

## LinkedIn for Businesses



In 2018, most professionals already have a LinkedIn profile. However, for marketing your business on LinkedIn you need to ask: are you marketing yourself, or are you marketing your company?

If you're marketing a company, then you will want to create a separate business account on LinkedIn. If you haven't done so already, get started by using the link below:

[https://help.linkedin.com/app/answers/detail/a\\_id/710/~/adding-a-company-page](https://help.linkedin.com/app/answers/detail/a_id/710/~/adding-a-company-page)



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When setting up a personal or a company profile, you want to take the time to fill out all the options. A full profile will always look better than an empty one.

It's safe to say that many people consider LinkedIn to be nothing more than an online rolodex, but it can be so much more. LinkedIn can help you grow your business. Of all the social networks, it's definitely the social network of choice for business professionals.

Statistics show that it's the only social network used by more 30 to 49 year than 18 to 29 year olds. Plus, it's very popular among working age adults, college graduates, and people who have relatively high household incomes.



# LinkedIn Terminology

Before getting into LinkedIn marketing for your business, everyone should know the terminology and all the aspects of LinkedIn. It's a lot more than just a place to feature your face and job experience online.

- **Connections** - when you add contacts to your profile, you're building connections. This is the most basic action on LinkedIn.

Concentrate on people you know, have worked with and for, referral partners, and even clients that are also business professionals.

You can also add people you don't know to your network, but be selective and tactful when inviting someone you don't know personally as it's not always received well and can come off as spammy. Adding a personal note to your invites can help you break this barrier.

- **Recommendations** - your connections can write a recommendation, or review, for you on LinkedIn. These recommendations will appear on your profile (once you approve) for others to see. You want to get as many quality recommendations as possible; they are basically votes of confidence for you. Of course, you will want to write recommendations for deserving LinkedIn users in your network in return.
- **Endorsements** - similar to recommendations, endorsements let other LinkedIn users back your specific skills – skills you define as your specialties when creating/building your LinkedIn profile; these will also be seen on your profile, but don't require your approval since you're the one that made the claim that you're "good" at the given skill in the first place. Endorsements are more simple than recommendations since they are just quick references. It's like you saying you're good at or have experience in something, and someone in your network gives it a thumbs up and supports your claim. So you'll want to encourage others to endorse you along with endorsing other profiles in return.
- **LinkedIn Groups** - These groups are places where like-minded professionals discuss certain topics. There are over one million different groups on LinkedIn, so there is sure to be one that will fit your interests. This is a great place to make new connections and also build up your brand and reputation.



# ***LinkedIn Networking***

Since LinkedIn has a much more professional usage, it's the best social media site for business networking.

Here are some of the key ways to use LinkedIn for generating more business:

- **Recommendations and Endorsements** - recommendations and endorsements quickly show someone that you have a good reputation. By getting these from other professionals, your profile looks better and your resume looks more legit.

Since the main benefit from LinkedIn is business networking, people will be much more likely to want to network with you if your profile looks good. Having a lot of good quality recommendations and endorsements will go a long way to make your profile look more attractive.

- **Networking** - if your business model is all about referrals, you definitely need to use LinkedIn. Many professionals join networking groups to meet like-minded professionals and build their referral base. You can use LinkedIn in the same way. LinkedIn gives you access to any kind of business professional in any location, so use it to start engaging with new potential business partners.



# ***LinkedIn Networking***

- **Become An Authority** - if you want to be viewed as an authority, you need to go beyond making sure your profile is complete, well written, and has lots of good recommendations and endorsements. Take advantage of LinkedIn groups. Join the discussions. Doing so can build your reputation in these group and also build connections to industry influencers. By connecting to influencers, you get access to their following, thus building your authority.
- **Reputation Management** - with so many different social media and review sites out there, many people do their research to learn about you and your reputation before doing business or partnering with you. This is why managing your online reputation is more important than ever.

LinkedIn is one of the most trusted sources for B2B professionals; making sure your presence on LinkedIn is well maintained with positive recommendations and endorsements will help people who are researching you feel more comfortable working with you.

Keep in mind, LinkedIn does very well in search engines. Chances are someone Googling your name and/or business will see your LinkedIn profile at the top of the search results, so use this to your advantage by optimizing your LinkedIn profile with all the tips mentioned above.



# Conclusion

When using LinkedIn to generate business, always remember what its specialty is -- the social media site for professionals.

Similar to how you build up your professional relationships in the real world, LinkedIn gives you a great platform to do it online. You can easily build up your professional relationships along with generating some referral business by following the tactics discussed in this document.

To book a marketing consultation on this topic (or other), go to:  
[www.leadPops.com/consult](http://www.leadPops.com/consult)

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