
Visit Salt Lake Social Media Conference LinkedIn



Agenda

- **What, Why, and How: LinkedIn**
- **Offense vs. Defense**
- **How to Connect**
- **Importance of Joining Groups**
- **Position yourself as an expert in the space**

What is LinkedIn



- LinkedIn is a network exclusively for professionals with over 50 million users and growing.

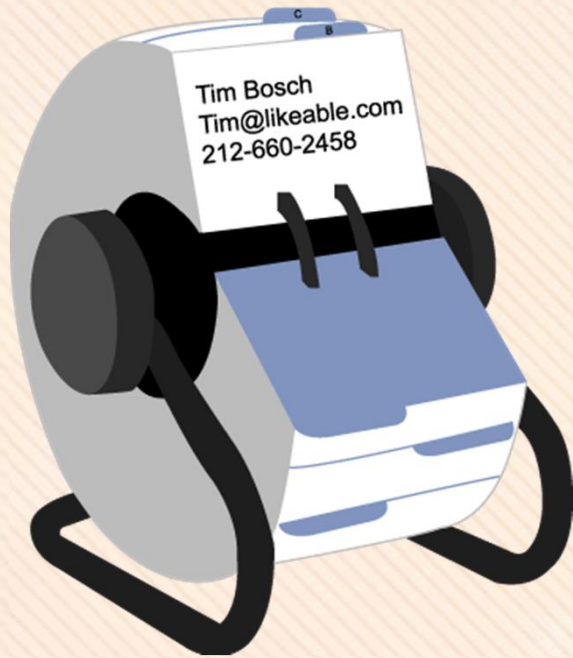
- It's the perfect place for those who are not interested in the "social" aspect of networking, but know they need to use the space.

Why LinkedIn is Valuable




- A community of and for professionals from over 150 industries, most of whom are C-level executives and above.
- A space to find and join communities of professionals based on common interest, experience, affiliation, and goals.
- Brings your professional contacts online and helps foster your relationships like never before.

Why LinkedIn is Valuable





Katie, one of your connections has a new title **LinkedIn**


 Timothy Bosch is now **Strategy Director** at **Likeable Media**

[View Timothy's New Title](#) [Congratulate Timothy](#)

A little about Timothy's company

 Timothy works at [Likeable Media](#)

 Likeable Media has 10-50 employees
Since February 1, 2012, 3 members have started a new job at Likeable Media

 Likeable Media is in the Marketing and Advertising industry



How To Make and Optimize a LinkedIn Personal Profile

Playing Defense LinkedIn Personal Profile

Optimize your
headline



Dave Kerpen 1st

CEO, Likeable Media, helping brands use social media to become more likeable. NYT Best-selling Author & Speaker
Greater New York City Area | Marketing and Advertising

Dave Kerpen via Twitter

davekerpen Courage is what it takes to stand up & speak. Courage is also what it takes to sit down & listen. - Winston Churchill

Favorite Retweet Reply · See all activity · 27 minutes ago

Current **Chief Executive Officer at Likeable Media**
Author at Likeable Social Media

Past Math Teacher in Queens and Brooklyn at New York City Department of Education
Marketing Consultant at Dave Kerpen Strategic Consulting (Sole Proprietorship)
Reality TV Contestant at Paradise Hotel
[see all](#)

Education Boston University
Hunter College High School

Recommendations 15 people have recommended Dave

Connections 500+ connections

Websites [Company Website](#)
[Personal Website](#)
[Blog](#)

Twitter [Follow @davekerpen](#)

Public Profile <http://www.linkedin.com/in/davekerpen>

Share PDF Print vCard Flag

Playing Defense LinkedIn Personal Profile

Add a picture -
make sure it is
professional



Dave Kerpen 1st

CEO, Likeable Media, helping brands use social media to become more likeable. NYT Best-selling Author & Speaker
Greater New York City Area | Marketing and Advertising

Dave Kerpen via Twitter

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Recommendations 15 people have recommended Dave

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[Personal Website](#)
[Blog](#)

Twitter [Follow @davekerpen](#)

Public Profile <http://www.linkedin.com/in/davekerpen>

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Playing Defense LinkedIn Personal Profile

Update your status! Share relevant articles and links here. Consider carefully if you would like to connect Twitter.



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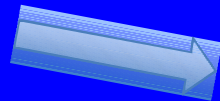
Websites [Company Website](#)
[Personal Website](#)
[Blog](#)


Twitter [Follow @davekerpen](#)

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Playing Defense LinkedIn Personal Profile









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Greater New York City Area | Marketing and Advertising


1st  

Dave Kerpen via Twitter 

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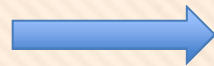
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 Share  PDF  Print  vCard  Flag

Playing Defense LinkedIn Personal Profile

List education.
Helps you
connect with and
be found by
other alumni.



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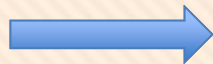
Twitter [Follow @davekerpen](#)



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Playing Defense LinkedIn Personal Profile

Ask for
and give
recommendations*






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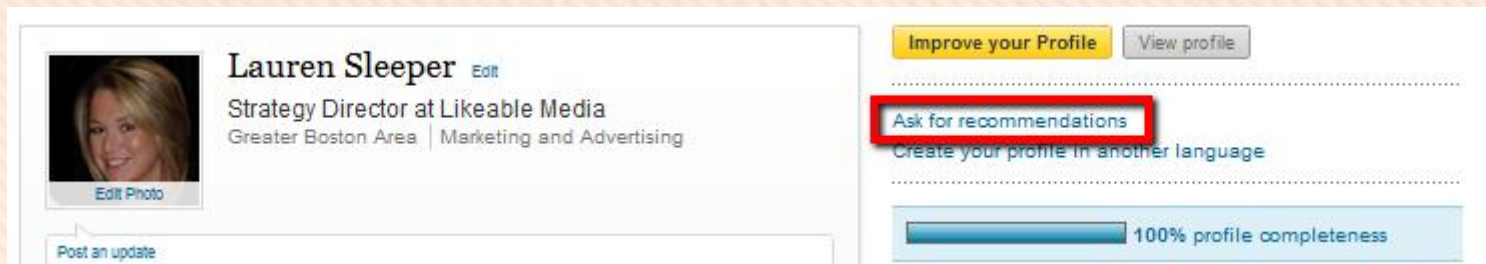
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*If writing recommendations, you cannot mention Restaurant.com for colleagues

Playing Defense LinkedIn Personal Profile

Requesting Recommendations



Lauren Sleeper Edit
Strategy Director at Likeable Media
Greater Boston Area | Marketing and Advertising

[Edit Photo](#)

[Post an update](#)

[Improve your Profile](#) [View profile](#)

[Ask for recommendations](#)

Create your profile in another language

100% profile completeness

Marketing Associate Edit

Springpad

2009 – 2010 (1 year) | Charlestown, MA

In my role as a Marketing Associate I was responsible for the creation, monitoring, and optimization of Springpad's online and mobile advertising efforts. I also worked to develop marketing campaigns targeted towards various niche audiences to both encourage engagement among current users and drive user acquisition. Additionally, I managed targeted marketing campaigns with Springpad affiliate partners through creation of news, deals and alerts sent to users based upon their individual profiles. I was also responsible for managing Springpad's Facebook page and contributing to the company blog, newsletter and twitter profile.

[Ask for recommendations](#)

Ask the people who know you best to endorse you on LinkedIn

- 1 Choose what you want to be recommended for

Strategy Director at Likeable Media [Add a job or school]

- 2 Decide who you'll ask

Your connections: [Carrie Kerpen](#) x [Add]
You can add 199 more recipients

- 3 Create your message

From: Lauren Sleeper
lauren.sleeper@gmail.com [v]

Subject: Can you endorse me?

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. If you have any questions, let me know.

Thanks in advance for helping me out.

-Lauren Sleeper

Note: Each recipient will receive an individual email. This will not be sent as a group email.

Playing Defense LinkedIn Personal Profile

- Connect, connect, connect!
- Import contacts via Outlook, Gmail, etc.
- Find Contacts via custom search
- See who your contacts are connected to



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Greater New York City Area | Marketing and Advertising

Dave Kerpen via Twitter

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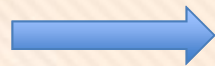
Twitter [Follow @davekerpen](#)

Public Profile <http://www.linkedin.com/in/davekerpen>

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Playing Defense LinkedIn Personal Profile

List your website,
personal blog, etc.
*Consider Twitter, if
you tweet relevant
information



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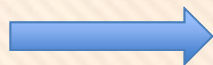
Twitter [Follow @davekerpen](#)

Public Profile <http://www.linkedin.com/in/davekerpen>

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Playing Defense LinkedIn Personal Profile

Customize your
Public Profile URL



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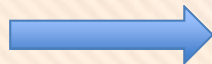
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Playing Defense LinkedIn Personal Profile

Add a personal
summary



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Summary

Dave Kerpen is the cofounder and CEO of Likeable Media, an award-winning social media and word-of-mouth marketing firm with triple digit revenue growth for 4 consecutive years.

Dave and his wife Carrie transformed theKBuzz (founded in 2006) into Likeable, 1 of Facebook's Top 65 Preferred Developer Consultants as well as the only 3-time WOMMY Award winner for excellence from the Word of Mouth Marketing Association (WOMMA).

Dave has been featured on CNBC's "On the Money", BBC, ABC World News Tonight, the CBS Early Show, the New York Times, and countless blogs. Within the past year, Dave has spoken at dozens of conferences and webinars for organizations such as WOMMA and the American Marketing Association. Dave is backed by a team of social media thought leaders who collectively have managed over 250 accounts on Facebook and other social networks, for brands such as Verizon, 1-800 Flowers.com, Neutrogena, Uno Chicago Grill, The Pampered Chef, G.E, Medtronic, Restaurant.com, and Heineken.

Dave's 1st book is a NY Times bestseller - "Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook and other social networks." Dave is proud of his Likeable business accomplishments but prouder of Charlotte and Kate, his two daughters at home in New York.

Specialties

social media marketing, guerrilla marketing, Facebook marketing, Twitter marketing, social media, buzz marketing, brand ambassador programs, word of mouth marketing, promotions, social media, community engagement

Playing Defense

LinkedIn Personal Profile



Polls

by LinkedIn

The Polls application allows you to collect actionable data from your connections and the professional audience on LinkedIn.



SlideShare Presentations

by SlideShare Inc

SlideShare is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.



Blog Link

by SixApart

With **Blog Link**, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link helps you, and your professional network, stay connected.



Projects and Teamspaces

by Manymoon

Manymoon makes it simple to Get Work Done with your LinkedIn connections. Share and track unlimited tasks, projects, documents and Google Apps - for free!



Google Presentations

by Google

Present yourself and your work. Upload a .PPT or use Google's online application to embed a presentation on your profile.



Events

by LinkedIn

Find professional events, from conferences to local meet-ups, and make the right connections with other professionals at the event.

Add applications and features that position you as an expert in your field.

Defense Checklist



Action Items

- Current Title & Headline**
- Current Position**
- List Past Positions**
- List Education**
- Request at least one recommendation**
- Include Relevant Links**
- Vanity URL (your name)**
- Brief Summary**

A SHIFT....

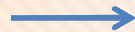
**You've learned how to play defense, now
let's play offense.**

Playing Offense

- 1. Research Companies**
- 2. Target List**
- 3. Group Outreach**
- 4. Be a creator of content**

Playing Offense Research Companies

Description/
Overview



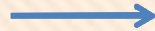
Employee Tab



Recent Blog
Posts (being
phased out)



Recent Activity
on LinkedIn



Companies | LinkedIn

Overview Careers Products & Services

LinkedIn Interested in learning how to grow your LinkedIn Company Page and engage your followers? Join us for a free webinar on February 25, 2012 at 1pm PST / 6am EDT. [PRSS Webinar: Q&A: Practices for Getting More Company Page Followers](#) [LinkedIn.com](#)
A recent HuffPost Study showed that LinkedIn is 27% better for lead generation than other social networks. Learn how you can effectively tap this network to increase your own Company Page followers, & encourage them to engage with your company &...
Like (25) Comment (3) Share 2 hours ago

LinkedIn takes your professional network online, giving you access to people, jobs and opportunities like never before. Build upon trusted connections and relationships. LinkedIn has established the world's largest and most powerful professional network. Currently, more than 125 million... more

Your Network (150) Your College Alumni (7)

Account Executive - Marketing Solutions
Christine Tatro, Greater New York City Area

Executive Chairman and co-Founder
Red Hoffman, San Francisco Bay Area
How are you connected? (1 shared connection)

Senior Account Executive
Rob Humphrey, Raleigh-Durham, North Carolina Area
How are you connected? (1 shared connection)

Head of Corporate Development
Robby Kwak, San Francisco Bay Area
How are you connected? (1 shared connection)

Senior Enterprise Relationship Manager
Kevin Varadani, Greater New York City Area
How are you connected? (1 shared connection)

See all 150 connections in your network >

Recent Blog Posts

What Makes Apple Tick? Adam Lashinsky Tells the Inside Story
Jan 24, 2012

LinkedIn Activity on LinkedIn

LinkedIn is hiring Financial Accountant (Permanent) |
Dublin D15EA HD in Dublin
Post your resume on LinkedIn for free. You'll be able to...

LinkedIn has 312,028 followers

Follow Company Share

How you're connected to LinkedIn

- 1 First degree connection
- 149 Second degree connections
- 3,471 Employees on LinkedIn

Check out insightful statistics about LinkedIn employees >

Learn more about working at LinkedIn

Companies Affiliated with LinkedIn

LinkedIn Great

LinkedIn mentioned in the News

Listen Up, Job Hunters: Flexibility Goes Passion, Says LinkedIn Founder
Forbes, Feb 16, 2012

Type
Public Company

Company Size
1001-5000 employees

Website
<http://www.linkedin.com>

Industry
Internet

Founded
2003

Headquarters

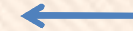
2022 Starlin Court
Mountain View, CA 94042
UNITED STATES



Connection Tab

***NOTE**

There is also the
option to include
a video below
Location



Location Tab
(Can only list
one)

Playing Offense Research Companies

Service
Overview

Slideshow

Featured
Services

The screenshot shows the LinkedIn Marketing Solutions page. At the top, there are navigation tabs for 'Overview', 'Careers', and 'Products & Services'. The main content area is divided into several sections:

- Marketing Solutions:** A section describing LinkedIn Marketing Solutions as a comprehensive toolkit for reaching prospects and customers.
- LinkedIn Product and Service Spotlight:** A section titled 'The World's Largest Audience of Affluent, Influential Professionals' featuring a world map and statistics: 80M Members (North America: Over 31M, Europe: Over 17M, Asia Pacific: Over 11M, Central/South America: Over 5M, Middle East/Africa: Over 13M) and 12M Business Decision Makers.
- Featured Products and Services:** A list of services including:
 - Company Pages:** 9,340 Followers, 115 recommendations.
 - LinkedIn Ads:** 35 recommendations.
 - LinkedIn Display Ads:** 4 recommendations.
 - LinkedIn Content Ads:** 3 recommendations.
- Right-hand sidebar:** Contains a 'LinkedIn has 37,637 followers' section with 'Follow Company' and 'Share' buttons, '34 Products & Services', '1,398 Recommendations', and '1 person in your network recommends LinkedIn' (Mike O'Neill).
- Bottom right:** A promotional banner for 'See how we're thinking differently about health insurance' and a 'Promotions by LinkedIn' section for 'Corporate Job Slots'.

Three blue arrows on the left side of the image point to the 'Marketing Solutions' section (labeled 'Service Overview'), the 'LinkedIn Product and Service Spotlight' section (labeled 'Slideshow'), and the 'Featured Products and Services' section (labeled 'Featured Services').

Playing Offense Research Companies

Research Companies Action Item:

Follow 5 companies that you want to do business with or get to know better.

Playing Offense

Create Your Target List

Mark Zuckerberg 3rd
making society more open
San Francisco Bay Area | Internet

Current: CEO at **Facebook, Inc** 3
Education: Harvard University
Connections: **34 connections**
Websites: [Facebook](#)
Public Profile: <http://www.linkedin.com/pub/mark-zuckerberg/0/835/a34>

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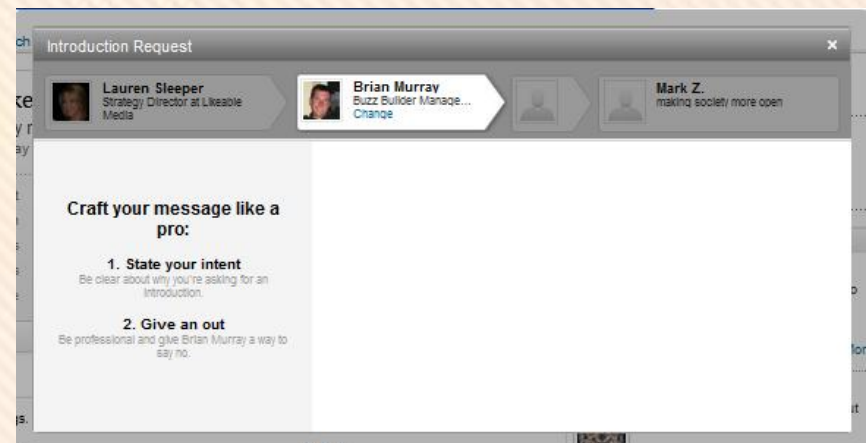


Set your sights on your applicable targets, and set an introduction map to get there.

Playing Offense Create Your Target List

Target List Action Item:

Ask for an introduction to
start down the target path



Playing Offense Group Outreach

Groups are a space to find and join communities of professionals based on common interest, experience, affiliation, and goals.

- Join groups relevant to the category and participate in the conversation
- Target Groups: Marketing and Communications, Alumni, E-Commerce, Corporate Gifts and Incentives



The screenshot shows a LinkedIn group page for "Corporate Gifts & Incentives". The group description reads: "Industry experts in Employee Recognition Programs, Employee Holiday Gifts, corporate gifting and sales incentive programs. Our group has executives from many disciplines including HR, Sales and Services. Focus of this group is to share ideas and concepts about boosting morale of employees, developing effective sales incentive programs etc." Below the description are buttons for "Join Group", "Share group", and "Report as...". Under the heading "Group Members in Your Network", two members are listed: Lauren Mieli, Senior Director, Marketing at Restaurant.com, and Howie Schnuer, Senior Vice President, Incentive & Loyalty Solutions at Restaurant.com. Both members have a "1st" connection badge.

Playing Offense
Group Outreach

Group Outreach Action Item:

Join and list TWO groups

Playing Offense

Be A Creator of Content



Dave Kerpen



CEO, Likeable Media, helping brands use social media to become more likeable. NYT Best-selling Author & Speaker

Greater New York City Area | Marketing and Advertising

Dave Kerpen via Twitter

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☆ Favorite ↻ Retweet ↩ Reply • See all activity • 27 minutes ago

Consider positioning yourself as an expert in your field:

- **Engage in groups**
- **Update your status with relevant information and links**

Playing Offense

Be A Creator of Content

Content Creator Action Item:

Post one relevant status update

Offense Checklist



Action Items

- Follow 5 companies**
- Ask for introduction to start down the target path**
- Join and list two groups on your profile**
- Post one relevant status update**

Questions

Questions? Comments?