

# How to use LinkedIn for Business



## Is Your Target Audience on LinkedIn?

Analyze your target audience and compare it with LinkedIn's typical user : majority male, highly educated & higher average income then on other platforms. To generalize: if you're in the B2B sector there's a good chance that your prospects are on LinkedIn.

Step 1

Step 2

## Your Personal LinkedIn Profile

Your profile is like your business card, website & elevator speech all in one. Optimize it for search results, make sure it's customer focused and stands out from the rest.



## Getting Visibility With Personal Profiles

In order to get visibility you need to share content, publish your own content via LinkedIn Publisher & be active and engaging with your network and on LinkedIn Groups.

Step 3

Step 4

## Your LinkedIn Company Page

The power of the company page is not the page itself but the engagement with its followers through the content that's being shared. When's the last time you've shared an update via your company page?



LinkedIn



## Get Some Followers For Your Company Page

In order to have followers, you need to continuously communicate about your company page. Add a 'follow us' button on your website, e-mail signatures & newsletter.

Step 5

Step 6

## Getting Visibility With LinkedIn Company Pages

Companies must think as publishers. Share interesting content in the form of free updates and sponsor some of those updates to reach a new audience.



## What kind of content goes on your LinkedIn Company Page?

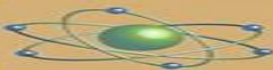
Brainstorm with your team what type of content you could share with your followers and establish an editorial calendar.

Step 7

Step 8

## LinkedIn Paid Ads

Ads are another option to get visibility from a very targeted audience for as little as \$10 per day.



## Prospecting on LinkedIn

LinkedIn is THE place to identify and pro-actively search for prospects if you are in the B2B sector. Check out the 'Advanced Search' function to find your ideal clients.

Step 9

Step 10

## Engaging with prospects

The relationship doesn't end when you add prospects to your network. That's just the beginning. You then need to engage with them, build a relationship.



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# Linkedin Guide For Businesses

**RM Cervero**



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