



LINKEDIN TRAINING



CROSS THE **FINISH LINE**

WITH **SOCIAL MEDIA MARKETING**

Leg 3

Create a personal profile

In order to ensure you can be easily found on LinkedIn you will need to fill out your profile in its entirety. This includes doing the following:

- Add a headline
- Add keywords
- Customize website links
- Link profile to Twitter
- Write a summary – be sure to include:
 - Who you are
 - What you do
 - Call to action/next step you'd like people to take (i.e. call you, sign up for your opt in, etc)
- List your specialties – this is a great place to add your keywords

Create a group

Groups are one of the most important items on LinkedIn. Be sure you use the following group features:

- Add quality discussions
- Import your RSS feed
- Add a welcome message to introduce yourself to new group members
- Send announcements

Search Companies

- Identify 10 decision makers/influencers and see who you know who is connected to them
- Request an introduction

Search people

- Identify 10 decision makers/influencers and see who you know who is connected to them
- Request an introduction

Add applications

Some suggested applications to get started with include:

- Slideshare
- WordPress
- Twitter
- Events

Create an event

- Create an event for something you are promoting. Some good examples include:
 - Teleseminars
 - Webinars
 - Product/service launches

Write Recommendations

- Write recommendations to show appreciation and provide recognition to others.
- Ask for recommendations from clients and partners on LinkedIn

** And remember that you are not alone! If you have questions or need assistance with your strategy, posts or applications on LinkedIn you can contact me at laurademeo@yahoo.com*

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