

LinkedIn for Business in Whitehorse Workshop

Guest presenter:

Sue Ellson GK BBus MPC PCDAAS ASA WV SPN MEdPlus

website: sueellson.com

Thursday 21st March | 5.30pm to 7.30pm



Fast Facts – more at sueellson.com

Sue Ellson is a Member of

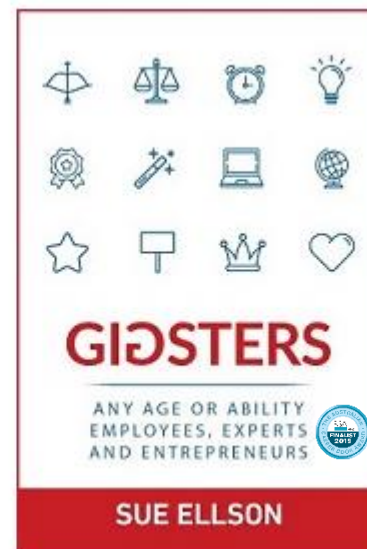
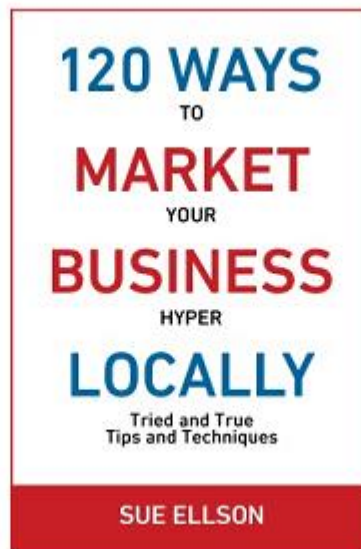
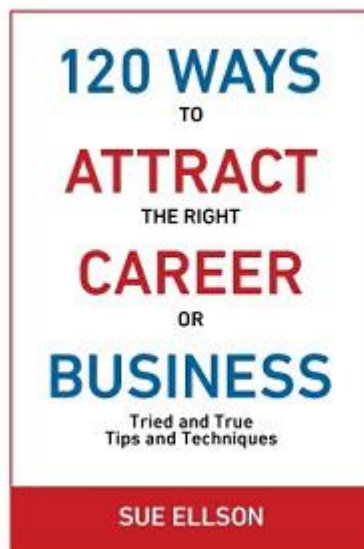
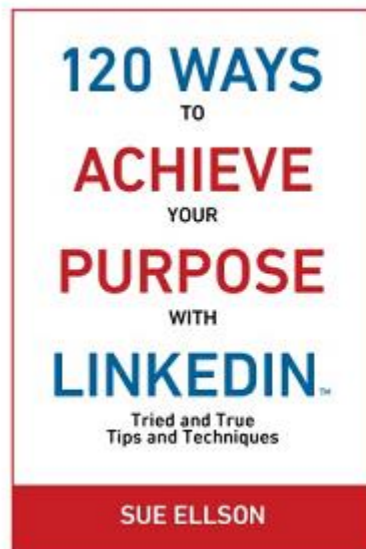


Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,809 Connections, 28,399 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (506 Subscribers, 140 Videos – goal is 1,000+ Subscribers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (866 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (213 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (437 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (399 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (46 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,845 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (298 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Website Blog Notifications Email (52 Subscribers) <https://sueellson.com/blog-subscribe>
- ✓ **Sue Elson Email Newsletter (72 Subscribers)** <https://sueellson.com/newsletters>



Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is not professional advice for your personal circumstances
- ✓ slides can be shared
- ✓ will be asking you what has been most helpful to you
- ✓ encourage you to find three things to do in three days



Previous Presentations for WBG



✓ 29 April 2015 **LinkedIn And Google+ For You And Your Business** (slides and audio) <https://sueellson.com/blog/linkedin-and-google-for-you-and-your-business-for-the-whitehorse-business-group>

✓ 14 September 2016 **LinkedIn Hands On Session** (audio) <https://sueellson.com/blog/linkedin-hands-on-session-for-the-whitehorse-business-group>

✓ 30 October 2020 **LinkedIn Super Sales Strategies** (online) <https://www.youtube.com/watch?v=h-Z9zANMxbw>

✓ 21 March 2024 **LinkedIn for Business in Whitehorse Workshop** (slides) <https://sueellson.com/blog/linkedin-for-businesses-in-whitehorse-workshop-for-whitehorse-business-group>

Recommended Links

<https://www.linkedin.com/pulse/where-can-you-find-warm-leads-linkedin-sue-ellson-2c>

<https://sueellson.com/linkedin-insight-webinars-and-recordings> (list)

<https://sueellson.com/blog/linkedin-for-ceos-and-business-owners>

<https://sueellson.com/blog/linkedin-for-sales-people>

<https://sueellson.com/blog/linkedin-for-tradespeople>

Welcome

✓ Have you ever wondered how LinkedIn could be used for your business in Whitehorse? Would you like to attract more business from local sources? How about increasing your brand so that you receive more referrals from locals too?



✓ Join this interactive workshop with your laptop and mobile phone and make changes on the spot with targeted strategies designed for businesses based in the City of Whitehorse (and close by).

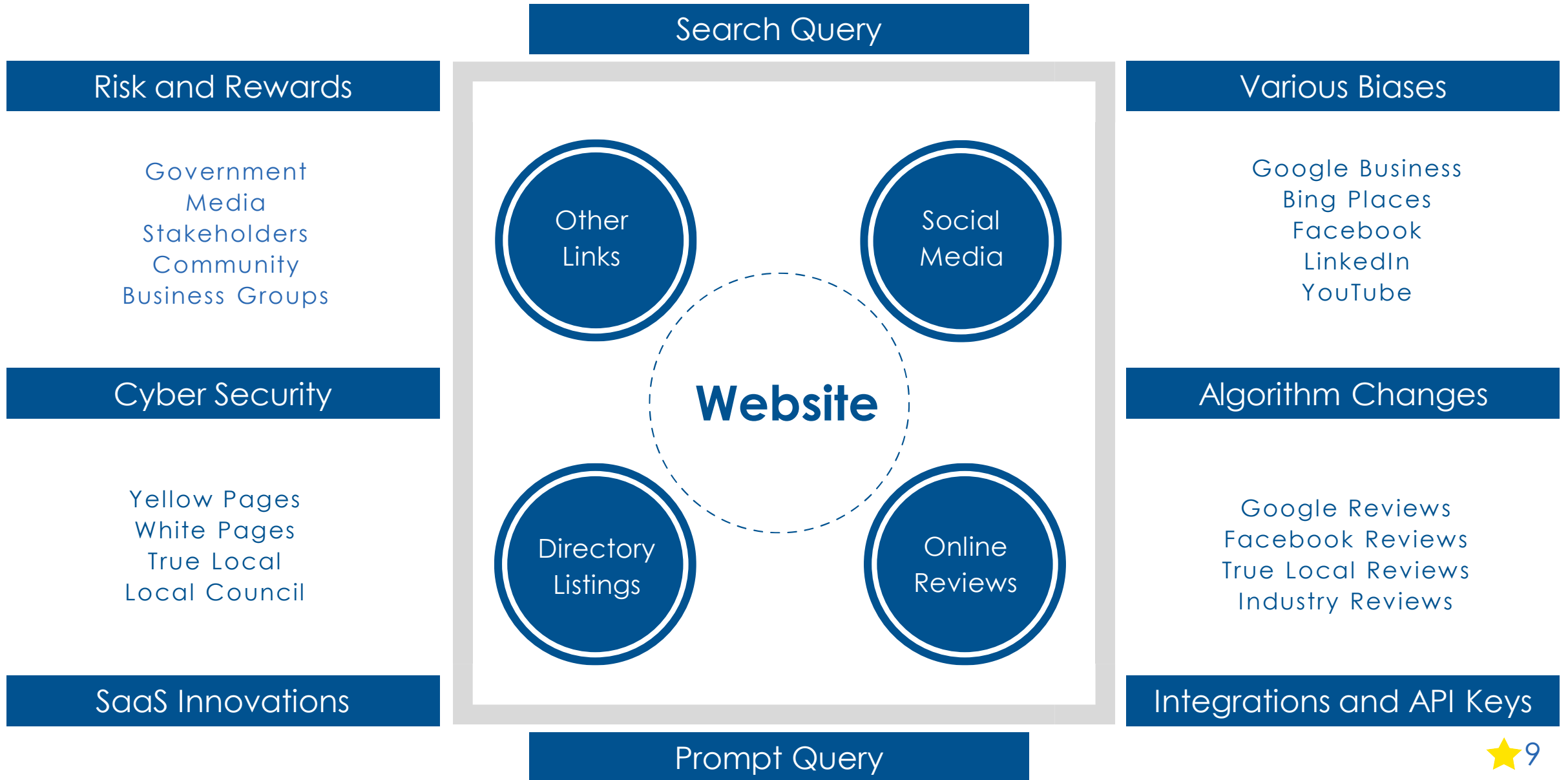
✓ This workshop will also include a general overview of what you need to do to keep your online presence alive in both search results and chat results. A comprehensive digital workbook will also be provided so you can take productive action after the workshop.

Today

1. Business Online Presence - Search and Chat
2. Attraction Strategy
3. Connection Strategy
4. Engagement Strategy
5. Content Strategy
6. Conversation Strategy
7. Research Strategy
8. Sales Strategy
9. Relevant Statistics
10. Questions and Answers



Business Online Presence



Business Online Presence

Search Engine Results Pages (SERPs)

Database

Algorithm

Paid Ads

Chat Experience Results Pages (CERPs)

Multiple
Datasets

Natural Language
Processing (NLP)

Large Language
Model (LLM)

Embedded AI

Prompted AI

Generative AI

Fast Processing

Low Reliability

Exponential

Business Online Presence – Search Engine

Places where your business needs to be correctly and completely listed

<https://business.google.com> (suggest you have one email address for all Google Properties)

<https://www.bingplaces.com>

<https://www.facebook.com/pages/create> (turn on Reviews that appear in Bing)

<https://linkedin.com>

<https://www.youtube.com> (change your Handle to <https://www.youtube.com/@yourbusinessname>)

<https://www.localguidesconnect.com> (for giving Google Reviews and earning points)

<https://www.truelocal.com.au/add-business> (to be found in local suburb results)

<https://get.yellow.com.au/yellow-online> (free link to your school website high Domain Authority website)

<https://business.whitepages.com.au/products/listing> (free link to your school website high DA website)

Need to be found for

1. Type of business and location or service area
2. Name of business and name of owner / individual staff
3. Keywords used in search or chat queries by typing or voice

Example 'Territory Planning Mapping,' 'Spectrum Analysis' 'Peter Buckingham' <https://spectrumanalysis.com.au>

Business Online Presence – WBG and Council

Places where your business needs to be correctly and completely listed

Follow or Subscribe and choose NOTIFY  to receive details

Whitehorse Business Group

Website <https://www.whitehorsebusinessgroup.com.au>

Facebook <https://www.facebook.com/WhitehorseBusinessGroup>

Instagram <https://www.instagram.com/whitehorsebusinessgroup>

LinkedIn <https://www.linkedin.com/company/whitehorse-business-group-inc.>

YouTube <https://www.youtube.com/@whitehorsebusinessgroup9278>

Membership <https://www.whitehorsebusinessgroup.com.au/about-membership>

Whitehorse City Council

Website <https://www.whitehorse.vic.gov.au>

Facebook <https://www.facebook.com/whitehorsecitycouncil>

LinkedIn <https://www.linkedin.com/company/whitehorsecitycouncil>

YouTube <https://www.youtube.com/@whitehorsecitycouncil447>

Whitehorse Business <https://www.wbiz.com.au>

Whitehorse Business Facebook <https://www.facebook.com/whitehorsebusiness>

Whitehorse Business Useful Links <https://www.wbiz.com.au/resources/useful-links>

Business Online Presence – Chat Experience



<https://gemini.google.com>

<https://www.bing.com/chat>

<https://chat.openai.com>

How does your business perform in these three chat experiences?

These all rely on content from your business website so your website needs to answer chat user questions

I suggest that you continuously publish content on your website first and then share it on all of your socials

I also suggest copy/pasting links to all archival quality content to <https://archive.org/web>

Attraction Strategy

- change your LinkedIn URL
<https://www.linkedin.com/public-profile/settings>
- keyword optimise your LinkedIn Profile (Headline and Industry) and complete in full
- keyword optimise your LinkedIn Company or School Page and complete in full
- keyword optimise your LinkedIn Articles (and add in SEO Title and Description)
- follow aligned #hashtags
- explore Events (people attending)
- explore Newsletters (aligned content)

Recommend

Being found for your name and keywords will help people invite you to be involved.

Sue Ellson (She/Her)
Independent LinkedIn Specialist - Author, Educator, Consultant, Career, Workplace Subject Matter Expert for Media, Founder, Gigster, Keynote Speaker, Trainer, Poet, Writer, Business, Social Media Marketing, Digital, AI

Greater Melbourne Area · [Contact info](#)
[Sue Ellson Services & Pricing](#)
28,319 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)

Open to work
Corporate Trainer, Book Author, Workshop Instruc...
[Show details](#)

Providing services
Career Development Coaching, Training, Social Me...
[Show details](#)

Industry*
Management Consulting

Learn more about [industry options](#)

Connection Strategy

- local, interstate, overseas
- profession
- industry
- shared Connections
- <https://www.whitehorsebusinessgroup.com.au/directory>

Recommend

From now on, invite everyone you meet online or offline to connect with you on LinkedIn – do it at close as possible to the time of the first exchange

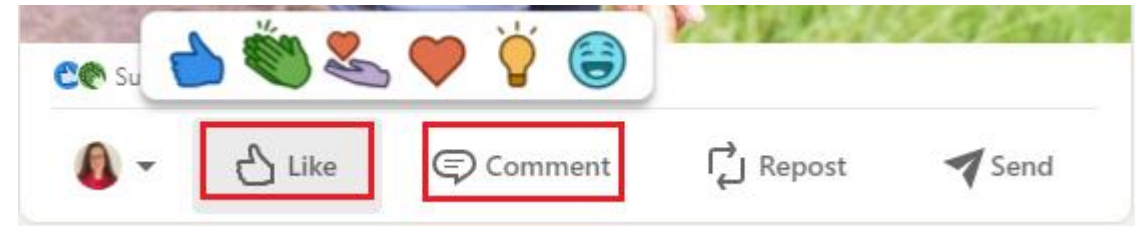
e.g. Thank you for your email on the topic of x. I like to invite everyone I meet both personally and professionally to connect with me here on LinkedIn. I look forward to seeing you online! Cheers, Sue 😊

Don't forget to click the Notification Bell on VIPs 🔔



Engagement Strategy

- which people, Companies and Schools will you Follow and Notify 🛎️ ?
- which Groups will you join?
- which Content will you React to and Comment on to help the algorithm learn what is of interest to you?
- which Content will you not stop scrolling on, react to or comment on because it is unrelated to your purpose?



Recommend

Remember that social media expects you to 'listen' as well as 'speak' so be the nice 'friend' that engages with published content related to your purpose – can provide 'more' value than posting

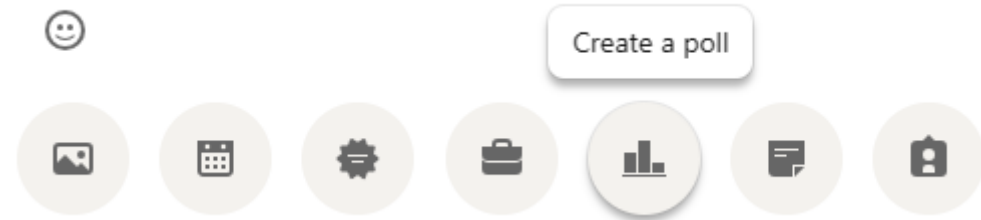
Content Strategy

- Variety of Scroll Stopping Posts – image, video, documents
- Polls via Newsfeed
- Collaborative Articles – Be a Top Voice
<https://www.linkedin.com/pulse/topics/home>
- Articles
<https://www.linkedin.com/article/new>
- Newsletters
<https://www.linkedin.com/mynetwork/network-manager/newsletters>
- Events – Past and Future invite 1,000 Connections per week, better for free events, link to website
- LinkedIn Learning – Free with a library card
<https://www.linkedin.com/learning>

Recommend

Use features most aligned with your business purpose.

<https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>



What is the difference between a collaborative article and other articles on LinkedIn? ^

We invite experts to directly contribute insights within sections of the collaborative articles. These articles begin as AI-powered conversation starters, developed with our editorial team, but they aren't complete without insights from our members. Other articles on LinkedIn are created by members, organizations, and LinkedIn Editors, and allow members to react and comment at the bottom of the article.

Learn more about Collaborative Articles

We're unlocking community knowledge in an all new way. It starts with an article on a professional topic or skill, written with the help of AI — but it's not complete without insights and advice from people with real-life experiences. We invited experts to contribute. [Learn more](#)

You're testing software and need to ensure its security. What's the best way to do it?
23 posts · 3 minutes ago
Learn how to test software security effectively and efficiently with these tips and best practices. Understand the risks. choose the right ones...
Software Testing · Engineering

How can you use variation to avoid plateaus in functional training?
3 contributions · 1 hour ago
Learn how to use variation to avoid plateaus in functional training and keep your workouts fun and effective. Modify your exercises...
Functional Training · Healthcare

More to explore

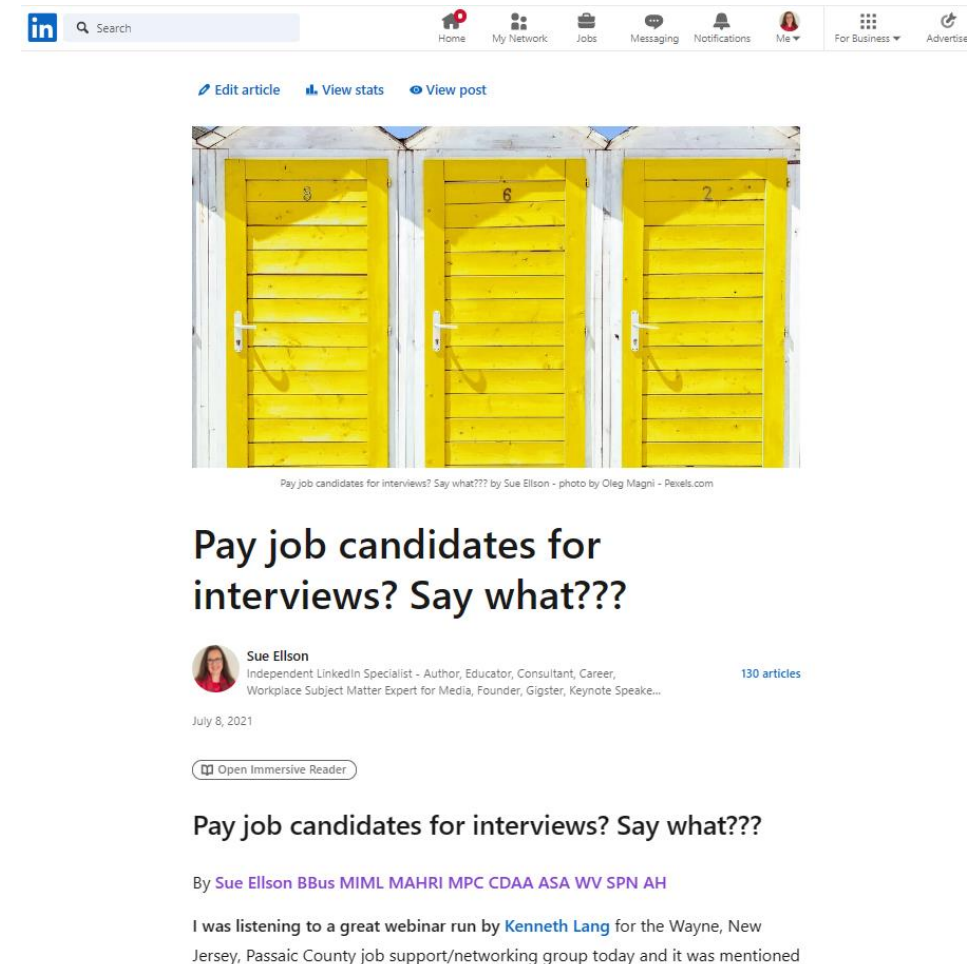
- Marketing
- Public Administration
- Healthcare
- Engineering
- IT Services
- Sustainability
- Business Administration
- Telecommunications
- HR Management

Conversation Strategy

- your own or other people's viral content
<https://www.linkedin.com/pulse/pay-job-candidates-interviews-say-what-sue-ellson>
- include good quality and meaningful statistics
- use hypnotic language and ask questions in your Posts
- engage with content in a meaningful way (not AI Comments) and always respond to Comments on your content (at length if possible soon after publication or if a Post has a lot of engagement)

Recommend

Look for trending or new topics and see if you can add value and see who has engaged and reach out.



The screenshot shows a LinkedIn article interface. At the top, there's a search bar and navigation icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below the navigation, there are options to 'Edit article', 'View stats', and 'View post'. The main content area features a photograph of three yellow doors with numbers 8, 6, and 2 on them. Below the photo is the article title 'Pay job candidates for interviews? Say what???' and the author's name 'Sue Ellson'. The author's bio reads 'Independent LinkedIn Specialist - Author, Educator, Consultant, Career, Workplace Subject Matter Expert for Media, Founder, Gigster, Keynote Speake...'. The date 'July 8, 2021' and '130 articles' are also visible. A button for 'Open Immersive Reader' is present. The article text begins with 'I was listening to a great webinar run by Kenneth Lang for the Wayne, New Jersey, Passaic County job support/networking group today and it was mentioned'.

Research Strategy

- start typing in the Search box and see all the extra filters that come up (limited search queries)
- use a Google Advanced Search (for unlimited search queries across the entire LinkedIn platform)
https://www.google.com.au/advanced_search
- include specialist words in your search query like 'Box Hill,' '3128,' 'business' or 'Whitehorse'

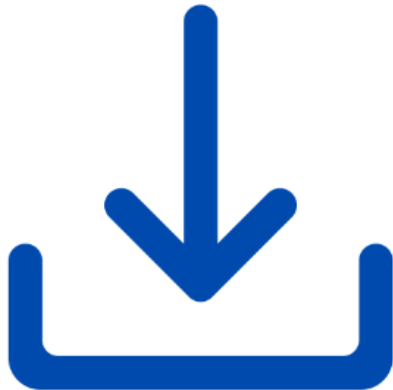
Recommend

Remember that a lot of people, will not keep LinkedIn up to date – find people and then contact them directly via website, phone, email

The screenshot shows the LinkedIn search interface for the term 'Research'. At the top, the search bar contains 'Research' and is highlighted with a red box. Below the search bar, a navigation bar contains various filter categories: People, Services, Jobs, Groups, Companies, Products, Posts, Courses, Schools, Events, and All filters. The 'People' filter is selected and highlighted with a red box. On the left side, a sidebar menu lists 'On this page' and various filter categories: People, Services, Jobs, Groups, Companies, Products, Posts, Courses, and More people. The 'People' category is also highlighted with a red box. The main content area displays three search results for 'People'. Each result includes a profile picture, name, current position, and a 'Connect' button. The first result is Dr. Roya Khalil, Director of Research and Development at Incitec Pivot. The second is Andi Caragounis, Executive Research and Talent Director at Sharp & Carter. The third is Nadia Levin, CEO & Managing Director at Research Australia. At the bottom of the results, there is a link to 'See all people results'. Below the results, the 'Services' filter is highlighted with a red box.

Sales Strategy

- look for warm leads (as mentioned previously)
- find centres of influence and ask for referrals
- contact existing clients and ask for referrals
- don't forget to match your CRM with your LinkedIn Connections and vice versa
<https://www.linkedin.com/mypreferences/d/download-my-data>
- LinkedIn Business Solutions
<https://business.linkedin.com>



Sales Navigator

Product Outline

<https://business.linkedin.com/sales-solutions/sales-navigator>

Compare the Plans (does not include pricing)

<https://business.linkedin.com/sales-solutions/compare-plans>

Sales Resources

<https://business.linkedin.com/sales-solutions/sales-strategies-tips#all-content-type/all-industries>

Contact Sales for a Demonstration (get ALL your questions answered before subscribing)

<https://business.linkedin.com/sales-solutions/contact-us>

Relevant Statistics

Connections 500+

Followers – LinkedIn Profile - more than Connections
LinkedIn Company Page 200+

Recommendations 6+ both Given and Received

Reactions per Post – more than 5

Comments per Post – more than 1

Engaging with other people's content per week 3 – 12

Posting your own content per week 1 – 2

Consistency > Silver Bullet

Download free spreadsheet you can use at
<https://sueellson.com/latest-offer>



Questions and Answers

And general demonstration shortly



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What were your faves?

Please choose three things from this session to do in three hours / days from now

3 in 3

LinkedIn Insight Webinars

Next LinkedIn Insight Webinar – 31st – 10 Ways to Improve Your LinkedIn Business Results 10 April 2024

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-business-results>

- 10 Ways to Improve your LinkedIn Research 13 March 2024
- 10 Ways to Improve your LinkedIn Networking 14 February 2024
- 10 Ways to Improve your LinkedIn Strategy 10 January 2024
- 10 Ways to Improve your LinkedIn Events 13 December 2023
- 10 Ways to Improve your LinkedIn Newsletters 7 November 2023
- 10 Ways to Improve your LinkedIn Articles 11 October 2023
- 10 Ways to Improve your LinkedIn Posts 13 September 2023
- 10 Ways to Improve your LinkedIn Engagement 9 August 2023
- 10 Ways to Improve your LinkedIn Page 12 July 2023
- 10 Ways to Improve your LinkedIn Profile 14 June 2023
- LinkedIn for Real Estate and Commercial Property Professionals 10 May 2023
- LinkedIn for Military, Defence and Emergency Services Professionals 12 April 2023
- LinkedIn for Social Media, Marketing and Digital Strategy Professionals 8 March 2023
- LinkedIn for Recruiters, Headhunters and Executive Search Professionals 8 February 2023
- LinkedIn for Medical, Health and Nursing Professionals 11 January 2023
- LinkedIn for Migrants, Expatriates and Repatriates 14 December 2022
- LinkedIn for Sales People 9 November 2022
- LinkedIn for Career Changers 12 October 2022
- LinkedIn for Tradespeople 14 September 2022
- LinkedIn for Students and Future Graduates 10 August 2022
- LinkedIn for Women Wednesday 13 July 2022
- LinkedIn for Authors Wednesday 8 June 2022
- LinkedIn for Early Career Professionals Wednesday 11 May 2022
- LinkedIn for Creatives Wednesday 13 April 2022
- LinkedIn for Education Professionals Wednesday 9 March 2022
- LinkedIn for Human Resource Professionals Wednesday 9 February 2022
- LinkedIn for Journalists and Media Professionals Wednesday 12 January 2022
- LinkedIn for Board Directors and Senior Leaders Wednesday 8 December 2021
- LinkedIn for CEO's and Business Owners Wednesday 3 November 2021
- LinkedIn for Business Coaches and Career Specialists Wednesday 6 October 2021

All Registration Links, Slides and Recordings from past webinars – all FREE plus list of future webinars <https://sueellson.com/linkedin-insight-webinars-and-recordings>

Extra Resources

Blog

<https://sueellson.com/blog>

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Podcasts

<https://sueellson.com/podcasts>

Television

<https://sueellson.com/television>

Videos

<https://sueellson.com/videos>



What has been most helpful to you today?

✓ Write a Review on

Google <https://g.page/sue-ellson-author/review> (144 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (12 Reviews)

Online <https://sueellson.com/reviews> (lots!)

✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Google Review



Facebook Review



Online Review



Follow Socials / Contact