LinkedIn: Networking, Engaging, and Building Your Brand

Presented by: Alaina Capasso
aecapasso@uri.edu
RI Small Business Development Center
Marketing Coordinator

Co-Sponsored with: U.S. Small Business Administration
We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
Background on LI

- Over one billion members
- More than 200 countries
- Access to unlimited opportunities in your career
- According to Sprout Social, LinkedIn performs almost 3 times better generating visitor-to-lead conversions than Facebook or Twitter.
1. For LI business features, you need an individual account
2. Create your account, and then you will need to create your business page
   - LI will prompt you to set up the rest of the sections of your page
     - Fill out all fields
     - Add keywords in your description (Google has a lot of LI profile searches)
3. Make sure your company page has a profile photo (use your logo here if applicable), and cover photo to match your brand
4. Include a clear description of your small business/services in the “about” section
Agenda:

1. Building your brand
2. Optimizing your profile
3. How to engage
4. Networking
WHAT IS INCLUDED IN YOUR BRAND?

1. YOUR CONTENT
2. COMMENT SECTION
3. CONNECTING AND MESSAGING
4. CLIENT ATTRACTING PROFILE
Optimize your page

1. This is your modern day business card
   a. Clarify EVERYTHING on your page
      i. You have seconds for when people look @ your page
      ii. Avoid cute/fancy/industry jargon
      iii. Be simple and clear, not boring
   b. You need social proof that you are legit, and a reputable company
      i. In the featured section of your LI page, add in testimonials
      ii. In recommendations section, make sure they are recent, within the past 2 years max
   c. Path to conversion
      i. You need a CTA, whether is it your number or website, etc.
Aquila's Nest Vineyards

Best Winery in CT 2023  Climate Neutral Certified, Experience-Focused Vineyard & Event Venue in Fairfield County, CT
Farming - Newtown, CT - 1K followers - 11-50 employees

Overview

Aquila's Nest Vineyards is a climate neutral certified, impact and experience-focused winery and event venue providing visitors with immersive experiences that embrace each of the five senses.

Aquila's Nest draws its meaning from the Mediterranean culture, family origins and personal interests of the vineyards’ owners. Neviana and Ardian both grew up in Albania, a country in the crossroads of Italian, Greek, Slavic and Turkish traditions. A unique perspective that allows visitors to experience a multi-cultural fusion through food and wine.
Optimize your page

The Flood Law Firm
Personal Injury Lawyers
Law Practice · Middletown, CT · 1K followers · 51-200 employees
Anne Kelly follows this page

Home About Posts Jobs People

About
The personal injury lawyers at Flood Law Firm offer aggressive, compassionate legal representation for Connecticut residents who have been injured by the negligence of an individual or other entity. We are seasoned trial attorneys with yea ... see more
Optimize your page

1. YOUR CONTENT
   a. Utilize videos (short form, vertical)
      i. Need well written text, your copy is shown BEFORE the video
   b. Picture posts
      i. A photo that tells a story
      ii. Background with a plot, share the compelling story!
   c. Straight up text
   d. Polls
      i. Can be useful to you, ask questions pertaining to your industry/business
Optimize your page

M&T Realty Capital Corporation, through our Life Company relationships, continues to deliver. Robert Kelly, of our Philadelphia office, recently led the acquisition financing of a large warehouse complex in North Carolina. The $19MM transaction represents 90% loan-to-cost funding and the loan is structured where both the borrower and lender participate in value creation. The property is currently leased well below market and the loan provided funds to both rehabilitate the building and release spaces to market.

To learn more about Life Company and other financing options with M&T Realty Capital Corporation, contact our team of experts or email realtycapital@mtb.com.

#LifeCompany #Industrial #MTRCC #MTB

JUST CLOSED
Optimize your page

1. YOUR CONTENT
   a. Post frequency
      i. 1-2 times a day (M-F)
      ii. When is your audience up and on the platform?
   b. Publish/share content that is not just yours
      i. Anything that benefits your audience
      ii. Articles/news
   c. MAKE SURE you are not just promoting your company
1. YOUR CONTENT
   a. Get your employees involved
      i. Have them share your content on their personal page
   b. Share behind the scenes photos
      i. Example (you are in real estate and you share your agents day-to-day)
Optimize your page

1. Utilize your page’s analytics
   a. Content
   b. Visitors

<table>
<thead>
<tr>
<th>Post title</th>
<th>Impressions</th>
<th>Views</th>
<th>Clicks</th>
<th>CTR</th>
<th>Reactions</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIRESIDE CHAT: NEWPORT’S MAYOR XAY AND JAMES RHEE,...</td>
<td>52</td>
<td>-</td>
<td>2</td>
<td>3.85%</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Posted by Alaina Capasso 5/7/2024</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Get more engagement</td>
<td>Boost</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What a great luncheon celebrating these amazing small businesses!!!</td>
<td>41</td>
<td>-</td>
<td>1</td>
<td>2.44%</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Posted by Alaina Capasso 5/6/2024</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not eligible to boost. Learn more</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Microsoft Virtual Events Powered by Teams</td>
<td>40</td>
<td>-</td>
<td>0</td>
<td>0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Posted by Alaina Capasso 5/2/2024</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ENGAGEMENT

1. COMMENT SECTION
   a. On your own content
      i. Encourage people to come back
      ii. Potential lead opportunities
      iii. Able to develop more content just from your comments/clients
   b. Need to be interacting with other people’s content
      i. Back and forth to help others in return will help you
      ii. Search by industry, job title, actively be interacting with these people
ENGAGEMENT

1. COMMENT SECTION
   a. Searching by industry, job title
      i. This makes your content at the top of THEIR feed
      ii. This algorithm is a social graph, not an interest-based graph
         1. It shows you content from people it THINKS you want to engage with
         2. People who have engaged with you/ vise versa
NETWORKING

3. CONNECT AND MESSAGE
   a. Connection vs follower
      i. Connection is a two way street
   b. Connections:
      i. You do not need to send a message each time, but it is strategic
         1. If you are trying to connect with potential customers;
            a. Search for ideal content
            b. Engage with their content
            c. Send a connection referencing the content
            d. Send a message that is personalized and substance to it
3. CONNECT AND MESSAGE
   a. Connection vs follower
      i. Connection is a two way street
   b. Connections:
      i. You do not need to send a message each time, but it is strategic
         1. If you are trying to connect with potential customers;
            a. Search for ideal content
            b. Engage with their content
            c. Send a connection referencing the content
            d. Send a message that is personalized and substance to it
3. CONNECT
   a. Connect with existing acquaintances
      i. Colleagues, business contacts
      ii. Strengthen these relationships by sending personalised messages with your requests
   b. Utilize “people you may know”
      i. This algorithm suggests connections based on mutual friends/shared interests/industry alignment
      ii. If someone connects with you, message them!!! Thank them!
3. CONNECT
   a. Invite connections to follow your page
      i. Business pages have 100 credits available (1 invite = 1 credit), once your connection accepts your invite, you get the credit back
   b. Join existing LI groups
      i. Entrepreneur-focused LI groups
      ii. Not a place for ads, but a valuable place for relevant content that would drive people to your page
      iii. Engage your network with insightful comments
      iv. Add value to your network and focus more on helping others by sharing your expertise
ENGAGE WITH THE LINKEDIN COMMUNITY

a. Share high quality content
b. Industry news/insights
c. Interact with your audience
d. Craft long-form content that demonstrates your expertise and shows your background/knowledge
NETWORKING

GAIN FOLLOWERS

a. Post a widget for your LI page on your website
b. Add your LI information to your email signature (hyperlink)
c. Have your employees promote the company page
d. Place on business cards
Should you buy premium?
IT DEPENDS...

YES

a. Enables you to engage w/ users in a more advanced manner
b. Allows you to see the full profiles of people who view your business page
c. Can review the keywords that referred people to your profile
d. Gain insights into the characteristics of potential contacts
IT DEPENDS...

YES

a. InMails
   i. Allows you to send direct messages to prospects and industry leaders who are not yet your connections
   ii. LI messages have an 85% open rate compared to email
   iii. Simply search the user and click on “send InMail” below their headline

b. Email updates
   i. You will get alerts that new profiles fit your search criteria
   ii. Essentially acts as a lead source
   iii. You will benefit from standing out when users search the name of your company
IT DEPENDS...

YES

a. Use Introductions
   i. You get 25–35 introductions based on the type of subscription (free version you get 5)
   ii. These give individuals a chance to introduce themselves

b. Open profile feature
   i. Any LI user can contact you free of charge
   ii. You can contact any other user with an open profile if you are not connected already
   iii. Can fine tune your search which has 8 additional search filters
<table>
<thead>
<tr>
<th>Premium Plan</th>
<th>Premium Career</th>
<th>Premium Business</th>
<th>Sales Navigator Core</th>
<th>Sales Navigator Advanced + Plus</th>
<th>Recruiter Lite</th>
<th>Recruiter</th>
</tr>
</thead>
<tbody>
<tr>
<td>InMail</td>
<td>5/month</td>
<td>15/month</td>
<td>50/month</td>
<td>50/month</td>
<td>30/month</td>
<td>150/month</td>
</tr>
<tr>
<td>Advanced search</td>
<td>X</td>
<td>X</td>
<td>Yes</td>
<td>Yes</td>
<td>20+ filters</td>
<td>40+ filters</td>
</tr>
<tr>
<td>Unlimited people browsing</td>
<td>X</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Profile viewer insights</td>
<td>365 days</td>
<td>365 days</td>
<td>90 days</td>
<td>90 days</td>
<td>90 days</td>
<td>90 days</td>
</tr>
<tr>
<td>CRM Sync and integrations</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Yes</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>ATS Integrations</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Yes</td>
</tr>
<tr>
<td>Unlimited LinkedIn Learning access</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>X</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Business insights</td>
<td>X</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
TO DO ITEMS

1. Connections
   - On LI, statistics say once the page gains 150 followers, their opportunity for growth becomes exponential
2. Once a week, cross promote your page on other social platforms
3. Once a month tap into your customers’ networks (may be you reposting their content)
4. Once a quarter, invite your personal connections to follow your page
5. Try premium one month free
Conclusion
Questions?

Type your question to the chat box

Contact Us:

401-874-7232


aecapasso@uri.edu