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LINKEDIN MARKETING & BRANDING

7 TIPS FOR ENTREPRENEURS

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— Did you know that the average salary on LinkedIn is \$109K?

— Did you know that LinkedIn has grown to over 500 Million users to date?

— Did you know that LinkedIn is not your average social media site?

— Did you know LinkedIn isn't just for job seekers or Fortune 500 CEOs anymore?

Today, more and more small business owners are taking advantage of this networking platform to find new customers and build their brand.

Business marketing has come a long way since the days of print ads only. Using social networks are proving to be valuable assets in the quest to build new businesses as well as growing existing ones. However, some social media sites are more in-tune to the needs of business professionals. LinkedIn is that site.

LinkedIn marketing is one of the places that many accountants, lawyers, service-based businesses, and other professionals are using to attract more clients. LinkedIn has seen great increases in the customer base of those who effectively use this means of advertising.

One of the best ways to use LinkedIn Marketing is to set up a professional looking profile. Your profile will be your opportunity to make a great impression. The more time you put into it, the better it will be.

Potential clients are not usually interested in a long list of past accomplishments. However, they will be interested in what you can do for them. This can be demonstrated by including what you do for your other clients.

You can include a little bit of the story of your background but be sure not to overdo it. You don't want to bore them so they move on to something else.

Of course, when you are using LinkedIn, you will have to choose how you will connect with anyone that finds their way to your profile. Also consider "Trusted Partner Networking," which may allow you to become better acquainted with your approved connections. The big difference is the number of connections you will be able to achieve.

On the next page, I will share with you seven tips you can implement now.

1. [Make Your Company Profile Your Brand's Digital Home Base](#)

Anyone can build a website and advertise their brand. But a LinkedIn marketing company profile gives you credibility. Use the same business name in the current employment section of your personal profile and on your business profile to link the two. For example, if your company name is Creative Wares LLC, ensure you use the LLC on both.

2. [Invite Your Contacts And Customers To Follow You](#)

Invite your personal LinkedIn contacts who have worked with your business to follow your company. Add a LinkedIn follow button to your business website and email signature.

3. [Vocalize](#)

Conducting yourself shyly will not get you anywhere when it comes to LinkedIn promotion. Let your users know what you feel about topics, and try to create engagement by asking questions. Ever since I started conducting myself transparently, my business ventures have increased enormously.

4. [Execute This Thing Called Networking](#)

Networking a few minutes every day is extremely beneficial to expanding your connections. If you're bored, network. If you have free time, network. Standing in line, skip other social media and get on LinkedIn instead. It will pay off long-term, trust me.

5. [Networking Among Your Network](#)

Connecting with users in your network as consistently as possible is a fantastic method when it comes to maintaining relationships. You like it when your friends reach out to you to get a cup of coffee right? This applies to networking with fellow users on LinkedIn. And, who knows. You may connect with someone who is local and willing to have a cup of coffee with you. Or, you can have a "virtual coffee" and chat using Skpye or FaceTime. Hey, networking, is networking right!

6. [Be A Marketer](#)

The "showcase" function on your LinkedIn profile is one of the best ways to really show your clients and or prospects what you're made of. Impress them by building an impressive portfolio. Showcase Pages are extensions of your Company Page. They are designed to spotlighting your brand or an initiative. You can create Showcase Pages for aspects of your business with their own messages and audience segments to share with. This is a paid feature.

6. Create Value For LinkedIn Users

If you want to be known as an authority figure or build credibility to your business, don't publish sub-par content. If you aren't an excellent writer - hire one that is. Always publish unique content, and don't waste peoples' time. The old saying, "Content is King" is true but an even better saying is "Great content that helps is King".

7. Get Testimonials

Having testimonials on your profile will add to your credibility. It's better to have someone toot your horn than you having to do it yourself. Ask your business acquaintances and those you have done business with to write some for you. But, be sure that you are willing to do the same for them.

All in all, there are so many other ways to use LinkedIn for marketing you and your business that will bring great success to the professional that is willing to do what it takes to make it work for them.

When it means added benefits in the form of more clients, there is no excuse for not using this method to grow even an existing thriving business.

So what are you waiting for? Go out and master LinkedIn!

**P.S. If you need help, reach out to me at
irock@irockresumes.com for a consultation and
quote on elevating your business profile on
LinkedIn.**