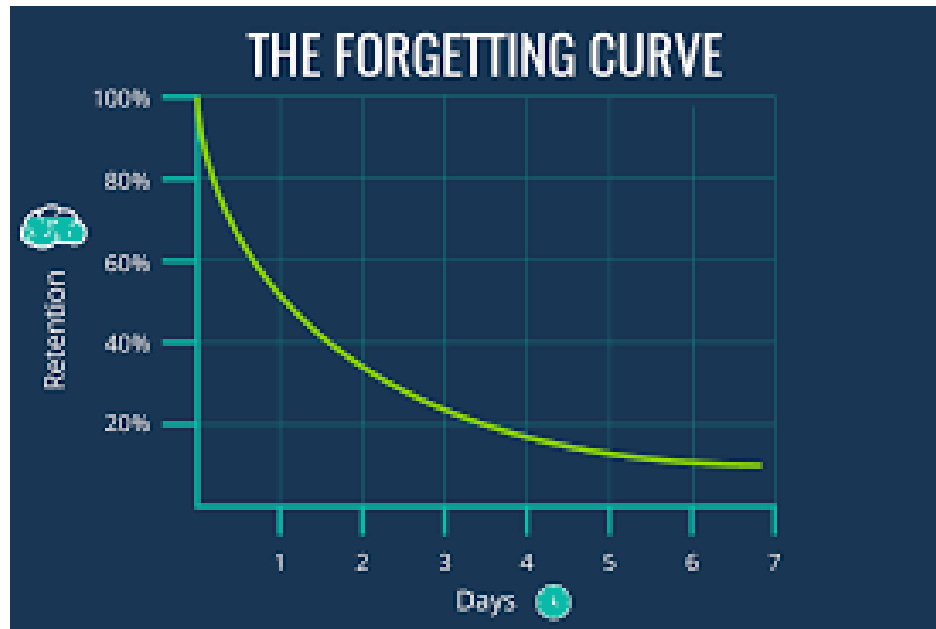


Using LinkedIn Effectively

Desired Outcomes

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

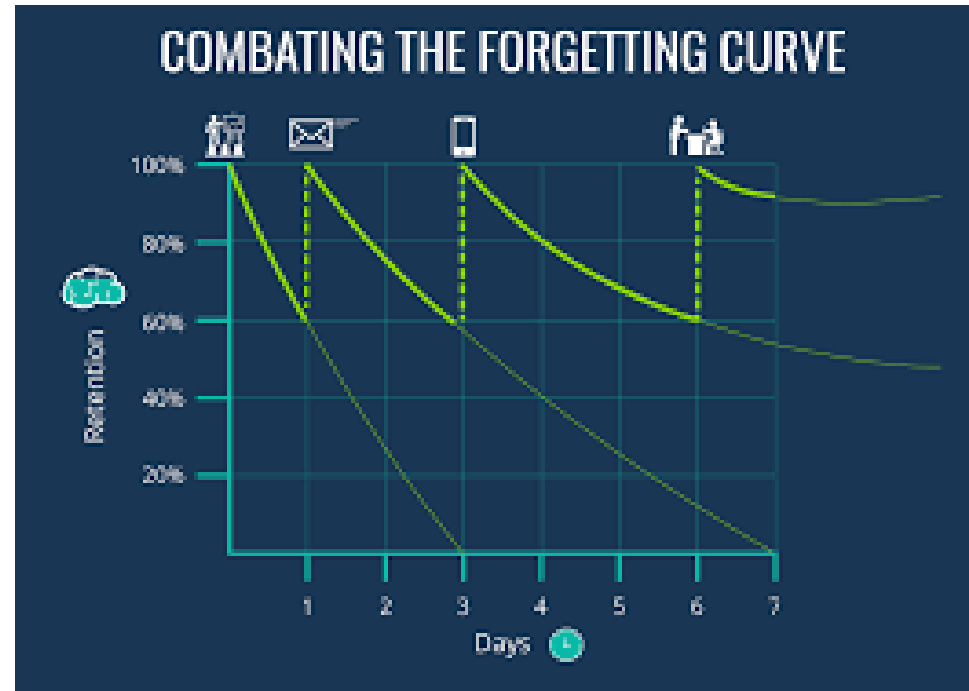
Why Be Consistent?



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

What it Takes

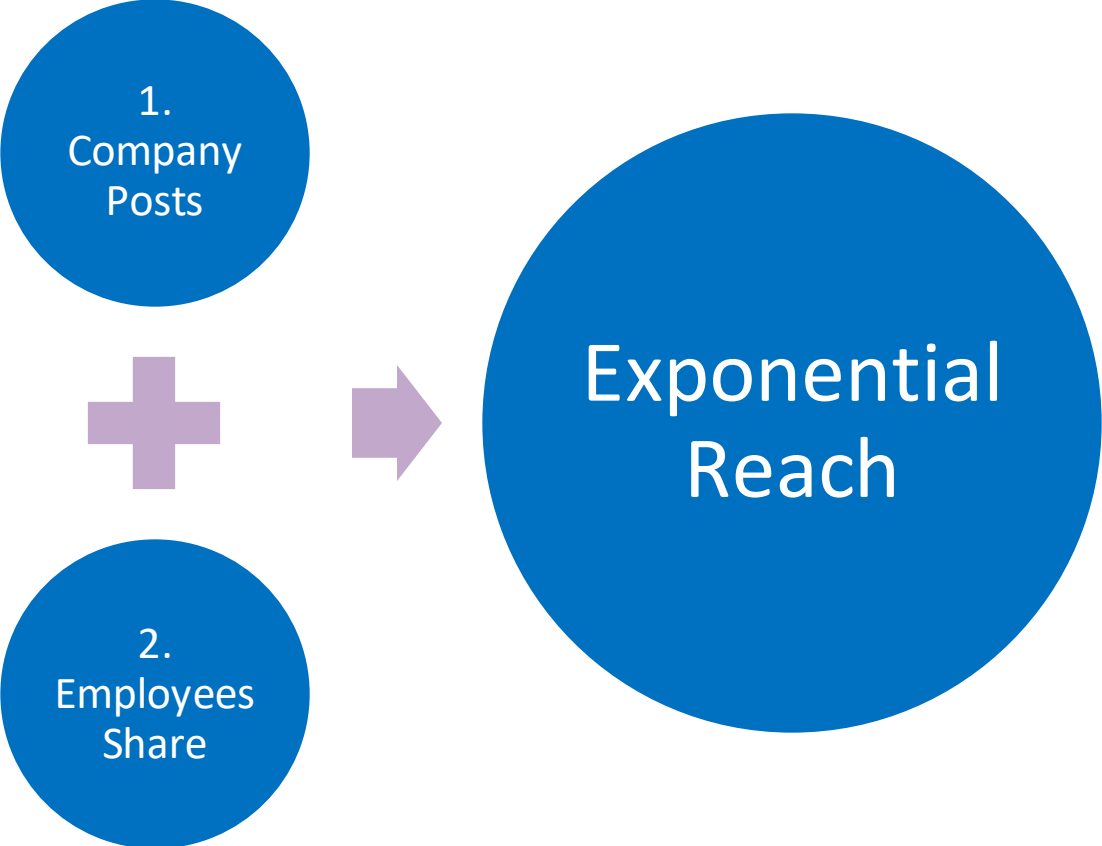
- 6-8 meaningful touchpoints
- The probability of action rises with each touchpoint



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

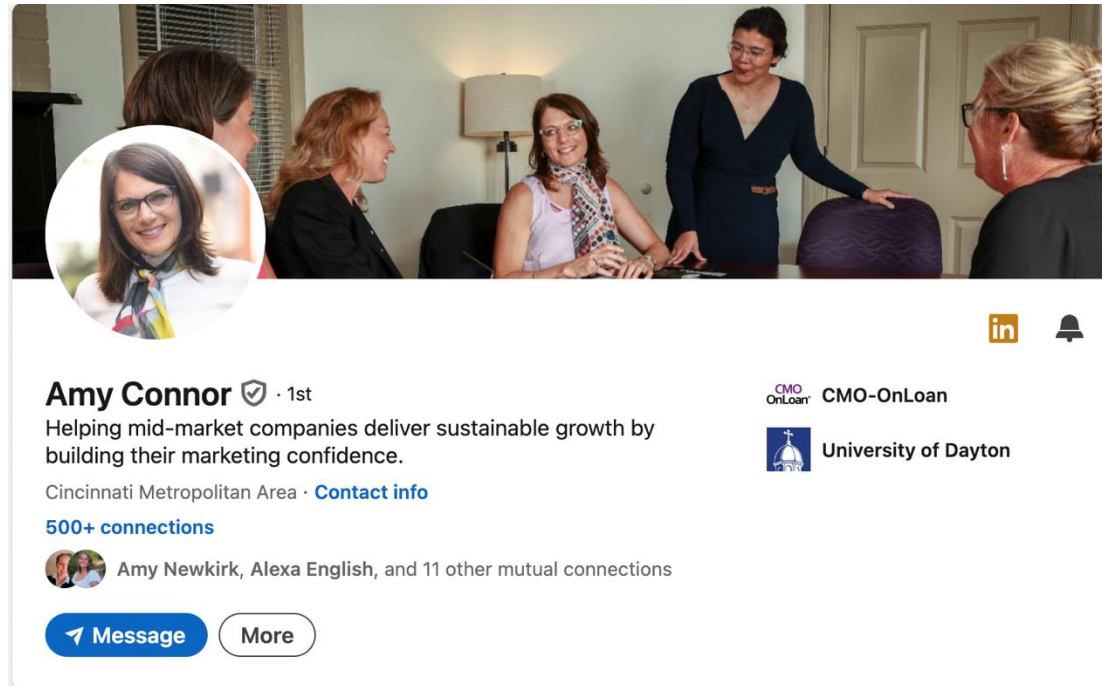
- You Post – connections get an alert
- Lots of first-level connections – Bigger impact
- Posts with a bunch of traffic and engagement within a few minutes get rewarded
- No penalty for reusing the same content

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

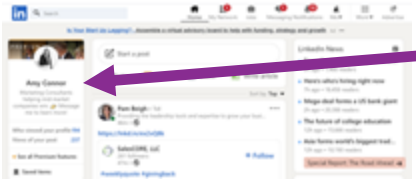
120 characters, Key Words, Call-to-Action

5. Complete, Accurate Experience

Choose Company logo when adding

The image shows a screenshot of a LinkedIn profile for Amy Connor. The profile includes a banner image of a group of women in a meeting, a circular profile picture of Amy Connor, and a headline: "Helping mid-market companies deliver sustainable growth by building their marketing confidence." The profile also lists her current role as President/Owner at CMO-OnLoan, her education at the University of Dayton, and her work history at Luxottica. Annotations with purple arrows point from the text on the left to specific elements of the profile: the URL, the banner image, the profile picture, the headline, and the work history section.

Personalize Your URL



1. Click on your name on the LEFT side of the page



2. Click on the “contact info” below your name

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

3. Click on the pencil in the top right

4. Click on your current URL

5. Delete any extra numbers, letters

6. Click “save”



Edit contact info

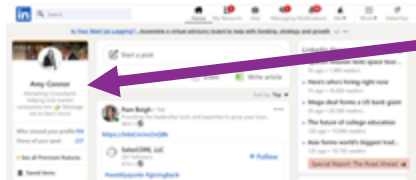
Profile URL

[linkedin.com/in/amyconnor](https://www.linkedin.com/in/amyconnor)

Save

Adding the Banner Image

Marketing will send the banner image



1. Click on your name on the LEFT side of the page

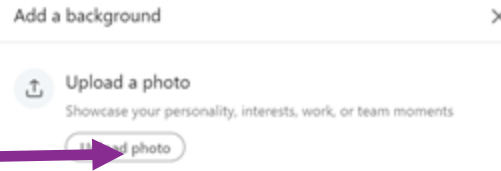
2. Click on the pencil in the top right corner



3. Click on “change photo” in box

4. Upload photo

5. Adjust within box to crop the photo



Professional-Looking Photo

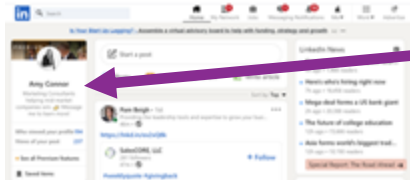
Ask someone else to take your photo:

- 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

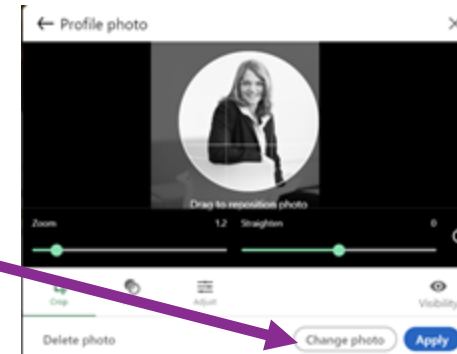


1. Click on your name on the LEFT side of the page

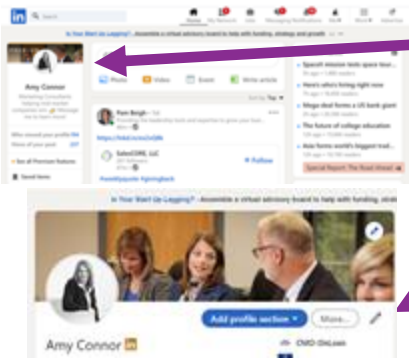


2. Click on the pencil in the top right corner

- 3. Click on pencil on bottom of photo
- 4. Click “change photo”
- 5. Choose photo from files
- 6. Adjust within box to crop the photo
- 7. Click “apply”



Clear Headline



1. Click on your name on the LEFT side of the page
2. Click on the pencil under your banner image
3. Add headline under Headline section
4. 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

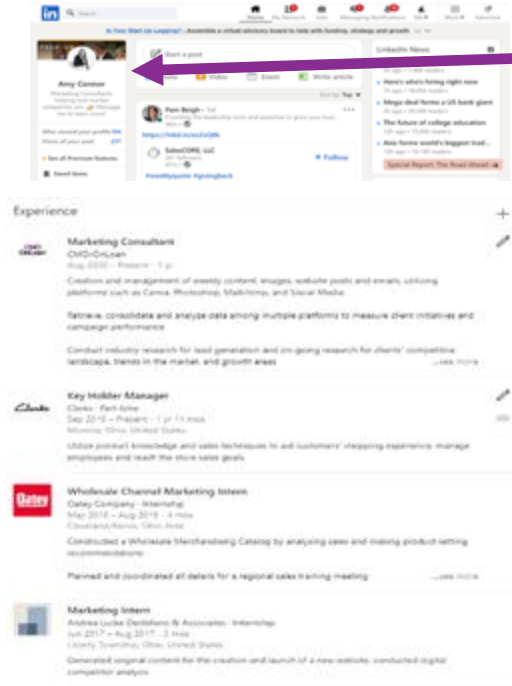
Edit intro ×
 First Name * Last Name *
[Add former name](#)
 + Record name pronunciation
 Name pronunciation can only be added using our mobile app.
 Pronouns

 Let others know how you prefer to be referred to. [Learn more](#)
 Headline *
 Current Position

[Add new position](#)
 Show current company in my intro
 Education

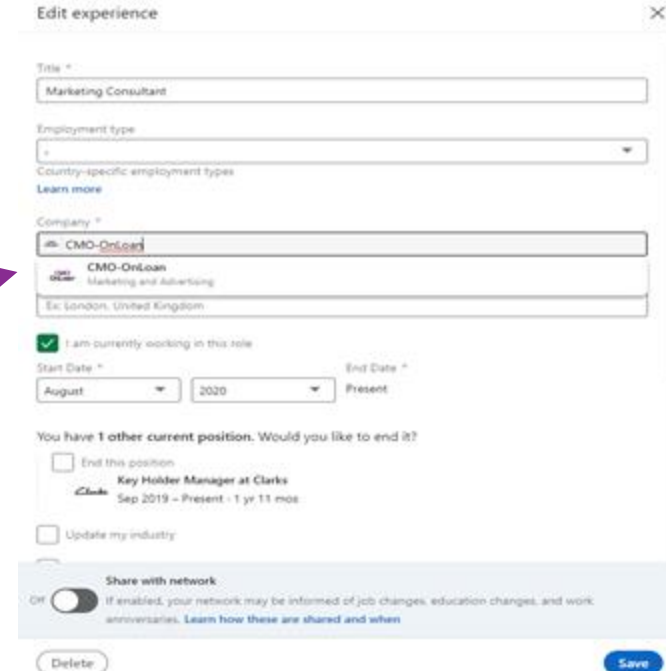
[Add new education](#)
 Show education in my intro
 Country/Region *

Complete, Accurate Experience



1. Click on your name on the LEFT side of the page
2. If you want to add an experience- scroll down to experience and click the plus icon at the top
3. If you want to edit a current experience , scroll down to experience and click the pencil

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



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



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

Verification

Amy Connor  · 1st

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

Cincinnati Metropolitan Area · [Contact info](#)

www.cmo-onloan.com

500+ connections

- 1. To initiate verification,** access your profile. Then, locate and click on the "Verify now" option, which will direct you to the verification process. This button can be found next to the name on the profile.
- 2. Follow the prompts:** The verification process will guide you through scanning your ID and taking a selfie, and it may require you to scan the NFC chip on your passport if applicable.
- 3. Submit and wait:** After completing the steps, submit your information and wait for LinkedIn to verify your identity.
- 4. Check for the badge:** Once verified, you will see the verification badge appear on your profile.

Recommendations

1. How to Request a LinkedIn Recommendation

- Start by identifying people you trust to speak to your strengths. They must have an active LinkedIn profile for the request to work.

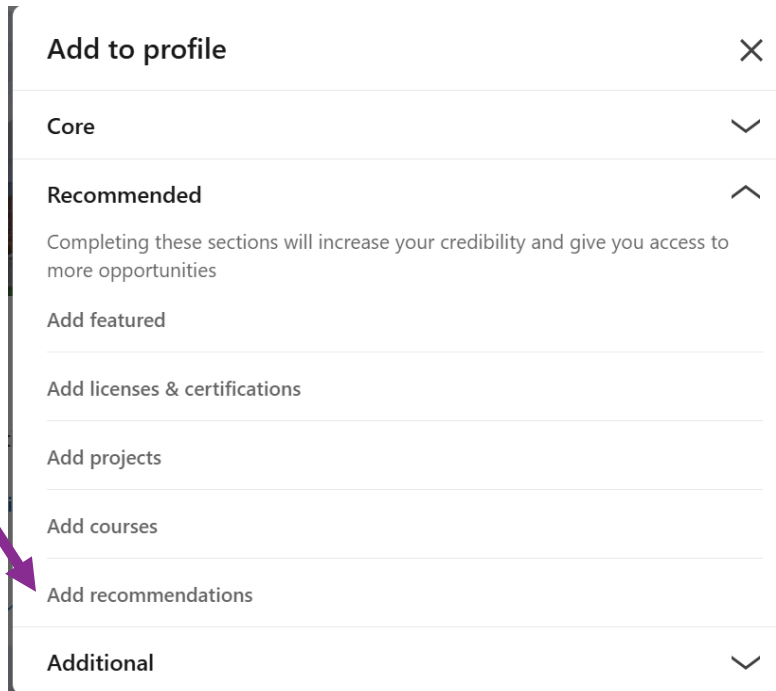
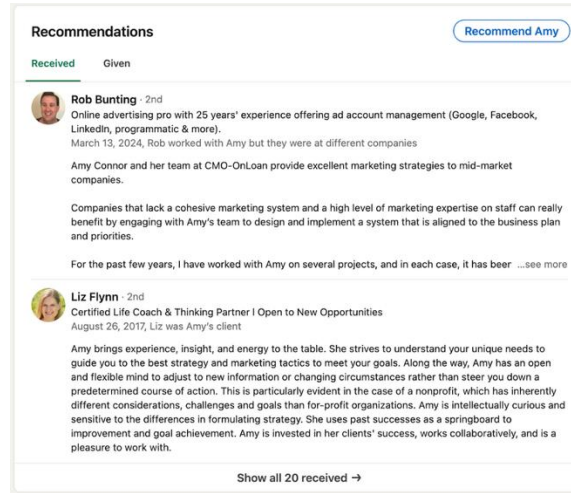
2. From your profile:

- From your Profile, click “Add profile section,” located under your name and headline.
- Click the "Recommended," and then select “Add recommendations.”
- Follow the subsequent prompts.

3. From their profile:

- Go to their LinkedIn page.
- Click “More,” then select “Request a recommendation.”
- Follow the subsequent prompts.

When you make the request, be specific. Mention the work you did together and what you'd value them highlighting.



Build Your Network

1. Target: 500+ relevant, quality connections

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

Amy Connor 

Helping mid-market companies win by infusing them with world-class marketing expertise. 🙌

Message me to learn more!

Cincinnati Metropolitan Area · **500+ connections**

[Contact info](#)

 [linkedin.com/groups/](https://www.linkedin.com/groups/)

Invite Connections

You can invite your personal connections to follow the company page

1. Go to company page- Admin view
2. Under Invite Connections to Follow, click Invite more connections
3. Click the box next to the connections you want to invite
4. Click Invite

The screenshot displays the 'Invite Connections To Follow' window. The top section shows a credit balance of 69/100 and a list of three connections with 'Invite' buttons. A purple arrow points from the 'Invite more connections' link in the first list to the second list. The second list shows a search bar and a list of connections with checkboxes. Wilson Gee's checkbox is checked with a green mark. A purple arrow points from the third step of the instructions to this checkbox. At the bottom right of the second list, the 'Invite 1' button is circled in purple.

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

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

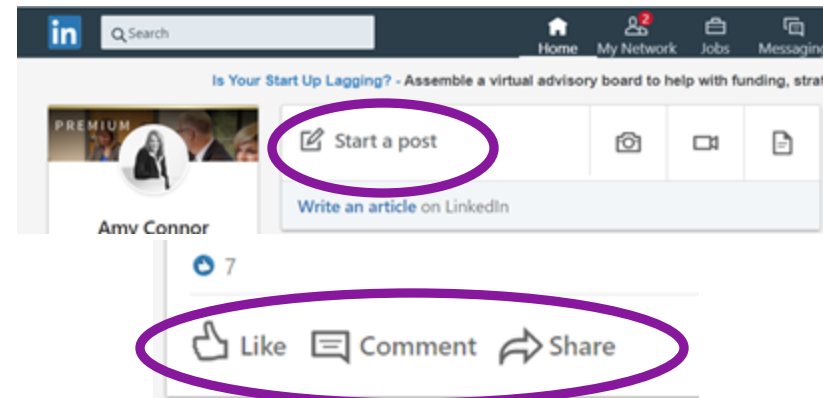
- Post
- Like (not as impactful)
- Comment
- Repost relevant posts
 - See next slide for steps



CMO-OnLoan

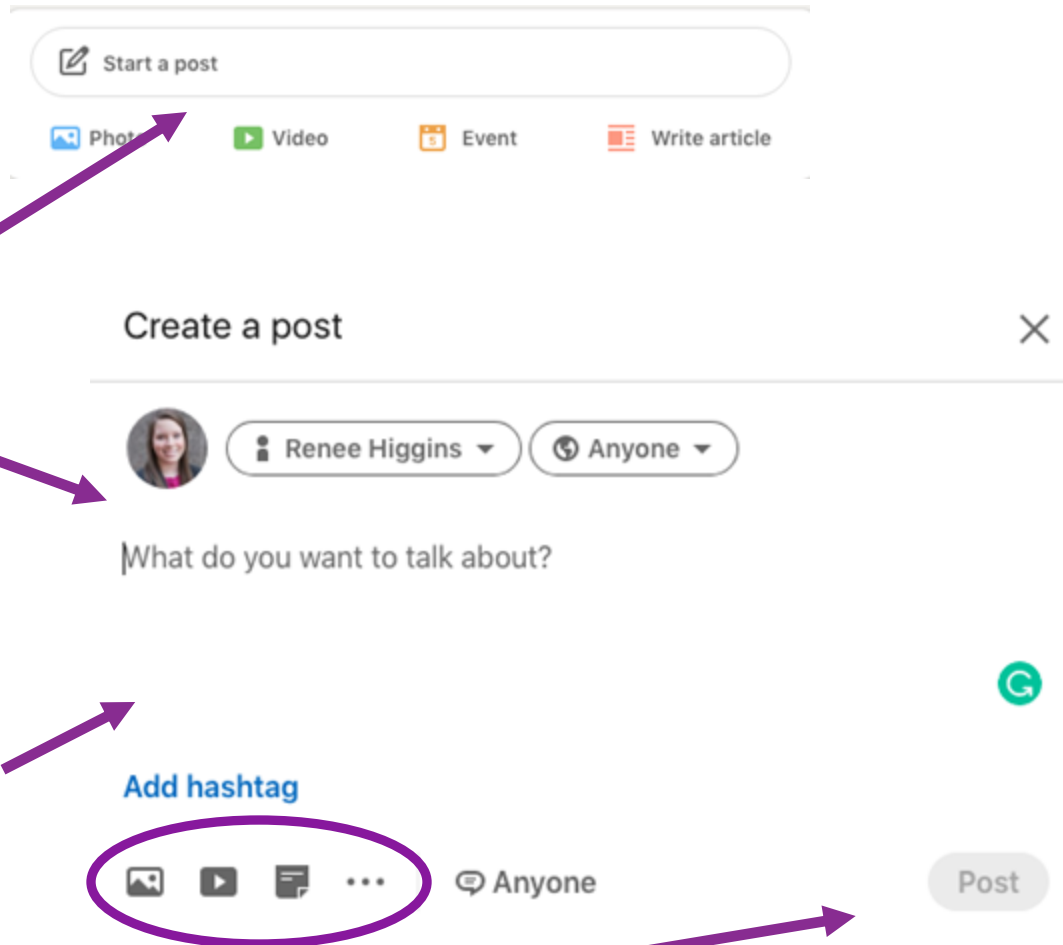
Marketing consultants helping privately-held, mid-market companies in Cincinnati-Dayton
Business Consulting and Services · Cincinnati, OH · 803 followers · 2-10 employees

Amy & 12 other connections follow this page



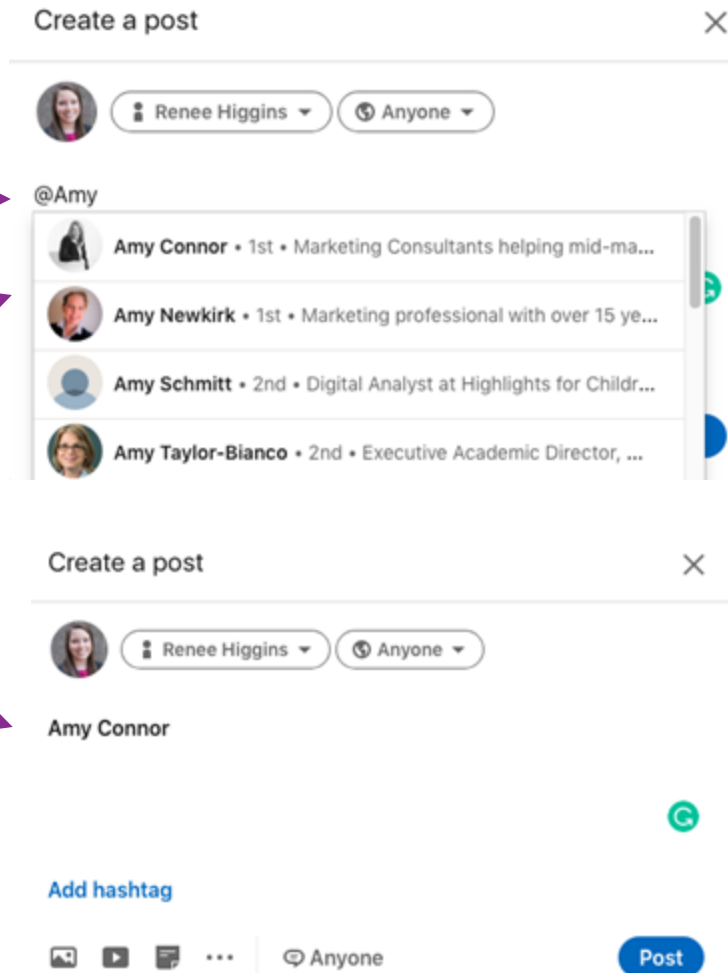
How To Post

- 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

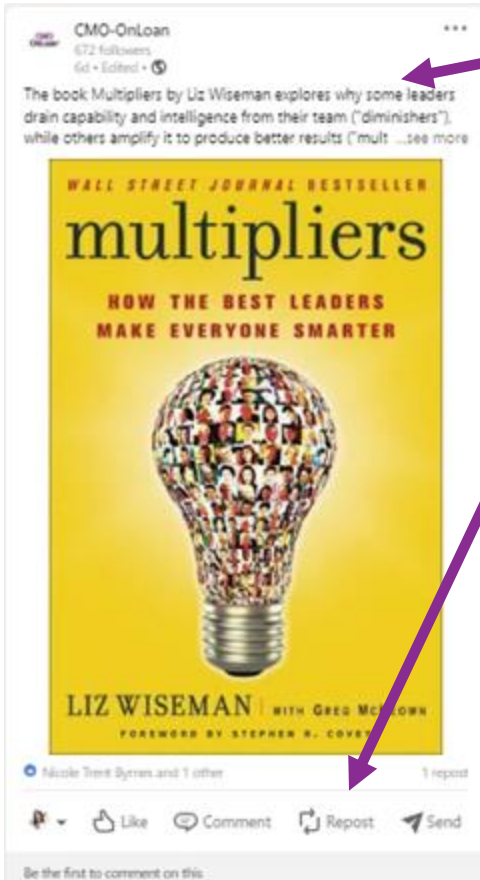


How To Tag In Your Post

- 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 in the bottom left



Reposting



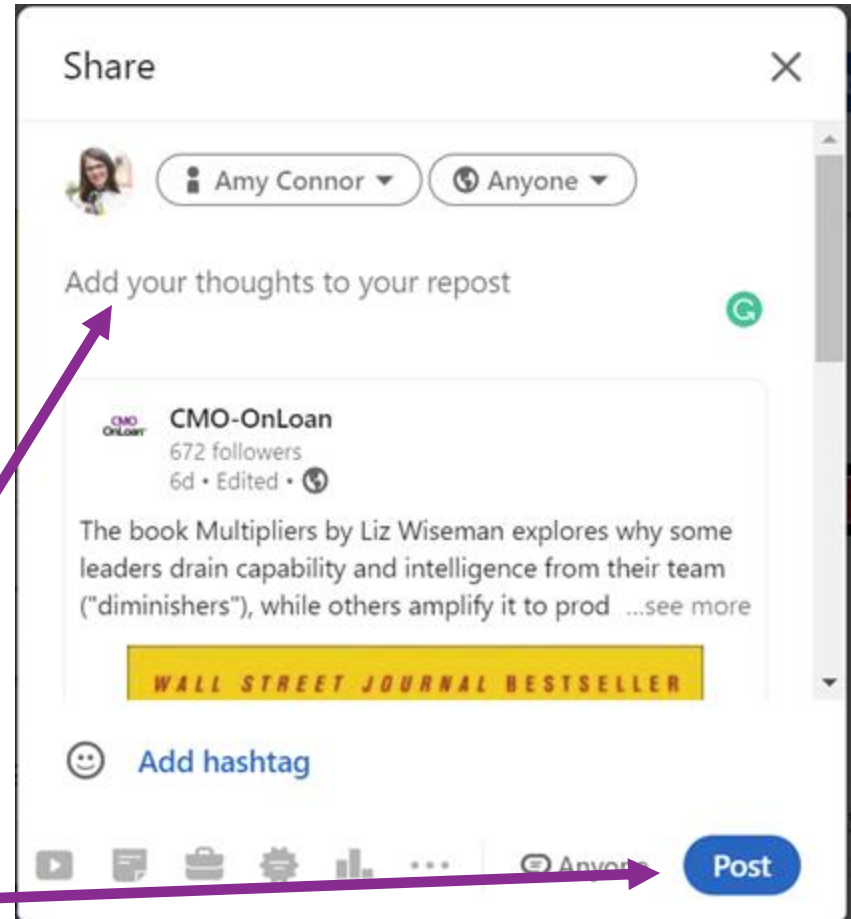
1. Go to the Post

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



Increase Your Effectiveness

1. Optimize Your Profile

1. Build Your Network

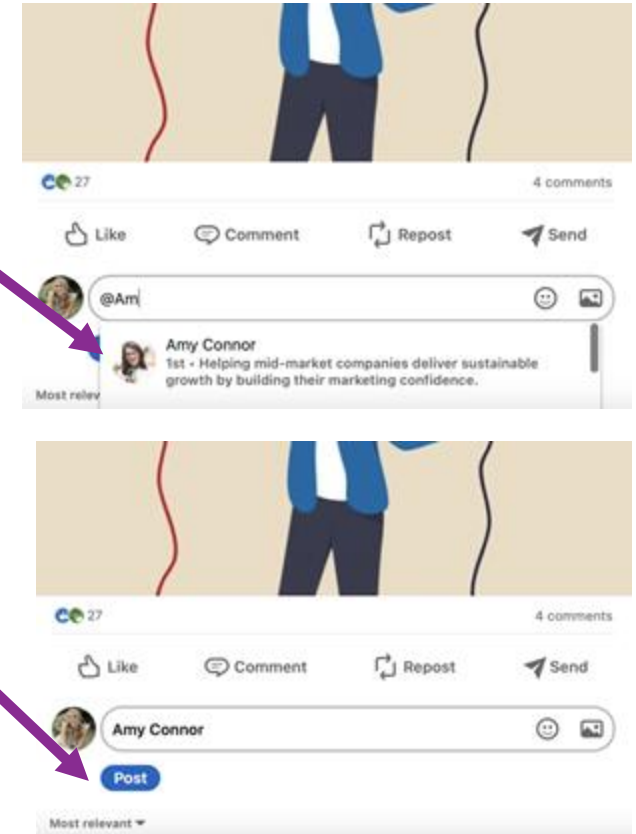
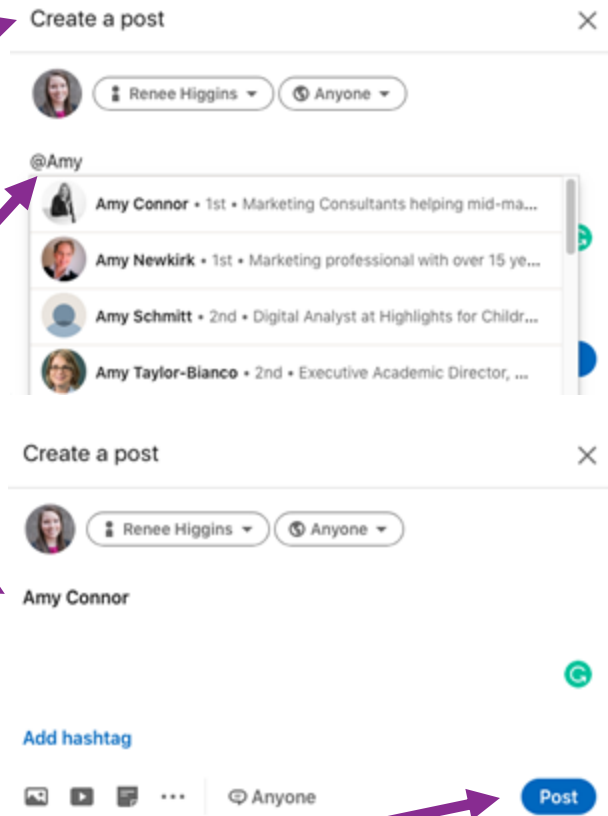
1. Consistently Engage

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

CMO-OnLoan
 University of Dayton

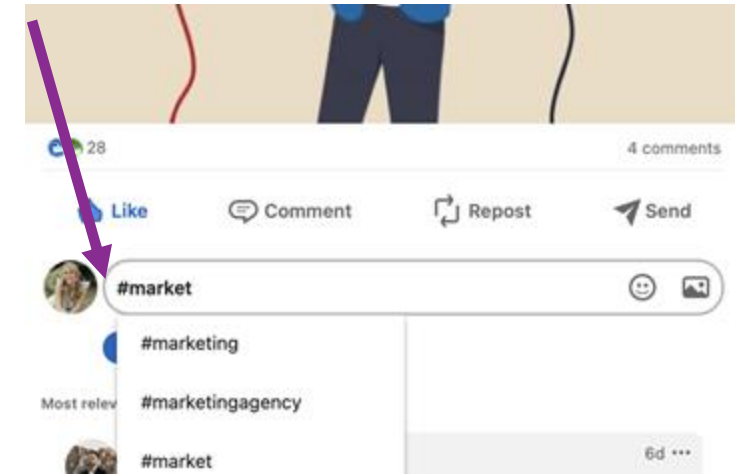
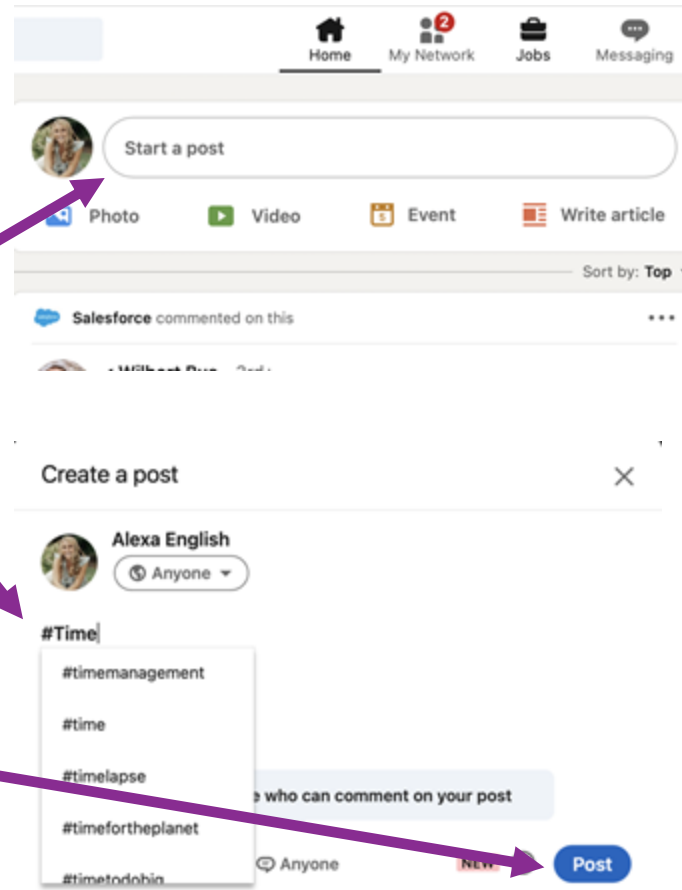
How To Tag In A Post Or Comment

- From your LinkedIn homepage, click Start a Post or click Comment at the bottom of someone else's post.
- Type "@" and then begin typing a name. You'll see a list of potential people you can mention.
- Click the name of the person or people you want to mention from the list and continue typing your message.
- Click Post in the bottom left corner.



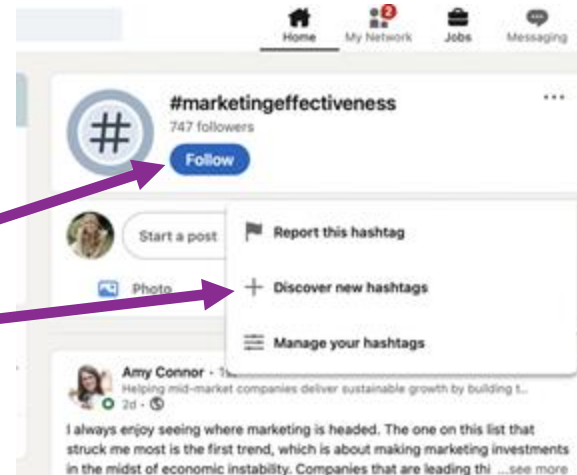
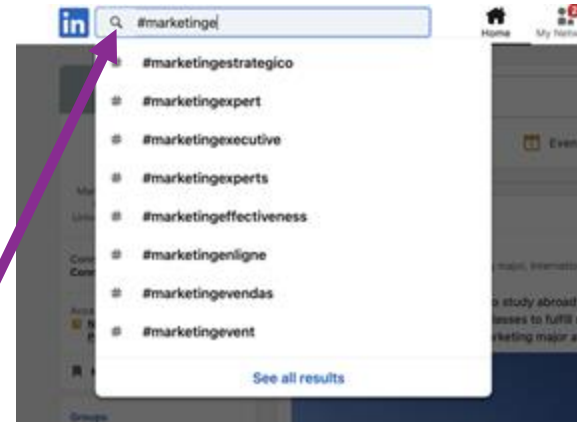
How To Hashtag In A Post Or Comment

- From your LinkedIn homepage, 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 start by looking up hashtags related to what is it your working to promote, for example, #marketingeffectiveness #marketingROI #digitalmarketing, and from there you can then find more related hashtags to follow by clicking on the three dots in the corner of the box.



Questions & Discussion