



LinkedIn Overview

LinkedIn offers a professional platform for those looking to network online. It is more often used for business to business relationships but also does cover business to customer.

WHO uses LinkedIn?

- ★ LinkedIn is a great platform for any professional individual, whether they have had a career break, or decided to run their own business, or want to return to work.
- ★ It is popular with B2B businesses, and B2C, although it is more B2B prominent.
- ★ B2B stands for Business to Business.
- ★ Typically you will find the platform is very popular with:
 - Freelancers
 - B2B service providers, such as Social Media Managers, Copywriters, Web Designers
 - Coaches - life or business
 - Entrepreneurs
 - Technology businesses
 - Charities
 - Travel experts marketing themselves to professionals
 - Recruiters
 - Business Consultants
- ★ LinkedIn is NOT the place for a lot of B2C businesses such as fashion & footwear (unless of course, you are targeting wholesale buyers for example who DO hang out on LinkedIn). These businesses need to be active on B2C platforms such as Instagram and Facebook.
- ★ Some businesses will have company pages, not all, however. (More on this later!)

Fun Fact: We have a student who is a Doula who trains Doulas... she actually finds that LinkedIn is a better place for her to be than the other networks because she trains women professionally.

WHAT can you use LinkedIn for?

- ★ Creating a personal profile.
- ★ Personal profile posting and networking to generate interest for you and your business.
- ★ Company pages can be used for marketing purposes.
- ★ LinkedIn also hosts its own blogging platform, called Articles. So you can write about your profession, business or general interests and share your thought leadership.
- ★ Finding out about employment opportunities.
- ★ LinkedIn Learning is an area on the platform where you can access 16,000 courses covering all types of professional skills (this section of LinkedIn is only available on the paid version).



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WHY is it important to use LinkedIn?

Your LinkedIn personal profile is your professional summary (and showcase!) of your skills and experience.

- ★ It lets the right people know who YOU are.
- ★ A great LinkedIn profile shows that you are familiar with the latest technology.
- ★ LinkedIn is a fantastic networking tool. You can make new connections and reconnect with past colleagues.
- ★ It is a powerful recruitment tool, and you can search for a job and recruiters can search for you.
- ★ LinkedIn is a great way to build your personal brand - if you google your name, your LinkedIn profile will come up on the first page of results!
- ★ Company pages are a great way to grow brand reach and awareness, build communities and share content with those in your industry.
- ★ LinkedIn is a brilliant place to build a professional community around a business or cause.

WHEN might you choose to start using LinkedIn?

- ★ If you are returning to the workplace, we highly recommend you focus on setting up an All-Star Personal Profile. (More to come on this!)
- ★ LinkedIn is a great place to search for new employment opportunities, start networking and explore what is available.
- ★ If you are starting or expanding your freelancer journey, LinkedIn is a great platform for you to use to build your network and to source work.
- ★ If you are a business owner targeting a B2B audience, then this platform is ideal for you to have a company page and use your personal profile to grow your connections.

LinkedIn Need to Know Statistics

- ★ Microsoft owns LinkedIn.
- ★ There are 756 million users (note - daily user statistics are not usually published for this platform).
- ★ 57% of LinkedIn users are men, 43% are women.
- ★ 61% of LinkedIn users are between the ages of 25 and 34 years old.
- ★ There are over 57 million company pages on LinkedIn.

How is LinkedIn different from other social networks?

- ★ LinkedIn has a much more professional tone of voice than other platforms.
- ★ It has a "business feel" to it - this is not the platform for sharing lots of personal photos or what you ate for your dinner!
- ★ A large majority of LinkedIn users do NOT log into the platform daily, unlike lots of the other social networks.



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The Differences Between the Paid Versions and Free Versions of LinkedIn.

- ★ The free version of LinkedIn allows you to build a personal profile, hold a company page and to network and post on the platform.
- ★ You can also directly message your connections on the free version.
- ★ LinkedIn Premium (a paid version of LinkedIn), allows you to use the platform more proactively if you want to target specific people with your product or brand or if you are working on behalf of a company. It allows you to send 15 Inmails per month to people you are NOT connected to (business opportunities, for example), and it credits you back for these Inmails if the other person does not respond. Recruiters and salespeople often use LinkedIn Premium.
- ★ Note - be cautious about using Inmail as a direct cold-selling tool. If you are trying to use the platform in this way, then make sure your Inmails are friendly, warm, offer help only and give the other person a positive reason to connect with you.
- ★ Premium also gives you full access to LinkedIn Learning, and you get full visibility of who has viewed your profile, which is ideal when you can then also send them an Inmail.
- ★ Premium often gives you a month free so that you can try it out. It is wise to have a strategy as to who you want to target using it before you take this free month opportunity.
- ★ LinkedIn Premium (the paid version of the platform), allows you as a single user to use the platform as a pipeline management tool. By this, we mean that you can use it to search for people to connect with using more sophisticated means. For example, you can search for people who have moved job roles in the last 90 days, or for people with specific skills.
- ★ Sales Navigator is another paid version of LinkedIn (more expensive than Premium), which offers even more Inmails every month. Ideal for individuals working for large companies in sales roles, the single-user version of this paid option allows you to use the platform as a pipeline management tool. You can perform advanced searches for individuals, and contact them proactively. Sales Navigator will help you to source connections by proactively researching your connections to help you find people and businesses.
- ★ You can request access to LinkedIn Live and livestream to a profile, page or event.
- ★ LinkedIn Recruiter is a paid feature aimed at recruiters and HR departments that enables premium searches, insights and analytics and bulk InMail messaging to help source candidates .

Key Takeaways

- ★ LinkedIn is a great platform for showcasing your personal and company profile with a professional and business based audience.
- ★ It is a great place for building up and reconnecting with your business network.
- ★ LinkedIn is primarily a B2B platform, with a more professional business feel to it.



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You can find out more about LinkedIn statistics here:

<https://blog.hootsuite.com/linkedin-statistics-business/>