

The logo for the Small Business Festival Victoria is a bright yellow rounded square tilted slightly to the right. It is centered on a dark purple rectangular background. The text "small business festival victoria" is written in a bold, black, sans-serif font, stacked in four lines within the yellow square.

small
business
festival
victoria

E14974 LinkedIn for You and Your Business

Festival Hub

Federation Square

Corner of St Kilda Road and Flinders Street

Melbourne Victoria Australia 3000

12 August 2015 3:00pm - 5:00pm

Sue Ellson BBus AIMM MAHRI <http://sueellson.com>

sueellson @ sueellson.com + 61 402 243 271

Introductions

- Please introduce yourself to at least two people face to face
 - Ask how did you find out about this event
 - What keeps you busy during the day?
- How many of you are 'self employed' consultants/advisers?
- How many of you are 'trade/services'?
- How many of you are 'product based' – retail or online?
- Remember to follow up after today with the people you have met...



Today

- Introductions – me and you
- Backgrounder on business and LinkedIn
- Overcoming hangups on LinkedIn
- Before you start...
- Maintenance
- Google – really!
- Defining your purpose and target audience
- How to complete your profiles (personal and company)
- Premium options
- Increase conversions and maximise ROI
- Homework
- Examples and Questions and Answers

Sue Ellson BBus AIMM MAHRI



- 1982 started work at Westpac in Adelaide
- 1987 started digital literacy and training
- 1994 moved to Melbourne
- 1994 started consulting – careers, business, marketing, training
- 2001 first website Newcomers Network
- 2003 joined LinkedIn
- 2010 became an Independent LinkedIn Consultant
- 2011 started Global Mobility Network
- 2012 started Camberwell Network
- 2014 elected Victorian Councillor Australian Human Resources Institute
- 2014 became a Mentor for Camberwell Entrepreneurs Network

- Connect on [LinkedIn](#) and visit <http://sueellson.com> for more...

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What has changed in the last 20 years?

- hidden job market (previously 70%, now 90%)
- recruitment processes (reduction in recruitment agents)
- online job alerts (automatic updates, targeted content)
- value of your network (not security of your job)
- rate of change of technology (keep up to date or be left behind)
- importance of keywords (in house and online)
- Digital Footprint (what is in Google), Digital Literacy, Digital Asset
- brand YOU (manage your own profile, career and business)
- 95% of decision makers will Google you

How to find business now

- word or mouth
- networking
- referrals
- strategic alliances
- content marketing (to general and specific markets)
- pay to play

Don't forget, people will Google you!
Describe your value in your clients' search terms
Remember to say thank you...even if you miss out...

LinkedIn



- started in 2003 as a Network > Publishing > B2B Business Platform
- 350 Million Users, 7 million in Australia
(3M on Twitter, 14M on Facebook, 100K on Google+)
- Around 50% earn more than \$100K per year
- your name is likely to come up in first page of Google search results
- international profile and publication on steroids
- research and network
- develop relationships and maintain them

LinkedIn Hangups



- **No privacy** – past history, need to have a digital footprint
- **Don't know who to connect to** – depends on purpose
- **Too much time** – do a cost benefit analysis
- **Too costly** – I use the free account
- **Can't write** – dot point keywords
- **Scared of computers** – need to show digital competency
- **Need help** – ask a friend or expert

LinkedIn – Before you start and every 90 days

- **Collect statistics** – views last 90 days (100+), connections (60+), Recommendations (6+), Endorsements (20+ per top 10-15 skills)
- **Save your profile to PDF** - view profile, drop down arrow, date back to front in file name (150812SueEllson.pdf)
- **Export your Connections** - Connections, Cog, Export LinkedIn Connections, Microsoft Outlook CSV (Mac or PC), date in reverse in file name



Google or Search Primer

- Location
- Name
- Keywords
- Frequency of Keywords
- Activity Online
- Reach Online
- Premium Services

e.g. Melbourne Plumber



What is your Purpose?

- Primary Keywords (trade, profession, skills)
- Secondary Keywords (jargon, specialties, descriptors)
- Personal style (environment, culture, passion)



**You can select more than one goal
– but think of your ideal clients terminology and new terms**

Who is your Target Audience?

- be very specific
 - where are they found?
 - what will they be looking for?
- * Some other social media may also be helpful



LinkedIn – Computer Experience

- Keywords
- Frequency of Keywords
- Activity
 - Like, Comment, Share
 - Add or Invite Connections
 - Participate in Groups
 - Follow Companies
 - Publish Posts
 - Endorse and Recommend
 - Tag and Manage your Connections
 - Network and Follow Up



LinkedIn – User Experience

- Photo (20% of viewing time)
- Headline
- Summary – based on YOUR purpose
- Consistent and easy to read
- Include bling but don't be a try hard
- Include contact details and calls to action
- Hell yes or hell no
- Past behaviour predicts future behaviour



Priority Keyword Locations

- Headline
- Current Job Title
- Past Job Title
- Education
- Summary
- Experience

Keyword Pyramid

Once you've conducted an extensive keyword survey with these tools, it's time to compile a final stable of keywords you'll target going forward. You should divide these keywords into three lists:



LinkedIn – Premium Options

- **Inmails** – contact people directly
- **Search Results** – appear higher
- **Research** – search beyond level 1 and 2 connections
- **Analytics** – more comprehensive – how you were found
- **Preferred Candidate** – when applying for jobs
- **Prestige** – can afford premium
- **Remember** – Purpose, Computer & User Experience and Activity must be done FIRST BEFORE PAYING FOR PREMIUM

LinkedIn Premium Account



Increase conversions

- don't spam
- don't use rote messages
- say thank you for every referral
- create reminders (your own portable CRM)
- tag your connections (and send useful items)
- review your statistics and strategy
- maintain your activity levels (four good posts a year)



Maximise return on investment

- consider it to be a pull strategy rather than a push
- be selective and targeted in your approach
- build relationships (7 or more exchanges)
- classify your VIP's and communicate 3 times a year
- keep learning and maximising your staff and stakeholder networks
- create a social media policy and process and stick to it



LinkedIn – Further Resources

- <http://photofeeler.com>
- <http://myfuture.edu.au>
- <http://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>
- <http://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>
- <http://sueellson.com/publications>
- <http://sueellson.com/presentations>



LinkedIn – Homework

- Complete your profile
- Explain transferable skills (Grip Test Engineer)
- Stay on purpose (can change later)
- Tell whole story (two dimensional – don't tell, can't sell)
- Ask for information or referrals (not just a sale)
- Seek a mentor or accountability partner to stay focused
- Keep up your LinkedIn activity levels whilst job seeking
- Ask for help if you need it



Examples and Questions and Answers

- search 'professional membership LinkedIn'
- search 'executive spokesperson training'
- search 'doug weller'
- <http://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>
- your questions
- network again
- consider adding a review at <https://plus.google.com/+Sueellson2/?review=1>



LinkedIn for You and Your Business E14974

Complete Evaluation Form and/or

SMS text 0402 243 271 Name, Email Address, SBF

1. Free copy of these slides and link to audio and video recording
2. Free copy of LinkedIn Profile Guide (value \$5.95)
3. Invitation to connect to Sue Ellson on LinkedIn (7,197 Connections)
4. Free notification when *120 Ways to Maximise LinkedIn* Book Released

Next event: 26 August 2015 2:30pm – 4:30pm Michael's Camera Store
<http://linkedinforyouandyourbusinessmichaels.eventbrite.com.au>

Next two hour workshops: Maximum of five people in Canterbury
<http://linkedinforyouandyourbusiness.eventbrite.com.au>
Early bird tickets are \$60

Tuesday 18 August 12:30pm – 2:30pm
Wednesday 19th August 7:30pm to 9:30pm
Wednesday 2 September 12:30pm – 2:30pm

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