

Get More Leads for your Small Business With LinkedIn

Your Host:



Sarah Santacroce

Your Co-Hosts:



Anna Persson



Phil Squires



Why LinkedIn

1

150 Million Users

2

Professional Network

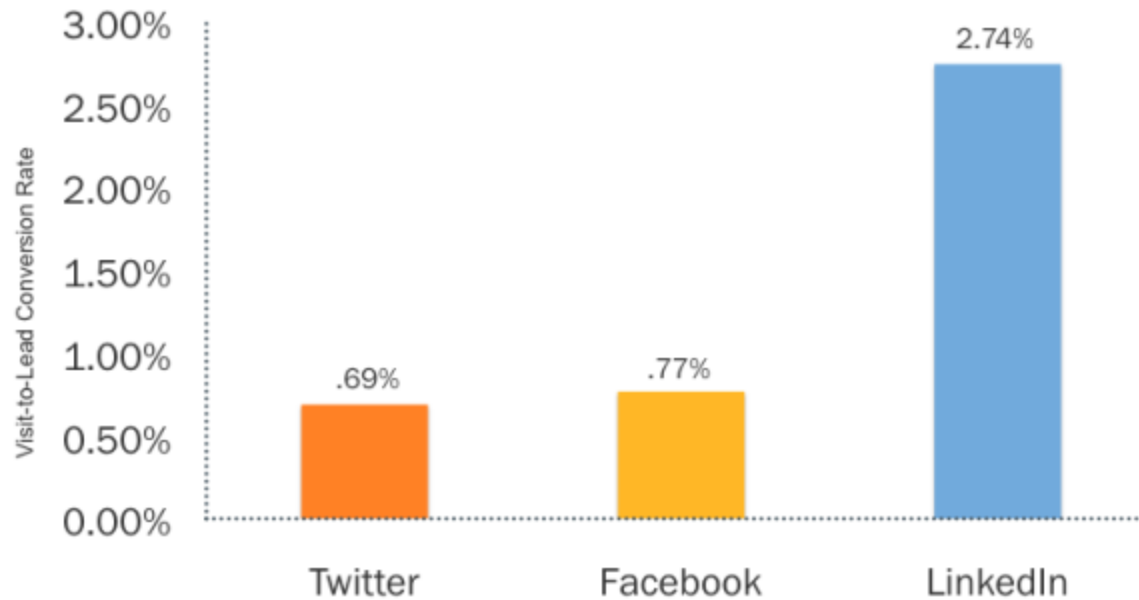
3

Wide Adult Demographic, with
ages 25-54 best represented



Best Lead Generation

LinkedIn Best Social Network for Lead Generation



This study by HubSpot.com included 5,198 B2B and B2C businesses.



The Benefits of LinkedIn

- Just like offline networking, with less of the hassle
- Identify, research, contact, follow up, engage & maintain your prospects all in one place
- Accessible from any computer, any time of day



Linked Approach

LinkedIn
Profile

Share &
Connect

Join
Groups

Events

Advertise

Ads by LinkedIn Members



Female Business Owners

Apply now to see if you're eligible to be included

[Learn More »](#)



Can't Make Display Work?

Multi-Click Attribution Shifts Credit to Top of Funnel Sources
Like Display

[Learn More »](#)



Tip 1

Use your keywords in your headline !



Sarah (Keimer) Santacroce



Small Business Internet & Social Media Marketing
Mentor, Blogger at www.simplicityadmins.ch/blog
Geneva Area, Switzerland | Marketing and Advertising



Tip 2

Use the “Recommendation” feature to ask those you’ve worked for previously to recommend you on LinkedIn.

Subject: Recommend my web design work?

I'm sending this to ask you for a brief recommendation of my work that I did for you earlier this so I can include it in my LinkedIn profile. If you have any questions, let me know.

Thanks in advance for helping me out.

- Jennifer James

Note: Each recipient will receive an individual email. This will not be sent as a group email.



Tip 3

Personalize invitations to connect !!

 **Invite James to connect on LinkedIn**

How do you know James?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know James

Include a personal note: (optional)

Dear James,
I've been reading your blog for a while now and really enjoy your posts. I would like to add you to my network here on LinkedIn.
What do you think ?

Important: Only invite people you know well and who know you. [Find out why.](#)

or



Tip 4

Be a connector on LinkedIn.
If you know two people who
should know each other,
introduce them.



Tip 5

Add Skills to your profile using the “LinkedIn Skills” feature.

Skills & Expertise

Staying ahead of the curve has never been this easy

Discover the skills you need to succeed. Learn what you need to know from the thousands of hot, up-and-coming skills we're tracking.

Search

e.g. Product Management, Javascript, Family Law



Tip 6

Make sure your profile is public and visible

[Edit Photo](#)

Sarah (Keimer) Santacroce

[Edit](#)

Small Business Internet & Social Media Marketing Mentor, Blogger at www.simplicityadmins.ch/blog

Geneva Area, Switzerland | Marketing and Advertising

Current Small Business Internet & Social Media Marketing Specialist, Helping Coaches Get More Clients, Owner at Simplicity - Simple Small Business Solutions

Previous IMD, Loterie Romande, Swiss Lottery Corporation, McDonald's

Education Diploma, , Calculus, Law, English, German, French, Italian at WMB, Higher Business & Commerce School

[Improve your profile](#) [View](#) 500+ connections

English | ch.linkedin.com/in/simplicityadmins [Edit](#) [Edit Contact Info](#)

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

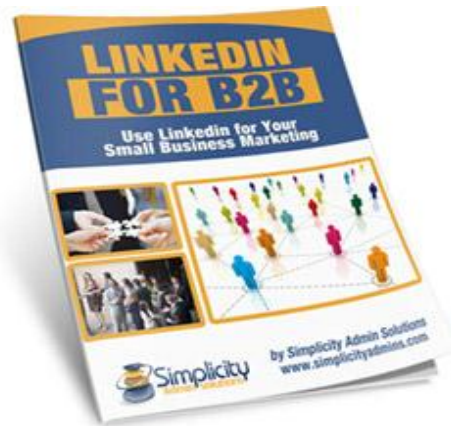
Profile Content

- Make my public profile visible to **no one**
- Make my public profile visible to **everyone**

- Basics
Name, industry, location, number of recommendations
- Picture
- Headline
- Summary
 - Specialties
- Current Positions
 - Show details
- Past Positions
 - Show details
- Projects
- Certifications
- Skills
- Languages
- Education
- Additional Information
 - Websites
 - Interests
 - Groups
- Interested In...



Create more leads with LinkedIn. Get my e-book !



Only 6 USD!

www.simplicityadmins.ch/linkedin-ebook



Tip 7

Get involved in Group Discussions



Tip 8

Upload your service brochures with Box Files

The screenshot shows a LinkedIn profile page with a Box Files integration. The top navigation bar includes the LinkedIn logo, a link to LinkedIn Ads, the user's name 'Sarah Santacroce', and a link to 'Add Connections'. Below this is a secondary navigation bar with links for Home, Profile, Contacts, Groups, Jobs, Inbox (177), Companies, News, and More. A search bar is also present.

The main content area is titled 'Box Files' and includes links for 'FAQ', 'Feedback', and 'Browse More Applications'. Below this, there are links for 'My Files' and 'My Connections' Files, and a link to 'Access your account on Box'. A message states: 'You are in your LinkedIn Profile Folder. Any file you [upload here](#) will be visible to users who view your LinkedIn Profile.'

The 'MyBox > LinkedIn Profile' section contains a table of files:

File Name	Upload Date	File Size
Administrative Services.pdf	01/04/11	246 KB
Internet Marketing Services.pdf	01/07/12	327 KB
Social Marketing Services-e.pdf	01/07/12	474 KB



Tip 9

Get in touch with people who have viewed your profile

Who's Viewed Your Profile?

17 Your profile has been viewed by 17 people in the past 7 days.

19 You have shown up in search results 19 times in the past 7 days.



Tip 10

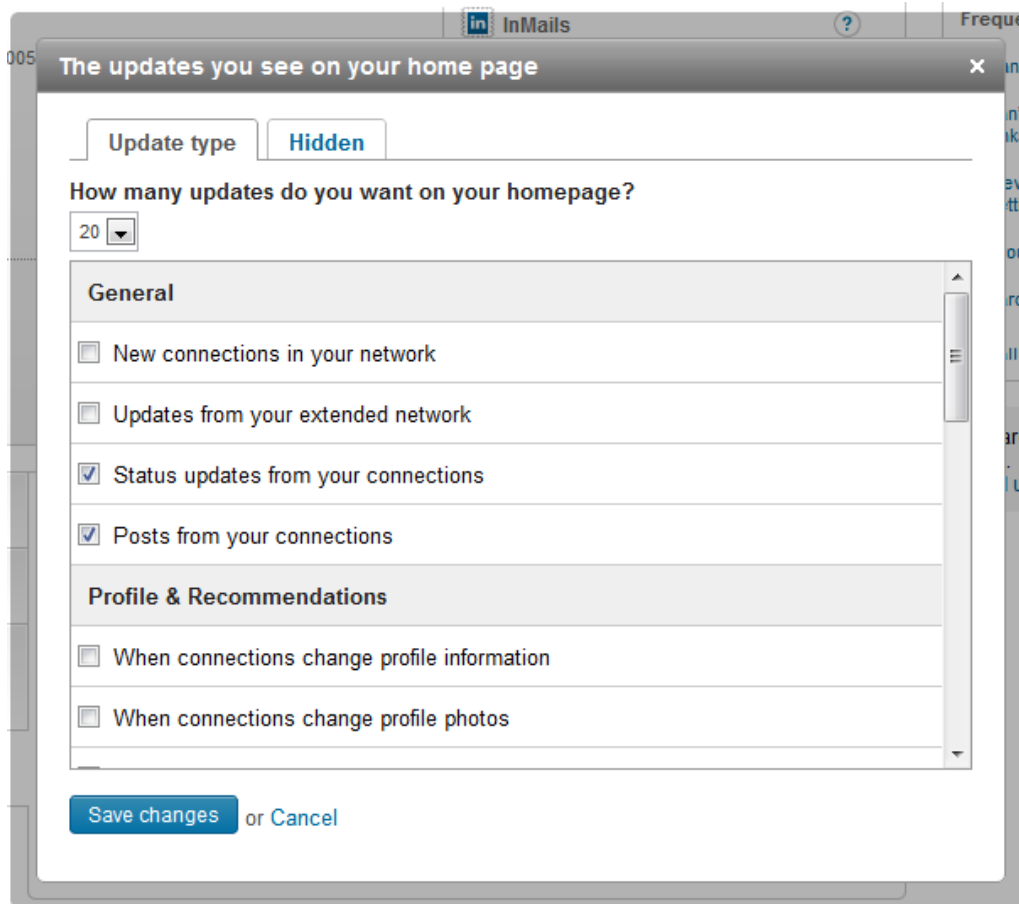
If you're using Gmail, install Rapportive to connect with people you e-mail

The screenshot shows a Gmail interface with an email from Rahul Vohra, CEO of Rapportive. The email content is partially obscured by three yellow sticky notes with handwritten text. The first note says "Mention shared interests and recent tweets" with an arrow pointing to the right. The second note says "Follow on LinkedIn, Twitter, Facebook, and more" with an arrow pointing to the right. The third note says "Leave notes for later" with an arrow pointing to the right. The email body text includes: "Welcome to Rapportive...", "Hey there, Thanks for taking the time to stop by! Rapportive adds rich contact profiles right inside Gmail. You can see an e... Let's say I send you an email. Immediately, you can see what I look like, about inboxes). Rapportive makes it easy for you to establish rapport with me by letting us... You can grow your network by connecting with me on LinkedIn, twitter, Fa... leaving notes on my profile. Imagine a relationship management tool built into your email. For free. Rapportive works with Firefox, Safari, Mailplane and Chrome. Click here to Do let me know how it goes :)" and contact information for Rahul Vohra.



Tip 11

Customize your home page



The screenshot shows a dialog box titled "The updates you see on your home page" with a close button (X) in the top right corner. At the top, there are two tabs: "Update type" and "Hidden", with "Hidden" selected. Below the tabs, the question "How many updates do you want on your homepage?" is followed by a dropdown menu showing the number "20". The main content area is divided into two sections: "General" and "Profile & Recommendations".

General

- New connections in your network
- Updates from your extended network
- Status updates from your connections
- Posts from your connections

Profile & Recommendations

- When connections change profile information
- When connections change profile photos

At the bottom of the dialog, there are two buttons: "Save changes" and "Cancel".



Tip 12

Comment on other people's updates



Olivier Tripet Expert Interview by Sarah Santacroce



Expert Interview by Sarah Santacroce see.sc

A few days ago I met online with Sarah Santacroce who provides solo-preneurs, coaches and authors with guidance on Social Media and online Marketing. Sarah asked me to record one...

Like (1) • Comment (1) • Send a message • Share • 1 day ago

Olivier Tripet likes this



Sarah Santacroce thanks for sharing, Olivier. Have a great week

1 day ago

Add a comment...

Stephanie Ward likes this



Stephanie Ward T

6 hours ago

Add a comment...



Stephanie Ward 1st

Marketing Coach for Entrepreneurs |
Helping Small Business Owners Attract
More Clients | Social Media Marketing
Apeldoorn Area, Netherlands

Marketing Coach for Entrepreneurs - Helping Small
Business Owners Attract More Clients at Firefly Coaching

[View profile](#) | [Send message](#) | [Download vCard](#)

Mathieu Marechal joined 2
Communicatie and Fresh Bu

Like or Comment • Find a group for you • 6 hours ago



Tip 13

Get More Traffic to your Blog with the WP or Bloglink Application

WordPress [Remove]

Simplicity [edit]



Get Retweeted — 3 Minute Tips to Get More Clients *2 days ago*

In order to get your content shared on Twitter, you want people to retweet your tweets. Get retweeted basically means to get repeated. Let's say I see someone's tweet and find it interesting content that I'd like to share with my followers. I would then simply click on the «Retweet» button, and this would repeat [...] Get Retweeted — 3 Minute Tips to Get More Clients is a post from: Simplicity, Get monthly updates and receive a FREE Gift

How I use Ifttt *7 days ago*

No, it's not a typo Ifttt is the name of a online tool that "Puts the internet to work for you". You're right. It's an abbreviation. It stands for "If this, then that". Think of all the things you could do if you were able to define any task as: when something happens (this) then [...] How I use Ifttt is a post from: Simplicity, Get monthly updates and receive a FREE Gift



Learn more & Get More Leads With LinkedIn



Will you take action?

Online Workshop



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