

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

small  
business  
festival  
victoria

# E15752 LinkedIn for You and Your Business

## **Michael's Camera Store**

Corner of Elizabeth and Lonsdale Streets

Melbourne Victoria Australia 3000

26 August 2015 2:30pm – 4:30pm

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

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# 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
- 370 Million Users, 7 million in Australia  
(3M on Twitter, 4M Instagram, 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 (150826SueEllson.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
- Related 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 three 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>
- <https://adwords.google.com.au/keywordplanner>
- <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 E15752

Please Complete Evaluation Form and/or

**SMS text 0402 243 271 Name, Email Address, SBF2**

1. Free copy of these slides and link to audio recording
2. Free copy of LinkedIn Profile Guide (value \$5.95)
3. Invitation to connect to Sue Ellson on LinkedIn (7, 315 Connections)
4. Free notification when *120 Ways to Maximise LinkedIn* Book Released

**Next two hour workshops:** Maximum of five people in Canterbury

<http://linkedinforyouandyourbusiness.eventbrite.com.au>

Early bird tickets are \$60

Wednesday 2 September 12:30pm – 2:30pm

Thursday 3 September 2:00pm – 4:00pm

**Private Consulting:** Two hours \$280

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