

Linked in

Business Essentials



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Introduction

In today's marketing environment, it is crucial that businesses have a presence in social media. Social media marketing can be intimidating and time consuming if you do not plan and establish a foundation from the beginning. It's one thing to set up your LinkedIn page, but planning how and when you are going to post to you're your clients, fans and future customers is another story. Keeping your followers engaged is where most businesses fail in the social media atmosphere.

But why Social Media you might ask? Social media marketing has many benefits. Through the different channels available for social media, you can increase exposure for your business, increase traffic to your website, increase search rankings, generate leads, develop raving fans, improve your sales, grow business partnerships, and best of all reduce your marketing expenses.

No longer do you need to take out costly ads in the yellow pages or in newspapers. Those are still great options, but social media provides quicker results you are able to measure and track month to month.

In this report, I will walk you through LinkedIn and how you can create your vision and goals for your LinkedIn profile. While it isn't vital for you and your business to participate in LinkedIn, it is a good idea to at least have a presence here and point them to your website or a way to interact with your business. You do not want to lose a potential client just because you're not found on LinkedIn.

So, Let's get started.

#1: Critical Areas to Consider

In each of the social media sites, there is a basic funnel every business should follow. First, create the social media platform. A platform is “A raised floor or stage used by public speakers or performers so that they can be seen by their audience.” You want to be seen by your audience, or in this case, your clients and customers. In the next chapters, I’ll explain the LinkedIn platform and how to build it to fit your business.

Next, every business needs to build a community of followers.

Please understand, your goal should not be to sell within LinkedIn. Instead, you want to create a raving fan base that will be interested in what you have to say and what you’re giving away so you can build an email subscriber list, and THEN convert them to buyers.

Critical Areas

There are seven very critical areas each business or individual must consider in order to be successful in social media marketing and LinkedIn.

- 1. LinkedIn Vision**
- 2. LinkedIn Goals**
- 3. LinkedIn Voice**
- 4. Building the LinkedIn Platform**
- 5. The LinkedIn Publishing Plan**
- 6. LinkedIn Community Building**
- 7. Measuring and Tracking Results**

We’ll discuss these in detail in just a few moments.