

dcm THE
LEARNING
EXPERTS

LinkedIn



Joanne O'Brien



Why LinkedIn?

- Building Connections
- Meeting Like Minded People
- Networking and Creating Opportunities
- 675 Million+ members
- 66% Irish Working Population have accounts



Today let's look at

Creating / Optimising Your Profile



LinkedIn

What will you use LinkedIn For?

To Communicate with Customers / Potential Customers

To Build up the Image of your Business

To Develop Professional Connections

To Search for a new Employee – or a new Job

A way of building up your Credibility and Profile



LinkedIn

What it is NOT:

A place to Sell, Sell, Sell It's **SOCIAL** media




A place for sharing anything too personal – that's Instagram


A place to hide... show me your face

A place to take, take, take.... Share something please



A place to ask too much from a stranger... build up some rapport


Your Personal Profile




[Add profile section](#) [More...](#) 

Joanne O'Brien
Marketing Consultant & Trainer | Managing Director of Applejack Marketing | Helping you grow your online presence
Ireland · [500+ connections](#) · [Contact info](#)

 Applejack Marketing
 Digital Marketing Institute

Providing services 
Search Engine Optimization (SEO), Digital Marketing, Marketing Consulting, Social Media Marketing, Blogging, and Email Marketing
[See all details](#)

 Public

LinkedIn

Your Summary is Your Story

Explain it simply but with passion

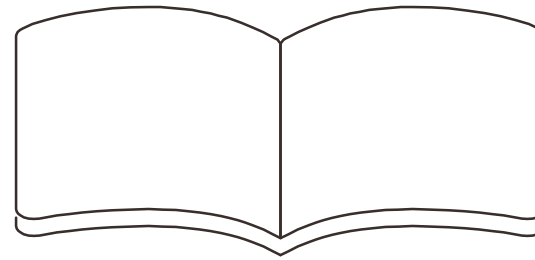
Make your first sentence count

Straightforward language

Frame your past & highlight your successes

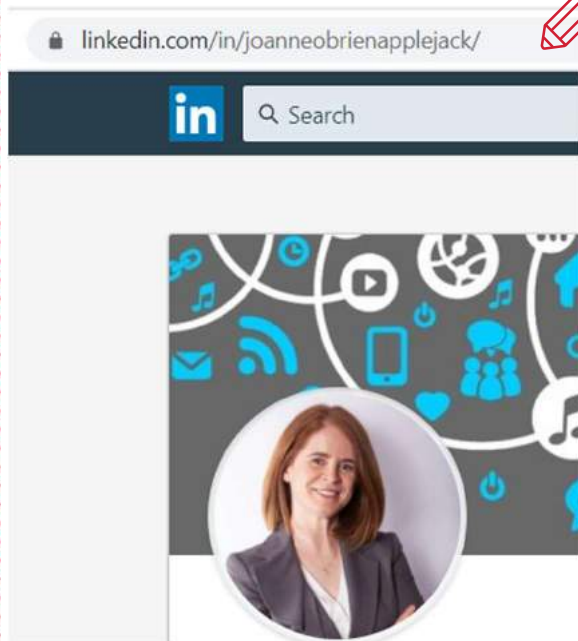
Make it relevant to them

Remember 'What's in it for me?'



Optimise It

Custom URL



List of Skills

Skills & Endorsements

Leadership · 99+

Endorsed by Ambassador Shabazz and 12 others who are highly skilled at this

Endorsed by 139 of Jeff's colleagues at LinkedIn

Entrepreneurship · 99+

Endorsed by Dharmesh Shah and 28 others who are highly skilled at this

Endorsed by 45 of Jeff's colleagues at LinkedIn

Strategy · 99+

Endorsed by Daniel Shapero and 44 others who are highly skilled at this

Endorsed by 79 of Jeff's colleagues at LinkedIn

Engage, Engage, Engage

Share Relevant Content

Helps you appear in their feed

People will be reminded of you

Strive to add value

Add your own opinion

Clodagh O'Riordan • 1st
Marketing Associate at Crystal Lean Solutions
2d • Edited • 🌐

Well Done to [Christy Murphy](#), I couldn't have done the background work without the trainer and our great team. [#lean](#) [#construction](#) [#lastplannersystem](#) [#virtualtraining](#) [#deliveringexcellencetogether](#)

Crystal Lean Solutions
358 followers
2d • 🌐 [+ Follow](#)

Many thanks to all who have taken time out today to attend our free introduction to the Last Planner System and we hope you found it of value. Thanks to [Christy Murphy](#) for delivering and to [Clodagh O'Riordan](#) and [CitA Ltd](#) for making it happen. We will share upcoming dates for additional module training. [#lean](#) [#leaninconstruction](#) [#deliveringexcellencetogether](#) [#projectdelivery](#) [#leanthinking](#)

Pull Plan Template

Action Owner	Last Planner System					
	Mon	Tue	Wed	Thu	Fri	Sat
Blue						
Grey						
Red						
Yellow						
White						
Green						

Planning Direction ←

Milestone

Follow the leaders

Find the influencers in your Industry

Add a range of interesting content to your feed

Share what adds value

Gives context to your profile

Demonstrates the passion for what you do

Interests

 Digital Marketing Institute 12,752 members	 Arianna Huffington  Founder and CEO at Thrive Global 9,025,827 followers
 Institute of Technology, Carlow 25,591 followers	 Datascan Document Services 224 followers
 Richard Branson  Founder at Virgin Group 17,048,373 followers	 SocialMediopolis.com -  New H... 1,996,956 members

[See all](#)

Your Own Content

What have you got to say?

Show your thought leadership

Show your expertise

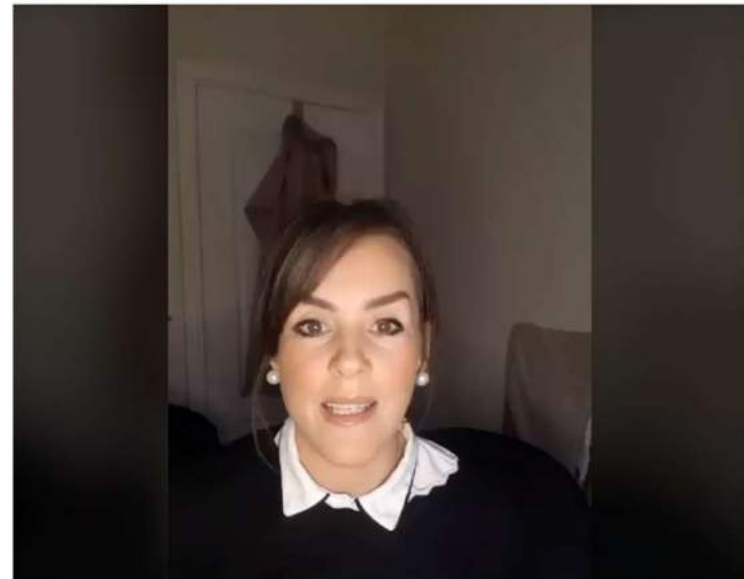
Start a conversation

Reach out with specific content



Sharon Farrell • 1st
Credit Risk Management and Collections
1mo • Edited • 🌐

Some tips that I can offer for credit in your business at this time of uncertainty.
[#creditmanagement](#) [#mybusiness](#) [#collections](#) [#workingtogetherfortomorrow](#)
[#yourbusiness](#) [#business](#) [#ican](#) [#success](#)



Some Ideas for Content

What people find interesting

Your views on what is trending in the business world

New innovations

Upcoming events

Your advice – Top Tips

How you see your industry

Your predictions

Remember – Images!

What about Video?

The Hashtag



Engage

Make the effort

Like

Comment

Reply

Share



Grow Your Network

The more the merrier!

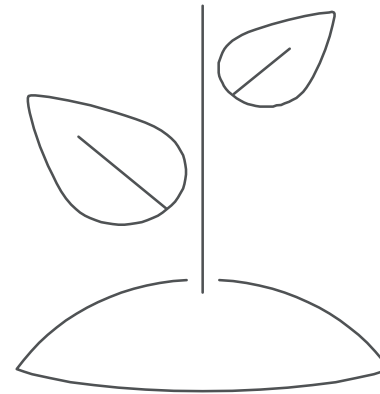
Search - who do you already know?

Accept invitations

Reach out to colleagues, past and present

Follow up meetings with a request

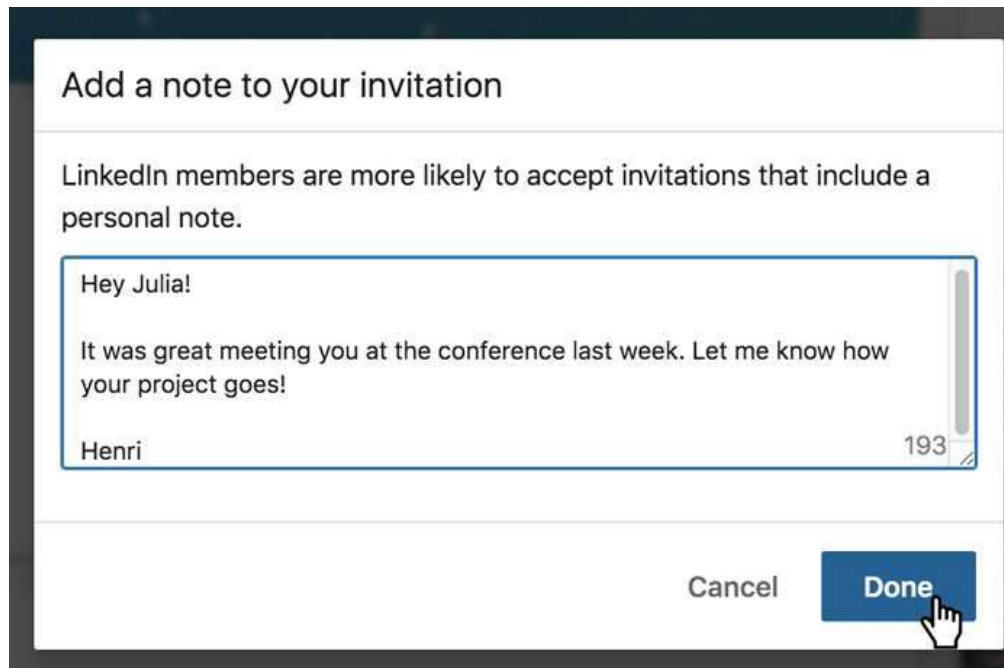
Be consistent in your efforts



Grow your Network

Personalise it

Add a note, it makes it even better.



A screenshot of a LinkedIn invitation note editor. The title is "Add a note to your invitation". Below the title, a message states: "LinkedIn members are more likely to accept invitations that include a personal note." The main text area contains the following text: "Hey Julia!", "It was great meeting you at the conference last week. Let me know how your project goes!", and "Henri". A character count "193" is visible in the bottom right corner of the text area. At the bottom of the editor, there are two buttons: "Cancel" and "Done". A mouse cursor is pointing at the "Done" button.

Objectives

Remember why you are doing this:

Harnessing the Reach

Get in front of people

Build a network

Discover opportunities

Keep up with your industry

Build up your reputation



Don't make the mistakes

It doesn't work if....

You have a bad profile

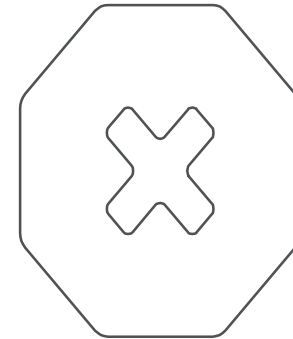
You don't give

You wait until you need something

You are inappropriate

You don't share

You don't care



Groups

A good way to learn and grow

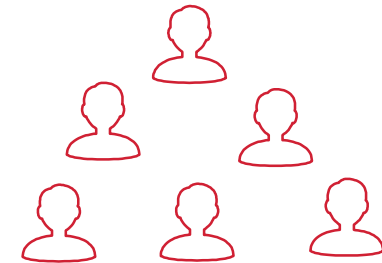
Share content

Find Answers

Post and view jobs

Make business contacts

Establish yourself in the industry



How to Generate Leads

Gently Does It

Reach out with a connection request

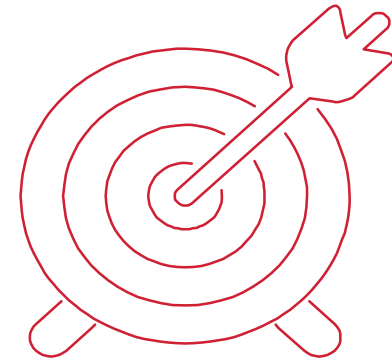
Make it personal

Interact with their content

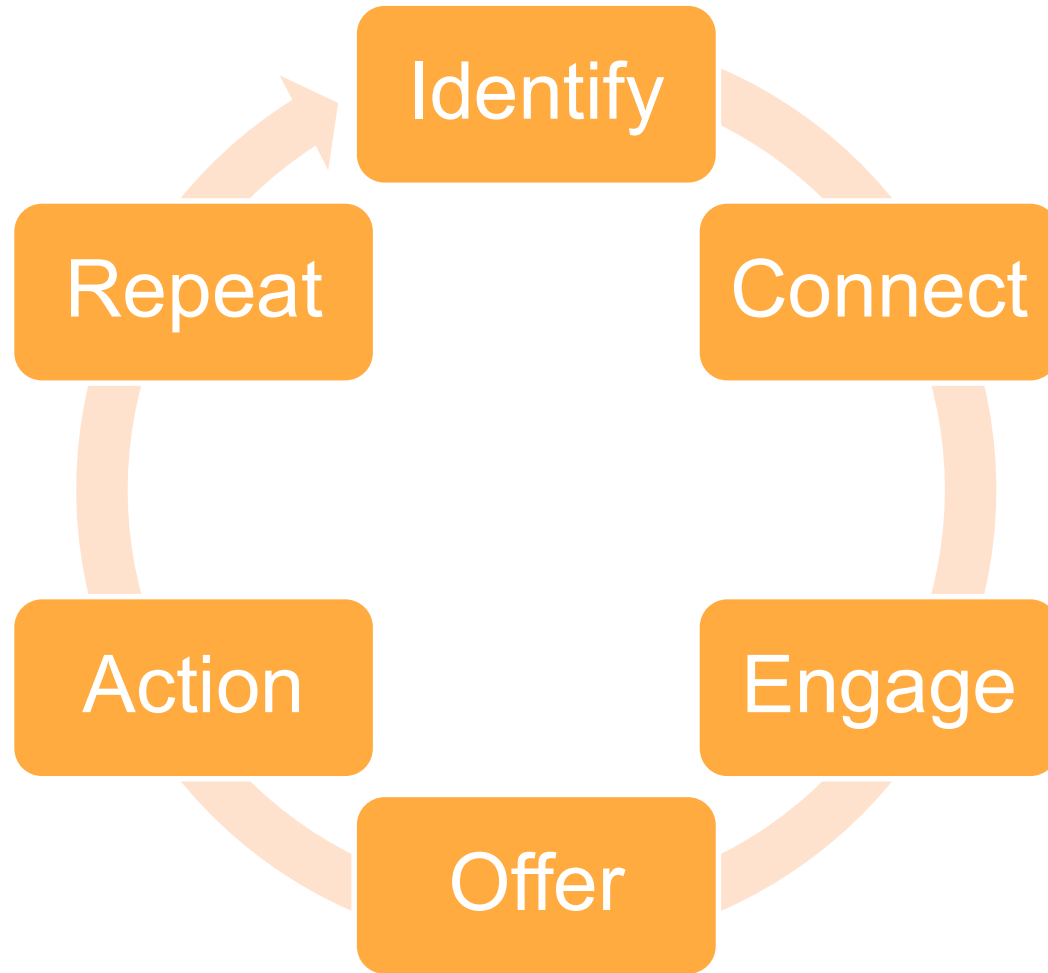
Build Rapport

Offer something useful

Gently suggest a call or meeting



Generating Leads





Summary

Here's what to do.....

Optimise your Profile

Reach Out and Connect

Engage on LinkedIn – Share Content

Join Groups

Use this to network online

Be Consistent

Put in the **Effort** to get the **Rewards**



Questions

- What is a company page on LinkedIn?
- Can I use my connection list as a marketing list?
- What do I do with my 500+ connections?
- Should I accept all connection requests?
- What will I 'Say' to my connections?
- Do I include all past roles on my profile?



THANKS!

Any questions?
You can find me at
joanne@dcmlearning.ie

dcm THE
LEARNING
EXPERTS