



Enhancing Business with LinkedIn

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Executive Summary



LinkedIn is the most popular professional networking social media platform, gaining two new members every second. However, only 40 percent use LinkedIn daily, this may be because professionals are unaware of the valuable resources LinkedIn provides (Chaudhary, 2017). LinkedIn is more than just an online resume; businesses can create company pages and use LinkedIn to boast credibility by creating industry related content.

According to data, many professionals marketers are well aware of how to use LinkedIn for business but those new to the platform could benefit from learning about all LinkedIn has to offer (Chaudhary, 2017). In this white paper you will find a range of simple tools that help you to enhance your business' credibility to more advanced tools that will help you to find employees and improve sales. Ultimately, the purpose of this document is to show that LinkedIn can be helpful to businesses no matter what developmental stage they are in.



Intro to LinkedIn



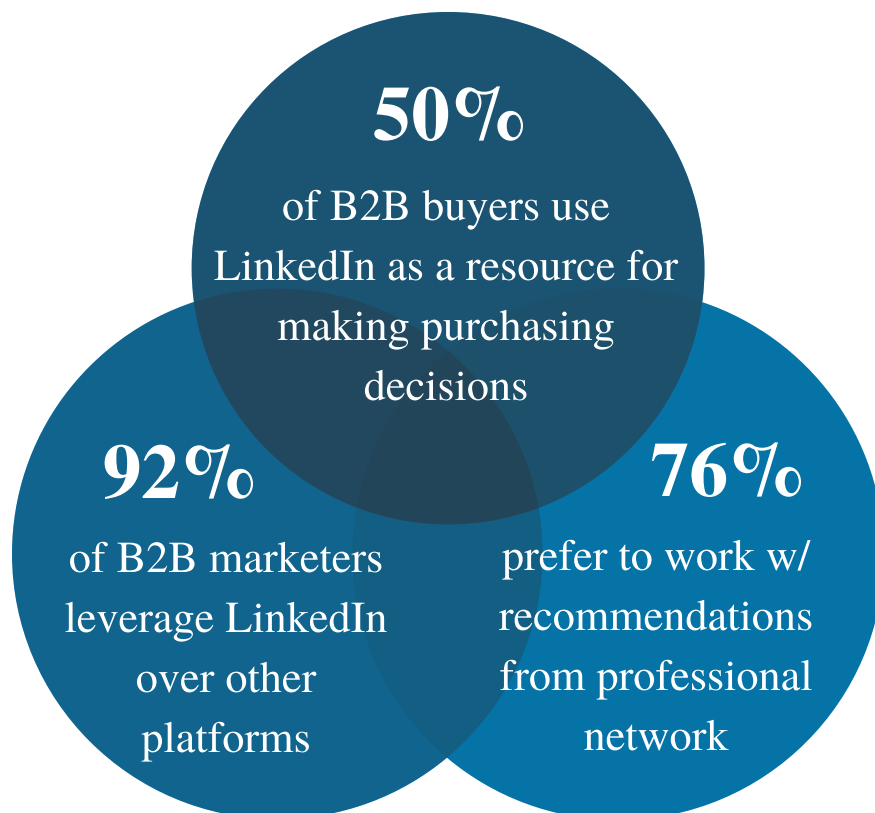
With more than 467 million users, it is no wonder LinkedIn is the most popular social platform for professionals (Chaudhary, 2017). Creating a basic profile is completely free and takes less than an hour. Your account serves as a sort of online resume that is likely to be checked by the recruiters of any job you apply to. LinkedIn has become a recruiter's resource for vetting potential employees, hence, why you should make a profile whether or not you choose to be consistently active on the site. Little known fact, the more active on LinkedIn you are, the more likely your profile will appear on recruiter's searches. This is true whether you are actively job searching or not (Doyle, 2017).

In addition to being an online resume, LinkedIn serves as a "modern way to maintain a

rolodex of connections," having one place to go when looking for a job or for career advice and support is beyond helpful. The connections you make on LinkedIn may be what lands you your dream job (Doyle, 2017). College students are aware of this, which is why more than 40 million students and recent graduates are on the network (Chaudhary, 2017).

Members with interest in a particular brand can follow the brand's company page and be informed when the company shares any updates or are looking to hire. Company pages have moved on from being an HR landing page and have expanded to become the place to drive business, raise brand awareness, promote career opportunities and more. It was said, "The real power of LinkedIn for business: the ability to tap into existing connections and grow your brand through word-of-mouth," (Newberry, 2017). Below are a couple of surprising stats which will allow you to see how beneficial becoming active on LinkedIn can be for business.

In 2015, LinkedIn reached an incredible milestone, having over one million unique publishers publish more than 130,000 posts a week. These posts "discuss the future of work, the state of their industries, what companies are getting it right and which aren't and how the professionals world can be a better place," (Roth, 2015). This is what LinkedIn was intended for. LinkedIn is not your average social media site where you post dog videos, LinkedIn has a purpose and that purpose is to better your professional self. The following sections of this white paper will explain how you as a brand can make your business both credible and recognizable in your field.



(Newberry, 2017) (Chaudhary, 2017)

LinkedIn Pulse

LinkedIn Pulse is a blogging platform housed on LinkedIn. Anybody can write and publish content that can be viewed from their profile. The biggest appeal to writing on LinkedIn Pulse is that it builds to your credibility and it gets placed in front of those who would be most likely to want to read it. Companies can write industry specific posts and those who have expressed interest in the industry would see it thanks to Pulse's algorithm. To ensure audience sees the content they want, Pulse provided a search in which you can find stories of interest by category, popularity and based on who the individual's influencers are. Speaking of searching, posting content directly onto LinkedIn enhances SEO because LinkedIn is among the top 10 websites with the most user traffic. As with any social platform, it is important that you are consistently pushing out quality content in order to attract and maintain a loyal following (Pollard, 2015).

A way to drive even more traffic to your blog post is by sharing it on multiple platforms. The more views a post gets the greater chance it is to be featured because articles on the main page are arranged by number of views. A little known fact, if you think you wrote something really worthwhile you can tweet your post to the Pulse editorial team at @LinkedInPulse with why your post is worthy of being featured and if they agree your post may be featured (Lang, 2017).

Groups

LinkedIn Groups are similar to Facebook groups although on LinkedIn they are geared toward attracting professionals of the same industry or people with similar interests. Groups are also places where job listings can be posted and viewed and, as with the point of a social networking site, connections can be made. The most beneficial part of joining a Facebook group as a brand would be to establish itself as an industry thought leader. Remember those blog posts we talking about? They can be shared to LinkedIn groups and if readers like it enough they can follow your brand simply by clicking on the profile picture (Fontein, 2017).

LinkedIn Groups can allow your business to connect with customers. If your particular company feels as though it would be beneficial, it could create its own group and create a sort of forum for the customers and audience to connect. Being a part of a LinkedIn Group is a great way to keep a pulse on what industry professionals are saying about your field and it is a great way to connect and establish authentic relationships with those professionals. Although Groups are excellent breeding grounds for potential leads, warnings against flashy advertisements in Groups are very common. Members join a group to discuss interests not to be subjected to sales pitches. A Group is a great place to prove your expertise and boost your brand's name, not sell your product or service. Marketing 101 would tell you that if you first provide value the sale will come later (Fontein, 2017).

It takes more than just being a part of a LinkedIn Group to start seeing an increase in business. Your brand has to get in on the conversation and contribute valuable information to it. Hootsuite provided these tips to keep in mind when participating in Group conversations:

- **Ask questions.** Make sure they're specific such as 'what do you think of the author's stance in this article?' instead of more generic or vague ones
- **Answer questions.** When the opportunity presents itself, provide Group members with thoughtful responses
- **Pay attention.** Stay tuned to what others are saying once you've started a discussion to keep the conversation going and active
- **Stay on topic.** Always make sure your posts and discussion points are relevant to your Group

With these tips and some patience, you may soon begin to be viewed as an industry expert (Fontein, 2017).

Recruiter

Moving into the more advanced options, LinkedIn Recruiter is sort of like the backstage of LinkedIn. It allows for businesses to search for people based on skill sets and qualities and then flag them - all without the user knowing. Recruiter compiles a list of potential job candidates whether the user is actively seeking a job or not. This is great news as it means LinkedIn works to provide your company with the most quality hires. As of 2013, more than 16,000 clients or companies used the Recruiter feature and there is no doubt that number has at least doubled (Chang, 2013).

LinkedIn Recruiter has two different plans: "Recruiter Lite lets you search for, filter, and contact LinkedIn members who may be good candidates for your role and comes with InMail, a Recruiter account gives you unrivaled access to the entire LinkedIn network." For the more hardcore recruiters the full package is worth the price, it was basically designed to cater to every need of a professional recruiter. LinkedIn Recruiter allows for:

- Multi-user collaboration
- Ability to add tags, statuses and custom fields to profiles
- Dramatic increase in the amount of InMails a recruiter can send monthly
- Mass InMails
- 50 daily saved search result alerts
- More specific searches
- Allows users to search within Applicant Tracking System (ATS)
- Expand location search radius from 100 to 500 miles

Recruiters that used are generally pleased with the platform, in fact, 87% of recruiters find LinkedIn to be the most effective platform for vetting candidates (Moran, 2017).



New employees sourced through LinkedIn are

40% less likely

to leave the company within the first 6 months.



Social professional networks are the

#1 source of quality hires

followed by internet job boards and employee referrals.

LinkedIn's *The Ultimate List of Hiring Statistics*



Sales Navigator



Diana Kucer, LinkedIn's Director of Global Product Marketing said, "Sales Navigator allows sales professionals to tap into the power of LinkedIn efficiently. It improves social selling in support of powerful daily habits." Sales Navigator allows you to select contacts that fit your target audience, additionally you can import contacts straight from Salesforce. LinkedIn then takes that information and uses an algorithm to offer up suggestions for potential clients. In addition to lead suggestions, Sales Navigator enhances searches and monitors activity at the individual and organizational levels (Altman, 2015).

As with most Premium products, LinkedIn offers a free month trial for Sales Navigator. When attempting this trial, measure your Social Selling Index. This measurement tells you how effective you are at:

- Establishing your professional brand
- Finding the right people
- Engaging with insights
- Building relationships on LinkedIn (Altman, 2015)

LinkedIn Sales Navigator makes it easy to keep up with the updates sent out by the individuals and organizations you may be tracking. There are multiple settings to sort your feed's activity by and of those are most important, most recent, people who have changed jobs, leads who are in the news, leads who are sharing content, accounts in the news, accounts sharing content. Additionally, Sales Navigator makes it easy to comment and like those posts in order to stay relevant to the consumers. Sales Navigator is very customizable in that you can have new leads sent to you however often you would like. Searches, as briefly mentioned earlier, can be narrowed down dramatically enhancing your chance of finding a consumer best suited for your product or service (von Rosen, 2017).



Conclusion



LinkedIn provides countless tools to improve not only your individual credibility but to assist in building your business and many of these can be done straight from your phone. This white paper has gone over the basics of two tools that come free with your profile and another two tools that are a worthwhile investment if you are looking to recruit and are looking to sell a product or service; which, let's be real, is nearly every business' goal. These are not the only tools LinkedIn provides, there are countless others which cater to whatever business need you may have, all it takes is a simple Google search and you should be on your way to breaking records for your company. Once you begin to use these tools you will wonder why it took so long to try them, so I challenge you to use the free month trial to test them out.



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That's all folks