

# LinkedIn Marketing 2013!

*Your Step by Step Guide to Creating a Lead Generating Profile  
on LinkedIn*



*Jo Barnes*

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*1st Edition*

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# Why LinkedIn?

As of 2nd August 2012 LinkedIn reported it had 175 million+ professionals members in over 200 countries and territories around the world.

They surpassed 5.3 billion professional-oriented searches in 2012.

*[Data Courtesy of The LinkedIn Press Centre](#)*

That alone should be enough to get you thinking about adding LinkedIn to your marketing strategy.

But more than that, LinkedIn has some unique features to get you and your business / brand seen by your target market.

Firstly LinkedIn is very SEO friendly. Make your profile nice and keyword rich and you could very well find your LinkedIn profile at the top of google!

Secondly it is a great Lead generation tool. Join or start groups to tap into the huge community of users who are looking for professional advice.

Thirdly, it increases your brand visibility and won't eat up half the time you spend on facebook or twitter. An hour a day making connections, commenting in your groups and posting interesting updates will be enough for you to grow a huge base of connections and catapult your business.

There are many more reasons, including the very visible social proof on your profile page in the form of endorsements and recommendations, the fantastic facility to showcase your experience, talents and expertise, the ability to add business pages with featured products, create huge targeted groups and loads more!

Excited? You should be, let me show you how simple all this is to setup.

## Getting Started

Setting up an account on LinkedIn is easy and free. Just go to [www.linkedin.com](http://www.linkedin.com) and follow the instructions.

What we're going to cover over the next few pages is how to create your perfect profile.

Get this right and you're over halfway to having a fantastic LinkedIn presence, which will open up your business to yet another big new network of people.

## Why Your Profile is So Important

### 1st Impressions count

The whole point of LinkedIn is to make connections and engage with those connections in a meaningful way. Unlike facebook & twitter where your profiles are based on the content you've been sharing, LinkedIn is very much more focused on who you are, what you do, what you can do for others and your experience and expertise.

Remember LinkedIn was originally setup as a recruitment network and still is the top recruitment network on the web. Therefore your profile is like your resume. You are in effect telling people why you are the ideal candidate for them.

Now transfer that into the B2B world and the effect is just as powerful. Someone types my name or does a search for Social Media experts and the first thing they land on is my 'resume'. A full page telling them why I'm the ideal person to teach them how to run their social media campaigns.

The result: a connection, a contact, engagement, a customer.

### SEO friendly

As I said in the introduction, LinkedIn is very SEO friendly, so utilising your profile to add relevant keywords may well get you found on the first page of google.

You must remember though that google is changing it's algorithms all the time and moving much more towards social proof. So you need to add to your keyword rich profile; great engagement, lots of likes, endorsements, recommendations and connections.

Keyword stuffing may work in the LinkedIn search (and it does), but it won't hold much weight on it's own in google rankings anymore.

Thankfully by the end of this guide you will know exactly how to get more social proof to assist your SEO endeavours!

### Positioning

Creating a benefit driven summary, showcasing your experience and expertise, plus adding your specialities and skills (plus a few more great tips I'm going to be giving you), will begin to position you with credibility and authority in your industry or niche.

Add to that the all important social proof element and it won't be long before you will have positioned yourself as the go to expert in your particular arena.

Now before you start thinking this is beyond your reach or sounds too much like hard work, LinkedIn lends itself beautifully to building up connections and getting that social proof quickly and easily and it all starts with an awesome profile!

## Your Profile

So here's what we're going to be looking at in this report;

1. Your Photo
2. Name / Headline
3. Personalising Your URL
4. The Summary & Specialities
5. Your Experience
6. Projects
7. Skills & Expertise
8. Education
9. Recommendations
10. Additional Info
11. Groups
12. Posting Status Updates
13. Start Connecting
14. What's Next

Each section is short, to the point and has graphical instructions. It's well worth putting aside an hour to create a fantastic profile and start generating leads from LinkedIn today!

## Your Photo

Quite possibly the most important element of your page. LinkedIn is not facebook. It's a different market.

So leave those photos of you with your puppies, cartoon characters or quirky messages to FB.

What you need on LinkedIn is a nice clean professional headshot with a lovely big smile.

If you think you have a face for radio SMILE! A great smile will make you look and feel better!

Please, please brush your hair, put on a bit of make up ladies and wear something appropriate. That dodgy photo of you in your hoody on a windy hill won't do!

You're trying to create a great first impression here and it's a nice big image that pops up right at the top of your profile, so make it good. In fact, if you can afford it, at some point I would recommend getting professional photos done, not only for LinkedIn, but for your entire Social Media / blog presence. But, it's not necessary.

A clean shot, in good lighting and with a groomed appearance is enough to make a great first impression and for people to want to read on and find out more about you.



## Your Name / Headline

I know this sounds obvious but your name needs to be Your Name. Once you have created your LinkedIn profile you can set up business pages, just as you can on facebook. So don't set up your personal profile and call it your business name.

LinkedIn is about connections between professionals. So if you're a CEO of a company hell bent on hiding behind your brand, it's time to step out of the shadows and introduce the business community to YOU!

People do business with people they know, like & trust. Heard that one before? Of course you have.

Directly under your name is your first opportunity to add some keywords. However, please ensure they're relevant and don't keyword stuff. I'll be elaborating a bit more on that when we get to the Summary section.

Your headline is your opportunity to grab people's attention and you have seconds to do that, so you need to make it catchy and relevant to their search.

Here's some example headlines to give you some inspiration.

**Making social media simple for small business • Social Media Strategist • Social Media trainer & speaker**

**LinkedIn Coach & Trainer, LinkedIn Business Strategist, (LION) 4100+ connections, Founder of the WPM.**

**Trilingual Social Media Strategy Consultant, Coach, Speaker | Author of Multiple LinkedIn Books | University Professor**

**Facebook Marketing Expert Author & Trainer | Social Media Speaker | Relationship Marketing Specialist**

✓ Online Marketing Professional ✓ Social Media Marketing Specialist ✓ Author of FB Marketing 2013 ✓ I Love to Inspire!

## Personalise Your URL

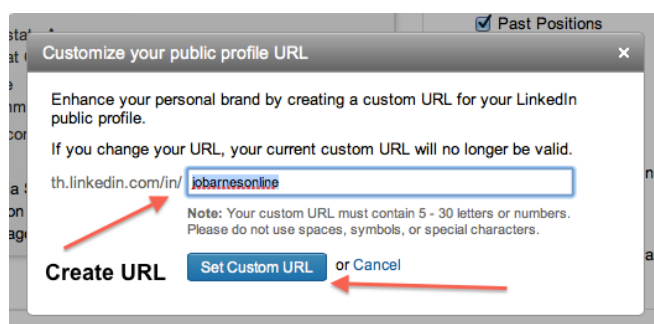
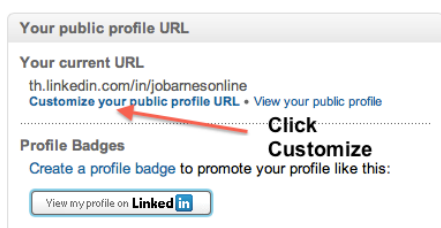
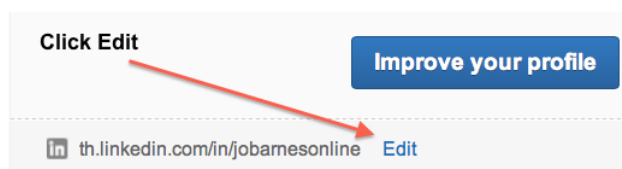
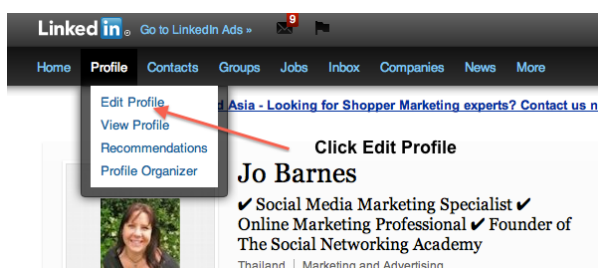
When you first create your profile, LinkedIn will give you a URL which is stuffed with numbers and is not attractive.

To increase the chances of people finding you and give you the ability to post attractive links across all the other social media platforms make sure you personalise your URL asap.

It may also help with google rankings. Not a lot, but every little helps!

Here's how you claim your personalised URL;





## Your Summary & Specialities

OK, here we go! This is the part you're going to want to spend some time on.

This is your chance to showcase your talents, your experience, how you can help the visitor and add some relevant keywords to help you get found.

Your summary needs to introduce you, give you credibility and tell the visitor what they will get by connecting with you, clicking through to your web page, joining your group etc etc.

If you can get your summary right you will find it much easier to create connections and build that all important social proof!

So before I show you how to do it, let's look at some good and bad examples;



## Good Examples

### ARE YOU ACHIEVING WHAT YOU WANT FROM LINKEDIN?

LinkedIn is the only social media platform that specialises in connecting you to Business Professionals across the world. With 175m + people (and growing at a rate of 1 million every 12 days) - it can provide an unrivalled way to expand your business, market your products and services and generate new sales leads. There are over 9 million LinkedIn users in the UK alone.

LinkedIn is continually growing and expanding and with new improvements being added on a regular basis - you need to keep up to date with what it can do and offer.

This is why I run courses every month - to teach YOU how to get what you need from LinkedIn.

My courses are designed for the Beginner and the Experienced user - I can show you strategies that will help you Generate New Business, Eliminate Cold Calling Forever and also many different ways to promote your products and services to new markets, and much, much more.

For more information on my LinkedIn courses contact me now on 01527 910255 or email me at [Edwina@edwinasilver.com](mailto:Edwina@edwinasilver.com)

BUT THAT IS NOT ALL WE DO.... We can also offer a Set Up Service to create your profile in a professional way that is guaranteed to get the right results, and we also offer a Maintenance Service for those busy executives who know they need to be active on LinkedIn but just don't have the time.

We also run Campaigns for those who want to use LinkedIn as part of a planned marketing strategy. We always work closely with you in order to deliver the results you need.

To find out more about just what LinkedIn can deliver - Contact Me Now for an informal chat and discover yourself just what we can help you achieve.

Tel: 01527 910255  
Email: [edwina@edwinasilver.com](mailto:edwina@edwinasilver.com)

(courtesy of [Edwina Silver Profile](#))

Greetings!

I'm fortunate to be one of the world's foremost experts on using Facebook as a marketing channel. I am honored to be the published coauthor of Facebook Marketing: An Hour A Day, along with Chris Treadaway, as well as author of The New Relationship Marketing.

In 2008, FastCompany.com dubbed me "the Pied Piper of the Online World; a veritable engine of personal branding and a relationship marketing whiz." I'm considered a popular Social Media Keynote Speaker, Trainer and Thought Leader.

I have a strong 12-year background in the world of relationships and Internet technology, making social media my ideal arena. Through my consulting and training business, I am passionate about helping independent professionals, entrepreneurs and business owners to accelerate their business profits using an integrated social marketing strategy, with particular focus on Facebook and Twitter.

After applying my proven Social Marketing methods, my clients typically experience a significant increase in traffic, subscribers, clients, affiliates, lucrative strategic alliances and targeted media attention.

I love to travel - having lived and worked in four different countries over the years; I travel the United States and internationally to provide social media keynotes and in-depth training. I've shared the stage with the likes of Sir Richard Branson, the Dalai Lama, President F.W. de Klerk, Tony Robbins, Dr. Stephen R. Covey, and Paula Abdul.

I describe myself as a "bubbly Scottish-Canadian." I currently lives in San Diego, California and have a total penchant for turquoise and bling... 'cuz that's my thing! :)

Specialties

Public Speaking, Social Media Keynotes, Social Media Consulting, Facebook Training, Facebook Business Consulting, Social Media Strategizing, Buzz Marketing, Relationship Marketing, Relationship Management, Internet Marketing, Copywriting

(Courtesy of [Mari Smith Profile](#))

## Bad Examples

Social Media Marketing,  
Social Media Coach,  
Social Media Consulting  
Coaching Training Alliance Certified  
Social Media Marketing Coaching  
Social Media Management Coaching  
Social Media Coach Special list  
Social Media Advertising  
Social Media Speaker  
Social Media Management  
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Social Media Coach  
Marketing  
Marketing Specialist  
Social Media Branding  
Marketing Social Media  
Blog Marketing  
Twitter Marketing  
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Specialties  
**Social Media** Management  
**Social Media** Marketing Specialist  
**Social Media** FB  
**Social Media** Coach  
**Social Media** specialist  
**Social Media** Twitter  
**Social Media** LinkedIn  
**Social Media** Coach  
**Social Media** Marketing Coaching  
**Social Media** Marketing  
Marketing Specialist  
Business Planning Specialist  
Balance of Life and Work Specialist  
**Social Media** Speaker  
**Social Media** Coach  
**Social Media** Facebook Specialist  
**Social Media** LinkedIn Specialist  
**Social Media** Coaching  
**Social Media** Marketing  
**Social Media** Management

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Social Media

Facebook Advertising, Facebook Ads Management, Twitter Ads, Twitter Ads Management, LinkedIn Ads, LinkedIn Ads Management, Social Ads, Social Advertising, Social Ads Management, Facebook Advertising, Facebook Ads Management, Twitter Ads, Twitter Ads Management, LinkedIn Ads, LinkedIn Ads Management, Social Ads, Social Advertising, Social Ads Management, Facebook Ads, Facebook Ads Management, Twitter Ads, Twitter Ads Management, LinkedIn Ads, LinkedIn Ads Management, Social Ads, Social Advertising, Social Ads Management, Facebook Advertising, Facebook Ads Management, Twitter Ads, Twitter Ads Management, LinkedIn Ads, LinkedIn Ads Management, Social Ads, Social Advertising, Social Ads Management, Facebook Ads, Facebook Ads Management, Twitter Ads, Twitter Ads Management, LinkedIn Ads, LinkedIn Ads Management, Social Ads, Social Advertising, Social Ads Management, Facebook Ads, Facebook Ads Management, Twitter Ads, Twitter Ads Management, LinkedIn Ads, LinkedIn Ads Management, Social Ads, Social Advertising, Social Ads Management, Facebook Advertising, Facebook Ads Management, Twitter Ads, Twitter Ads Management, LinkedIn Ads, LinkedIn Ads Management, Social Ads, Social Advertising, Social Ads Management, Facebook Advertising, Facebook Ads Management, Twitter Ads, Twitter Ads Management, LinkedIn Ads, LinkedIn Ads Management, Social Ads, FB Advertising

I think they speak for themselves. Just ask yourself, which ones would you want to do business with?

Here's how to write a fantastic summary:

1. Begin with a brief introduction to you and what you currently do / offer
2. Follow up immediately with how you can help the visitor (always write as if you're speaking to one person - the person visiting your profile)
3. Add some credentials. Why you're the best person to help them with this particular issue. What others have said etc.
4. Offer a free gift - this link will lead to an optin form
5. Add a personal paragraph, so they can get to know the person behind the business
6. Add a list of your specialities - add some great keywords here!

As you're writing your summary please remember your objective at all times. You are trying to compel people to connect with you, contact you and / or engage with you.





Is your summary compelling enough?

Have you looked at other profiles in your niche and surveyed their summaries?

How can you make yours better, more benefit driven, more compelling?

Spend some time here, it will pay you dividends!

Hello! My name is Jo Barnes and I am the creator of [jobarnesonline.com](http://jobarnesonline.com), a valuable results based blog covering online money making and marketing tips, cool tools to make your business and life easier and HUGE doses of inspiration to help increase your motivation levels and ensure you're taking ACTION!

[Website Link](#)

I am also the founder of The Social Networking Academy, an online educational resource for entrepreneurs wanting to achieve real results in their business using Social Media and online marketing strategies.

It is my mission to help you achieve your business and life goals as quickly as possible while having FUN!

I want to give you the opportunity to make better choices because you have more money, more time and more passion for what you're doing than ever before!

Make sure you don't miss a thing, by signing up for my blog updates and connecting with me across the Social Media Platforms!

Check out over 500 reviews of my company here - <http://www.imreportcard.com/products/social-networking-academy>

[Testimonials](#)

Why not start by downloading our FREE Social Media Strategy Document, a complete, detailed document walking you step by step through creating a Social Media Strategy for your business or company, including downloadable spreadsheets for your content strategy, setting KPI's, tracking posts and creating a default diary.

Access here - <https://the-sna.com/s/socialmediastrategy>

I look forward to getting to know you! :)

[Specialities](#)

[Call to Action](#)

Specialities;

Taking Action!, Online Marketing, Social Media Marketing, Facebook Marketing, Facebook for Business, Facebook Landing Pages, Facebook Advertising, Internet Marketing, Webinar Marketing, Networking, Product Creation, Productivity, Public Speaking, Content Production, Relationship Marketing, Social Media Strategies, Getting Results, Google+ Marketing, Twitter Marketing, Presenting, Seminars, Video Marketing, Copywriting, Writing, Online Tools & Gadgets (Bit of an addict), Having Fun!

## Your Experience

As we move down your profile you now have many more opportunities to showcase your expertise starting with your experience.

I see many people simply listing past jobs. Don't do this. Make this relevant and keyword rich.

Unless your looking for a job I suggest you don't list every position you've ever held since leaving school.

I'm fairly sure my stint as a Butlins Redcoat (holiday camp entertainer for those not familiar with Billy Butlin) will not influence someone to do business with me. In fact it may even put them off! :)

Use this section to list your jobs or experience that is relevant to what you're offering now.

See mine as an example. [Click Here to View my Profile](#). Note that I'm actually using my various current activities as my experience and I have only included what I feel is relevant about my background.

Make sure you add a decent job description with plenty of keywords to make your profile even more interesting, relevant and searchable.

### **Creator**

**Jo Barnes Online**

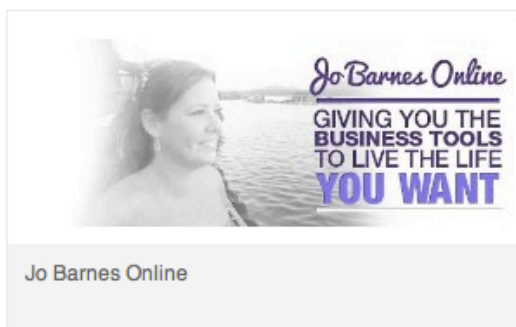
January 2013 – Present (3 months)

I'm the creator of [jobarnesonline.com](http://jobarnesonline.com), a valuable results based blog covering online money making and marketing tips, cool tools to make your business and life easier and HUGE doses of inspiration to help increase your motivation levels and ensure you're taking ACTION!

It is my mission to help you achieve your business and life goals as quickly as possible while having FUN!

I want to give you the opportunity to make better choices because you have more money, more time and more passion for what you're doing than ever before!

Make sure you don't miss a thing, by signing up for my blog updates and connecting with me across the Social Media Platforms!



## Creator

### The Social Networking Academy

April 2011 – February 2013 (1 year 11 months) | Online

Voted The No 1 Social Media Product Online - IM Report Card

The Social Networking Academy is a results focused, online Social Media training academy for Entrepreneurs, Digital Product Creators, Authors, Coaches, Social Media Coaches, Managers & Consultants, Social Media Trainers, Experts, Public Figures & Businesses wanting to seriously increase their customers and revenue through Social Media and Online Marketing.

People who are using the information explained in The Social Networking Academy training videos state that the information is extremely concise and easy to put into action. Others state that this is one of the best investments they have made in their online businesses. If you have been looking for an all-in-one training site where you will be able to learn all the skills you need to be successful then you will want to take a look at Social Networking Academy.

What's included in The SNA;

90 Day Coaching Program  
The Social Media Library incl training on;  
Facebook  
Pinterest  
Google+  
Twitter  
YouTube  
LinkedIn  
Social Media Superbrand Course  
Drag & Drop Facebook Landing Page Templates  
Contest App  
Timeline Graphic Creator  
Bi-Weekly Live Coaching Calls  
Members Only Facebook Group  
and much much more....

Hope to see you there!

Jo:)

► 2 projects

▼ 10 recommendations, including:



**Debbie Buckley**

Business Mentor and Digital Marketing ...

Jo Barnes and the Social Networking Academy (SNA) are a must for anybody who is serious about social media and their online... [View ↓](#)



**John Cusick**

Social Media and Marketing Manager ...

Jo's Training is clear and presented in a very friendly way. It feels like a friend guiding you through. The information she... [View ↓](#)

[8 more recommendations ↓](#)

## Projects

I love this one! This is an opportunity for you to open up and tell people what you're working on!

Perhaps you're writing a book, planning a new course, organising a webinar or event, building some new software, launching a new product line.

Whatever it is, add it to projects, add some great and relevant keywords and lots of anticipation and excitement!

This is a chance to get people excited about your business and showcase your innovation!

Here's how to add projects;



### PROJECTS

Click Edit or Add a Project

#### A Quick Start Guide to Becoming a Social Media Manager

October 2012 – Present

Having completed my initial PDF guide which is currently selling for \$17, I'm working on adding interviews, videos and documents to the product for new Social Media Managers.

#### Discover LinkedIn

October 2012 – Present

A back to basics video course showing new users how to set up and maximise LinkedIn.

Name \*

Occupation

Choose...

Date [Switch to date range](#)

Month... Year...

Project URL

Team Member(s) \*

Jo Barnes

[Add team member](#)

Description

Save Cancel

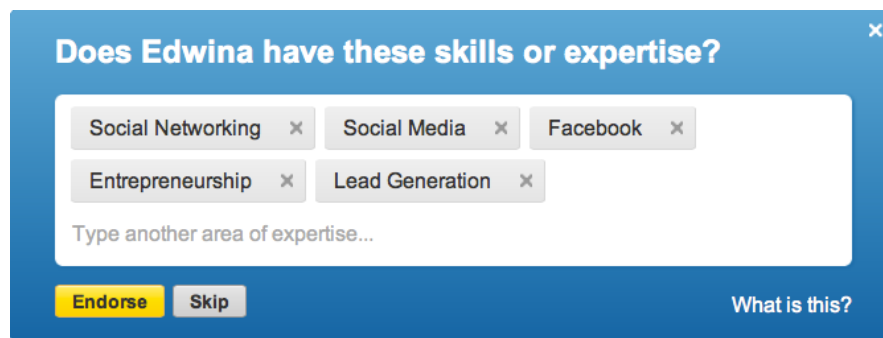
Fill out the blanks and click Add Project!



## Skills & Expertise

LinkedIn have recently put this section on steroids! What's great about adding your skills & expertise is, once again it's a fantastic opportunity for you to use relevant keywords

However, very recently LI introduced endorsements. You may have seen them if you have a LinkedIn account already.



Does Edwina have these skills or expertise?

Social Networking × Social Media × Facebook ×

Entrepreneurship × Lead Generation ×

Type another area of expertise...

Endorse Skip What is this?

When you add skills and expertise now people get the opportunity to endorse you for each or every one. So if someone truly believes you are an expert in one or more of your skills all they have to do is click a button and their face will pop up next to your keyword giving you that all important social proof!

Here's the best bit, all you have to do to start getting endorsements is get out there and endorse others.

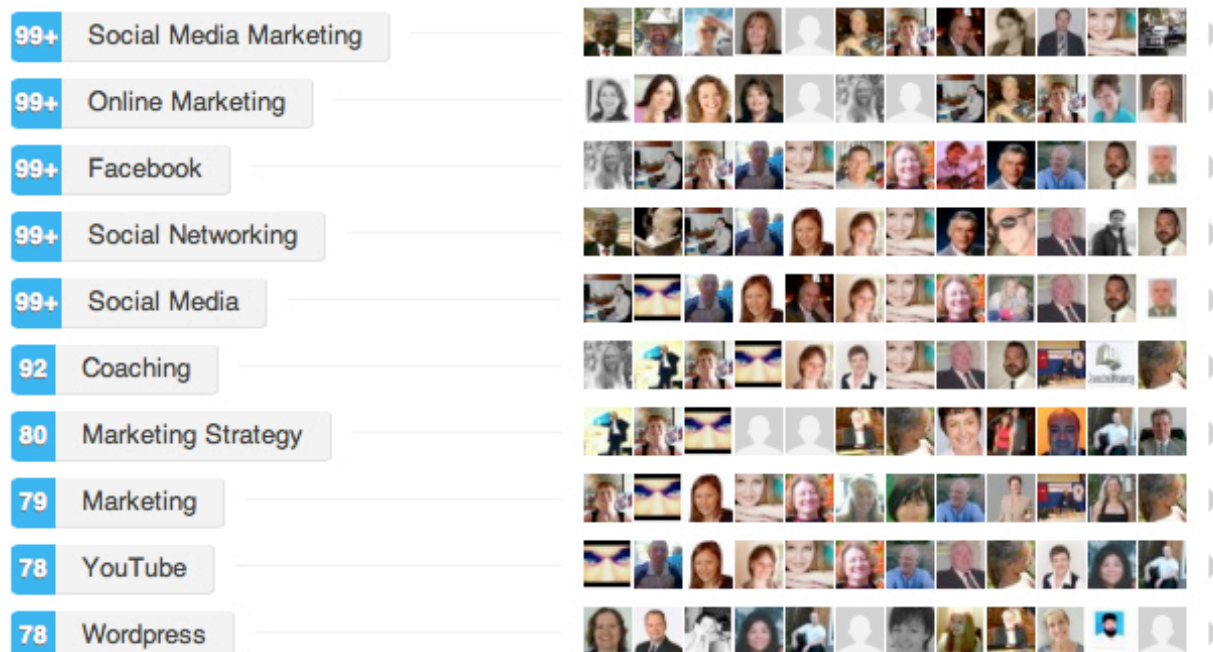
It's the law of reciprocity. As soon as you endorse someone they will get a notification and they will be asked if they want to endorse you.

Now, please note, if you are not an expert in any of the areas you have included and have absolutely nothing to back it up, this isn't going to work.

I'm writing this presuming you have a level of expertise in the industry or niche you are promoting.

This is how endorsements look on your page.

### Most endorsed for...



### Jo also knows about...



Powerful stuff!

So make sure your summary looks great, make sure you have posted plenty of relevant information and get out there and start endorsing!

## Education

Now this is an interesting one. Remember at the beginning I spoke about your profile being like a resume? Well this is a prime example. Where else do we want to tell people where we went to school?

The main reason for wanting to include your education is that it can help you find old friends and colleagues. If this is important to you and your business, then adding your schools and colleges is a great way of you finding friends and them finding you from a professional point of view.

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- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

