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

City of **GLEN EIRA**

GLEN EIRA CITY COUNCIL

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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.

Source: https://business.linkedin.com/marketing-solutions/blog/linkedin-b2b-marketing/2017/10-surprising-stats-you-didnt-know-about-marketing-on-linkedin

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.
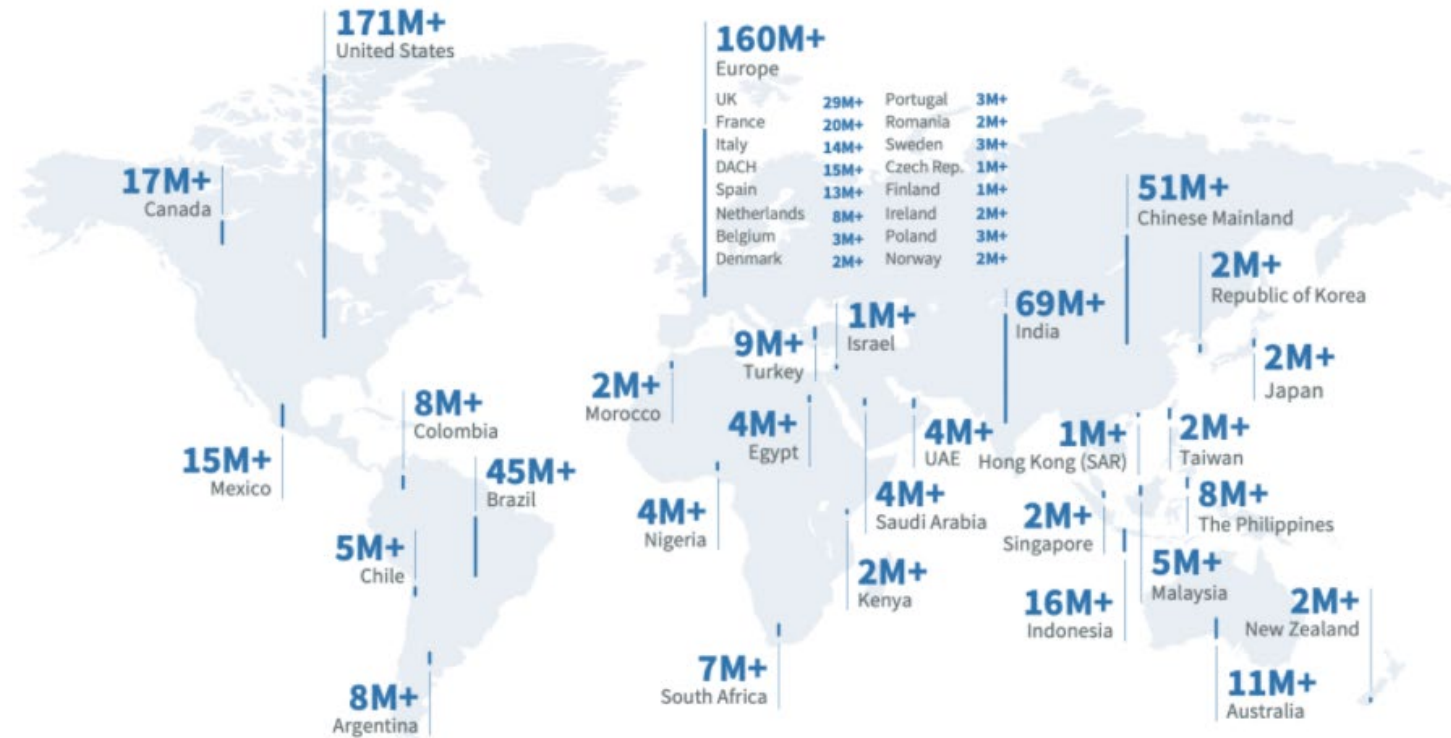 - Likely to read long form content (articles)

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

171M+
United States

160M+
Europe

UK	29M+	Portugal	3M+
France	20M+	Romania	2M+
Italy	14M+	Sweden	3M+
DACH	15M+	Czech Rep.	1M+
Spain	13M+	Finland	1M+
Netherlands	8M+	Ireland	2M+
Belgium	3M+	Poland	3M+
Denmark	2M+	Norway	2M+

17M+
Canada

51M+
Chinese Mainland

2M+
Republic of Korea

1M+
Israel

9M+
Turkey

69M+
India

2M+
Japan

2M+
Morocco

4M+
Egypt

4M+
UAE

1M+
Hong Kong (SAR)

2M+
Taiwan

8M+
Colombia

15M+
Mexico

45M+
Brazil

4M+
Nigeria

4M+
Saudi Arabia

2M+
Singapore

8M+
The Philippines

5M+
Chile

2M+
Kenya

5M+
Malaysia

2M+
New Zealand

16M+
Indonesia

8M+
Argentina

7M+
South Africa

11M+
Australia

— LinkedIn registered users

LinkedIn is the dominant site for B2B
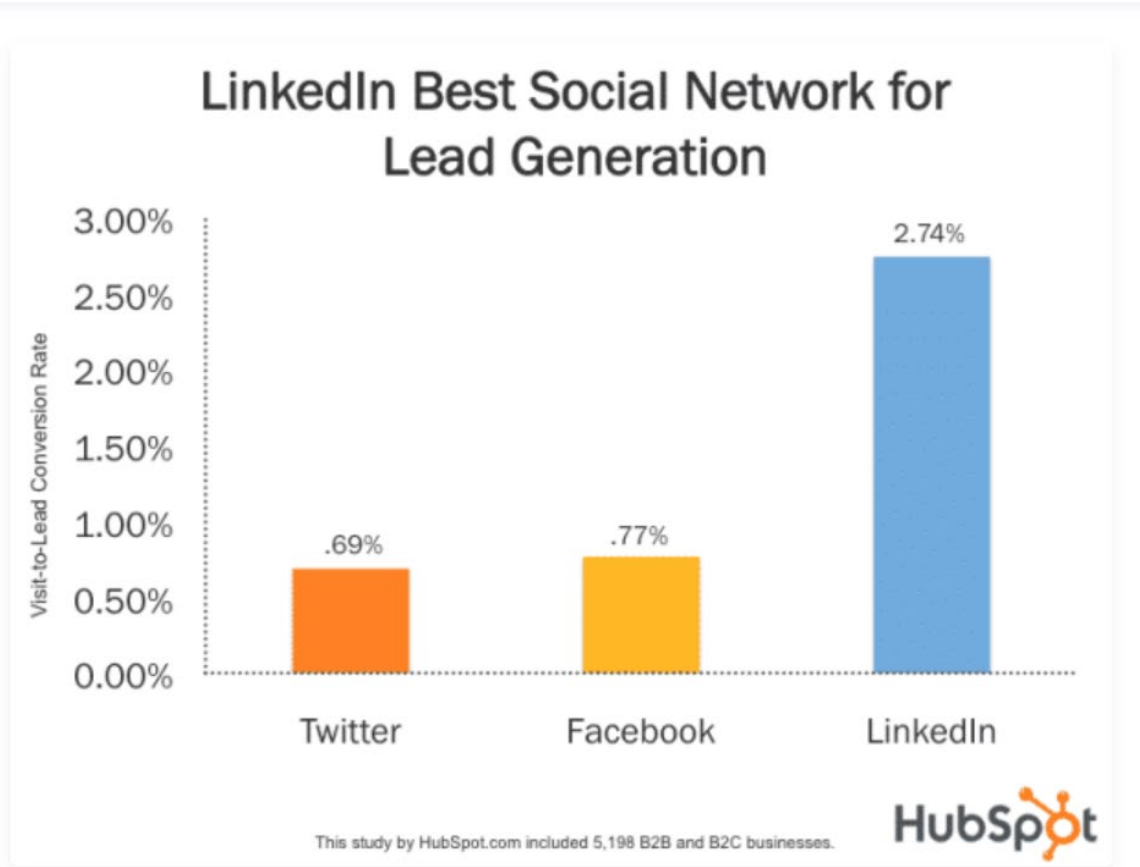
— Linkedin lead generation (Image source: HubSpot)

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™

Question:
Have you Googled yourself lately??
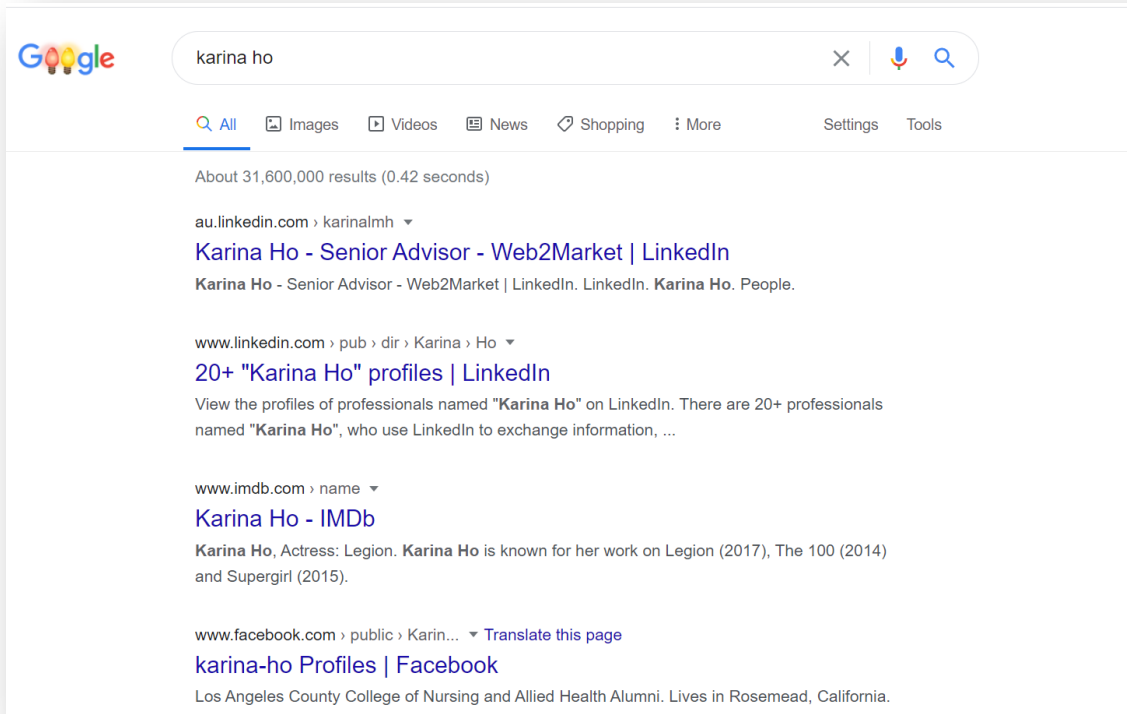
- LinkedIn™ often comes up as a top search result for personal name searches …unless you share a name with a famous person or have been in the media

- 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

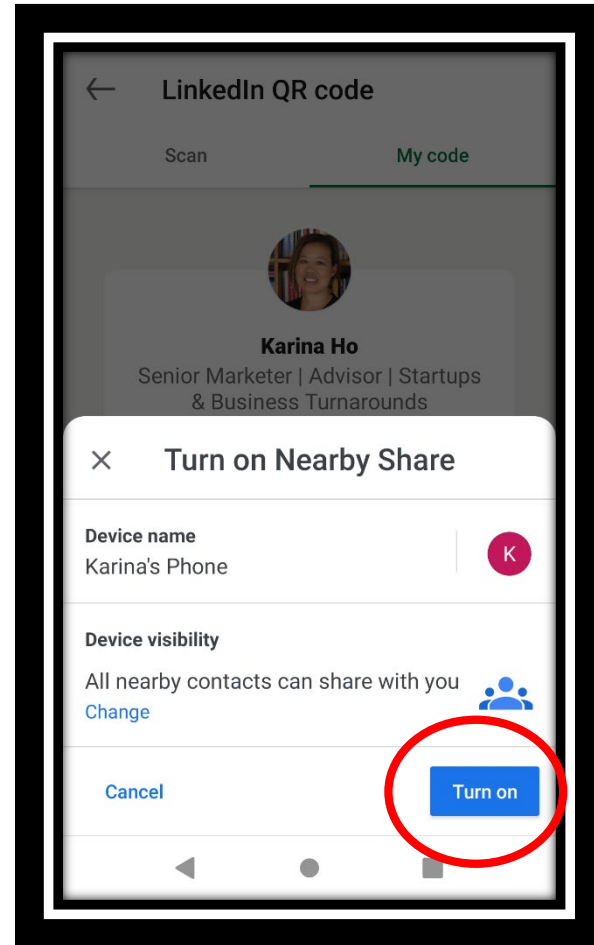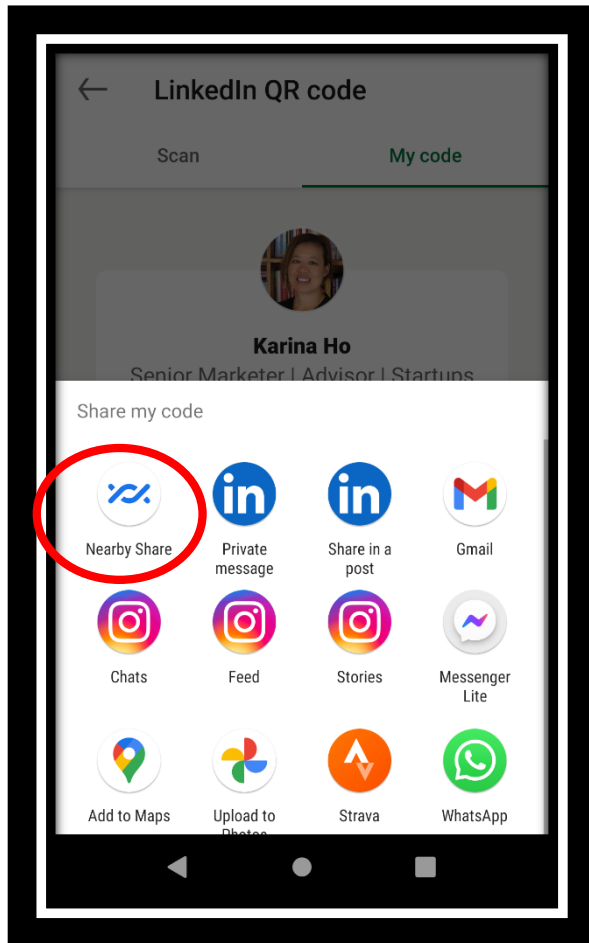As a Business Owner – your profile is a reflection of your personal brand. It provides an opportunity to demonstrate your knowledge/background/education/association memberships

Top Tip: LinkedIn™ mobile can replace your business card
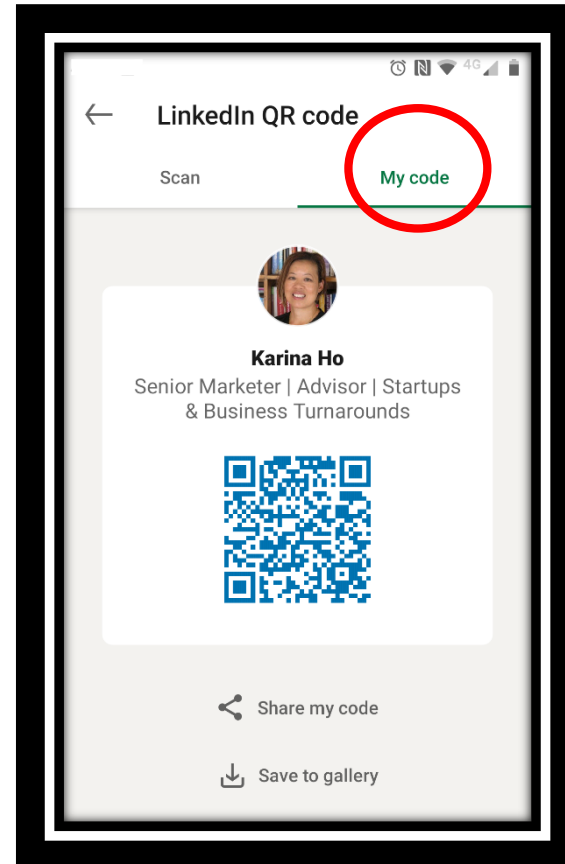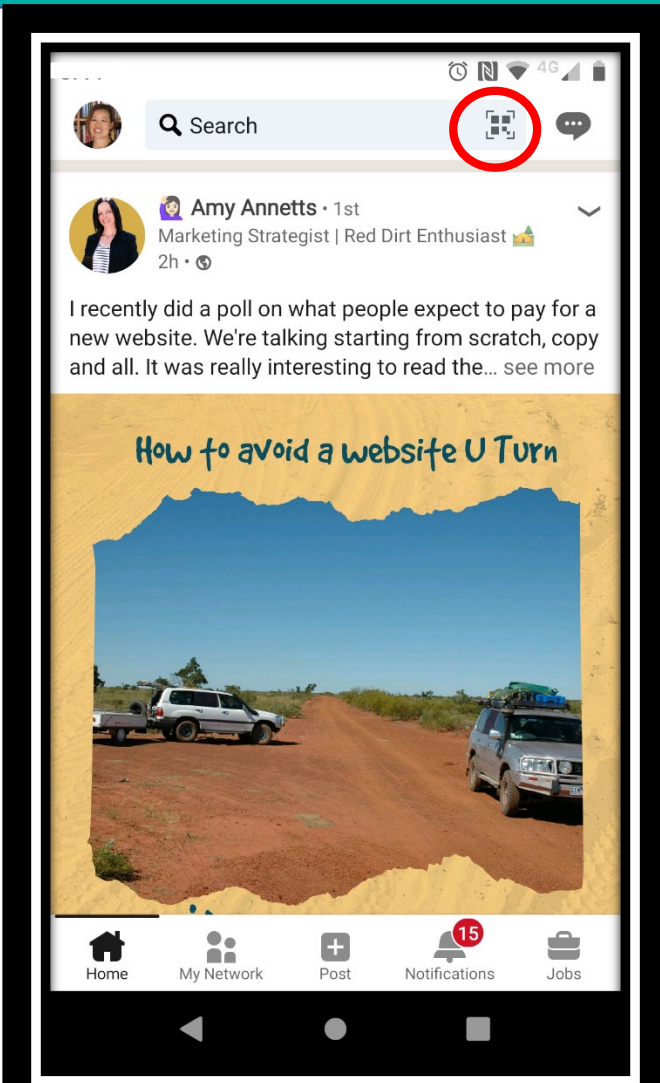
Make sure you download the LinkedIn™ mobile app

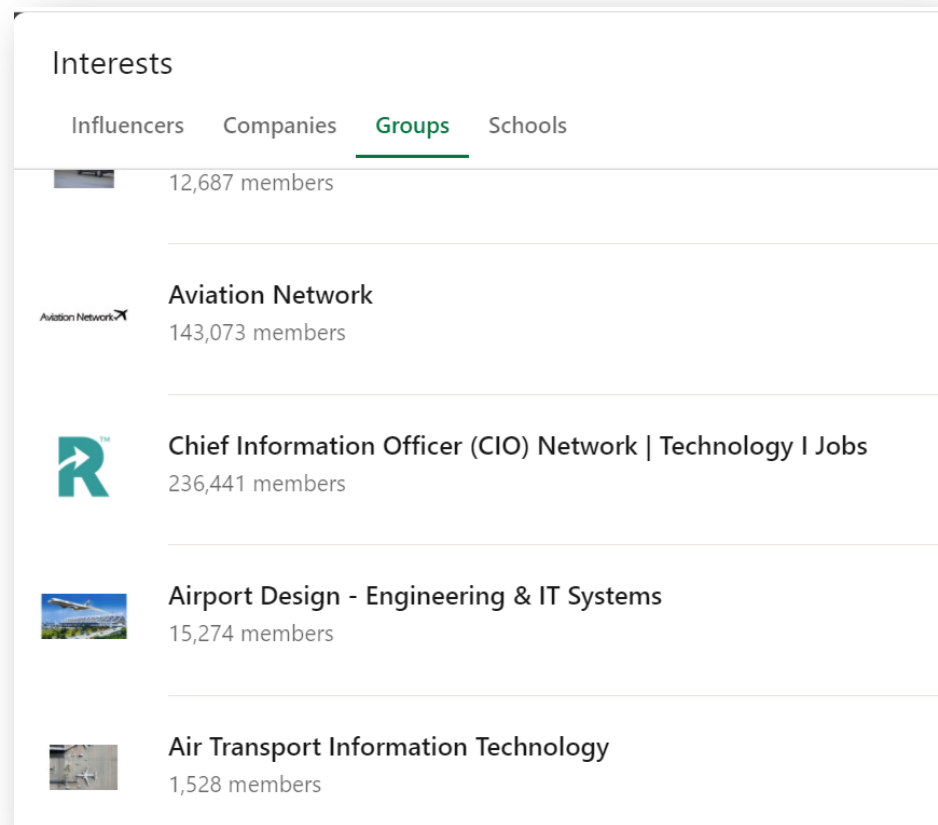# Top Tip: Connect with people nearby

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.

Interests

Influencers   Companies   **Groups**   Schools

12,687 members

Aviation Network
143,073 members

R
Chief Information Officer (CIO) Network | Technology I Jobs
236,441 members

Airport Design - Engineering & IT Systems
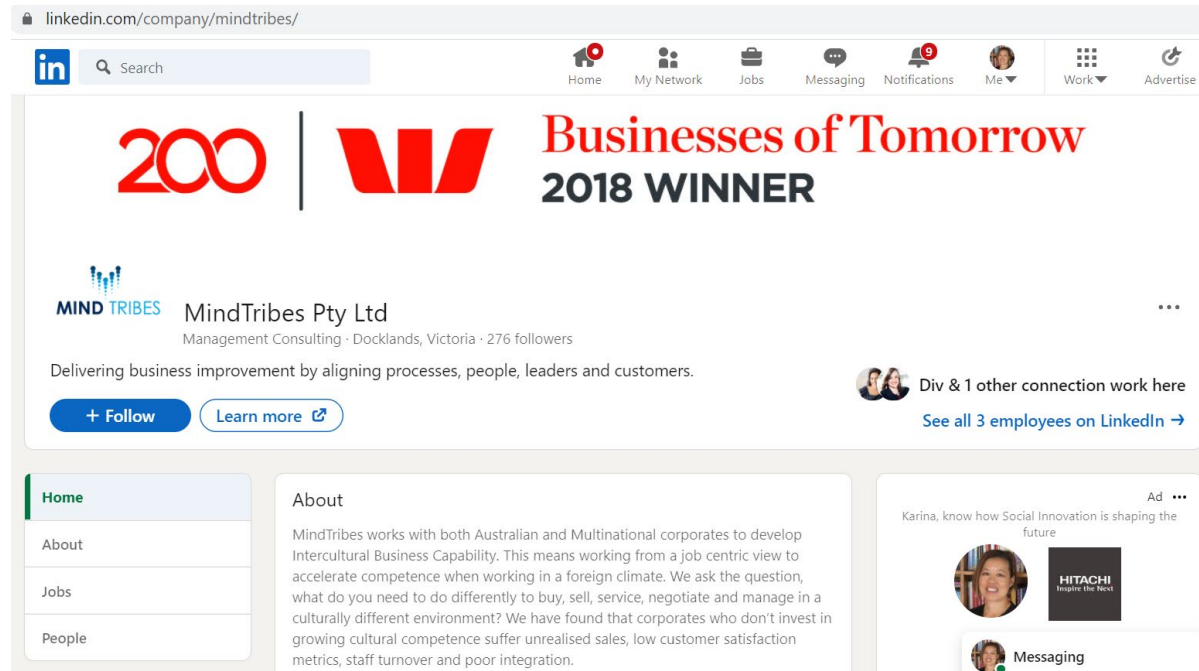15,274 members

Air Transport Information Technology
1,528 members

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

LinkedIn for your company
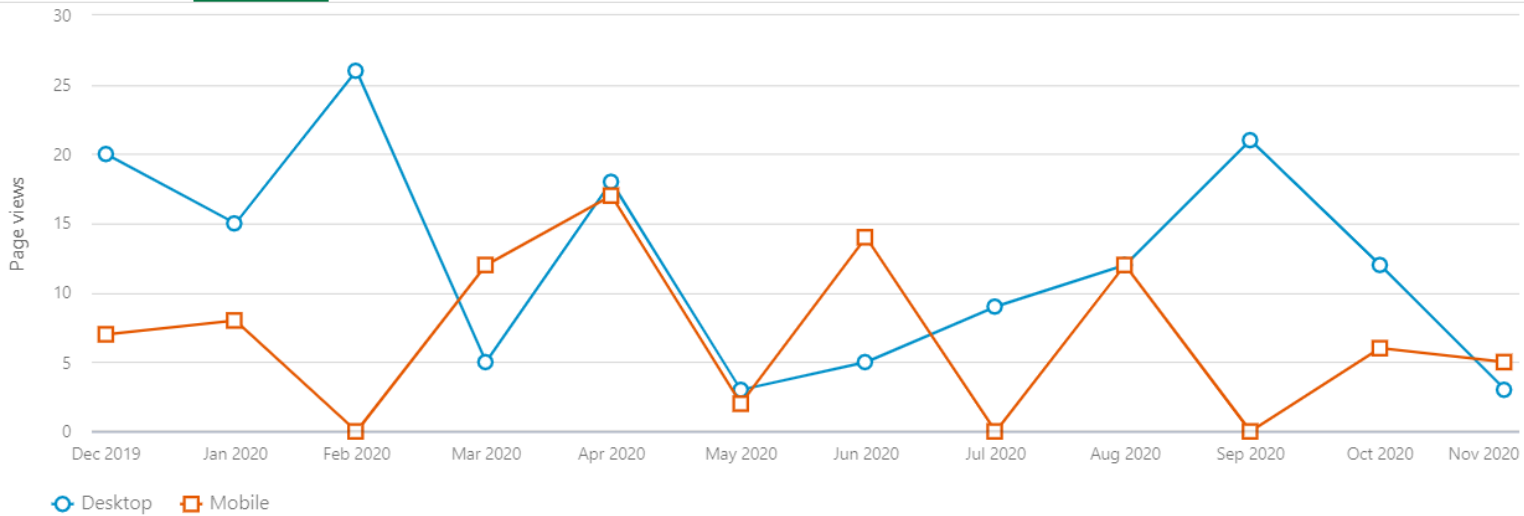
LinkedIn™ provides rich analytics

Top Tip: Building Engagement

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

Use of links to connections & organisation (leverage)

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

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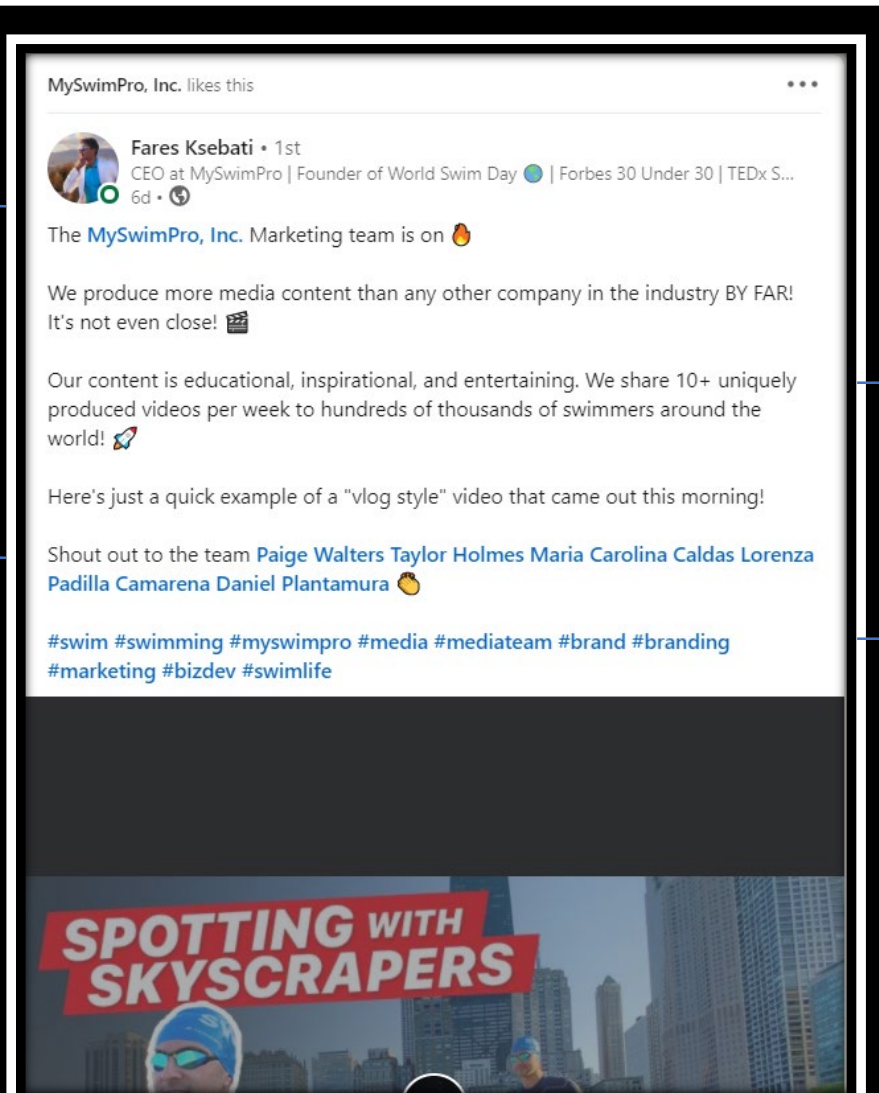Author makes a comment about someone else's content, tagging & leveraging off her connections, and gives a clear call to action.

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

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