

# LinkedIn For Local Business

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City of Boroondara Offices, Acacia Room  
8 Inglesby Road, Camberwell, Victoria, Australia, 3124

**Sue Ellson BBus AIMM MAHRI CDAA (Assoc) ASA MPC**

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

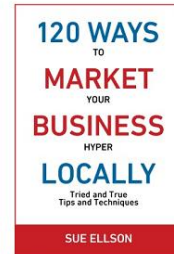
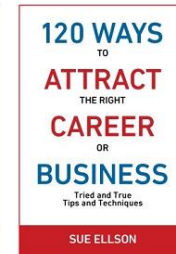
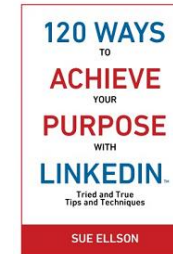
<http://sueellson.com>

<https://120ways.com>

sueellson @ sueellson.com

# Sue Ellson

- 1982 Started work at Westpac in Adelaide
- 1987 Started digital literacy and training
- 1994 Moved to Melbourne from Adelaide
- 1994 Consulting – careers, business, marketing, training
- 2001 First website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management
- 2003 Joined LinkedIn now 9,884+ Connections, 1,440 profile views last 90 days
- 2005 Member of the Australian Human Resources Institute
- 2008 Independent LinkedIn Consultant
- 2012 Started Camberwell Network
- 2014 Teaching at the Centre for Adult Education
- 2015 Associate Member of CDAA and Member of ASA
- 2016 Teaching at General Assembly and RMIT Short Courses
- 2016 wrote and self published three books –
  - 120 Ways to Achieve Your Purpose With LinkedIn
  - 120 Ways To Attract The Right Career Or Business
  - 120 Ways to Market Your Business Hyper Locally
- 2017 Teaching at Monash Training and Professional Development



# Tonight

You may think that LinkedIn is a network for professionals in career roles – but did you also know that it can be used as a tool to build your digital asset, your brand and your business?

Join us at this interactive workshop where you will learn the 10 best ways to use LinkedIn for your business in Boroondara and beyond by adopting tried and true tips and techniques.

Come ready to take action and see real results and new referrals within weeks.

# LinkedIn Stats

- started out in the living room of co-founder Reid Hoffman in 2002
- launched 5 May 2003
- world's largest professional network 480+ million members in 200+ countries
- mission to connect the world's professionals to make them more productive and successful
- LinkedIn is publicly held, diversified business model with revenues from member subscriptions, advertising sales and talent solutions
- acquired Pulse, SlideShare, Lynda, Connectifier now acquired by Microsoft
- started as a network, then publishing, next B2B platform
- <https://press.linkedin.com/news-releases>

# Why?

- Around 8 million Australians have a LinkedIn profile (Facebook 15M, Instagram 7M, Twitter 5M, Pinterest 4M, Snapchat 3M Google+ ?)
- 14 times more likely to be viewed if you have a photo
- 7 times more likely to be viewed if your profile has been completed
- three most important sections – Photo, Headline, Summary (Top 2 lines)
- your network is your net worth – pull strategy rather than push strategy
- remember to include contact information in ‘Summary’ section (but leave a space in your email address sueellson @ sueellson.com to prevent spam robots)



# And also because...

- word of mouth referral verification tool (first page of search results)
- not what you know or who you know but **who refers you**
- value of your network (not security of one major client)
- 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), Literacy, Asset, Competency
- brand YOU (manage your own profile and business profile)
- 95% of decision makers (and people at parties) will Google you

<https://www.linkedin.com/pulse/business-case-linkedin-sue-ellson>

# 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
- **Business rules** – read or have your own social media guidelines
- **Need help** – ask a friend or expert

# LinkedIn Resources

**More articles** at  
[sueellson.com/publications](https://sueellson.com/publications)

**More slides, videos and audio recordings** at  
[sueellson.com/presentations](https://sueellson.com/presentations)

**Goodie Bag** offer  
Email sueellson @ sueellson.com 'Boroondara'



# Before you update your Profile

- use Google Chrome as your browser, change downloads setting
- be clear about your purpose
- prepare a list of primary and secondary keywords for your target audience <http://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
- record your statistics in a spreadsheet – views per 90 days, connections, recommendations, endorsements
- save a PDF of your profile (from your Profile Page <https://www.linkedin.com/in>)
- get an archive of your data (and list of connections) <https://www.linkedin.com/psettings/member-data>)
- turn off activity broadcasts (turn on once complete) <https://www.linkedin.com/psettings/activity-broadcast>

# 1. Complete Your Personal Profile

- Update your LinkedIn URL to your name  
<https://www.linkedin.com/public-profile/settings>
- Good photo aligned with your purpose and background image
- Excellent Headline (under your name – keyword rich) – select Location
- Excellent Summary section (first two lines most important)
- Current Job / Experience (linked to your Company Profile)
- Include your Website in the Websites Section (Edit your Contact Info)  
<https://www.linkedin.com/in/edit/contact-info/>

## 2. Complete your Company Profile

- If you haven't already, create it here  
<https://www.linkedin.com/company/home>
- Include your keywords – use maximum amount of characters
- Maximise the Company Profile – good logos, consistent description with other Social Media Profiles, Specialties, Started, Cover Image etc  
<https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>

# 3. Follow Local Pages

- City of Boroondara  
<https://www.linkedin.com/company-beta/974868/>
- Camberwell Network  
<https://www.linkedin.com/company-beta/2821171/>
- Local Camberwell Companies (can be added)  
<http://camberwellnetwork.com/directory/linkedin-companies/>
- Any other recommendations?

# 4. Join Local Groups

- Camberwell Network  
<https://www.linkedin.com/groups/4732893>
- Any other recommendations?

## 5. Follow Professional Associations

- If you are a personal or organisational member of a Professional Association, make sure it is listed as a Certification on your Personal Profile and Follow the Association, Join the Group etc  
<https://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>

## 6. Develop Social Media Policy

- Suggested Personal Profile Updates
- Suggested Website Links and Company and Group Follows
- Suggestions for Regular Updates on Company Pages
- Encourage Likes, Comments, Shares
- Policy on Connections – addition to your Enterprise Database
- Policy on Exit from your Enterprise (advised at start of relationship)

# 7. Research Opportunities

- Past Alumni – Universities and Employers to Connect and Share
- Local and International Connections, Collaborators, Suppliers
- Search Posts for Publishing Ideas
- <https://www.linkedin.com/search/results/content/>
- Look at what non competing enterprises offer



# 8. Search Engine Optimise Everything

- Personal Profiles
- Company Profiles
- Articles
- Updates
- Share on your own website and other social media (in particular Google+)

# 9. Collect Statistics

- Employees – Number of Connections and Views per 90 Days
- Company – Number of Followers
- Company Updates – Likes, Comments, Shares
- Referrals – Check Google Analytics for your Enterprise Website
- Recommendations and Endorsements (particularly for keywords)
- Articles – Views, Likes, Comments, Shares, appearance in Google

# 10. Review and Improve

- What works best for your enterprise?
- What generates the most engagement?
- What goes most viral?
- Incorporate Video, Images, PDF's etc

# Personal Profile Statistics to Reach

- 60+ connections
- 100+ views per 90 days
- 6+ recommendations
- 20+ endorsements for top 10 skills
- 80% of sections completed (skip patents, personal details)
- login once a week
- 3+ posts per year
- check for new features every six months
- back up and keep stats every three months

# Company Profile Statistics to Reach

- all employees Following
- 100+ overall Followers
- one or more Updates per month
- aim for more than five Likes, Comments or Shares per Update
- keep all information, logos etc up to date
- follow up all Comments and Shares within 24 hours
- check for new features every six months
- back up and keep stats every three months
- **Company Profile** <http://linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>

# Commit to your purpose

- do some edits today
- look at other profiles for ideas
- do more edits with a friend
- set a deadline for updating your profile
- find an accountability partner to keep you accountable
- find a mentor to review your profile
- get **MAXIMUM VALUE** from attending this session – take action immediately
- be courageous – describe in dot points the truth and massage the message where necessary but never lie – pull marketing strategy

# Goodie Bag

Email sueellson @ sueellson.com with Boroondara in the subject line, include your first name and any feedback or questions from this session in the email and you will receive

1. Free electronic copy of these slides and link to audio recording
2. Free copy of top 20 tips from '120 Ways To Achieve Your Purpose With LinkedIn'
3. Invitation to connect on LinkedIn <http://au.linkedin.com/in/sueellson>

**REMEMBER – BE ACCOUNTABLE – DO SOME EDITS AS SOON AS POSSIBLE!**

Reviews also welcome – just Google 'Sue Ellson' and on the right hand side of your screen, click 'Write a Review'

Write a review