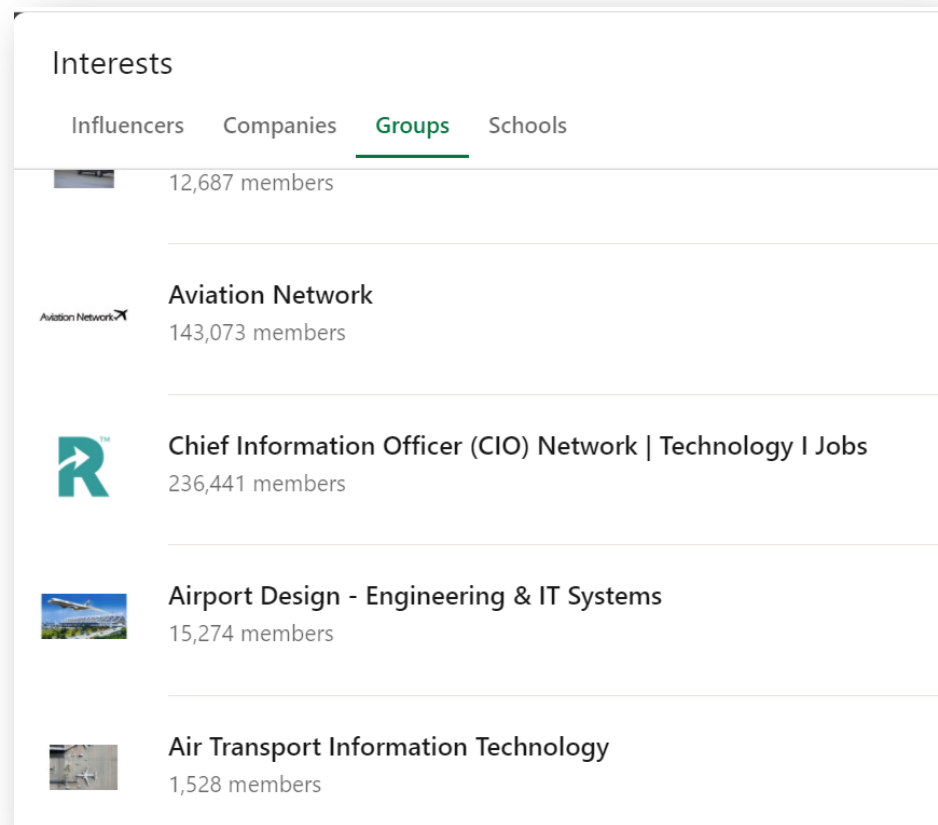


# Top Tip: Expand your professional network

1. Convert your business cards/ email contact list into LinkedIn contacts
2. Join interest groups and follow companies, and make it a habit to engage
3. Engage with your Contacts via your Feed regularly

NOTE: With LinkedIn it's the quality of your network, not necessarily the quantity. ie Don't connect to your neighbour just because you know him/her

You can choose to be very targeted.



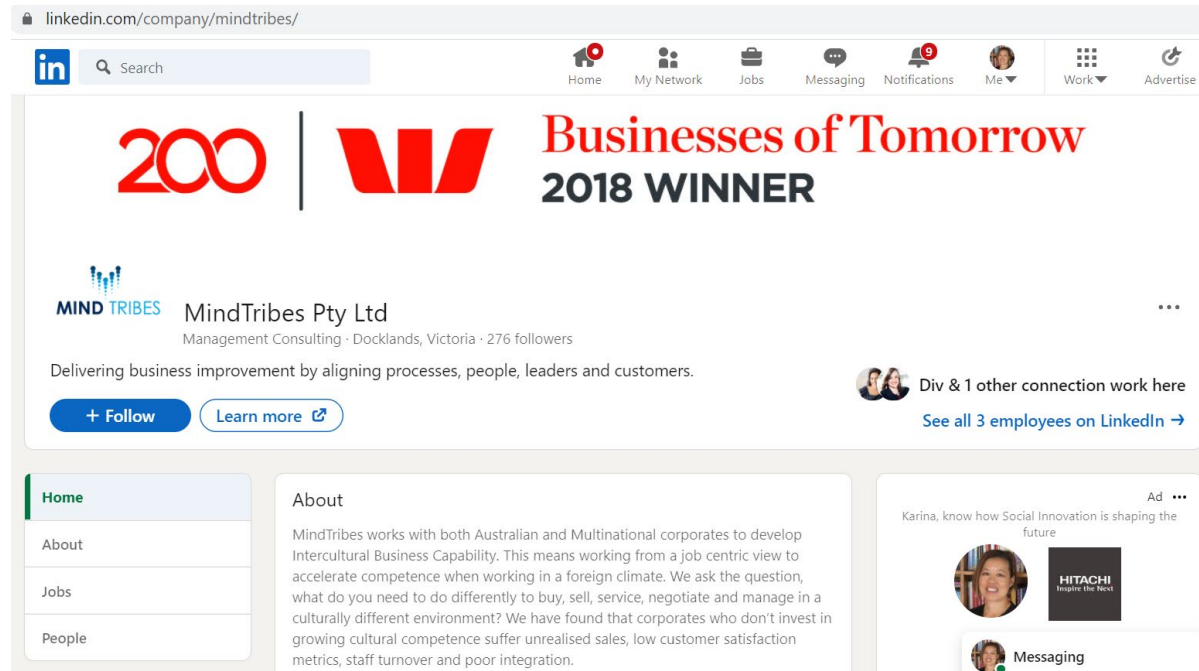


# Key Recommendation #3

## - Set up your Company page

**Even if your business is small, setting up a company page is worth doing if you have employees.**

- It is another way prospects can easily research your company
- Opportunity to identify common connections
- Authoritative link to your website (off page SEO)
- Opportunity to showcase news, videos, other content
- Professional landing spot for prospective employees



The screenshot shows a LinkedIn company page for MindTribes Pty Ltd. The page features a header with the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. The main content area displays a banner for '200 | W Businesses of Tomorrow 2018 WINNER'. Below the banner, the company name 'MindTribes Pty Ltd' is shown with a logo, location 'Management Consulting · Docklands, Victoria · 276 followers', and a tagline 'Delivering business improvement by aligning processes, people, leaders and customers.' There are buttons for '+ Follow' and 'Learn more'. A sidebar on the left contains navigation options: Home, About, Jobs, and People. The main content area also includes an 'About' section with text describing the company's focus on intercultural business capability. On the right, there is a section for 'Div & 1 other connection work here' with a link to 'See all 3 employees on LinkedIn' and an advertisement for Hitachi.

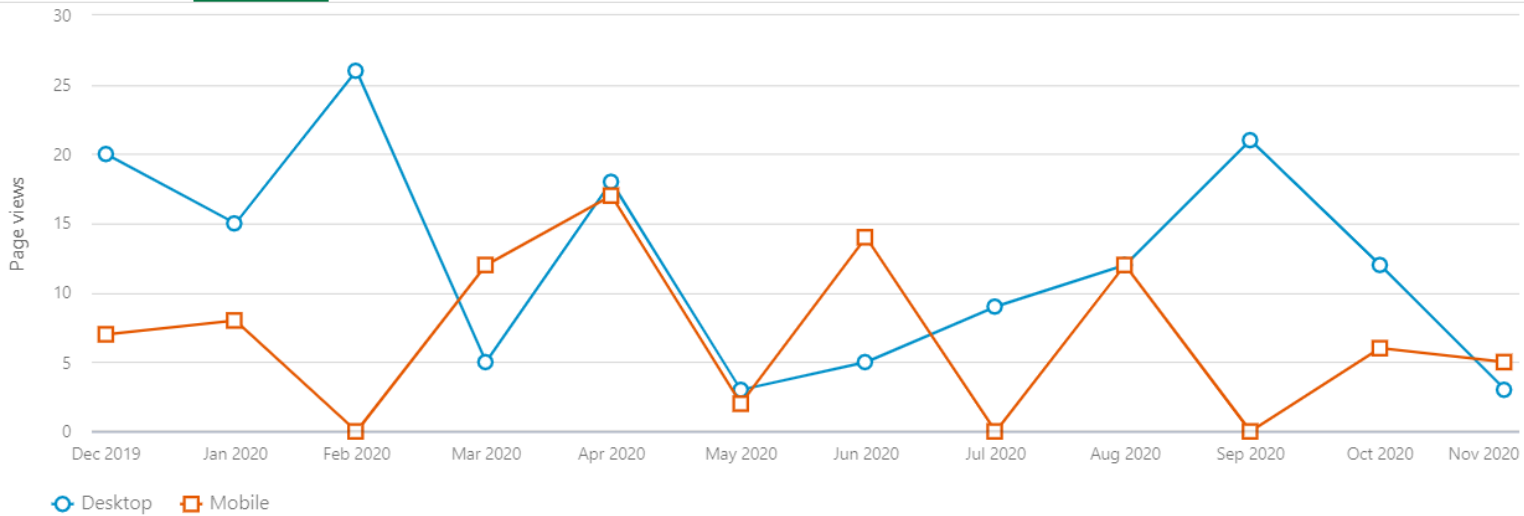
# LinkedIn for your company



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Super admin view

View as member



Visitor demographics Time range: Nov 17, 2020 - Dec 1, 2020 Data for: Job function

### Top job functions

Job Function	Visitors	% of Visitors
Business Development	3	60%
Operations	2	40%

LinkedIn™ provides rich analytics

# Top Tip: Building Engagement



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1. LIKE, Comment, or Share regularly
  - Posts from your LinkedIn Connections
  - Interest groups
  - Company posts
2. Create content – articles (ideally linking to your website)
3. Share content – add your own comment and ask for an opinion (call to action)

Objective is to position yourself as a specialist in your field

# Engagement example

Addresses a  
specific  
audience with  
Call to Action

**Div Pillay** • 1st  
CEO / AFR Qantas 100 Women of Influence / Multicultural Customer, Employee ...  
4d • Edited • 🌐

[Priya Serrao](#) thank you for your advocacy of this [Victorian Government #womenofcolour](#) and ally inclusion survey. We are interested in the quantitative and qualitative data from both perspectives as it takes both views to make change that is lasting.

If you are a woman of colour or consider yourself an ally, please share your insights. We need your voice. It is anonymous, so your identity is protected.

Kudos to our client partner team: [Celia Tran Quynh Nguyen Mary Lee \(she/her\) zione walker-nthenda](#) and the entire @WoCNetwork executive team. [Vick Pillay](#) incredible work leading the co-design of the survey.

**Priya Serrao** • 2nd  
Senior Adviser, Office of the Secretary at Department of Jobs, Precincts and Regions  
5d • Edited • 🌐

The VPS WoC Network recently launched its Diversity and Inclusion survey in collaboration with [MindTribes Pty Ltd.](#)

...see more

**Typeform**

**Hello!**

start

**Inclusion survey**  
mindtribes.typeform.com • 1 min read

👍❤️ 15 • 5 Comments

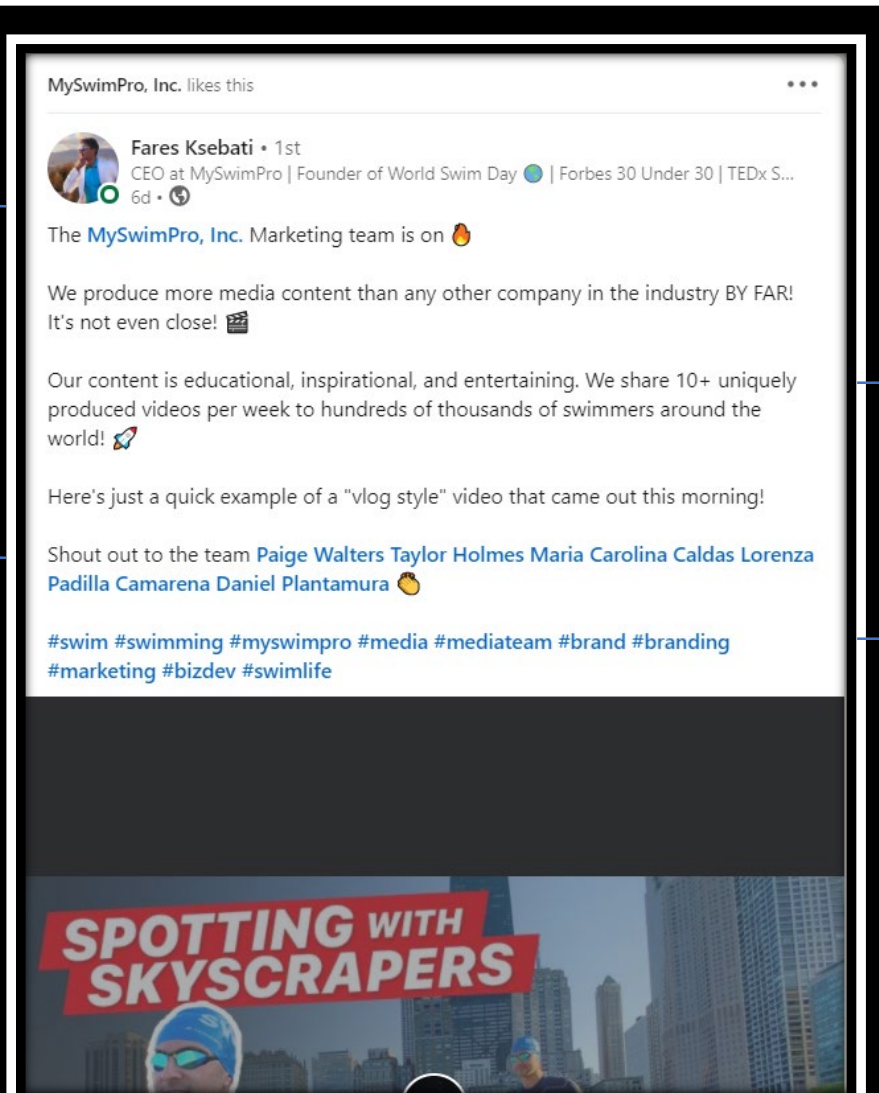
Use of links to  
connections &  
organisation (leverage)

**Top Tip:**  
Author makes a  
comment about  
someone else's content,  
tagging & leveraging off  
her connections, and  
gives a clear call to  
action.

# Engagement example

CEO tags his own company and shouts out recent activity

Tags his staff – leveraging off their connections



Makes a statement about how well they've been doing (brand positioning)

Uses # tags



# So what can you do today?

1. Refine your Personal Profile
2. Get connecting – grab that stack of business cards, email lists, client lists
3. Create your Business Page – especially if you have employees
4. Join special interest groups, Follow companies
  - Listen and start engaging
5. Experiment - test and refine

