



# HOW TO USE LINKEDIN FOR MARKETING

# What We Will Cover

## **Overview of the main sections on LinkedIn and how they fit together**

- Your profile, Your Network, Feed, Groups, Pages, Search, Ads

## **How to use LinkedIn for marketing – a 4 step approach**

### **1. Optimise your profile – how to create an excellent LinkedIn profile**

- Important privacy settings you should be aware of
- Best practice tips for completing the key sections of your profile

### **2. Grow your connections and network**

- Tactics for growing your connections and network

### **3. Increase awareness of your business on LinkedIn**

- Best practice for posting on LinkedIn
- Company pages
- SEO

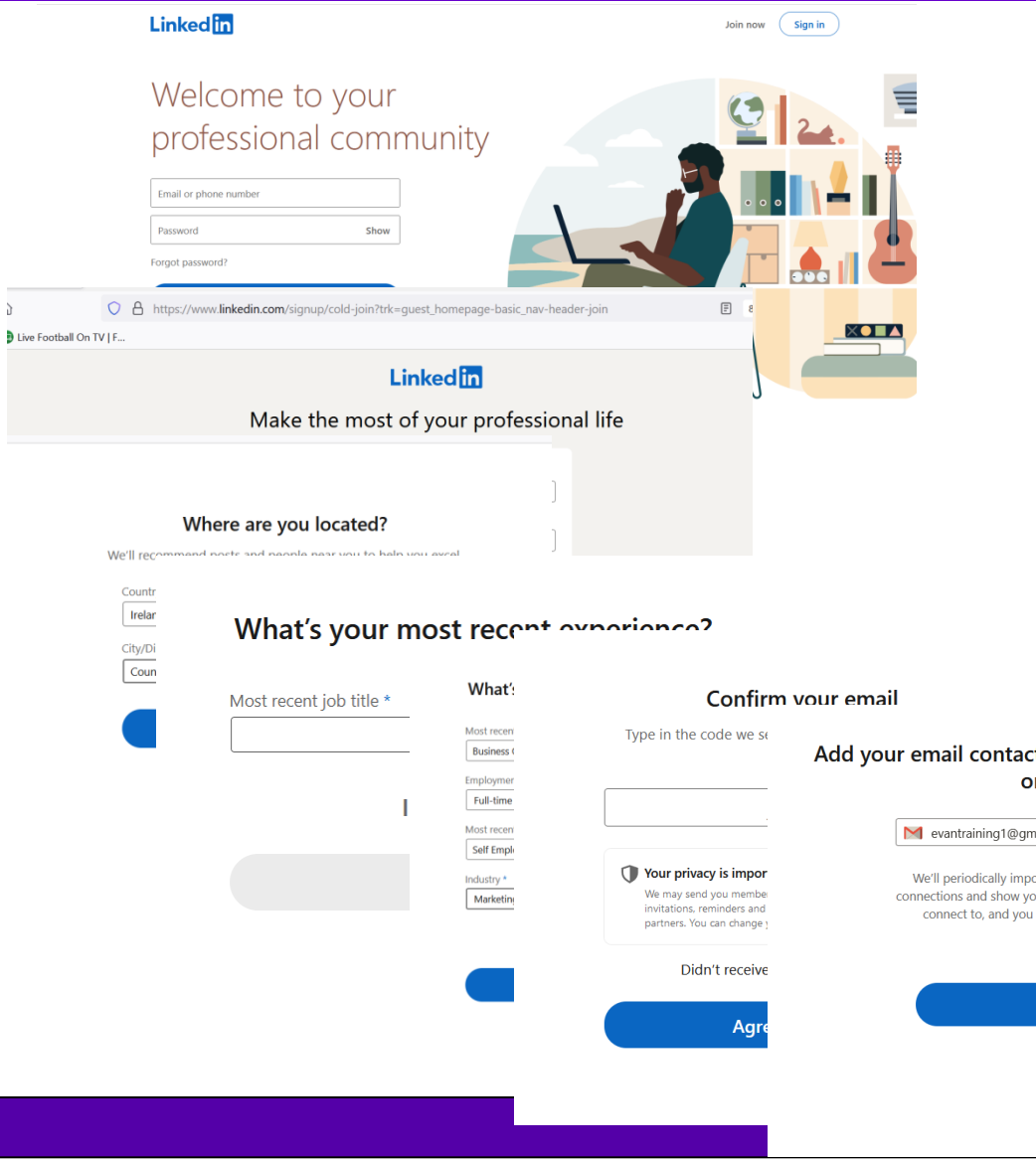
### **4. Generate leads and sales**

- Free / Organic tactics
- How ads work on LinkedIn

**What is in the premium version of LinkedIn and do you need it?**

**Recap: What type of a marketing tool is LinkedIn?**

# How to signup







Go to LinkedIn.com

Enter your email address or mobile number and choose a password

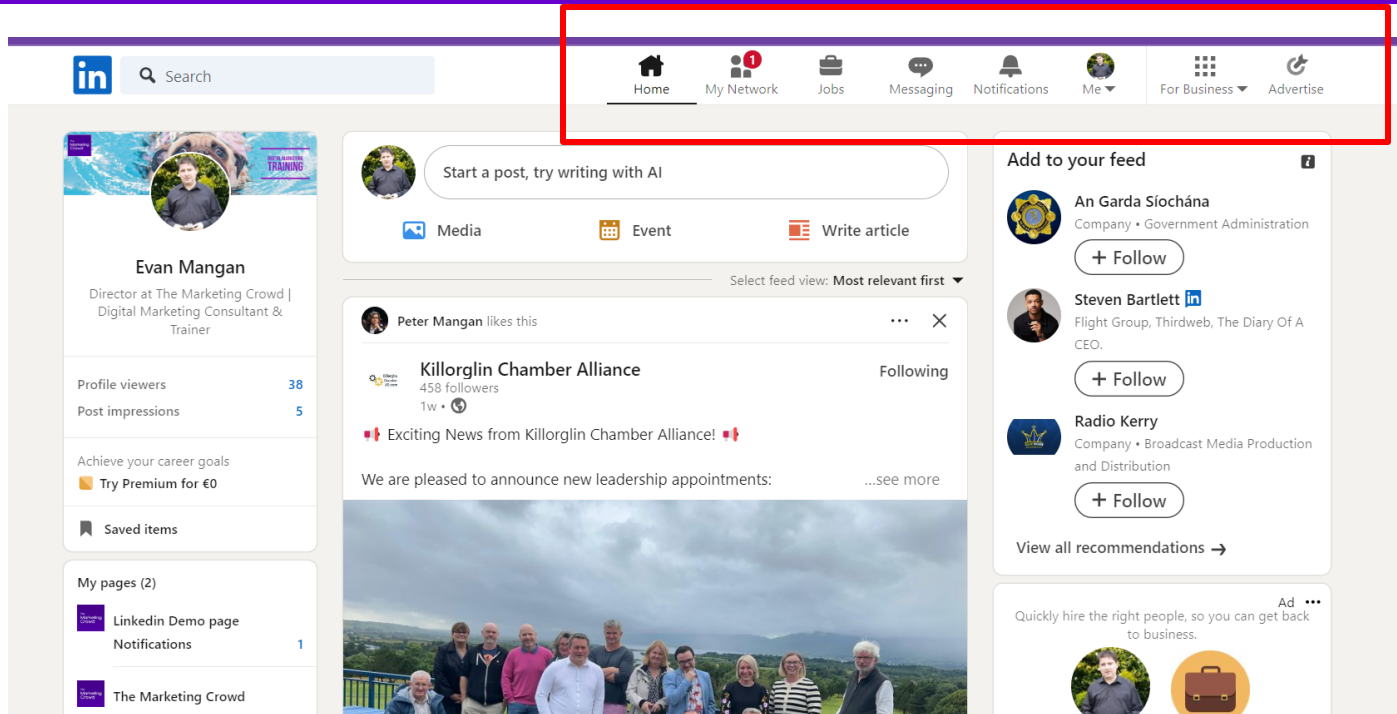
Then proceed through the signup process

Connecting with people lets you see updates and keep in touch

Search for someone specific to connect with...

-  (+)  
**Elaine Heffernan**  
Business Owner at Self Employed
-  (+)  
**Donna Davidson**  
Business Owner at Self Employed
-  (+)  
**Gerwyn Duggan**  
Business Owner at Self Employed
-  (+)  
**Gordon Manning**  
Business Owner at Self Employed

# Overview of the Key Areas



The main areas are the Feed, Your Network, your profile, groups. Pages, ads  
However, I won't be working my way directly across. Instead I'll start in the order that makes sense from a marketing point of view which is

1. Ensure your profile is updated and is the best representation of you
2. Then Connect with other people (customers / potential customers)
3. Then post interesting content into the feed of your network
4. Then move on to groups pages, etc..

# Your Profile

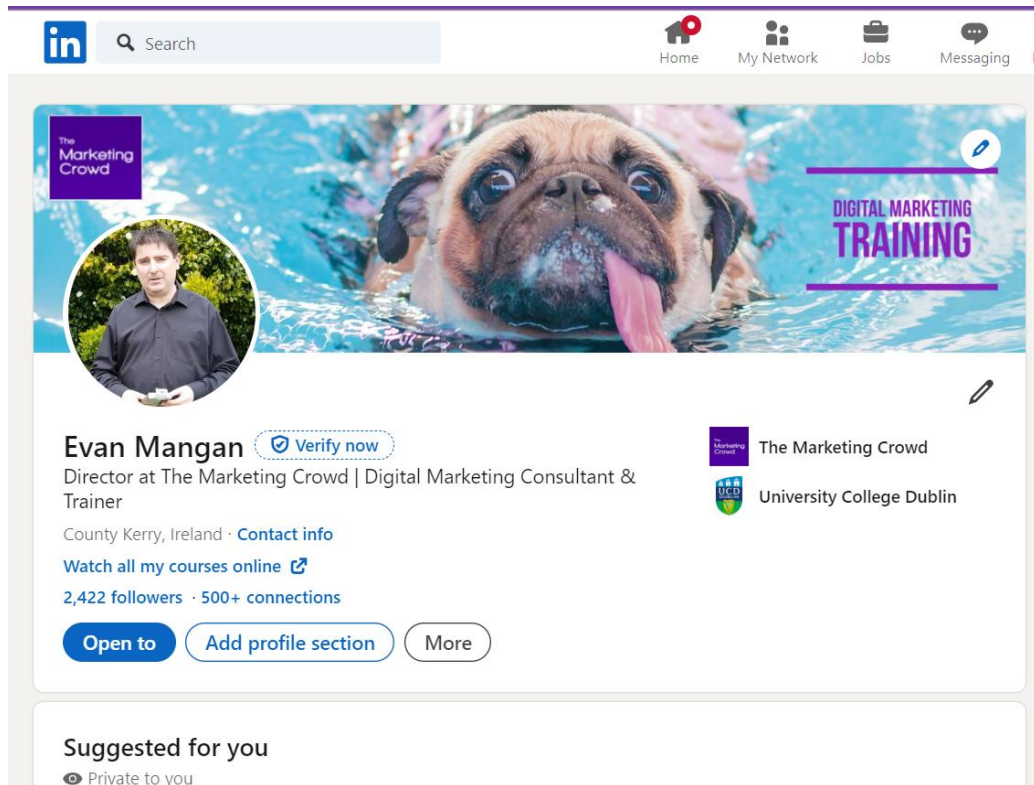
The screenshot shows the LinkedIn profile of Evan Mangan. At the top, the navigation bar includes Home, My Network, Jobs, Messaging, Notifications, Me (with a dropdown arrow), For Business, and Advertise. The profile banner features a pug in a pool and the text 'DIGITAL MARKETING TRAINING'. Below the banner is a circular profile picture of Evan Mangan. His name 'Evan Mangan' is followed by a 'Verify now' button. His current position is 'Director at The Marketing Crowd | Digital Marketing Consultant & Trainer'. He is affiliated with 'The Marketing Crowd' and 'University College Dublin'. The page shows he has 2,422 followers and 500+ connections. There are buttons for 'Open to', 'Add profile section', 'Enhance profile', and 'More'. A 'Suggested for you' section is visible at the bottom left. On the right side, there are sections for 'Profile language' (English), 'Public profile & URL' (www.linkedin.com/in/evanmangan), a promoted post for 'Valeo Foods Ireland', and 'Other similar profiles' including Sara Kennedy.

Everyone on LinkedIn has a profile which includes

- Name & Headline (Title)
- Highlights
- Featured
- Activity
- About
- Experience
- Education
- Skills & endorsements
- Interests
  
- Honors & Awards

To get to your profile click on the dropdown called “Me” and select “My profile”

# Your Profile



This is what a profile looks like.

When you join LinkedIn the first thing you do is complete your profile –

I will give you tips on how best to fill in your profile later.

However, at this stage realise ..

1. Your profile is your chance to showcase your skills and your experience
2. A well filled in profile will help you connect to other people and will help you use LinkedIn for marketing.
3. You should also view your profile as a landing page that you will use to drive people to key pages on your website

# My Network (Connections)

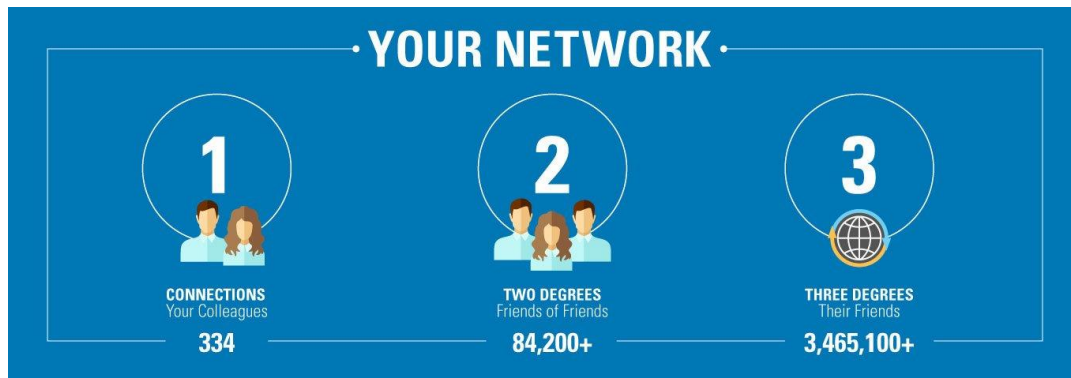
The screenshot shows the LinkedIn interface. At the top, the navigation bar includes the LinkedIn logo, a search bar, and several icons: Home, My Network (highlighted with a red circle), Jobs, Messaging, Notifications, Me, For Business, and Advertise. Below the navigation bar, there are four 'Join' buttons. The main content area is titled 'People you may know based on your recent activity' and features a grid of profile cards. Each card includes a profile picture, name, title, and a 'Connect' button. The profiles shown are: Brian Commins (CEO at Dublin City FM), Feebee Foran (Herbalist, Green Witch & Owner of multi award...), Sara Kennedy (Digital Marketing Director at Uplift...), Ronan Hickey (Marketing Consultant | Business Consultant |...), Keith Feighery (Director of Digital), Irene Feighan, and Stuart Holly (Managing Director at The...).

After you fill in your profile the next step is to connect with other people on LinkedIn e.g. Colleagues, customers, potential customers (prospects)

My Network is an Area where you can manage your contacts & connections

- Search your connections
- You can also review groups you have joined, hashtags you have followed.

# Understanding the 3 levels of Connections on Linked



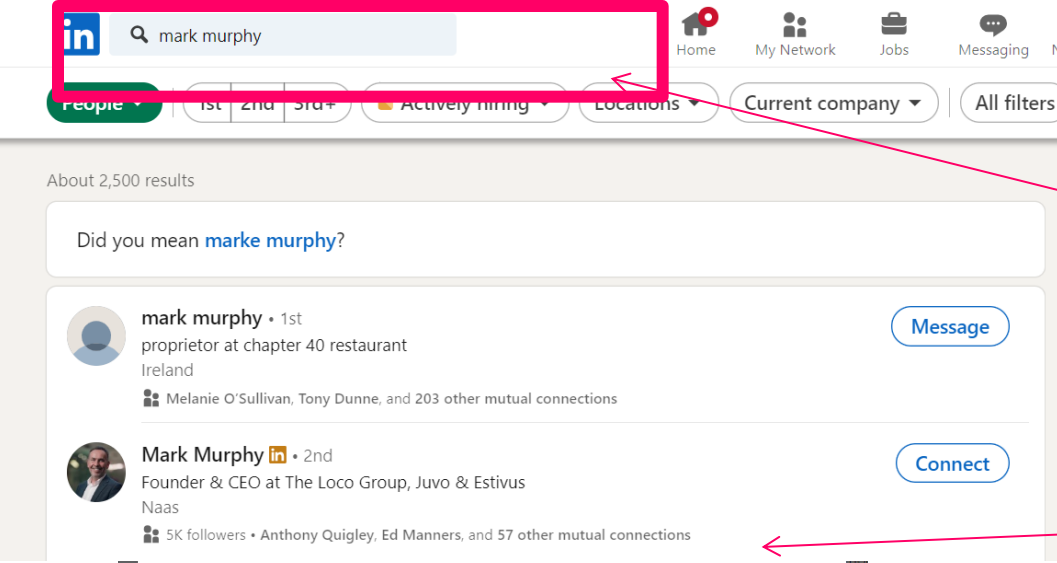
- 1<sup>st</sup> level connections** are people you have connected with. You can
- message them
  - see their posts and their activity in your feed.
  - Ask for or provide a recommendation

- 2<sup>nd</sup> level contacts** are the connections of your 1<sup>st</sup> level connections. It is quite easy to ask them to connect but you cannot
- message them
  - Ask for or provide a recommendation

You can search for and easily find people if they are 2<sup>nd</sup> level contacts.

**3<sup>rd</sup> level connections** include the connections of all 2<sup>nd</sup> level Connections

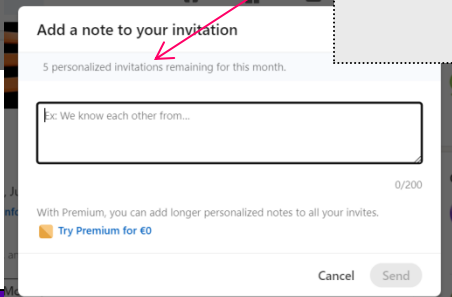
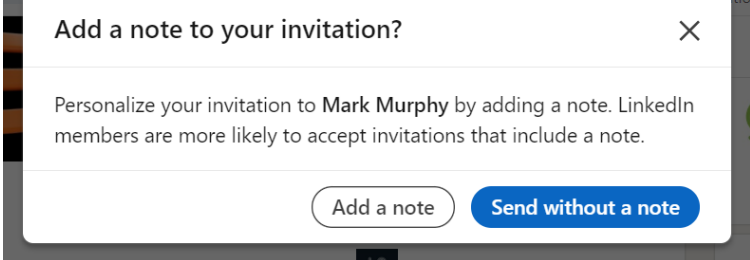
# How to Find a connection by searching for their name



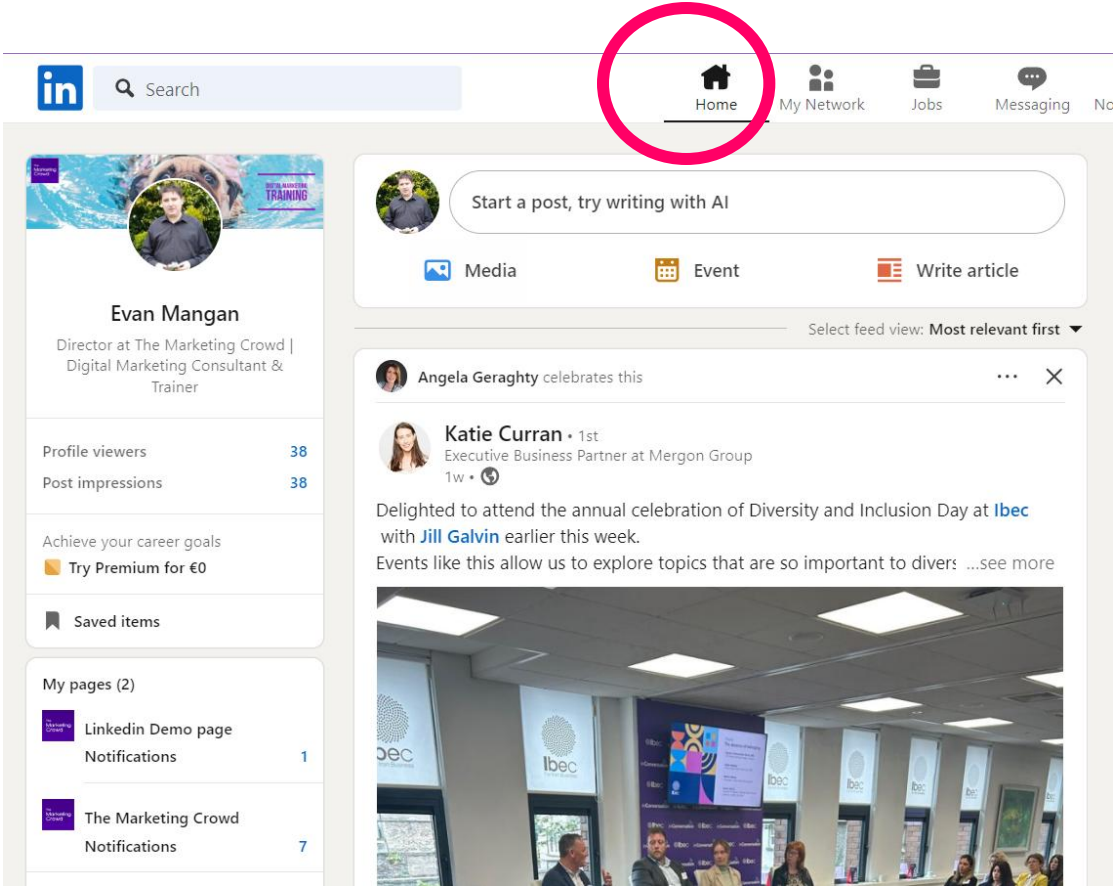
Simply enter a name in the search box  
In the search result click on the persons name. Then click on Connect

You will then get an option to write a message

Tip – personalise this message



# Home = Your Feed



Once you have connected with other people on LinkedIn your homepage becomes more useful / interesting. It is just like the Facebook feed where you see posts from your connections.

You can send out a post that goes into the feeds of your 1<sup>st</sup> level connections e.g.

- a link to an interesting blog post
- You can see updates from your network e.g.. connections, updates in groups
- Activities from your connection e.g. posts they have liked or commented on, groups they have joined

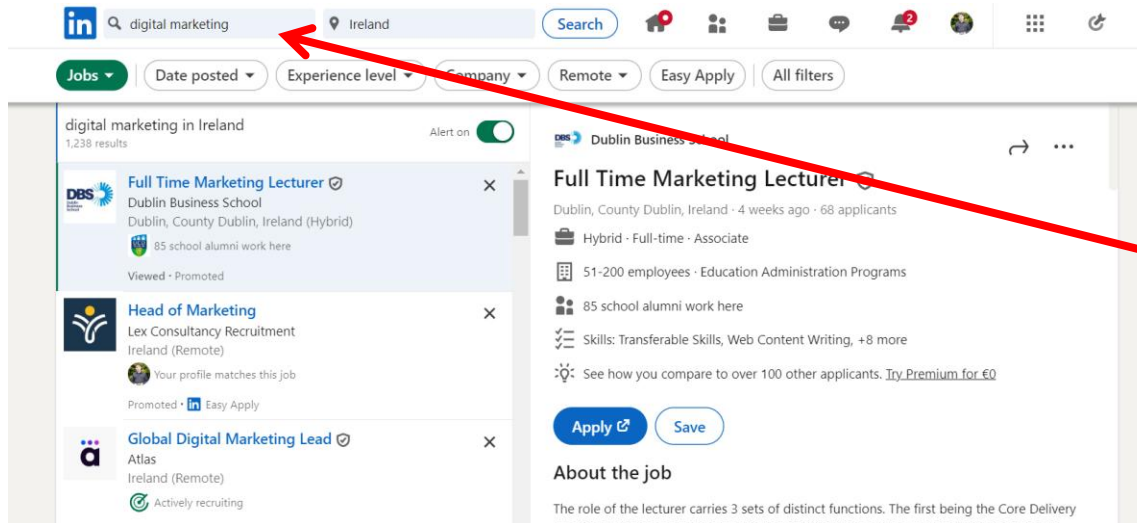


- Next you might want to join some groups
- Over 1 million groups covering specialist topics
- You can search & join up to 100 groups and you can manage up to 30
- You can create your own group
- You can discuss topics with group members
- You can post “news” items & blog posts
- You can browse member directory & contact members

Groups enable you to ...

1. Position your company as a thought leader / expert
2. Keep up to date with industry developments
3. Improve your expertise
4. Drive traffic to your website

# Jobs



- If you are looking for a Job or you want to recruit someone you should head to the Jobs section
- People can search for jobs & apply for jobs
- You can setup a Job alert and get notified

# Company pages

The screenshot shows the LinkedIn profile for 'The Brehon Hotel & Spa'. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, and Notifications. Below this is a search bar and a banner image of the hotel building. The profile name 'The Brehon Hotel & Spa' is prominently displayed, along with the tagline 'In Line With Tradition, In Tune With Today.' and details about the company: 'Hospitality · Killarney, Co. Kerry · 3K followers · 51-200 employees'. A notification bell icon is visible. Below the name, it says 'Shane & 88 other connections follow this page'. There are buttons for 'Message', 'Following', and a menu icon. At the bottom, there are tabs for 'Home', 'About', 'Posts', 'Jobs', and 'People'. The 'About' tab is currently selected.

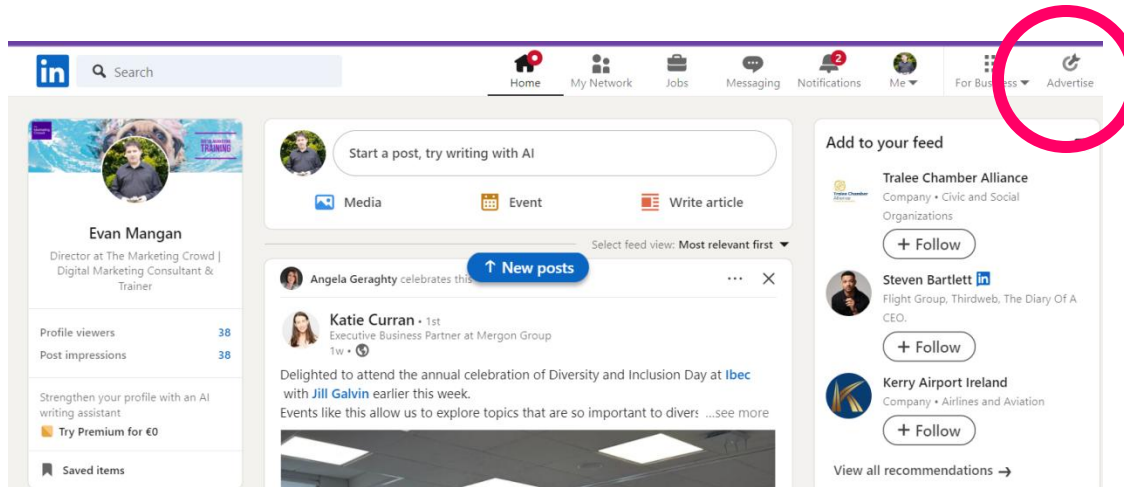
You can create a “Company Page” for your business where you can

- Provide an overview of the company
- List the people working for the company
- List the current vacancies
- Post status updates (links to their content, news etc.)

People can follow companies and keep updated with news / vacancies etc..

To search for a company type the name in search and click on the company name in the search result

# LinkedIn Ads



In the top right menu select Work and then “Advertise”

You can run an advertising campaign on LinkedIn

- Text adverts
- Pay per click you can control your budget
- Ability to target specific functions, title, sector, companies, members of specific groups

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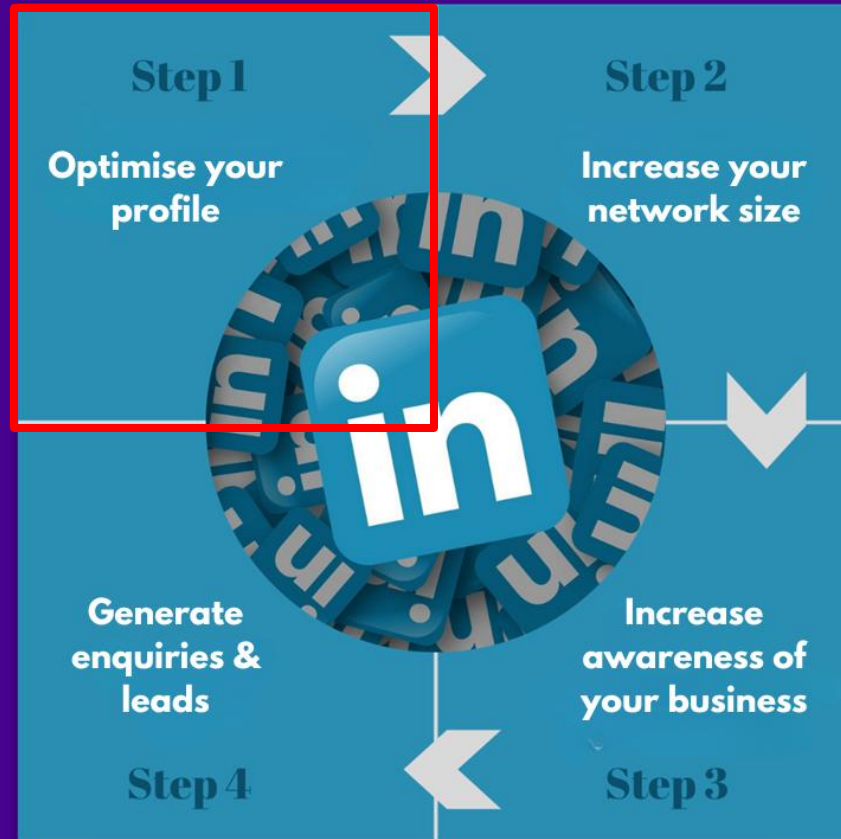
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**What is in the premium version of LinkedIn and do you need it?**

**Recap: What type of a marketing tool is LinkedIn?**

# A Marketing Framework For LinkedIn



The  
Marketing  
Crowd

## How to use LinkedIn for marketing

# Understand important settings before updating your profile and visiting other people's profiles

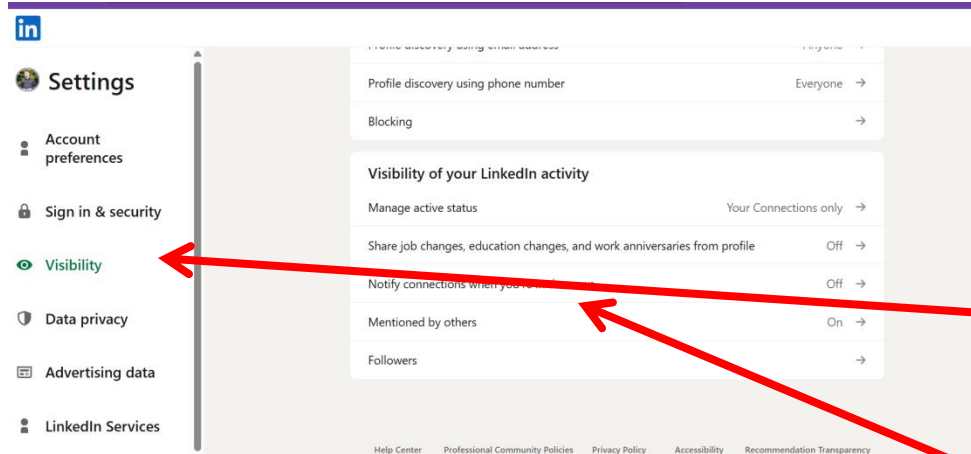
The image shows a screenshot of the LinkedIn home page and the settings page. In the top right corner of the home page, the 'Me' profile icon is circled in red. Below the home page, the settings page is displayed with a sidebar on the left containing the following menu items: Settings, Account preferences, Sign in & security, Visibility, Data privacy, Advertising data, and LinkedIn Services. The main content area of the settings page includes sections for 'Verify for free', 'Profile information' (with sub-sections for Name, location, and industry; Personal demographic information; and Verifications), 'Display' (with Dark mode), and 'General preferences' (with Language and Content language).

Very important section where you can change the settings in your account such as

Click the drop-down menu under your Me in the top of the page, then select “settings & privacy”. In here you can ...

- Upgrade your account
- Decide
  - How strangers can see your profile info
  - Whether others can browse your list of connections
  - Plus lots more

# Decide whether you want your connections to be told when you update your profile



When you update your profile your connection can get notifications in their newsfeed / and in a LinkedIn update email that you have update your profile image and other section of your profile

If you don't want that to happen ...

In Privacy settings go to "Visibility"

Then "Share job changes etc. with your network"

Then change it to OFF

# If you don't want people to see that you have visited their profile, make yourself "anonymous"

The screenshot shows the LinkedIn account preferences page. On the left, a sidebar menu has 'Visibility' highlighted with a red box. The main content area is titled 'Visibility of your profile & network' and contains three sections: 'Profile viewing options', 'Story viewing options', and 'Edit your public profile'. Each section has a 'Change' button, with the 'Profile viewing options' button also highlighted by a red box. Below this, a detailed view of the 'Profile viewing options' is shown, with three radio button options: 'Your name and headline', 'Private profile characteristics', and 'Private mode'. The 'Private mode' option is selected and highlighted with a green circle.

Account preferences

Sign in & security

**Visibility**

Visibility of your profile & network

Visibility of your LinkedIn activity

Communications

Data privacy

Advertising data

Back to LinkedIn

## Visibility of your profile & network

Make your profile and contact info only visible to those you choose

**Profile viewing options**  
Choose whether you're visible or viewing in private mode

Change  
Private mode

**Story viewing options**  
Choose whether you're visible or viewing in private mode

Change

**Edit your public profile**  
Choose how your profile appears to non-logged in members via search

Change

## Who can see your profile

### Visibility of your profile & network


Make your profile and contact info only visible to those you choose

**Profile viewing options**  
Choose whether you're visible or viewing in private mode


Close  
Private mode

Select what others see when you've viewed their profile


**Your name and headline**

 **Evan Mangan**  
Director at The Marketing Crowd | Digital Marketing Consultant & Trainer  
Marketing and Advertising

**Private profile characteristics**

 Someone at University College Dublin

**Private mode**

 Anonymous LinkedIn Member

Selecting Private profile characteristics or Private mode will disable Who's Viewed Your Profile and erase your viewer history.

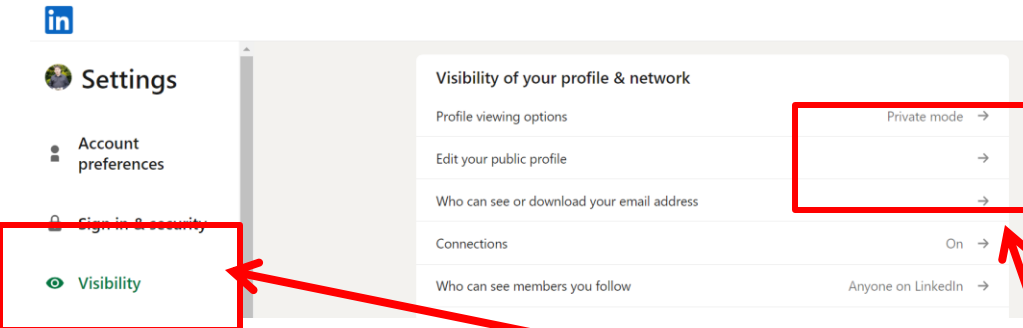
[Upgrade to Premium](#) to see all your viewers in the last 90 days while browsing in private mode.

If you don't like the idea of people knowing that have viewed their profile you may want to switch your profile setting to anonymous so that individuals and companies can't tell that you've been looking at their profiles.

To make your profile anonymous, choose

- Visibility
- Then Profile viewing options
- From there, you have three options: Display your name and headline; Display an anonymous profile with some characteristics identified such as industry and title, or totally private mode.

# Decide what Strangers will see when they visit your profile

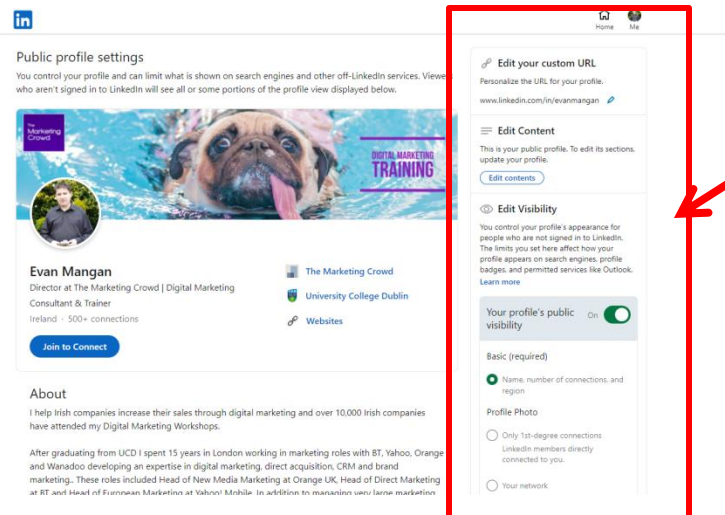


## Decide what Strangers will see when they visit your profile

Google favours LinkedIn for people searches. With that in mind, make sure your profile is as complete and clean as possible.

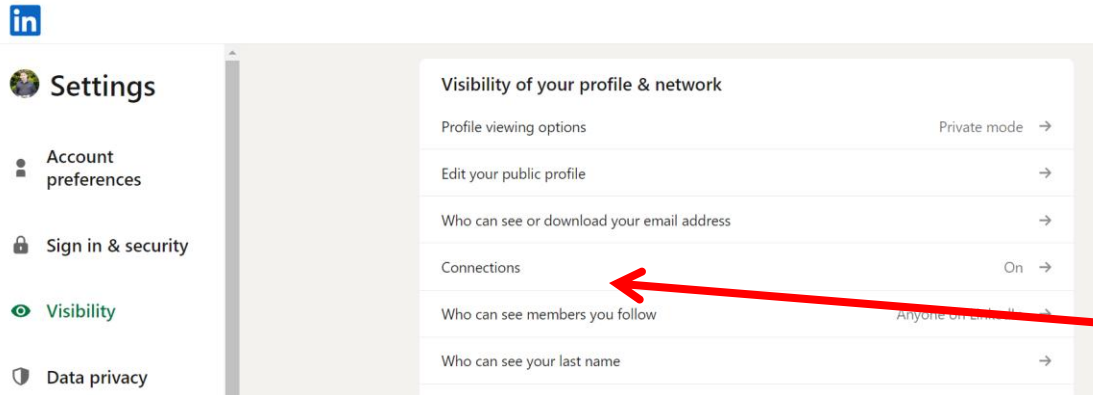
How to select what strangers will see?

Go to settings and Visibility select Visibility of your profile and then edit your public profile



Click on this and in the new page click the box next to the sections that you wish to appear on your public profile

# If you don't want people to see your connections you can switch this off

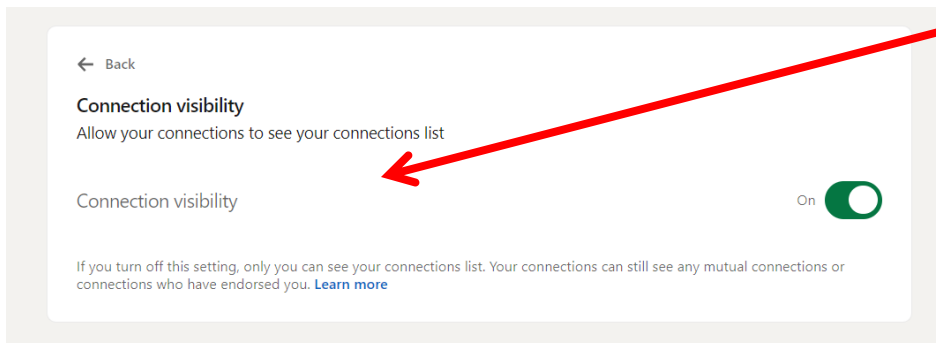


If you think your list of connections is business critical e.g. if you were a recruitment firm – you can switch this off

Go to Visibility of your LinkedIn activity

Then click connections

Then choose if you want to switch it off



# Profile Setup – Be 100% clear about what you want to achieve using LinkedIn and factor that into the content on your profile



For example, if I appear in search results and people click through or if someone sees my content and clicks through to my profile, there are two main services I want to promote to them

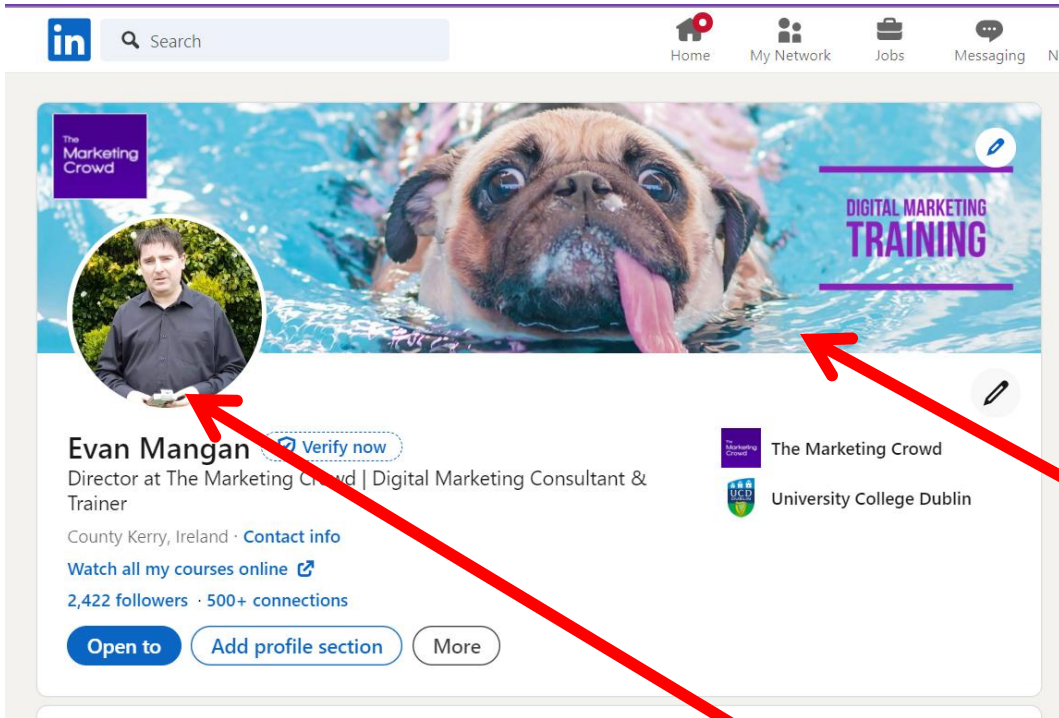
1. Watch all my courses online in our digital marketing school
2. Book a 1-1 digital marketing advice session that is tailored to your business

So I ensure that these two products / services are very prominent and I link to them on the website wherever Possible

What do you mainly want to achieve?

- What 1-2 products / services to you want to generate leads for

# Profile Setup - Add a cover & profile image to your profile



To Update your profile images go to your profile. Click on "me" in the top menu and then my profile

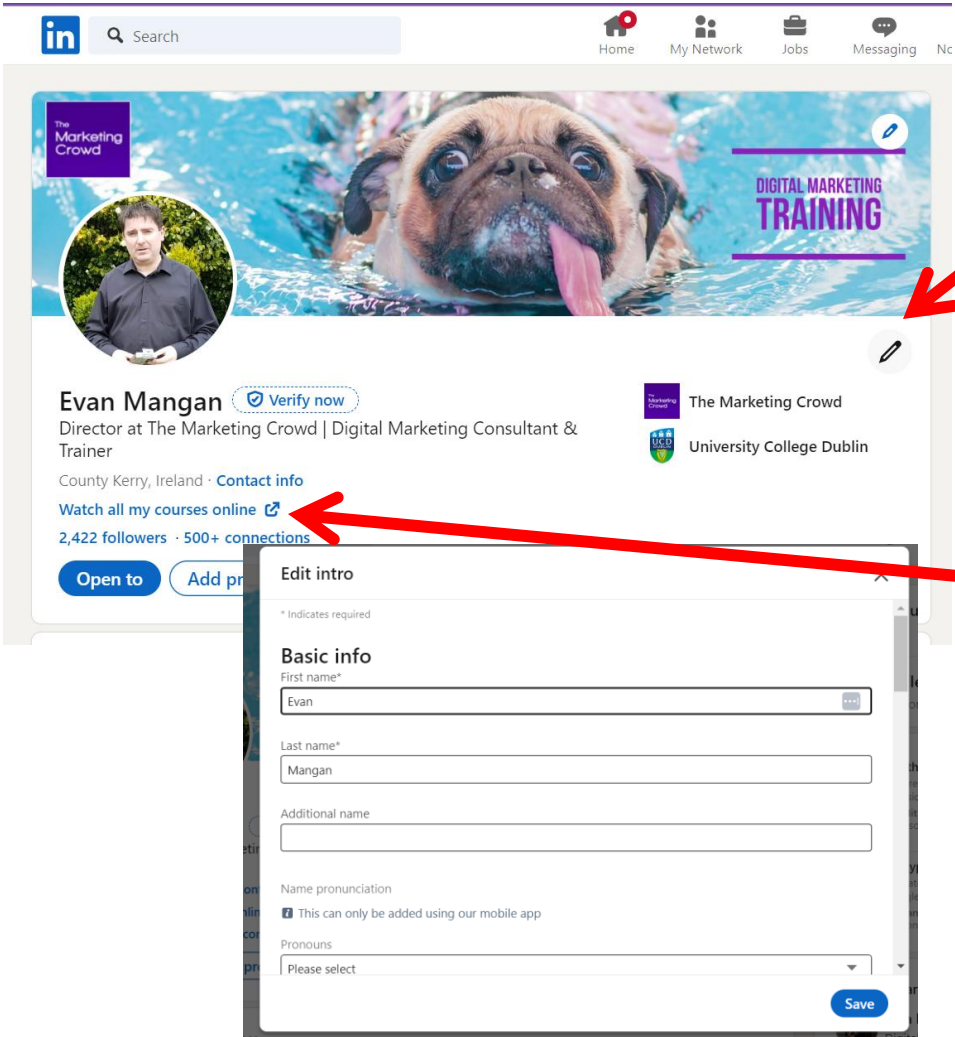
The main cover image is a chance to make an impression when people land on your Profile

## Specs

- 1,584 x 396 pixels is the recommended cover photo size
- Cover photos have a maximum file size of 8mb
- LinkedIn accepts PNG, JPG, and GIF file types for cover photos

Ensure your Profile pic is a business related image

# Profile Setup – Fill in the “Intro” section

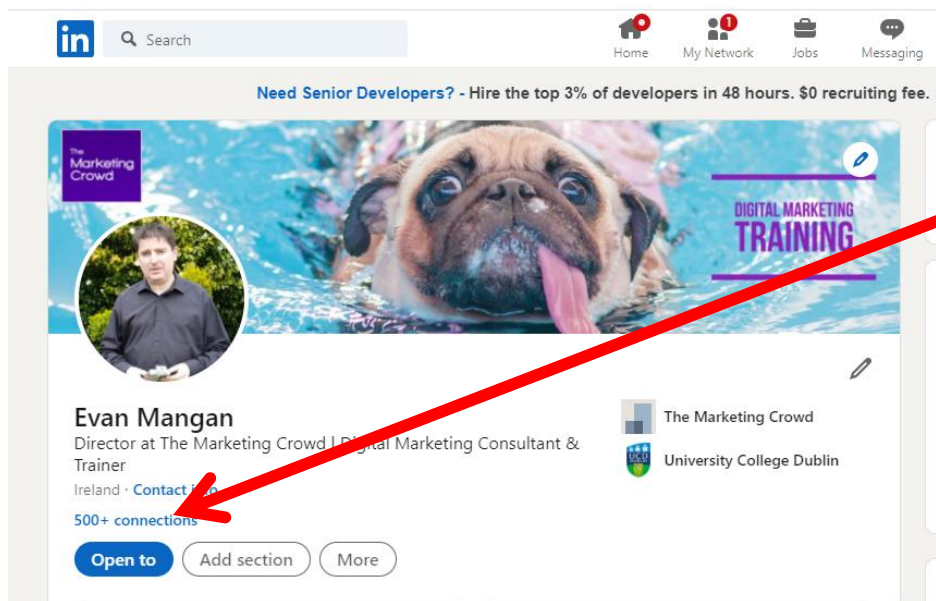


When you click on the pencil icon you can then ...

- Edit your name
- Add a headline which is visible whenever you appear on LinkedIn
- Location
- Contact information
- Your current position

Add a prominent link to a page on Your site that promotes one of your main objectives

# Profile Setup - Fill in the "Open To" section



When you click the button "Open To" you can indicate whether you are open to

- Finding a new Job (**it is NOT advisable to say this**)
- Providing service
- Hiring candidates

# Profile Setup - Fill in the "Core" sections and recommended sections

Need Senior Developers? - Hire the top 3% of developers in 48 hours. \$0 recruiting fee. !

**Evan Mangan**  
Director at The Marketing Crowd | Digital Marketing Consultant & Trainer  
Ireland · [Contact info](#)  
500+ connections

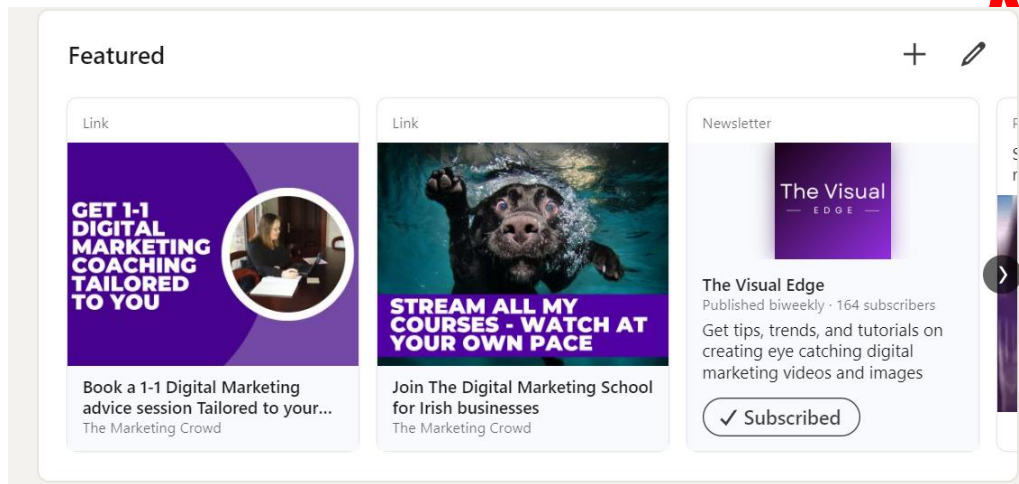
[Open to](#) [Add section](#) [More](#)

The Marketing Crowd  
University College Dublin

Click on add section and you will then be able to add ...

- About
- Previous roles
- Skills

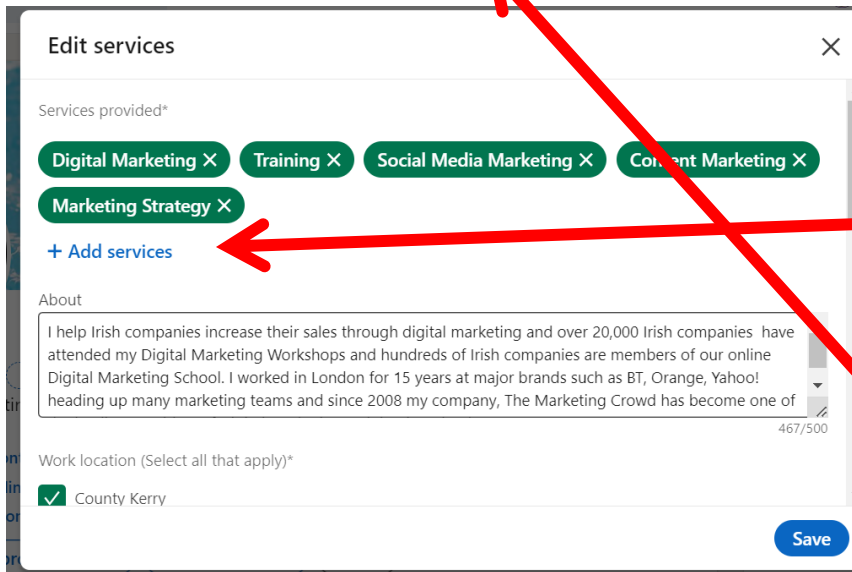
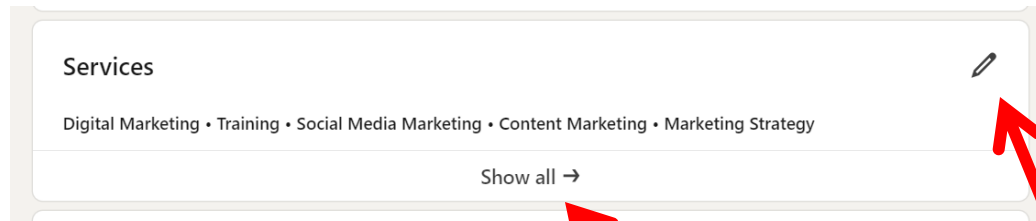
# Profile Setup – Setup the “featured” section



Use the featured section to draw attention to ...

- The main products or services you want to promote – feature a link to a product or service page on your website (image dimension for a link image 355 x 267 )
- Previous posts you have sent out
- Photos
- Documents
  
- Click on the + icon to add featured content

# Profile Setup – If you offer Services fill in the services section



To add this section Click on "open to 2 and select services

The services section will then appear.

Click the pencil and Add services in order to add the services you offer and want to promote

You can also add images / video and links for your services.

Click Show all and then add images or video for the main service / services that you want to generate leads for

# Profile Setup – If you offer Services fill in the services section

The screenshot shows a profile setup page for 'Evan Mangan's Services'. On the left is a sidebar with navigation options: 'Service page', 'Requests', 'Client projects', and 'Reviews status'. The main content area has a header with categories: 'Digital Marketing', 'Training', 'Social Media Marketing', 'Content Marketing', and 'Marketing Strategy'. Below this is a 'Media' section with a red arrow pointing to an image. The image is a promotional graphic for 'Digital Marketing School' featuring a dog underwater. The text on the image reads: 'It's like Netflix for Digital Marketing', 'CLICK HERE', and 'YOU (OR A COLLEAGUE) CAN STREAM ALL OF OUR COURSES AT YOUR OWN PACE AND LEARN HOW TO MARKET YOUR BUSINESS USING ...'. At the bottom of the image are logos for Instagram, Google, Facebook, LinkedIn, TikTok, CHAT GPT, and Canva. Below the image is a short description: 'Join our Digital Marketing School. Stream all of my digital marketing training courses on our members website. Watch any time that suits you at your own pace. Member's can also attend a Live Zoom each month.'

You can also add images / video and links for your services.

Click Show all and then add images or video for the main service / services that you want to generate leads for.

However if you want to drive people to a page choose the add a link option and link to the relevant page on your website

# Profile Setup - Write a compelling About Section

## About

I help Irish companies increase their sales through digital marketing and over 20,000 Irish companies have attended my Digital Marketing Workshops and hundreds of Irish companies are members of our online Digital Marketing School.

After graduating from UCD I spent 15 years in London working in marketing roles with BT, Yahoo, Orange and ' ...see more


**To Add a section to your profile click on "Add Section"**

**One section you should definitely add is the About section**

Write more than one sentence in your About section . This is your 30 second Elevator pitch and a chance to communicate succinctly about your experience and expertise


# Profile Setup - Detail your experience & education

## Experience + ✎




**Director at The Marketing Crowd | Digital Marketing Consultant & Trainer**  
The Marketing Crowd  
Nov 2006 - Present · 17 yrs 9 mos  
Kerry, Ireland

The Marketing Crowd is a digital marketing agency with clients throughout Ireland. We deliver digital marketing training on behalf of 12 Local Enterprise Offices and more than 20,000 Irish businesses have attended ...see more




**1-1 Training on Digital Marketing Topics**  
Are you looking for tailored 1-1 Digital marketing training? We offer a variety of one to one digital marketing training options for your business



**Consultancy Role - Head of Broadband Customer Marketing**  
Orange  
2006 - 2006 · Less than a year

This was a maternity cover consultancy contract and my role was to head up Orange Broadband's churn management team, delivering against aggressive retention targets. Specifically my role involved;... ..see more



Orange Broadband Commercial

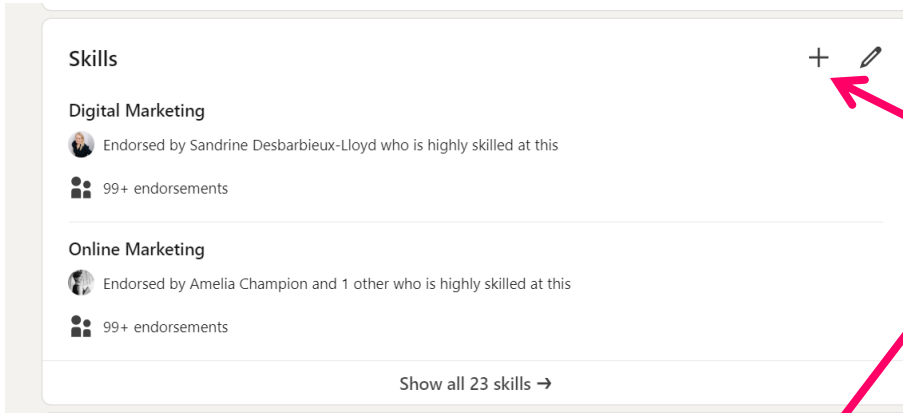
Provide as much detail as you are comfortable sharing about what you did in each job – not just the job title

Also add an image or link to a video for each role to bring your experience to life more

People will checkout your profile for all sorts of reasons. For example, They might land on your website and then Google your name to see your Experience and then click through to your LinkedIn profile

If you think having a lot of detail will increase your credibility and reputation, then add the detail.

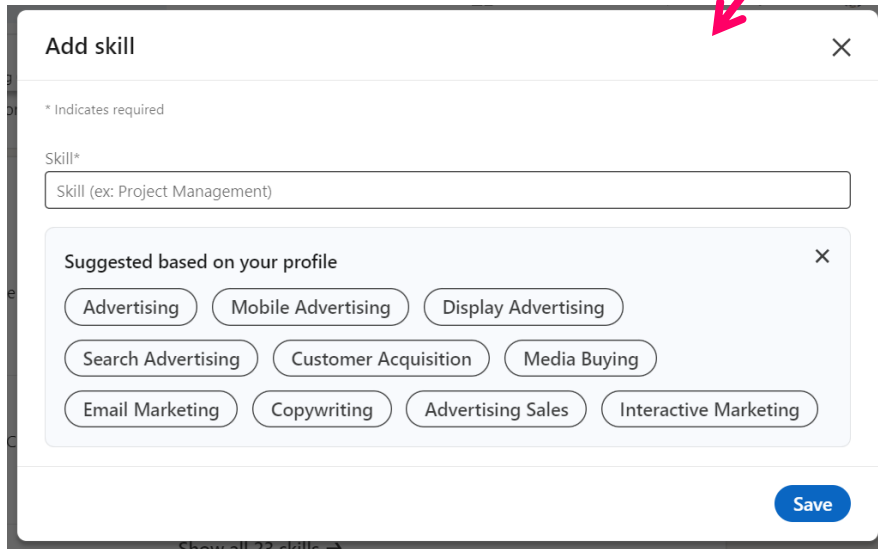
# Profile Setup – Fill in the skills section



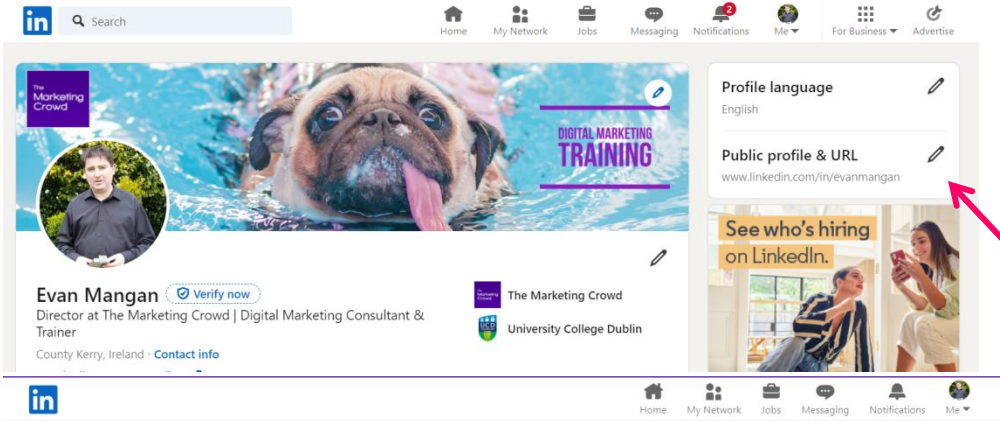
List the skills that you have by tapping on the + icon

First level connections will then be able to endorse you for any of these skills e.g.. Confirm that you have that skill

Visitors to your profile can see the number of endorsements for each skill



# Profile Setup Personalise your LinkedIn Profile url



To help you get found in Google search results and also to have a short punchy url for your profile you can personalise it.

On your profile click the pencil next to public profile and url

Then click edit your custom url

Add your name to the end of the url

## Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



- Edit your custom URL**  
Personalize the URL for your profile.  
[www.linkedin.com/in/evanmangan](http://www.linkedin.com/in/evanmangan)
- Edit Content**  
This is your public profile. To edit its sections, update your profile.  
[Edit contents](#)
- Edit Visibility**  
You control your profile's appearance for...

. Viewers



**Edit your custom URL**

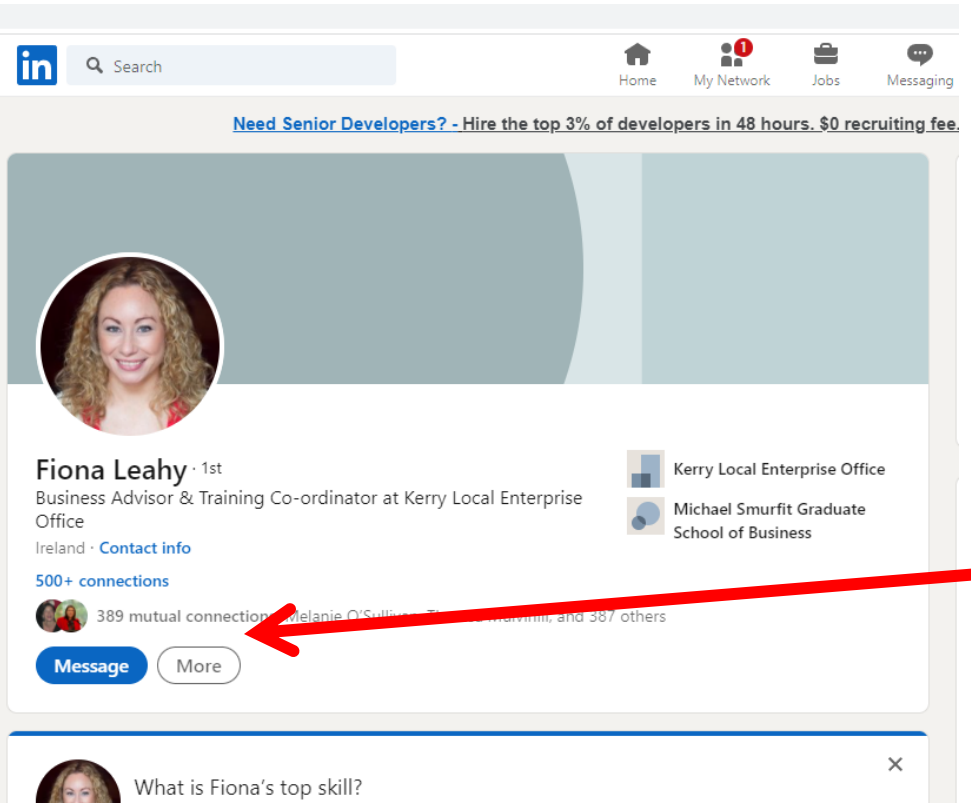
Personalize the URL for your profile.

[www.linkedin.com/in/evanmangan](http://www.linkedin.com/in/evanmangan)

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

[Cancel](#) [Save](#)

# Profile Setup : Get Recommendations



## Request Recommendations

Recommendations provide a lot of depth to your profile and greatly increase your credibility.

Request recommendations from your first level connections that you have worked with. It is very natural to request these.

Go to a 1<sup>st</sup> level connection, click on More and select Request a recommendations

### Always

- Specify the work that you are requesting the recommendation for
- Personalise your request.

# Profile Setup: How Chat GPT or Google Gemini can assist you



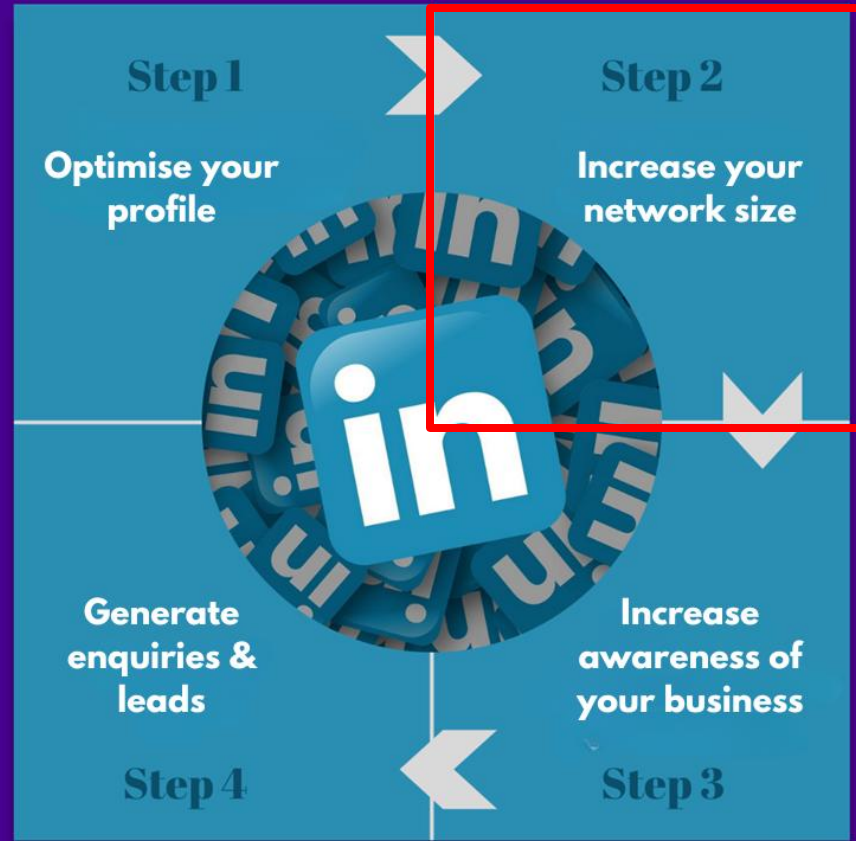
You could use Chat GPT or Gemini to help you with writing some initial draft content for your LinkedIn profile

1. Step 1 – tell the Ai about your career history, what you did in each job and what your current company and role is.
2. Then tell the AI that you want it to act like a LinkedIn expert and answer the following questions
  - Brainstorm 5 headlines for my LinkedIn profile
  - Write an about section for my profile
  - Write a brief summary for each of the roles I worked in.

View the answers as a draft that you can then work on. You should write your own LinkedIn content.

# A Marketing Framework For LinkedIn

The  
Marketing  
Crowd



## How to use LinkedIn for marketing

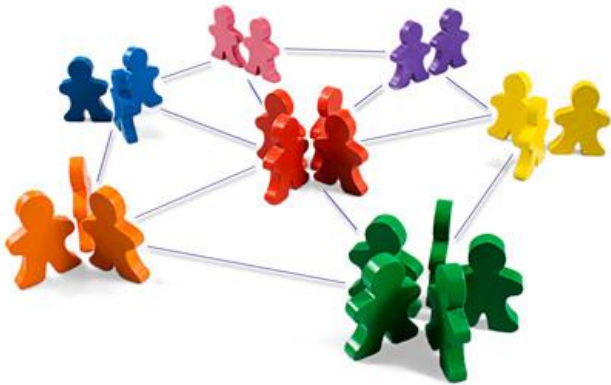
# Step 1: Grow your network: The difference between open and closed networkers



## What is a closed networker?

- Most people on LinkedIn simply connect with the people that they know very well
- They do not aim to connect with people that they do not know well i.e.. They do not send out requests to connect or they do not accept invitations from people they do not know.
- They want their network to be small and tight. Therefore, their 1<sup>st</sup> level network is small

# Should you have a small network or a large network?



## What is an Open networker?

- An open networker believes that LinkedIn provides an amazing opportunity to find business opportunities, to get introduced and to be found by potential customers.
- They want to expand their network as wide as possible in order to increase the potential business opportunities. The more people in their network, the greater the opportunity.

# Aim to have a network of min 750 – 1,000 + connections



## The marketing advantages of being an open Networker

1. Your connections see your posts, articles, newsletters and upcoming live events. Therefore, a larger network is getting exposed to your expertise and your messages.
2. You can search for and more easily connect with people if they are 2<sup>nd</sup> level contacts. Therefore, the more 1<sup>st</sup> level contacts you have, the more diverse they are and the more connected they are, the larger the opportunity to be to find an connect with people in specific companies, industries etc..

# Ways to Grow your network: Invite people you interact with in business to connect



## Invite people you interact with in business

Whenever you meet new contacts through business – Either prospects or new clients immediately send them a LinkedIn invitation.

Make it a habit

# Ensure you always rewrite the template invite text – send a personalised message



When you invite people to connect never send the template message. It implies that you want to connect but you can't be bothered to take the time to ask.

Writing a short message make an impression and make you / your LEO look professional....

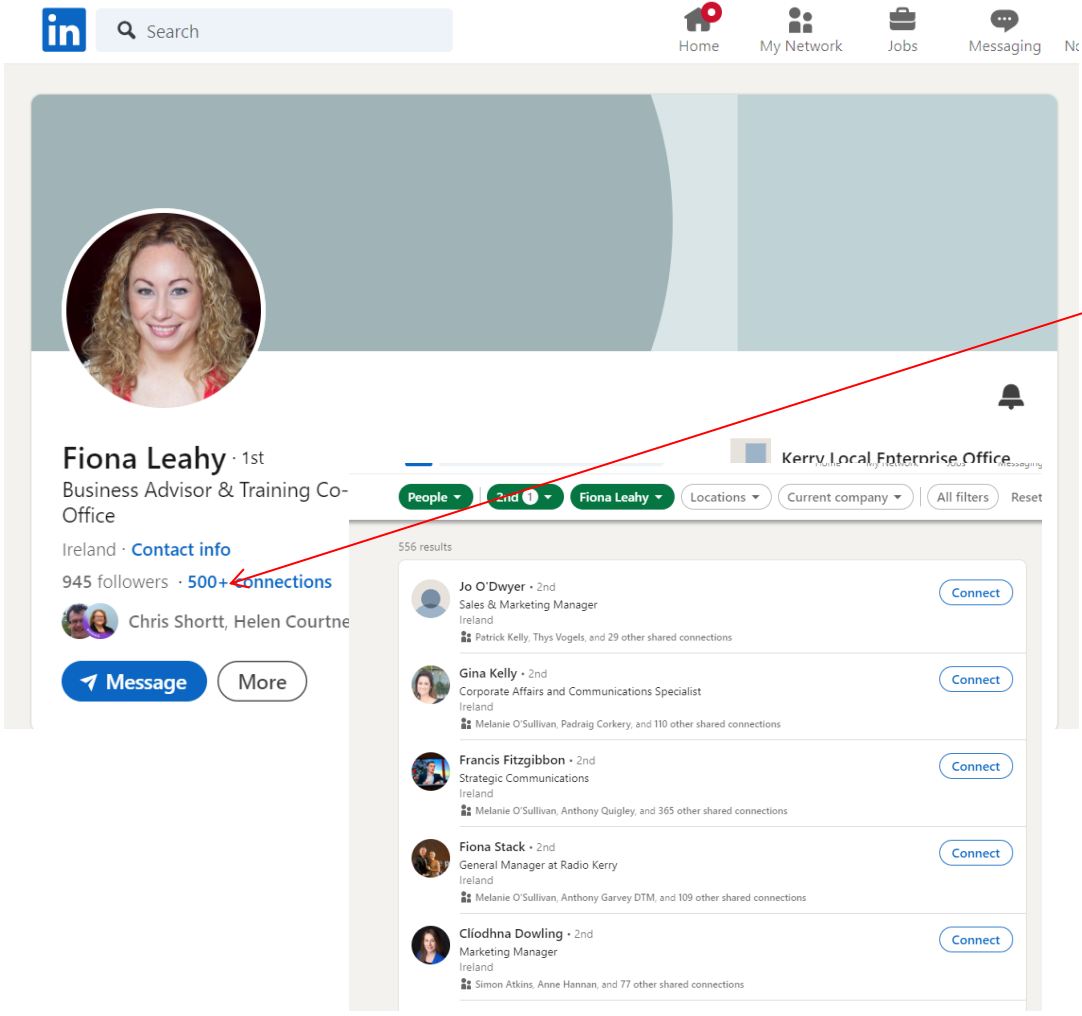
Hi John

Hope you're well. I thought we could connect on LinkedIn to help broaden each other's networks.

All the best

Evan

# How to Find a connection by browsing others connections



Go to one of your first level connections

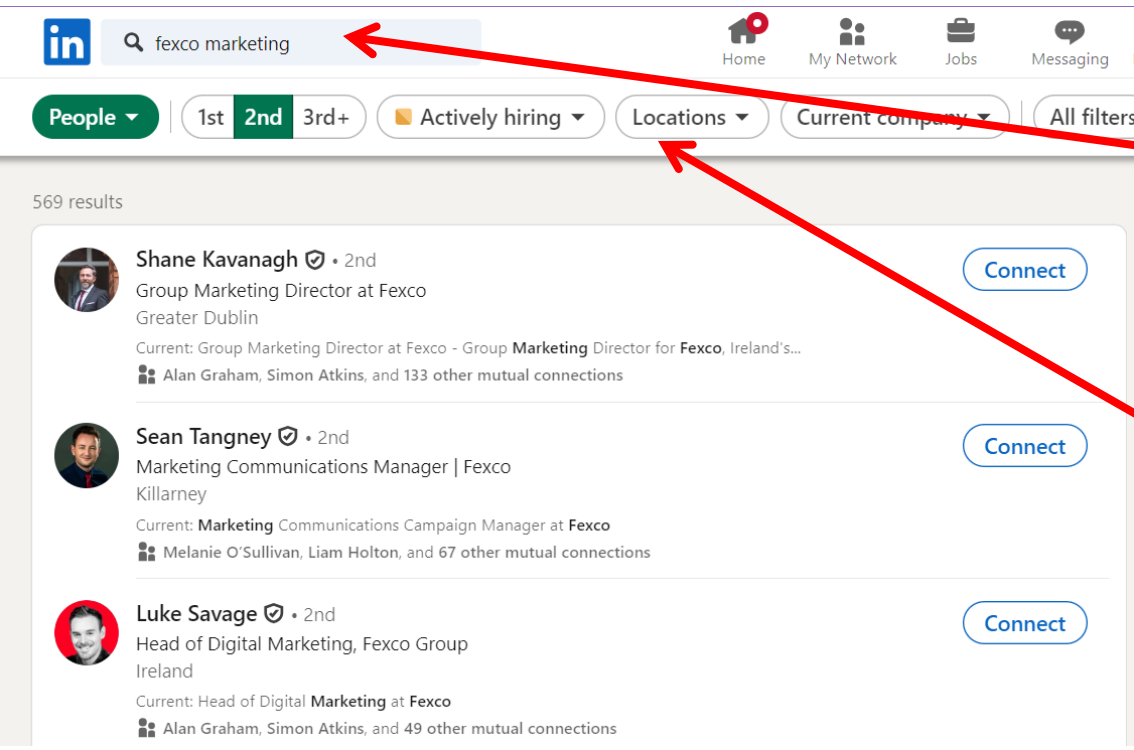
Click on “connections”

You will then be able to browse through a list of all of their connections and invite them to connect.

You can filter and select “2<sup>nd</sup> connections” - now you only see the people that you are not connected to

This is a very useful way of discovering people (and potential business leads)

# How to find a connection by searching for company name & function

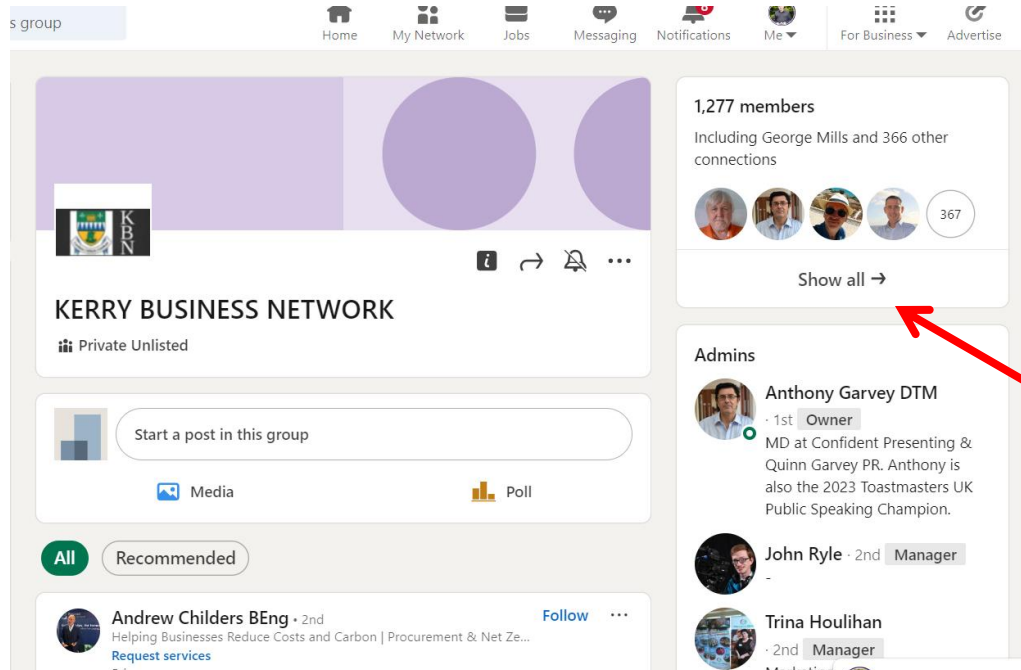


In this example I am searching for “Fexco Marketing” and in the search results I am shown everyone in the company Fexco who works in marketing

You can then filter these results by ..

1. Whether someone is a 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> level connection
2. Their location
3. Their current company

# Ways to Grow your network: Join relevant groups and then connect with members



## Use LinkedIn Groups to connect

You can join up to 100 groups and you can send a connection invite to any member of the groups you are in.

Go to a group you are a member of  
Click Show all

Also, you can get active in the group and connect with people you interact with a lot.

# Growing your network: How Chat GPT or Google Gemini can assist

I am an estate agent in Kerry, Ireland and I want to grow my connections on LinkedIn. Act like a LinkedIn expert and brainstorm 20 tactics I could employ to grow my connections



Sure! Here are 20 tactics you can employ to grow your connections on LinkedIn as an estate agent in Kerry, Ireland:

1. **Optimize Your Profile:** Ensure your LinkedIn profile is fully optimized with a professional photo, a compelling headline, a detailed summary, and a complete experience section.
2. **Engage with Local Content:** Regularly engage with posts and articles related to Kerry and Ireland's real estate market by liking, commenting, and sharing.
3. **Publish Valuable Content:** Share insights, tips, and updates about the real estate market in Kerry. This positions you as a knowledgeable and reliable expert in your field.

 Message ChatGPT

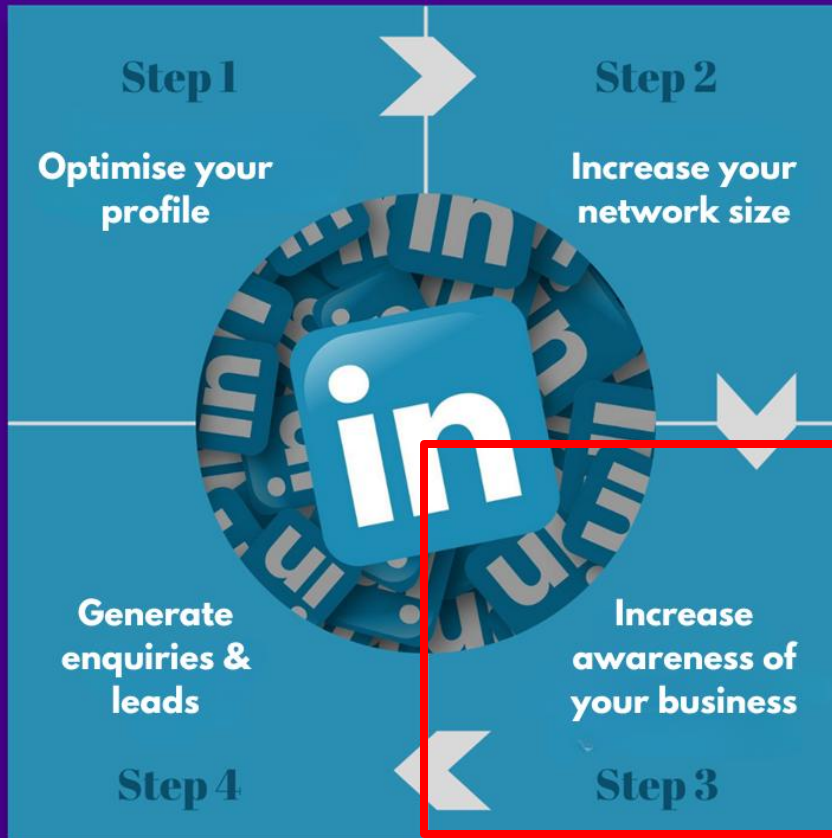


Use this prompt:

I am an estate agent in Kerry (replace with your profession and location) , Ireland and I want to grow my connections on LinkedIn. Act like a LinkedIn expert and brainstorm 20 tactics I could employ to grow my connections

# A Marketing Framework For LinkedIn

The  
Marketing  
Crowd



## How to use LinkedIn for marketing

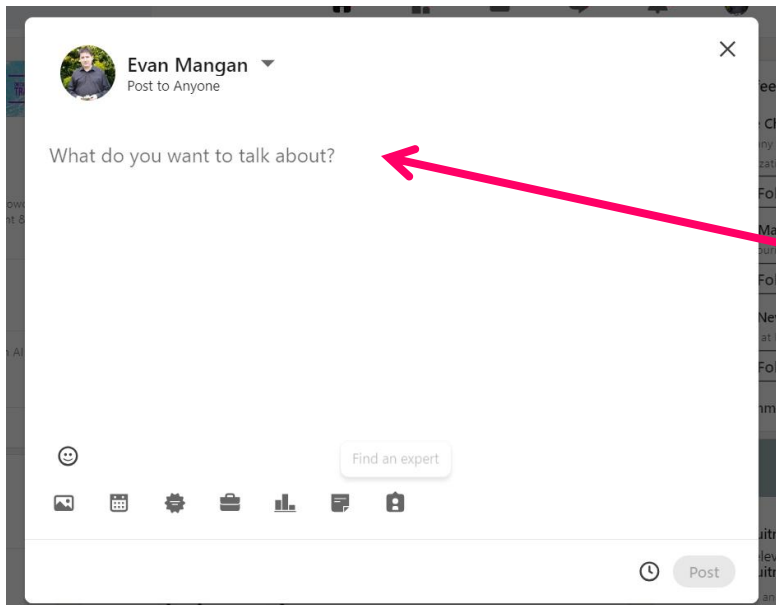
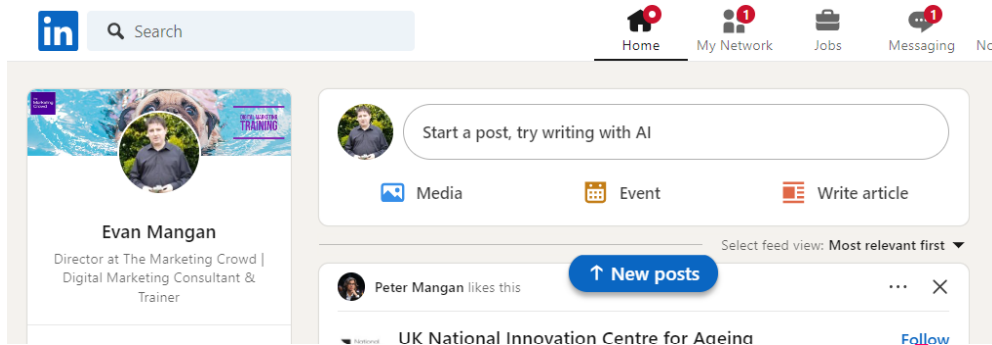
# Increase awareness of your business, products, expertise: Post regularly. Position yourself and business as experts in your area



## Post status updates

- You can post a status update which can be anything from a link to a blog post on your website, a PR announcement, some company news etc.. You can post an update from your feed
- Your updates are seen by your connections when they login to their LinkedIn homepage. People can click on the links in your updates and are taken to your website where they are exposed to your marketing messages / incentivised to download an eBook (therefore joining your e-marketing list)
- Therefore, it is an excellent way of getting your news and your expertise in front of your connections. The larger your network, the more people are exposed to your updates

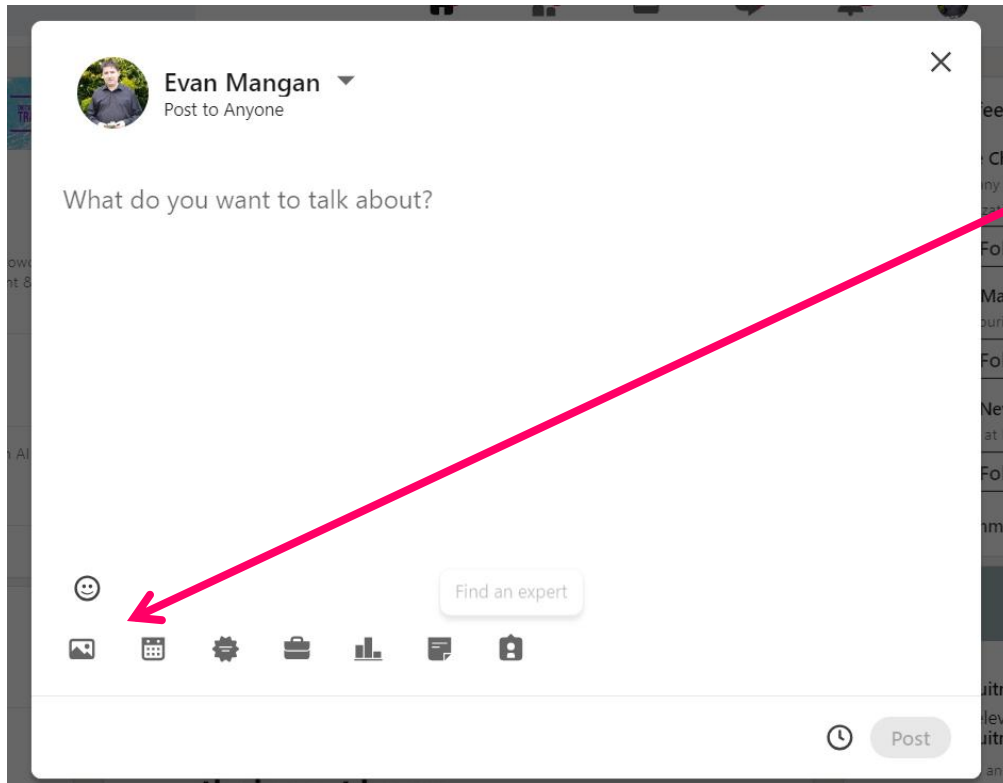
# How to post



- You can post an image (s) , a link to an interesting article or blog post, or a video that your connections would be interested in.
- It is the same principle as posting an update on your Facebook business page or Instagram profile
- Click on the box that says start a post. Then a larger box pops up
- Simply type your update in the box

You can also add Hashtags to your post.

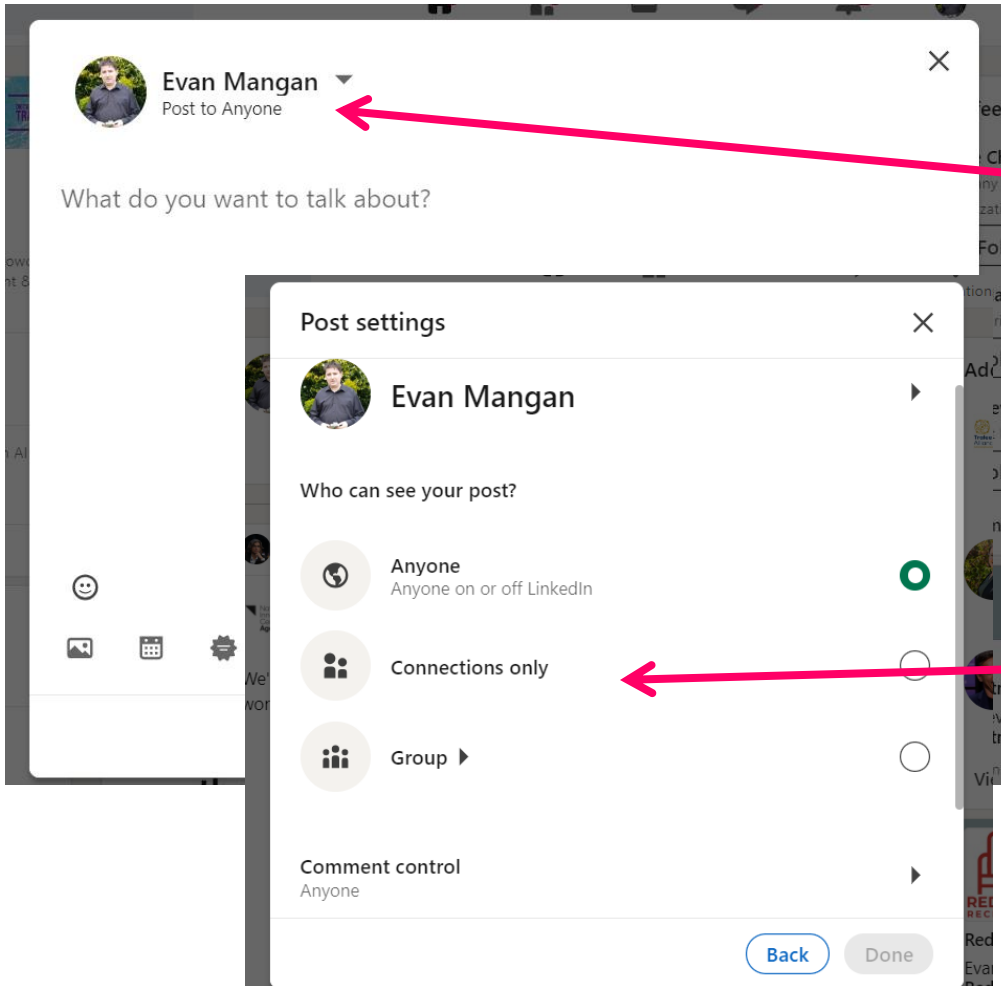
# How to post



Be aware that the options at the bottom allow you to

1. Add media (images or video)
2. Create an event
3. Celebrate an occasion e.g. you have completed a project, got a new job
4. Share that you are hiring and post details of the job
5. Create a Poll
6. Indicate that you are looking for an expert and provide details

# How to post



Also, by clicking “post to everyone” in the top you can

- Share with all on LinkedIn (visible to your connections and non connections)
- Or choose to share with your connections only (on their homepage feed)
- Or you can choose a group to send this post to

You can also restrict comments to either your connections or switch comments off

# Use Hashtags



**Hashtags increase the discoverability and reach of your post**

Add hashtags to your posts just like you would on Facebook or Instagram

There is no limit but the optimum is 3 - 6

**How can hashtags help you get discovered?**

1. When someone clicks on a hashtag, your post will appear in the search results
2. If someone searches for content, if those search words are in your post (in a hashtag) your content will appear in the search results

# Increase awareness of your business, products, expertise: Post Videos



*Video has become very important on LinkedIn like on any social network*

*Post more videos where possible*

Videos can be anywhere from three seconds to 10 minutes in length, with a maximum file size of 5GB. LinkedIn allows you to upload square, landscape and vertical videos,

Square or vertical are better than landscape. Vertical is quickly becoming the norm in LinkedIn.

# Increase awareness of your business, products, expertise: Post Carousels



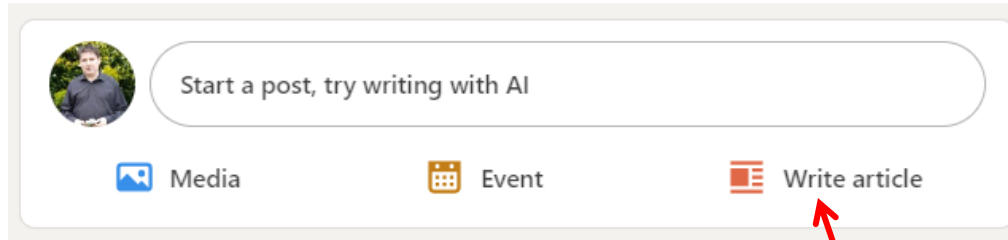
*Just like there are carousel posts on Instagram (multiple images that you can swipe through) you can also post Carousels on LinkedIn*

*But it's not obvious how you do it*

*Essentially you need to attach a pdf.*

- 1. Go to Canva and create the first image as a square*
- 2. Then add a 2<sup>nd</sup> page and add your 2<sup>nd</sup> image*
- 3. Repeat with as many images as you want.*
- 4. Then when you are downloading it from Canva ensure you save as a pdf*

# Increase awareness of your business, products, expertise: Consider posting longer articles



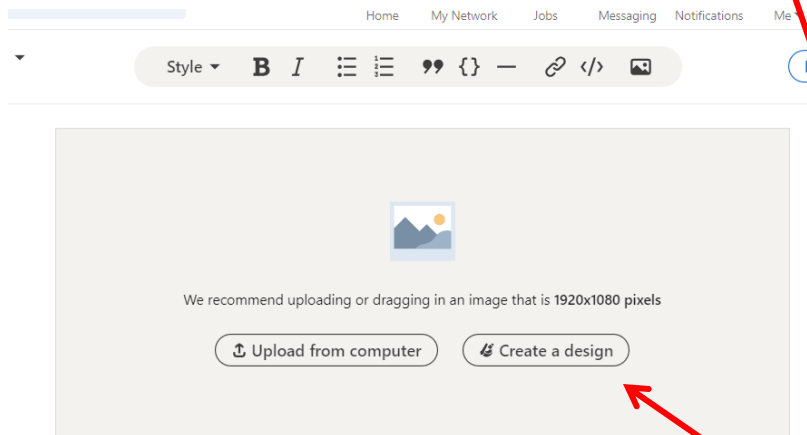
View articles as like LinkedIn Blog posts that allow you to provide a lot more information. These articles allow you to share your expertise and helpful content.

Your LinkedIn articles can be seen by:  
**Your connections:** People who are connected to you on LinkedIn will see your articles in their feed.

**People who follow you:** If someone follows your company page or your personal profile, they will see your articles.

**People who search for relevant topics:** LinkedIn's search algorithm can help your article reach a wider audience based on its content and keywords.

Click on Write article  
Then add an image and your content. You can add images or embed videos into your article



Title

Write here. You can also include @mentions.

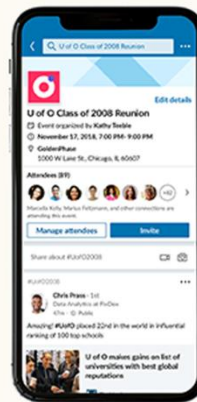
Example

<https://www.linkedin.com/pulse/5-text-tips-making-your-marketing-graphics-more-eye-catching-mangan-naufe/?trackingId=9egQZM0yRwilX93m3Tn7%2Fg%3D%3D>

# Increase awareness of your business, products, expertise: Consider creating an event (Physical or Live event)

You could promote an upcoming Live (online) event or a physical event

  
LinkedIn  
Events.

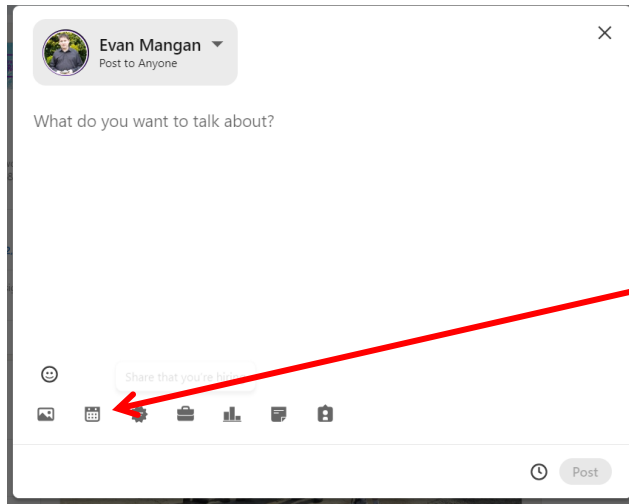


This could be

- Interviewing someone within your company or industry about an interesting topic
- Sharing an update about industry news / trends
- Sharing tips / advice on a topic

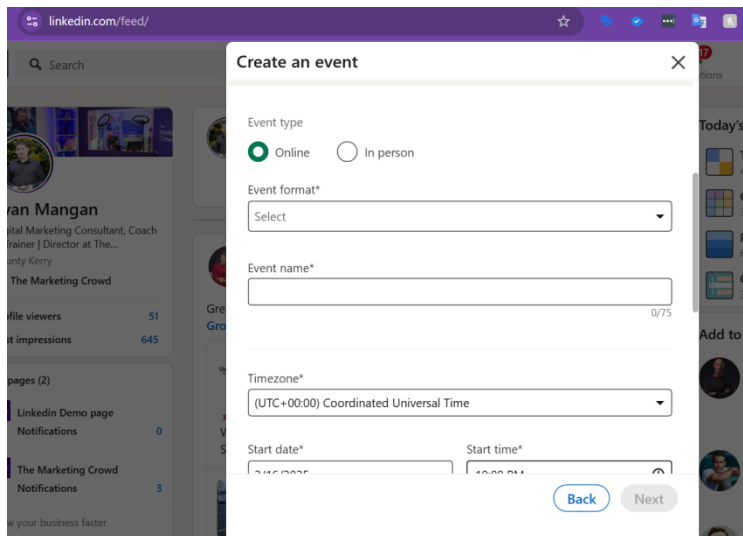
**Note: People can search for and find events. Also, LinkedIn will recommend events to users. So it's a good way to get discovered.**

# Increase awareness of your business, products, expertise: Consider creating an event



## How to create an event

1. In the create a post box click on the icon for Create Event
2. Upload an image for your event – you could design one in Canva that has the name of the event. (A 16:9 landscape image e.g. YouTube thumbnail)
3. Select Online
4. From the dropdown select “LinkedIn Live” or Physical event
5. Choose the time of the event



# Increase awareness of your business, products, expertise: Consider creating an event

**Create an event** ✕

0/75

Timezone\*  
(UTC+01:00) Dublin, Edinburgh, Lisbon, London

Start date\* 7/30/2024 Start time\* 12:00 PM

End date\* 7/30/2024 End time\* 01:00 PM

Description  
Ex: topics, schedule, etc.  
0/5,000

Speakers  
🔍

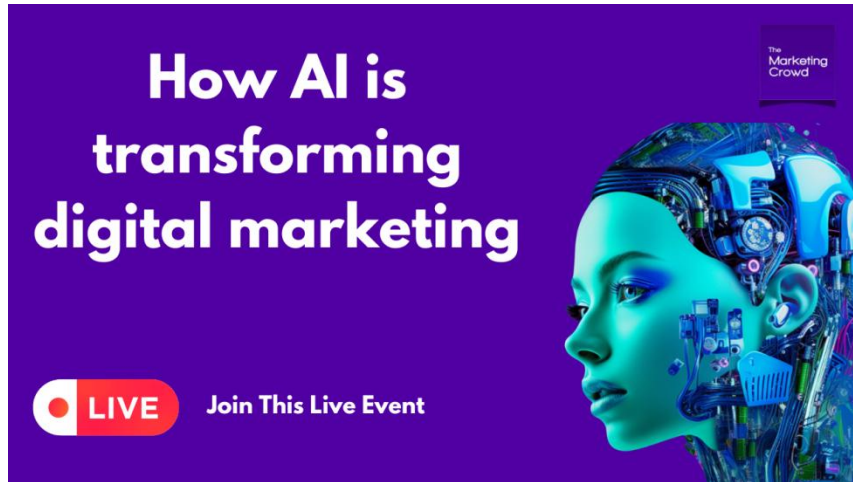
Add connections to speak at the event. Speakers can join the event early and will be shown in the event's Details section and presenter area. They cannot allow attendees to speak or end

[Back](#) [Next](#)

## How to create an Event

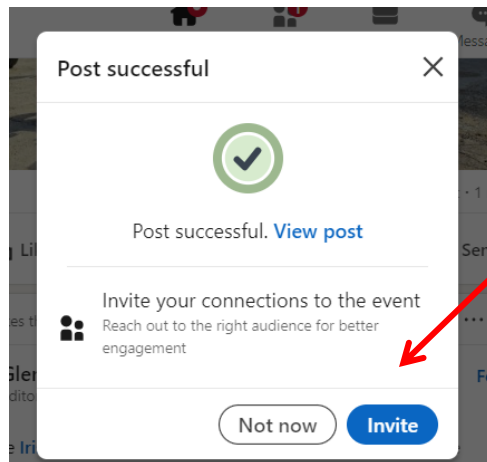
6. Enter a start and end time
7. Write a description – what is event about and how will people benefit
8. You can then enter the names of people who will be speakers.

# Increase awareness of your business, products, expertise: Consider creating an audio event



## What happens once you create the Audio event?

1. It will go out as a post into the feeds of followers and they will be able to indicate that they want to attend. If they do, they will get a reminder just before the event
2. You can invite people to the event and they can indicate that they want to attend



# Increase awareness of your business, products, expertise: About Going Live



However, you cannot broadcast live within LinkedIn. You have to use a 3<sup>rd</sup> party live streaming service

These are Restream, Socialive, StreamYard, Switcher Studio, Videom or Zoom

E.g.

1. Go to restream and setup an account
2. Create a live event
3. Connect to your LinkedIn account
4. When it is time to go live login to your restream account and go Live.
5. It will then appear on LinkedIn and people on LinkedIn can view it.

# Increase awareness of your business, products, expertise: About Going Live



If you want to go live using Zoom, here is LinkedIn's step by step instructions on how to do it

<https://www.linkedin.com/help/linkedin/answer/a523091>

# Increase awareness of your business, products, expertise: SEO: Get found on LinkedIn search



Keywords are the foundation of LinkedIn search. By strategically incorporating them into your profile and content, you can significantly boost your visibility.

**Profile Optimization:** Keywords in your headline, summary, experience, and skills sections make your profile more searchable for relevant terms.

**Headline Enhancement:** Include target keywords in your headline

**Summary Refinement:** Use keywords to describe your skills, experience, and career goals within your summary.

**Experience Section Optimization:** Incorporate keywords into your job titles, company names, and job descriptions.

**Skills Showcase:** List relevant skills to improve discoverability in skill-based searches.

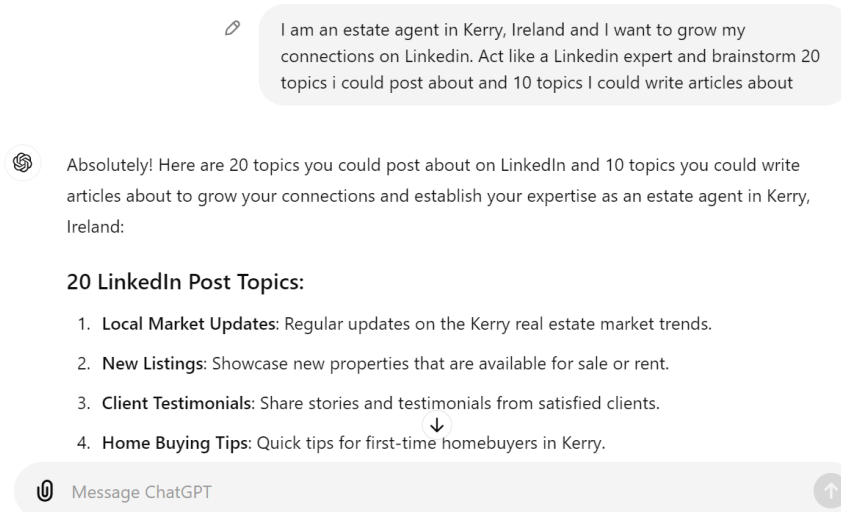
# Increase awareness of your business, products, expertise: SEO: Get found on LinkedIn search



**Content Keywording:** Add keywords naturally into your LinkedIn posts, articles, and updates.

**Company Page Optimization:** Incorporate keywords into your company page's description and content.

# Increase awareness of your business, products, expertise: How Chat GPT or Google Gemini can assist



## Use these prompts.

I am an estate agent in Kerry, Ireland and I want to grow my connections on LinkedIn. Act like a LinkedIn expert and brainstorm 20 topics I could post about and 10 topics I could write articles about

Brainstorm 10 options for a name for my LinkedIn Newsletter

Brainstorm 20 search terms I should try to get found for on LinkedIn and tell me where I should include those search terms in order to get found.

# Increase awareness of your business, products, expertise: Consider Creating a company page for your Business



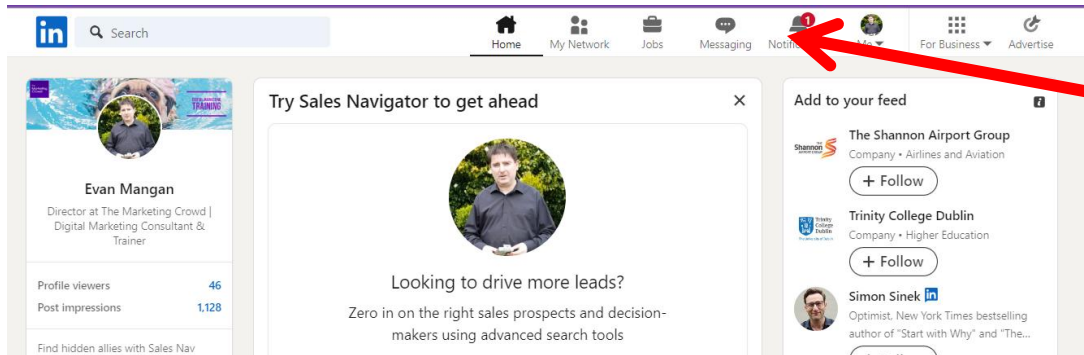
## Showcase your business to prospects through a company page

You can create a company page for your business. people who browse your company page can

- View an overview of your business
- See job vacancies
- Read about your products and services and watch a video about your products and services
- Read your recent updates
- Follow you

A company page is a useful way of providing an insight into your business

# Increase awareness of your business, products, expertise: How to create a company page

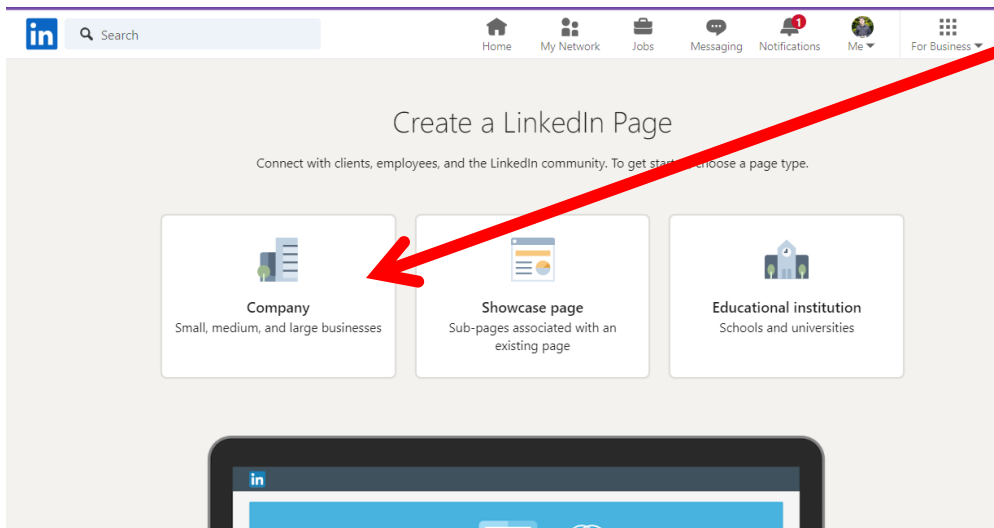


## Step 1:

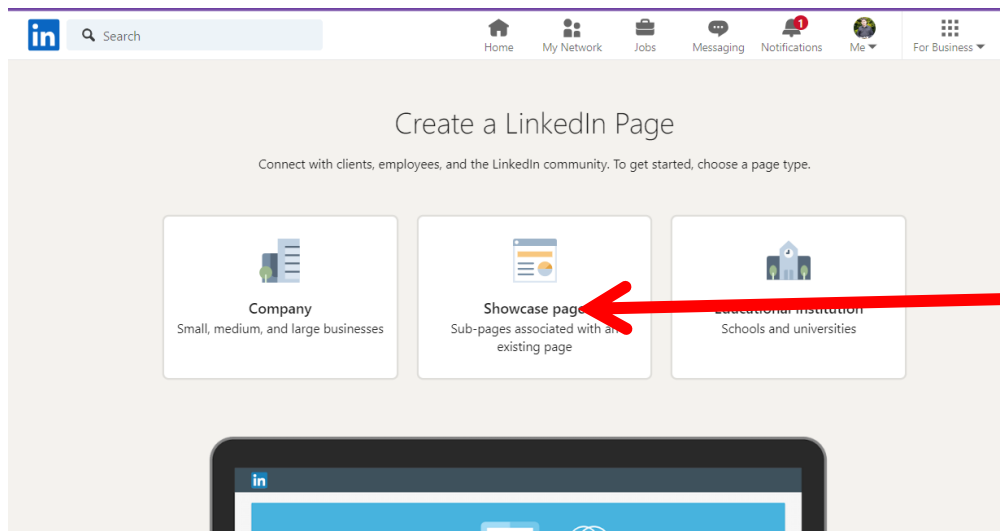
Click on For Business

Then click on the option for  
“create a company page”

Then click on Company



# What is a Showcase page?



## Examples of showcase pages

<https://www.linkedin.com/showcase/adobe-creative-cloud/>

<https://www.linkedin.com/showcase/appexchange/>

**LinkedIn Showcase Pages** are essentially sub-pages of your main company LinkedIn page. They allow you to focus on specific products, services, brands, or initiatives within your company. Think of them as micro-pages within your overall company profile.

## Benefits of Showcase Pages:

**Targeted content:** Deliver specific content to specific audiences.

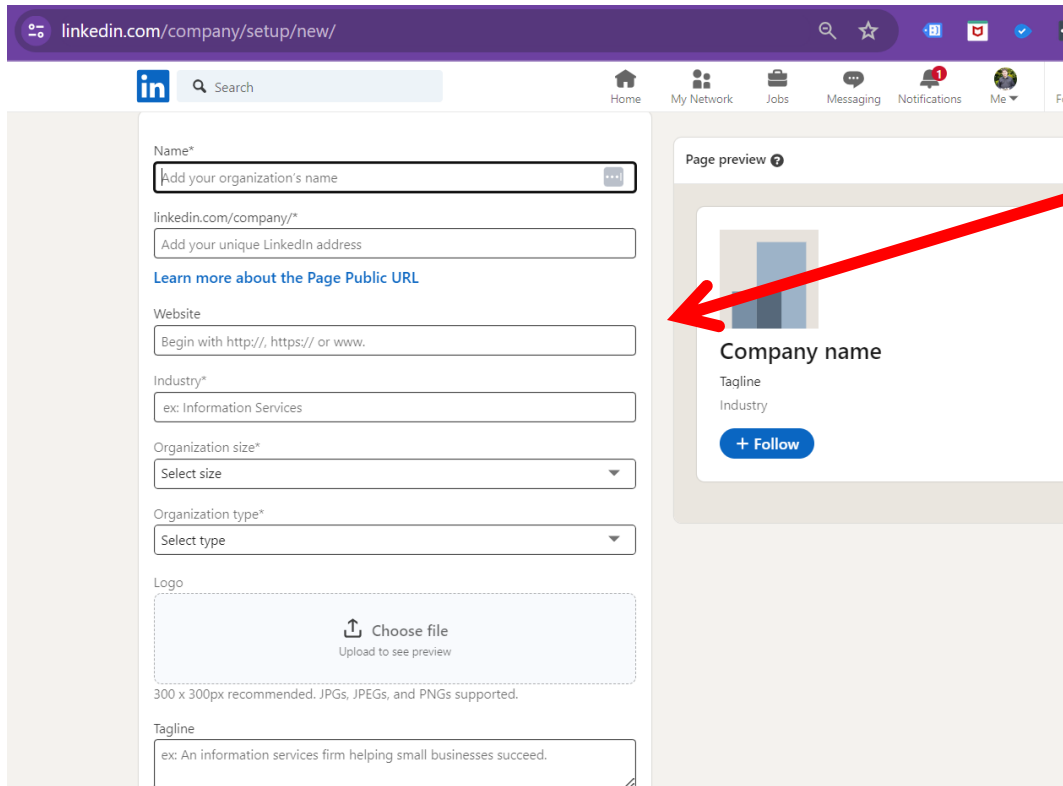
**Increased engagement:** Build dedicated communities around particular products or services.

**Improved analytics:** Track performance of individual product lines or campaigns.

**Enhanced brand awareness:** Highlight specific aspects of your company.

**For example:** A car manufacturer might have Showcase Pages for different car models, while a tech company might have Showcase Pages for various software products.

# How to create a company page



The screenshot shows the LinkedIn company page setup interface. The browser address bar displays "linkedin.com/company/setup/new/". The navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and Me. The main form is divided into two columns. The left column contains input fields for: "Name\*" (with placeholder "Add your organization's name"), "linkedin.com/company/\*" (with placeholder "Add your unique LinkedIn address" and a link "Learn more about the Page Public URL"), "Website" (with placeholder "Begin with http://, https:// or www."), "Industry\*" (with placeholder "ex: Information Services"), "Organization size\*" (with a "Select size" dropdown), "Organization type\*" (with a "Select type" dropdown), "Logo" (with a "Choose file" button and "Upload to see preview" text, and a note "300 x 300px recommended. JPGs, JPEGs, and PNGs supported."), and "Tagline" (with placeholder "ex: An information services firm helping small businesses succeed."). The right column shows a "Page preview" section with a placeholder image, the text "Company name", "Tagline", "Industry", and a "+ Follow" button. A red arrow points from the right side of the page towards the "Logo" field in the form.

## Step 2:

Complete all the details and upload your Logo

# How to create a company page



## Step 3:

When you click continue they will send you an email so that you can verify that it is your email address

Click on the link in the email

# Increase awareness of your business, products, expertise: How to post from your company page

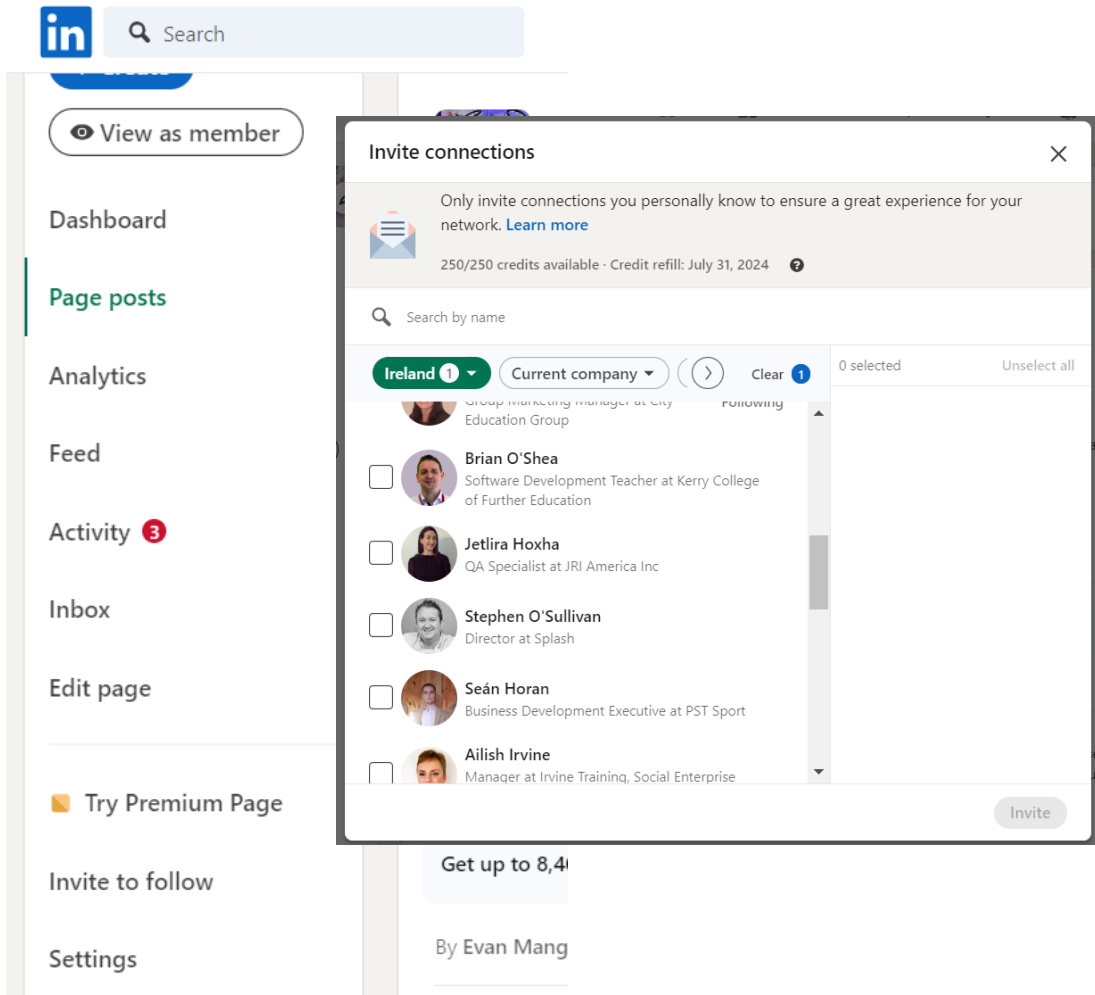
The screenshot displays the LinkedIn interface for the company page 'The Marketing Crowd'. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise. The left sidebar shows the company profile with a cover image, name, 137 followers, and navigation options: Dashboard, Page posts (highlighted), Analytics, and Feed. The main content area is titled 'Page posts' and contains two posts. Each post has a 'Boost' button and a message: 'Get up to 8,400 more video views by boosting this post.' The first post is by Evan Mangan, dated 7/24/2024, and includes a video thumbnail and text: 'I often get asked what kind of setup I have for the training courses I deliver eg. What is in the background, how many lights do I use etc.' The second post is also by Evan Mangan, dated 7/22/2024, and is partially visible.

To post from your page click on New Post

The process is then the same as creating a post using your Profile

The Algorithm will then place this post into the feeds of some of your page followers

# Increase awareness of your business, products, expertise: How to invite your connections to follow your page



The screenshot shows the LinkedIn interface with a modal window titled "Invite connections". The modal contains the following elements:

- Header:** "Invite connections" with a close button (X).
- Text:** "Only invite connections you personally know to ensure a great experience for your network. [Learn more](#)"
- Credits:** "250/250 credits available · Credit refill: July 31, 2024" with a help icon.
- Search:** "Search by name" input field.
- Filters:** "Ireland 1" (selected), "Current company" (dropdown), "Clear 1" (button), "0 selected", and "Unselect all" (button).
- List of Connections:**
  - Group marketing manager at City Education Group (following)
  - Brian O'Shea**  
Software Development Teacher at Kerry College of Further Education
  - Jetlira Hoxha**  
QA Specialist at JRI America Inc
  - Stephen O'Sullivan**  
Director at Splash
  - Seán Horan**  
Business Development Executive at PST Sport
  - Ailish Irvine**  
Manager at Irvine Training, Social Enterprise
- Footer:** "Invite" button.

Below the modal, the text "Get up to 8,4" and "By Evan Mang" is visible.

The best way to grow your followers is to invite your 1<sup>st</sup> level connections to follow your Page

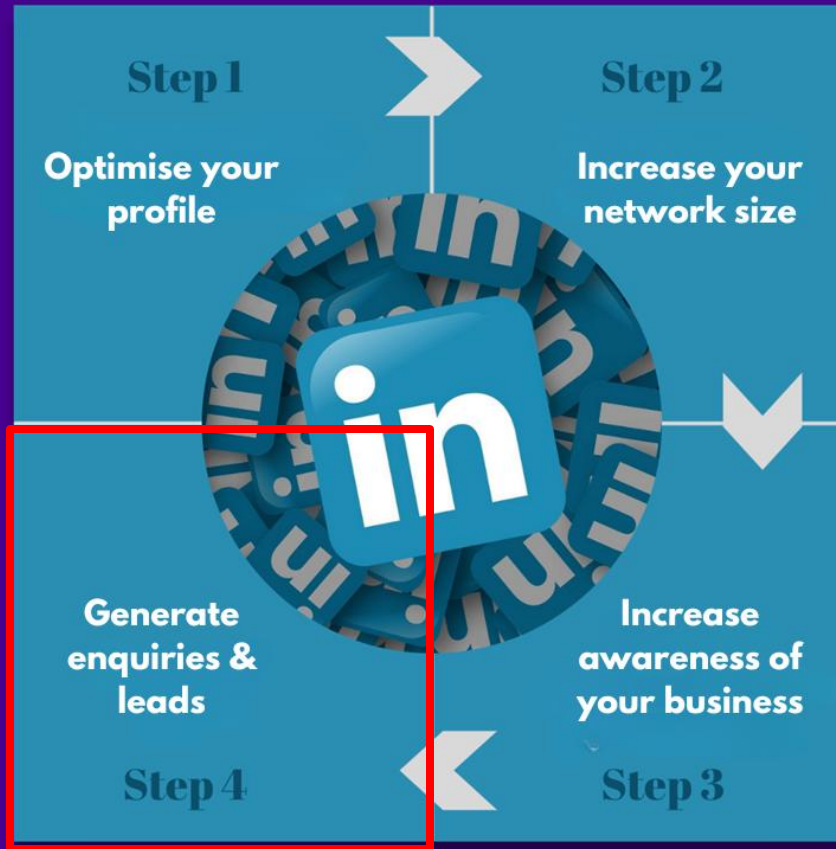
On the left menu of your page click on Invite to follow

You can then browse through your connections and tick the ones you wish to invite.

You can invite 250 per month

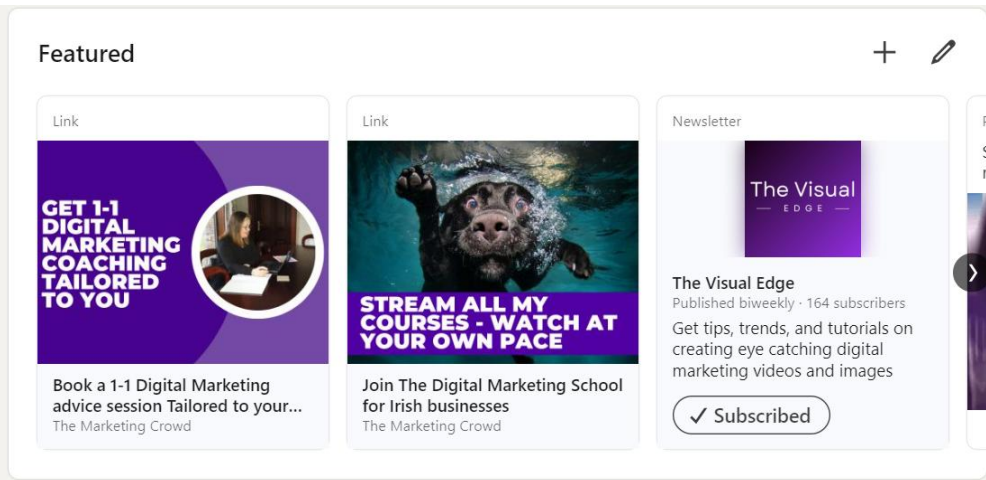
# A Marketing Framework For LinkedIn

The  
Marketing  
Crowd



## How to use LinkedIn for marketing

# Generate Leads: Ensure that your profile is fully focused on promoting your 1-2 main products or services



As covered in the optimise your profile section

...

1. Decide what are the 1-2 main products of services you want to generate leads for
2. The add a prominent link to one of them at the top of your profile
3. Add an image link for each in the featured section
4. Add an image and links for each in the current employment section of your profile

So, whenever people check out your profile having searched, viewed a post, article, newsletter, Live event, they will be prompted to check out your main services products.

# Generate Leads: Post occasional links to pages on your website about your products / services which go out to connections in their feeds

The screenshot shows a Facebook post from Evan Mangan, Director at The Marketing Crowd. The post is for a 'Local Enterprise Office Offaly' digital marketing programme. The text of the post says: 'There are a few spaces left on this 6 week Digital Marketing programme I am delivering for Local Enterprise Office Offaly'. Below the text is a promotional image for the programme. The image features a hand holding a smartphone with various icons (credit card, warning, magnifying glass) and a megaphone. The text on the image includes 'Nov 8th - Dec 13th', '6 Sessions Online', and 'Digital Marketing Programme'. The post has 11 reactions and 380 impressions.

Most of the content you send out should be useful, interesting and helpful.

However, you should also post occasional updates about your products / services and ideally link back to your website

These could be image, video or Carousel posts.

# Generate Leads: Post occasional links to lead magnets on your website

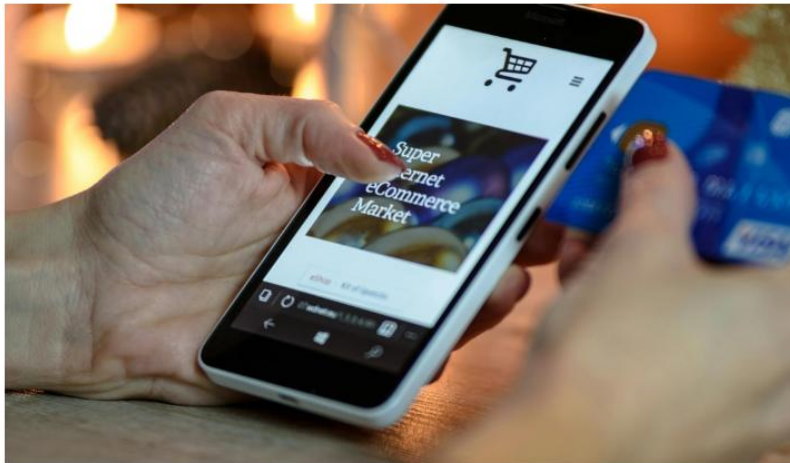


Do you use email for marketing? If so, have you created downloadable guides or in depth videos that people can access when they signup with their email?

If so, you should then share a link to these in a post. You could send this out ..

1. From your personal profile
2. From your business page
3. On any relevant groups

**Generate Leads: Post articles about topics that potential customers might be searching. Establish credibility and then link back to your site.**



## Ensuring WCAG Accessibility for Your Website: How Egg Design Can Help You Comply with New EU Laws



**John Sheahan**

Owner @ Egg Design / WordPress Web Design Specialist. | Elevating Brands with Top-Tier Websites and Support and...



July 18, 2024

As we move into 2025, the European Union is taking significant steps to ensure that all websites are accessible to everyone, including people with disabilities. The new EU Web Accessibility Directive, which mandates compliance with the Web

LinkedIn articles get found in search results so use keywords in the headline and body text to get your article found.

These articles also get into the feeds of your followers.

Provide expert knowledge and advice. Then link back to your website to generate enquiries

<https://www.linkedin.com/pulse/ensuring-wcag-accessibility-your-website-how-egg-design-sheahan--zjfy/?trackingId=QOOoAdwBS1KrrStzM62Iew%3D%3D>

# Generate Leads: Use LinkedIn groups to promote products / services by sharing links to your tips / tutorials / blog posts

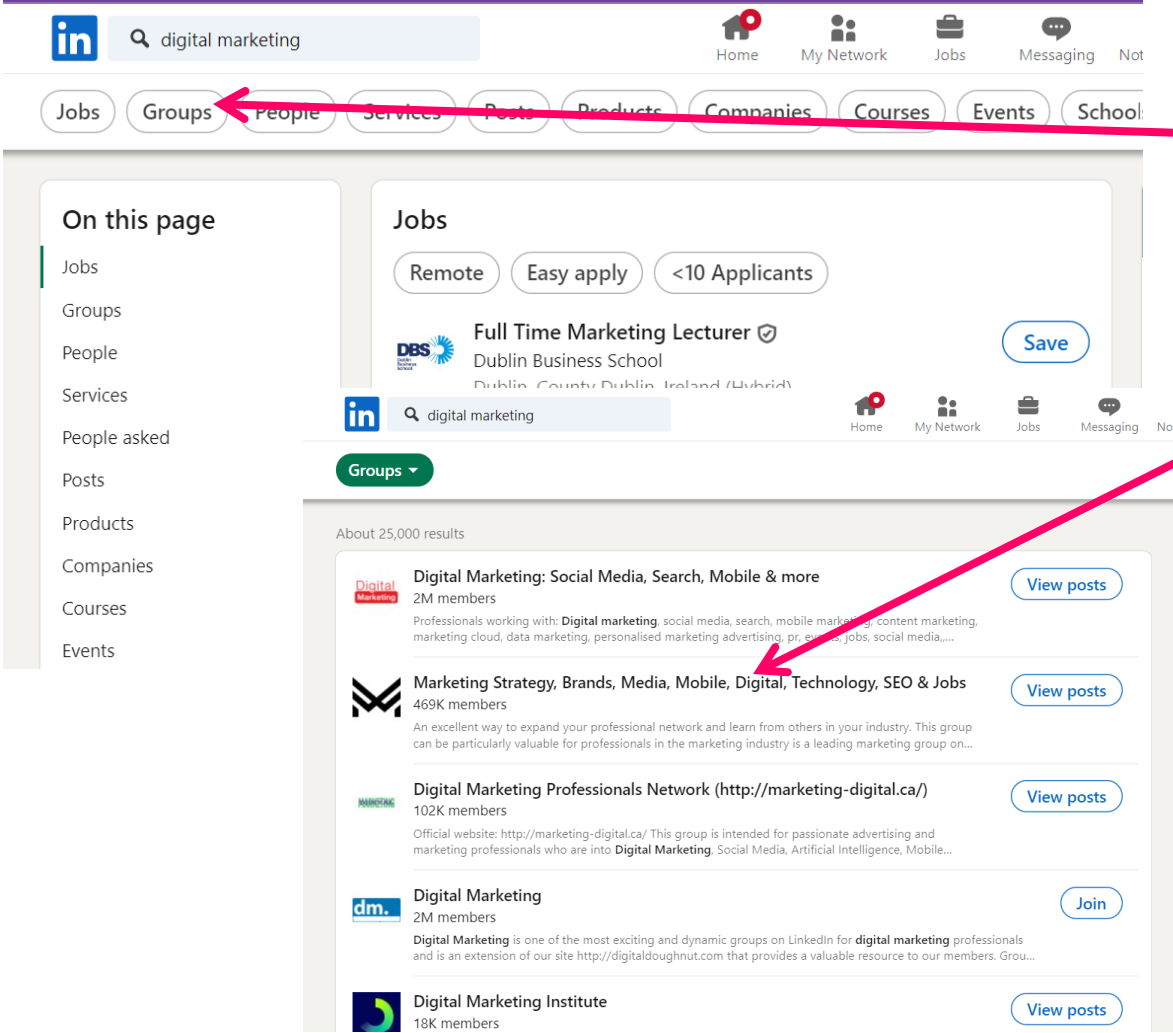


Find relevant groups that businesses in your Geographic area would be in e.g.. Kerry Business Network

In these groups...

1. Post links to blog posts / tips on your website
2. Flag upcoming free events if appropriate
3. Answer relevant questions that businesses are asking

# How to search for groups

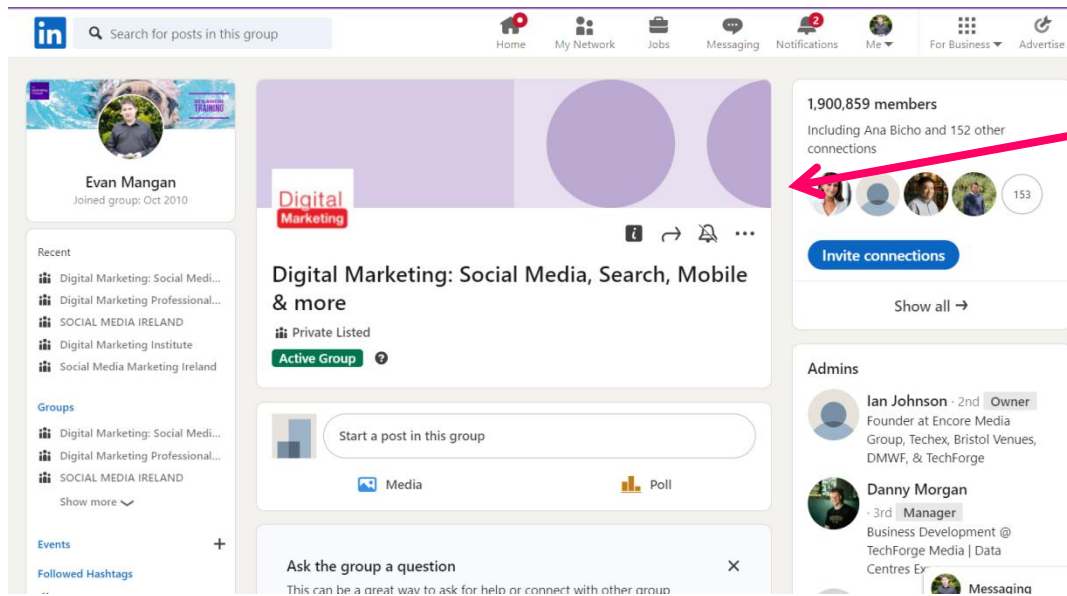


To search for a group type the topic in the search box

Then click on Groups

Then browse the list of groups

# Features Of Groups



## Features of groups

- Groups exist for companies, sectors / industries, alumni, people
- You can search for groups & simply click "Request to Join Group"
- The Group manager will have to accept you
- You can then browse the directory of members & invite them to connect with you
- You can initiate and get involved
- You can post links to articles / blogs
- You can have the group logo on your profile

# Features Of Groups

The screenshot shows the LinkedIn interface for a group. At the top, there's a search bar and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise. The group header includes the group name, a description, and a '1,900,859 members' count. A red arrow points to the 'Invite connections' button and the 'Show all' link below it. The page also features a list of recent groups, a 'Start a post in this group' section with options for Media and Poll, and an 'Admins' section listing group leaders like Ian Johnson and Danny Morgan.

## Features of groups

- Once you are a member you can then browse the directory of members
- You search through the members invite them to connect with you if not already a 1<sup>st</sup> level connection
- You can create a post e.g. post links to articles / blogs. This will then go into the newsfeed of Group members as well as being visible on the group.

# How to see the list of groups you are a member of

The screenshot shows the LinkedIn homepage with the 'My Network' tab selected. In the left sidebar, the 'Groups' section is highlighted with a red arrow. The main content area shows a list of invitations, including one from Gary Vaynerchuk to subscribe to LinkedIn, one from Ken Tobin to follow Entara Group, and one from Ajay Nadekar to follow him. A red arrow points from the 'My Network' tab to the 'Groups' section in the sidebar.

Manage my network ^

- Connections 2,304
- Contacts 406
- Following & followers
- Groups 29**
- Events
- Pages 54
- Newsletters
- Hashtags 7

Grow Catch up

Invitations

- Newsletter • Monthly  
Gary Vaynerchuk invited you to subscribe to LinkedIn
- Page • Facilities Services  
Ken Tobin invited you to follow Entara Group
- Ajay Nadekar ✓ follows you and is inviting you to co  
Data Analyst at Databox Market Research

Achieve your goals faster with Premium

To find the list of groups you are a member of ...

1. Click on "My Network"
2. Select Groups
3. You'll now see the list of Groups

# Generate Leads: Advertise on LinkedIn to drive traffic to your site

LinkedIn Marketing Solutions

Products

Customer Stories

Resources

Blog

Manage Ads

## Advertise on LinkedIn

Reach your ideal customers on the world's largest professional network

Manage Ads



Advertising on LinkedIn helps businesses of any size achieve their goals.



You can run an advertising campaign on LinkedIn

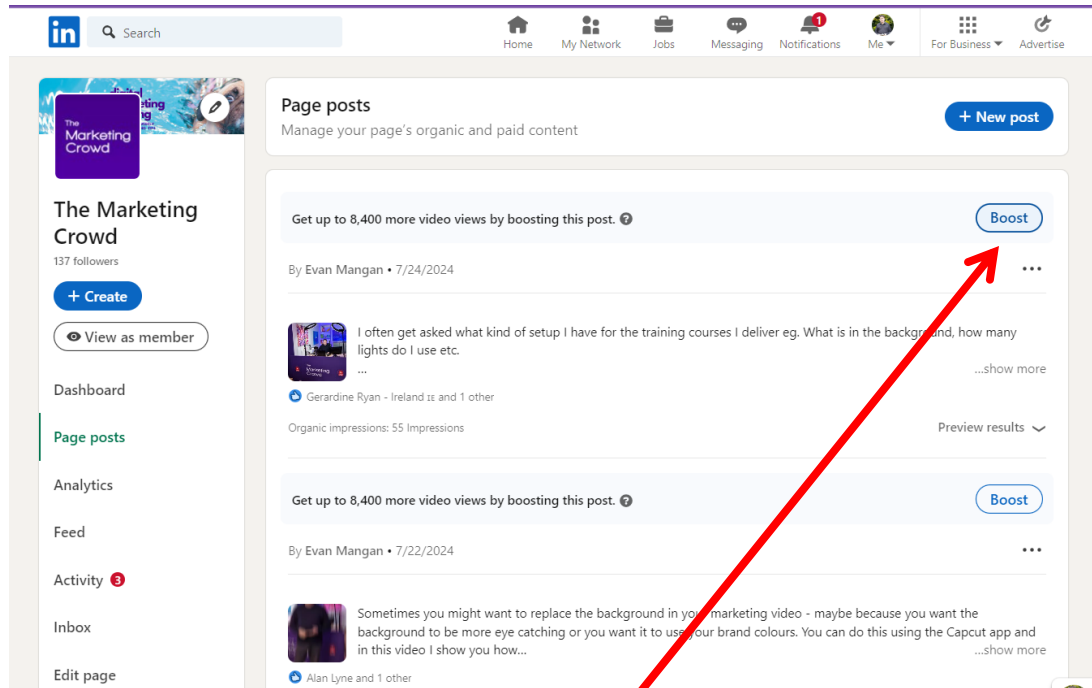
- Text adverts
- Pay per click you can control your budget
- Ability to target specific functions, title, sector, companies, members of specific groups

These ads are more expensive than Facebook or twitter ads but you are getting in front of (high level) decision makers

Min spend is €10 per day

Typical cost per click is between €4 and €8 so it is expensive.

# How to Advertise: Boost a post from your Company page



To get started ..

Go to your Company page  
Click on Posts

Find a post you want to turn into an Ad and then click Boost.

# How to Advertise: Boost a post from your Company page

Select objective <sup>?</sup>  
Share your video post ▾

Select audience <sup>?</sup>  
Profile based ▾

Audience

Include people who have any of the following attributes <sup>?</sup> Clear all

+ Locations  
Ireland ✕

Select audience profile language English <sup>?</sup>

+ Company Industries  
+ Job Seniorities  
+ Job Functions

Forecasted Results <sup>?</sup>

| Target Audience Size | Total Spend   | Views          |
|----------------------|---------------|----------------|
| 3,200,000+           | €860 - €2,100 | 3,300 - 14,000 |

Results shown reflect spend and key results for 13 days. Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Preview ad

Mobile Feed ▾

i Actual ads shown in Feed will not be cropped or altered

The Marketing Crowd  
137 followers  
14h

I often get asked what kind of setup I have for the training courses I deliver eg. What is in the background, how many lights do I use etc. ....more

You can now ...

Target your ad by location, job title, seniority of the person, interests,  
Schedule a start and end date  
Choose budget

# What We Will Cover

## Overview of the main sections on LinkedIn and how they fit together

- Your profile, Your Network, Feed, Groups, Pages, Search, Ads

## How to use LinkedIn for marketing – a 4 step approach

### 1. Optimise your profile – how to create an excellent LinkedIn profile

- Important privacy settings you should be aware of
- Best practice tips for completing the key sections of your profile

### 2. Grow your connections and network

- Tactics for growing your connections and network

### 3. Increase awareness of your business on LinkedIn

- Best practice for posting on LinkedIn
- Company pages
- SEO

### 4. Generate leads and sales

- Free / Organic tactics
- How ads work on LinkedIn

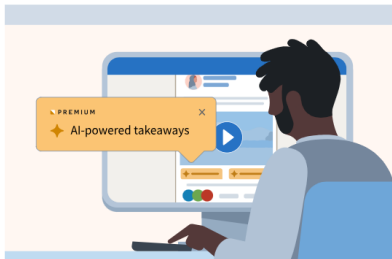
## What is in the premium version of LinkedIn and do you need it?

## Recap: What type of a marketing tool is LinkedIn?

# What is in the premium version of LinkedIn and do you need it?

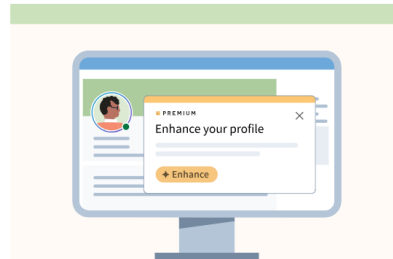
LinkedIn PREMIUM

Start my free trial



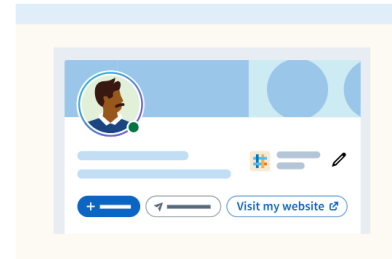
Get ahead with personalized AI-powered advice and takeaways

Get takeaways on topics that matter most in your Feed and advice on the right jobs for you.



Enhance your profile and messages with AI writing

Get personalized AI writing suggestions for your profile and outreach messages.



Drive viewers to take action with a Custom button

Drive viewers to visit your website, book an appointment and more with a custom button on your profile and across LinkedIn.

Limited offer

After your free month, pay as little as ~~€45.73~~ €34.30\* / month when billed annually

Cancel anytime. We'll remind you 7 days before your trial ends.

Try now for €0

Secure checkout

To get a free trial of LinkedIn premium for 30 days go to <https://premium.linkedin.com>

After the free trial it is €45 a month or €34 if paid annually

# What is in the premium version of LinkedIn and do you need it?

**LINKEDIN  
PREMIUM**

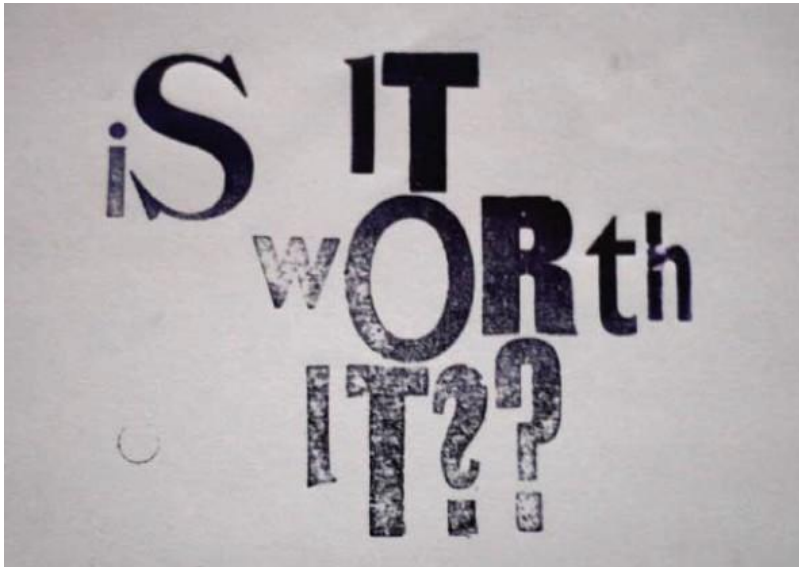


**There is premium for Job seekers,  
Recruiters and for Businesses.**

What do businesses get in premiums?

1. More powerful and comprehensive search results that could help you find potential leads
2. Send InMail messages to people who are outside your network
3. Ai tools to help you draft your posts
4. AI tools to help you improve your profile e.g.. Writing your headline and summary
5. See everyone who has viewed your profile (except people who have chosen to be anonymous)
6. Access all of LinkedIn Learning courses
7. Get a custom button for your website that can drive people to any page
8. A premium badge on your profile

# What is in the premium version of LinkedIn and do you need it?



## Yes if ...

- If you work in Sales, then the expanded search results and the ability to email anyone is very useful. Also the ability to see who has viewed your profile
- If you want a custom button on your profile that also appears on your posts. It's very noticeable
- If you want to learn about a lot of different topics the unlimited access to courses is useful

## But ...

If you know how to use Chat GPT you know how to use AI tools anyway

The badge is a nice add on only.

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What is in the premium version of LinkedIn and do you need it?

**Recap: What type of a marketing tool is LinkedIn?**

# What kind of marketing tool is LinkedIn



Essentially, LinkedIn provides a unique blend of social interaction, lead generation, content marketing, and advertising capabilities, making it a powerful tool for businesses to connect with their target audience and achieve marketing goals.

**Social network:** Building and nurturing relationships with professionals in your industry.

**Lead generation platform:** Identifying and connecting with potential customers.

**Content distribution channel:** Sharing valuable content to position your business as an industry expert.

**Employer branding tool:** Attracting and retaining top talent.

**Advertising platform:** Reaching a targeted audience through paid advertising.

# What kind of marketing tool is LinkedIn



It is not a hard selling tool.

- Most businesses are on LinkedIn in order to help further their business. But don't fall into the trap of being seen as a hard sell salesman. Therefore;
  - Don't build up a connections list and then start sending out direct messages about your products / services
  - Don't send out "thanks for connecting" messages which contain a sales message. It comes across as crass.
  - Don't go for the heavy sell.
- You can do occasional selling

# What kind of marketing tool is LinkedIn



But even though it isn't a "hard Selling environment you can definitely use LinkedIn to generate leads / enquiries

- It's a platform for building relationships, establishing credibility, and positioning your business as a solution provider.
- While you might not make a direct sale through a LinkedIn post, it's an excellent place to start a conversation, generate interest, and ultimately guide prospects towards a purchase.
- Essentially, LinkedIn is a key component of the sales funnel, helping you move leads from awareness to consideration and eventually to conversion.