

## LinkedIn 101

July 28, 2011

Christy Belden, Vice-President Media + Marketing

Emily Carroll, Strategic Planning + Consumer Insights

Emily Van Winkle, Communications + PR





Vice President, Media + Marketing, LeapFrog Interactive



Experience: 11 years

The Courier-Journal

University of Louisville

SEMPO Certified

Google AdWords Individually  
Certified

Christy knows marketing.

PPC, SEO, social

media, email, mobile, traditional—she's  
been there and done that. She  
continues to build a deep well of  
experience and is always in touch with  
the trends and strategies that provide a  
solid return on clients' investments.



Emily Carroll



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## Strategic Planning + Consumer Insights



Experience: 5 years

Executive Communications

Bellarmine University

SEMPO Certified

Google AdWords Certified

2011 AdFed "Hot 10" Young Professionals

Emily does the legwork that helps clients' media campaigns reach their target audiences. She makes sure their advertising dollars are invested in the best possible venues, to return optimal results.



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Emily Carroll



Communications + PR



Experience: 9 years

Eastern Kentucky University

Social Media Club of Louisville

Public Relations Society of America

Emily works with the social and engaging side of interactive marketing, helping our clients connect with their target consumers and develop a rapport with them. With her finger placed firmly on the pulse of the online social sphere, Emily establishes the connections and builds the trust that makes consumers want to become customers.



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Twitter: @LFI  
#LFI

Facebook: [www.facebook.com/LeapFrogInteractiveAgency](http://www.facebook.com/LeapFrogInteractiveAgency)

Blog: [www.leapfroginteractive.com/blog](http://www.leapfroginteractive.com/blog)

Christy Belden: <http://www.linkedin.com/in/christybelden>

Emily Carroll: <http://www.linkedin.com/in/emilyocarroll>

Emily Van Winkle: <http://www.linkedin.com/in/emilyvanwinkle>

# Agenda



- + Why LinkedIn
- + Using LinkedIn
  - + Account Types
  - + Personal Usage: Résumé Building
    - Job-Seeking
  - + Professional Usage: Employee Recruitment
    - Company Profiles
  - + Marketing Usage: Advertising
    - Lead Generation
    - Research
- + Best Practices
- + Q&A



# Why LinkedIn








**Robert Fouse** I have a bet with one of my Bosses today. He thinks that using LinkedIn is a waste of time and does not see the benefit. So he has agreed to give me \$1 for every like/comment I get. Considering I have over 200 connections I reckon I will get \$150 easy out of this. Start liking this update people! [less](#)

Unlike • Comment (6,820) • Share • 14 days ago

 You, Raymond Brahler and 11,963 others like this





- + Strong world-wide reach
- + Business to business sales opportunity
- + Professional audience focus
- + Highly trusted by Google
- + Built to be SEO friendly



115 million active users world-wide

Users 97 times more likely to have college or post-grad degree

LinkedIn is the number 2 most popular social media network

Nearly 2 billion people searches on LinkedIn in 2010



# Why LinkedIn



## LinkedIn Members

Of social media users, **61%** use LinkedIn for professional networking



Which social networking site do you primarily use for professional networking?

<input checked="" type="checkbox"/>  <b>61%</b>	<input checked="" type="checkbox"/>  <b>22%</b>	<input checked="" type="checkbox"/>  <b>4%</b>	<input type="checkbox"/> <b>NONE 13%</b>
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Share

# Why LinkedIn



## LinkedIn Members

67% of LinkedIn users access their profile daily or a few times a week





# Why LinkedIn

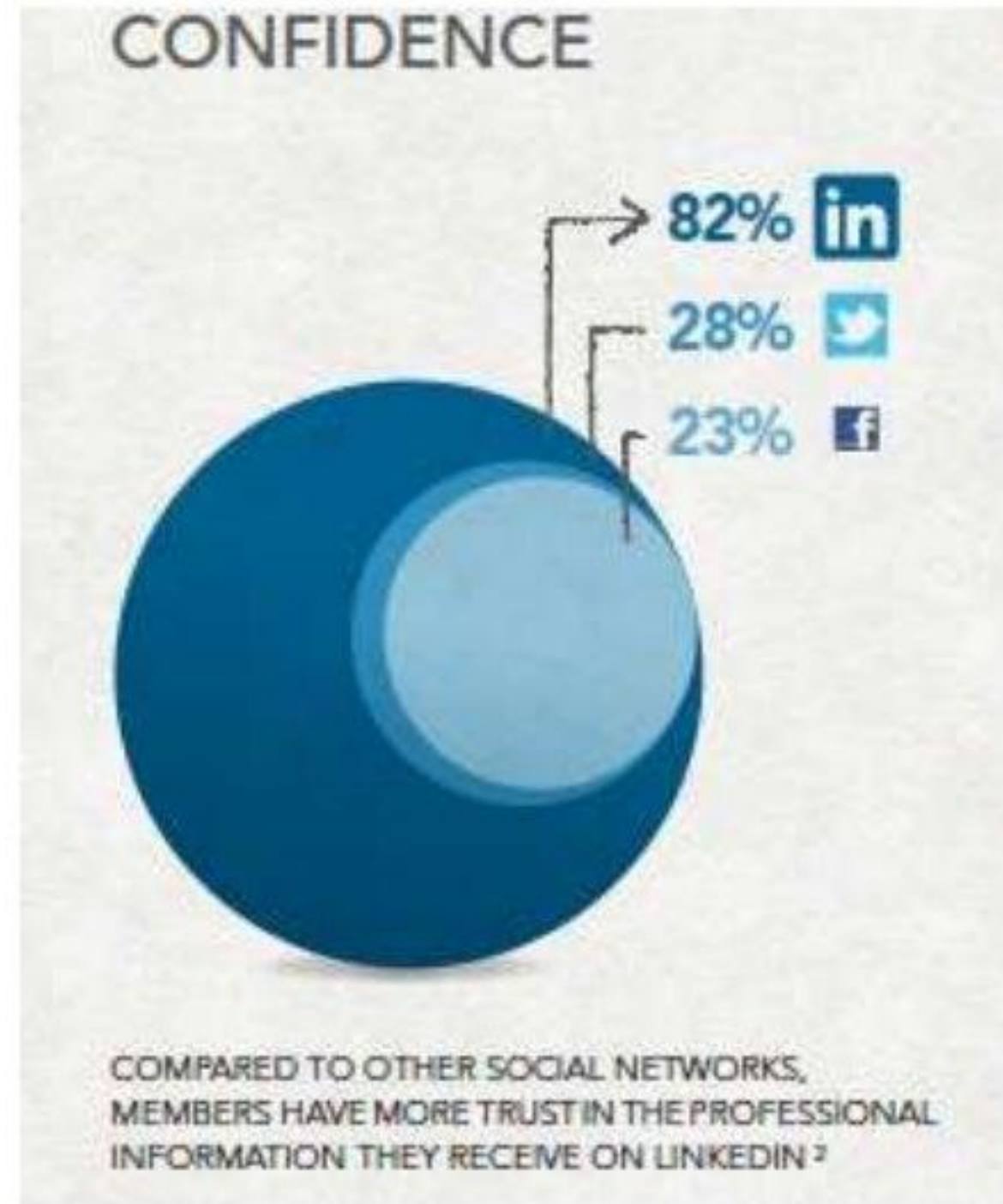


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## LinkedIn Members

82% of members are more confident in the professional info received on LinkedIn compared to other social networks



# Why LinkedIn



## LinkedIn Members

### Top-Level Executives

22% use LinkedIn for industry networking

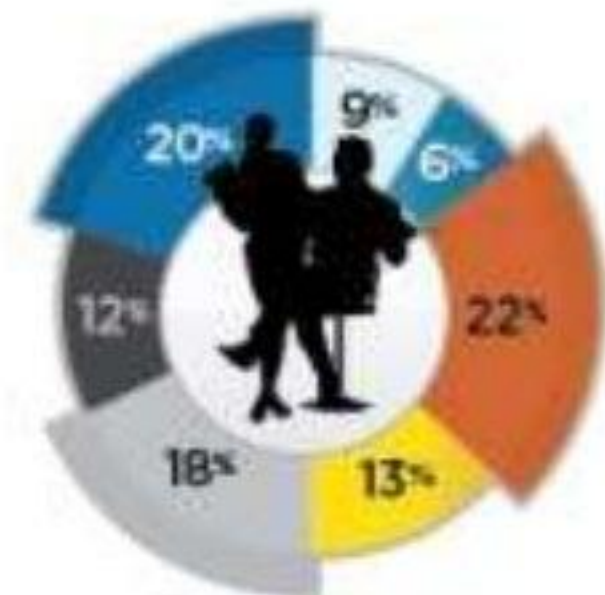
20% use LinkedIn to promote business

#### THE USE

What do you use LinkedIn for the most?



#### Top-level Executives



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# Why LinkedIn



## LinkedIn Members

### Middle Management

24% use LinkedIn for keeping in-touch

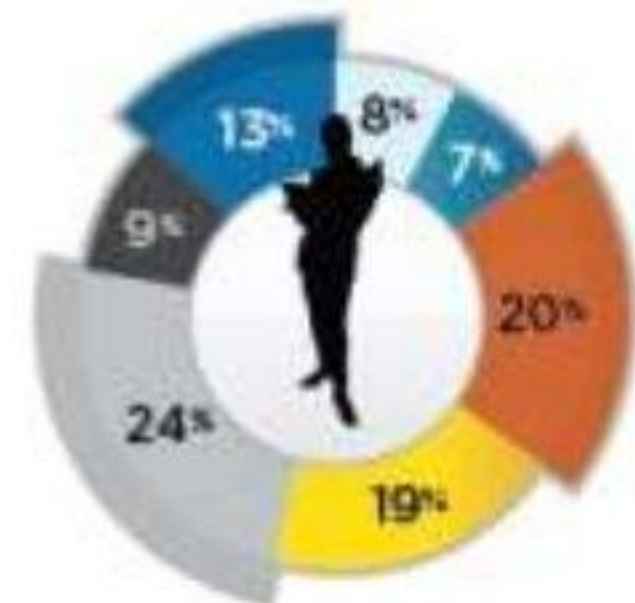
20% use LinkedIn for industry networking

#### THE USE

What do you use LinkedIn for the most?



#### Middle Management



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Source: How Are People Really Using LinkedIn? Mashable, July 2011

# Why LinkedIn



## LinkedIn Members

### Entry-Level

24% use for job search

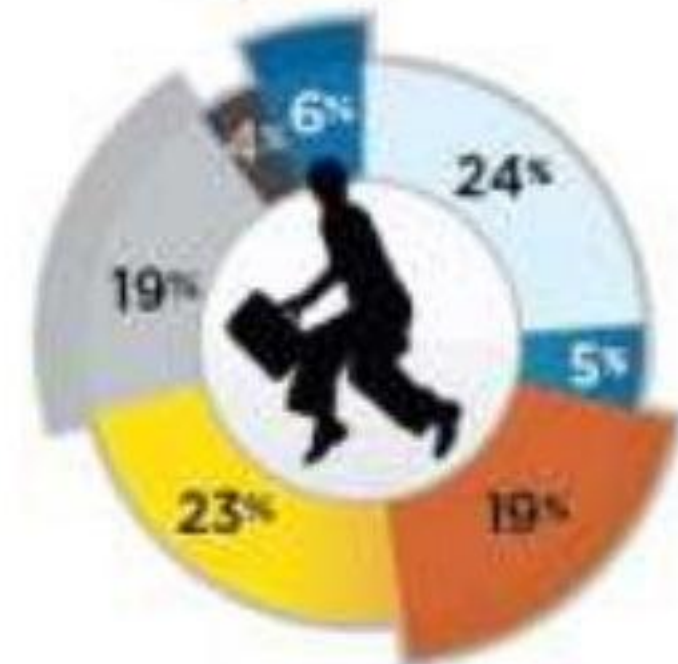
23% use for co-worker networking

#### THE USE

What do you use LinkedIn for the most?



#### Entry-level



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Source: How Are People Really Using LinkedIn? Mashable, July 2011



# Why LinkedIn



## LinkedIn Members

More than 80% of LinkedIn members are company decisions makers



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## Professional Audience Focus

Medium-sized business professionals: 13 M

Small business professionals: 4.4M

Financial services professionals: 3.8M

Technology professionals: 3.4M

VPs and C-level executives: 3.2M

Companies with LinkedIn profiles: 1M

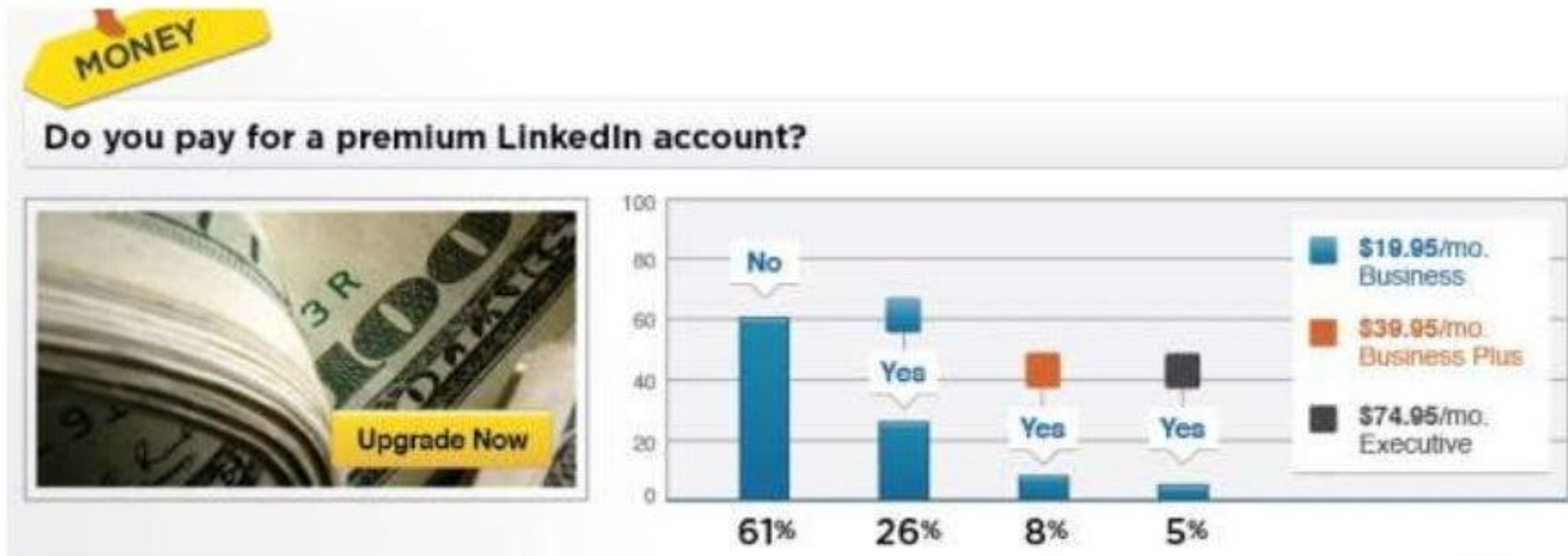
# Why LinkedIn



## LinkedIn Accounts

61% of LinkedIn users have the basic account

39% of LinkedIn users have a premium account





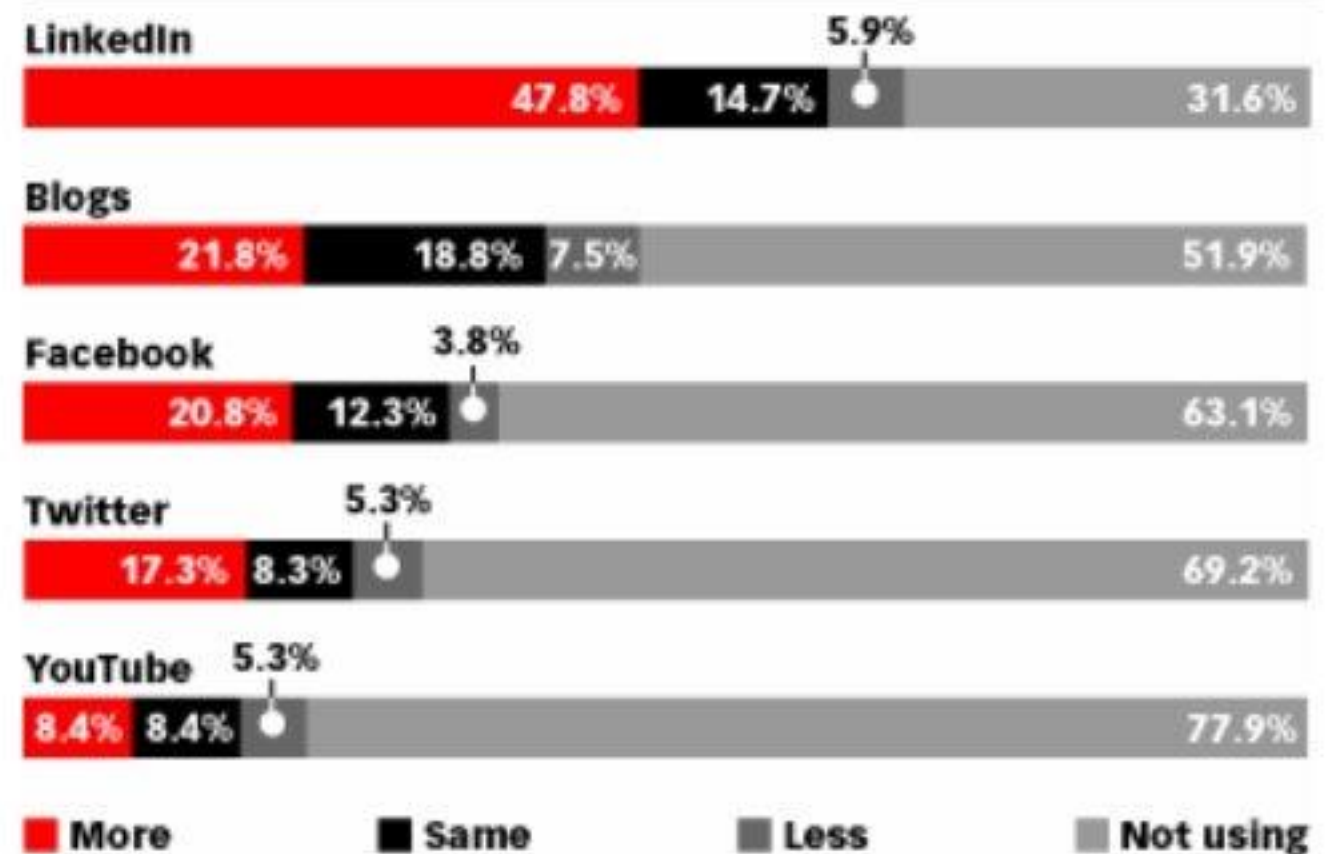
# Why LinkedIn

## Lead Generation

47.8% of B2B sales professionals use LinkedIn more for prospecting/research than a year ago



### Change\* in Use of Select Social Networking Sites for Prospecting/Research According to US B2B Sales Professionals, January 2010 (% of respondents)



Note: n=136; \*vs. a year ago  
Source: OneSource, "B2B SalesPulse Survey," provided to eMarketer, March 25, 2010

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[www.eMarketer.com](http://www.eMarketer.com)



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B2B Sales Pros Turn to LinkedIn, April 2010, eMarketer