



Getting up to speed with
LINKEDIN
AND HOW TO USE IT EFFECTIVELY

Build your Business using LinkedIn

Getting up to speed with **LINKEDIN for BUSINESS**


Thanks for downloading!

The aim of this guide is to give you as much information in a straightforward, no-nonsense form to give you an understanding of LinkedIn and its potential for your business.

The information here has been learned, tried, tested and curated from our own experience and experts that we trust. There's a lot of noise out there and a number of ways of saying the same thing. This makes it very important to find a voice you can understand and trust so you know where to invest your budgets.

Need help or advice? Drop us a line at hello@johnlawley.co.uk

Do social like a pro with Sprout

We use Sprout Social to manage all our social media accounts and the client accounts we look after.  **sproutsocial**

Sprout Social integrates perfectly with LinkedIn allowing you to create posts and content directly from its platform, schedule them to post automatically for the days or weeks ahead, monitor their effectiveness and find out who your ideal customers are. It's a professional all-in-one tool that will really kick start your social media efforts and save you lots of time.

**OFFER: Try Sprout Social
FREE for 30 days**

JohnLawley.co.uk started, well, with me, John Lawley, way back at the start of 2014 building on my experience working with some very talented people in TV, Radio and Advertising over the previous 10 years.

I'd helped people get to the pinnacle of UK radio, break into national TV and conquer the voice over world creating huge revenues and brands in their own right. I now do exactly the same thing for business owners and their companies.

People want to know what works, in straightforward terms, which is where these guides come in to help you get up to speed.

So why LinkedIn?

Dubbed "Facebook for business" LinkedIn is a professional platform built for recruiters. It can be an amazing investment of your time and energies. This is why:

- There are over 500 million users on LinkedIn world-wide and growing!
- 40% of LinkedIn users use the platform on a daily basis, so there's plenty of people to connect with
- LinkedIn can be a B2B goldmine of opportunity

And this is just for starters! So let's get going.



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LinkedIn: Our How To Guide

LinkedIn has firmly established itself as the go-to online business network for professionals and businesses. The key difference between this platform and social media networks is this is strictly work orientated, allowing people to network, job hunt and use the available profiles for

lead generation. The network is a goldmine for business who want to source and develop new leads. However, there is an art to doing this correctly to ensure it is productive and not simply spamming as many people as possible and hoping for a return.

The LinkedIn Lead Generation Guide

Follow the steps below to get the most out of lead generation on LinkedIn:

1) Create a premium account

Going Premium opens up far more profiles and useful detail for sales. There are three types of Premium accounts available, although Sales Navigator is the best for new business. It provides enhanced search capabilities and allows you to send InMail messages to prospects.

2) Source decision makers

The key to any sale is being in contact with the decision maker. LinkedIn gets you past gatekeepers to identify the best person to contact. When you call, just ask for that person.

3) Try the soft sell

The hard sell rarely works via text or email. Asking for the sale on InMail will just scare them off. A light intro and offer to demo or trial your service or product is a better approach.

4) Avoid spamming

Avoid spamming hundreds of people then

disappearing off the site. LinkedIn users will take you more seriously if they see your followers and connections, giving you credible presence.

5) Publish articles

LinkedIn lets you publish content directly to its platform to become an authority and respected for your insight and business-related acumen.

6) Advertising

B2B advertising via LinkedIn Ads enables you to target by industry, job title and much more. It has a high conversion rate of nearly 3% and is a great way to generate warm leads for you to convert.

7) Follow up leads

This part should never be forgotten. If you get no replies to messages, follow them up a week later. If a lead has asked you to call back or email at a certain time, be sure to do it. Opportunities are quickly won and lost just by not being organised.

LinkedIn Best Practices

You will want to make good use of your time on LinkedIn and here are some of the best practices to use that will allow you to quickly gain traction.

1) Develop great content

Creating targeted content will ensure you are engaging with the right people. Make it visually engaging, with clickable links. Perhaps talk about industry events, or career related subjects. Make it specific to the audience you are speaking to and include a call to action.

2) Share the content

Encourage your staff to share your branded content on LinkedIn. It's one of the best ways to spread the content on the network while you develop more connections. It also brings your staff closer to the goals of the business,

making them feel like part of its growth and success.

3) Remain active

It can be easy to put lots of work in at the beginning, only to move onto something else. Success will come from keeping your LinkedIn page fresh and filled with new content. Post frequently so people continue engaging. Videos are also great for quick content ideas.

4) Review your analytics

The best way to ensure your strategy is working is to use LinkedIn Analytics to review performance. Page views and visitor demographic metrics show who and how many are looking. Unique visitors, clicks and engagements detail the popularity of your content.



How to use LinkedIn Ads



With over 500 million professional users, LinkedIn offers businesses a wealth of targeted marketing opportunities. By capitalising on the exposure LinkedIn ads can provide, it can quickly become a valuable addition to your marketing toolbox.

1) Create a company page

Start with building a company profile on the site. This will be the entry point for curious visitors, so make it look professional by filling in all the required fields.

2) Use the showcase pages

Showcase pages are there for your business to highlight key services and products you offer. Followers can then choose the parts of your business they want to remain updated about.

3) Display & text ads

PPC ads can be placed at the side/bottom of the user's page, or in their inbox. Display & Text ads allow you to use a video or image, with ad copy and a 25 character headline.

4) Sponsored content

This will appear in the user's content feed. It increases the likelihood of them interacting with the ad. Advertising your latest article or content should generate more clicks and views.

5) Premium display ads

Premium display ads offer four different sizes and placement positions. This provides more space for creativity and the chance for higher returns on your advertising spend.

6) Sponsored InMail

You can create an email message or form that can be sent to any of the 500 million LinkedIn accounts. This can then be targeted towards your core audience to get the best response.

7) Follow company ads

These are ads that encourage users to start following your company. Promoting in this way adds more credibility to your business and can quickly build an active audience.

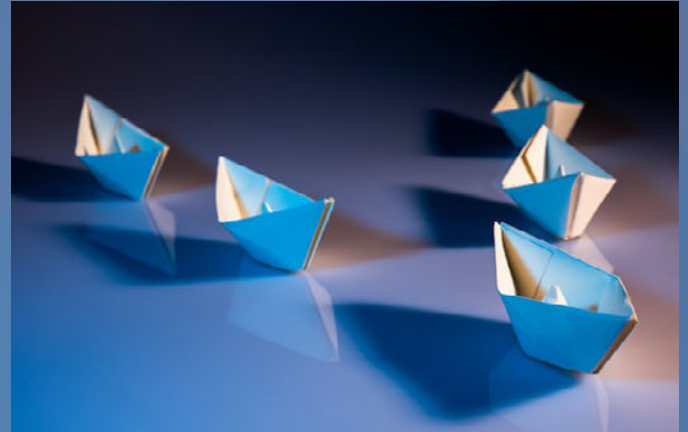
How to make sense of LinkedIn Analytics

Advertising costs can quickly add up on LinkedIn. The good news is the platform also provides in-depth analytics to ensure you are spending your money wisely to gain the highest returns. Using this will allow you to refine your strategy where needed to maximise engagement with your content.



Company updates

This will show you the audience looking at company updates and the level of engagement including clicks, impressions, interactions and number of new followers acquired.



Followers

You want to increase followers but you also want them to be the right followers. Here you can find out more about their industry, company size, seniority and job function.



Visitors

This provides data about your company page. It includes page and unique views, showing total and individual visitors, while visitor demographics show the type of people visiting.



Article analytics

Make sure you are publishing the right type of articles that people are interested in by using this section. It will show their location, job title and company name, providing warm leads.

The professional way to ace Social Media **SCHEDULING & ANALYTICS**

Whatever happens you won't get far without using professional software to schedule, post and analyse your social performance.

Social media relies on you being current, posting at the right times of day and on the right days in order to capitalise on the most engagements, and most importantly for your sales, knowing who is interested in your content.

While Facebook offers some great analytics and scheduling tools for business pages, Instagram and Twitter only offer analytics and rely on you posting content live, either when you remember or when you set an alarm.

So wouldn't it be great if you could have one place you could login to where you could create all your different posts for each platform, schedule posts days, weeks or months in advance and have all the analytics from each platform in front of you all at once?

As soon as you realise the time this saves you (in many cases you can save days!) and the power of being able to identify which piece of content works best and then being able to repost popular content from a few months back in the click of a button, you'll have started to think like a social media professional.

We particularly enjoy using Sprout Social as we can work collaboratively with our clients giving them access to different accounts. Posts can be created or curated and your clients can be allowed to comment, update, alter or approve content before it is posted which makes the process flow much better.



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Using Sprout Social you can:

- Create posts for all your social media accounts all in one place
- Schedule all your posts for the days or weeks ahead, create them, set them and leave them to post out automatically
- Track your effectiveness across each platform, see which content worked well on Facebook or Instagram
- Build up an exact profile of your ideal customers, the times of day they're online and what they like most

And much, much more! Click below:

**OFFER: Try Sprout Social
FREE for 30 days**

Sprout Social integrates with all the major social media platforms including Facebook, Instagram, Twitter, Pinterest and LinkedIn allowing you to run all your social accounts from one convenient control panel and analyse all your data in one place.



visit johnlawley.co.uk for more