



Episode 3 Freebie



Episode 3 Freebie

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Gain An **Unfair Advantage** Over Your Competition



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LinkedIn for Business

How to Get More
Out of the All New
LinkedIn

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A Full Service Marketing Consultancy

- Strategic Marketing and Communications
- Executive Coaching and Workshops
- Email Marketing
- Social Media Marketing
- Websites
- Search Engine Optimization
- Pay Per Click Advertising
- Public Relations

... and more

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We help businesses
gain an unfair advantage
over their competition
with
targeted marketing

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"Market Your Business Like A Pro"
Podcast

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Ken Countess
The Countess Group
Marketing & Communications
407-242-4200



Constant Contact
CERTIFIED

Microsoft
Sales Specialist
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Google Partner

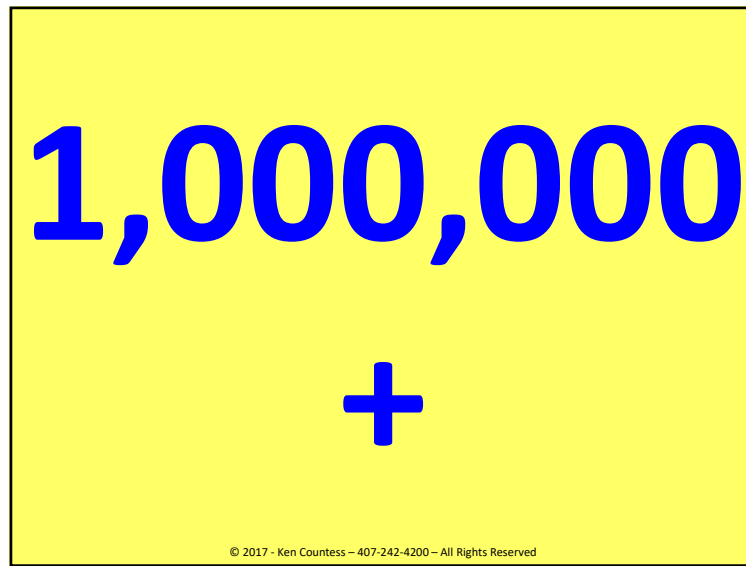
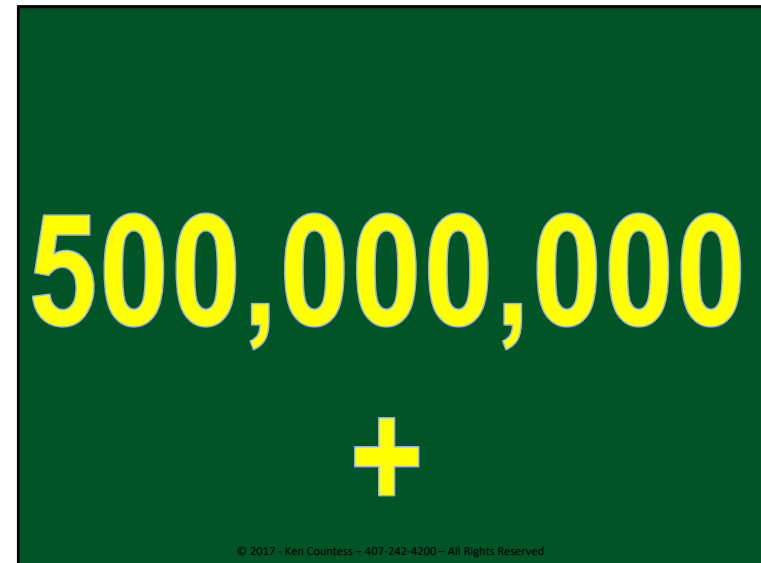
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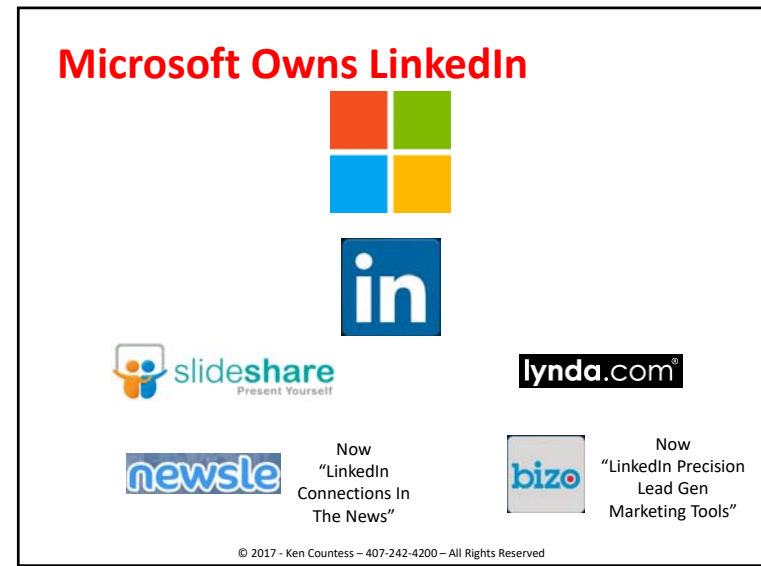
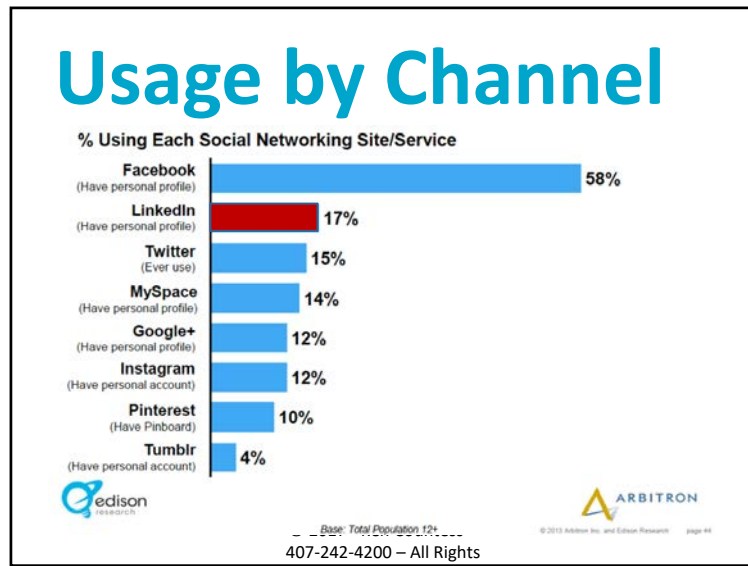
Gain An Unfair Advantage Over Your Competition



www.linkedin.com/in/kencountess









Today's agenda

We'll cover:

- creating a LinkedIn profile that will get you noticed
- promoting your business to existing and potential customers
- finding qualified leads
- opening new market segments for your business
- connecting with decision makers
- becoming a trusted advisor
- identifying more companies with whom you can do business
- find future employees (or employers)
- LinkedIn mobile app
- Free or Premium?

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Create a LinkedIn profile that will get you noticed

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Update Your Profile

– Write your profile in story form

- It will further engage readers as they check you out
- Differentiate your LinkedIn profile from your professional resume
- Keep it fresh

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LinkedIn members
who include a profile photo
receive
21x more profile views
than those who have no photo



Source: LinkedIn

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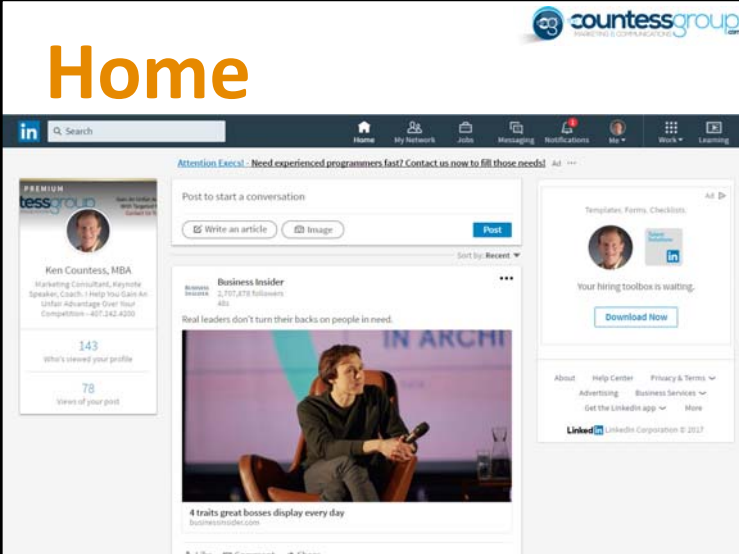
LinkedIn members who include a profile photo receive up to 36x more messages than those without a profile photo.



Source: LinkedIn

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Home

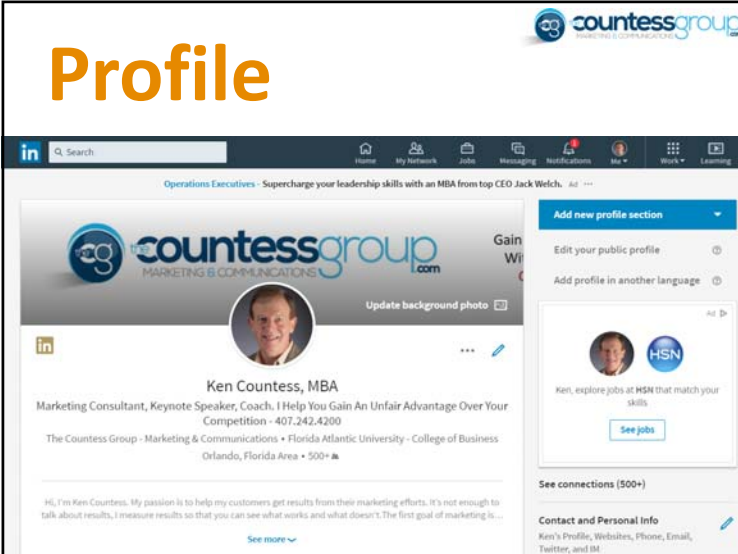


Ken Countess, MBA
Marketing Consultant, Keynote Speaker, Coach - Help You Gain An Unfair Advantage Over Your Competition - 407.242.4200

143
Who's viewed your profile

78
Views of your post

Profile

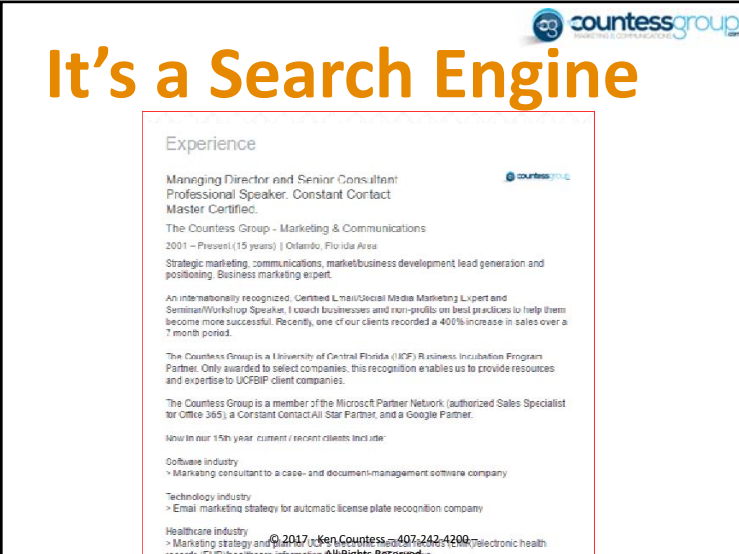


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Marketing Consultant, Keynote Speaker, Coach, I Help You Gain An Unfair Advantage Over Your Competition - 407.242.4200

The Countess Group - Marketing & Communications • Florida Atlantic University - College of Business
Orlando, Florida Area • 500+

Hi, I'm Ken Countess. My passion is to help my customers get results from their marketing efforts. It's not enough to talk about results, I measure results so that you can see what works and what doesn't. The first goal of marketing is...

It's a Search Engine



Experience

Managing Director and Senior Consultant
Professional Speaker. Constant Contact
Master Certified.

The Countess Group - Marketing & Communications
2001 - Present (15 years) | Orlando, Florida Area

Strategic marketing, communications, market/business development lead generation and positioning. Business marketing expert.

An internationally recognized, Certified Local/Social Media Marketing Expert and Seminar/Workshop Speaker, I coach businesses and non-profits on best practices to help them become more successful. Recently, one of our clients recorded a 400% increase in sales over a 7 month period.

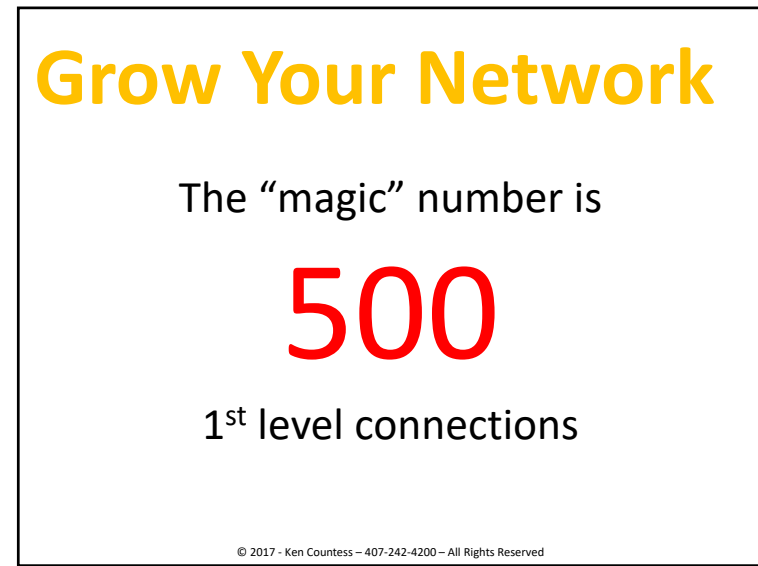
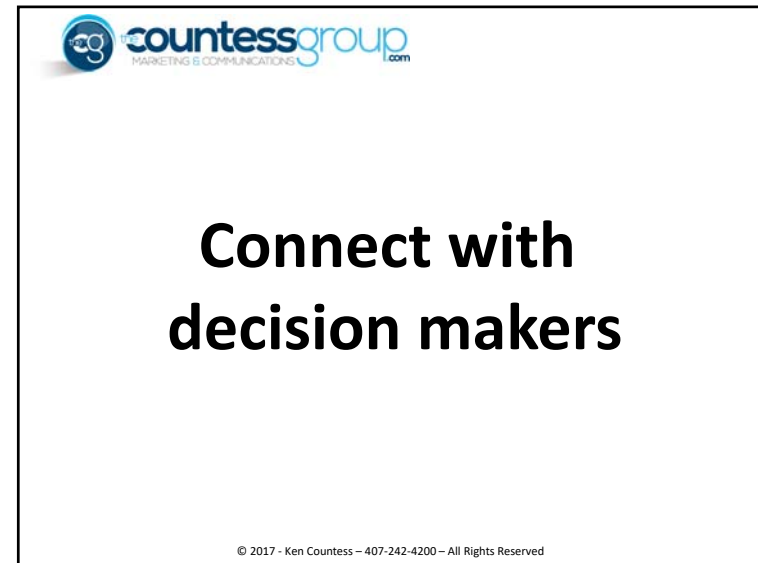
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The Countess Group is a member of the Microsoft Partner Network (authorized Sales Specialist for Office 365), a Constant Contact All Star Partner, and a Google Partner.

Now in our 15th year, current / recent clients include:

- Software industry
-> Marketing consultant to a case- and document management software company
- Technology industry
-> Email marketing strategy for automatic license plate recognition company
- Healthcare industry
-> Marketing strategy and plan for a U.S. health care provider network (electronic health records, EHR) health care information

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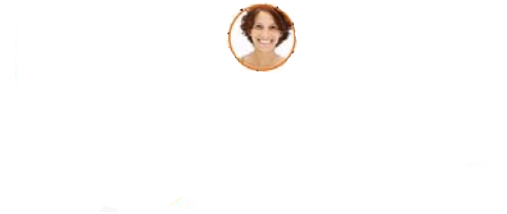
Connections

Where do you **start**?



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Creating a Following



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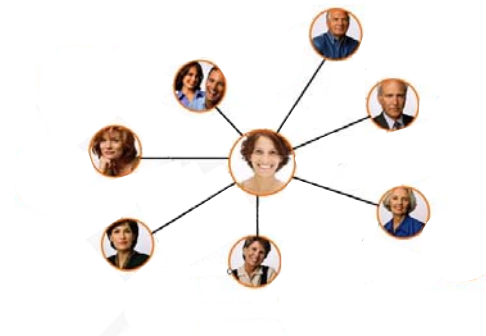
Creating a Following

Start with **people you know**

Invite family, relatives, & friends to your network
Next, invite business contacts

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Creating a Following



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Creating a Following

Start with people you know
Invite family, relatives, and friends
Next, invite business contacts
Then, find those with whom you have worked
Next, find those with whom you have done
business

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Creating a Following

Start with people you know
Invite family, relatives, and friends
Next, invite business contacts
Then, find those with whom you have worked
Next, find those with whom you have done
business
Next, find those who work in your industry

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Creating a Following



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Find qualified leads

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MARKETING & COMMUNICATIONS

Microsoft's LinkedIn integration, AI and what it means for marketers
Columnist Justin Freid takes a look at how Microsoft's increasing LinkedIn integration, along with advancements in artificial intelligence, will impact your marketing campaigns.
Updated: November 15, 2017 at 10:05 AM

Just announced:

 **Microsoft**

The recent Microsoft Ignite event in September told us a lot about the direction technology is going — and specifically how it will impact marketers.
Microsoft emphasized two trends that will have a significant effect on marketers. The first is an effort to make **artificial intelligence** (AI) and machine learning available to the masses. The second is heavier integration between Microsoft and LinkedIn.
What do both of these mean for us? We're getting closer to the holy grail of closed loop marketing, one tech innovation at a time.

Source: <https://martechtoday.com/microsoft-ignites-impact-marketers-204762#.WdyqWpC55BU>


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Make Connecting Easy

KEN COUNTESS

MARKETING
COMMUNICATIONS
BUSINESS DEVELOPMENT

1.407.242.4200


KC@THECOUNTESSGROUP.COM
WWW.LINKEDIN.COM/IN/KENCOUNTESS

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Use "social selling"


Your contacts will have trigger events – which are opportunities to strengthen your connection with her/him. Reach out when someone:

- Has a new job or position
- Works for a company in the news
- Adds new content to their page
- Comments on another post or event
- Joins a group
- Comments in a group

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How to connect and/or grow your network

1. Join groups that your target customers belong to
2. Like or comment on their posts
3. Send an invitation to an event
4. Send a link to a relevant e-guide or whitepaper in their field
5. Start by posting thought-leadership blogs related to your target customers' interests
6. After you've built a relationship, ask for a meeting



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How NOT to connect

Do NOT send a connection request without:

- A previous interaction such as positive response to your content or post
- Or a mutual connection

Always offer value that has nothing to do with selling a product.

Quality vs. quantity is key

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Grow Your Network

- Invite everyone in your contact lists to join your network
- Take advantage of LinkedIn's "People you may know"
 - typically coworkers, fellow alumni and friends that were not in your original lists
- Search for more people like you

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Identify companies with whom you can do business

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Who Viewed Your Profile?

- Review daily
 - Check the analytics
 - If declining, be more active
- View your viewers' profiles
- Send a note to them
- Stay in touch


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Ramping Up Your Network Activity

- Write Recommendations
- Endorse contacts
- Use LinkedIn Mobile

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Regularly monitor your network's activity

- Congratulate them
- Market yourself to them
- Use InMail


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InMail Best Practices

- 1. Write a compelling subject line:** Make your purpose clear and give the recipient a reason to want to learn more.
- 2. Be brief:** Be polite, brief and to the point. Shorter is better.
- 3. Select recipients carefully:** Recipient response rates may be higher for active LinkedIn users.
- 4. Make it about them:** Focus your message on their needs and interests. Talk about how you can help.
- 5. Start a conversation:** Mention a relevant event, industry trend or common connection.
- 6. Personalize your messages:** Research prospects and customize your messages. Avoid canned messages.
- 7. Use a call to action:** Make the next steps clear. Suggest a specific time to meet or share a demo.
- 8. Focus on quality versus quantity:** Send a follow-up InMail only when you have new information.

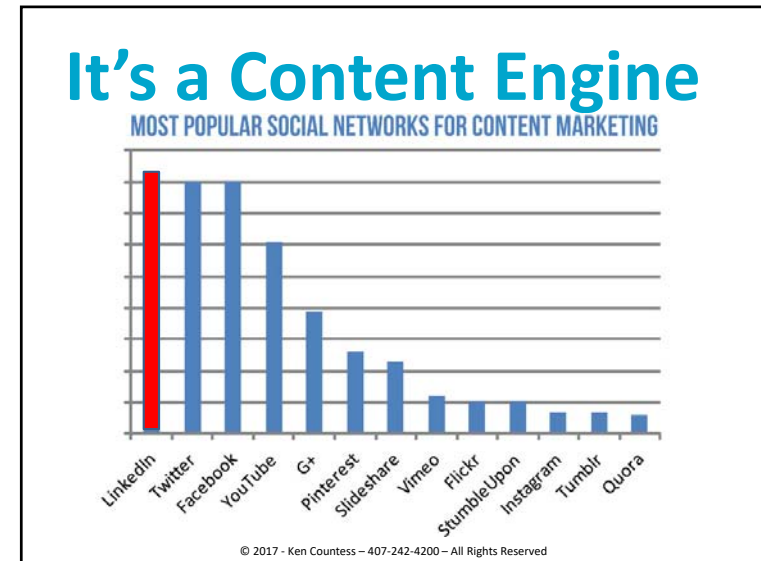
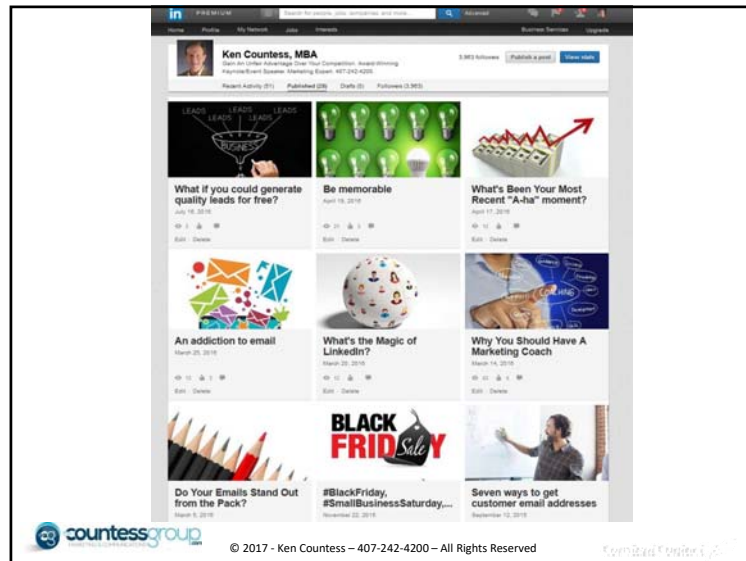


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Become a trusted advisor

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What is thought leadership and why use it?

74% of prospects choose the company that was the first to help them along their buyer's journey.

Share your perspective on industry news and trends.

Provide helpful product how-to's and articles that reflect your company vision.

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Source: Microsoft

What is thought leadership and why use it?

Search for topics of interest for your SMB customers and write about them.

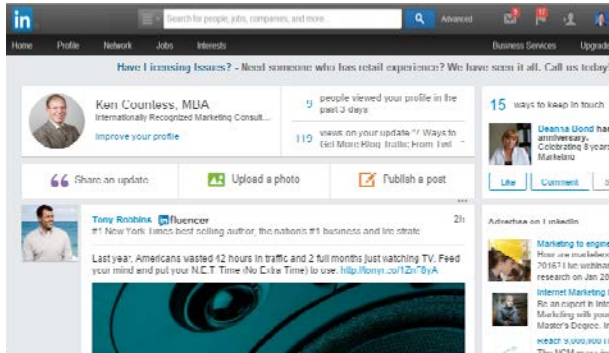
Example: Weather marketing. Weather marketing is unusual. Write about how it will affect your customers' businesses.

Then relate this to selling technology that allows small businesses to protect their business and stay connected during summer heat, spring flooding and winter storms.

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Source: Microsoft

It's a Content Engine



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Publishing articles

- View the views and likes
 - More than 3 million members contribute content to LinkedIn every week
 - See who liked them
 - Thank them
 - **NEW: Disable or enable comments on your articles**
- Promote your LinkedIn publications
 - In your email campaign
 - On your other social media networks
 - On your blog, and your website
- Keep it fresh

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Open
new market segments
for your business

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Groups



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Groups

LinkedIn Groups should be a **key element** of your LinkedIn business strategy.

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Groups

LinkedIn Groups enable you to reach and **engage** potential customers.

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Groups

- Look for groups in your industry. If there isn't a group for your industry, you may create one.
- Alumni groups are powerful sources of contacts, too.

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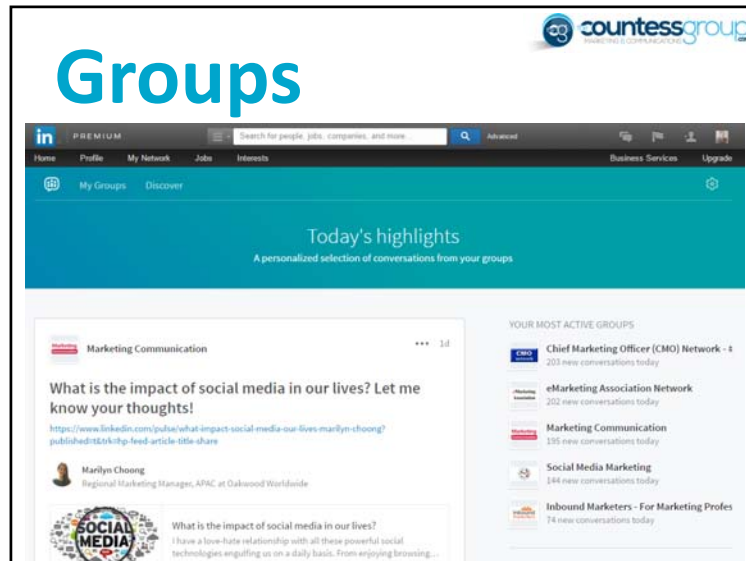
Groups

- **Joining Groups isn't enough.**

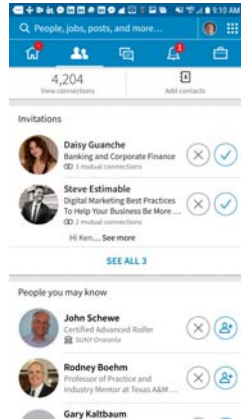
LinkedIn is not a spectator sport.

- **Join the conversation!**

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LinkedIn's Mobile App

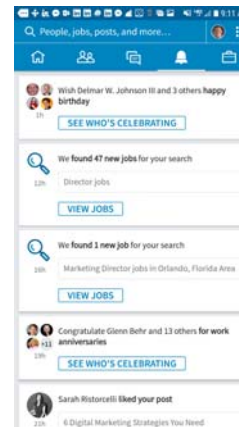


LinkedIn mobile app:

Tap Connections

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LinkedIn's Mobile App

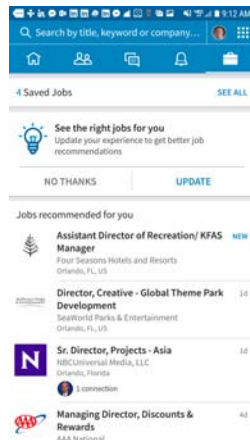


LinkedIn mobile app:

Tap Notifications

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LinkedIn's Mobile App

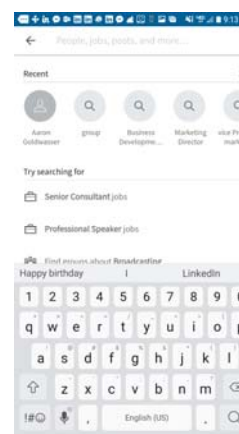


LinkedIn mobile app:

Tap Jobs page

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LinkedIn's Mobile App



LinkedIn mobile app:

Tap search

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LinkedIn's Mobile App

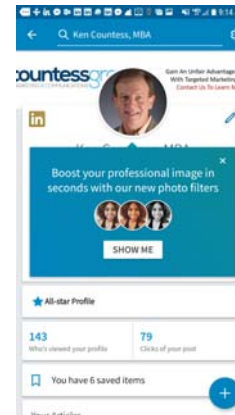


LinkedIn mobile app:

Tap profile photo

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LinkedIn's Mobile App

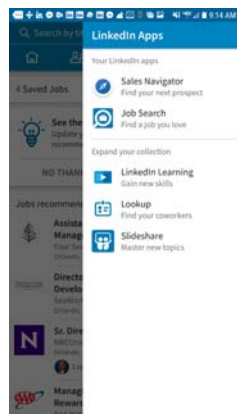


LinkedIn mobile app:

New photo filters

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LinkedIn's Mobile App



LinkedIn mobile app:

Tap 9 dots

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LinkedIn's Mobile App

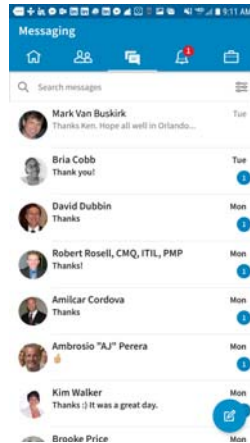


LinkedIn mobile app:

Tap plus sign to post

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LinkedIn's Mobile App



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LinkedIn mobile app:

Tap Messages



**Promote your business
to existing
and potential customers**

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Searching for high quality leads

- Groups
 - 2,000,000+
 - Membership limit raised to 100
- Companies
 - 4,000,000+
 - Create/use your company page
 - Gain a following
 - Post your articles there
 - Link to your website
 - Keep it fresh

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Reach out via an introduction or InMail

Subject: I'm interested in [or I've worked in]
[mutual subject or industry] too

Hi, [name of lead],

I'm also in the [name of mutual LinkedIn group or mutual industry]. The piece you shared [mention when—e.g., last month] about [topic: such as "the future of big data"] was thought-provoking. I'd love to keep in touch.

Best,
[name]


Subject: You might be interested in this event

Hi, [name of lead],

As a [job title] in [industry], I thought you might be interested in attending [event name] in [city] on [date]. This event has been highly rated by [job titles], and some folks from Microsoft will be presenting this year on [relevant topic].

Best,
[name]

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Company Pages

Over 4,000,000 companies
now have Company Pages on LinkedIn.

LinkedIn has made it easy to get more followers


Drive people to your page so they stay updated
on your products and services

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Bonus: Free or Paid?

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FREE vs. PREMIUM

Source: SlideShare

WHO'S VIEWED YOUR PROFILE

 FREE

See the last 5 people who viewed your profile.

Profile	Member Type	Action
	LinkedIn member This member chose to be shown as anonymous Today	
	Margaux Larsen · 1st Designer at Landmarks Studio, Inc. 1st ago · Groups	Message
	LinkedIn member This member chose to be shown as anonymous 1st ago · LinkedIn Mobile App	
	Dana Brooks · 2nd Director at Center For Contemporary Environmental Art 2nd ago · LinkedIn Mobile App	Connect
	Benjamin Schwarz · 3rd Director of Practice Instruction at Boston Architectural College 1st ago · LinkedIn Mobile App	Connect

Source: SlideShare

WHO'S VIEWED YOUR PROFILE

in PREMIUM | Access a treasure trove of information about the people visiting your profile: a full 90 day list of viewers and rich data insights like the keywords that led people to your profile.

Source: SlideShare

SEARCH FILTERS

in FREE | Search using basic filters.

People
Jobs

Keywords

First Name

Last Name

Title

Advanced People Search

Relationship

Location

Current Company

Industry

Past Company

School

Source: SlideShare

SEARCH FILTERS

in PREMIUM | Don't waste a minute longer trying to narrow down your search on LinkedIn. Use up to 8 additional filters to fine-tune and expedite your search.

Groups

Years of Experience

Function

Seniority Level

Interested In

Company Size

Fortune

When Joined

Portland, Oregon Area • Information Technology and Services

Malin Palka • Senior Quality Specialist at Research & Engineering Center

Ryan Frederick • eCommerce Business Analyst at Kimberly-Clark

Brian Hodge • CIO and Founder of Recruit Group

Vincent Clark • Process Optimization Manager at CareerBuilder.com

Maurice Spight

Source: SlideShare

UNLIMITED PROFILE SEARCH

in FREE | Use your allotted number of profile search results to research and find the right people.

Principal at Akte_01
Greater New York City Area • Architecture & Planning

2 shared connections • Similar

Current: Lecturer at Parsons The New School
Education: Yale University

Bao, you've reached the commercial use limit on search
Please upgrade to LinkedIn Business Plus, Sales Navigator, or Recruiter to get unlimited searches.

Upgrade Plan

0% left

Source: SlideShare

UNLIMITED PROFILE SEARCH

in | PREMIUM | *Search to your heart's content with Unlimited Profile Search across your network.

Source: SlideShare

**Unlimited Profile Search is a feature of Business, Recruiter, and Sales subscriptions only*

SEARCH LISTINGS

in | FREE | When someone searches for you on LinkedIn, you'll be shown as a standard listing in results.

Source: SlideShare

SEARCH LISTINGS

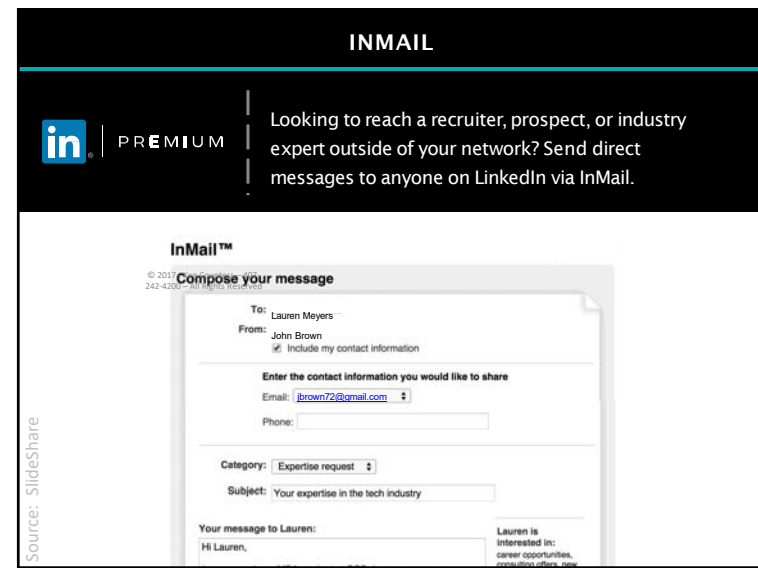
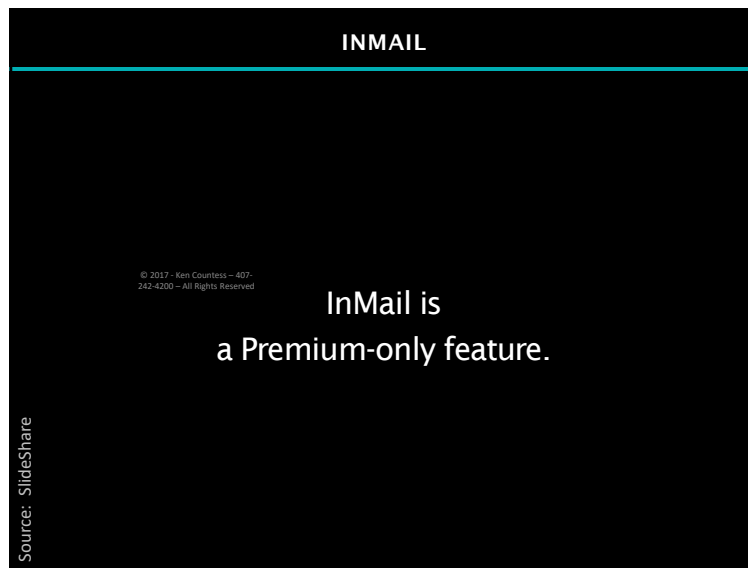
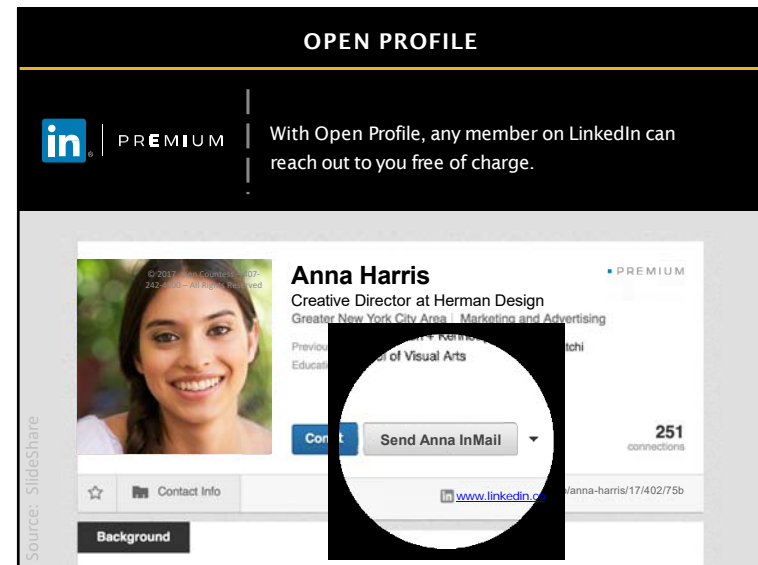
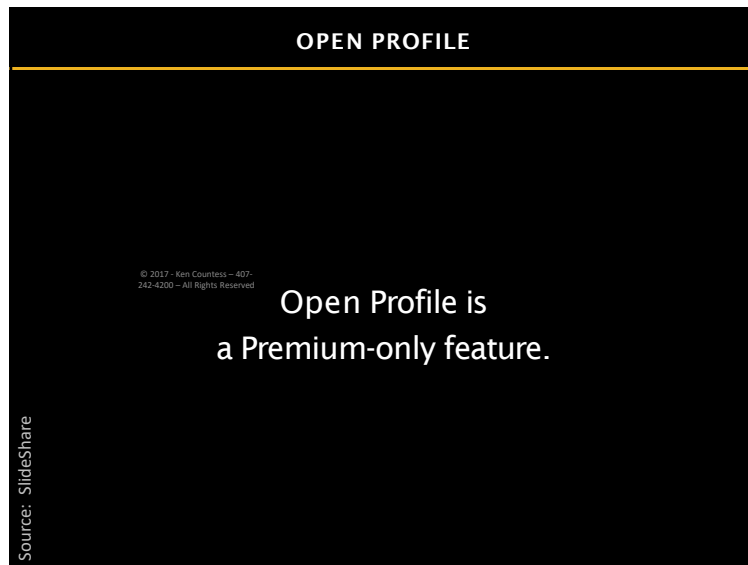
in | PREMIUM | Stand out and display more information from your profile with an Expanded Search Listing whenever your name is searched on LinkedIn.

Source: SlideShare

HOW YOU RANK

in | PREMIUM | See not only the full list of the top 100 most viewed people among your connections and colleagues, but also how you rank among your industry peers with the How You Rank "Professionals Like You" tool.

Source: SlideShare



InMail Best Practices

- 1. Write a compelling subject line:** Make your purpose clear and give the recipient a reason to want to learn more.
- 2. Be brief:** Be polite, brief and to the point. Shorter is better.
- 3. Select recipients carefully:** Recipient response rates may be higher for active LinkedIn users.
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- 8. Focus on quality versus quantity:** Send a follow-up InMail only when you have new information.

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To Summarize



- 500 million members
- 5 billion searches annually
- 2,000,000 Groups
- 4,000,000 Companies
 - Create/use your company page
 - Gain a following
 - Post your articles there
 - Link to your website
 - Keep it fresh
- Combine Email with LinkedIn for maximum results



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Dig In

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Leverage

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30 minute
Personal Coaching session
\$99 – Today Only**

Go to <http://bit.ly/consult99>

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The “Market Your Business Like A Pro” Podcast

Get expert marketing tips and advice
you can listen to each week:

- Wherever you are
- Whenever you want
- On any device



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