



By 123DigitalPower.com
Powered
by Sofie Andreou, M.Eng

If you have 1000 followers on your Twitter Account, and
@123DigitalPower has 4000 followers. . (You have zero common
followers) You Tweet:
“@123DigitalPower rocks!”

How many get the notification of this tweet? Or How many newsfeeds
does it get routed to?

- 1
- 1000
- 4000
- 5000



If you have 1000 followers on your Twitter Account, and
@123DigitalPower has 4000 followers. (You have zero common
followers) You Tweet:
“.@123DigitalPower rocks!”

How many get the notification of this tweet? Or How many newsfeeds
does it get routed to?

- 1
- 1000
- 4000
- 5000



If you have 1000 followers on your Twitter Account, and @123DigitalPower has 4000 followers, @TrentUniversity has 18,000 followers. (You have zero common followers) You Tweet:
“@123DigitalPower rocks her @TrentUniversity lecture!”

How many get the notification of this tweet? Or How many newsfeeds does it get routed to?

- 1
- 1000
- 4000
- 5000
- 22,000
- 23,000



If you have 1000 followers on your Twitter Account, and @123DigitalPower has 4000 followers, @TrentUniversity has 18,000 followers. (You have zero common followers) You Tweet:
“@123DigitalPower rocks her @TrentUniversity lecture!”

How many get the notification of this tweet? & @123DigitalPower Retweets it and @TrentUniversity Retweets it..
Or How many newsfeeds does it get routed to?

- 1
- 1000
- 4000
- 5000
- 22,000
- 23,000



LinkedIn Webinar March 2021

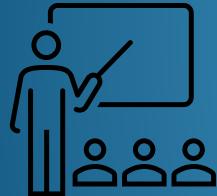
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Powered by Sofie Andreou, M.Eng





Personal Networking



Leveraging Learning Tools



Building Brand Awareness

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www.123DigitalPower.com





QUIZ

Define the
Type of person who
is on LinkedIn?
i.e. the demographics of
those on LinkedIn.

Who Uses LinkedIn



- Used by business leaders
- Average household income is significantly higher
- Average time spent is 17 minutes every month
- Professionals are more likely to be on LinkedIn than any other.
- 39% access via mobile devices

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7 Reasons Business Professionals are on LinkedIn:

- Business & Services Marketing Tool
- Find Potential Employees and Employers
- Find Potential Sponsors
- Industry Networking
- Excellent Resource for Business Related News
- Personal & Brand Reputation
- Building Credibility

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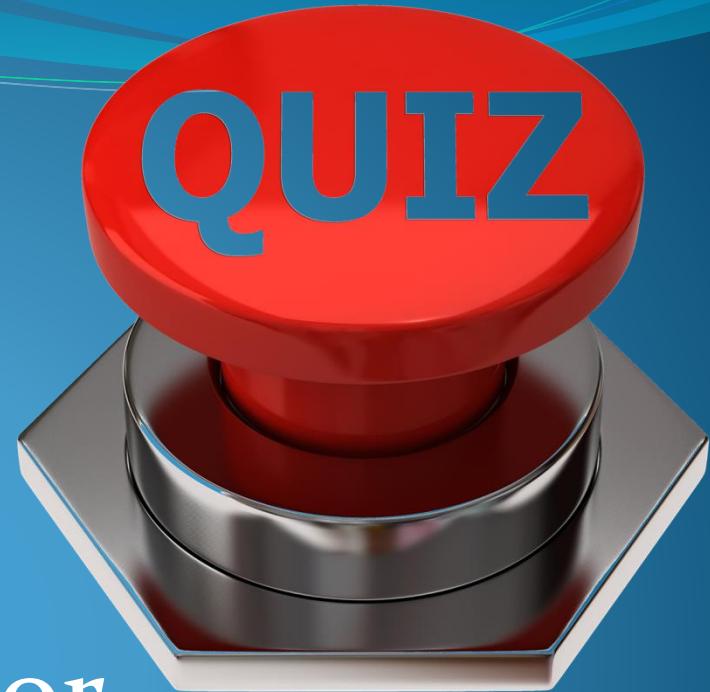
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QUIZ



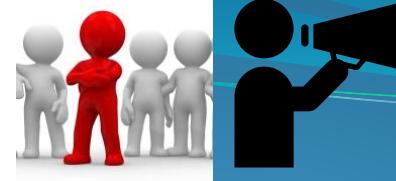
How many people or
Businesses do you think
are
On LinkedIn

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LinkedIn Facts



500 million profiles



3 million company pages

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What Type of
Accounts Can You “Own”
or Administer
on LinkedIn?

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LinkedIn Accounts

Profiles – Personal Reputation

Company Pages – Company Brand

Groups – Communities of Interest/Influence

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Profiles

Linked in®



A screenshot of Jeff Shaw's LinkedIn profile page. At the top left is a circular profile picture of Jeff Shaw, a man with short brown hair, wearing an orange shirt. Behind the profile picture is a background image of several oil cans, one of which is a green Mobil 1 Advanced Synthetic Motor Oil can. On the right side of the profile page are two buttons: a blue "Message" button and a white "More..." button. Below these buttons is a section showing Jeff's connections: Dowler-Karn Limited (with a small logo) and Wilfrid Laurier University (with a small logo). The main content area of the profile page shows Jeff's basic information: "Jeff Shaw · 1st", "Marketing Manager | Energy", and "St Thomas, Ontario, Canada · 500+ connections · Contact info". Below this information is a modal window asking "What is Jeff's top skill? Help us identify relevant opportunities and content for your connections". Inside the modal are four skill categories: "Marketing Strategy", "Product Management", "Product Marketing", and "Sales Management".

<https://www.linkedin.com/in/jeffshaw47>

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in Search

Home My Network Jobs Message

Jeff's Activity

All activity Articles Posts Documents

Jeff Shaw + 1st Marketing Manager | Energy 1d + 1

Leadership First 1,508,683 followers 1w + 1 Follow

Don't let yourself be burdened by negativity; rise above it, and place your focus on positive energy and surround yourself with positive people. ...see more

People with purpose, goals, and visions have no time for drama. They invest their energy in creativity and focus on living a positive life.

I think... Thank you for... Love this... Very useful... Can I >

Linked in



Jeff Shaw · 1st
Marketing Manager | Energy
St Thomas, Ontario, Canada · 500+ connections · Contact info

Dowler-Karn Limited
Wilfrid Laurier University

What is Jeff's top skill?
Help us identify relevant opportunities and content for your connections

Marketing Strategy Product Management Product Marketing Sales Management

123 Digital Power Sofie Andreou & Associates

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Posts that Work



Free Process Mining - Visualize the way your processes really work with Celonis Snap. Ad ...

Sofie Andreou M.Eng
123 Digital Power Your agency, speaker & trainer who cares & helps you set & get marketing results.

Who viewed your profile 117
Views of your post 429

Access exclusive tools & insights
Retry Premium Free

Saved items

My pages (7)
123 Digital Power by ...
Page notifications 11
Level A Professional G...
Page notifications 8
The Staffing Connecti...
Page notifications 8
See all my pages

Recent
Increase Sales & Event Succ...
Video, Livestreaming & Apps...
Power of Your Google Listing
Free virtual social selling and...
Women's Business Network ...

Groups
Women's Business Network ...
Milton Chamber of Commerce
NextMapping - Future of Wo...

Start a post
Photo Video Event Write article

Sort by: Top

Strati Georgopoulos • Following
Executive Search ◆ Creating Social Impact ◆ Click FOLLOW for daily Wisdom &...
1h • 1

Appreciate life even its not perfect. Happiness is not fulfillment of what we wish for, but an appreciation of what we have.

911 • 55 Comments

I agree with... I think... So true... Thank you for... Can I ...
Like Comment Share Send

LinkedIn News
US Election: Biden declared winner
Job growth slowed in October
CA cannabis giants look to the US
Foreign students shun MBAs in US
Toronto home prices up, condos weak

Show more ▾

Today's trending courses
How to Rock an Interview
Learning Excel 2019
Critical Thinking for Better Judgment ...

Show more on LinkedIn Learning

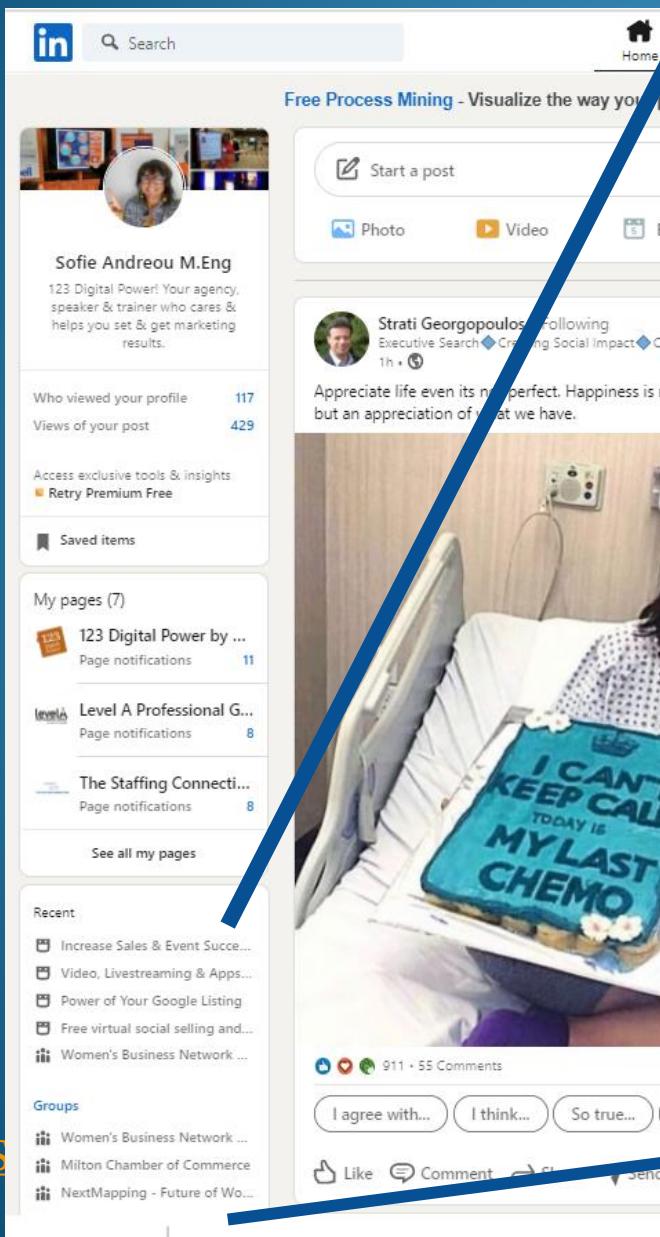
Ad ...
Get the latest jobs and industry news
McCain Foods
Sofie, explore relevant opportunities with McCain Foods
Follow

Add to your feed
Simon Sinek
Optimist and Author at Simon Sinek Inc.
+ Follow

wer.com



Profile



A screenshot of a LinkedIn profile page for Sofie Andreou M.Eng. The profile picture shows a woman with glasses. The bio reads: "123 Digital Power! Your agency, speaker & trainer who cares & helps you set & get marketing results." The "Who viewed your profile" section shows 117 views, and "Views of your post" shows 429. Under "My pages (7)", there are three listed: "123 Digital Power by ...", "Level A Professional G...", and "The Staffing Connecti...". The "Recent" section lists posts from "Increase Sales & Event Succ...", "Video, Livestreaming & Apps...", "Power of Your Google Listing", "Free virtual social selling and...", and "Women's Business Network ...". The "Groups" section lists "Women's Business Network ...", "Milton Chamber of Commerce", and "NextMapping - Future of Wo...". At the bottom, there are buttons for "I agree with...", "I think...", "So true...", "Like", "Comment", and "Send". A blue arrow points from the top right towards this section.

Linked in



- video, Livestreaming & Apps...
- Power of Your Google Listing
- Free virtual social selling and...
- Women's Business Network ...

Groups

- Women's Business Network ...
- Milton Chamber of Commerce
- NextMapping - Future of Wo...

Show more ▾

Events

- The Sound of Self-Compassi...
- Increase Sales & Event Succ...
- Video, Livestreaming & Apps...

Show more ▾

Followed Hashtags

- # innovation
- # makespaceforwomen
- # digitalmarketing

Show more ▾

Discover more



Profiles



QUIZ

How Many Groups can
a Profile Join?



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QUIZ

How Many Groups can
a Profile Join?

ANSWER:

50

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What does being “1, 2
or 3” Connected Mean?



Profiles



1st-degree connections - People you're directly connected to because you've accepted their invitation to connect, or they've accepted your invitation.

You'll see a **1st** degree icon next to their name in search results and on their profile. You can contact them by [sending a message on LinkedIn](#).

2nd-degree connections - People who are connected to your 1st-degree connections. You'll see a **2nd** degree icon next to their name in search results and on their profile. You can send them an invitation by clicking the Connect button on their profile page, or by contacting them through an [InMail](#).

3rd-degree connections - People who are connected to your 2nd-degree connections. You'll see a **3rd** degree icon next to their name in search results and on their profile.

- If their full first and last names are displayed, you can send them an invitation by clicking **Connect**.
- If only the first letter of their last name is displayed, clicking **Connect** isn't an option but you can contact them through an InMail.





Can you create
Events on
LinkedIn?





Can you create
Events on LinkedIn?

Answer:
Yes



Profiles



in Search Home My Network Jobs Messaging Notifications Me Work Advertis

123 Digital Power by Sofie Andreou M.Eng & Associates Organizer Manage event ▾

Get a quote - Engineers get preferred rates with TD Insurance. Ad ...



Host an event on LinkedIn and invite your network Create event

About Accessibility Help Center
Privacy & Terms Ad Choices
Advertising Business Services
Get the LinkedIn app More

LinkedIn LinkedIn Corporation © 2021

Event ended

2021 Digital Marketing Trends

Event by 123 Digital Power by Sofie Andreou M.Eng & Associates

Online

Dec 18, 2020, 11:00 AM - 12:00 PM (your local time)

Registration link · <https://www.sofieandreou.com/digitalmarketingcourses>

Karen M. Jopling Ec.D., CEcD, Theresa Longo and 33 other attendees

Messaging 10

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1,2,3's of Standing Out



Profiles



- 1) Check Notifications
- 2) Like & Share a Company Posts
- 3) Connect with 5 Key People

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Profiles



Download LinkedIn's App



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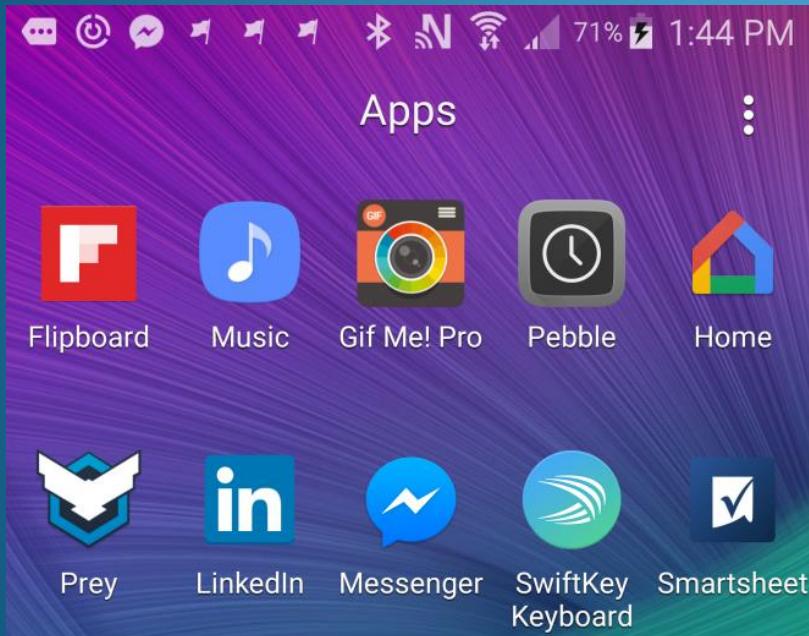
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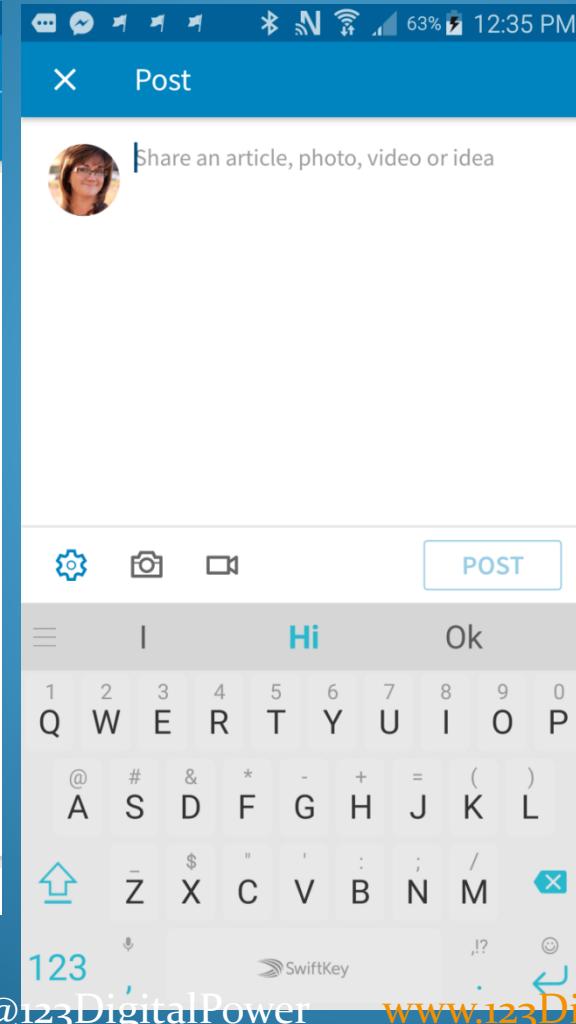
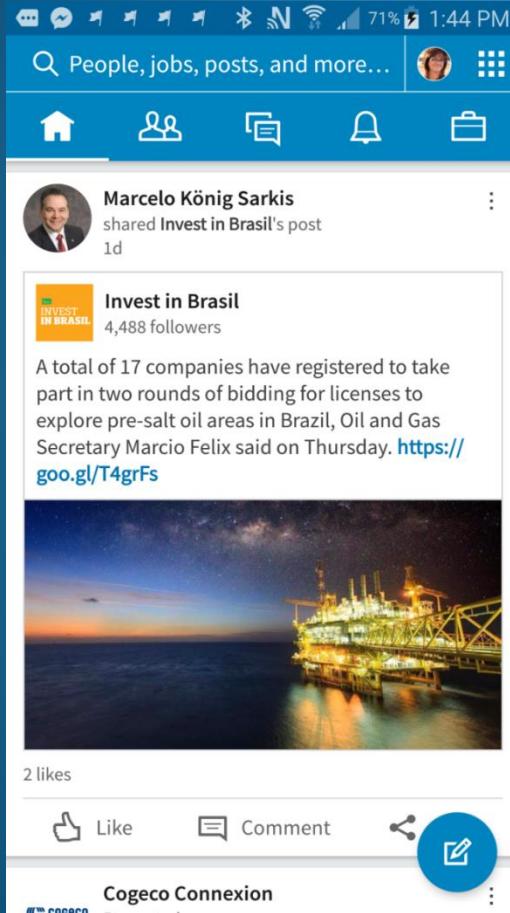


A screenshot of the LinkedIn mobile application. The top navigation bar shows search fields for "People, jobs, posts, and more..." and a profile picture, along with icons for messaging, notifications, and account settings. The time is 1:44 PM and the battery level is 71%. Below the bar, a post from Marcelo König Sarkis is displayed, sharing a post from "Invest in Brasil". The post has 4,488 followers and includes a link to a news article about oil bidding in Brazil. A large image of an offshore oil platform at night is shown below the text. At the bottom, there are "Like", "Comment", and "Share" buttons, along with a URL "www.123DigitalPower.com" and the text "Cogeco Connexion".



Profiles

Download LinkedIn's App



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Why be on
LinkedIn?





QUIZ



Why be on
LinkedIn?
ANSWER:
INDEXED BY GOOGLE!

Indexed by Google



Google jeff shaw dowler karn

All News Videos Maps Images More Settings Tools

About 33,500 results (0.80 seconds)

<https://ca.linkedin.com/in/jeffshaw47>
Jeff Shaw - Marketing Manager - Dowler-Karn Limited | LinkedIn
St Thomas, Ontario, Canada · Marketing Manager · Dowler-Karn Limited
Marketing Manager of **Dowler-Karn** Limited. A company that has successfully doubled in growth over the past decade, providing Southwestern Ontario customers ...

<https://www.facebook.com/DowlerKarn/posts>
Jeff Shaw - An exciting year at Dowler-Karn providing... | Facebook
An exciting year at **Dowler-Karn** providing quality PROPANE, FUELS, MOBIL Lubricants and BROIL KING BBQ's to our valued customers in Southwestern...

<https://www.outdoorfarmshow.com/dowler-karn-to-sh...>
Dowler-Karn to Showcase New Diesel Efficient Fuel ...
Aug. 8, 2019 — ... Farm Show and to connect with our farmers," says **Jeff Shaw**, Marketing Manager for **Dowler-Karn**. "Our relationship with the ag community in ...

<http://etps.zoominfo.com/Jeff-Shaw>

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Profiles



Profiles – Brand Reputation

Professional Brand on LinkedIn. This defines whom you are as a professional, regardless of where you work. We are all a sum of our previous experiences.

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Profiles



A screenshot of a LinkedIn profile page for Jeff Shaw. The profile picture shows a man with short brown hair. Below the picture, his name is Jeff Shaw, followed by "Marketing Manager | Energy". He has 689 followers. A "Message" button is visible. The main activity feed shows a post from Jeff Shaw about a fuel truck, with a thumbnail image of a red truck with "75 Years" and "DOWLER-KARN" branding. The post text reads: "Port Stanley Olympia gets a new fuel truck! Jeff Shaw on LinkedIn May 10, 2018". It has 10 likes and 1 comment. Another post from Jeff Shaw is partially visible below, showing a yellow background with a fuel pump and the word "WIN". The post text reads: "Fueling Up for Summer Contest \$10,000 Value - You Pick, A New FORD Lease or ESSO Fuel Jeff Shaw on LinkedIn May 10, 2018". It has 2 likes.

- ✓ Like posts, to show Support
- ✓ Share posts, to your Network
- ✓ Create Your Own Posts
- ✓ Share Your Company Page Posts
- ✓ Write Articles

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Profiles



Search

Home My Network Jobs Messaging

Free Process Mining - Visualize the way your processes really work with Celonis Software



Add profile section More...

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123 Digital Power! Your agency, speaker & trainer who cares & helps you set & get marketing results.
Ontario, Canada • 500+ connections • Contact info

Share that you're hiring and attract qualified candidates. Get started

Show recruiters you're open to work — you control who sees this. Get started

Show recruiters what you know

- ✓ Good Profile Photos
- ✓ Good Cover
- ✓ Bio/Title
- ✓ Link to your Company Page
- ✓ Contact Information
- ✓ Background



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Profiles



- ✓ Professional Photo
- ✓ Link to Company Page
- ✓ Headline
- ✓ Showcase Work & Education
- Join Association Groups & Others
- Add 5 Skills
- Ask for Recommendations

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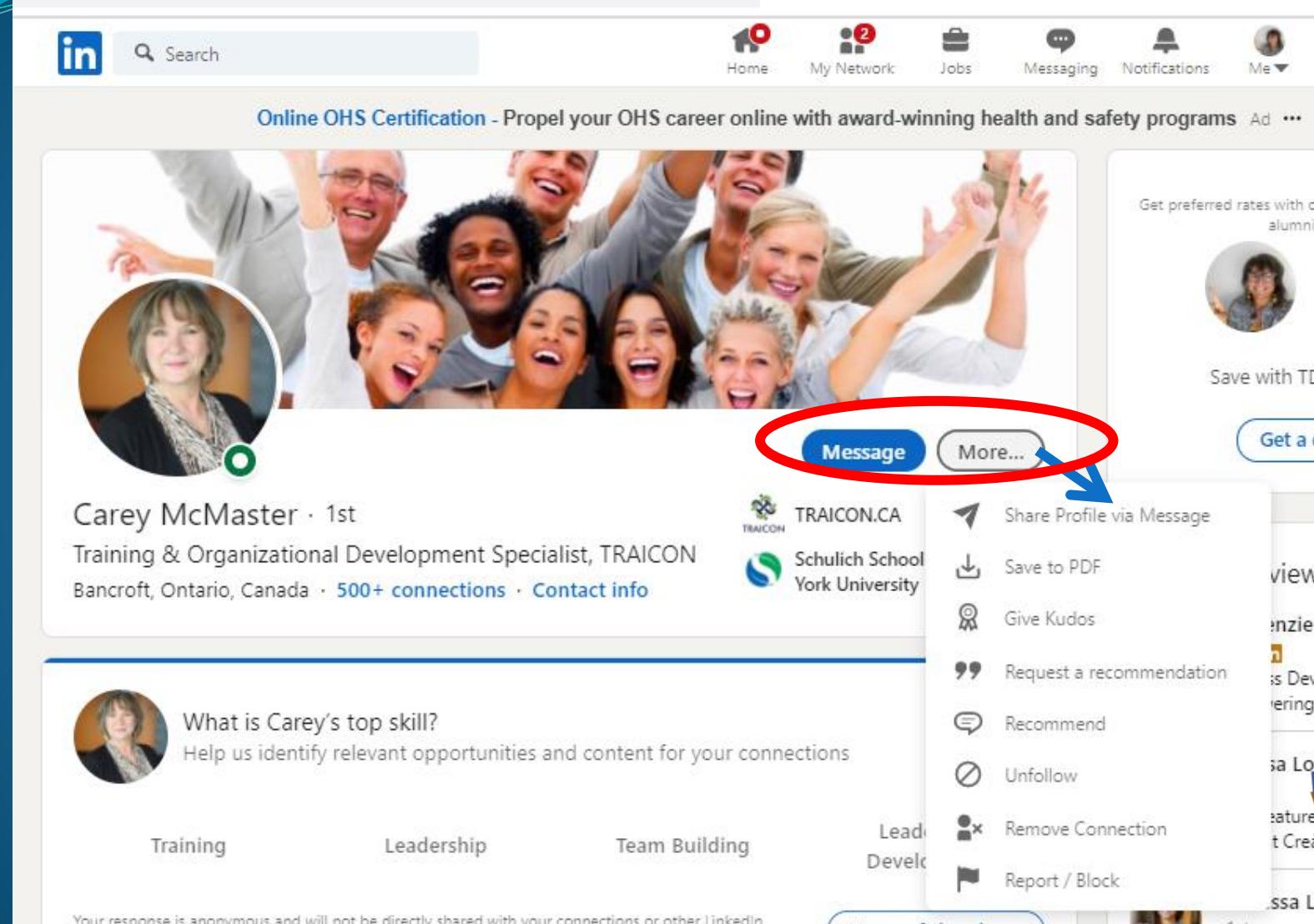


Profile Tips

LinkedIn



Online OHS Certification - Propel your OHS career online with award-winning health and safety programs Ad ...



The screenshot shows a LinkedIn profile page for Carey McMaster. At the top, there's a banner for 'Online OHS Certification'. Below it is a large photo of a diverse group of people cheering. On the left, there's a circular profile picture of Carey McMaster. Her name and title are listed: 'Carey McMaster · 1st' and 'Training & Organizational Development Specialist, TRAICON'. Below that, it says 'Bancroft, Ontario, Canada · 500+ connections · Contact info'. To the right of her profile, there's a vertical sidebar with various interaction options: 'Message' (which is highlighted with a red circle and a blue arrow pointing to it), 'More...', 'Share Profile via Message', 'Save to PDF', 'Give Kudos', 'Request a recommendation', 'Recommend', 'Unfollow', 'Remove Connection', and 'Report / Block'. At the bottom of the page, there's a section asking for input on Carey's top skill, with buttons for 'Training', 'Leadership', 'Team Building', and 'Leadership Development'. A note at the bottom states: 'Your response is anonymous and will not be directly shared with your connections or other LinkedIn users.'

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Profiles

LinkedIn



Online OHS Certification - Propel your OHS career online with award-winning health and safety programs Ad ...



Carey McMaster · 1st

Training & Organizational Development Specialist, TRAIICON
Bancroft, Ontario, Canada · 500+ connections · Contact info

TRAICON.CA

Schulich School
York University

What is Carey's top skill?
Help us identify relevant opportunities and content for your connections

Training Leadership Team Building Leadership Development

Your response is anonymous and will not be directly shared with your connections or other LinkedIn users.

[Message](#) [More...](#)

[Share Profile via Message](#)

[Save to PDF](#)

[Give Kudos](#)

Request a recommendation

[Recommend](#)

[Unfollow](#)

[Remove Connection](#)

[Report / Block](#)

A blue arrow points from the "Request a recommendation" button up towards the "More..." button. A red circle highlights the "Request a recommendation" button.

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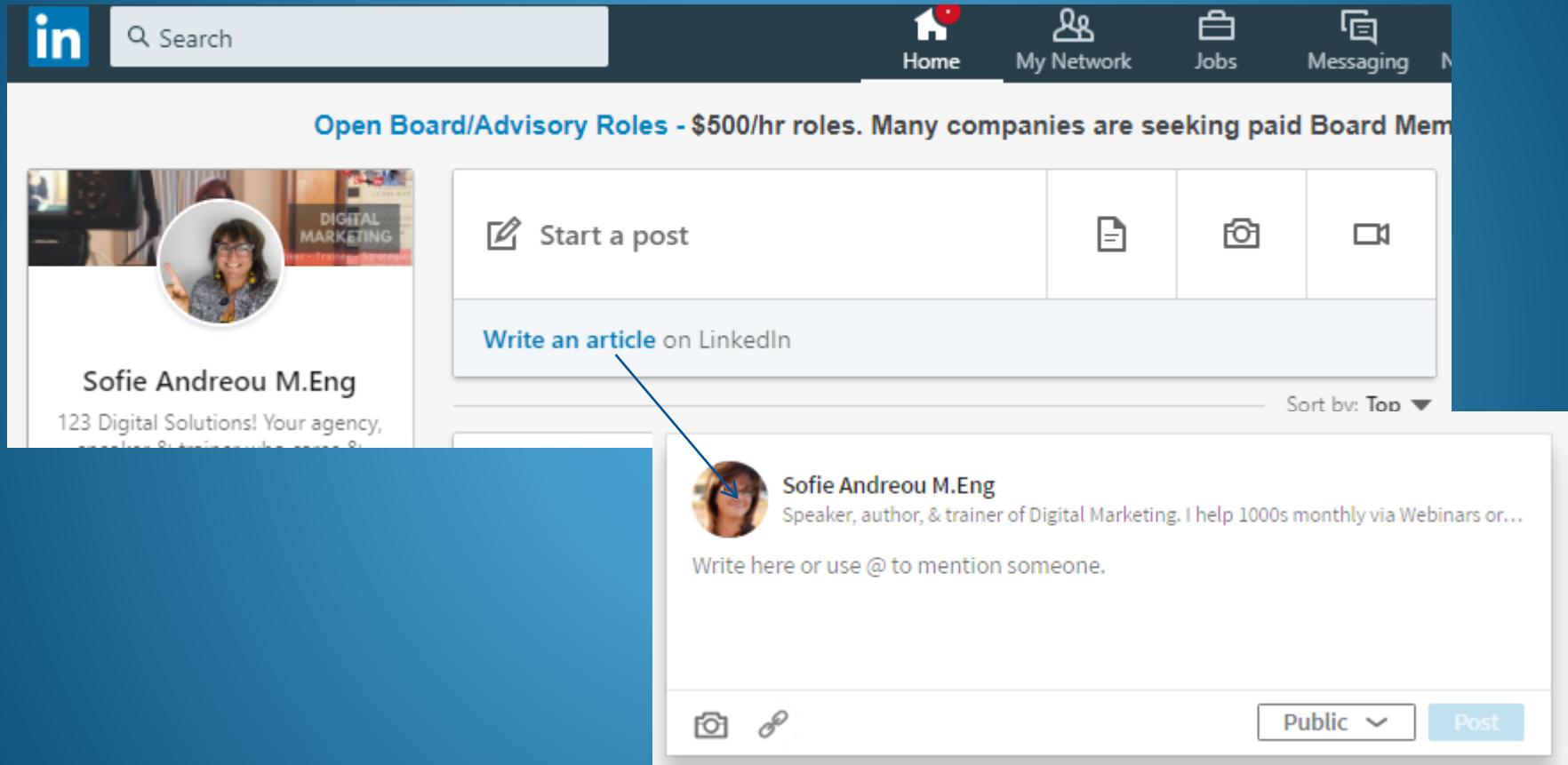
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Profiles



Open Board/Advisory Roles - \$500/hr roles. Many companies are seeking paid Board Mem



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123 Digital Solutions! Your agency, speaker, author, & trainer of Digital Marketing. I help 1000s monthly via Webinars or...

Start a post

Write an article on LinkedIn

Sort by: Top ▾

Sofie Andreou M.Eng
Speaker, author, & trainer of Digital Marketing. I help 1000s monthly via Webinars or...

Write here or use @ to mention someone.

Public Post

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Profiles

Elements of an Article

The image shows a LinkedIn post interface. At the top right are 'Save' and 'Publish' buttons. Below them is a modal window with an 'Image' icon and a plus sign, with a blue arrow pointing to it labeled 'Image'. The main post area shows a profile picture of Sofie Andreou M.Eng, followed by her bio: 'Speaker, author, & facilitator of #OnlineMarketing & leveraging the power of the internet! Completed 10half-marathons'. A blue arrow points to this bio area labeled 'Headline'. Below the bio is a text input field with the placeholder 'Write Your Headline' and a toolbar above it with buttons for h1, h2, bold, italic, underline, etc. To the right of the input field is a callout box with the heading 'Add rich media to your post' and the text 'You can add images, videos, presentations, tweets, podcasts, and other kinds of rich media to your post.' A blue arrow points to this callout box labeled 'Keywords'. At the bottom of the post area is a 'Keywords' input field with the placeholder 'Add tags so it's easier for people to find your post...' and a blue arrow pointing to it labeled 'Keywords'. The bottom right corner of the post area contains the email address 'SofieAndreou@gmail.com'.



Profiles



Examples of an Article

A screenshot of a LinkedIn article. At the top, there's a navigation bar with "home", "Search", and various links like "My Network", "Jobs", "Messaging", "Notifications", "Me", and "Learning". The main content features a large image of a forest with the text "mcmillan CELEBRATES CANADA 150" overlaid. Below this is a colorful Canadian maple leaf logo made of geometric shapes. A caption at the bottom reads "Screenshot from McMillan's Canada 150 Celebration Video. <http://mcmillan.ca/canada150.aspx>".

<https://www.linkedin.com/pulse/happy-150th-canada-whats-all-casl-consent-requests-ryan-bl>

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Profiles



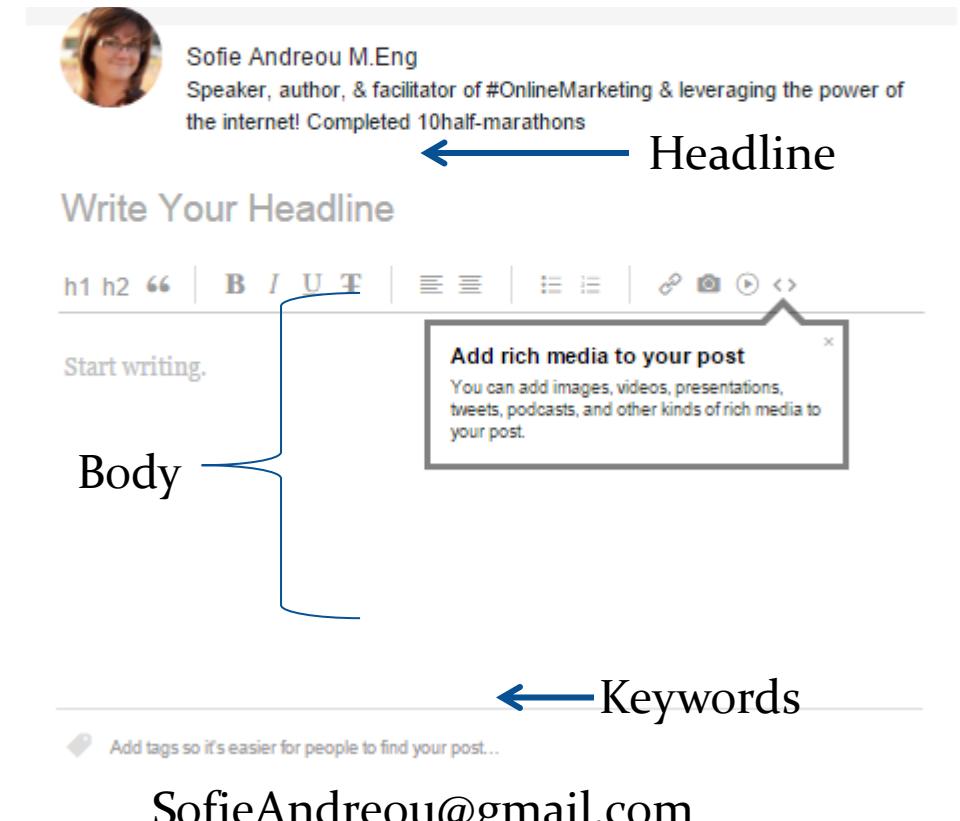
Save Publish

Image

“Early evidence seems to point to video doing just what LinkedIn hoped it would: so far, videos from the limited release are already getting shared 20 times more than any other content.”

<https://techcrunch.com/2017/08/22/linkedin-video/>

Video Posts



The diagram illustrates the LinkedIn post editor interface. It shows a profile picture of Sofie Andreou M.Eng, her title as Speaker, author, & facilitator of #OnlineMarketing & leveraging the power of the internet! Completed 10half-marathons, and a headline input field labeled "Write Your Headline". Below the headline is a rich text editor toolbar with buttons for h1-h2, bold, italic, underline, and other styling options. A callout box points to the toolbar with the label "Headline". The main content area is labeled "Body" and contains a placeholder "Start writing.". A callout box points to this area with the label "Body". At the bottom of the post editor, there is a "Keywords" input field and a "Add tags so it's easier for people to find your post..." placeholder. A callout box points to the "Keywords" field with the label "Keywords".

Sofie Andreou M.Eng
Speaker, author, & facilitator of #OnlineMarketing & leveraging the power of the internet! Completed 10half-marathons

← Headline

Write Your Headline

h1 h2 “ B I U T | | | | | | | |

Start writing.

Add rich media to your post
You can add images, videos, presentations, tweets, podcasts, and other kinds of rich media to your post.

Body

← Keywords

Add tags so it's easier for people to find your post...

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@SofieAndreou



Profiles

Video Posts



LinkedIn Home My Network Jobs Messaging Notifications Me Watch later Share Reputation Influence

3) THE 3-STEP ONLINE REPUTATION INFLUENCE PLAN

- I. Know What You're Monitoring & Why
- II. Listen & Act
- III. Encourage More Reviews

123 Digital Power

3 Steps to Reputation Management

Published on July 20, 2020 | Edit article | View stats

Sofie Andreou M.Eng
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24 articles

As a Marketing Agency, we focus on Reputation Management for our clients. Let me share with you our 3 steps! Please find the video I created for you below.

It's something we don't often speak about, but, it's the WHY we help you engage with your targeted clients and share authentic stories and visuals! Your good reputation means that your business is more credible than your competitors'.

The 3-Step Online Reputation influence Plan:

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@SofieAndreou



Profiles Join Groups



LinkedIn Groups add credibility to your Profile.

Groups are to bring like-minded professionals together to discuss a specific topic, you can create a group for any topic or join up to 50 groups. Groups can be public and open or private and by invite only. Company Pages cannot join a Group, only LinkedIn Profiles can join Groups.



Join Strategic LinkedIn Groups

- Groups where you have volunteer or have a professional relationship
- Area of expertise
- University Alumni
- Associations
- Look up your clients to see which groups they've joined





Setup on LinkedIn – Take Control

Jeff Lanctot • 2nd
Partner at LLF Lawyers LLP
LLF Lawyers LLP • University of Toronto
Peterborough, Ontario, Canada • 100 people

Connect Send InMail

Sofie Andreou M.Eng
View profile

ACCOUNT

- Settings & Privacy
- Help Center
- Language

MANAGE

- Posts & Activity
- Job postings

Company Page: Sofie Andreou M.Eng & Associates

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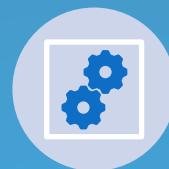




Competitive Profiling Tool



Reveals New Product Offerings



New Production Processes



New Segmentation Strategy



New Strategic Direction



New Pricing Strategies



New Distribution Partners

Networking



fuel

Home My Network Jobs

Enex Fuels Ltd. • Company • Oil & Energy

Peace Country Petroleum Sales Ltd. Esso Fuels & Mobil lubricants • Company ...

fuel

fuel in Jobs

fuel in People

fuel in Groups

fuel cell

fuel cards

Fuel Love • 3rd+ • Founder at Fuel Love

fuel cells

See all results

My, hello, thanks for connecting, Sofie! I'm alway...

WORK?



Networking



fuel

Home My Network Jobs Messaging

Jobs People Companies Groups Schools Posts Events All filters

Jobs

Cross Border Owner Operator
Regis and Smith
Mississauga, Ontario, Canada
1 week ago • 0 applicants Save

Operations Lead (Remote Available)
The Northpine Foundation
Greater Toronto Area, Canada
Actively recruiting
1 week ago Save

[See all job results in Canada](#)

People

Keely Jacox • 2nd
Cameco Fuel Manufacturing
Ontario, Canada Connect
Terry C Phillips, Erin Marshall, and 3 other shared connections

Brent Perrin • 2nd
President at Upper Canada Fuel and Burner
Canada
Skills: Fuel Connect
Miryam Buchahim, Dave Robertson, and 162 other shared connections

Kevin DuPuis • 2nd
Vice President & General Manager at Kelly's Fuel
Peterborough, ON Connect



Networking



About 1,110,000 results

Keely Jacox • 2nd
Cameco Fuel Manufacturing
Ontario, Canada
• Terry C Phillips, Erin Marshall, and 3 other shared connections

Brent Perrin • 2nd
President at Upper Canada Fuel and Burner
Canada
Skills: Fuel
• Miryam Buchahim, Dave Robertson, and 162 other shared connections

Kevin DuPuis • 2nd
Vice President & General Manager at Kelly's Fuel
Peterborough, ON
• Rick Zatorski, W. D. (Doug) Armstrong, and 13 other shared connections

MERCEDES ANDRES • 3rd+
Owner, FUEL DIRECT
Toronto, ON
Current: Owner at FUEL DIRECT

LinkedIn Member
ceo at fuel energy
Toronto, ON

Nicole Haley • 3rd+
Owner, Fuel 4 Life
Canada
Current: Owner at Fuel 4 Life

Home My Network Jobs Messaging Notifications Me Work Advertise

People Connections Locations Current company All filters

Filter only People by

Saved #EDCO

Connections

1st 2nd

3rd+

Connections of

+ Add a connection

Locations

General

Canada United States

Ontario, Canada United Kingdom

British Columbia, Canada

+ Add a location

Current company

Parkland Corporation World Fuel Services

Shell Ballard Power Systems

Reset Show results

https://www.linkedin.com/search/results/people/?keywords=fuel&origin=SWITCH_SEARCH_VERTICAL

Networking



fuel

Home My Network Jobs Messages

Groups All filters

About 3,000 results

FUEL Milwaukee
17.8K members
FUEL Milwaukee - the region's talent network - has a membership comprised of growth-oriented individuals and employers throughout the 7-county Milwaukee region. Its mission, to position and establish the...

NACS - Advancing Convenience & Fuel Retailing
17.3K members
NACS, the leading global trade association dedicated to advancing convenience and fuel retailing, serves as a trusted advisor to more than 1,500 retailer and 1,600 supplier members from more than 50 countries.

Fuel Cell & Hydrogen Network
13.7K members
Bringing together professionals and enthusiasts alike, the Fuel Cell & Hydrogen Network serves to connect those advocating fuel cell and hydrogen technologies. The group welcomes people who are interested in all...

Fuel Cells
11.7K members
We welcome those who are interested in fuel cell and hydrogen technologies - all applications, feedstocks, and market sectors. We encourage our members to start discussions that are relevant to fuel cells and hydrogen, ...

GLOBAL PETROLEUM TRADERS - D2, Jet Fuel and Mazut
19.7K members
Our goal is to create an extensive network built on trust to help qualified buyers and sellers make new long lasting relationships. We pride ourselves on professionalism and have established excellent relations...

H₂
Hydrogen News (applications, projects, fuel cells, electrolyzers,...)
7.7K members
A LinkedIn Group about the topic "HYDROGEN" and fuel cells. The group is for everyone who is involved in hydrogen or fuel cell technology professionally. The objective is to come up with an independent and open...





Company Page

What type of
Companies are on
LinkedIn?



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Company Page

What type of
Companies are on
LinkedIn?

Answer:
B2B and more





LinkedIn Company Page

The screenshot shows the LinkedIn Company Page for TRAICON.CA. At the top, there's a banner for Celonis Snap with the text "Free Process Mining - Visualize the way your processes really work with Celonis Snap. Ad ...". Below the banner, the company's logo (a green stylized 'T' icon) and name "TRAICON.CA" are displayed, along with the tagline "Professional Training & Coaching · Bancroft, Ontario · 47 followers". A photo of a diverse group of people smiling is shown above the bio. The bio itself reads: "TRAIning and CONSulting for Passionate and Innovative Leaders". There are two buttons: "+ Follow" and "Visit website".

On the left, a sidebar menu includes "Home" (which is selected), "About", "Jobs", "People", and "Events".

The main content area has several sections:

- About:** A welcome message from TRAICON stating their vision to help organizations develop authentic leaders, effective teams, and achieve organization excellence. It mentions their mission to empower individuals by providing tools and knowledge. A "See all" button is present.
- Upcoming events:** Two events are listed:
 - The Art of Strategic Planning in Rural Municipalities** (Mon, Nov 9 - Tue, Nov 10) - An online event with Carey McMaster and 30 other attendees.
 - Strategic Planning for Non-Profits: Review Refine Revise** (Tue, Nov 17 - Wed, Nov 18) - An online event with Carey McMaster and 7 other attendees.A link to "+1 more upcoming event" is also provided.
- Community hashtags:** A section showing trending posts related to "#volunteermanagement".

On the right side of the page, there are several sidebar components:

- Cover Logo:** A placeholder for a cover photo.
- Have Staff Connect:** A section with a photo of Sofie, ICES, and a "Follow" button.
- Communication's Calendar:** A section with a checkmark icon and the text "✓ Share Articles", "✓ Write Posts", and "✓ Have Staff Share Posts".
- People also viewed:** A list of related pages:
 - muniSERV.ca** - Government Administration
 - Municipal Finance Officers' Association (MFOA)** - Government RelationsEach item has a "Follow" button.





Company Page

Company Page is to market your company and build your company's brand.

Showcase your employees, services and hire.
Source of your Company's Posts.

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Company Page

- Connect to it, if you haven't done so already
- You CANNOT post to the Company Page
- Share the Company Page Posts to your own Connections

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LinkedIn Company Page

<https://www.linkedin.com/company/dowler-karn-limited/>

The screenshot shows the LinkedIn Company Page for Dowler-Karn Limited. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, and Messaging. A promotional banner for TD Insurance is visible above the company profile. The company's profile picture features a tractor and two oil containers, with a '75 Years' anniversary logo overlaid. The company name 'Dowler-Karn Limited' is displayed in bold black text, followed by the tagline 'Fueling Communities Since 1943'. It is categorized as 'Oil & Energy' in St Thomas, Ontario, with 349 followers. Below this, there are two profile pictures of employees, Jeff and another person, with the text 'Jeff & 1 other connection work here · 53 employees'. There are three buttons: '+ Follow', 'Visit website', and 'More'. A horizontal menu bar at the bottom includes 'Home' (which is highlighted in green), 'About', 'Posts', 'Jobs', 'People', and 'Videos'. The 'About' section contains a brief description of the company's services and a 'see more' link.

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LinkedIn Company Posts

<https://www.linkedin.com/company/dowler-karn-limited/>

Dowler-Karn Limited
349 followers
2d ·

Monday Myth Buster.
Does filling your tank in the cooler mornings increase your mileage?
The fact is fuel is stored in tanks below ground where the rising temperature of the day plays no part in the density of the fuel, so fill up whenever you wish.
For home, farm, or industry needs contact your local specialist.

www.dowlerkarn.com
#DowlerKarnSolutions #Esso



2

Do you think... Thanks for posting... Well said... Helpful! This: >

Like Comment Share Send

Search Home My Network Jobs Messaging

Are you a U of T alumni? - Get preferred rates with TD Insurance Ad ..



Dowler-Karn Limited
"Fueling Communities Since 1943"
Oil & Energy · St Thomas, Ontario · 349 followers

Jeff & 1 other connection work here · 53 employees

+ Follow Visit website More

Home About Posts Jobs People Videos

About

Dowler-Karn Limited is a benchmark industry leader distributing energy products such as Propane, ESSO Fuels and MOBIL Lubricants to many communities within Southwestern Ontario. Seven branch offices and eight fuel centres make up our service network, taking care of 14,000+ Residential, Agricultural, Commercial and Industrial cu... see more



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LinkedIn Company Page

The screenshot shows the LinkedIn Company Page for MYC Media. At the top, there's a search bar and navigation links for Home, My Network, Jobs, and Messaging. Below that, the company name "MYC Media" is displayed with its logo. A navigation bar includes Home, About, Posts, Jobs, People, and Videos. The main content area features two posts:

- Post 1:** "1w • RENDITIONS WEBSITE" (with a link icon). The post shows a computer monitor displaying a website for "RENDITIONS". The monitor is labeled "RENDITIONS WEBSITE". Below the monitor is the "MYC INTERACTIVE" logo. The post has 3 likes and interaction buttons for Like, Comment, Share, and Send.
- Post 2:** "1w • DMM ENERGY TANKER" (with a link icon). The post shows a large white tanker truck with "DMM ENERGY" and "ESSO" branding. The truck is labeled "75 GALLON FORD HOW FAR WILL YOU GO?". Below the truck is the "MARKETYOURCAR" logo. The post has 1 like and interaction buttons for Like, Comment, Share, and Send.

A large red arrow points from the bottom right towards the second post.

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LinkedIn Company Page

Home Search

Recent updates

LLF Lawyers LLP 6 updates • 31 followers

Following

Follow us to stay up to date w LLF Lawyers LLP.

Share Share to Feed Send as Message

Sofie Andreou M.Eng Speaker, author, & trainer of Digital Marketing. I help 1000s monthly Live or Webinars!

Start writing or use @ to mention people, companies or school

LLF Lawyers LLP 31 followers

In support of the Alzheimer Society, on Friday, September 15th, 2017, our LLF Lawyers team challenged other teams to see how fast they can pull a large fire truck weighing approxir ...see more



Post Settings Post

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LinkedIn Company Page

LinkedIn Business Tools

The screenshot shows the LinkedIn Company Page interface. At the top, there's a navigation bar with icons for Work, Jobs, Messaging, Notifications (with a red '1' notification), Me, More, and Ads. Below the navigation bar, there's a sidebar on the left showing a post from 'Science!' with a camera icon and a 'Post' button. To the right of the sidebar, there's a main content area with the heading 'Visit more LinkedIn Products'. Below this heading, there are six square icons arranged in two rows of three, each with a name underneath: 'Ads' (blue gear icon), 'Post a Job' (document icon), 'Learning' (play button icon); 'Groups' (people icon), 'ProFinder' (person icon), and 'Lookup' (magnifying glass icon); and 'Slideshare' (slide icon).

@SofieAndreou

SofieAndreou@gmail.com



LinkedIn Company Page

Business Tools

Messaging Notifications Me More

Visit more LinkedIn Products

- Ads Post a Job Learning
- Groups ProFinder Lookup
- Slideshare

LinkedIn's business services

- Post a Job Get your job in front of quality candidates
- Advertise Acquire customers and grow your business

Show more

in LEARNING Browse Search for skills, subjects or software Home My Learning Me EN Start my free month Solutions for: Business Higher Education Government Buy For My Team

Join free for 1 month and learn the most in-demand business, tech, and creative skills. X

Browse / Business / Marketing

B2B Marketing

Get the training you need to stay ahead with expert-led courses on B2B Marketing.

Filter Results

123 Results for "B2B Marketing" Sort by: Best Match ▾

Type	Level	Time to Complete	Software	Continuing Education Units
<input type="checkbox"/> Courses (42)	<input type="checkbox"/> Beginner (52)	<input type="checkbox"/> 39m	<input type="checkbox"/> LinkedIn Learning	<input type="checkbox"/> 37m
<input type="checkbox"/> Videos (81)	<input type="checkbox"/> Intermediate (64)	<input type="checkbox"/> 39m	<input type="checkbox"/> LinkedIn Learning	<input type="checkbox"/> 37m
	<input type="checkbox"/> Advanced (1)			

 ▶ COURSE
B2B Marketing Foundations
By: Dina Shapiro • Released Aug 28, 2017
44,476 learners [Save](#) [More](#)

 ▶ COURSE
B2B Marketing on LinkedIn
By: Viveka von Rosen • Released 3 months ago
3,770 learners [Save](#) [More](#)

 ▶ COURSE
B2B Marketing on LinkedIn (2018)
By: Viveka von Rosen • Released Dec 13, 2018
44,028 learners [Save](#) [More](#)

<https://www.linkedin.com/learning/topics/b2b-marketing>

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Learning Tools



in fuel events

Events All filters

All

People

Jobs

Posts

Companies

Schools

Groups

Events

Report: Ammonia Bunker Fuel and Business Strategy
AM EST

Webinar on the business strategy ramifications of ammonia as a bunker fuel. Last month consulting released The Ammonia Report, a compelling call to action for companies in a wid...

Cultivate Positive Organizational Culture and Fuel Success
9:00 PM EDT

Join us via Zoom for the March MAP Alliance forum on Wednesday, March 17, 2021 from 9:00 – 10:00 a.m. to learn how to develop "Strategies to Cultivate Positive Organizational Culture and Fuel Team Success" with...

KROFF TGWT 108 attendees

Save up to 5% annually on your fuel cost for your boiler operation
Wed, Mar 10, 3:00 PM EST

Kroff and TGWT will give a 30-minute presentation on how to reduce your energy and operating costs on steam boilers, without investing in equipment. The thousands of customers who have opted for purified...

Kroff TGWT 60 attendees

The Forgotten Fuel: Energy Efficiency in our Homes & Buildings
Thu, Mar 11, 6:00 PM EST

The Texas winter storm brought more than subfreezing temps to the state. It also brought the power down, leaving dozens of Texans dead, millions in the dark, and nearly 15 million with water issues. Damages from thi...





b2b marketing

Events ▾

All filters

230 results



The Power of Resilience: B2B Marketing Trends for 2021

Tomorrow, 9:30 AM EST



B2B marketers have toughed it out throughout the ongoing pandemic disruption. Now we're seeing them emerge stronger than ever, harnessing agility and showing true grit in the face of uncertainty. So, how did th...



92 attendees

...

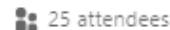


Top 10 Trending B2B Marketing Intents Exposed and Explained

Tomorrow, 9:00 AM EST



We've been tracking the digital footprints of over 5,000 UK businesses since lockdown began. We can now present a definitive guide to how B2B business intent has changed as the country has lurched from lockdown...



25 attendees

...

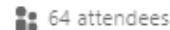


DigiConf21 - The B2B Marketing Conference

Wed, Apr 21, 4:30 AM EDT



What is DigiConf? DigiConf is a virtual B2B digital marketing conference that brings together 1,000+ senior B2B marketers for a day of pure insight. Our speakers are hand-picked for their expertise (not the brands they...



64 attendees

...



LIVE WEBINAR: The 6 Essentials of a B2B Marketing Strategy

Tue, Mar 16, 10:00 AM EDT



The biggest challenge every company faces is implementing a marketing strategy that produces qualified leads consistently that in turn generate business. Join this one-hour live presentation where you'll learn how t...



1 attendee

...



LinkedIn Upgrade Levels

Career

Get hired and get ahead

- Stand out and get in touch with hiring managers
- See how you compare to other applicants
- Learn new skills to advance your career

Select plan

Business

Grow and nurture your network

- Find and contact the right people
- Promote and grow your business
- Learn new skills to enhance your professional brand

Select plan

Sales

Unlock sales opportunities

- Find leads and accounts in your target market
- Get real-time insights for warm outreach
- Build trusted relationships with customers and prospects

Select plan

Hiring

Find and hire talent

- Find great candidates, faster
- Contact top talent directly
- Build relationships with prospective hires

Select plan



Dan and millions of other



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<https://business.linkedin.com/sales-solutions/compare-plans>

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Thank you!

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