



## Episode 3 Freebie



Episode 3 Freebie

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Gain An **Unfair Advantage** Over Your Competition

[www.TheCountessGroup.com](http://www.TheCountessGroup.com) 407-242-4200 [info@thecountessgroup.com](mailto:info@thecountessgroup.com)  
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## LinkedIn for Business

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### How to Get More Out of the All New

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

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Podcast

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*The Countess Group*  
Marketing & Communications  
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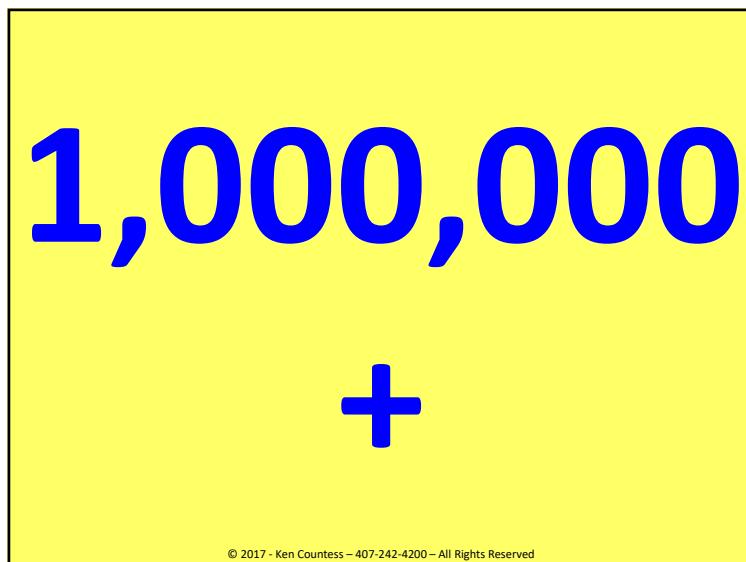
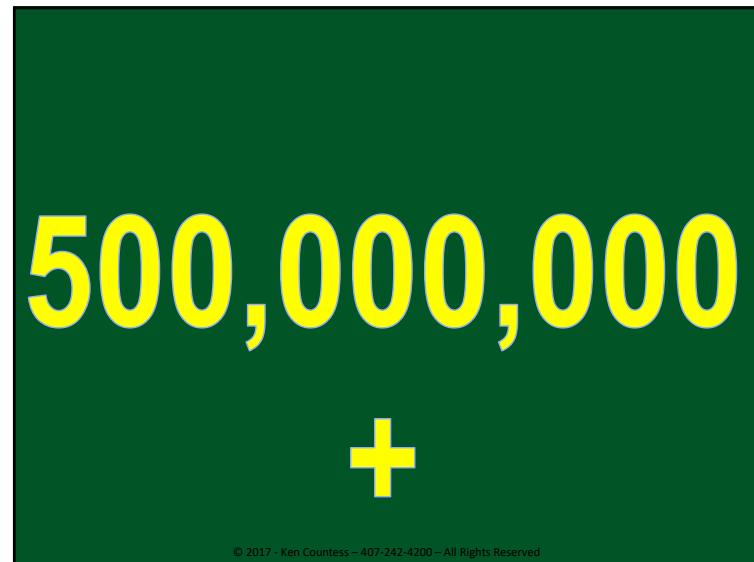
*Gain An Unfair Advantage Over Your Competition*

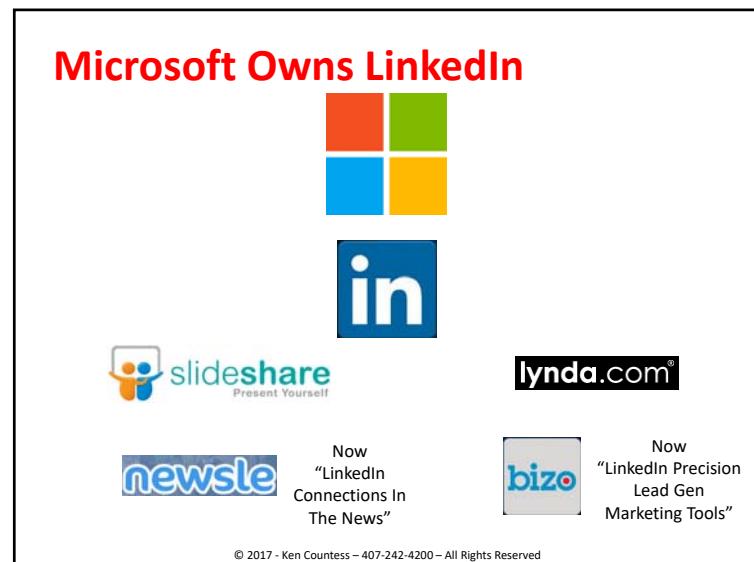
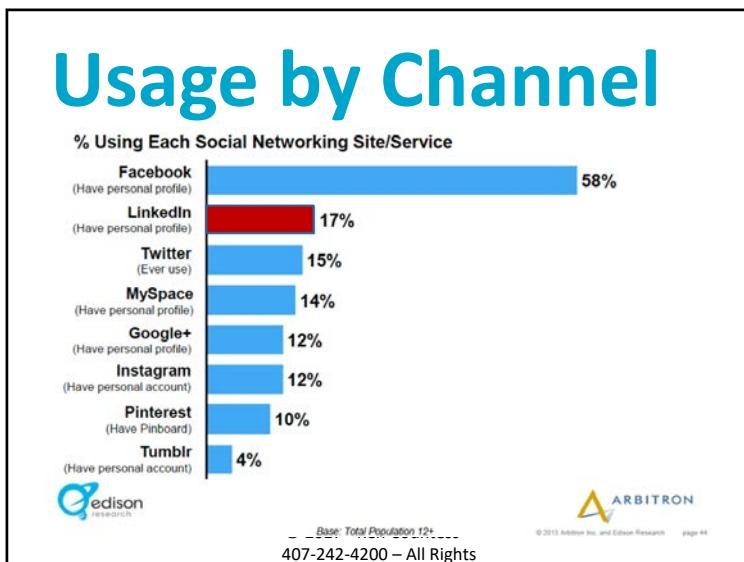


[www.linkedin.com/in/kencountess](http://www.linkedin.com/in/kencountess)



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## 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



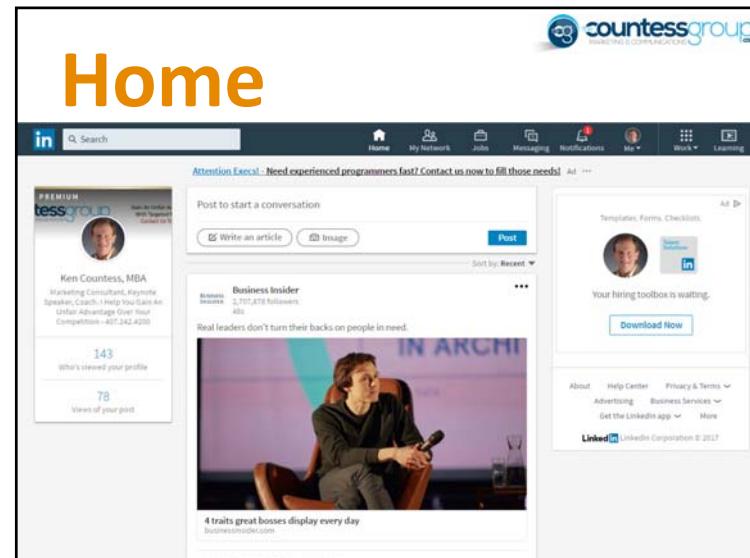
Source: LinkedIn

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



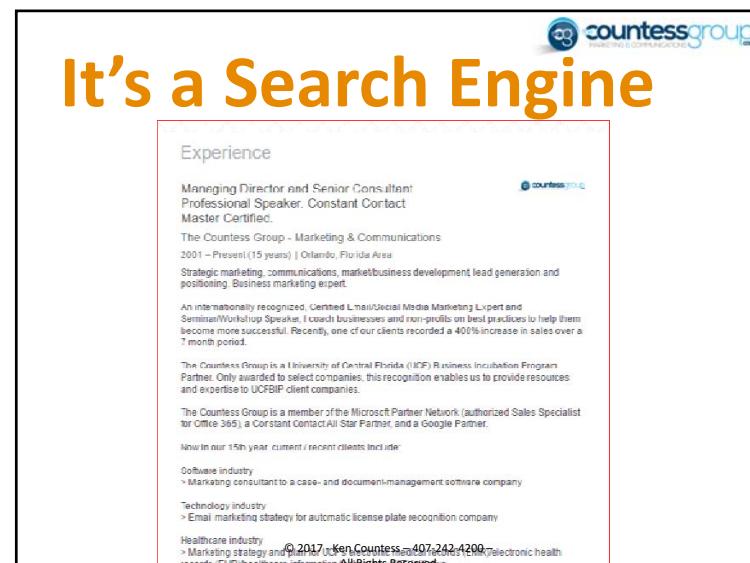
Source: LinkedIn  
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**Profile**



**It's a Search Engine**



**Ken Countess, MBA**  
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... [See more ▾](#)

**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 LinkedIn Media Marketing Expert and Seminar/Workshop Speaker. I teach 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.

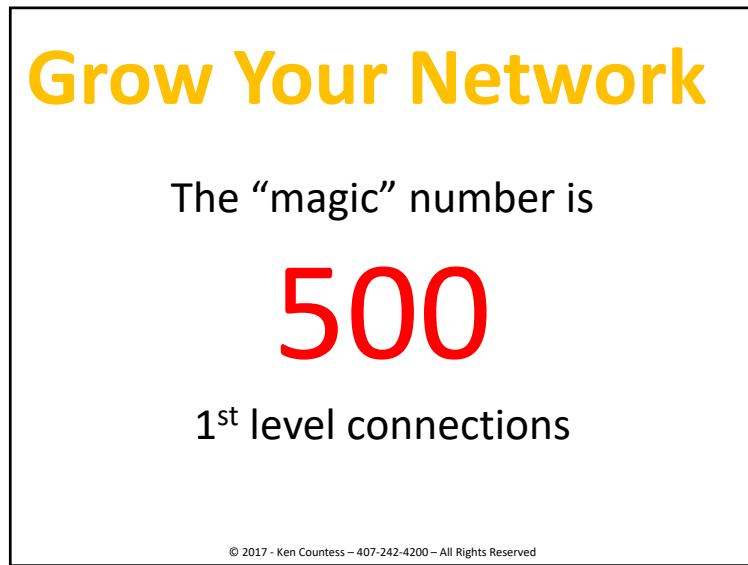
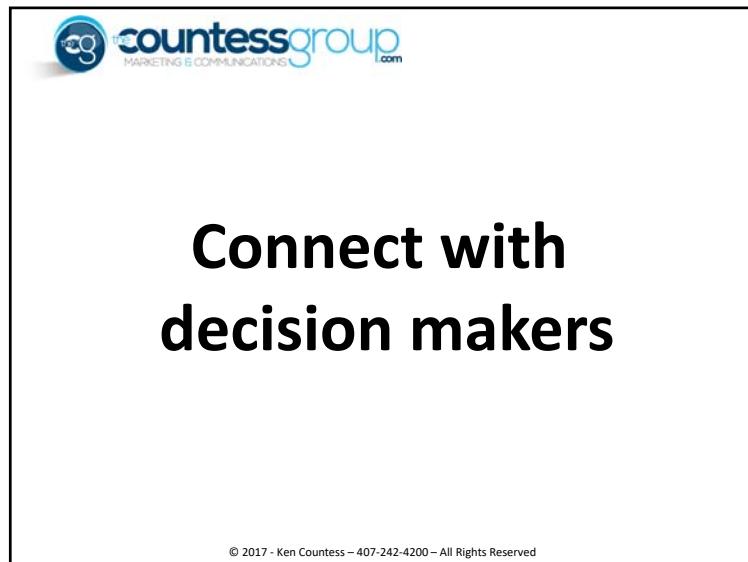
The Countess Group is a member of the University of Central Florida (UCF) Business Incubation Program Partner. Only awarded to select companies, this recognition enables us to provide resources and expertise to UCFBIP client companies.

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
  - Marketing strategy for automatic license plate recognition company
- Healthcare industry
  - Marketing strategy and implementation for a company that processes electronic health records (EHR) healthcare 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

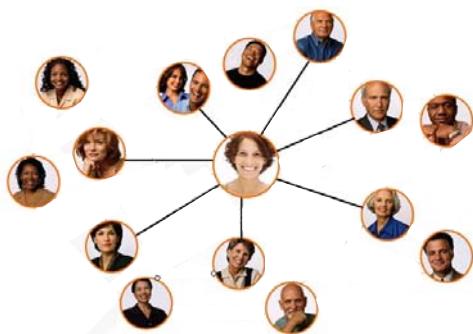
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## Creating a Following

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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The email snippet is from The Countess Group, Marketing & Communications. It features a yellow header box with the text "Just announced: Microsoft". Below this is a large image of the Microsoft headquarters building. The main content area discusses Microsoft's LinkedIn integration and AI. It includes a quote from Columnist Justin Freid and a link to the source article.

**Just announced:** Microsoft

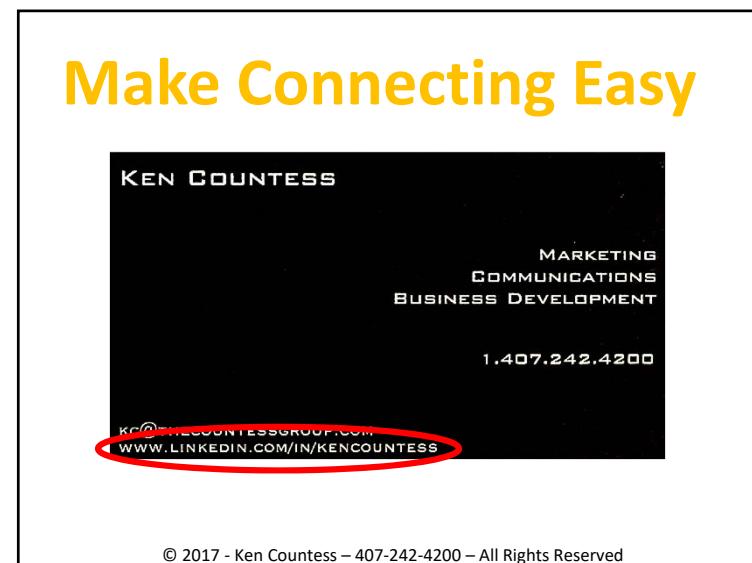
The recent Microsoft Ignite event in September told us a lot about the direction technology is going — and specifically how it will impact marketers.

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.email>

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The LinkedIn profile card for Ken Countess is displayed on a black background. It includes his name, title (Marketing Communications Business Development), phone number (1.407.242.4200), and email (KC@THECOUNTESSGROUP.COM). The LinkedIn URL (WWW.LINKEDIN.COM/IN/KENCOUNTESS) is highlighted with a red circle.

**KEN COUNTESS**

MARKETING  
COMMUNICATIONS  
BUSINESS DEVELOPMENT

1.407.242.4200

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

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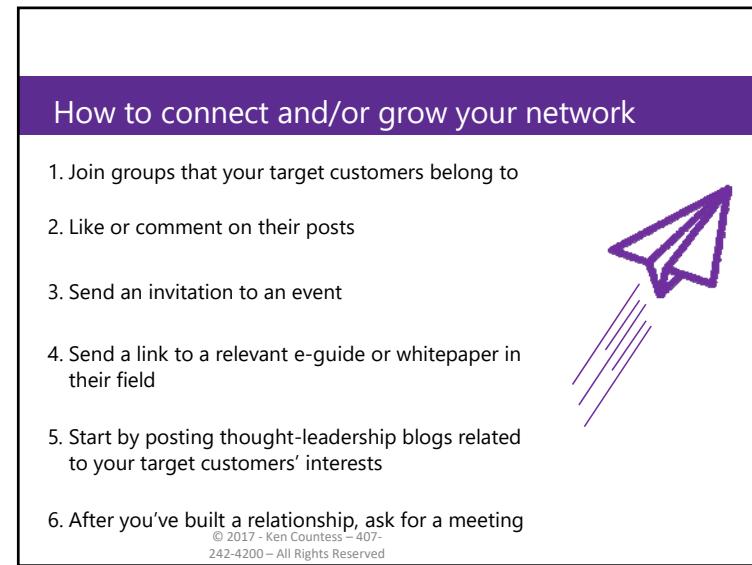
The email snippet is titled "Use 'social selling'". It discusses how contacts have trigger events and provides a list of actions to take when someone has a new job or position, works for a company in the news, adds new content, comments on posts, joins a group, or comments in a group.

**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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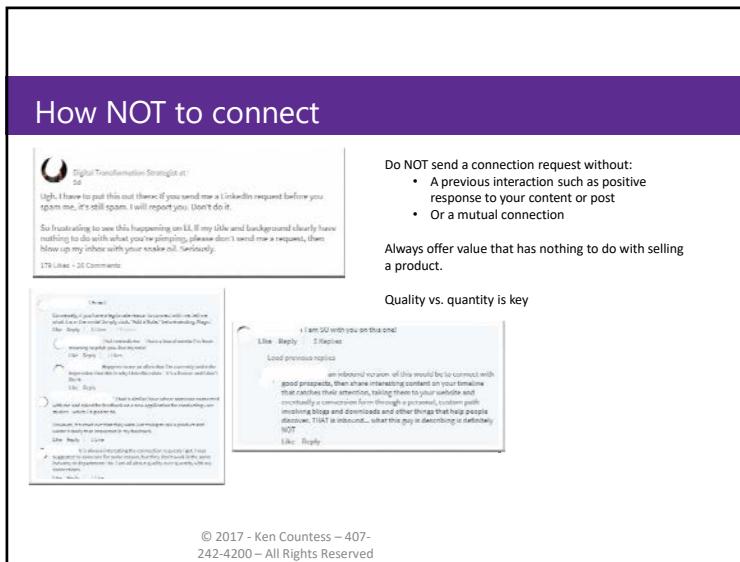
The email snippet is titled "How to connect and/or grow your network". It lists six steps: 1. Join groups, 2. Like or comment on posts, 3. Send an invitation to an event, 4. Send a link to a relevant e-guide or whitepaper, 5. Start by posting thought-leadership blogs, and 6. Ask for a meeting after building a relationship. A purple paper airplane icon is on the right.

**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:

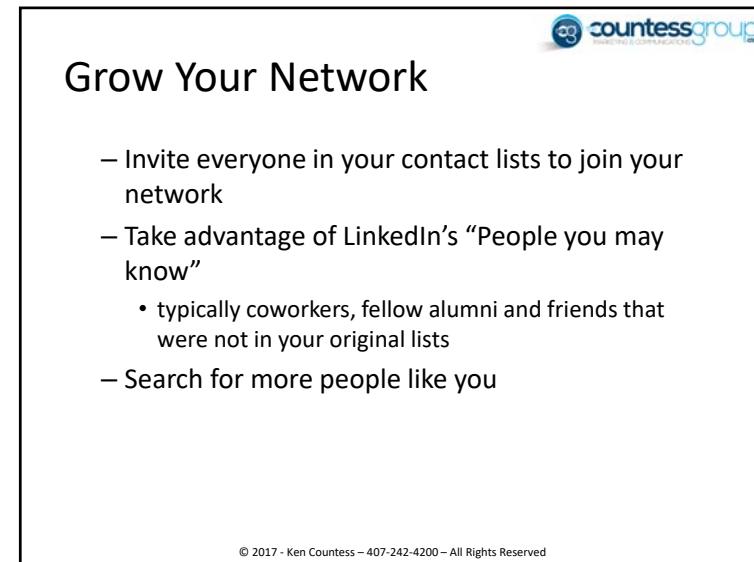
- A previous interaction such as positive response to your content or post
- Or a mutual connection

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

Quality vs. quantity is key

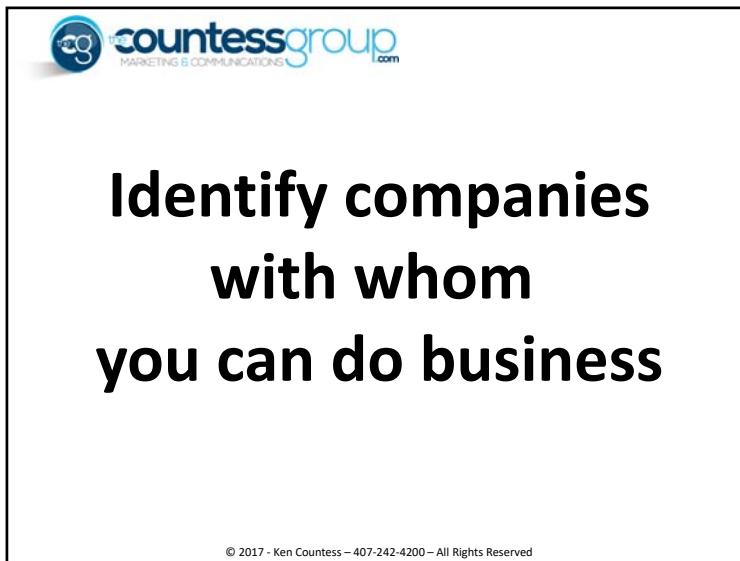
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## Grow Your Network



- 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

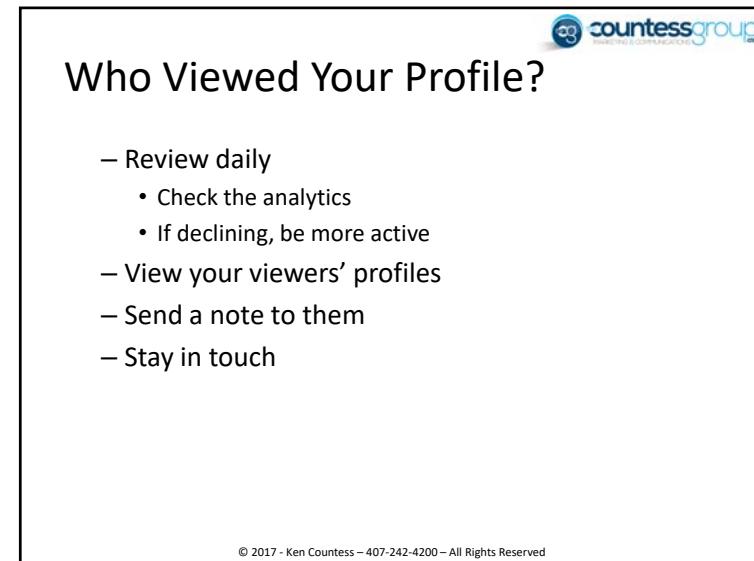
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## Identify companies with whom you can do business

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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**

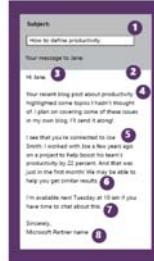
- Congratulate them
- Market yourself to them
- Use InMail

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**InMail Best Practices**

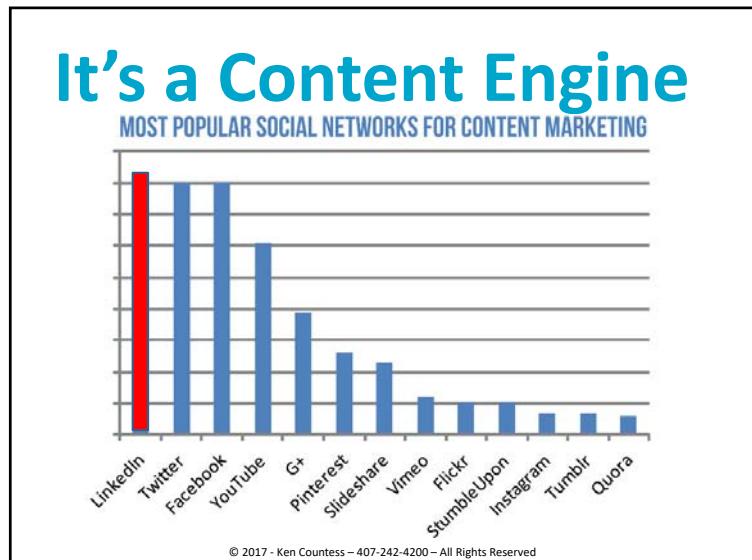
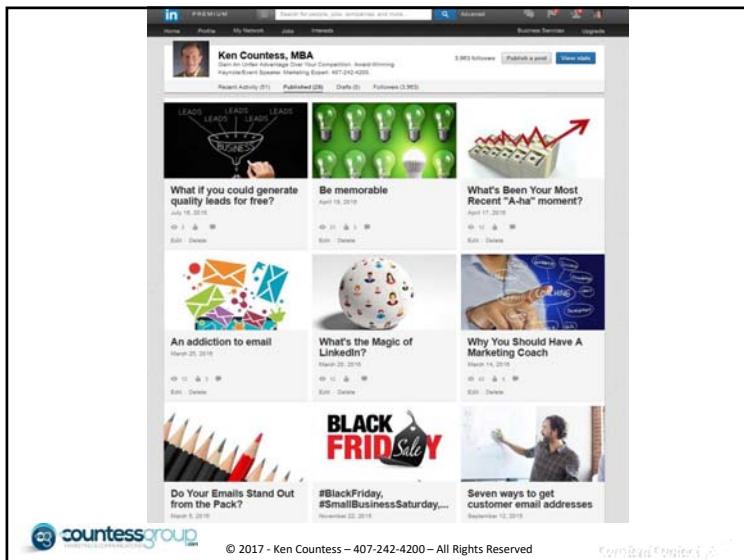
- 1. Write a compelling subject line:** Make your purpose clear and give the recipient a reason to want to learn more.
- 2. Be brief:** Be polite, brief and to the point. Shorter is better.
- 3. Select recipients carefully:** Recipient response rates may be higher for active LinkedIn users.
- 4. Make 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.

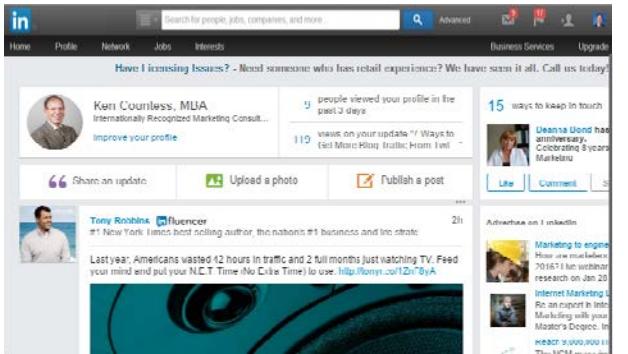
Example: Weather marketing. Weather marketing is unusual. Write about how it will affect your customers' businesses.

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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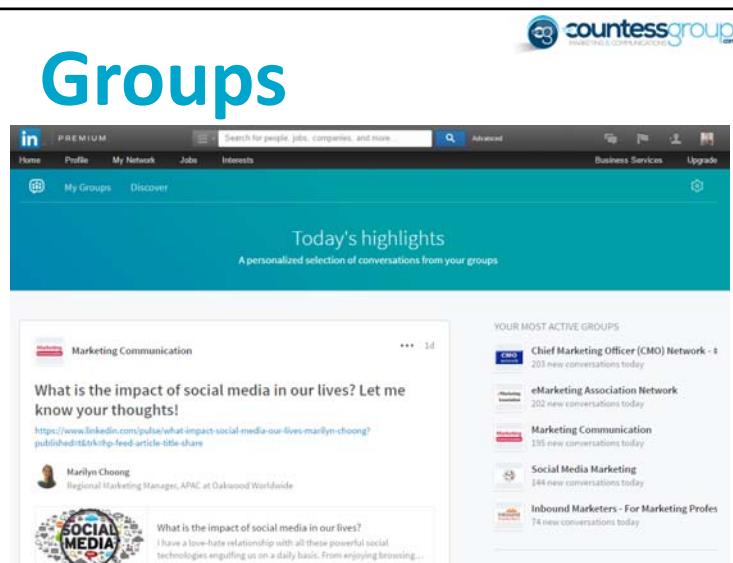
# Groups

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

**LinkedIn is not a spectator sport.**

- **Join the conversation!**

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The screenshot shows the LinkedIn Groups page for the 'Marketing Communication' group. The page features a teal header with the group name 'Marketing Communication' and a post from Marilyn Choong. The post discusses the impact of social media on our lives and includes a link to a LinkedIn Pulse article. Below the post, there are several other group discussions and a sidebar showing 'YOUR MOST ACTIVE GROUPS' including 'Chief Marketing Officer (CMO) Network' and 'eMarketing Association Network'.



The screenshot shows the LinkedIn mobile app's home screen. It features a large, bold title 'LinkedIn Mobile' at the top. Below the title, there is a feed of posts and updates. At the bottom of the screen, there is a navigation bar with icons for Home, Search, and Notifications.

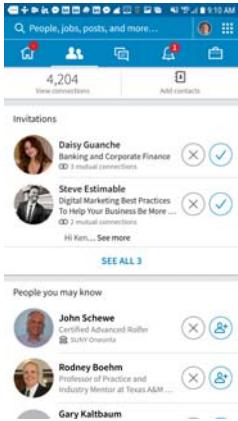


The screenshot shows the LinkedIn mobile app's home screen. It features a large, bold title 'LinkedIn's Mobile App' at the top. Below the title, there is a feed of posts and updates. At the bottom of the screen, there is a navigation bar with icons for Home, Search, and Notifications.



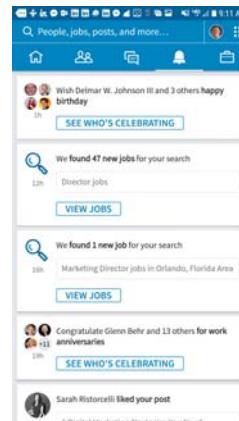
The screenshot shows the LinkedIn mobile app's home screen. It features a large, bold title 'LinkedIn's Mobile App' at the top. Below the title, there is a feed of posts and updates. At the bottom of the screen, there is a navigation bar with icons for Home, Search, and Notifications.

## LinkedIn's Mobile App



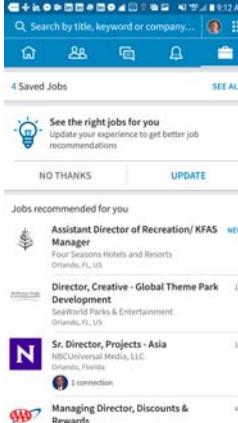
LinkedIn mobile app:  
Tap Connections

## LinkedIn's Mobile App



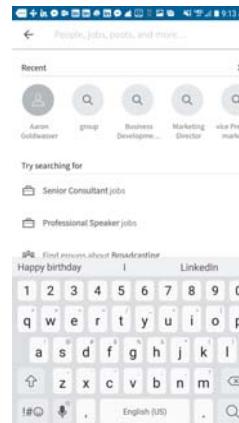
LinkedIn mobile app:  
Tap Notifications

## LinkedIn's Mobile App



LinkedIn mobile app:  
Tap Jobs page

## LinkedIn's Mobile App



LinkedIn mobile app:  
Tap search

## LinkedIn's Mobile App



LinkedIn mobile app:

Tap profile photo

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## LinkedIn's Mobile App

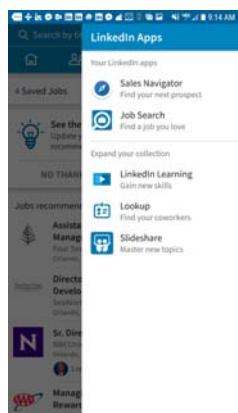


LinkedIn mobile app:

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

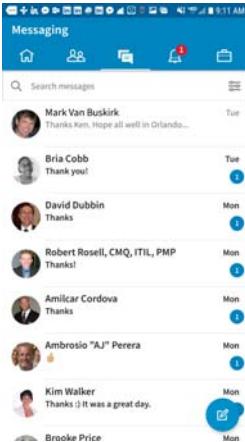


LinkedIn mobile app:

Tap plus sign to post

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## LinkedIn's Mobile App



LinkedIn mobile app:  
Tap Messages

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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]

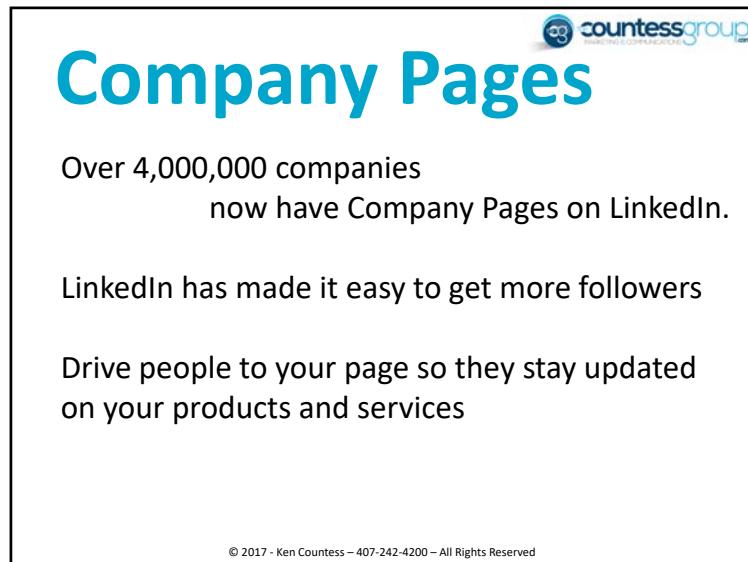
**Subject:** You might be interested in this event

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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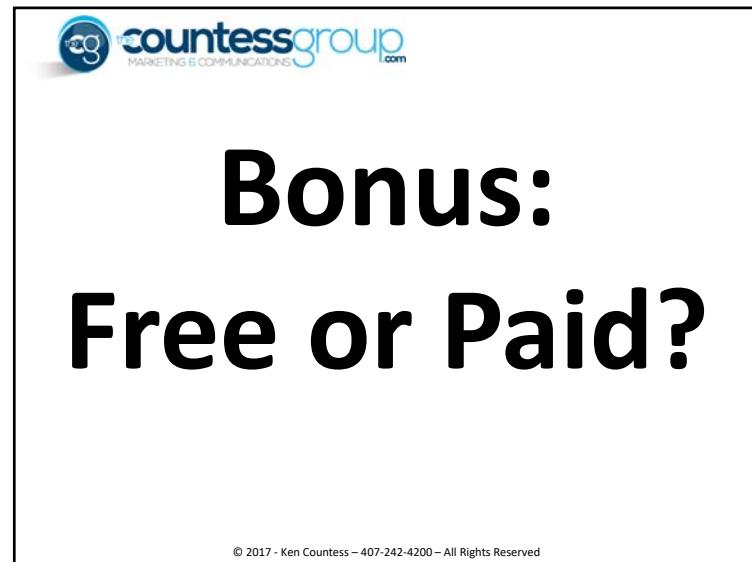
**Company Pages**

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

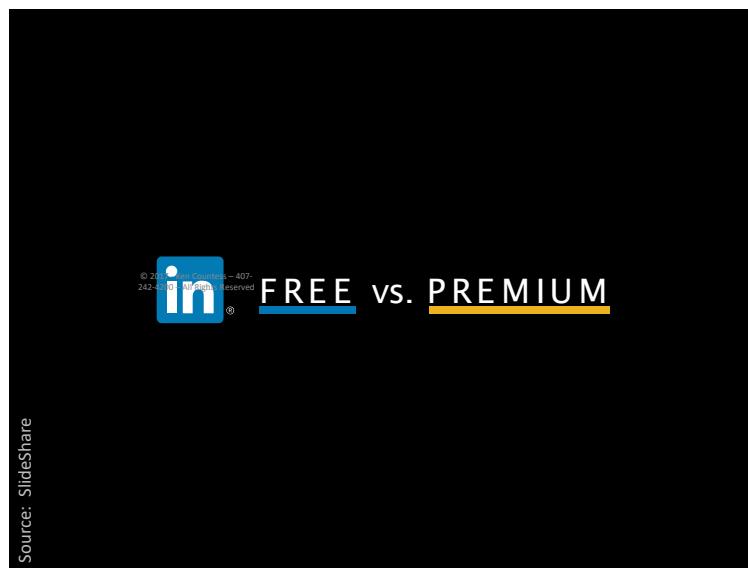
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**Bonus:**

**Free or Paid?**

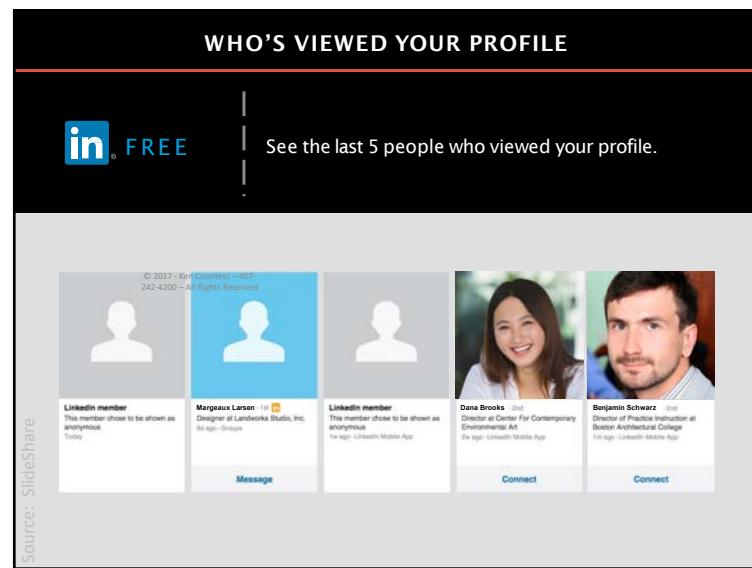
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**in** **FREE** vs. **PREMIUM**

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Source: SlideShare



**WHO'S VIEWED YOUR PROFILE**

**in** **FREE**

See the last 5 people who viewed your profile.

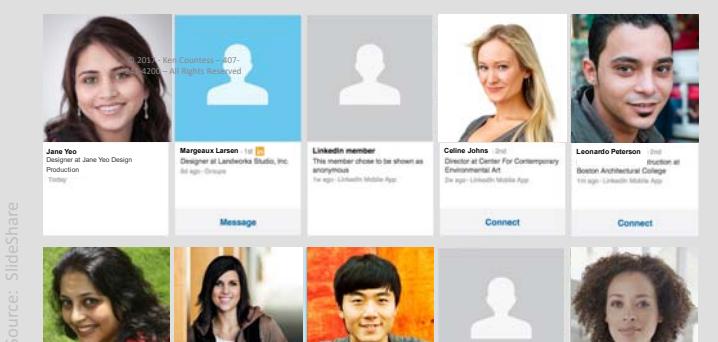
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Source: SlideShare

Profile Picture	Member Type	Viewed On	Actions
	LinkedIn member This member chose to be shown as anonymous Today	1d ago	<a href="#">Message</a>
	Margeaux Larson 1st Designer at Landworks Studio, Inc. 1d ago	1d ago	<a href="#">Message</a>
	LinkedIn member This member chose to be shown as anonymous Today	1d ago	<a href="#">Message</a>
	Dana Brooks 2nd Director at Center For Contemporary Environmental Art 1d ago	1d ago	<a href="#">Connect</a>
	Benjamin Schwarz 1st Director of Pedagogic Instruction at Boston Architectural College 1m ago	1m ago	<a href="#">Connect</a>

### 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** © 2017 - Ken Countess - 407-242-4200 - All Rights Reserved

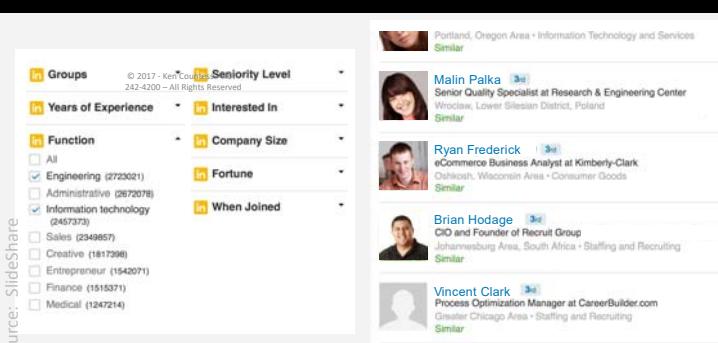
#### Advanced People Search

Relationship	Location
First Name	Current Company
Last Name	Industry
Title	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.



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  
207 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.  
Learn more

Upgrade Plan

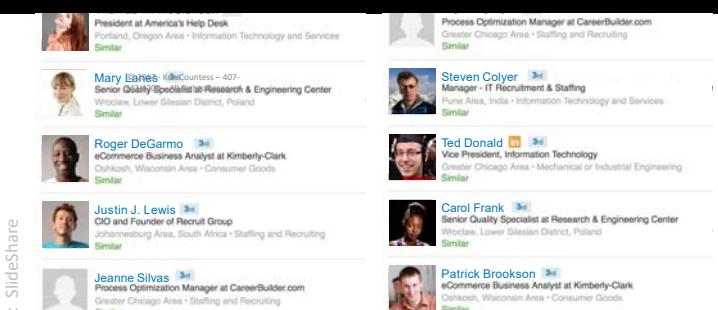
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Source: SlideShare

### UNLIMITED PROFILE SEARCH

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

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**\*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.

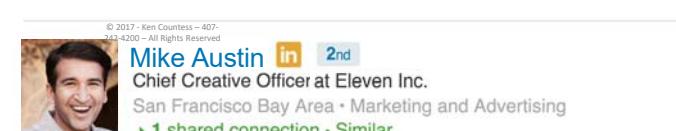
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### SEARCH LISTINGS

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

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**Current:** Chief Creative Officer/Partner at Eleven, Inc.  
**Past:** Executive Creative Director at BBDO San Francisco  
Executive Creative Director at Saatchi & Saatchi Los Angeles  
Creative Director/Writer at Goodby, Silverstein & Partners

### 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



**Top 100**

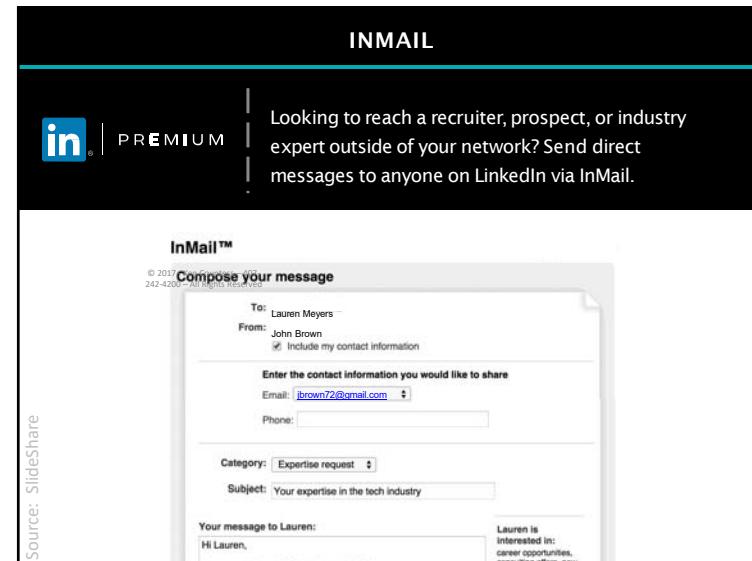
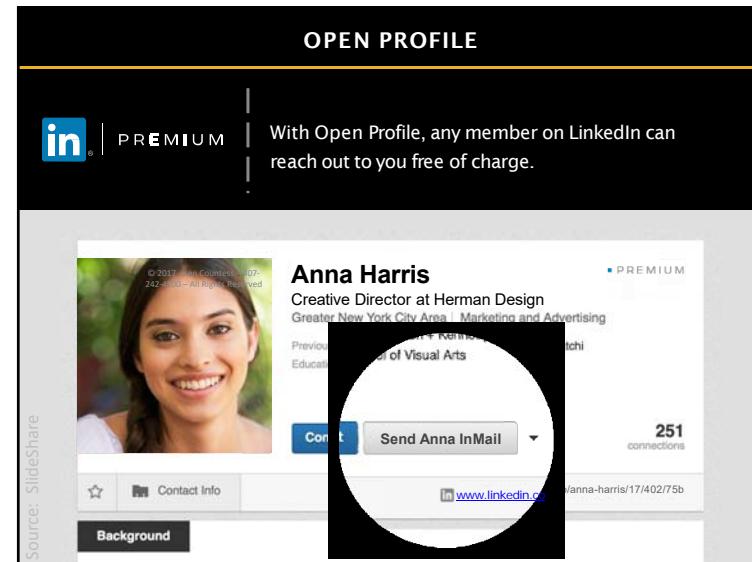
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You rank in the **top 50%** for profile views among professionals like you.  
#31 out of 98 | **14%** in the last 30 days

You rank in the **top 31%** for profile views among professionals like you.  
#31 out of 100 | **14%** in the last 30 days

**Professionals like you**

Rank	Profile Picture	Name	Job Title
1		Lauren Norman	User Experience Designer at Apple
2		Michael Baron	User Experience Designer at Yahoo
95		Cheryl Balhorn	Digital Content Strategist at Washington State Convention Center
96		Janet Mitchell	Graphic Designer
97		Katie Cowell	



## 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. © 2017 - Ken Countess - 407-242-4200 - All Rights Reserved



## 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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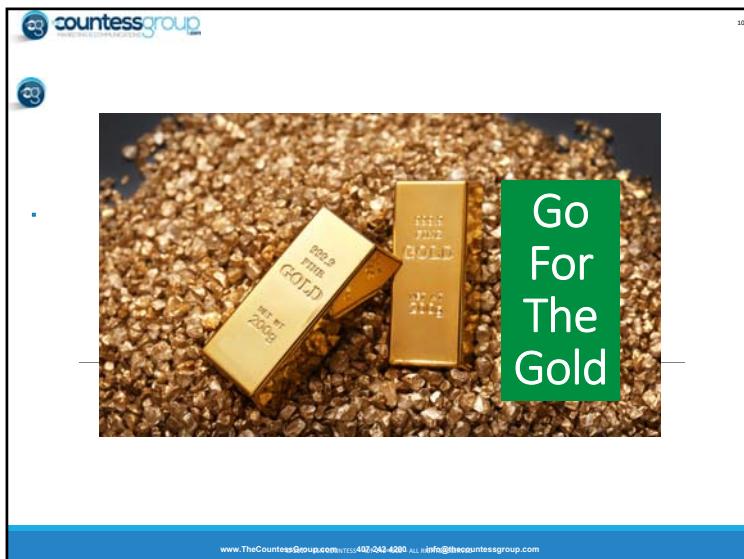
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**Gain An Unfair Advantage Over Your Competition**



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