

Social Media Marketing part 2 – LinkedIn

As a bare minimum your company should have a LinkedIn page. This enables you to create business networks with customers, suppliers and affiliates, but also gives your business a better online reputation. Sometimes you will find connections that lead to exciting new business opportunities from unexpected sources here. LinkedIn is also very helpful when it comes to finding freelancers and contractors to carry out short term contracts.

You should create a personal LinkedIn profile and populate it as much as possible with information specific to your business before you create your company page. This means that when people look at your business page, they will find that there is a real person behind the business, learn a little bit about the person, and increase their trust of the brand. In the description for your personal profile, try to drop in a few keywords so that your profile will show up in the LinkedIn search results.

In your personal profile, rather than list what you jobs you have done, try to list achievements and accomplishments, for example instead of “I have worked for 3 companies in the past which were all sold” you could write “I have participated in the successful business exit of 3 high value companies”.

The summary section is also a good place to tell people about yourself as a person and what you can offer. This is where you can show what makes you unique and desirable as a business contact.

To create a LinkedIn page for your business, you need to log in to your personal page, then hover over ‘interest’ in the top bar and click on ‘companies’, then in the right hand side click on the ‘create’ button under the ‘create a company page’ heading. Once created, you should fill out the profile with a company description, company size, website URL, address and phone details. Then you can add posts on your company page to engage a wider audience and attract more followers.

Note you cannot create a company page with a Hotmail or Gmail address, you will need to use a company email address.

After you have completed both your personal and company pages, it’s time start prospecting. The quickest method is to go to the search tool at the top and search for your industry type with your country, e.g., if searching for cosmetic surgery clinics, put in ‘cosmetic surgery’ then click the search button. Refine your search afterwards by clicking on your country in the right hand side. This will bring up a shedload of connections that you can potentially engage with. There’s no harm with clicking on the follow button on the companies, and maybe clicking through to the employees page to see if you can connect with the people who make the purchasing decisions.