

LinkedIn for Small Business Owners and Freelancers

BizHub



8 May 2018 12:30pm – 2:30pm

BizHub Maroondah at Realm, Ringwood Town Square

179 Maroondah Highway, Ringwood Melbourne, Victoria, Australia, 3134

Sue Ellson BBus MIML MAHRI CDAA (Assoc) ASA MPC

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

<https://sueellson.com>

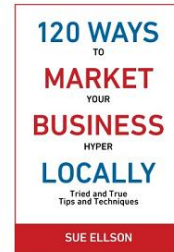
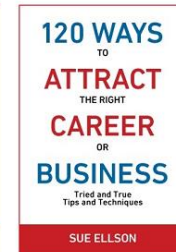
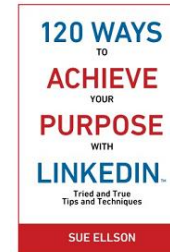
<https://120ways.com>

sueellson @ sueellson.com

Sue Ellson Professional



- 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 13,400+ Connections, 850+ 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
- 2018 Answering questions on Quora.com – Top Writer 2018



Sue Ellson Voluntary

- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
- 1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2013 – 2016 Volunteer Foster Carer RSPCA Victoria
- 2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
- 2001 – now Free Presentations, Training, Events for various organisations and social enterprises Newcomers & Camberwell Networks



Today

You may think that LinkedIn is like 'Facebook for business' or that it is 'only for job hunters,' but the reality is that LinkedIn, with over 9 million users in Australia, offers a range of ways to help small business owners and freelancers.

Come along to this practical workshop to learn:

- the specific benefits of LinkedIn for small business owners and freelancers
- techniques you can use to attract your target audience and eliminate tyre kickers
- how to measure your return on investment using the free options

There will also be time to share success stories and network with other participants. Bring your own laptop so that you can get to work straight away! <https://www.bizhubmaroondah.com.au/events/772/new-event>

LinkedIn Stats

- started out in the living room of co-founder Reid Hoffman in 2002
- launched 5 May 2003
- world's largest professional network 500+ million members in 200+ countries, over 9 million in Australia
- 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://news.linkedin.com/news>

Why?

- Around 4 million Australians are active monthly users (Facebook 15M, Instagram 9M, Twitter 3M, Pinterest 290K, Snapchat 4M Google+ 55K?)
- 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>

<https://sueellson.quora.com/The-Benefits-of-LinkedIn>

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 past Publications, Presentations, Podcasts and more at <https://sueellson.com>

Goodie Bag offer – provide your email address for the draw

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, appearances in search results, recommendations, endorsements
- save a PDF of your profile (from your Profile Page <https://www.linkedin.com/in>)
- download 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>
- turn off Viewers of this Profile also viewed (turn on for espionage)
<https://www.linkedin.com/psettings/browse-map>

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/> (and two other links)

2. Complete your Company Profile

- If you haven't already, create it here
<https://www.linkedin.com/company/setup/new>
- 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-linked-in-sue-ellson>
- How to encourage your employees to assist
<https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linked-in-why-sue-ellson>

3. Follow Local Pages

- Maroondah City Council
<https://www.linkedin.com/company/maroondah-city-council>
- BizHub Maroondah
<https://www.linkedin.com/showcase/bizmaroondah>
- Any other recommendations?

4. 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>
- If you are not a Member but would still like an affiliation, Follow them!

5. Develop Your Social Media Policy

- Suggested Personal Profile Updates
- Suggested Website Links and Company 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)

6. 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

7. Search Engine Optimise Everything

(Include 1x Heading 1, 1+ Heading 2, primary and secondary keywords, labelled image, 300+ words, call to action, video?)

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

<https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>

8. Collect Statistics

- Employees – Number of Connections and Views per 90 Days and Number of Appearances in Search Results in 7 days
- Company – Number of Followers
- Company Updates – Number of 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

9. Statistics to Reach

Personal Profile

- 60+ connections
- 100+ views per 90 days
- 100+ appearances in search results per 7 days
- 6+ recommendations both given and received
- 20+ endorsements for top 10 skills
- 80% of sections completed (skip date of birth)
- login once a week
- 3+ posts per year
- check for new features every six months
- back up and keep stats every three or six months

9. Statistics to Reach

Company Profile

- 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

10. Review and Improve

- What works best for your enterprise?
- What generates the most engagement?
- What goes most viral? (Posts with an image attached, not just a link)
- Incorporate bling - Video, Images, PDF's etc

Commit to your purpose

- do some edits today
- look at other LinkedIn 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

Specific Benefits of LinkedIn

For small business owners and freelancers

- Free to access
- Highly search engine optimised for your name
- Personal database of most of your clients and suppliers
- Research tool to find centres of influence

What else would you add from what you have learnt today?

Target Audience Attraction Techniques

Techniques you can use to attract your target audience and eliminate tyre kickers

- Optimise your location and your Profile for your audience
- Provide qualifying information – typical client, call to action, request details
- Include price or budget ranges for most common products or services
- Link to your website contact form if you are in high demand

What else would you add from what you have learnt today?

Measure ROI

How to measure your return on investment using the free options

- Use Google Analytics on your website and track referrals from LinkedIn
- Ask your customers how they found out about you
- Track your views, likes, comments and shares (good vanity metrics)
- Track your actual sales (conversions)
- Measure the size of your digital asset (Connections, Followers etc)
- Track the views of your Search Engine Optimised Articles

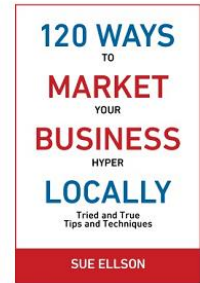
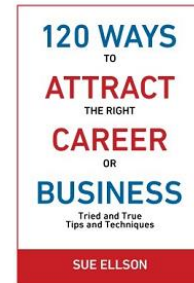
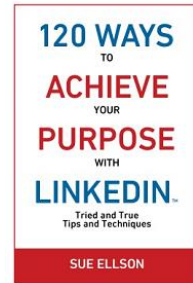
What else would you add from what you have learnt today?

Goodie Bag

Enter the draw and you will receive

1. Free electronic copy of these slides and link to audio recording
2. Top 20 Tips from all three books
3. Invitation to connect on LinkedIn
<https://www.linkedin.com/in/sueellson>

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REMEMBER – BE ACCOUNTABLE – DO MORE EDITS AS SOON AS POSSIBLE!

Extra bonus for a Review <https://sueellson.com/reviews> (digital version of any book)