

# LinkedIn

General information and tips for getting more out of it

Web address: [www.linkedin.com](http://www.linkedin.com)

## Why use LinkedIn?

- To conduct research
- To make new contacts – referral sources, prospects, and customers
- To locate and reconnect with old friends and business associates
- To find inside contacts at target companies
- To find experts for information on companies, careers and industries
- To gain recognition as an expert in your field(s)
- To have an advanced contact database available whenever you are online
- To be found by potential customers and set yourself out from the crowd

## How do you make the best of LinkedIn?

- Write a well thought out, complete profile
- Invite the people you know
- Search for people you should know and asked to be introduced to them by your contacts
- Connect (selectively) with people who have 500+ connections and browse through their network
- Act swiftly on requests
- Make it a point to identify and connect those that need connecting
- Understand who is in your network and what a good referral is for them
- Endorse the people about whom you feel strongly, and ask them to do the same for you

## Social media monitoring

For smaller businesses, a basic form of social media monitoring can be set up quickly and at no cost. Go to <http://www.google.com/alerts> and set up as many alerts as you like. You can control how often they are delivered to your email inbox.

## Additional information on LinkedIn and on networking in general

### Industry experts

- *Never Eat Alone* (book): [http://www.amazon.com/Never-Eat-Alone-Secrets-Relationship/dp/0385512058/sr=8-1/qid=1170548620/ref=pd\\_bbs\\_sr\\_1/105-1272877-9129228?ie=UTF8&s=books](http://www.amazon.com/Never-Eat-Alone-Secrets-Relationship/dp/0385512058/sr=8-1/qid=1170548620/ref=pd_bbs_sr_1/105-1272877-9129228?ie=UTF8&s=books)
- HubSpot whitepaper on LinkedIn lead generation: <http://www.hubspot.com/how-to-generate-leads-using-linkedin/>
- LinkedIn tips on Guy Kawasaki's blog (Silicon Valley venture capitalist, bestselling author, and former Chief Evangelist at Apple Computer): [http://blog.guykawasaki.com/2007/01/ten\\_ways\\_to\\_use.html](http://blog.guykawasaki.com/2007/01/ten_ways_to_use.html)
- LinkedIn blog by Scott Allen, entrepreneurship expert and author of a LinkedIn book series: <http://www.linkedinintelligence.com/>

### Business oriented websites

- Career Journal networking section: <http://www.careerjournal.com/jobhunting/networking/>
- Entrepreneur.com networking section: <http://www.entrepreneur.com/marketing/networking/>
- About.com marketing section on online networking: <http://marketing.about.com/od/internetmarketingstrategy/a/networkonline.htm>
- About.com entrepreneurs section on networking: [http://entrepreneurs.about.com/od/businessnetworking/Business\\_Networking\\_for\\_Entrepreneurs.htm](http://entrepreneurs.about.com/od/businessnetworking/Business_Networking_for_Entrepreneurs.htm)

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