

The LinkedIn Opportunity

21 May 2014



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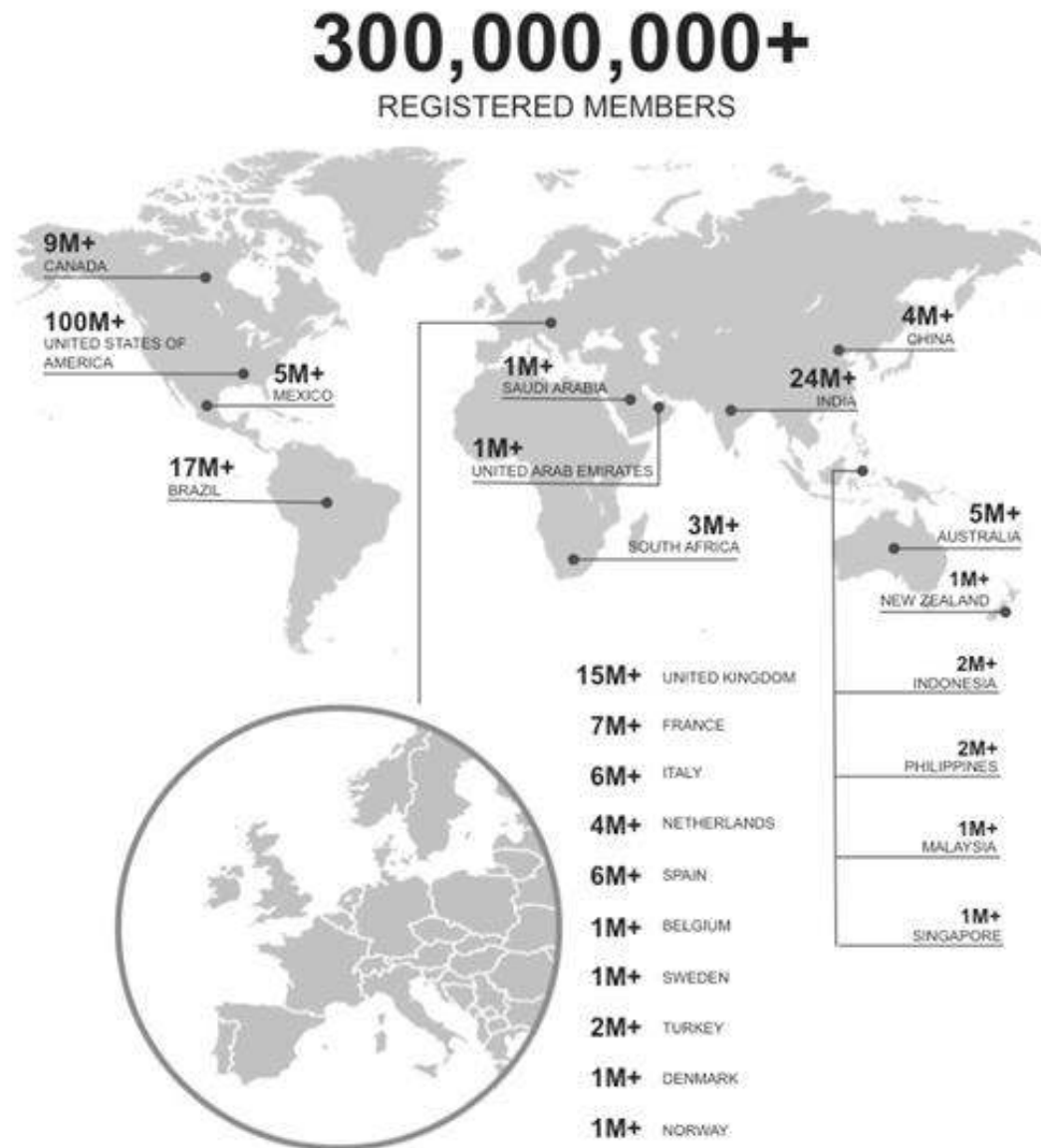
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LinkedIn [leighhopwood](#)

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LinkedIn The Facts

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Source: LinkedIn

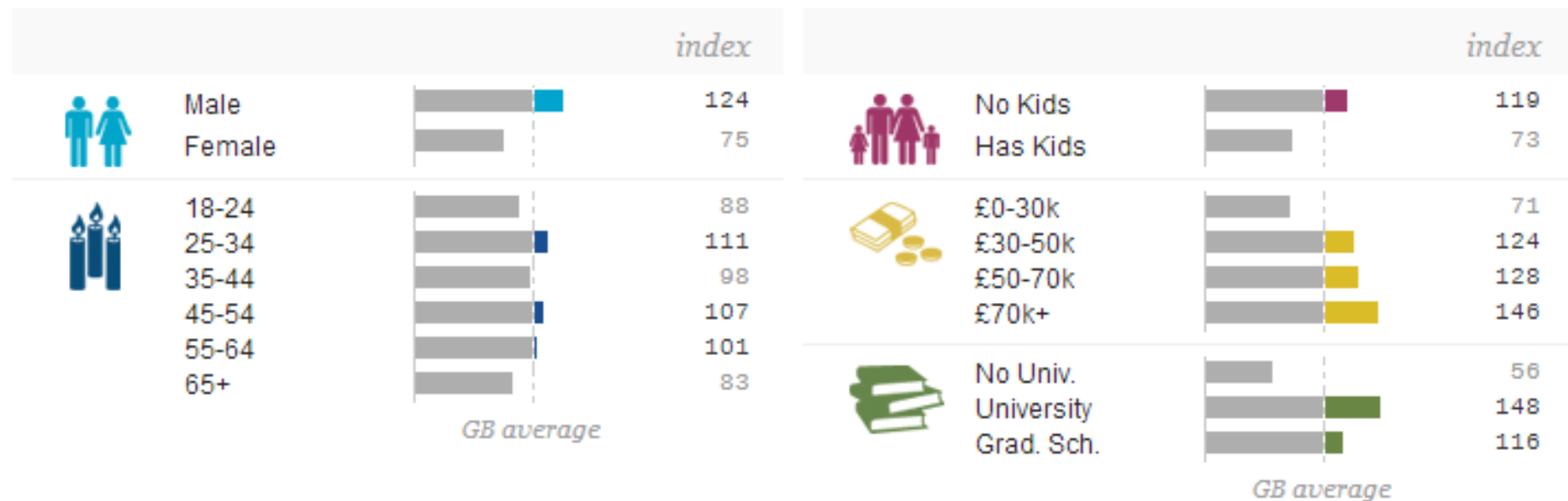
LinkedIn The Facts

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GB Demographics: [Web] ?

See All

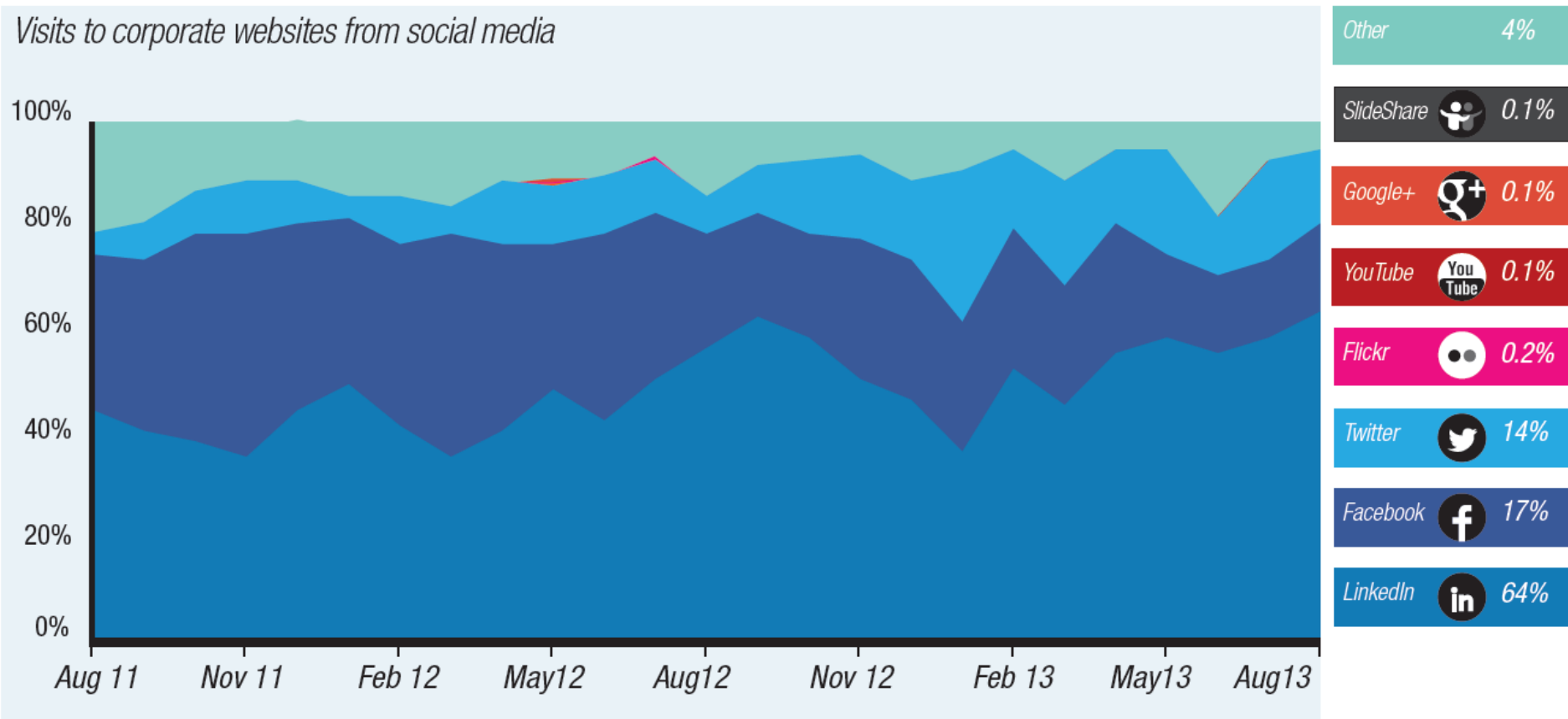
Summary || Gender || Age || Household || Income || Education



Updated May 10, 2014 • Next: May 21, 2014 by 9AM PDT

LinkedIn The Facts

LinkedIn is the biggest source of visits from social media sites

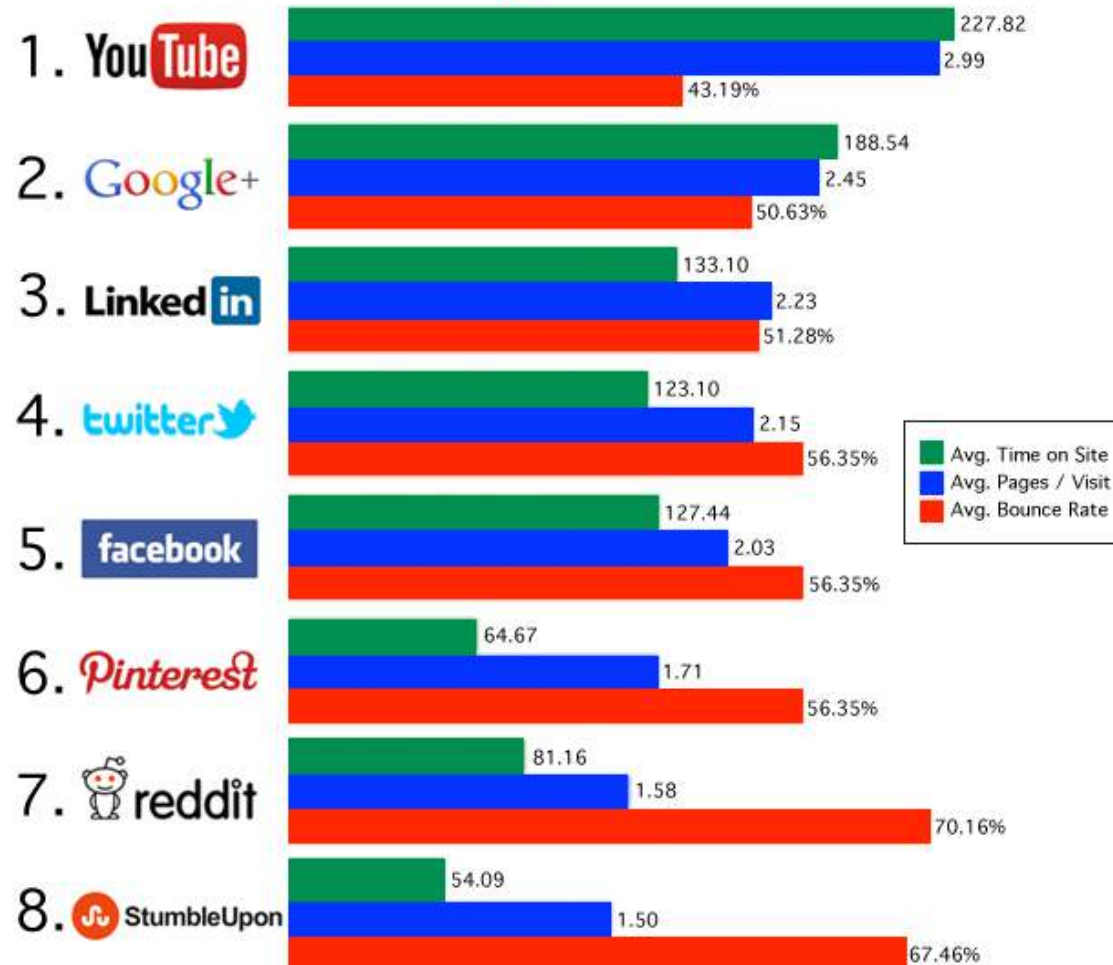


LinkedIn The Facts

Social Media Post-Click Engagement

(September 2013 - February 2014)

Presented by:  Shareaholic

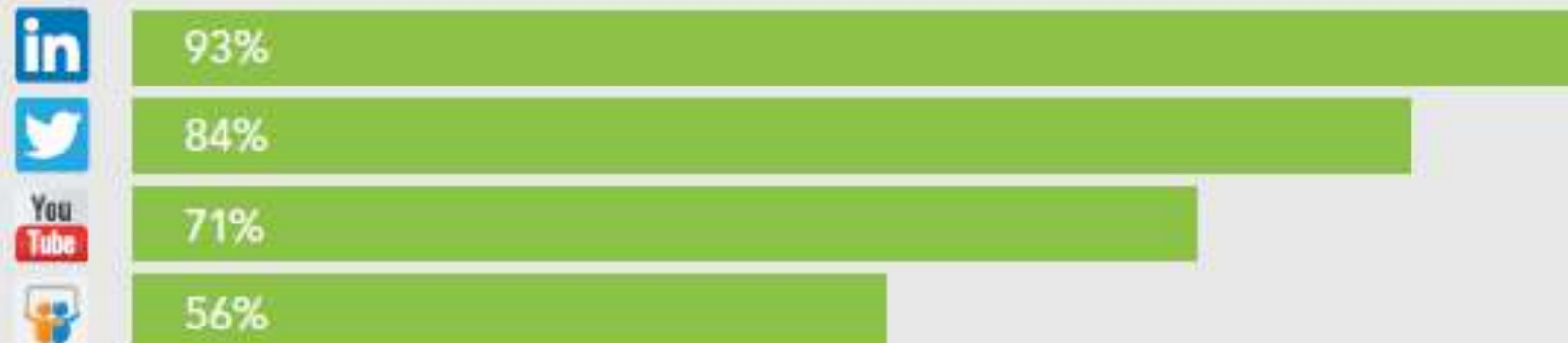


Data based on average activity across over 200,000 sites and 250+ million unique visitors each month

LinkedIn The Facts

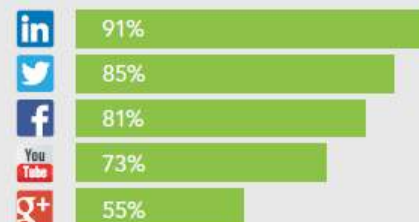
LINKEDIN CONSIDERED MOST EFFECTIVE FOR B2B LEAD GEN

Among top performing organizations, % of B2B Marketers who rated the Social Media Site on effectiveness in generating leads



LINKEDIN IS THE #1 CHANNEL TO DISTRIBUTE CONTENT

% of B2B marketers who use various social media sites to distribute content



LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

90% of the social traffic was driven by the big three networks, with half of it coming from LinkedIn



LINKEDIN CONTINUES TO CONSISTENTLY GENERATE SALES FOR B2B MARKETERS

Percentage of companies who acquired a B2B customer through that channel



B2C MARKETERS ARE RAPIDLY DISCOVERING LINKEDIN

Percentage of companies who acquired a B2C customer through that channel



What's changed recently?

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Recent Changes

- Profile Organiser retired; LinkedIn Contacts launched

LinkedIn Recent Changes

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The screenshot displays the LinkedIn Premium interface. At the top, the navigation bar includes the LinkedIn logo, a 'PREMIUM' badge, a search bar with the text 'Search for people, jobs, companies, and more...', and a 'Business Services' link. Below the navigation bar, a banner reads 'More Profits, Less Tax - £5000 gift from us to increase your profits. Pay Less Tax. Fixed Fees.' A notification bar states 'Profile Organizer has moved! It's now part of the new LinkedIn Contacts. Check It Out!'. The main section is titled 'Contacts' and features three cards for recent job changes: Ashley Williamson (Now Managing Director at Mopinion), Simon Green (Now European Strategic Account Director at Creator Ltd.), and Keir Woolhouse (Now Director at Woolhouse Consultants UK Ltd.). Each card has a 'Say congrats' button. Below these cards is a 'See more people to contact' link. The bottom section shows a list of contacts with filters for 'Recent Conversation' and 'All Contacts'. The 'All Contacts' filter is expanded, showing options for 'Connections Only', 'Company', 'Tag', 'Location', 'Title', and 'Source'. The contact list includes Jo Thomson (Managing Director at London, United Kin) and Michael Conus. A sidebar on the right contains an advertisement for 'Map. Compass. Matches.' with the text 'Amazing things happen when everything works together.'

Recent Changes

- Profile Organiser retired; LinkedIn Contacts launched
- LinkedIn Influencer publishing platform launched

LinkedIn Recent Changes

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 PREMIUM


Search for people, jobs, companies, and more...

Advanced

10


1

+



Home Profile Network Jobs Interests Business Services Upgrade

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Dave Chaffey 1st

CEO @ publisher SmartInsights.com // Digital Strategist since 1997 // Author, Consultant, Keynote Speaker and Trainer

Derby, United Kingdom | Marketing and Advertising

Current Smart Insights (Marketing Intelligence) Limited, ClickThrough Marketing, Marketing Insights Limited

Previous cScape, IDM, E-consultancy

Education IDM Digital Diploma

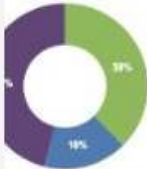
Send a message

500+ connections

Posts

Published by Dave

5,058 followers



Does your organisation have a clearly defined digital marketing strategy





- Yes - it's integrated into our marketing strategy 33%
- Yes - it's defined in a separate document 19%
- No - we are doing digital marketing, but no defined strategy 48%

Smart Insights TINSIA

What does every businesses have to get right in...

April 8, 2014


When I'm speaking at conferences or training in workshops, the audience is typically mainly...

 <>


Gavin Llewellyn 2nd

Contributing Author at Smart Insights

Connect



In Common with Dave





Recent Changes

- Profile Organiser retired; LinkedIn Contacts launched
- LinkedIn Influencer publishing platform launched
- LinkedIn Today retired; The Pulse launched




LinkedIn Recent Changes

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All Updates ▾




Pulse recommends this news for you




Kicking Down the Door to the Hidden Job Market

Jessica H. Hernandez, Executive Resume Writer on LinkedIn • Over the past several weeks, I've been burying myself in research about the hidden job market, trying to find any...
18h




21 Steps to Create a LinkedIn Profile to Get the Job You Want

By Jeff Bullas • 15h



Forget 'the Cloud'; 'the Fog' Is Tech's Future


online.wsj.com • 57m













AT&T to Buy DirecTV for \$48.5 Billion in Move to Expand Clout

dealbook.nytimes.com • 1h

[See your news ▶](#)




10 people have new connections:




Russell Yeates connected to **John Nolan**, Account Director at WESTCON.
Connect with John • 2m ago


People You May Know



Amarjit Singh Kapour, Student at Royal Holloway, U. of London
[Connect](#)





Shahina Begum, Founder and Communications Director of
[Connect](#)




Jane Smith, --
[Connect](#)

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ASKING THE RIGHT QUESTIONS

You Recently Visited




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- Profile Organiser retired; LinkedIn Contacts launched
- LinkedIn Influencer publishing platform launched
- LinkedIn Today retired; The Pulse launched
- Products and Services retired; Showcase pages launched


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[More Profits, Less Tax - £5000 gift from us to increase your profits. Pay Less Tax. Fixed Fees.](#)



Microsoft

1,681,827 followers✓ Following

[Home](#)[Careers](#)




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At Microsoft we help people and businesses throughout the world realize their full potential.

We make this simple mission come to life every day through our... [see more](#)

Recent Updates





Microsoft See history in the making. <http://msft.it/6187ilKH>



History in the making

msft.it • As the next chapter of our remarkable story begins, what better way to celebrate Nokia Devices & Services joining Microsoft


How You're Connected

1st2nd2nd2nd

1 first-degree connection
2,744 second-degree connections
115,477 Employees on LinkedIn

[See all](#)

Careers




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Learn about our company and culture.

4,235 jobs posted

[Learn more](#)

Microsoft Showcase Pages

Microsoft

LinkedIn Recent Changes

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The screenshot shows the LinkedIn profile of 'Office'. The header includes the LinkedIn logo, 'PREMIUM' status, a search bar with the text 'Search for people, jobs, companies, and more...', and navigation links for Home, Profile, Network, Jobs, Interests, Business Services, and Upgrade. The main banner features a large image of an office interior with a red overlay containing the text 'Cloud-powered connection, collaboration, and control with Office 365.' Below the banner is the Office logo and the text 'Office' with '15,345 followers' and a 'Follow' button. The bio states: 'Transform the way you work with Office 365. Your world is changing quickly—where and how you get things done is evolving. Office 365 empowers you to work the way you want and how your business needs.' The 'Website' is listed as 'http://office.microsoft.com/' and the 'Industry' is 'Information Technology and Services'. A 'Followers in your network' section shows a small profile picture and the number '1st'. A 'See more' link is visible. At the bottom, there is a post snippet about 'Office Quality at his fingertips: How Boxing Fish Sushi is using OneNote to reinvent the catering business. Read the blog - http://off365.ms/O5nP61 Watch: http://off365.ms/3aQccS' and a 'Featured groups' section showing 'Microsoft...' with '31,700 members'.

in PREMIUM Search for people, jobs, companies, and more... Advanced 10 1

Home Profile Network Jobs Interests Business Services Upgrade

Accountancy - The New Way - Fixed fees, pay monthly, grow, increase profits, pay less tax - relax!

Cloud-powered connection, collaboration, and control with Office 365.

Office 15,345 followers Follow

Transform the way you work with Office 365. Your world is changing quickly—where and how you get things done is evolving. Office 365 empowers you to work the way you want and how your business needs.

Website
http://office.microsoft.com/

Industry
Information Technology and Services

Followers in your network

1st

See more

Office Quality at his fingertips: How Boxing Fish Sushi is using OneNote to reinvent the catering business. Read the blog - <http://off365.ms/O5nP61>
Watch: <http://off365.ms/3aQccS>

Featured groups

Microsoft... 31,700 members

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his st...

Like (4) • Comment • Share • 3 days ago

Joe Kelly, mohammad abbsi +2


Add a comment...

Office From Inside the Cloud: Designing Office 365 for Trust <http://lnkd.in/bM7fkzN> The notion of trust is core to the decision to subscribe to services in the Cloud. When your data is flowing within our data centers and the Office 365 services whether... more

 **From Inside the Cloud: Designing Office 365 for Trust**
youtu.be

Like (15) • Comment (1) • Share • 5 days ago

Mercedes H., Charles Valen, PMP (#28182) +13


 **Charles Valen, PMP (#28182)** We are currently transitioning to Office 365 and wrapping up the first phase now which is email. So far, so good...
1 day ago

Add a comment...

Office Office 365: Get a view From Inside the Cloud <http://lnkd.in/bM7fkzN> This week is a special week as we kick off a regular blog and video series called "From Inside the Cloud" featured on the new Office 365 Trust Center, to give you a rare insider's... more


Office 365: Get a view From

Featured discussion in Microsoft Office 365

 **Stephen B.** New Office LinkedIn Page


I'd like to invite you to a new LinkedIn page for Office. We plan to provide content and discussion on challenges, trends and solutions for... [See more](#)


Office From Inside the Cloud: Why Trust Office 365? <http://lnkd.in/bM7fkzN> When your data is flowing within our data centers and the Office 365 services you expect to retain visibility and control. It's your data which means the freedom to move it, delete... more

 **From Inside the Cloud: Why Trust Office 365?**
youtu.be

Like (12) • Comment (2) • Share • 4 days ago

Jordan Wright, Terry G Davis +10

 **Robert A. Cruz** Excellent question. It's your data, but Microsoft possesses your encryption keys and controls the decision of who has to access to your data. That - alone - is not good enough for highly regulated companies.
2 days ago

 **Gage Hutchens** We migrated to Office 365 in January 2012 and off to another provider a few months ago. What I will say is that O365 is not Exchange. For example, sometimes you can not access older email, sometimes your Outlook connection fails, sometimes SSL fails,... [more](#)
2 days ago

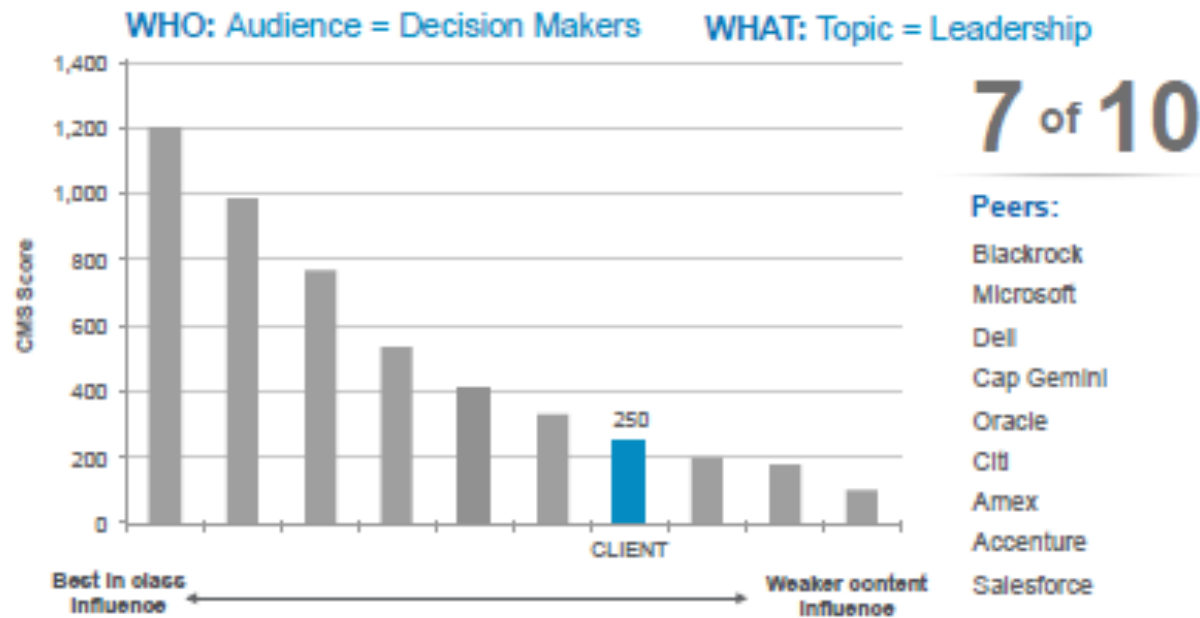
Add a comment...

Recent Changes

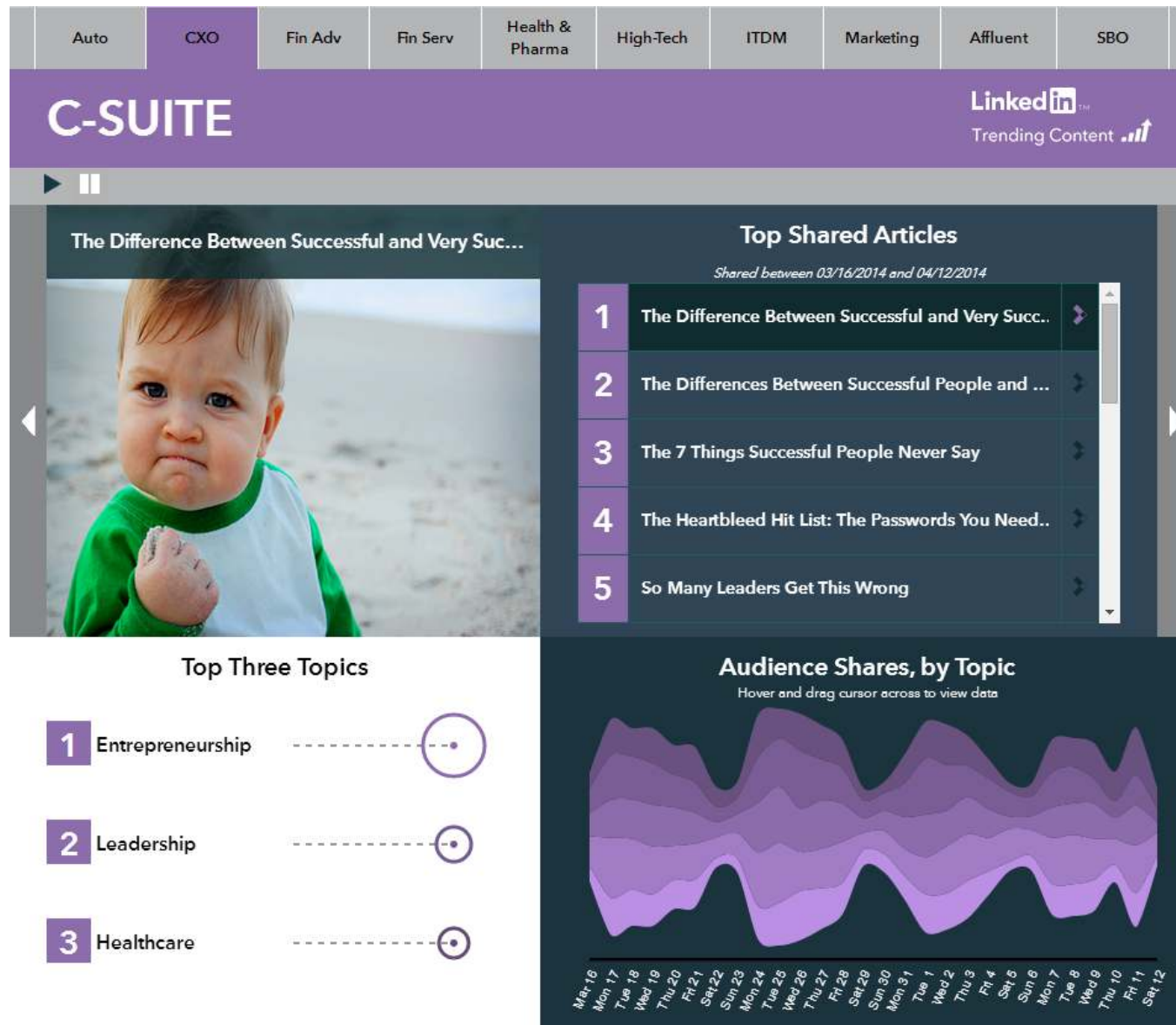
- Profile Organiser retired; LinkedIn Contacts launched
- LinkedIn Influencer publishing platform launched
- LinkedIn Today retired; The Pulse launched
- Products and Services retired; Showcase pages launched
- Content Marketing Score and Trending Content launched

Recent Changes

Your Overall Content Marketing Score By Target Audience and Topic



Recent Changes



5 Steps to LinkedIn Effectiveness

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1) Build a Presence

Your profile

- Quality and professional profile – not a CV!
 - Conversational content written in the first person
 - Load it with credibility statements
- Seek recommendations
- Connect with others
- Join groups
- Follow companies and influencers
- Apply to be a Publisher

Your company profile

- Create a static profile
- Complement your website
- Link all employees; ensure quality and relevant profiles!

2) Listen and Learn

Listen

- Group discussions and announcements
- Influencers/blog posts
- Pulse
- Companies/individuals you and your customers follow
- Trending Content

Learn

- Tone of voice; professional, jargon, entertaining, personal
- What interests your audience
- Define your key messages
- Integrate with existing marketing

3) Create and Curate Content

Create

- Clear content strategy and implementation plan
- Clear method for generating content – no barriers
- Create and share original content; videos, slides, infographics
- Useful, informative, authoritative, valued content
- # tips, research findings, ask/answer questions, entertaining content, tell a story

Curate

- Share other quality content
- Incorporate others content into your own; refer/link back to them
- 4-1-1 rule

4) Engage and Grow

Engage

- Join Group conversations
- Invite people to connect and then start a conversation
- Send personal messages via Inmail
- Use your/company advisory/thought leadership content to engage
- Respond to comments on Company Pages
- Respond to messages timely
- Be personal – no selling!

Grow

- Promote your Company and Personal profiles through other channels
- Provide exclusive offers through LinkedIn
- Invite others to join your Group
- LinkedIn Sponsored Ads; PPC, sponsored content
- Use APIs such as 'login' and 'share'
- Ensure channel integration

5) Analyse and Improve

What to analyse

- Followers
- Reach
- Profile views/impressions
- Traffic to website
- Demographics
- Engagement rate – ratio of clicks to impressions
- Conversion rates
- Inmail response rates

How to analyse

- LinkedIn Company Analytics – it will show you where to improve your LinkedIn profile, what works, what doesn't
- Google Analytics – monitors traffic from LinkedIn
- Who's viewed your profile

Analyse

The screenshot displays a LinkedIn profile page with a dark navigation bar at the top. The navigation bar includes the LinkedIn logo, a 'PREMIUM' badge, a search bar with the text 'Search for people, jobs, companies, and more...', and links for 'Home', 'Profile', 'Network', 'Jobs', 'Interests', 'Business Services', and 'Upgrade'. There are also notification icons for messages (10), alerts (4), and a profile picture.

Below the navigation bar, a banner reads 'Need a Digital Agency? - Responsive websites, mobile, analytics, social, campaigns...Fancy a coffee?'. The main content area is divided into two sections: 'Who's viewed your profile' and 'How you rank for profile views'. The 'How you rank for profile views' section features a profile picture of a woman and the text: 'You rank in the **top 6%** for profile views among your connections. #88 out of 1,470 | ▲ 10% in the last 30 days'.

Below the ranking section, there are three boxes representing connections: 'Your connections' (1,470 members), 'The Chartered Institute of Marketing (CIM)' (241 members), and 'infoMENTUM' (41 members). The 'Most-viewed connections' section is visible, showing a list of three people: Natalie Taylor (1st), Philip Kotler (1st), and Mike Collins (1st). To the right of the connections list, there is a section titled 'Easy ways to get more views' which includes a card for 'Update your Summary' and a card for 'Update your profile picture'.

LinkedIn Best Practice Stats



- 4 in 5 UK professionals now have a LinkedIn profile
- Only 8.4% use a paid version of LinkedIn
- 60% of members are interested in industry insights
- One post will reach 20% of your audience
- Post 20 posts per month to reach 60% of your unique audience
- Best-in-class marketers post 3-4 updates per day – 80 posts per month
- Post as many status updates as your content supports
- Amplification (likes) is a primary driver of over one-third of all impressions
- Posts that point followers toward “Top” lists can get almost 40% more amplification
- Images can generate a 98% higher comment rate
- Links to YouTube videos play directly in the LinkedIn feed and usually result in a 75% higher share rate
- Engage employees – they are 70% more likely to click, share and comment on an update
- Status updates that contain questions receive almost 50% more comments
- The average number of endorsements per LinkedIn user is 5
- 50.5% of user profiles are 100% complete
- Company Updates containing links can have up to 45% higher follower engagement than updates without links
- LinkedIn is 277% more effective at lead generation than Facebook or Twitter

Connect with me...



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Call 07746 249132

LinkedIn [leighhopwood](#)

Twitter [@leighhopwood](#)