

Barrington Public Library
and
SCORE Chicago

Present:

Introduction to LinkedIn



for Small Business Networking and Marketing

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My goal is to make you aware of these tools and opportunities. Unfortunately, I cannot teach you how to use all of them in this brief session.

First identify your goal or your target (see page 3), then follow these 10 steps (see page 2) to your success.

Steps 1-4 help establish your brand, your credibility and professionalism.

Step 5 expands your level of connections as well as opening up new opportunities.

Steps 6-8 give you and your business more exposure on LinkedIn and the Web.

Step 9 is the LinkedIn search tool. Learn how to use it effectively and start target marketing customers or to build a referral network!

Step 10 brings the synergy of your entire company into play.

**Remember, it takes time to build a network -
this is a marathon and not a 100-meter dash!**

10 Steps To Successful Small Business Networking and Marketing on LinkedIn

1. Complete your personal profile to at least the 100% LinkedIn guidelines.



Completing Your Profile

What makes my profile complete?
Last Updated: 03/28/2012

To reach 100% profile completeness, you should add all of the following to your profile:

- Industry and postal code
- A current position with description
- Two more positions
- Education
- At least 5 skills
- Profile photo
- At least 50 connections
- A summary

You can see your profile completeness score on the right side of the [Edit Profile](#) page. The feature may provide you with additional profile completion tips.

2. Add your keywords (brand) to the most important LinkedIn fields so you can be found by others searching for your products and services.

Headline (Slug, Tag) - (120 Characters)

Present & Previous Position – (100 Characters, each)

Summary/Specialty (combined) – (1,500 Characters)

Experience Descriptions – (2,000 Characters, each)

3. Embellish your profile and add (up to 50) skills, additional sections as well as Rich Media files (adding visuals) to increase your chances of being found.
4. Secure Recommendations (I feel they are more important than Endorsements)
5. Aggressively expand the number of connections you have for more opportunities.
6. Set up a free company page.
7. Start a (Special Interest) Discussion Group
8. Make your business more visible based on defined tactics and strategies using available tools and resources.
9. Use the advanced search tools to find target market individuals.
10. Make this a company wide, team effort.

Addendum

Earlier PowerPoint Slide Show Deck for Above Available Online At:

<http://slidesha.re/11m5sMC>

Additional Decks available (I.E. Company Pages, Group Discussions, etc.)

“Introduction to LinkedIn for Small Business Networking and Marketing”

Wednesday, April 23, 2014

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Barrington, IL

Potential Personal Benefits from LinkedIn

Stay competitive

Educational; keep up to date in your field; gain expertise and knowledge in another field

Uncover opportunities

Collaborate with professionals

Help others

Manage your career (now and in the future)

SCORE Workshop Survey 12/11/12 – Company Marketing Goals

Establish your brand

Be sought out for expertise on LinkedIn

Enhance being found on Google and other search engines

Source leads, fill sales funnels and pipelines

Target market

Additional Potential Benefits

Stay in contact/get back in contact (alumni, business associates, customers, suppliers, etc.)

Check out sales and marketing appointments (people/companies)

Spy on competition

Locate investors; raise funds/equity

Publicize events (workshops, Webinars, programs, presentations)

Recruit help

Check references

Seek employment

Find resources and suppliers

Find answers to business questions

Build traffic to your Web site

Form partnerships, collaborations, referral buddies, adviser network

Set up and maintain a proprietary group

**Every business has different circumstances and different goals;
there are no cookie cutter answers.**

Additional Resources

<http://help.linkedin.com/> LinkedIn Help Search

<http://learn.linkedin.com/training/> weekly training class to learn more about LinkedIn.
Wednesdays, 1 PM Central.

<http://blog.linkedin.com/> The Official LinkedIn Blog

<http://www.linkedin.com/today/posts?strategy=recentPosts> LinkedIn today – News and Insights

LinkedIn information on my Web site: <http://diywebjem.com/blog/linkedin/>

WordCloud Generator: <http://www.wordle.net/create>

Digital Copy of "Simple Steps to Start Your Business": <http://alturl.com/tx9j3>



SCORE Chicago, counselors to small U.S. businesses and start ups - offering free, lifetime and confidential mentoring, educational programs as well as consulting (select businesses) services. SCORE is a resource arm of the U.S. Small Business Administration.

Web site: <http://scorechicago.org/>

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Local FREE Business Mentoring Assistance From SCORE Chicago

Barrington Bank & Trust, 201 S. Hough Street, Barrington: Tues. mornings: 9:00–noon

Larry Lakin, Vice-Chair, SCORE Chicago - Mentor at Barrington Bank & Trust Company, N.A.
larry.lakin@comcast.net *By appointment*

For a list of other SCORE mentoring locations, please visit: <http://scorechicago.org/branch-locations/>

Schedule your free, confidential counseling session with a SCORE mentor at:
<http://bit.ly/HiBtFE>

For a directory of additional suburban min-workshops as well as Chicago workshops:
<http://scorechicago.org/workshops/>

Today's Presenter

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