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Nifty Networking on LinkedIn

Sue Ellson – 18 October 2016 - Adelaide, South Australia
Trainer, Learner, Consultant, Author, Entrepreneur
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October Careers Week

Careers of
the Future

[Tue 18 - Fri 21 October 2016]

unisa.edu.au/careersweek

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25
YEARS


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120 WAYS
TO
ACHIEVE
YOUR
PURPOSE
WITH
LINKEDIN™
Tried and True
Tips and Techniques

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120 WAYS
TO
ATTRACT
THE RIGHT
CAREER
OR
BUSINESS
Tried and True
Tips and Techniques

SUE ELLSON

120 WAYS
TO
MARKET
YOUR
BUSINESS
HYPER
LOCALLY
Tried and True
Tips and Techniques

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What are you here for?

LinkedIn is a tool to find opportunities, a mentor, a coach, a professional adviser, research colleague or a decision maker related to your purpose



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What will you learn?

- attract the best networking opportunities
- source the best networking opportunities
 - utilise various tools within LinkedIn
 - approach people effectively
- maintain your relationships over time
 - stand out amongst the competition
 - have your questions answered



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Takeaways

- specific ideas on how to optimise your LinkedIn Profile
- techniques to find the best contacts and network effectively
- ways to manage your connections, sort and follow up over time
 - the courage to give it a go and excel in the future
- win *120 Ways To Achieve Your Purpose With LinkedIn*
 - receive Slides and Top 20 Tips
 - learn how to say thank you



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What is LinkedIn?



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What is LinkedIn?

- network > publisher > B2B platform
- 450+ million members worldwide
- 8+ million members in Australia
- profile, network, business
- highly search engine optimised for names (and can be for keywords too)



Visit

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



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Stand out from the crowd

1. understand – database, algorithms, signals, versions
2. strategic and follow up
3. recommendations and reviews
4. keep learning and taking action
5. read publications and presentations at <http://sueellson.com>



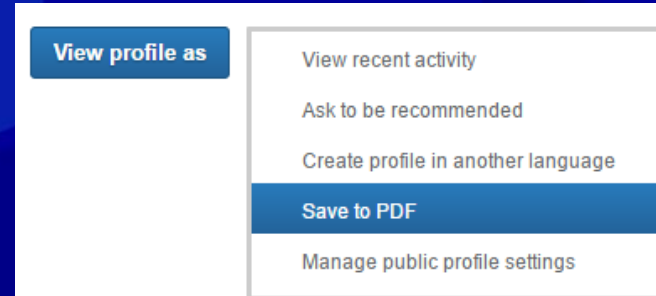


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Before you start

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>
- turn 'Notify your network' to 'No'





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Before you start

Privacy Settings

<https://www.linkedin.com/psettings/privacy>

- Who can see your connections
<https://www.linkedin.com/psettings/connections-visibility>
(Only You or Your Connections)
- Viewers of this profile also viewed (turn off)
- Profile viewing options
(turn Anonymous as required)
- Notifying Connections when you are in the news (turn on)



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**Pull or Push to attract or source the
best networking opportunities?**



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PULL – ATTRACT

- Number of Connections
- Search Engine Optimise your Profile
- Publish Updates and Articles
- Like, Comment, Share

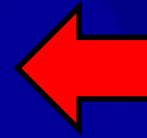
PUSH – SOURCE

- Search and Contact
- Reverse Stalk and Contact
- Contribute to Groups and Contact
- Follow Companies and Contact



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PULL

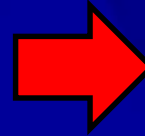


- **Number of Connections** – increase
- **Search Engine Optimise your Profile** – keywords in headline, current job title, past job title, education, summary, experience
- **Publish Updates and Articles** – with hashtags and pings (@Sue Ellson) and with headings, markup, links, interlinks, images, video, call to action and shared elsewhere (employee marketing)
- **Like, Comment, Share** – Shares are worth extra brownie points – but proof read first!



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PUSH



- **Search and Contact** – via Advanced Search and/or Saved Search – can choose level of connections – limited to 50 per month on free account
- **Reverse Stalk and Contact** – thank you for visiting my LinkedIn Profile, how can I help you?
- **Contribute to Groups and Contact** – always add value and follow up personally without grand standing – do not self promote
- **Follow Companies and Contact** – view the Company newsfeed and Like, Comment and Share appropriately



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Don't Tools – because they don't work



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DON'TS

- false endorsements (you will look like a try hard)
- sales scripts (automatic sequence straight after connecting is the worst)
- auto responders to every Connection request (if you must, personalise it)
- constant stalking with no message (don't be creepy)
- inappropriate recommendations (can be used in court)
- self promotion (always add value)
- only contact when you are making a request (especially if you never 'give' to the Platform)





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Do Tools – because they do work



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DO'S

- genuine endorsements (rewarded behaviour)
- follow up after connecting (set a reminder, do what you have promised and tag your Connections)
- say thank you (especially to Comments and Shares but also if someone sends something appropriate to you)
- be proactive (identify specific information and insights and respond)
- write recommendations (so you can be featured on their Profile – only truthful and include keywords)
- add value (with every message, update or article)
- contact for information not demands (referrals not just sales)





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What else?



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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

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!

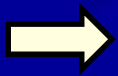




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Best Ongoing Strategies

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



Pick what is going to work for you!





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Approaching people



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Approach Techniques

1. visit the person's LinkedIn Profile (read and understand)
2. introduce yourself relating to their background
3. ask for specific information
4. ask if they have any other suggestions
5. ask if there is anyone else you should contact (referral)
6. thank them for their time and assistance
7. follow up after the call and let them know what happened – say thank you again





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Maintaining Relationships



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Maintaining Relationships

1. connect immediately
2. set a follow up
3. tag into a category
4. add notes
5. consider adding to the enterprise database or CRM





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Q&A and Thanks...

Complete slip to win

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