



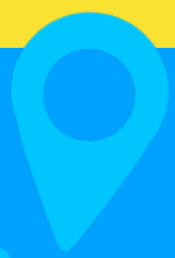


THE VALUE OF LINKEDIN

- **Not just your online resume anymore.**
- **The B2B connections are solid and valuable**
- **No clutter - focus on the goals**



When used well, LinkedIn can help you build your personal brand and business brand while boosting traffic to your business. ***Strategy matters.***



POLL #1

When was the last time you updated your LinkedIn profile?

- ☐ **Past Week**
- ☐ **Past Month**
- ☐ **Past Year**
- ☐ **I'm supposed to update it?**

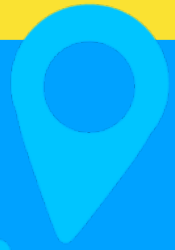


OPTIMIZE YOUR PROFILE

- **Profile Photo**
- **Cover Photo**
- **Summary and Description**
- **Experience**



Our community has two resumes:
professional and community



OPTIMIZE YOUR PROFILE

- **Volunteer Positions**
- **Additional Categories**



OPT



Tonia Latham

Marketeer | Social Media Maven | Trekkie | Statistics Geek
Storyteller | Believer in all that is good

Maryville, Tennessee · [500+ connections](#) · [Contact info](#)

Providing services

Marketing Strategy, Social Media Marketing,
Digital Marketing, Public Speaking, Public...

[See all details](#)

Public

Show more

—you can

[Get started](#)

About

Creator and implementer of marketing plans for small businesses who
Community investor who believes in partnering with others to create th
... see more

Featured

Showcase your work by featuring your best posts, documents, media

Add profile section ▼

More...



Intro



About



Featured



Background



Work experience
3 positions on your profile



Education
2 schools on your profile



Licenses & Certifications
Showcase your expertise with
your credentials



Volunteer experience
6 volunteer experiences on your
profile



Skills



Accomplishments

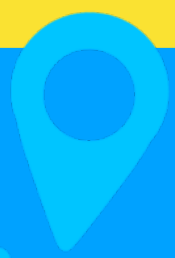


Additional information



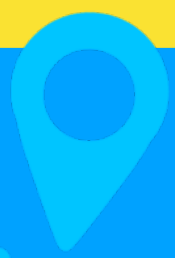
Supported languages





OPTIMIZE YOUR PROFILE

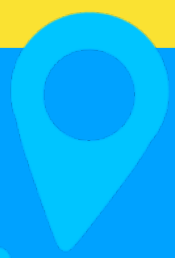
- **Volunteer Positions**
- **Additional Categories**
- **Points to Consider about Various Narratives**
- **Paid Accounts**



POLL #2

Have you sought out new connections on LinkedIn this week?

- ☐ **Yes**
- ☐ **No**
- ☐ **What's a connection?**



POLL #2

Have you posted on LinkedIn in the past 7 days?

- ☐ **Yes**
- ☐ **No**
- ☐ **I'm supposed to post?**



OPTIMIZING CONNECTIONS

4 Keys to Optimizing Connections

- Being Intentional About Reaching Out**
- Being Strategic About Reaching Out**



4 Keys to Optimizing Connections

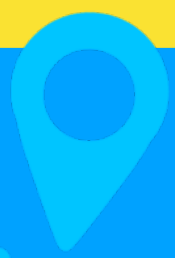
- **Being Intentional About Reaching Out**
- **Being Strategic About Reaching Out**

Things to Ask Before Connecting

- Can I learn something from them?**
- Can my product, service, or expertise be of value to them?**
- Will my product, service, or expertise be of value to people in their network?**

4 Keys to Optimizing Connections

- Being Intentional About Reaching Out**
- Being Strategic About Reaching Out**
- Adding Value Through Your Own Engagement**
- Acknowledging the Value Your Network is Giving You**



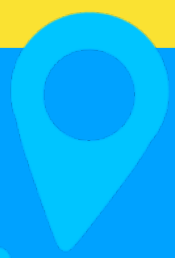
OPTIMIZING CONNECTIONS



Start a post

#ThankATeacher #Teachers

Write an article on LinkedIn



OPTIMIZING CONNECTIONS

Publishing menu ▾

Normal ▾

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🔗

Publish

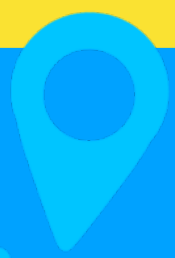
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Headline

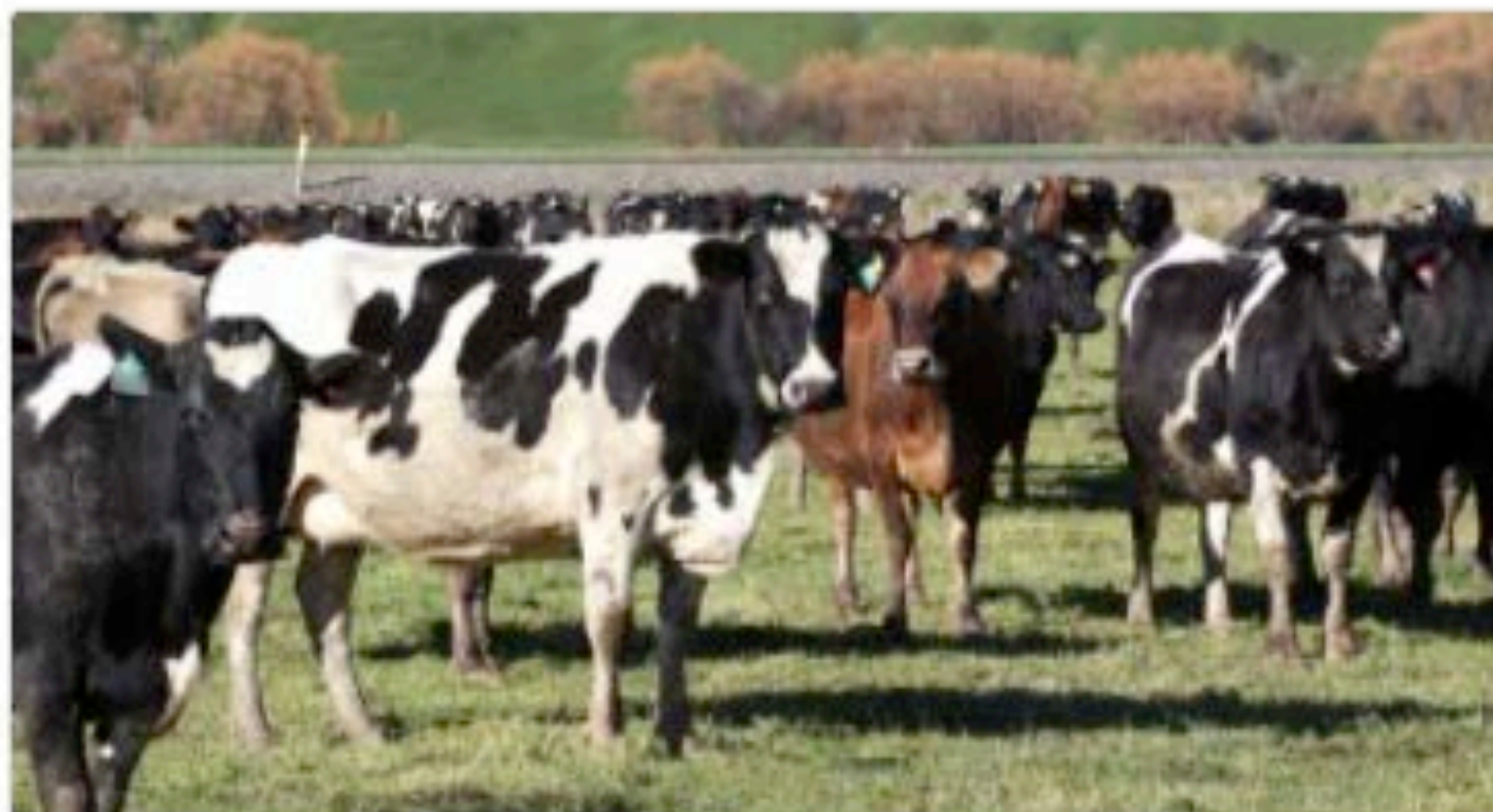
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Write here. Add images or a video for visual impact.



OPTIMIZING CONNECTIONS



Featured



Do you have an analytics problem or a goals problem?

Jeremy LaDuke on LinkedIn

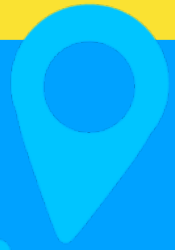
I am confident that most local small businesses don't measure their marketing in any meaningful way. And I...

-  **Posts** 
Show content posted to LinkedIn
-  **Articles** 
Show articles published on LinkedIn
-  **Links** 
Show links to web content
-  **Media** 
Upload photos, documents, and presentations

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Jeremy LaDuke on LinkedIn

Thanks to COVID-19, remote working has gone mainstream. While many have embraced this practice...



OPTIMIZING CONNECTIONS

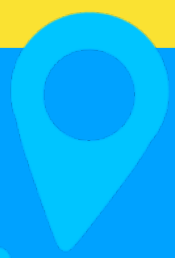
Share job changes, education changes, and work anniversaries from profile

Choose whether your network is notified

Change

Yes





POLL #3

What platforms have you used paid advertising on?

- Facebook**
- Twitter**
- Instagram**
- LinkedIn**
- I can advertise on social media!? Who do I call??**



DEVELOPING YOUR BUSINESS PAGE

- **Create your page if you haven't already.**
- **Make it professional**
- **Have valid and up-to-date info and descriptions (update them as needed)**
- **Schedule new posts and shares**
- **Ask employees to share content**
- **Use LinkedIn content suggestions**
- **Analytics**
- **LinkedIn Advertising**



THANK YOU!!!

e9url.com/review