

Using LinkedIn Effectively

Desired Outcomes

- Understand WHY Staying Top of Mind is Important
- Understand HOW To Use LinkedIn Effectively

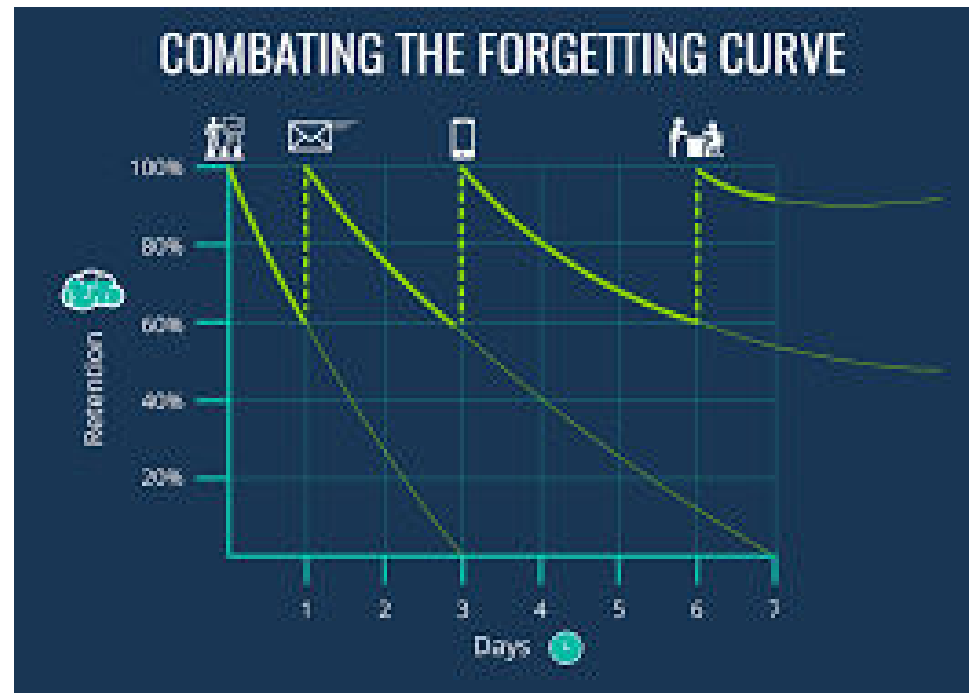
Why Be Consistent?



- People don't have great memories
- You could miss out because contacts simply "forget" about you

What it Takes

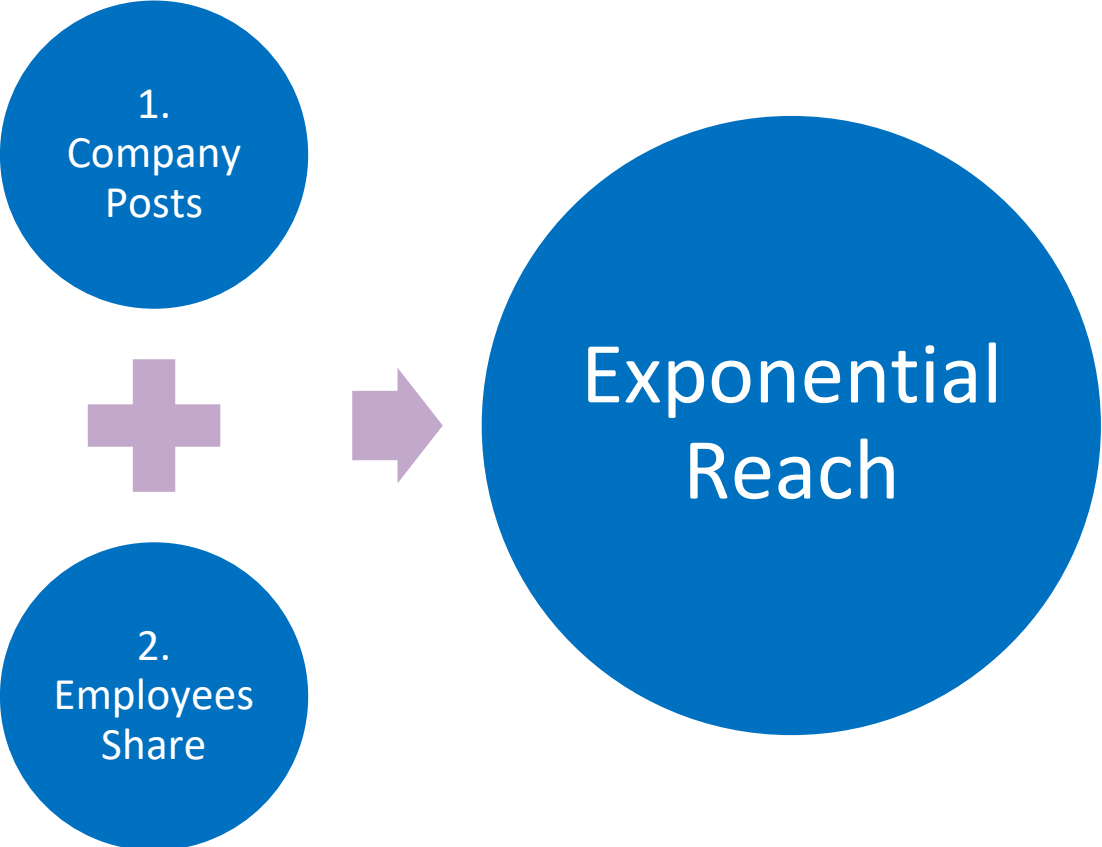
- 6-8 meaningful touchpoints
- The probability of action rises with each touchpoint



Power of Employees

- Company Page followers = 2,000
- Employees' Networks = EXPONENTIAL Reach
- Employees = 50
- Connections per Employee = 450+
- Potential Reach = **22,000+**

Joint Effort



Why Your Posts Matters

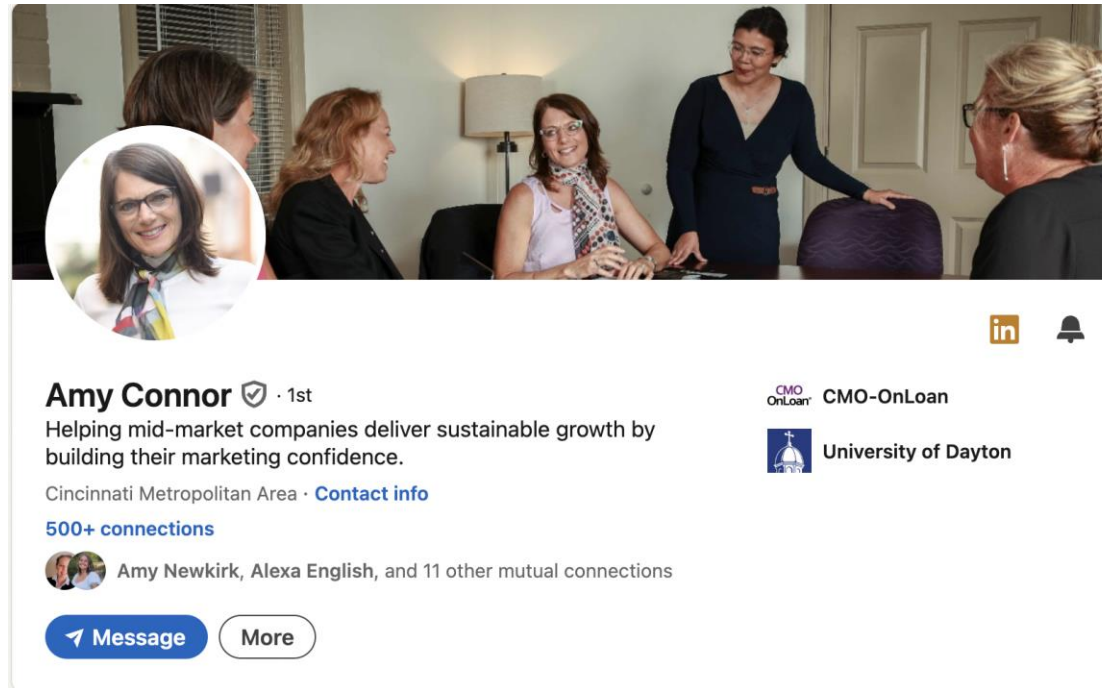
- You Post – Connections get an alert
- Lots of first-level connections – Bigger impact
- Posts with a bunch of traffic and engagement within a few minutes get rewarded
- No penalty for reusing the same content

Increase Your Effectiveness

1. Optimize Your Profile



1. Build Your Network

1. Consistently Engage



Amy Connor ✓ · 1st
Helping mid-market companies deliver sustainable growth by building their marketing confidence.
Cincinnati Metropolitan Area · [Contact info](#)
[500+ connections](#)
Amy Newkirk, Alexa English, and 11 other mutual connections

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

 CMO-OnLoan
 University of Dayton

Optimize Your Profile

1. URL - Unique

linkedin.com/in/amyconnor/

2. Banner

Personalized, with Logo & Visuals



3. Updated / Professional photo



4. Clear Headline

220 characters, Key Words, Call-to-Action

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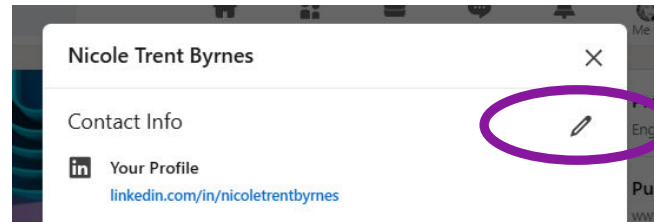
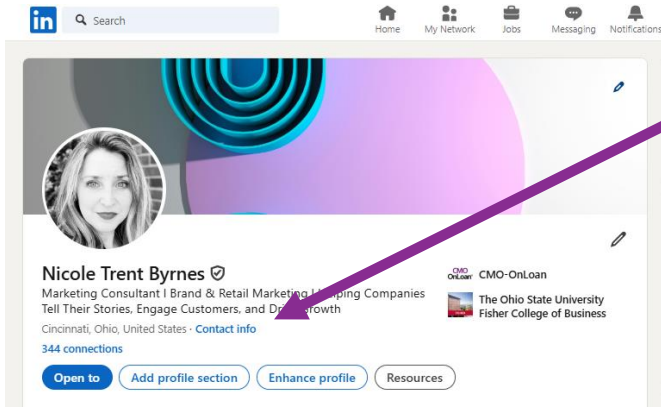
5. Complete, Accurate Experience

Choose Company logo when adding

- President/Owner**
CMO-OnLoan
Mar 2016 – Present · 4 yrs 3 mos
Cincinnati Area, KY
Our goal is to help mid-market companies grow their business. How do we do it? By helping you better understand your strengths in the market, exploring ways to reach more customers, and figuring out how to knock each customers' socks off.
We offer a variety of services, each tailored to your specific need. These include differentiation strategy development, growth strategy development, and go-to-market planning.
- Board Member**
Clean All Services
Sep 2019 – Present · 9 mos
Dayton, Ohio, United States
- Luxottica**
5 yrs 5 mos
Vice President Marketing, Lenscrafters

Personalize Your URL

1. Go to your profile and click on “Contact info” below your name



- 3. Click on the pencil in the top right
- 4. Click on your current URL
- 5. Click the pencil in “Edit your custom URL” and delete any extra numbers or letters
- 6. Click “Save”

Edit contact info

Profile URL

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

Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.

Edit your custom URL

Personalize the URL for your profile.

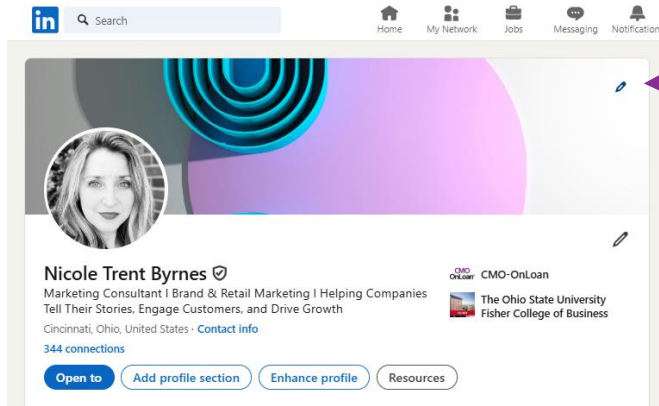
www.linkedin.com/in/nicoletrentbyrnes

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

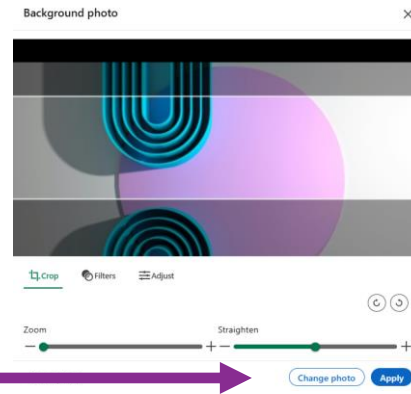
Cancel Save

Adding the Banner Image

Marketing will send the banner image



1. Click on the pencil in the top right corner

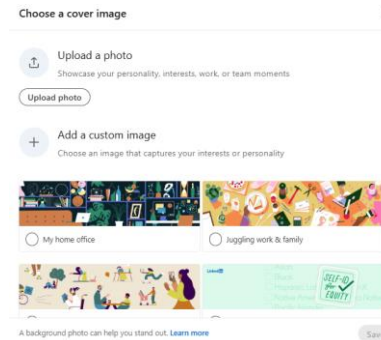


2. Click on "Change photo" in box

3. Upload photo

4. Adjust within box to crop the photo

5. Click "Apply"



Professional-Looking Photo

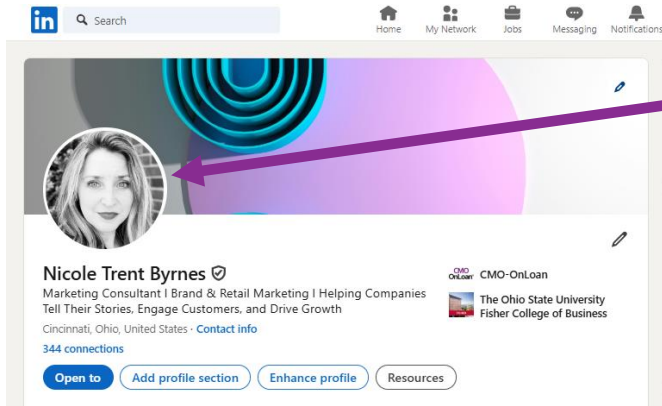
Ask someone else to take your photo:

- Only you in the photo
- Where what you wear to work
- Your face should take up 60%+ of the frame
- Avoid distracting backgrounds
- Soft, natural light if possible
- No filters needed

Size & Format

- Max 8MB. Pixel size 400 (w) x 400 (h) pixels and 7680 (w) x 4320 (h) pixels.

Update Your Photo



1. Click on profile photo



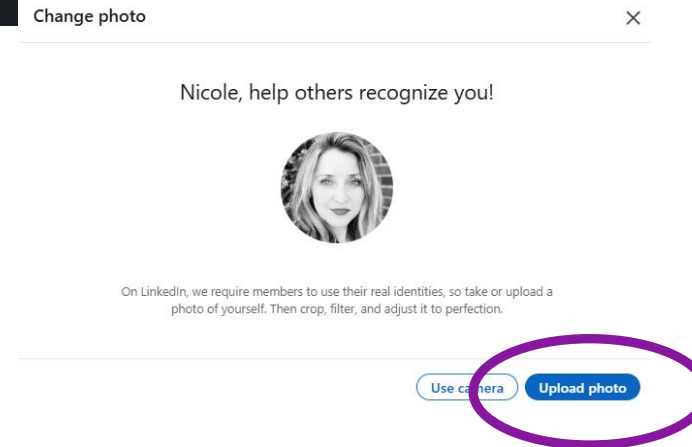
2. Click "Add photo"

3. Upload a photo

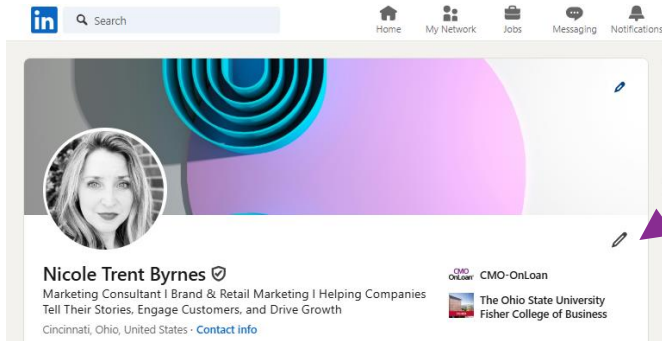
4. Choose photo from files

5. Adjust within box to crop the photo

6. Click "Apply"



Clear Headline



1. Click on the pencil under your banner image
2. Add your headline under Headline section
3. Click “Save”

Example Headlines

1. Job Title and Company
 - EX: Senior Consultant at CMO-OnLoan
2. How your company helps
 - EX: Marketing consultants helping mid-market companies win. Message me to learn more!
3. What you do & your experience
 - EX: Marketing professional with over 15 years experience in sales, marketing and consumer insights

Edit intro ✕

Let others know how to refer to you.
Learn more about [gender pronouns](#).

Headline*

Marketing Consultant | Brand & Retail Marketing | Helping Companies Tell Their Stories, Engage Customers, and Drive Growth

[Get AI suggestions](#) with Premium

Current position

Position*

Marketing Consultant at CMO-OnLoan

[+ Add new position](#)

Show current company in my intro

Industry*

Marketing Services

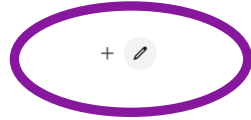
Learn more about [industry options](#)

Education

Save

Complete, Accurate Experience

Experience



- CMO OnLoan** Marketing Consultant
CMO-OnLoan
Feb 2022 - Present · 2 yrs 11 mos
Cincinnati, Ohio, United States
Empowering mid-market companies to achieve sustainable growth and long-term success by enhancing their marketing confidence and capabilities. Offering a diverse range of services, from strategy development ...see more
- WALDO** Marketing Manager
Luxottica
May 2010 - Apr 2014 · 4 yrs
Led the development and implementation of marketing strategies and integrated brand campaigns for LensCrafters, Luxottica's largest optical retail brand.
- JARDEN** Associate Brand Manager
Jarden Home Brands
Jul 2008 - Nov 2009 · 1 yr 5 mos
Developed and executed comprehensive marketing plans for Bicycle Playing Cards.
- EXPRESS** Brand Marketing Coordinator
EXPRESS
Aug 2006 - Jul 2008 · 2 yrs
Columbus, OH
(Formerly Limited Brands)
Managed cross-functional teams and third party partners to design and launch both internal and external ...see more
- ASSTON** Visual Communication and Merchandising Intern
Abercrombie & Fitch
Feb 2006 - Aug 2006 · 7 mos
Columbus, OH
Created visual merchandising strategies and weekly in-store guides to optimize floor plans and drive product sales.

1. To add an experience, scroll down to the Experience section and click the plus icon at the top
2. If you want to edit a current Experience, click the pencil

- **Note:** When entering Company name, type in the box and click on the Company name as it pops up in the drop down
- This ensures your logo shows next to your experience

Company name*



Marketing Consultant
CMO-OnLoan
Aug 2020 – Present · 1 yr




Marketing Intern
Andrea Lucke Destefano & Associates
Jun 2017 – Aug 2017 · 3 mos

Build Your Network

1. Target: 500+ relevant, quality connections

- Current / Former Colleagues, Customers, Vendors
- Connect via LinkedIn after you meet

Amy Connor  · 1st

Helping mid-market companies deliver sustainable growth by building their marketing confidence.

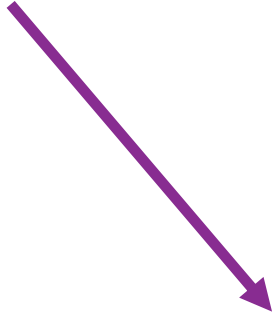
Cincinnati Metropolitan Area · [Contact info](#)

500+ connections

Invite Connections

You can invite your personal connections to follow the company page

1. Go to company page - Admin view
2. On the left side, click “Invite to follow”
3. Click the box next to the connections you want to invite
4. Click “Invite”



Dashboard

Page posts

Analytics

Feed

Activity 10

Inbox

Edit page

Try Premium Page

Advertise today

Invite to follow

Settings

Invite connections

Only invite connections you personally know to ensure a great experience for your network. [Learn more](#)

69/100 credits available • Credit refill: June 1, 2021

Search by name

Locations Current companies Schools Industry

1 selected Remove all

Wilson Gee

Darla Higgins
Office Manager/Financial Assistant at Leshnak Wealth & Personal Chef Inverted

Wilson Gee

Chris Mckearin
Vice President Sales - US Feminine Care at Procter & Gamble

Taylor Cremeans
Senior Consultant at Intoverity

Cory Hatfield

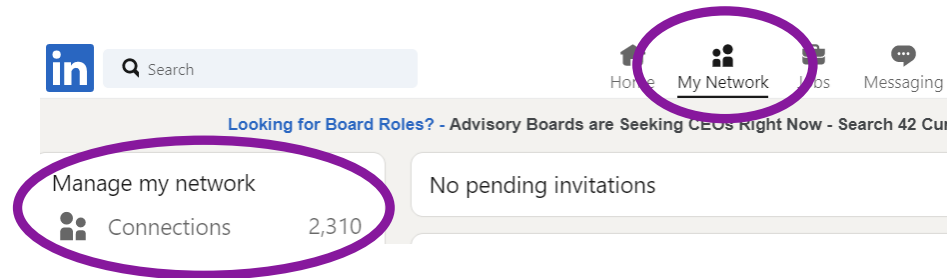
Invite 1

Don't feel like you have to be annoying

1. Build Network Naturally
2. NO invitations to people who aren't members
3. Only send "suggestions" if you know the person
4. "Add a Note" with the invitation - DO NOT send from your phone

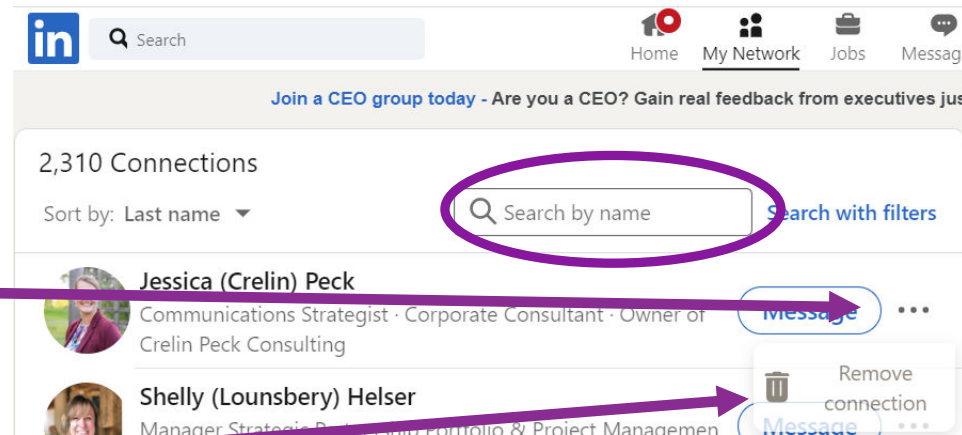
Removing Connections

1. Go to your My Network tab at the top of your page



1. Click on **Connections** on the left, under Manage My Network

1. Search to find the name



1. Click the **three dots**

1. Choose “Remove connection”

Engage, Post, Share

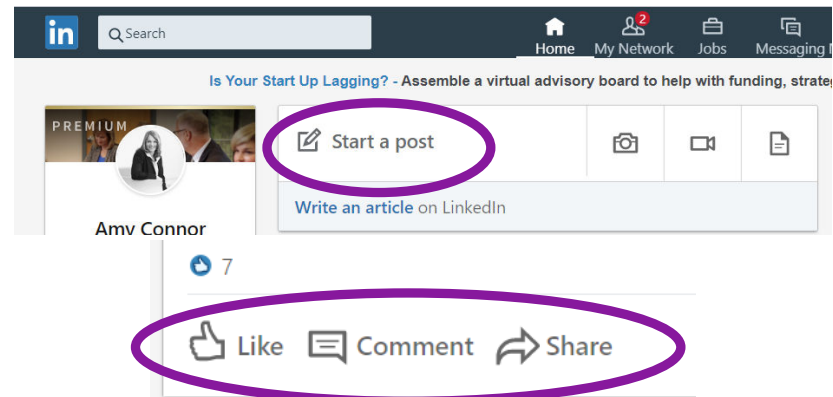
1. Follow your current company
2. Follow industry associations customers, vendors, experts (especially the ones who have a large following and are active)
3. Engage at least 1x per week
 - Post
 - Like (not as impactful)
 - Comment
 - Repost relevant posts
 - see next slide for steps



CMO-OnLoan

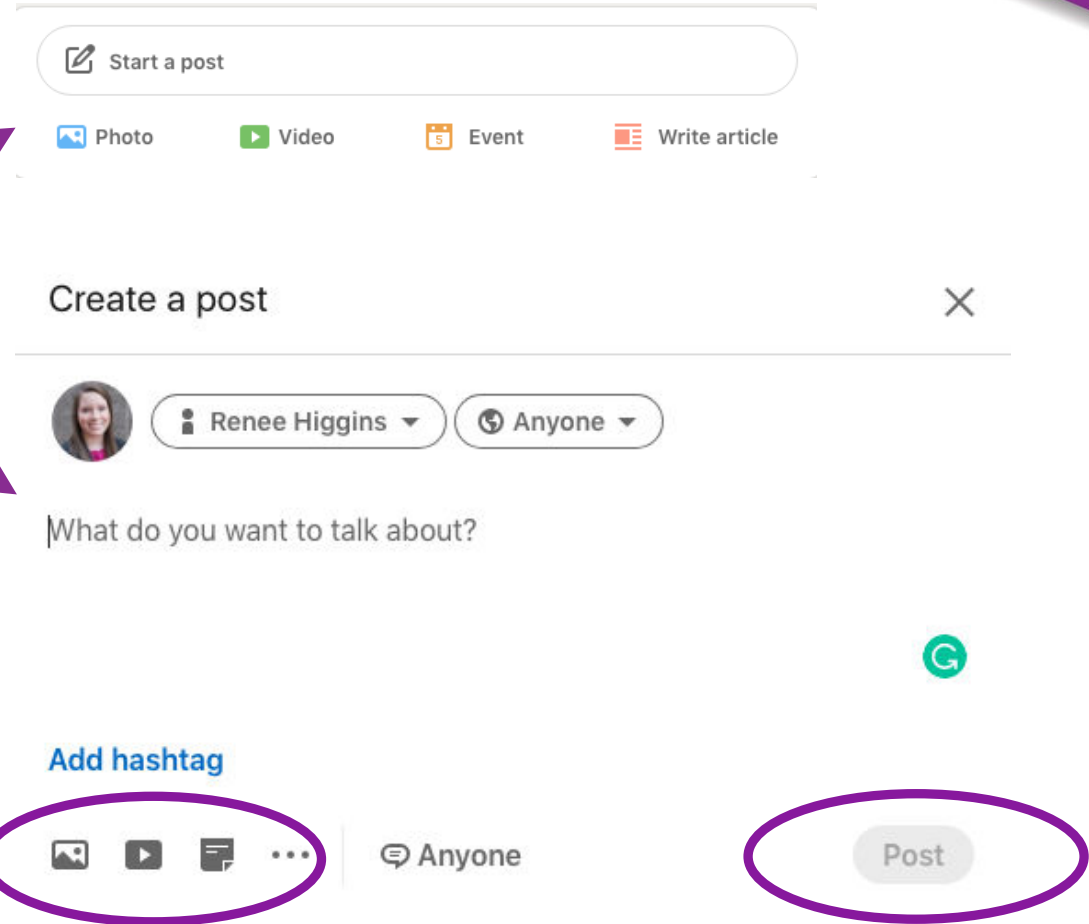
Marketing consultants helping privately-held, mid-market companies in Cincinnati-Dayton
Business Consulting and Services · Cincinnati, OH · 803 followers · 2-10 employees

Amy & 12 other connections follow this page



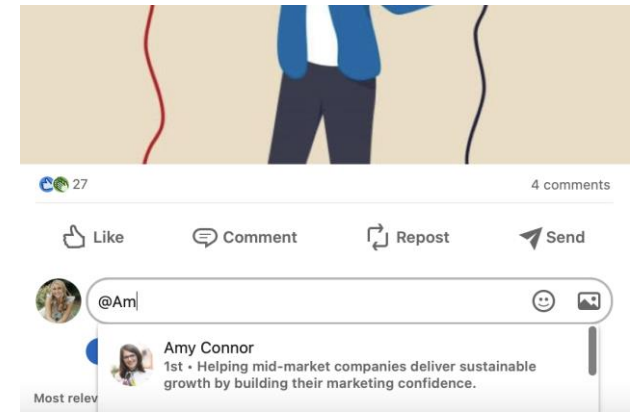
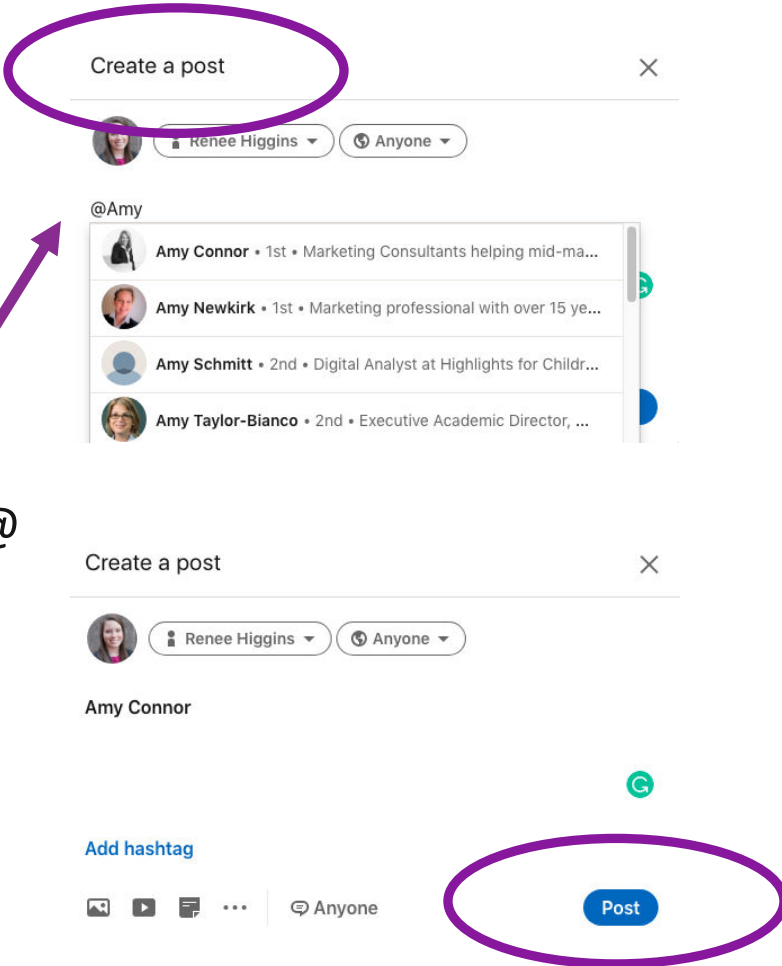
How To Post

- At the top of your feed, click “Start a post”
- Type post in “What do you want to talk about?”
- Use the icons at the bottom left to attach a photo, video, article, or document
- Click the three dots for additional options
- Add a hashtag by clicking the blue “Add hashtag”
- Hit the “Post” button at the bottom right



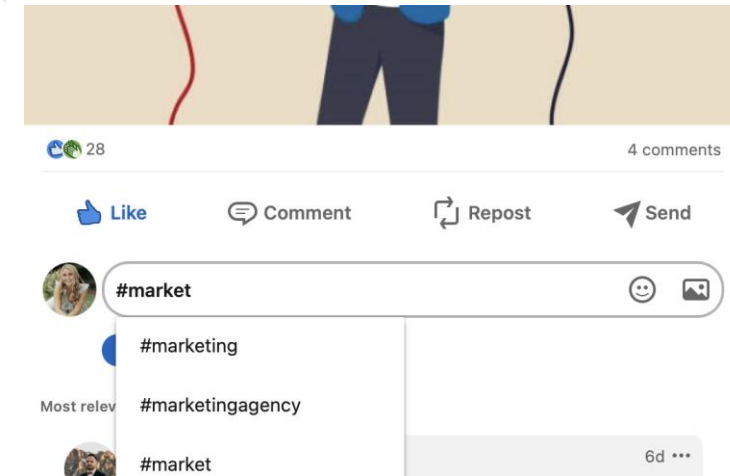
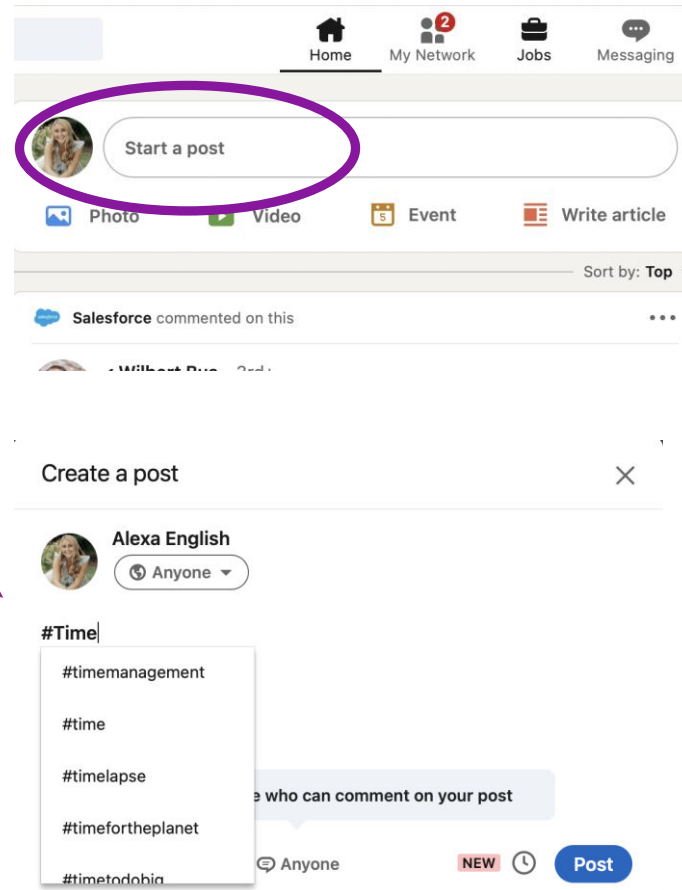
How To Tag In A Post Or Comment

- When you want to mention a person or company who has a LinkedIn account, type @ and their name in create a post
- A list of profiles with that name will pop up, click their profile
- Once you click their profile, the @ will go away and just list their name
- Click “Post”



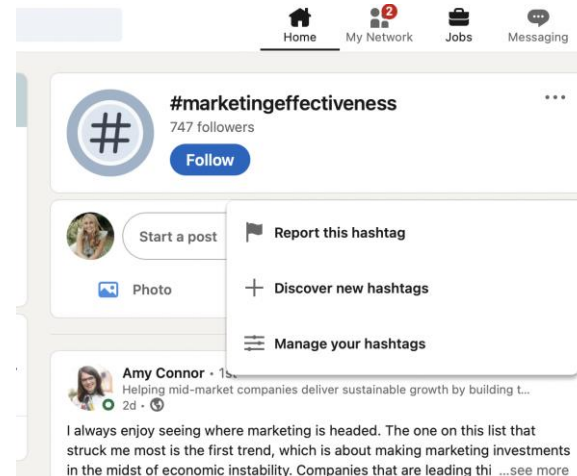
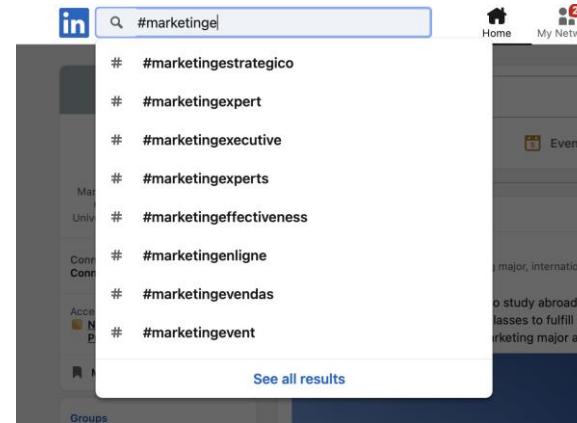
How To Hashtag In A Post Or Comment

- From your LinkedIn page, click “Start a Post” or click “Comment” at the bottom of someone else's post.
- Type “#” and then begin typing the word or phrase. Recommended hashtags will automatically be suggested when you compose your hashtag.
- Finish typing content and click “Post” in the bottom left corner.

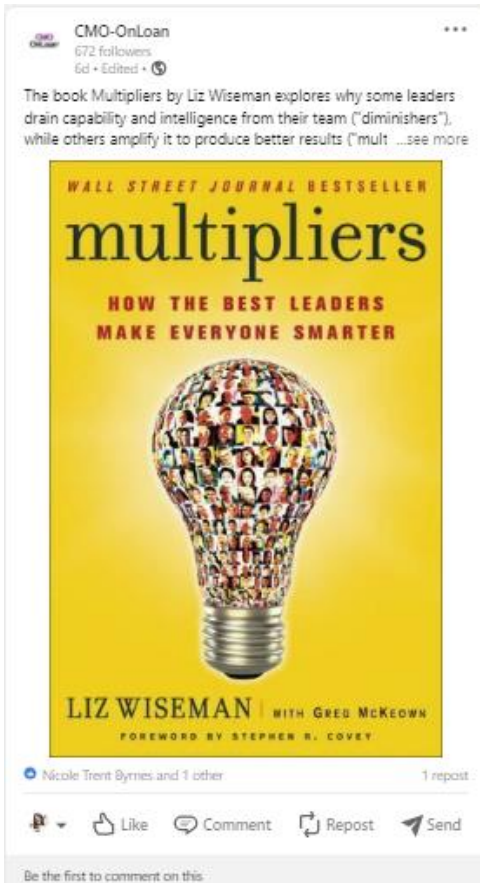


What Hashtags To Use In A Post

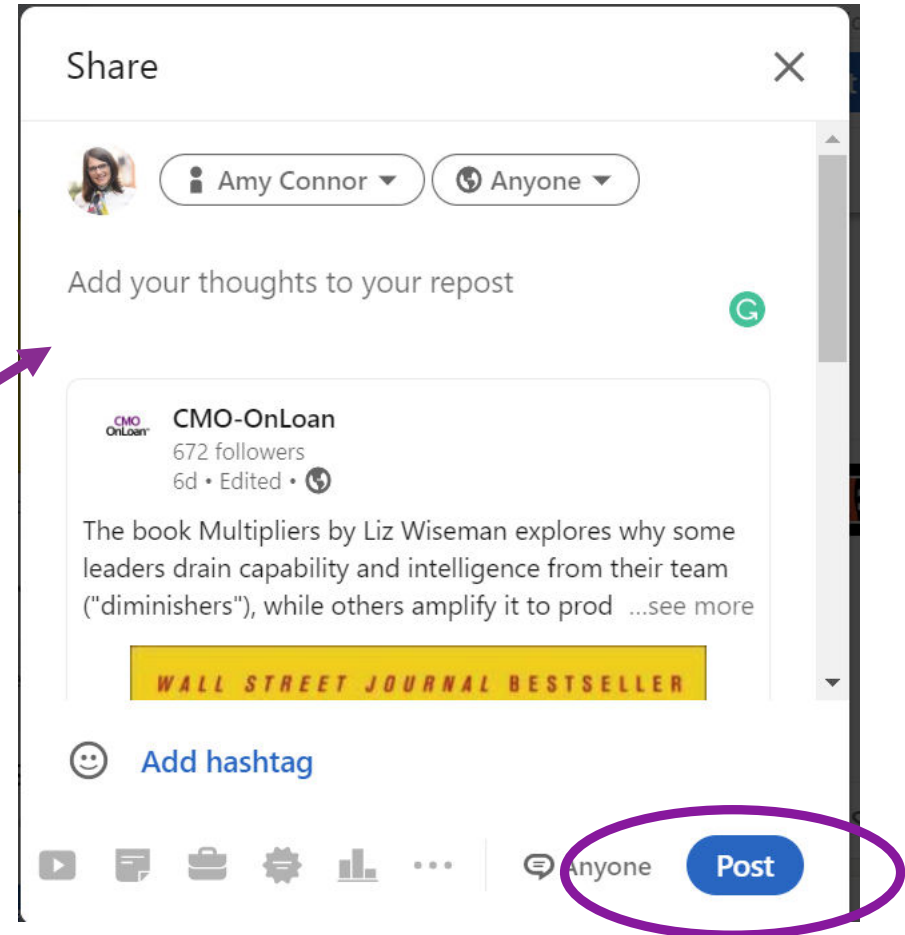
- Often, LinkedIn will give suggested relevant hashtags based on the content of your post and your history of using them, which can be great indicators of with hashtags to use.
- You may also want to look up hashtags related to your content; for example, #marketingeffectiveness #marketingROI #digitalmarketing, and from there you can find more relevant hashtags to follow by clicking on the three dots in the corner of the box.



Reposting



1. Go to the Post
2. Click "Repost"
3. Choose "Repost with Thoughts"
4. Add a comment in the text box (@company to connect to your company)
5. Click "Post"



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