



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

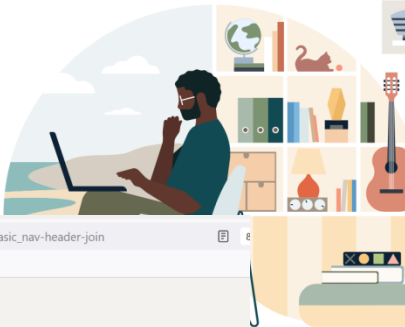
Join now

Sign in

Welcome to your professional community

Show

[Forgot password?](#)



Live Football On TV | F...

https://www.linkedin.com/signup/cold-join?trk=guest_homepage-basic_nav-header-join

8

Make the most of your professional life

Where are you located?

We'll recommend people and content near you to help you succeed

Countr

Ireland

City/Di

Coun

What's your most recent experience?

Most recent job title *

What?

Most recent

Business

Employer

Full-time

Most recent

Self Empl

Industry *

Marketing

Confirm your email

Type in the code we sent you

Your privacy is important

We may send you membership invitations, reminders and partners. You can change this

Didn't receive code?

Agree to terms

Add your profile picture

or

Upload photo

Go to [LinkedIn.com](https://www.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



Elaine Heffernan
Business Owner at Self Employed



Donna Davidson
Business Owner at Self Employed

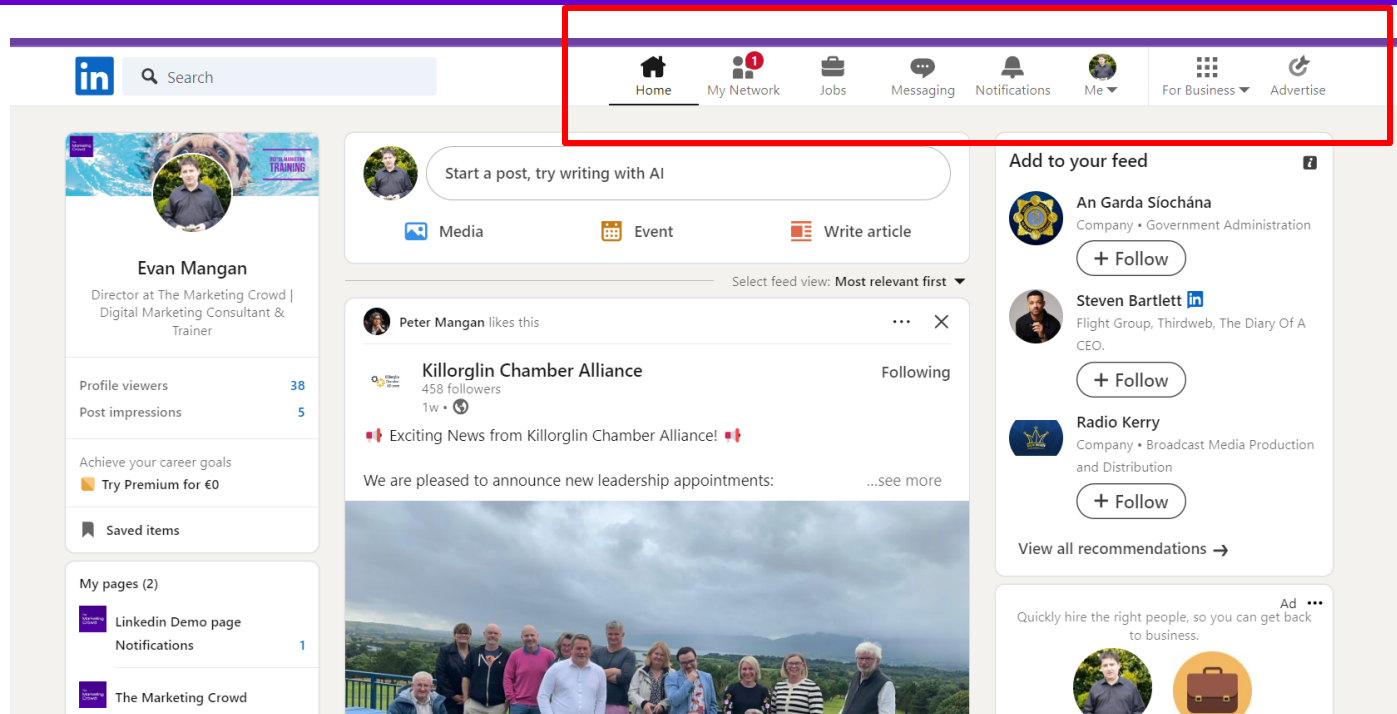


Gerwyn Duggan
Business Owner at Self Employed



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

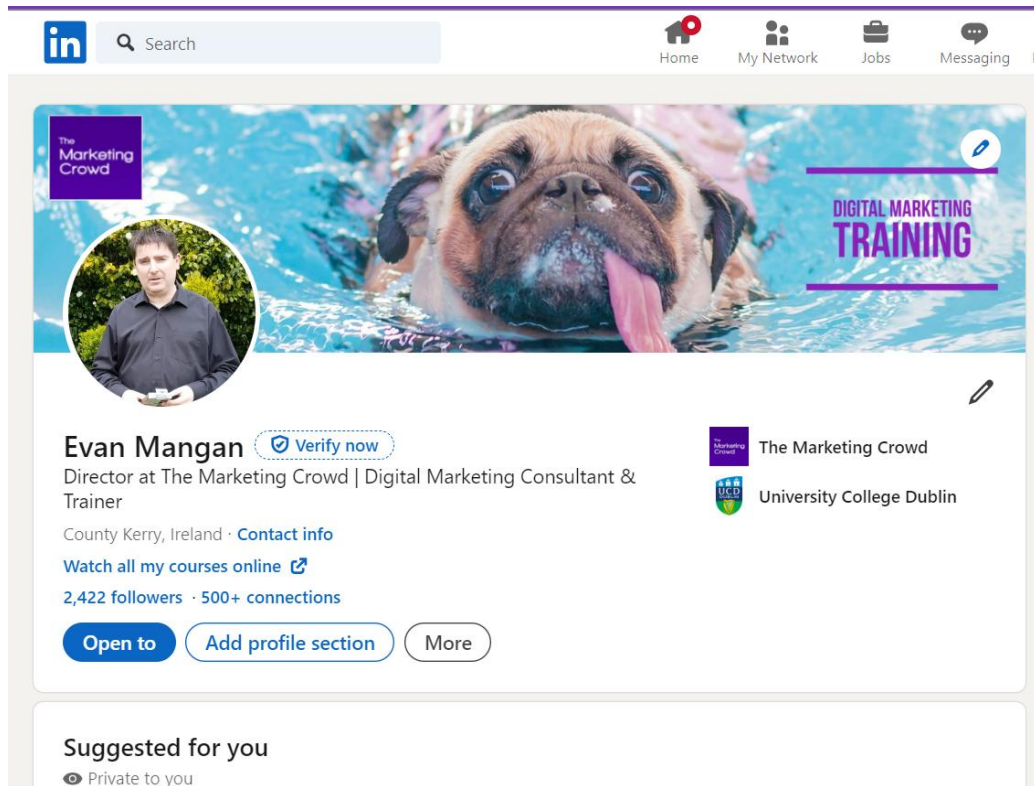
The screenshot shows the LinkedIn profile of Evan Mangan. The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, and Me. The 'Me' link is highlighted with a red arrow. Below the navigation bar, the profile header shows Evan Mangan's name, a 'Verify now' button, and his title 'Director at The Marketing Crowd | Digital Marketing Consultant & Trainer'. The banner image features a pug dog. The 'About' section lists his current role at The Marketing Crowd and his education at University College Dublin. The 'Experience' section shows his role at Valeo Foods Ireland. The 'Education' section lists his degree from University College Dublin. The 'Skills & endorsements' section is also visible. The 'Other similar profiles' section shows a suggestion for 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.

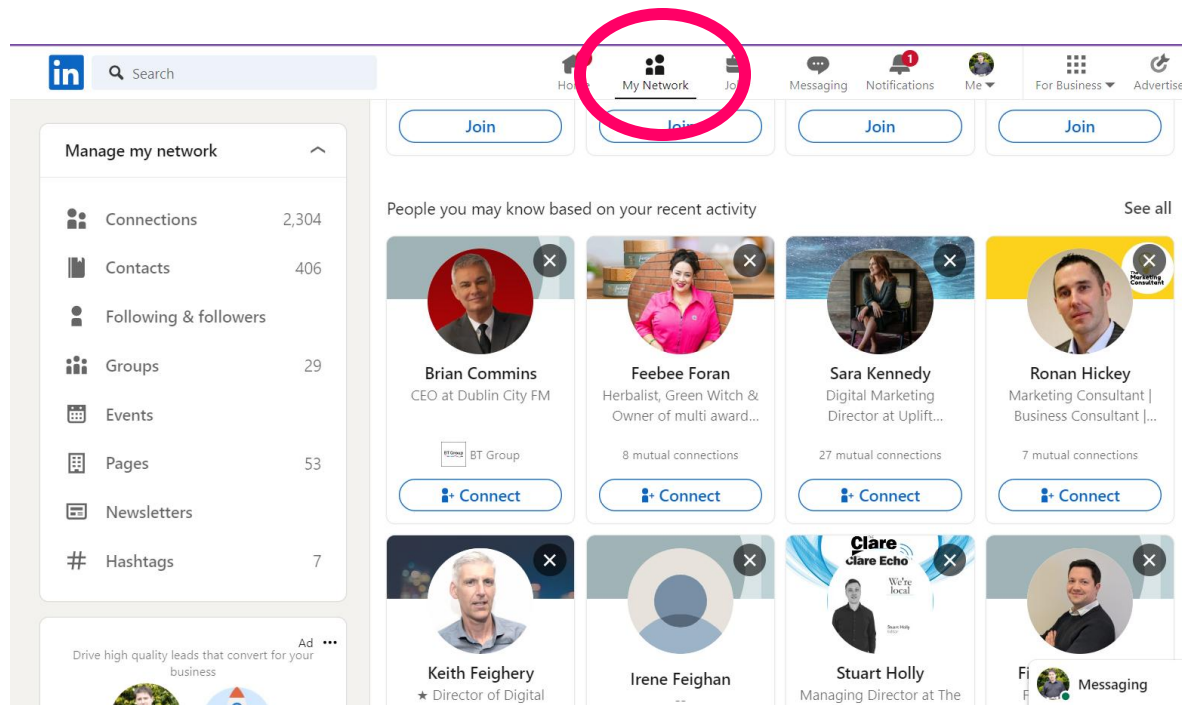
When you join LinkedIn the first thing you do is complete your profile –

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)

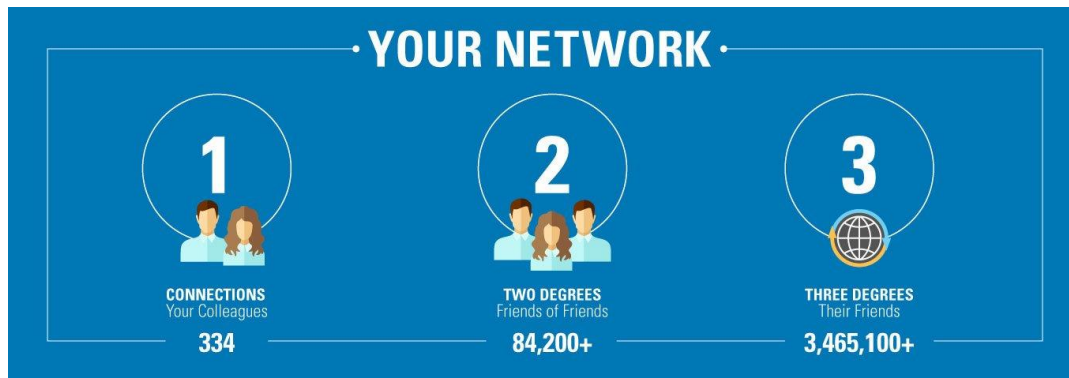


After you fill in your profile the next step is to connect with other people on LinkedIn e.g. colleagues, customers, potential customers (prospects)

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



1st 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

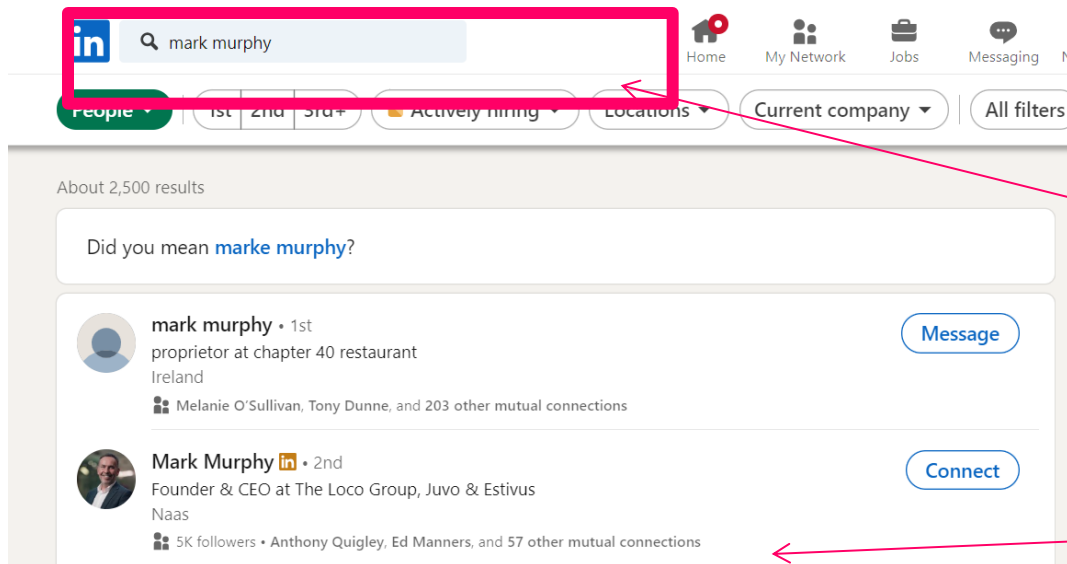
2nd level contacts are the connections of your 1st level connections. It is quite easy to ask them to connect but you cannot

- message them
- Ask for or provide a recommendation

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

3rd level connections include the connections of all 2nd level Connections

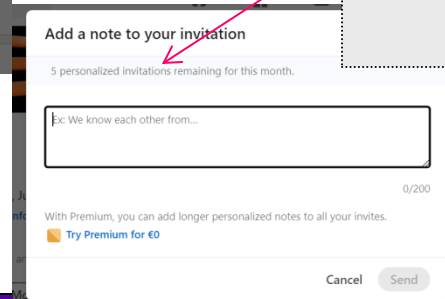
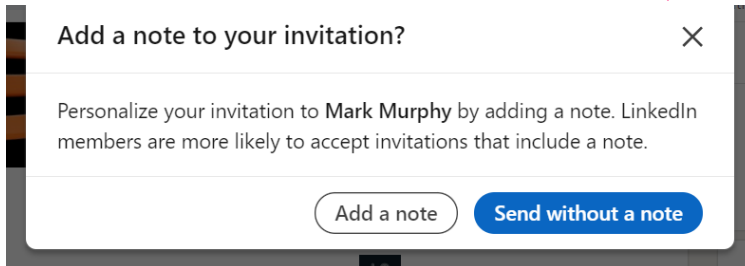
How to Find a connection by searching for their name



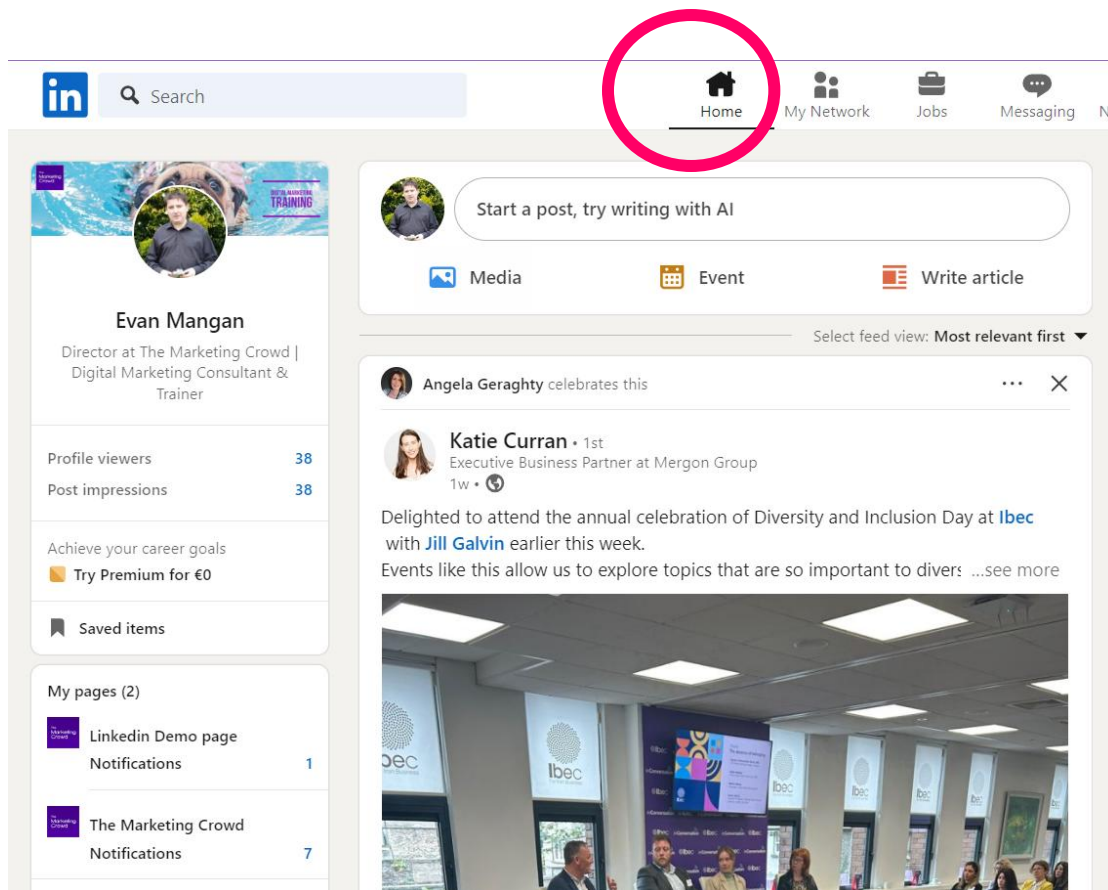
Simply enter a name in the search box
In the search result click on the persons name. Then click on Connect

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 1st 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

Groups

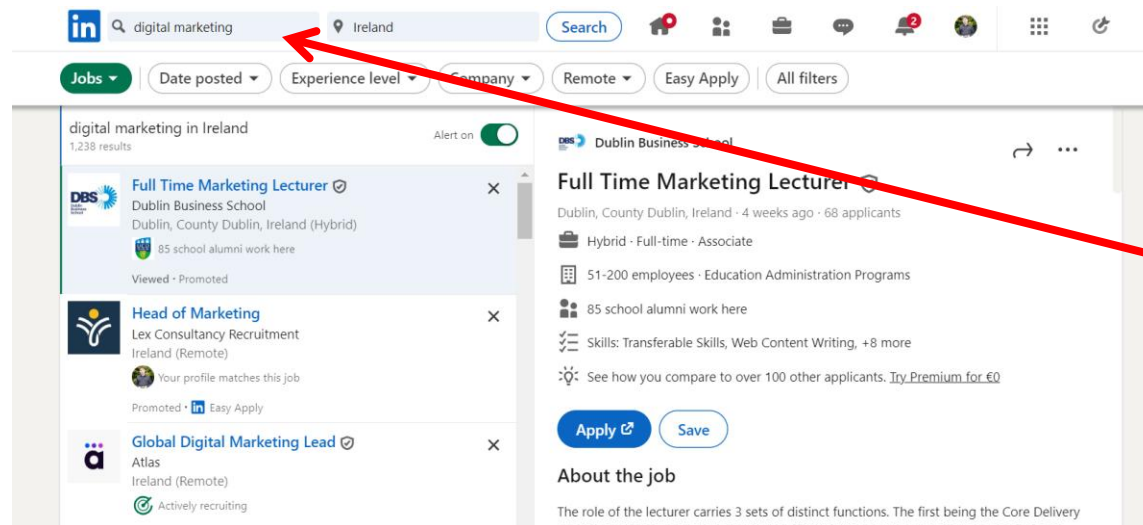


- Next you might want to join some groups
- Over 1 million groups covering specialist topics
- You can search & join up to 100 groups and you can manage up to 30
- You can create your own group
- You can discuss topics with group members
- You can post “news” items & blog posts
- You can browse member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

Groups enable you to ...

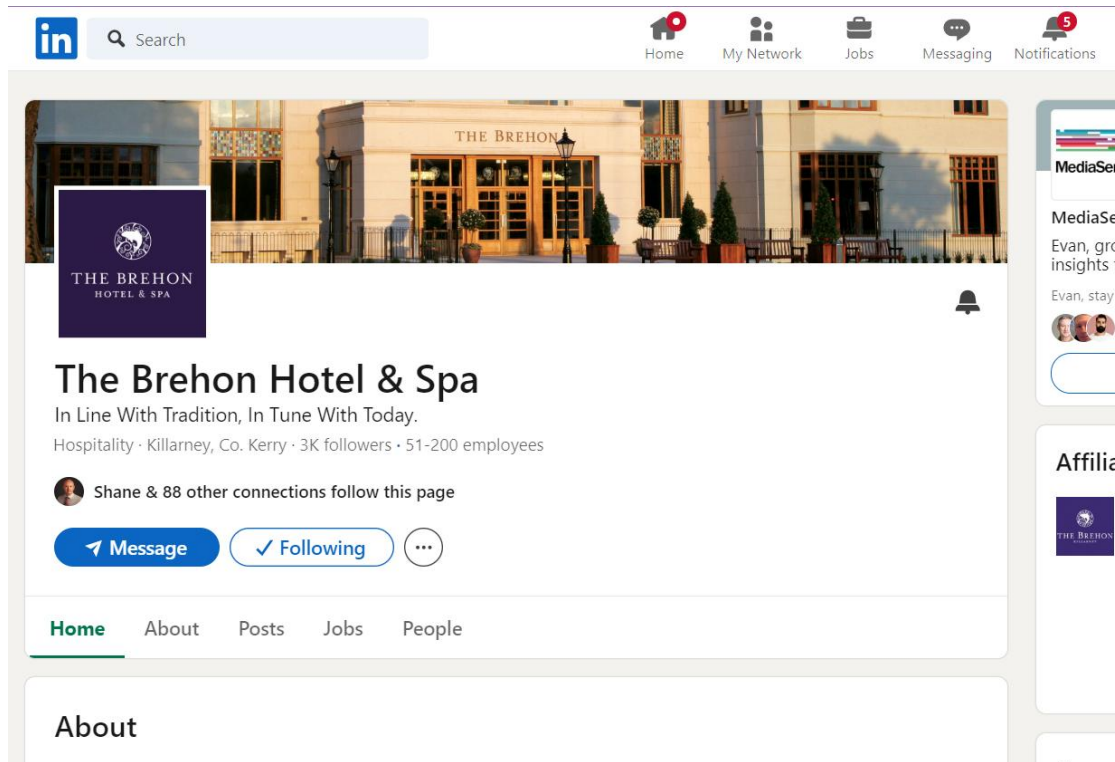
1. Position your company as a thought leader / expert
2. Keep up to date with industry developments
3. Improve your expertise
4. Drive traffic to your website

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



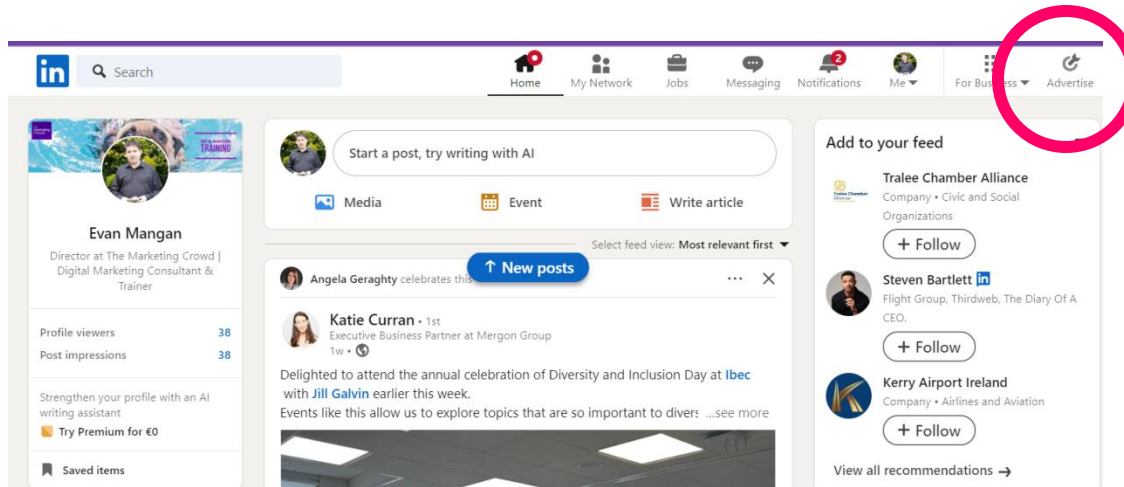
You can create a “Company Page” for your business where you can

- 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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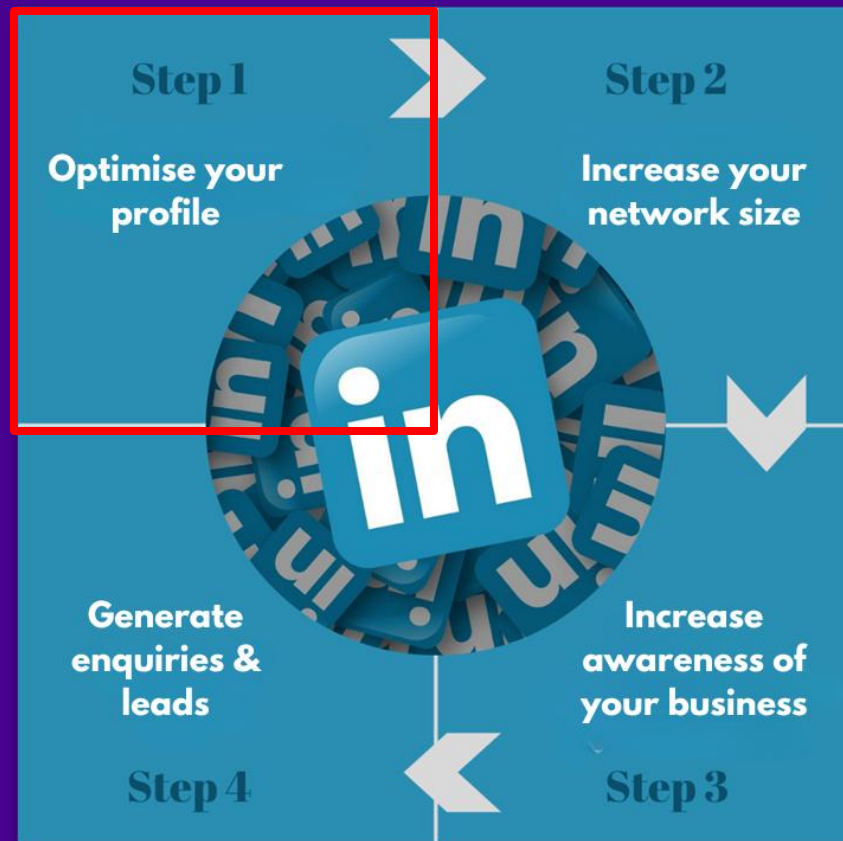
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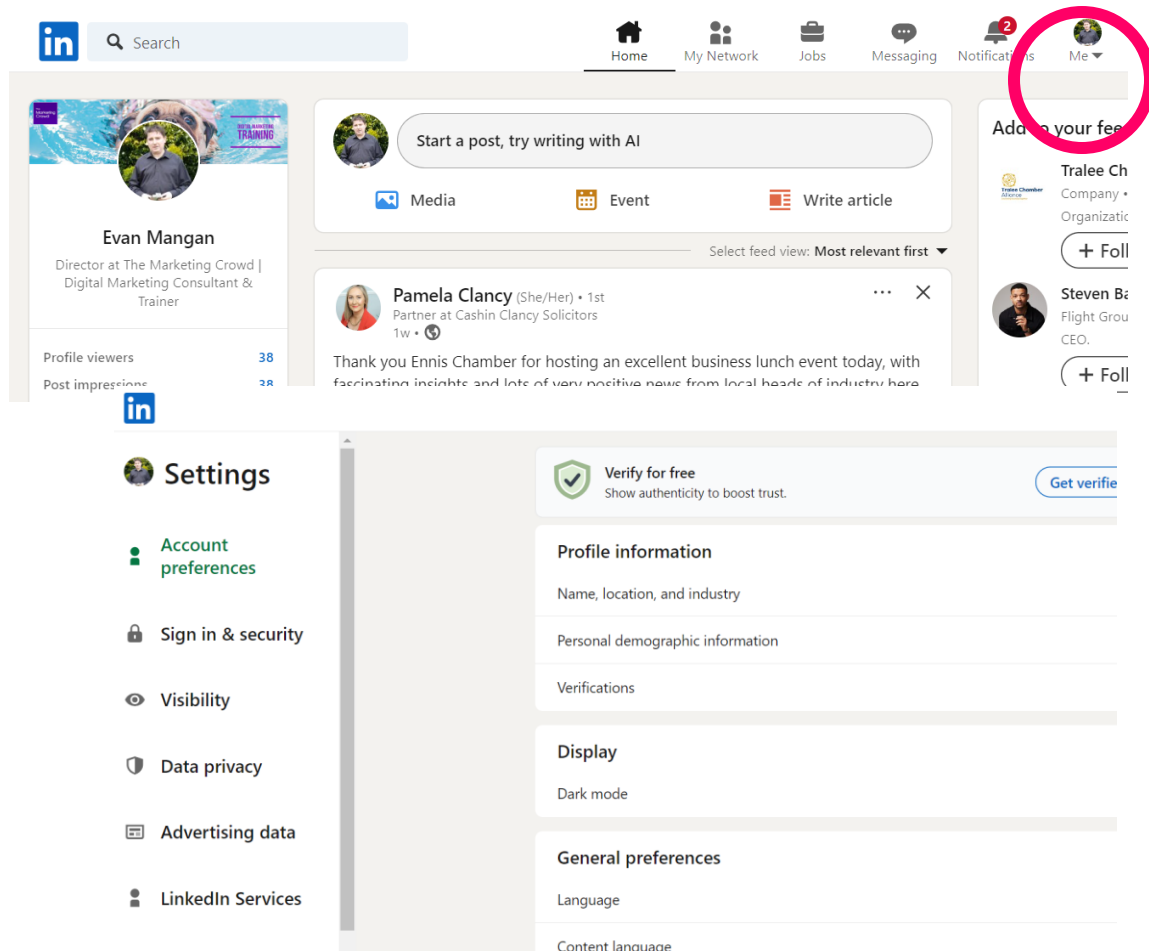
A Marketing Framework For LinkedIn



The
Marketing
Crowd

How to use LinkedIn for marketing

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

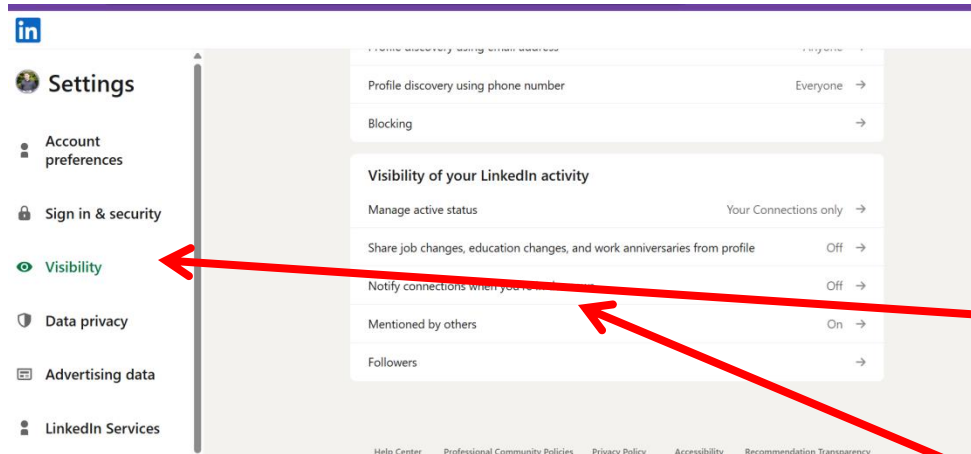


Very important section where you can change the settings in your account such as

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

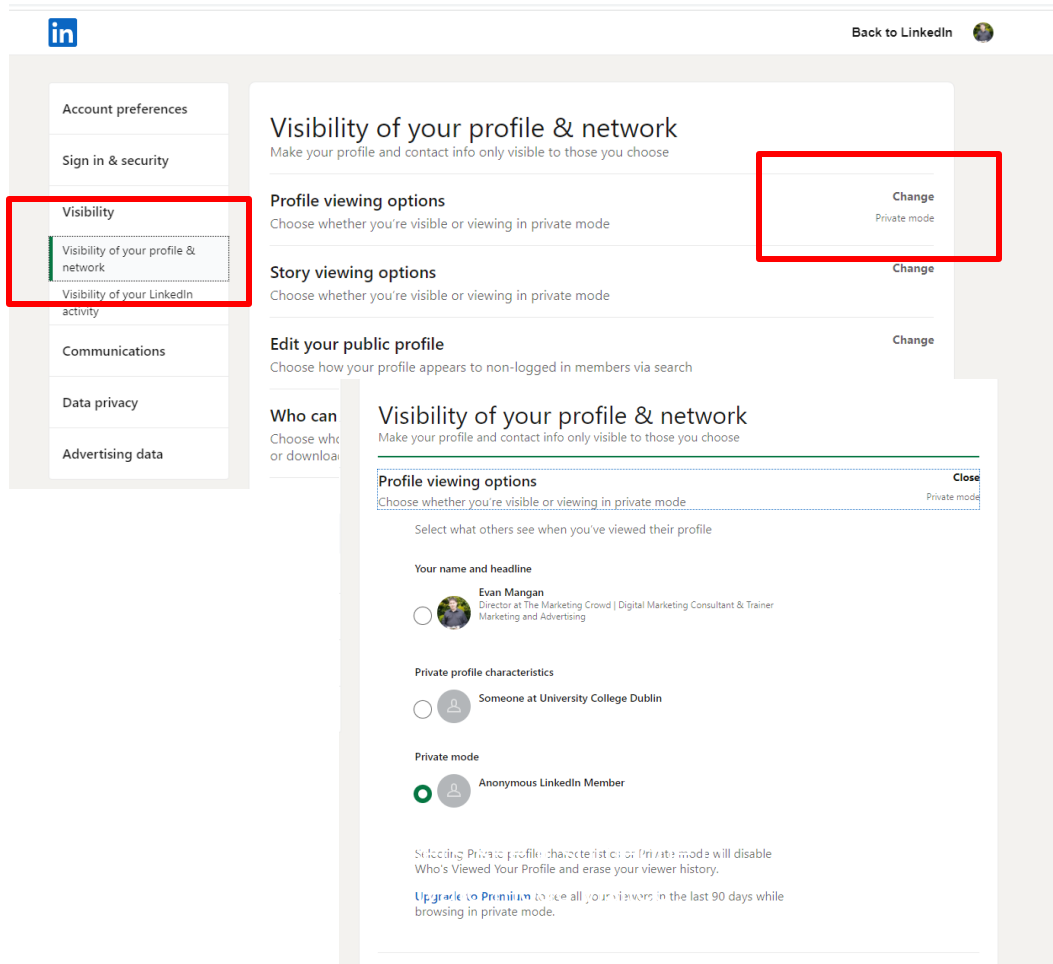
If you don't want that to happen ...

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"

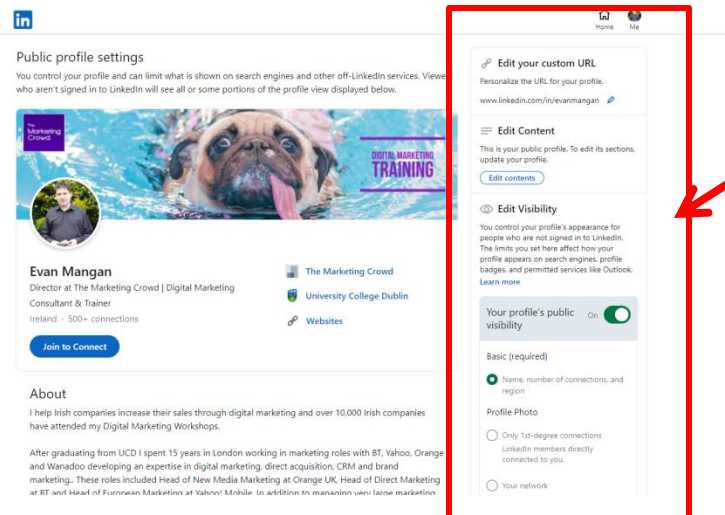
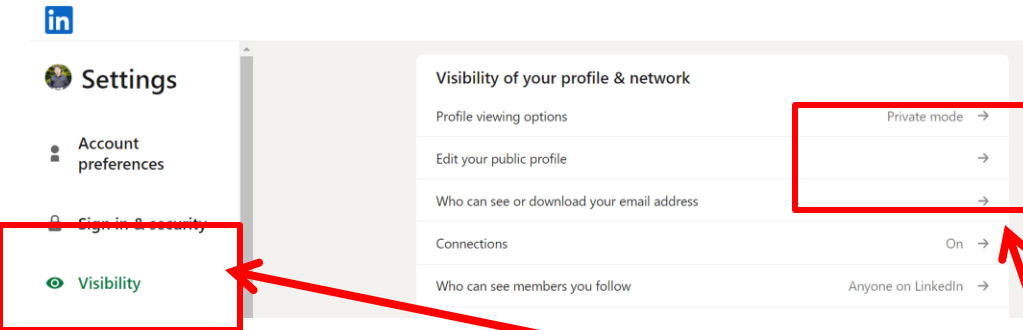


- If you don't like the idea of people knowing that have viewed their profile you may want to switch your profile setting to anonymous so that individuals and companies can't tell that you've been looking at their profiles.

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

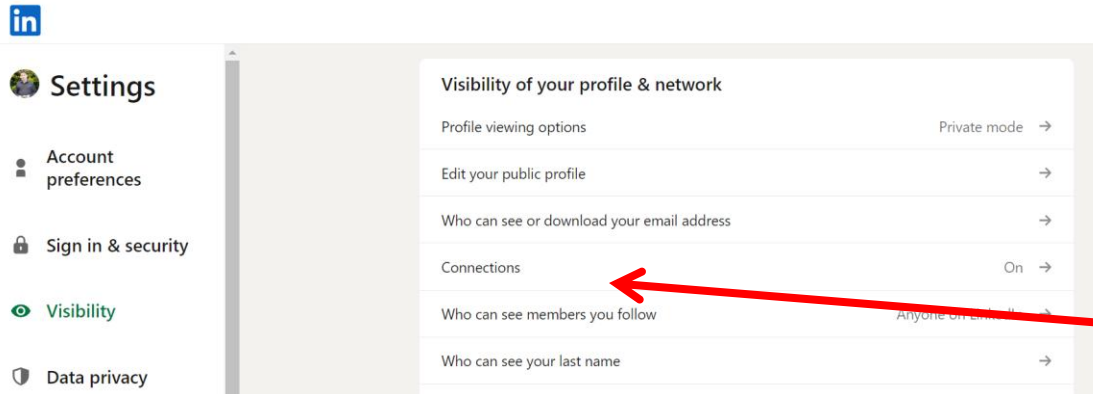
Google favours LinkedIn for people searches. With that in mind, make sure your profile is as complete and clean as possible.

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

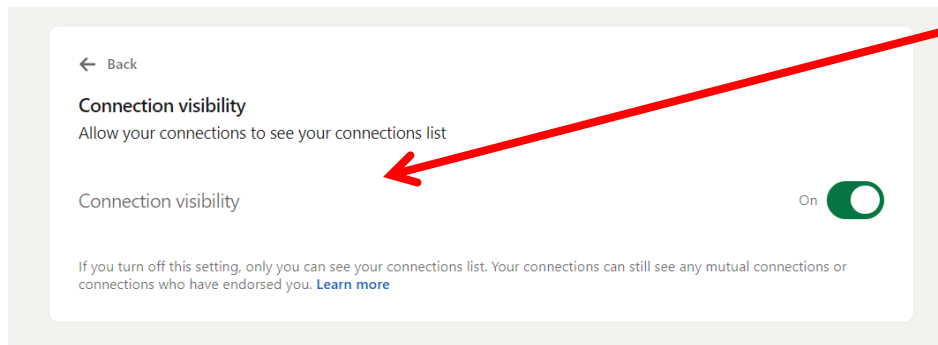


If you think your list of connections is business critical e.g. if you were a recruitment firm – you can switch this off

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

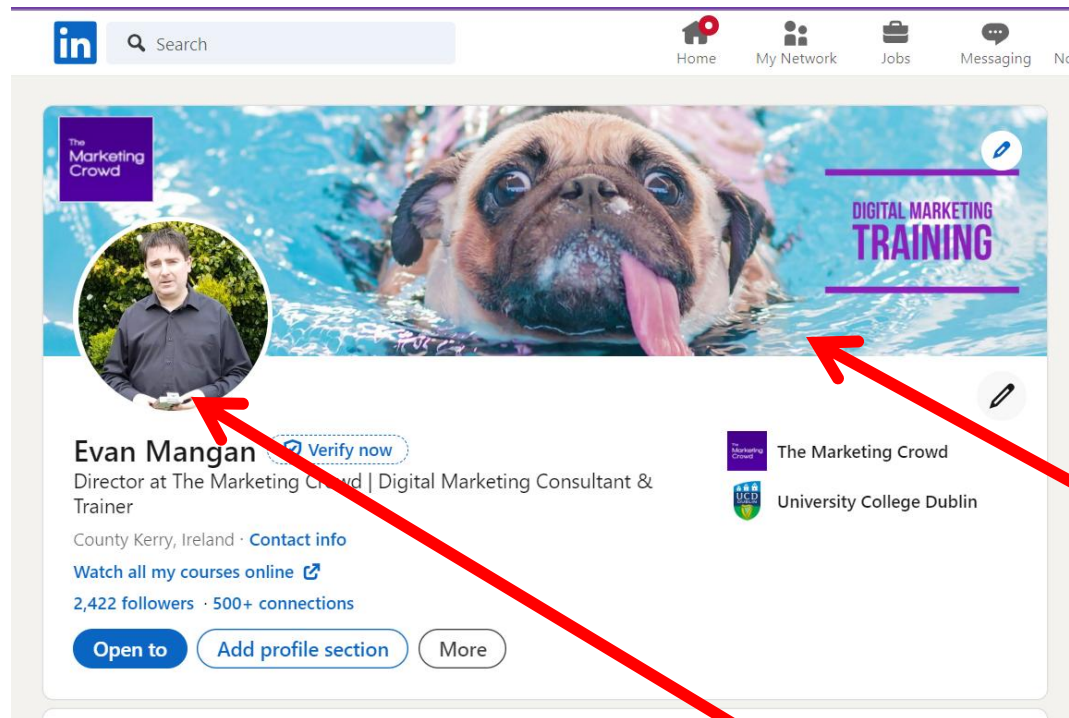
1. Watch all my courses online in our digital marketing school
2. Book a 1-1 digital marketing advice session that is tailored to your business

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

The image shows a LinkedIn profile for Evan Mangan, Director at The Marketing Crowd. The profile banner features a pug swimming in water with the text 'DIGITAL MARKETING TRAINING'. The 'Edit intro' modal is open, showing the 'Basic info' section with fields for First name (Evan), Last name (Mangan), Additional name, Name pronunciation, and Pronouns. A red arrow points from the 'Watch all my courses online' link to the 'Add prominent link' button in the modal.

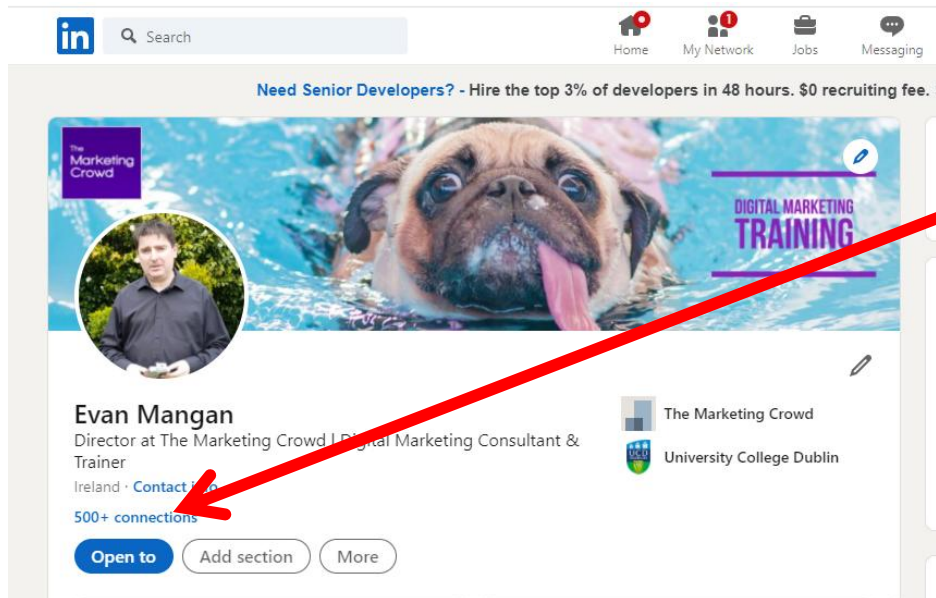
LinkedIn profile page for Evan Mangan, Director at The Marketing Crowd. The profile banner features a pug swimming in water with the text "DIGITAL MARKETING TRAINING". The "Edit intro" modal is open, showing the "Basic info" section with fields for First name (Evan), Last name (Mangan), Additional name, Name pronunciation, and Pronouns. A red arrow points from the "Watch all my courses online" link to the "Add prominent link" button in the modal.

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

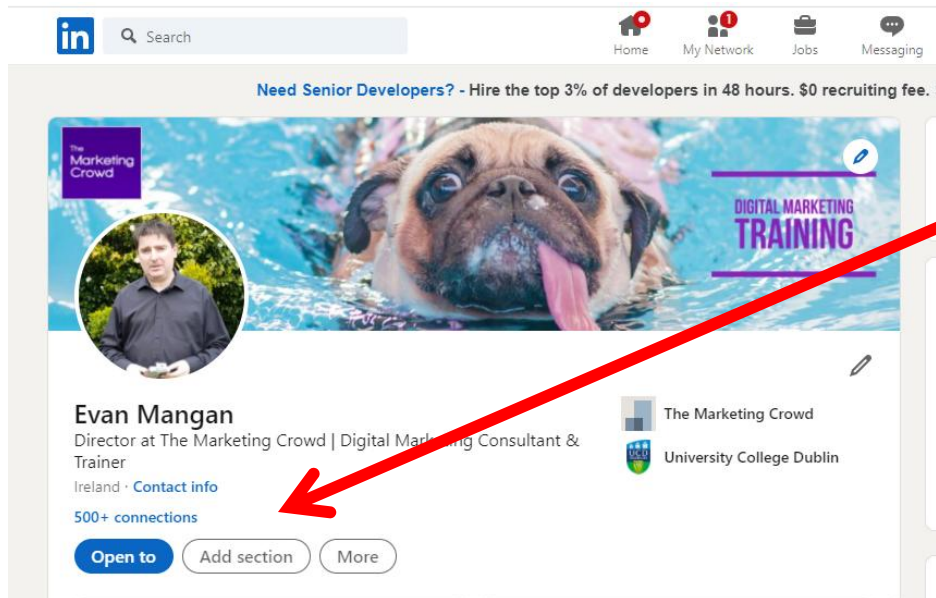
Profile Setup - Fill in the "Open To" section



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

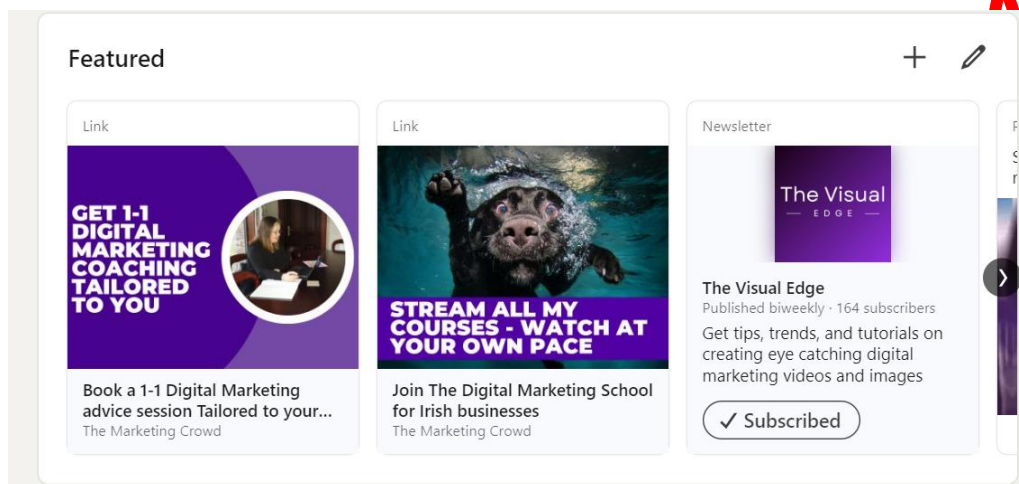
Profile Setup - Fill in the "Core "sections and recommended sections



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

The screenshot shows a profile setup interface. At the top, there is a 'Services' section with a list of services: Digital Marketing • Training • Social Media Marketing • Content Marketing • Marketing Strategy. Below this list is a 'Show all →' link. To the right of the services list is a pencil icon. Below the services section is an 'Edit services' modal. The modal has a title 'Edit services' and a close button. It contains a section 'Services provided*' with a list of services: Digital Marketing X, Training X, Social Media Marketing X, Content Marketing X, and Marketing Strategy X. Below this list is a '+ Add services' link. There is also an 'About' section with a text area containing the text: '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. I worked in London for 15 years at major brands such as BT, Orange, Yahoo! heading up many marketing teams and since 2008 my company, The Marketing Crowd has become one of'. Below the 'About' section is a 'Work location (Select all that apply)*' section with a checkbox for 'County Kerry'. At the bottom right of the modal is a 'Save' button. Red arrows point from the text on the right to the pencil icon, the '+ Add services' link, and the 'Show all →' link.

Services

Digital Marketing • Training • Social Media Marketing • Content Marketing • Marketing Strategy

Show all →

Edit services

Services provided*

Digital Marketing X Training X Social Media Marketing X Content Marketing X

Marketing Strategy X

+ Add services

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. I worked in London for 15 years at major brands such as BT, Orange, Yahoo! heading up many marketing teams and since 2008 my company, The Marketing Crowd has become one of

467/500

Work location (Select all that apply)*

☒ County Kerry

Save

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

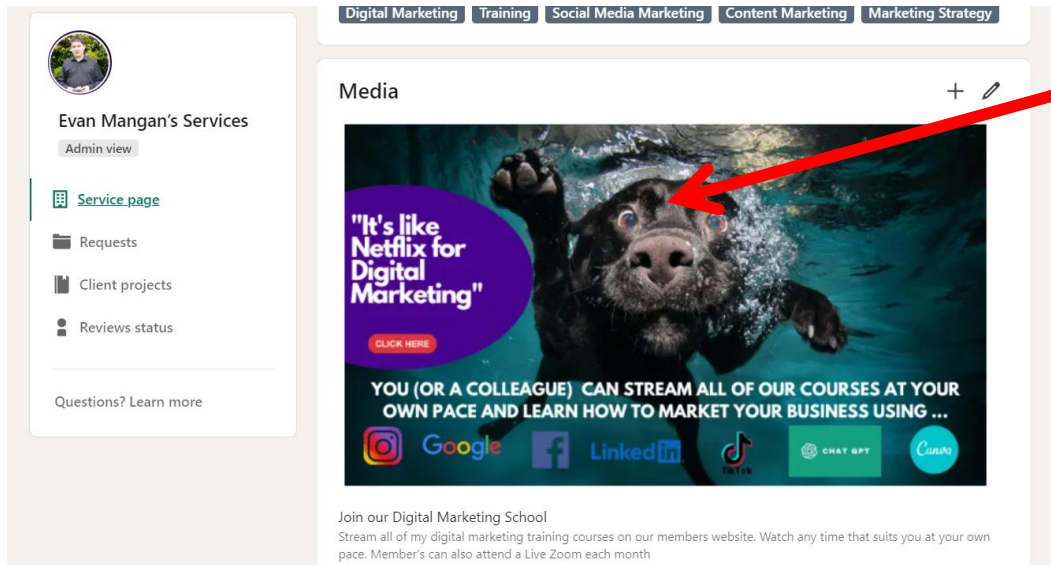
The services section will then appear.

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



Digital Marketing Training Social Media Marketing Content Marketing Marketing Strategy

Media +

"It's like Netflix for Digital Marketing"

CLICK HERE

YOU (OR A COLLEAGUE) CAN STREAM ALL OF OUR COURSES AT YOUR OWN PACE AND LEARN HOW TO MARKET YOUR BUSINESS USING ...

Instagram Google Facebook LinkedIn TikTok Chat GPT Canva

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.

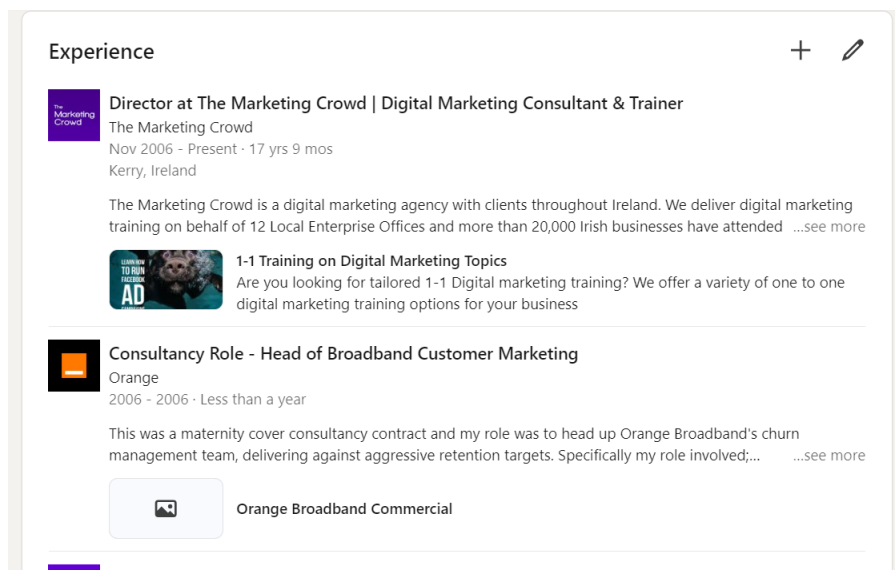
After graduating from UCD I spent 15 years in London working in marketing roles with BT, Yahoo, Orange and ' ...see more

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



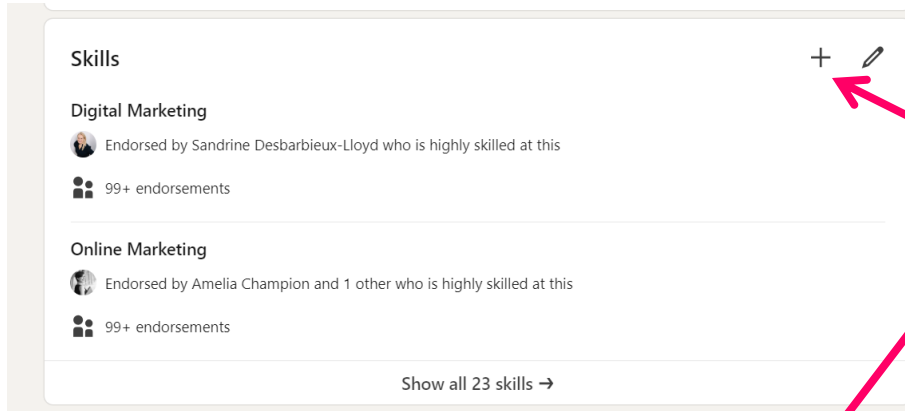
Provide as much detail as you are comfortable sharing about what you did in each job – not just the job title

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



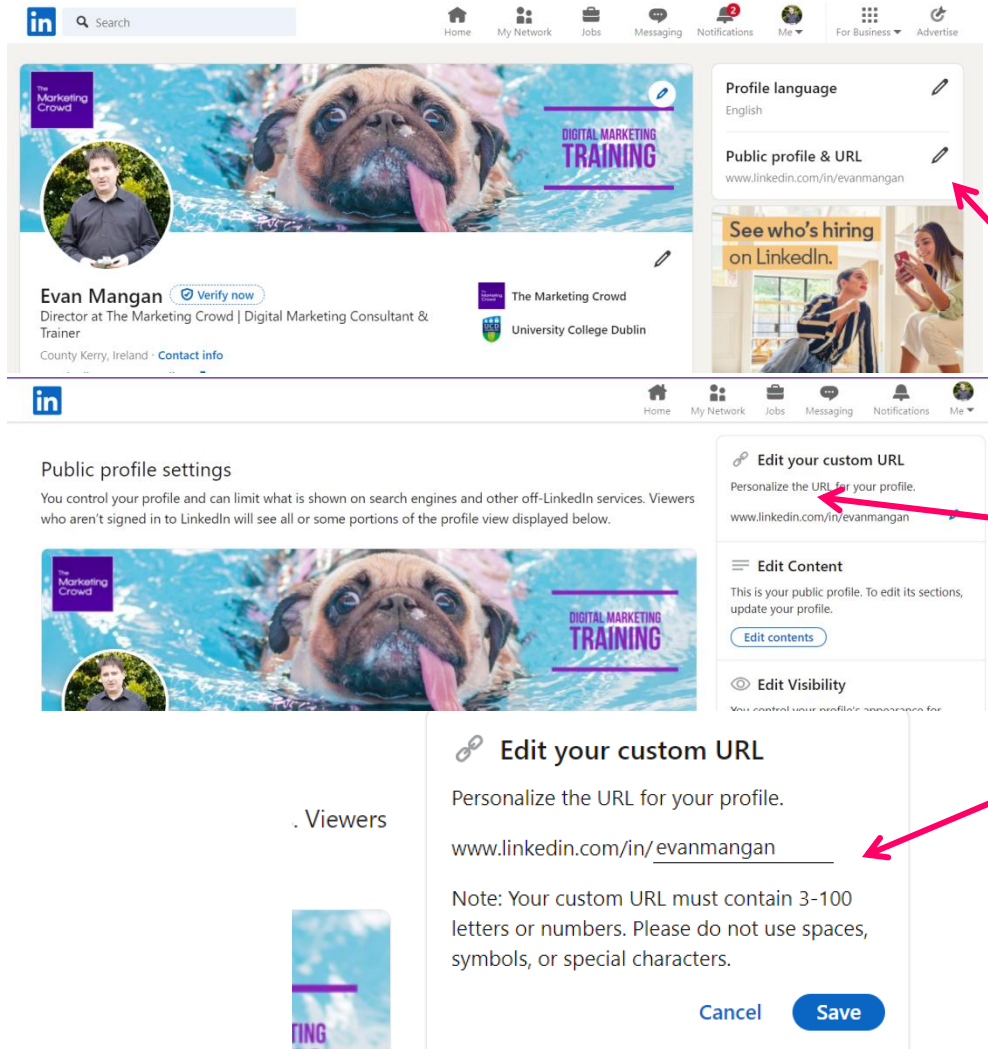
List the skills that you have by tapping on the + icon

1st level connections will then be able to endorse you for any of these skills e.g. Confirm that you have that skill

The screenshot shows the 'Add skill' modal form. It has a title 'Add skill' and a close button (X). Below the title, there is a note '* Indicates required'. The form contains a text input field labeled 'Skill*' with a placeholder 'Skill (ex: Project Management)'. Below the input field, there is a section titled 'Suggested based on your profile' with a close button (X). This section displays a grid of suggested skills: Advertising, Mobile Advertising, Display Advertising, Search Advertising, Customer Acquisition, Media Buying, Email Marketing, Copywriting, Advertising Sales, and Interactive Marketing. At the bottom right of the modal, there is a blue 'Save' button.

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

Profile Setup Personalise your LinkedIn Profile url



The image shows a two-step process for personalizing a LinkedIn profile URL. The top screenshot shows the profile of Evan Mangan, Director at The Marketing Crowd, with a banner featuring a pug. A red arrow points to the 'Public profile & URL' section, which shows the current URL: www.linkedin.com/in/evanmangan. The bottom screenshot shows the 'Public profile settings' page. A red arrow points to the 'Edit your custom URL' section, which allows personalizing the URL. The current URL is shown as www.linkedin.com/in/evanmangan. A red arrow points to the text 'Personalize the URL for your profile.' and another red arrow points to the 'Save' button at the bottom of the settings panel.

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

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

Edit your custom URL

Personalize the URL for your profile.

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](#)

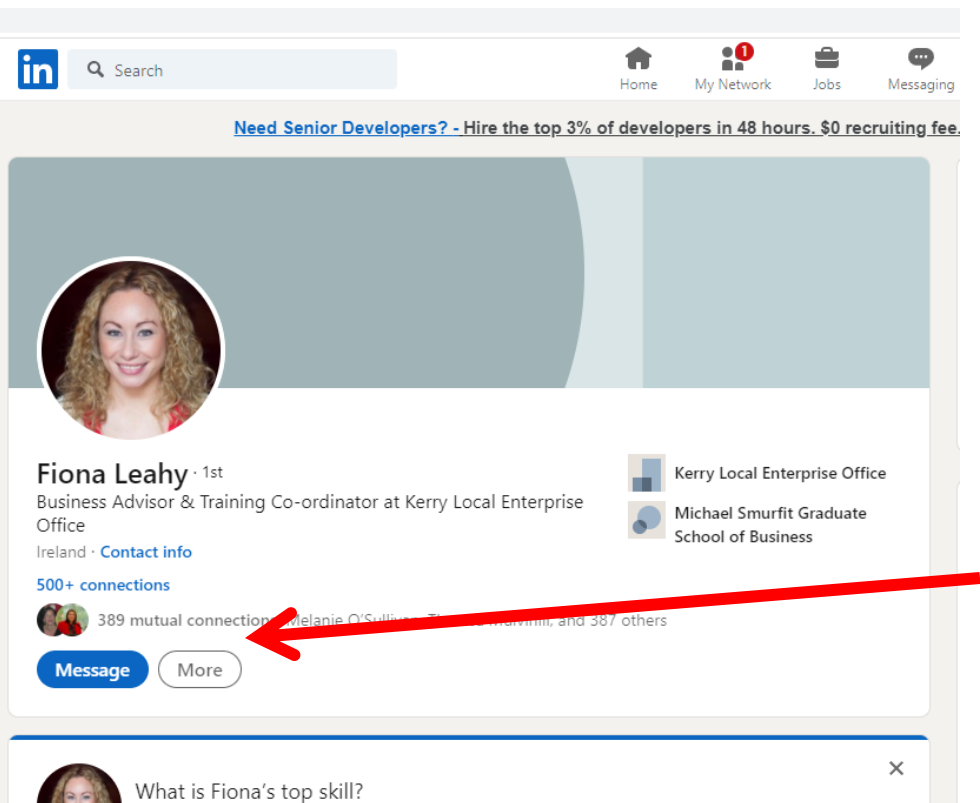
To help you get found in Google search results and also to have a short punchy url for your profile you can personalise it.

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

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 1st 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

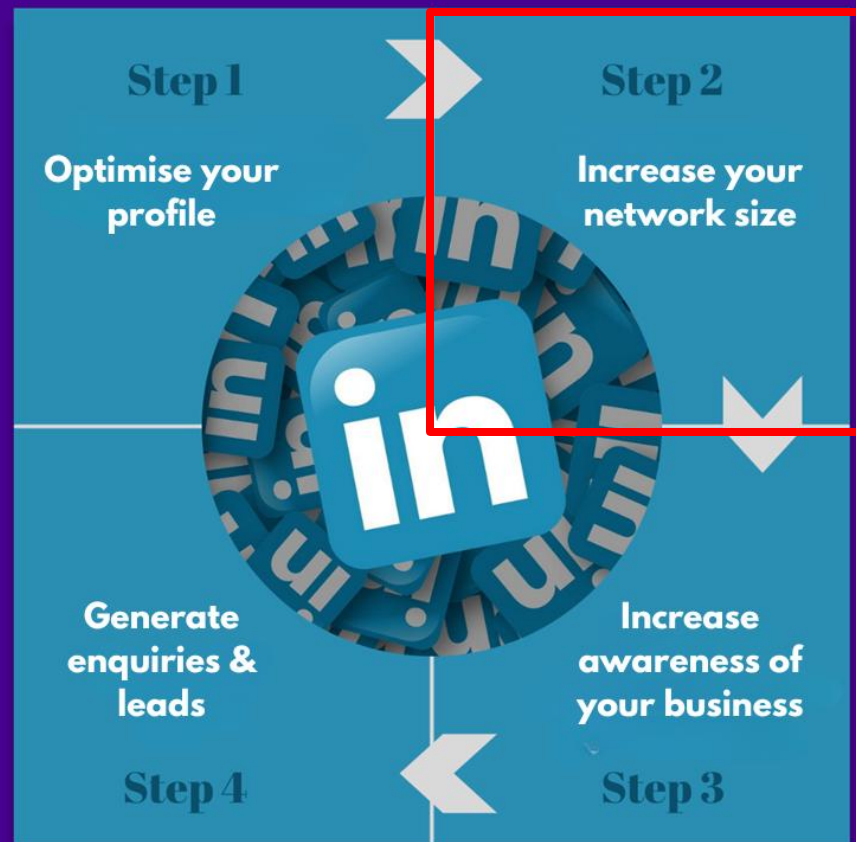


You could use Chat GPT or Gemini to help you with writing some initial draft content for your LinkedIn profile

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

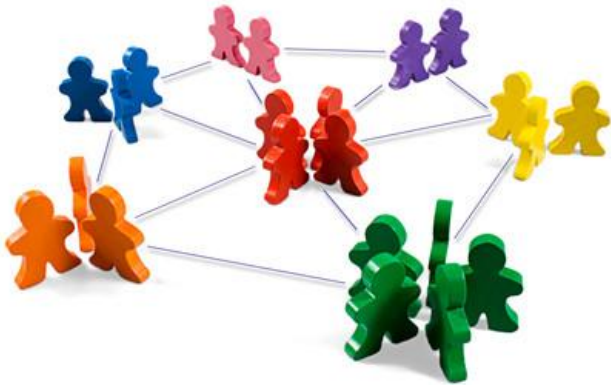
Step 1: Grow your network: The difference between open and closed networkers



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 1st 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 2nd level contacts. Therefore, the more 1st 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 try not to 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....

However, for free users there is a limit of only 5 personalised messages a month so you will need to send some template ones

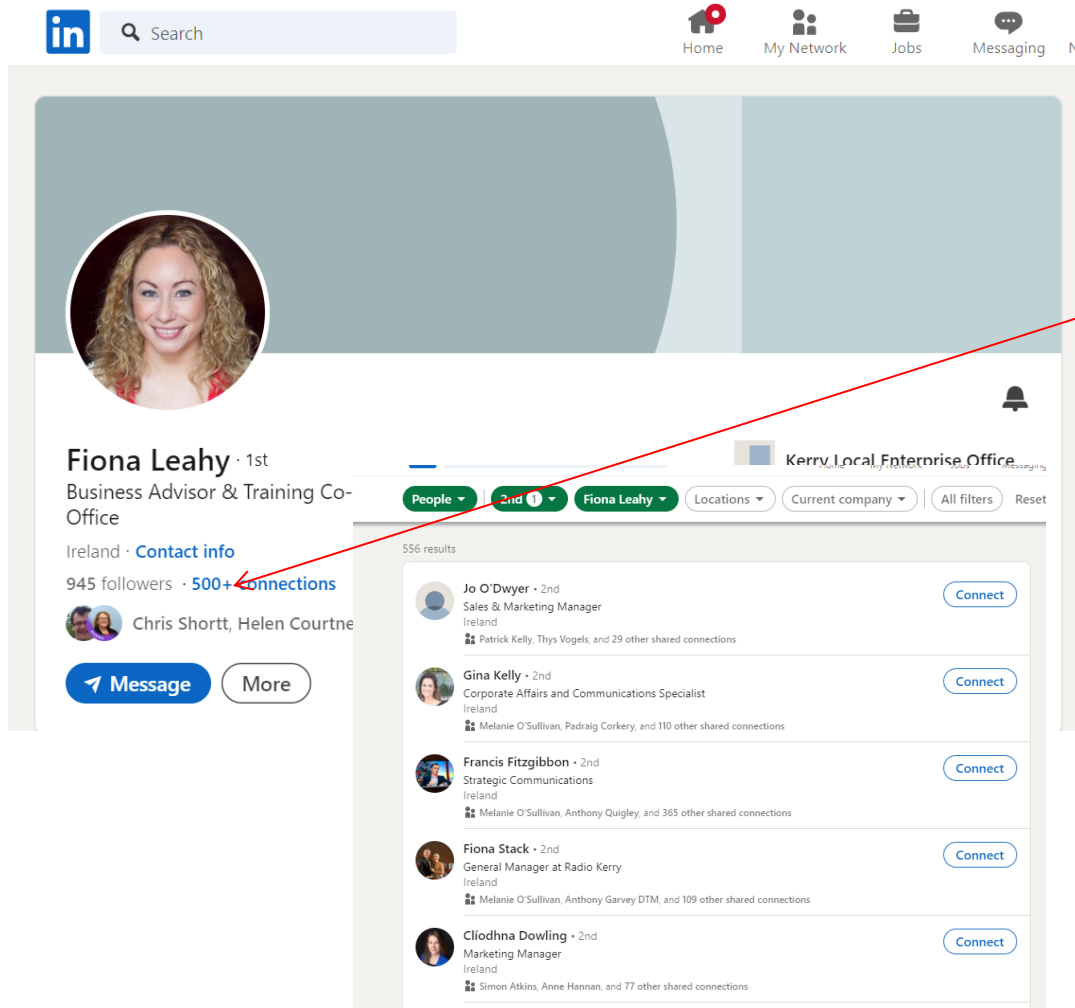
Hi John

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



The screenshot shows the LinkedIn profile of Fiona Leahy, a Business Advisor & Training Co-Office in Ireland. Her profile has 945 followers and 500+ connections. A red arrow points from the 'connections' link to the '2nd' filter tab in the connections list. The connections list shows 556 results, with the first five entries being 2nd connections:

Name	Role	Location	Shared Connections
Jo O'Dwyer	Sales & Marketing Manager	Ireland	Patrick Kelly, Thys Vogels, and 29 other shared connections
Gina Kelly	Corporate Affairs and Communications Specialist	Ireland	Melanie O'Sullivan, Padraig Corkery, and 110 other shared connections
Francis Fitzgibbon	Strategic Communications	Ireland	Melanie O'Sullivan, Anthony Quigley, and 365 other shared connections
Fiona Stack	General Manager at Radio Kerry	Ireland	Melanie O'Sullivan, Anthony Garvey DTM, and 109 other shared connections
Cliodhna Dowling	Marketing Manager	Ireland	Simon Atkins, Anne Hannan, and 77 other shared 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 "2nd 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

The screenshot shows the LinkedIn search interface. The search bar at the top contains the text 'fexco marketing'. Below the search bar, there are filter buttons: 'People', '1st', '2nd', '3rd+', 'Actively hiring', 'Locations', 'Current company', and 'All filters'. The '2nd' filter is selected. Below the filters, the search results are displayed, showing 569 results. The first three results are highlighted:

- Shane Kavanagh** • 2nd
Group Marketing Director at Fexco
Greater Dublin
Current: Group Marketing Director at Fexco - Group **Marketing** Director for **Fexco**, Ireland's...
Alan Graham, Simon Atkins, and 133 other mutual connections
- Sean Tangney** • 2nd
Marketing Communications Manager | Fexco
Killarney
Current: **Marketing** Communications Campaign Manager at **Fexco**
Melanie O'Sullivan, Liam Holton, and 67 other mutual connections
- Luke Savage** • 2nd
Head of Digital Marketing, Fexco Group
Ireland
Current: Head of Digital **Marketing** at **Fexco**
Alan Graham, Simon Atkins, and 49 other mutual connections

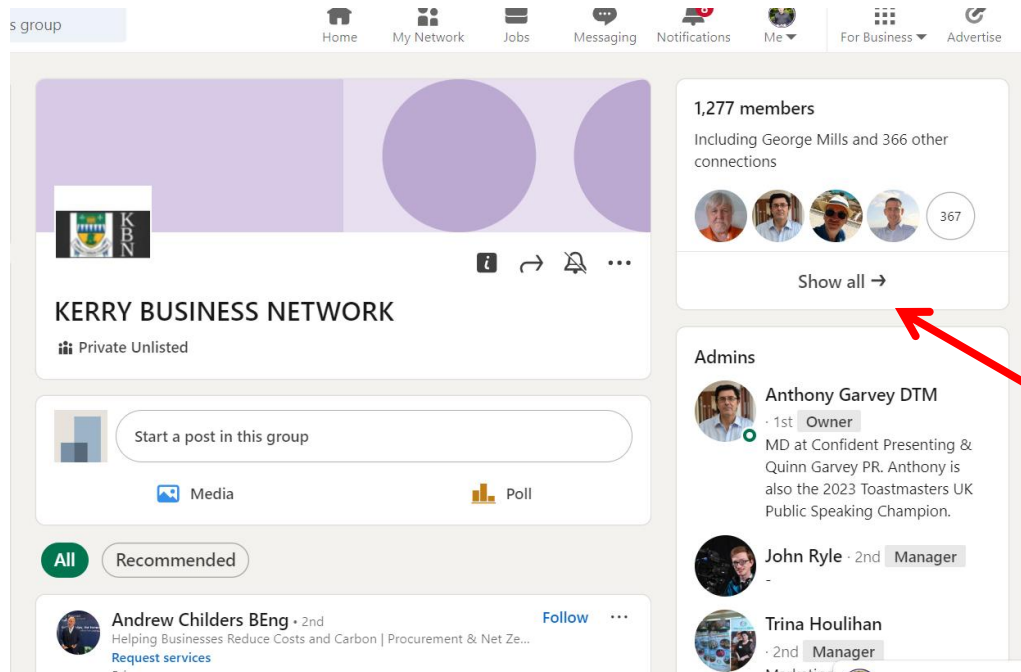
Red arrows point from the text in the adjacent box to the search bar and the 'Locations' filter button.

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 1st, 2nd, 3rd 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.



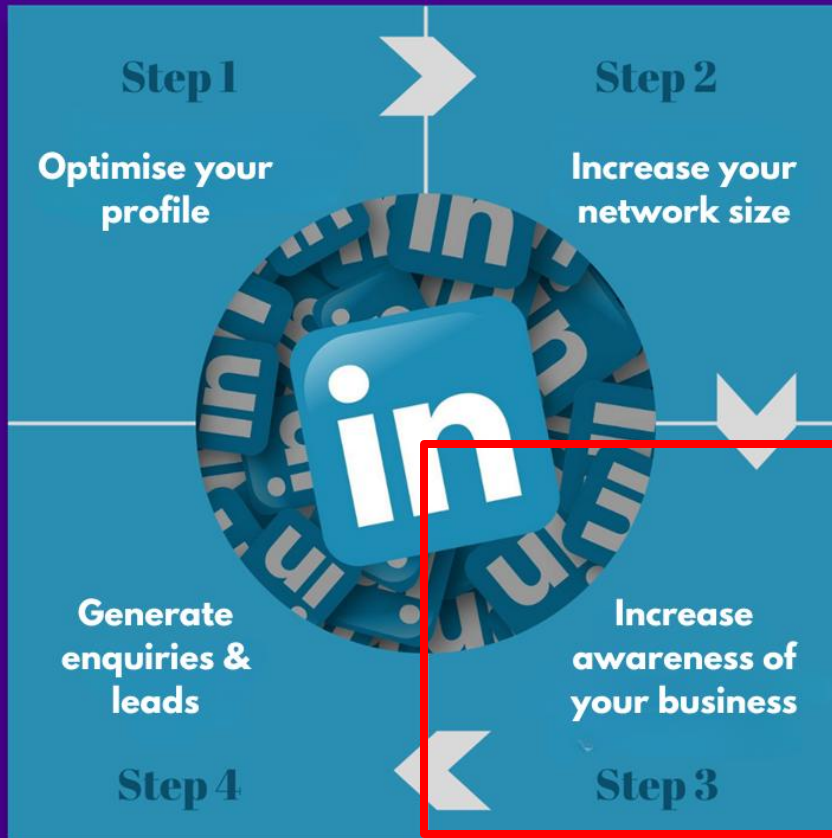
Message ChatGPT



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

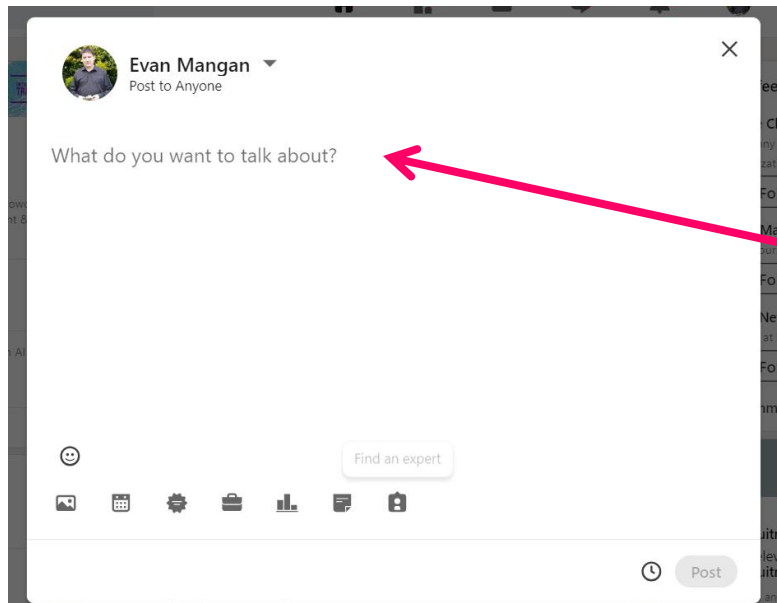
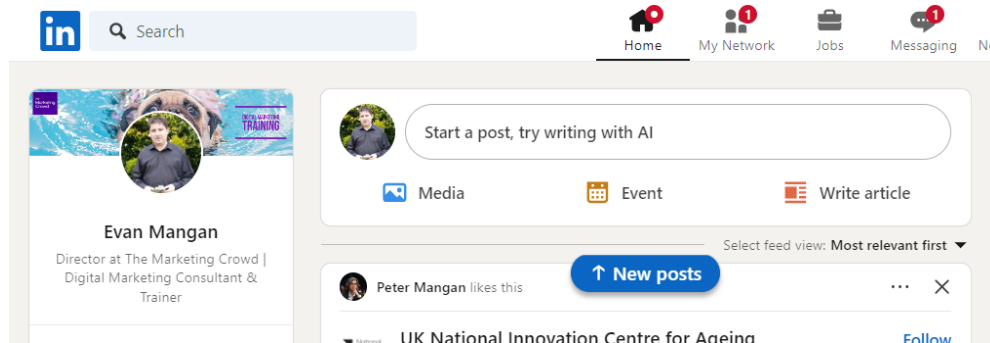
Increase awareness of your business, products, expertise: Post regularly. Position yourself and business as experts in your area



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

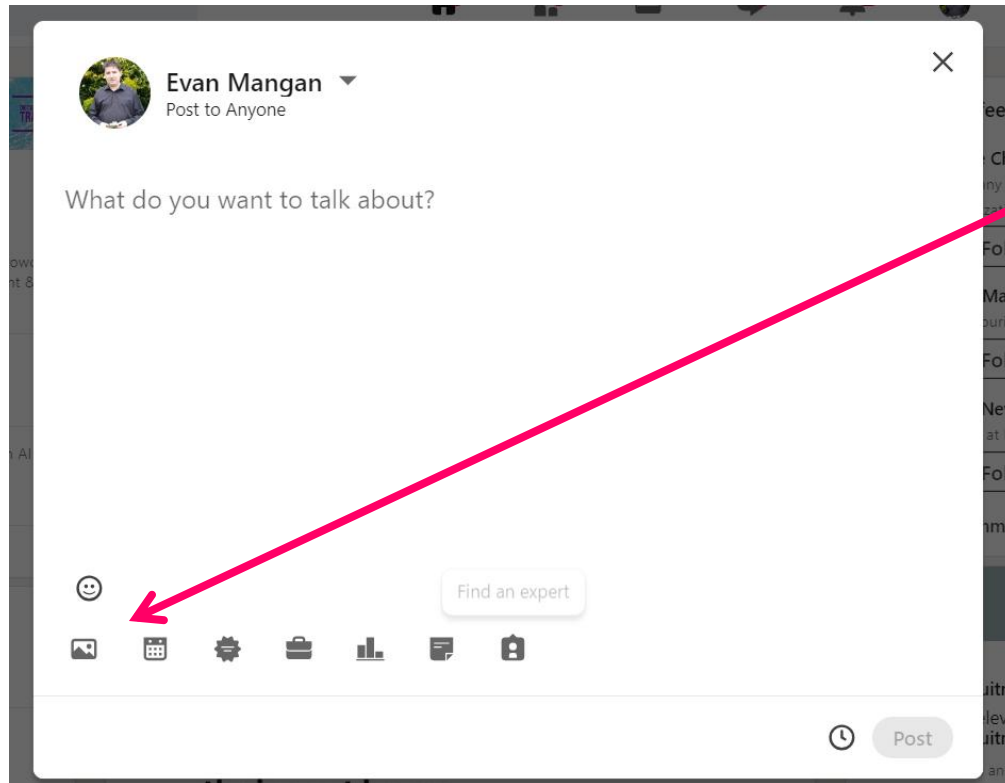
How to post



- 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.

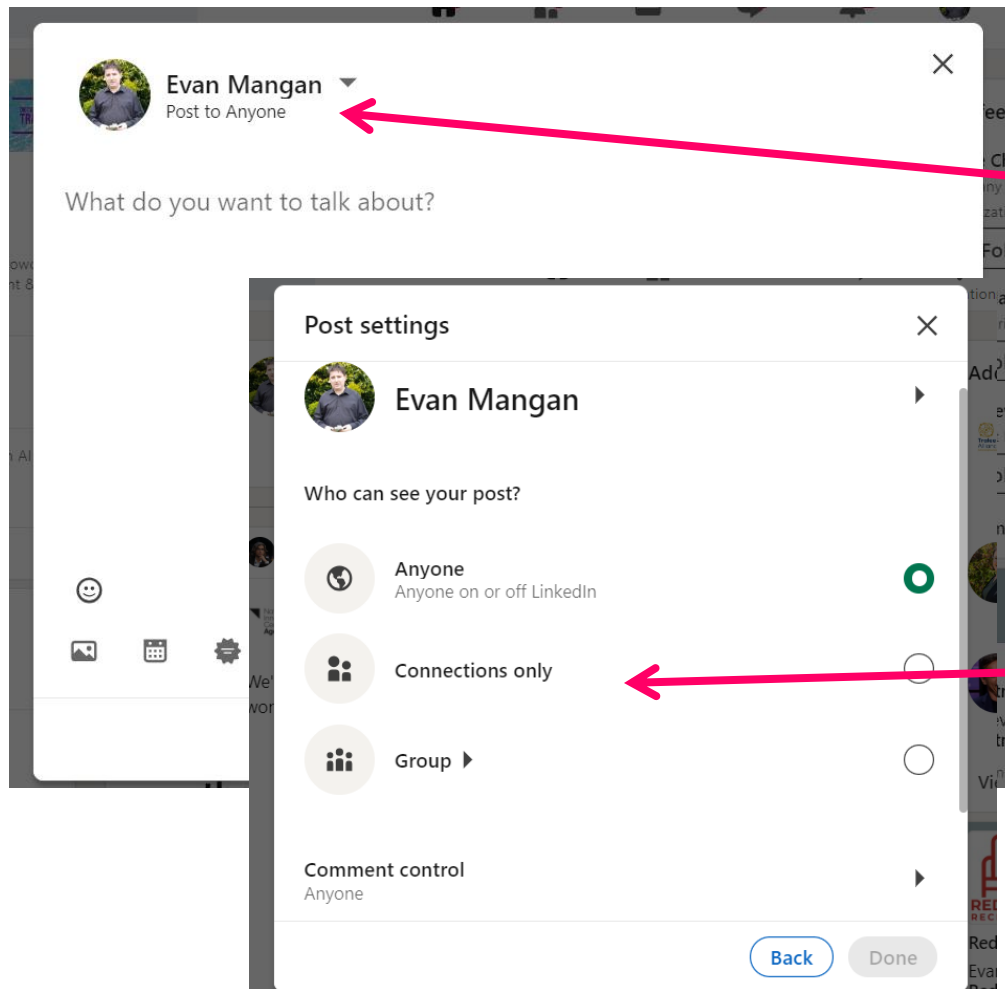
How to post



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



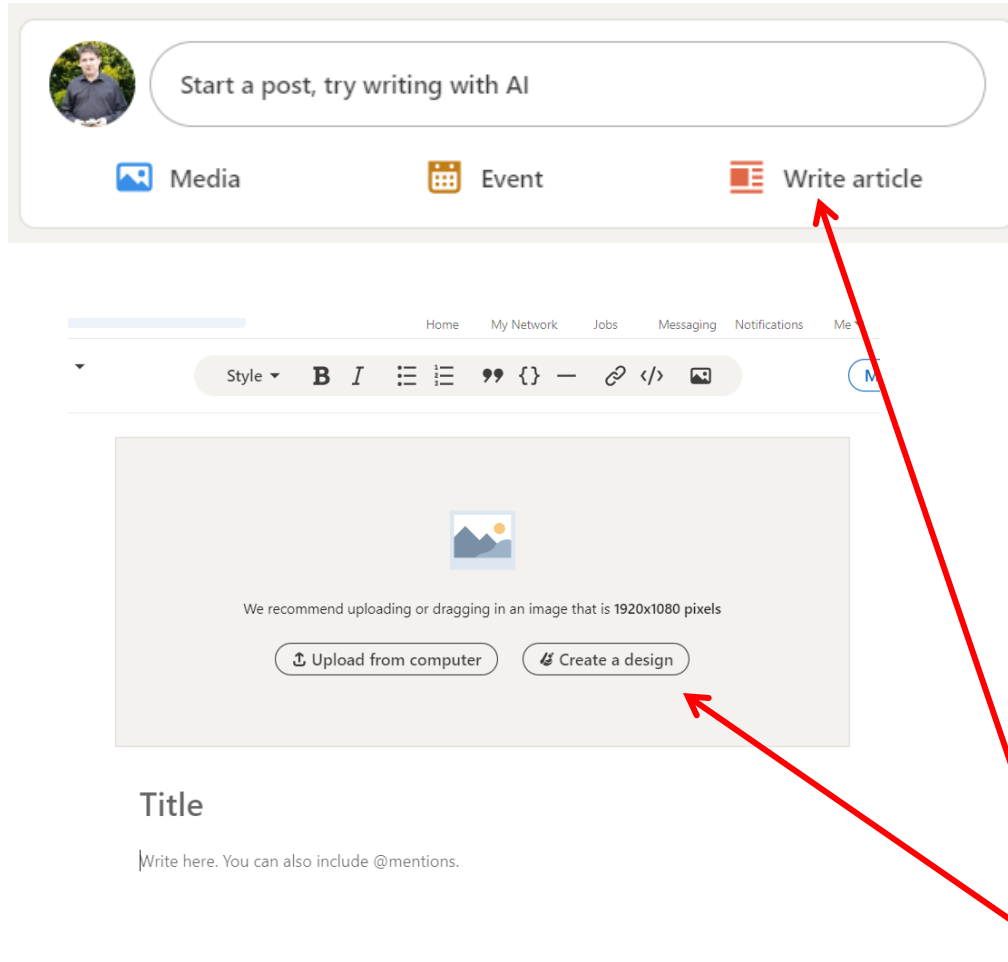
Just like there are carousel posts on Instagram (multiple images that you can swipe through) you can also post Carousels on LinkedIn

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 2nd page and add your 2nd 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



The screenshot shows the LinkedIn 'Write article' interface. At the top, there's a profile picture and a text box that says 'Start a post, try writing with AI'. Below this are three buttons: 'Media', 'Event', and 'Write article'. A red arrow points from the 'Write article' button to the 'Create a design' button in the image upload section. The image upload section has a placeholder image and text that says 'We recommend uploading or dragging in an image that is 1920x1080 pixels'. Below the image upload section is a 'Title' field with a placeholder text that says 'Write here. You can also include @mentions.'

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

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.

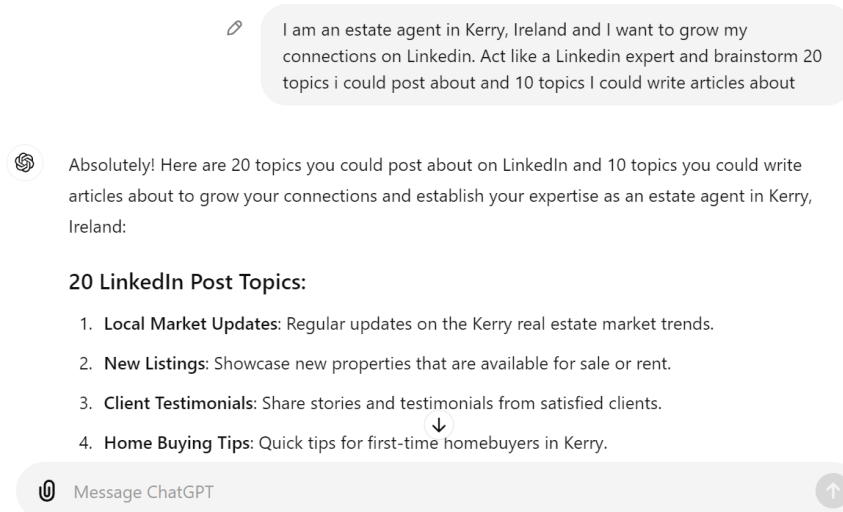
Increase awareness of your business, products, expertise: SEO: Get found on LinkedIn search



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



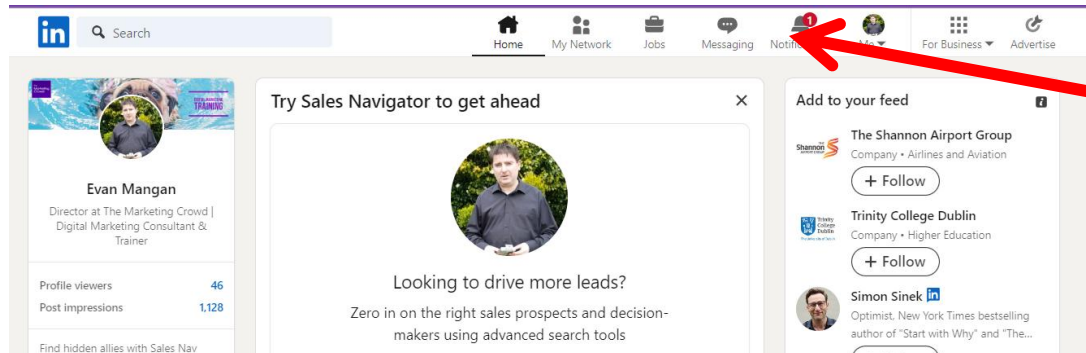
Showcase your business to prospects through a company page

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

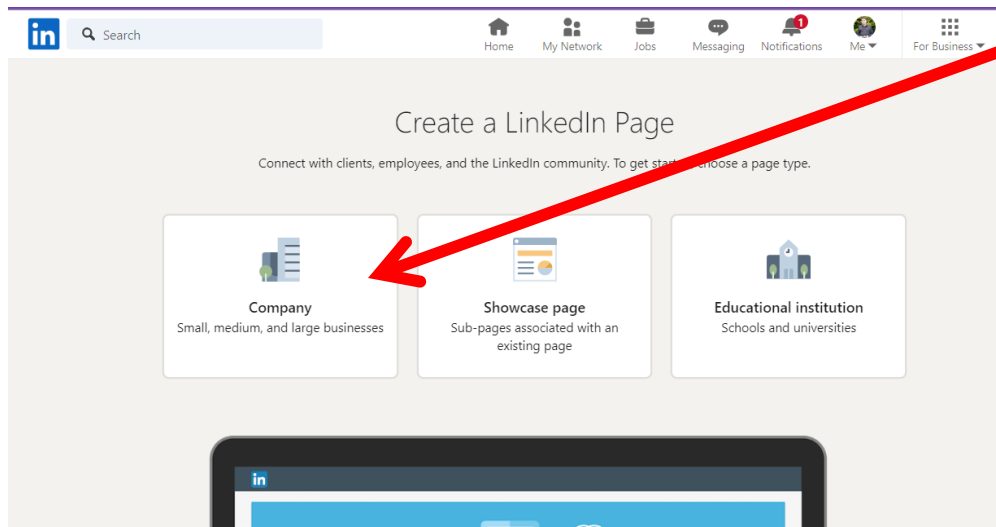


Step 1:

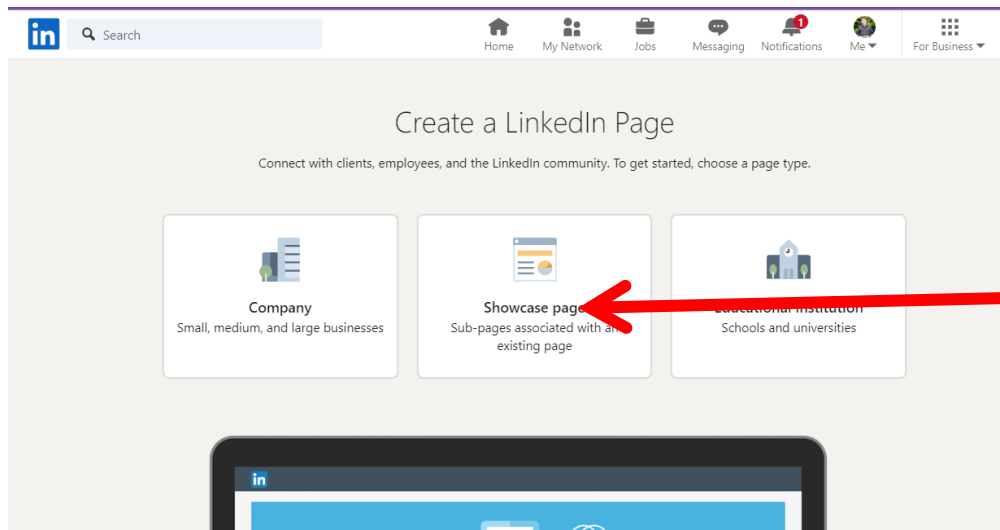
Click on For Business

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

Then click on Company



What is a Showcase page?



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.

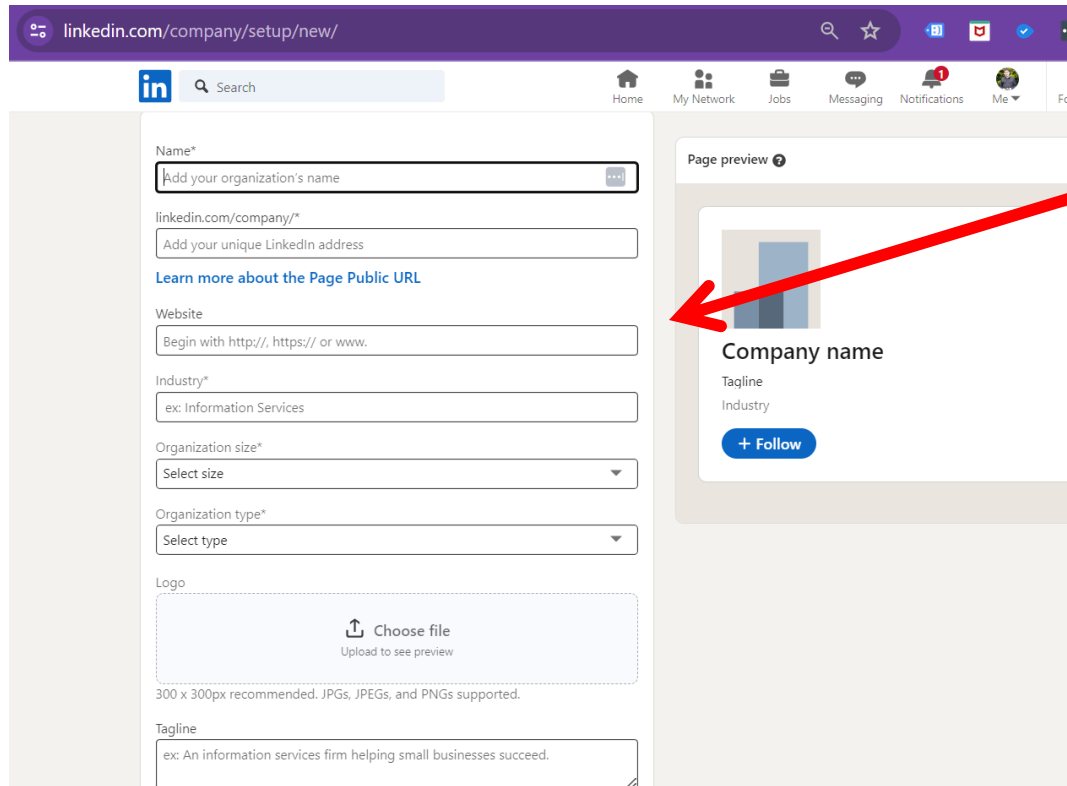
For example: A car manufacturer might have Showcase Pages for different car models, while a tech company might have Showcase Pages for various software products.

Examples of showcase pages

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

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

How to create a company page



The screenshot shows the LinkedIn company setup interface. The browser address bar displays 'linkedin.com/company/setup/new/'. The LinkedIn navigation bar is at the top, including the logo, search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and Me. The main form on the left contains the following fields:

- Name***: A text input field with the placeholder 'Add your organization's name'.
- linkedin.com/company/***: A text input field with the placeholder 'Add your unique LinkedIn address'.
- Learn more about the Page Public URL**: A blue link.
- Website**: A text input field with the placeholder 'Begin with http://, https:// or www.'.
- Industry***: A dropdown menu with the placeholder 'ex: Information Services'.
- Organization size***: A dropdown menu with the placeholder 'Select size'.
- Organization type***: A dropdown menu with the placeholder 'Select type'.
- Logo**: A section with a 'Choose file' button and the text 'Upload to see preview'. Below it, it states '300 x 300px recommended. JPGs, JPEGs, and PNGs supported.'
- Tagline**: A text input field with the placeholder 'ex: An information services firm helping small businesses succeed.'

On the right, a 'Page preview' section shows a mockup of the company page. It includes a placeholder for the company logo, the text 'Company name', 'Tagline', 'Industry', and a '+ Follow' button. A red arrow points from the 'Logo' section of the main form to the logo placeholder in the page preview.

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

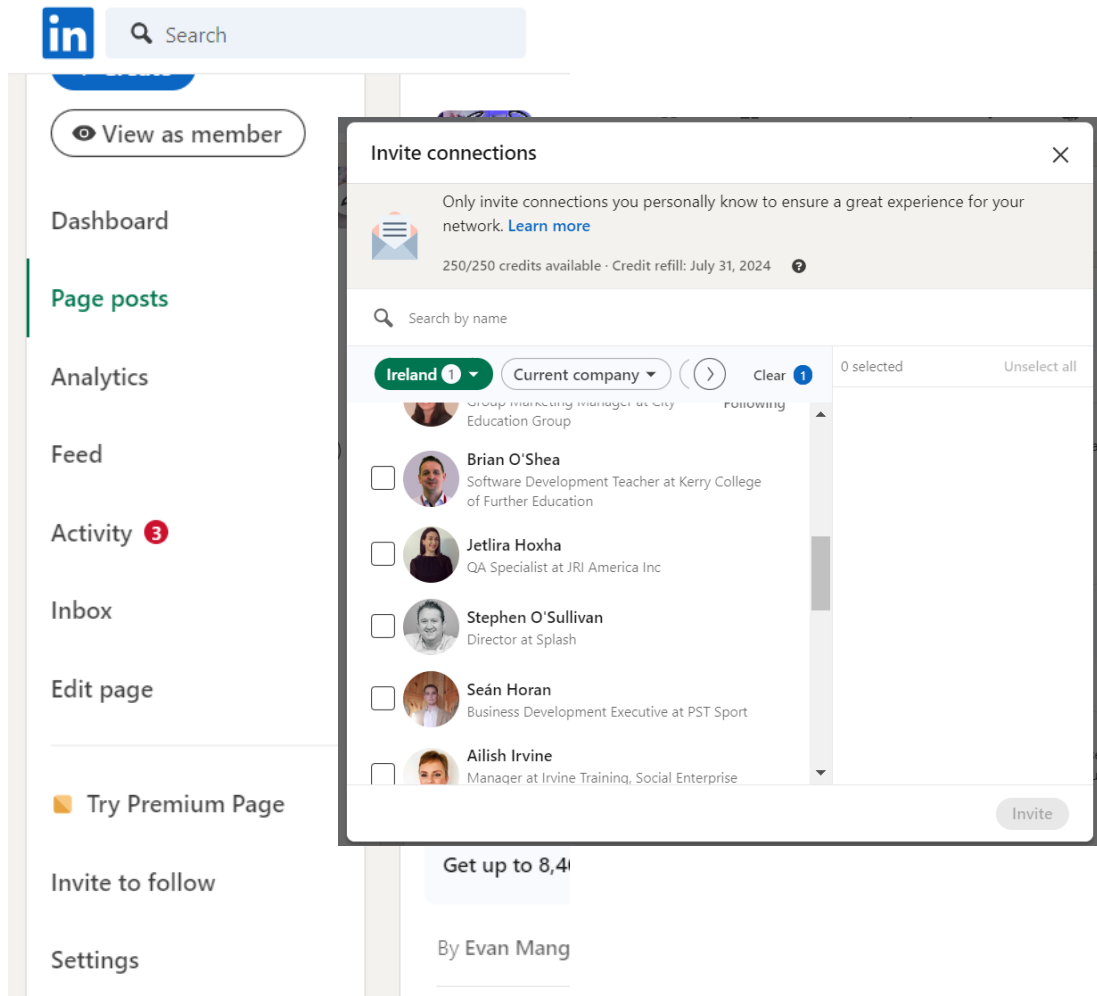
The screenshot displays the LinkedIn interface for the company page 'The Marketing Crowd'. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise. The left sidebar shows the company profile with a cover image, name, 137 followers, and buttons for '+ Create' and 'View as member'. Below this are menu items: Dashboard, Page posts (highlighted), Analytics, and Feed. The main content area is titled 'Page posts' with a '+ New post' button. It shows two posts by Evan Mangan. The top post, dated 7/24/2024, includes a video thumbnail and text about training course setups, with a 'Boost' button and a 'Preview results' link. The bottom post, dated 7/22/2024, 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



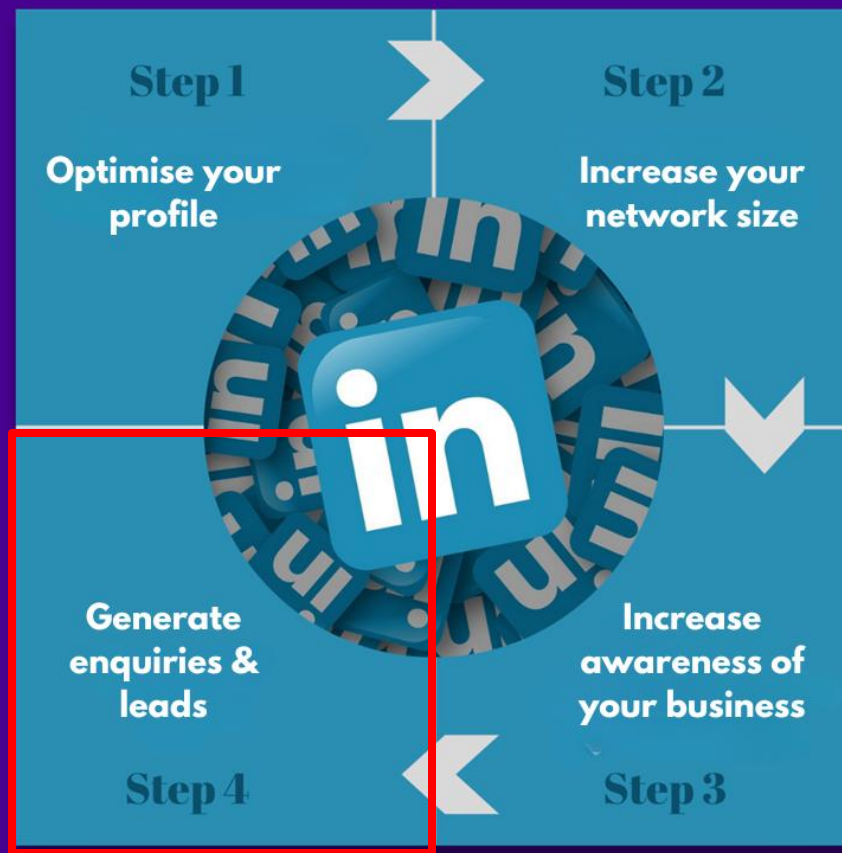
The best way to grow your followers is to invite your 1st level connections to follow your Page

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

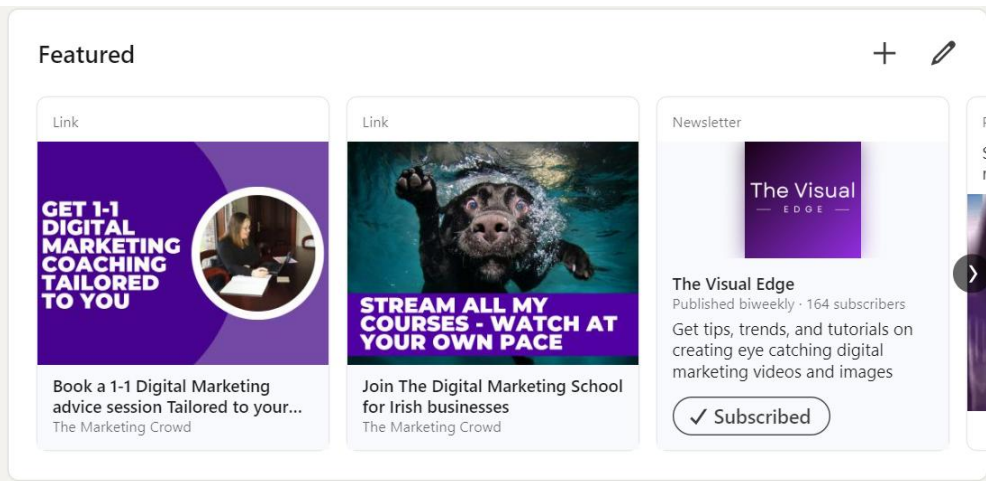


The
Marketing
Crowd

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

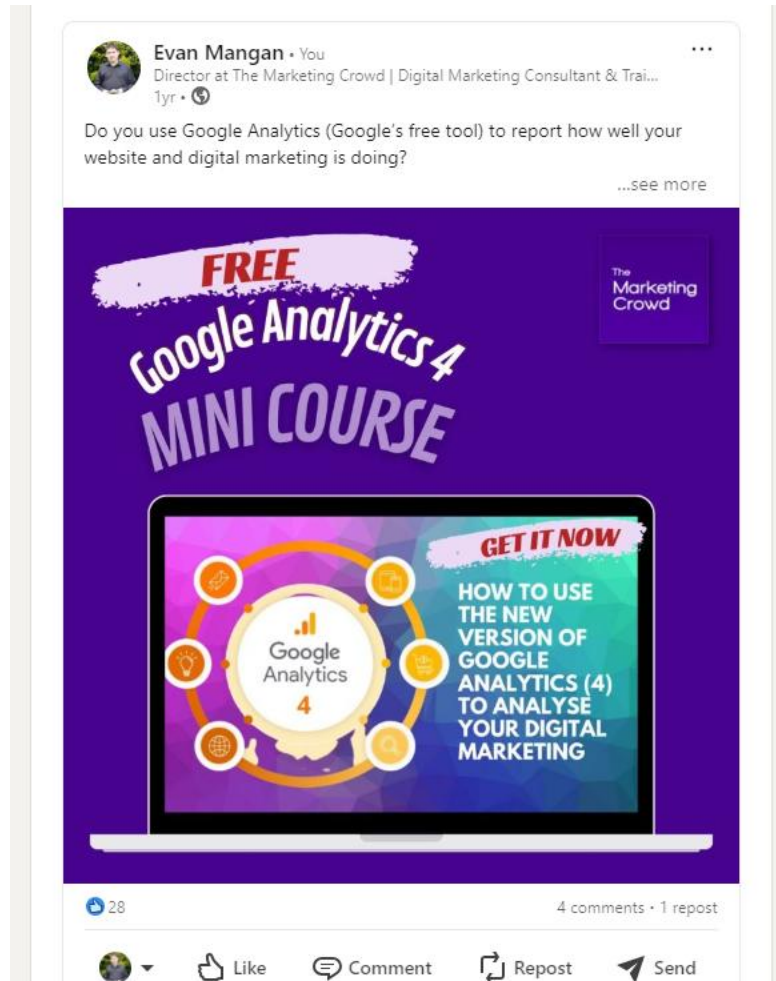


Most of the content you send out should be useful, interesting and helpful.

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

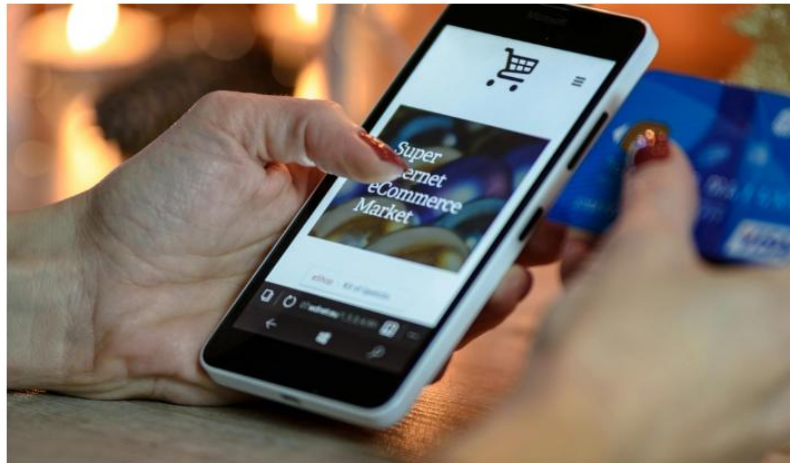


Do you use email for marketing? If so, have you created downloadable guides or in depth videos that people can access when they signup with their email?

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--zjfye/?trackingId=QOOoAdwBS1KrrStzM62lew%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

The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'digital marketing'. Below the search bar, a horizontal navigation bar includes tabs for Jobs, Groups, People, Services, Posts, Products, Companies, Courses, Events, and Schools. A red arrow points from the 'Groups' tab to the search results. The search results are displayed in a list format, showing about 25,000 results. The first result is 'Digital Marketing: Social Media, Search, Mobile & more' with 2M members. The second result is 'Marketing Strategy, Brands, Media, Mobile, Digital, Technology, SEO & Jobs' with 469K members. The third result is 'Digital Marketing Professionals Network' with 102K members. The fourth result is 'Digital Marketing' with 2M members. The fifth result is 'Digital Marketing Institute' with 18K members. A red arrow points from the 'Groups' tab to the first result.

On this page

- Jobs
- Groups
- People
- Services
- People asked
- Posts
- Products
- Companies
- Courses
- Events

Jobs

Remote Easy apply <10 Applicants

Full Time Marketing Lecturer
Dublin Business School
Dublin, County Dublin, Ireland (Dublin)

Save

Groups

About 25,000 results

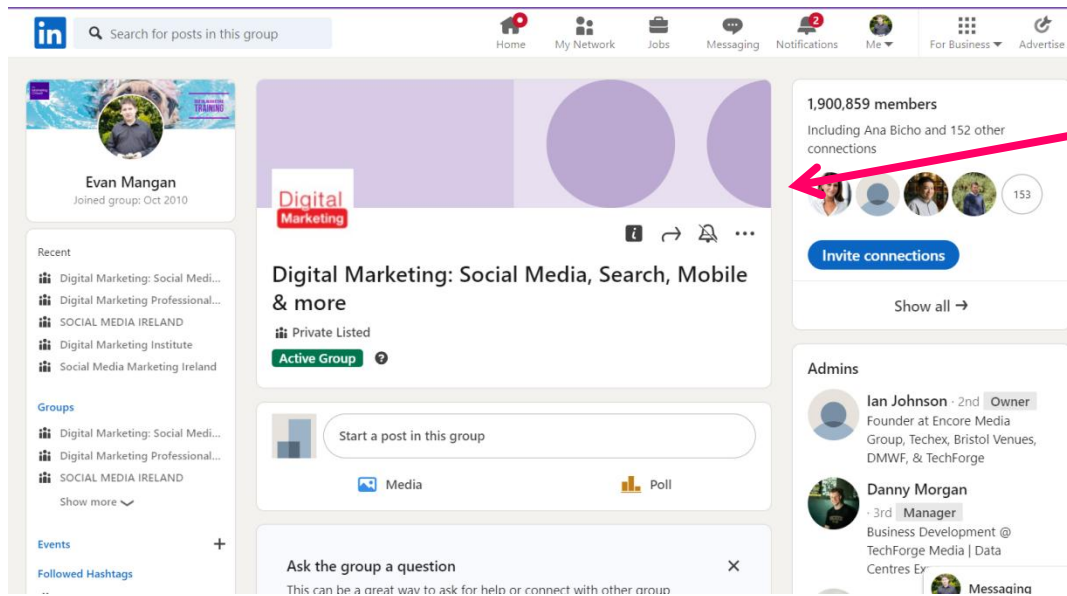
- Digital Marketing: Social Media, Search, Mobile & more**
2M members
Professionals working with: **Digital marketing**, social media, search, mobile marketing, content marketing, marketing cloud, data marketing, personalised marketing advertising, pr, events, jobs, social media,....
View posts
- Marketing Strategy, Brands, Media, Mobile, Digital, Technology, SEO & Jobs**
469K members
An excellent way to expand your professional network and learn from others in your industry. This group can be particularly valuable for professionals in the marketing industry is a leading marketing group on...
View posts
- Digital Marketing Professionals Network** (<http://marketing-digital.ca/>)
102K members
Official website: <http://marketing-digital.ca/> This group is intended for passionate advertising and marketing professionals who are into **Digital Marketing**, Social Media, Artificial Intelligence, Mobile...
View posts
- Digital Marketing**
2M members
Digital Marketing is one of the most exciting and dynamic groups on LinkedIn for **digital marketing** professionals and is an extension of our site <http://digitaldoughnut.com> that provides a valuable resource to our members. Grou...
Join
- Digital Marketing Institute**
18K members
View posts

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

Then click on Groups

Then browse the list of groups

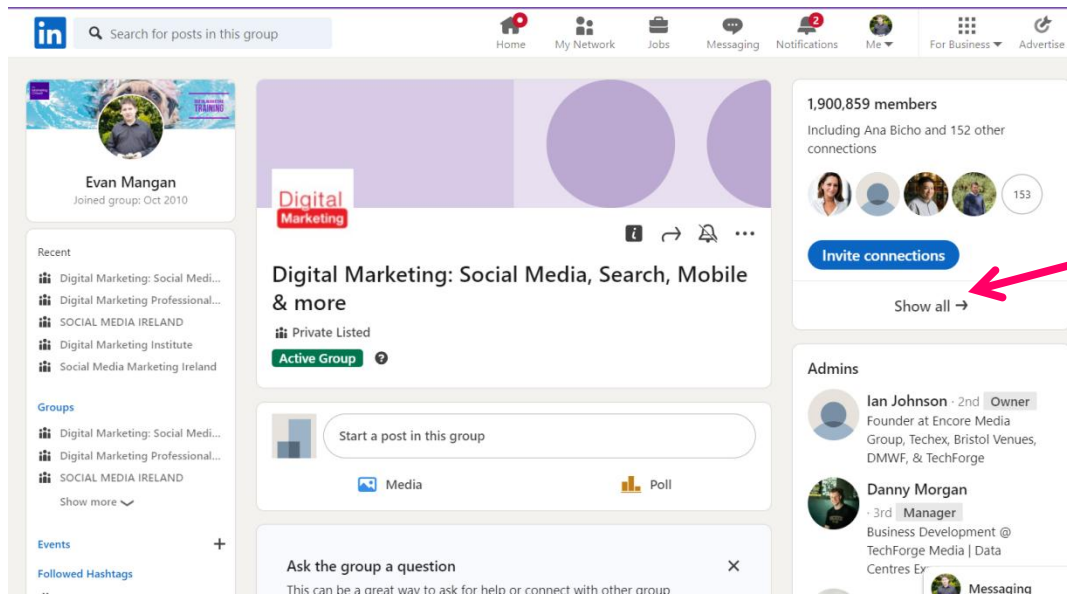
Features Of Groups



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

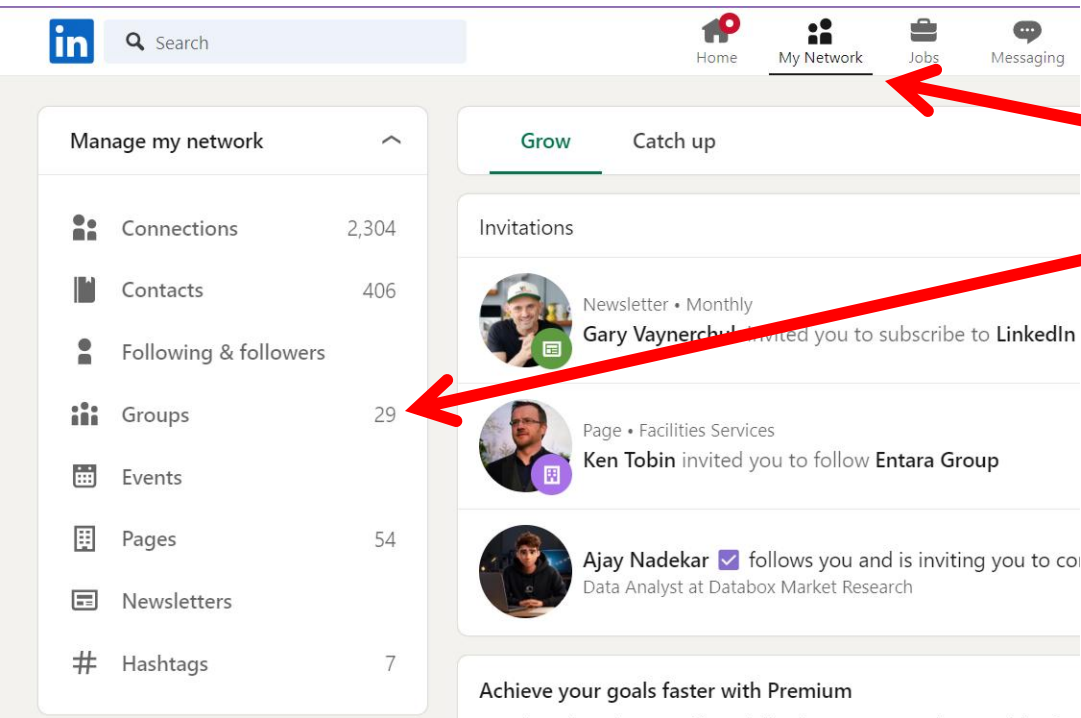
Features Of Groups



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 1st 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



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

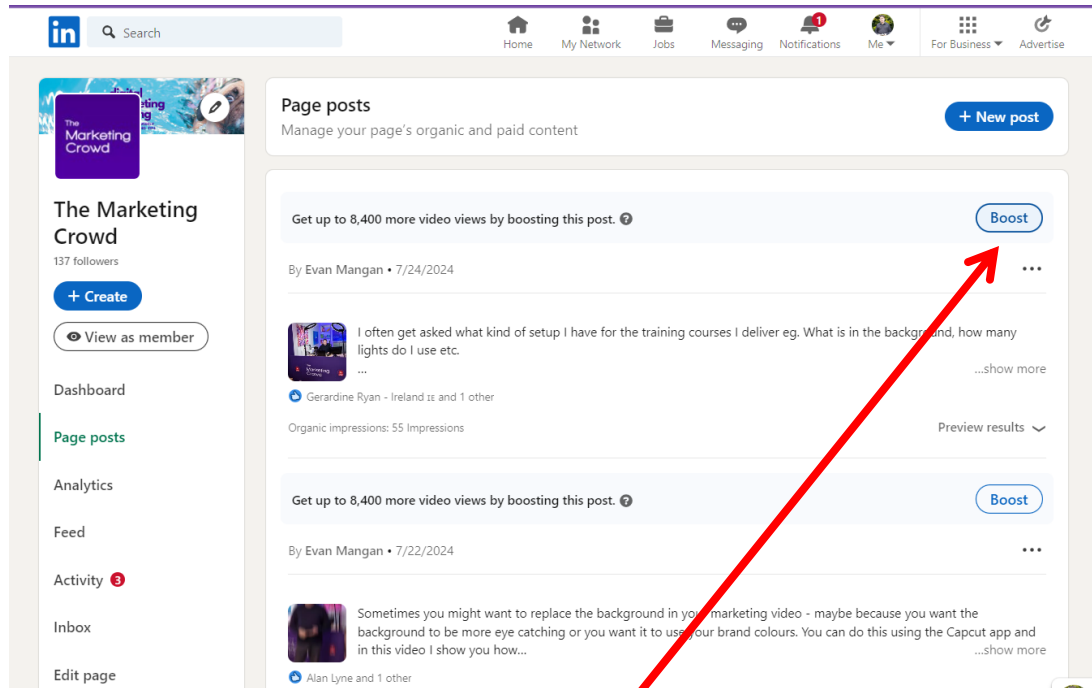
- Text adverts
- Pay per click you can control your budget
- Ability to target specific functions, title, sector, companies, members of specific groups

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

The screenshot shows the LinkedIn 'Boost post' interface. On the left, there are sections for 'Select objective' (with 'Share your video post' selected), 'Select audience' (with 'Profile based' selected), and 'Audience' settings. The 'Audience' section includes a list of attributes to include, with 'Locations' expanded showing 'Ireland' selected. There are also options for 'Company Industries', 'Job Seniorities', and 'Job Functions'. A language selector is set to 'English'. On the right, the 'Forecasted Results' section displays a table with the following data:

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

Below the table, a note states: 'Results shown reflect spend and key results for 13 days. Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)'. Below this is a 'Preview ad' section showing a mobile feed preview of a post from 'The Marketing Crowd'.

A red arrow originates from the bottom text area and points to the 'Forecasted Results' section.

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

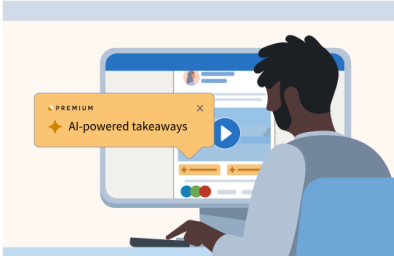
- Free / Organic tactics
- How ads work on LinkedIn

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

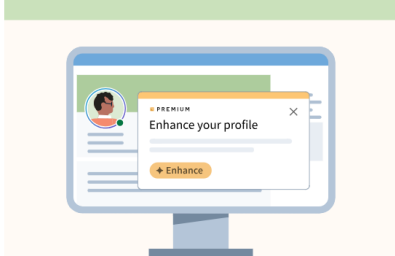
Recap: What type of a marketing tool is LinkedIn?

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

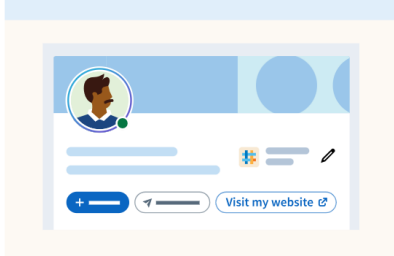
Start my free trial



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**

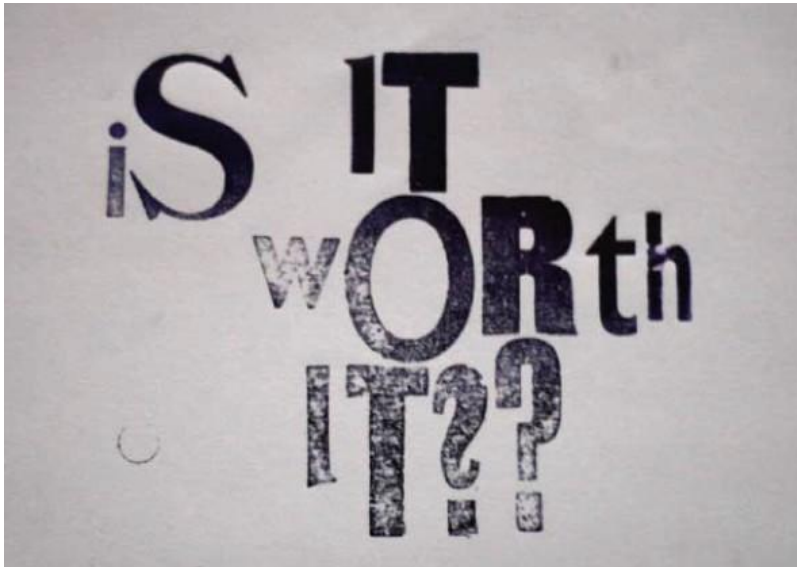


There is premium for Job seekers, Recruiters and for Businesses.

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.

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 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.