

Connecting to Opportunities...

Let's Kill it on LinkedIn



KHUSHBOO NANGALIA



Biggest **mistake** people are doing is underestimating **Linkedin** "

- Chairman of VaynerX and the CEO of VaynerMedia
- Serial Entrepreneur - known popularly as "GaryVee"
- Known for his work in Digital Marketing and Social Media



**Gary
Vaynerchuk**



1. Explore Opportunities
2. Personal Branding
3. Google Ranking
4. Reaching out to companies and employees
5. Getting connected

51% OF COMPANIES
ACQUIRED
A B2C CUSTOMER
THROUGH LINKEDIN

-LinkedIn

93% OF B2B
MARKETERS
CONSIDER LINKEDIN TO BE THE
MOST EFFECTIVE SITE
FOR **LEAD GENERATION**

-LinkedIn

LINKEDIN GENERATES
MORE LEADS
FOR B2B COMPANIES
THAN **FACEBOOK,**
TWITTER, OR **BLOGGING**
INDIVIDUALLY

-Inside View



in LINKEDIN IS
RESPONSIBLE FOR
64% OF ALL
VISITS
FROM **SOCIAL MEDIA CHANNELS**
TO **CORPORATE WEBSITES**

-Econsultancy



50%
OF LINKEDIN MEMBERS REPORT THEY ARE
MORE LIKELY **TO BUY FROM**
A COMPANY THEY ENGAGE WITH
ON LINKEDIN

-LinkedIn

80% OF LINKEDIN
MEMBERS WANT TO
CONNECT WITH COMPANIES
TO ENHANCE THEIR
DECISION MAKING

-LinkedIn





1. Enhance Your Profile Photo, Custom URL, and Headline
2. Customize your Contact Information
3. Share your educational certification and achievements
4. Get Personal and showcase your talent.
5. Start growing your LinkedIn Profile
6. Get healthy Inbound Links to your LinkedIn Profile
7. Create a LinkedIn SlideShare Account



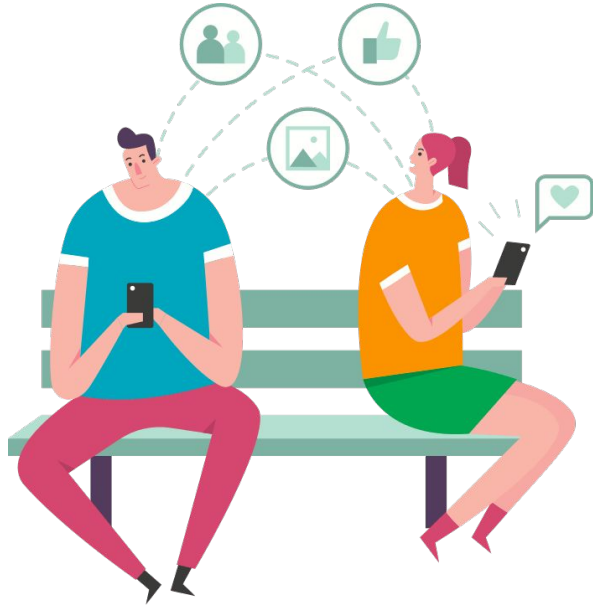
How frequently should you?

create content
connect
engage



ONE OF THE MOST ASKED QUESTION

3C's Of LinkedIn



- Create
- Connect
- Comment

● Create

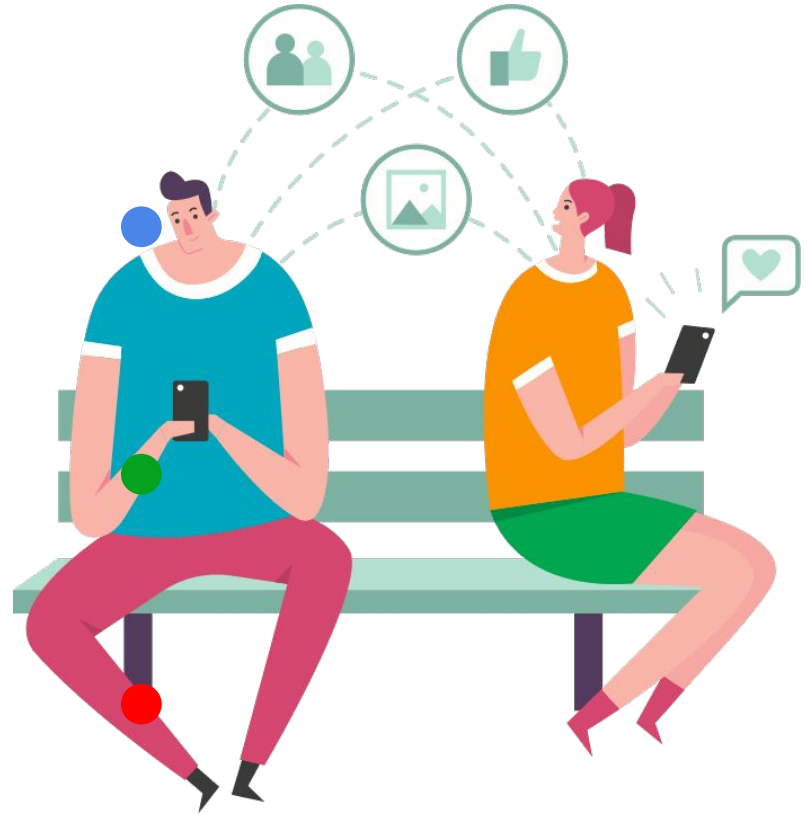
Atleast 2 Post per week

● Connect

Atleast 10 invites per day

● Comment

Atleast 3-5 per day



Intrigued to know more about this in detail?

Let's catch up over a quick coffee
conversation ☕



<http://wa.me/60166058510>