

LinkedIn: Networking, Engaging, and Building Your Brand

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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.

BACKGROUND/GETTING STARTED

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.

Optimize your page



AQUILA'S NEST
VINEYARDS

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

 Nelson follows this page

[+ Follow](#) [Message](#) [...](#)

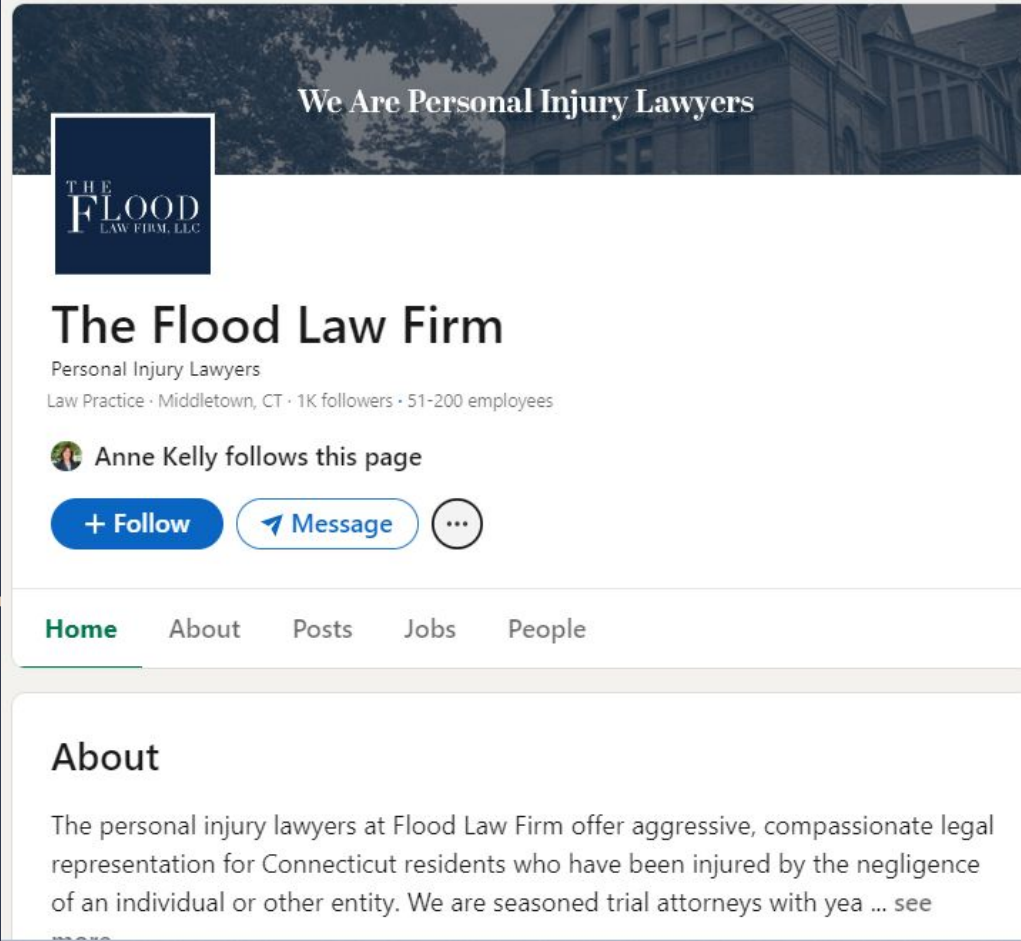
[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#)

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.

Optimize your page



The screenshot shows the Facebook profile page for The Flood Law Firm. At the top, there is a cover photo with the text "We Are Personal Injury Lawyers" and the firm's logo, "THE FLOOD LAW FIRM, LLC". The profile name is "The Flood Law Firm" with the category "Personal Injury Lawyers". Below the name, it says "Law Practice · Middletown, CT · 1K followers · 51-200 employees". A notification states "Anne Kelly follows this page". There are three buttons: "+ Follow", "Message", and a menu icon. The navigation bar includes "Home", "About", "Posts", "Jobs", and "People". The "About" section is expanded, showing the text: "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".

We Are Personal Injury Lawyers

THE FLOOD
LAW FIRM, LLC

The Flood Law Firm

Personal Injury Lawyers

Law Practice · Middletown, CT · 1K followers · 51-200 employees

Anne Kelly follows this page

+ Follow Message ...

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

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

2,384 followers

1d • Edited • 

[+ Follow](#)

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

Optimize your page

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



RI Small Business Development Center

718 followers

+ Create

View as member

Analytics

Content Visitors Followers Leads Competitors Employee advocacy

Apr 7, 2024 - May 6, 2024

Export

Highlights

Data for 4/7/2024 - 5/6/2024

66

Reactions
▲100%

13

Comments
▲225%

3

Reposts
▲50%

Feed

Post title	Impressions	Views	Clicks	CTR	Reactions	Comments
FIRESIDE CHAT: NEWPORT'S MAYOR XAY AND JAMES RHEE,... Posted by Alaina Capasso 5/7/2024	52	-	2	3.85%	1	
What a great luncheon celebrating these amazing small businesses!!! Posted by Alaina Capasso 5/6/2024	41	-	1	2.44%	0	
Microsoft Virtual Events Powered by Teams Posted by Alaina Capasso 5/2/2024	40	-	0	0%	0	

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

NETWORKING

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NETWORKING

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!

NETWORKING

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

NETWORKING

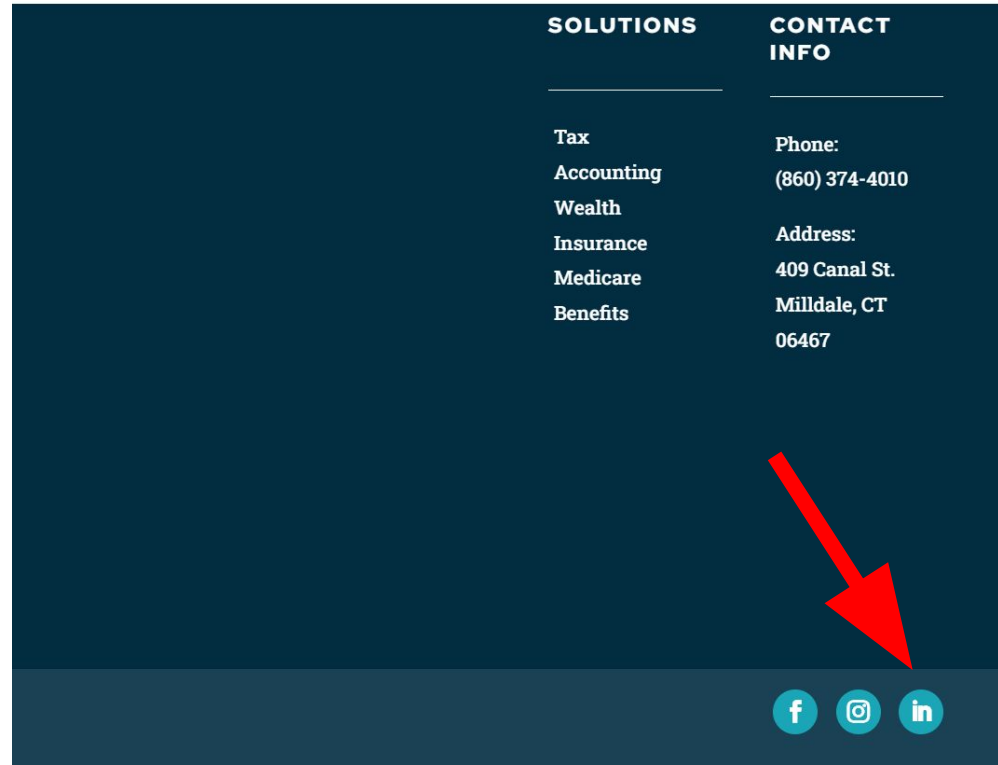
ENGAGE WITH THE LINKEDIN COMMUNITY

- 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?

A dark blue diagonal shape, resembling a triangle or a wedge, is positioned at the bottom of the slide, extending from the left edge towards the right.

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

PRICING/DETAILS

Premium Plan	Premium Career	Premium Business	Sales Navigator Core	Sales Navigator Advanced + Plus	Recruiter Lite	Recruiter
InMail	5/month	15/month	50/month	50/month	30/month	150/month
Advanced search	X	X	Yes	Yes	20+ filters	40+ filters
Unlimited people browsing	X	Yes	Yes	Yes	Yes	Yes
Profile viewer insights	365 days	365 days	90 days	90 days	90 days	90 days
CRM Sync and integrations	X	X	X	Yes	X	X
ATS Integrations	X	X	X	X	X	Yes
Unlimited LinkedIn Learning access	Yes	Yes	Yes	X	Yes	Yes
Business insights	X	Yes	Yes	Yes	Yes	Yes
LinkedIn Premium Price	\$29.99/month	\$59.99/month	\$99.99/month	\$149.99/month	\$170/month	\$835/month

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

A dark blue, solid-colored shape that starts as a thin line on the left side of the slide and expands diagonally upwards to the right, filling the bottom right portion of the frame.

Questions?

Type your question to the chat box

Contact Us:

401-874-7232

<https://bit.ly/regRISBDC>

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