

# LINKEDIN FOR STARTUPS AND ENTREPRENEURS

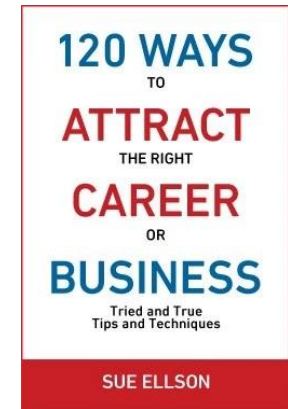
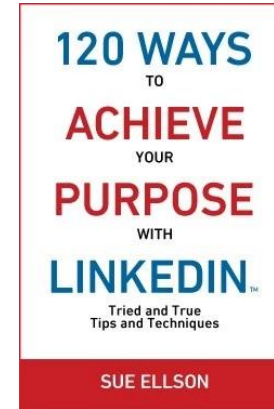
Sue Ellson

Trainer, Learner, Consultant, Author, Entrepreneur  
Independent LinkedIn Specialist

[sueellson.com](http://sueellson.com)

## Sue Ellson

- ▶ experienced trainer
- ▶ professional learner
- ▶ consultant in practice
- ▶ author and entrepreneur
- ▶ independent LinkedIn specialist
- ▶ connect <http://au.linkedin.com/in/sueellson>



# What will you learn?

- search engine optimise (SEO) your LinkedIn profile
- build your Company profile
- convert views to leads with calls to action and contact details
- measure return on investment
- integrate LinkedIn with Google My Business and other social media



## Takeaways



- how to integrate LinkedIn with your other digital online content
- how to build your personal brand for your purpose
- how to build your online business assets
- how to choose the best ongoing LinkedIn strategies and tactics
- **slides will be emailed to you by General Assembly**

**LinkedIn for Startups and Entrepreneurs**

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**What is  
LinkedIn?**

- network > publisher > B2B platform
- 450 million members worldwide
- 8 million members in Australia
- profile, network, business



<http://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>

# LinkedIn for Startups and Entrepreneurs

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# Why?



This "Cube" Test Will Tell You Everything About Your Personality\*

<https://www.youtube.com/watch?v=5FIPluw5KXY>

\*Not verified – just a starting point for you



## **STARTUP**

- What?
- benefits



## **ENTREPRENEUR**

- Why?
- reason

## STARTUP

- partners
- directors
- investors
- venture capitalists
- talent



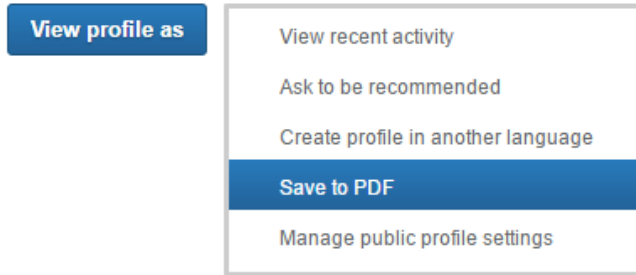
## ENTREPRENEUR

- partners
- suppliers
- customers
- media
- talent

Anyone like to share why you are here?

## Sign in to LinkedIn

- views last 90 days (record the number)  
<http://www.linkedin.com/wvmx/profile>
- save your profile to PDF (backup)



- export your LinkedIn connections (backup)  
<https://www.linkedin.com/people/export-settings>

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# **Search Engine Optimise Your Profile**

## Primary and Secondary Keywords

1. Headline – 120 Characters
2. Current Position Title – 100 Characters
3. Past Position Title
4. Education
5. Summary
6. Experience



Visit

<http://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>

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# **Build your Company Profile**

1. good quality logos
2. description with keywords (2,000 characters)
3. all specialties
4. more than one administrator
5. employees link, select, follow and share
6. link to company profile on your website
7. style guide for all content shared at least monthly



Visit

<http://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>

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# **Calls to Action and Contact Details**



1. include in 'Summary' and 'Advice for Contacting' sections
2. write mobile numbers +61 402 243 271
3. add in text links <http://sueellson.com> (visible on mobiles)
4. include 'share this' in your updates
5. include bling and videos
6. in posts or updates – add an image with text CTA (call to action) overlay



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# **Measure Return on Investment (ROI)**

1. Statistics – views, followers, connections, group members
2. Interaction – likes, comments, shares\*\* on Updates and Posts (+views)
3. Referrals – to website, emails, networking
4. Rank – <http://linkedin.com/wvmx/profile/rankings>
5. Index – <https://www.linkedin.com/sales/ssi>
6. Endorsements – <http://linkedin.com/profile/view>
7. Recommendations – <http://linkedin.com/profile/view>
8. NOT TRAFFIC – CONVERSIONS!



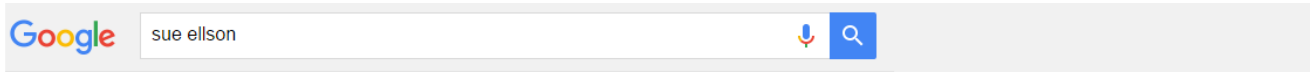
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**Integrate  
Google+ and  
Social Media**

# Google Plus and Google My Business

21



All News Images Videos Maps More Search tools

About 311,000 results (0.27 seconds)

## Sue Ellson - Independent LinkedIn Specialist

[sueellson.com/](https://sueellson.com/)

Sue Ellson is the author of '120 Ways To Achieve Your Purpose With LinkedIn' and '120 Ways To Attract The Right Career Or Business.' You can learn more at ...

## Sue Ellson | LinkedIn

<https://au.linkedin.com/in/sueellson>

Melbourne, Australia - Independent LinkedIn Specialist, Careers Adviser Trainer Writer Author Speaker Digital Marketing Business Consultant - 120 Ways Publishing Join LinkedIn and access Sue's full profile. ... Sue Ellson was born in Adelaide and moved to Melbourne in 1994. ... Our first book '120 Ways To Achieve Your Purpose With LinkedIn' was launched on 23 February 2016 at Dymocks Book Store in Camberwell, Melbourne, Victoria.

## Sue Ellson | Open Forum | Blogging community

[www.openforum.com.au/users/sue-ellson](http://www.openforum.com.au/users/sue-ellson)

Home > Sue Ellson. Sue Ellson's picture. History. Member for: 7 years 9 weeks. Search. Topics, AUSTRALIA 2020 SUMMIT (40), Australia 2020 Online Summit ... You visited this page.

## Sue Ellson | Facebook

<https://www.facebook.com/sueellson>

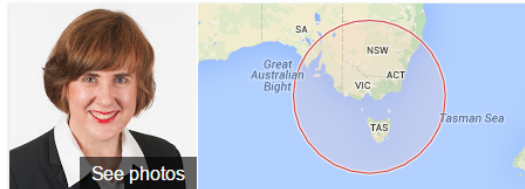
Sue Ellson is on Facebook. Join Facebook to connect with Sue Ellson and others you may know. Facebook gives people the power to share and makes the ...

## 7 secrets revealed: LinkedIn for entrepreneurs with Sue Ellson - Anthill ...

[anthillonline.com](http://anthillonline.com)

[Articles](#)

Apr 11, 2014 - LinkedIn is essential, but mysterious. It's not just for job seekers and corporate careers.



Sue Ellson

4.6 ★★★★★ 14 Google reviews

Business Management Consultant

Address: Canterbury VIC

Phone: (03) 9888 6480

Hours: **Closed now**

[Suggest an edit](#)

Reviews

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"...for my resume, LinkedIn profile and job search."



"...for student members of the Australian Human Resources Institute."



"...how we could use social media based around our type and style of business."

[View all Google reviews](#)

- ▶ [plus.google.com](https://plus.google.com)
- ▶ add in Profile Links
- ▶ [business.google.com](https://business.google.com)
- ▶ add in Description

- ▶ personal profiles add LinkedIn URL  
<http://au.linkedin.com/in/sueellson> (ie Twitter)
- ▶ broadcast LinkedIn Pulse Posts to other channels
- ▶ include hash tags #subject across Platforms
- ▶ remember – Google doesn't like duplicate content
- ▶ respond to all Comments and Shares ASAP
- ▶ email signature, website etc



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# **Build Your Personal Brand**

- ▶ be authentic (not always selling)
- ▶ be considerate (solutions not criticism)
- ▶ be helpful (and share!)
- ▶ be accountable (aware of perceptions)
- ▶ follow up (say thank you)
- ▶ be proactive (always changes)
- ▶ seek professional advice (compliance)





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# **Build Your Digital Assets**

- ▶ LinkedIn Profile
- ▶ LinkedIn Company
- ▶ LinkedIn Group (lower priority)
- ▶ Alumni Relationships
- ▶ Links, Content, Shares
- ▶ Lifetime Value versus Dynamic Value
- ▶ Keep your Statistics – Attract Investors!



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# **Best Ongoing Strategies**

- Purpose
- Target Audience
- Traffic to Conversions
- Lifetime Value and Dynamic Value
- Build Digital Asset Value

➡ Pick what is going to work for you and your enterprise!



# Q&A and Demonstration

Thanks for coming!

[generalassemb.ly](https://generalassemb.ly)