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Linkedin

Navigating Your Personal and Business Profiles

LOCAL EXPERT AUTHORIZED By Constant Contact

Constant Contact Solution Provider Program

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Aaron Wesley Means

Award Winning
Digital Marketing Service
based near Asheville, NC

“Solution Provider of the Year” S.E.

"Above and Beyond" Award

Top Producer Award

Top Trainer Award

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Poll

Do you have a Linkedin personal account?

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Poll

Do you have Linkedin Company Business Page?

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Agenda

- → What is Linkedin?
- → How is it different than other social channels?
- → What types of accounts exist on Linkedin?
- → What are the rules and parameters
- → What's NEW on Linkedin lately?
- → Tips for maximum visibility and engagement
- → How to market B2C vs. B2B
- → What is tagging?
- → Options for enhanced Linkedin experience – Premium
- → Types of Content to Share

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What is Linkedin?

Social Media Marketing Channel with a central focus on the world of business – both individual business people and companies.

Enjoyed for sense of business community

Space for business relationships to develop

Possible job opportunities

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How is it different?

Its focus is business

Company Pages and Owners/Employees can share or distribute posts in either direction.

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What kinds accounts exist?

1. Profile (personal)
2. Page (business)

There are also “Groups”

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What are the rules and parameters?

Profile accounts can only request connections from the first few levels of network without an “introduction”

…unless you have a Linkedin Premium account.

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How to market B2C vs B2B

B2C is about building your profile as a positive representative of the business and the product itself.

B2B is about showing the ways your business-focused products or services can provide help and remove pain points from. Linkedin is full of business people so it's truly optimum.

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Types of Content You Can Share on Linkedin

- Text
- Links
- Photos
- Videos
- EVENTS!
- LIVE Video
- And now… Newsletters… lead forms….

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Content Marketing – Creating & CURATING

What do you post?

pics, videos, reposts

Where do you get ideas?

surf hasthags, follow others

Do you have to create it?

No! you can curate by reposting others

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Options for ”Linkedin Premium”

Linkedin has ways to pay for a more robust, less restrictive experience

Includes options to contact those outside of your network

Options to field proposals from Companies (ProFinder)

Options for creating targeted leads lists for following as well as engaging.

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LET'S TAKE A TOUR

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Q&A

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Linkedin Premium

https://premium.linkedin.com/#premium-business

Linkedin Sales Navigator

https://business.linkedin.com/sales-solutions/cx/18/08/linkedin-sales-navigator

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ACTIVATEbiz.com

aaron@activatebiz.com

828.384.8909