



Introduction to LinkedIn for small businesses

29 August 2024



AWESOME
TECH TRAINING



Housekeeping

All the attendee mics are muted – you can hear us but we cannot hear you.

This session is being recorded and we will send you a link to the recording and the slides after the event.

If you have any questions please use the Q&A function to ask them.



Who we are



Rachel Clinton



Steve Hanlon



Lorna Walker



Agenda

Setting up a LinkedIn page

- Difference between pages and profiles
- When to use which
- What makes a good page

Reaching your customers via LinkedIn

- Finding and connecting with the right people
- Using LinkedIn groups
- Inmail and other messaging options

Effective use of content

- How the LinkedIn algorithm works
- Encouraging people to interact with your content
- Using content to build your brand

Overview of paid options

- Quick introduction to LinkedIn advertising
- Paid accounts in LinkedIn



If anything isn't clear...

Please ask a question.

There are no stupid questions!



About us

- We're a small business based in Ireland and the UK
- We each worked in sales, marketing and web development for many years before forming Awesome Tech Training
- Our focus is on using our own experience to help small businesses take control of their own web presence
- Digital marketing / WordPress advice and support
- Book sessions by the hour – [contact us](#) to talk about how we can help you
- [Other webinars](#)





Introduction to social selling on LinkedIn





What is social selling?

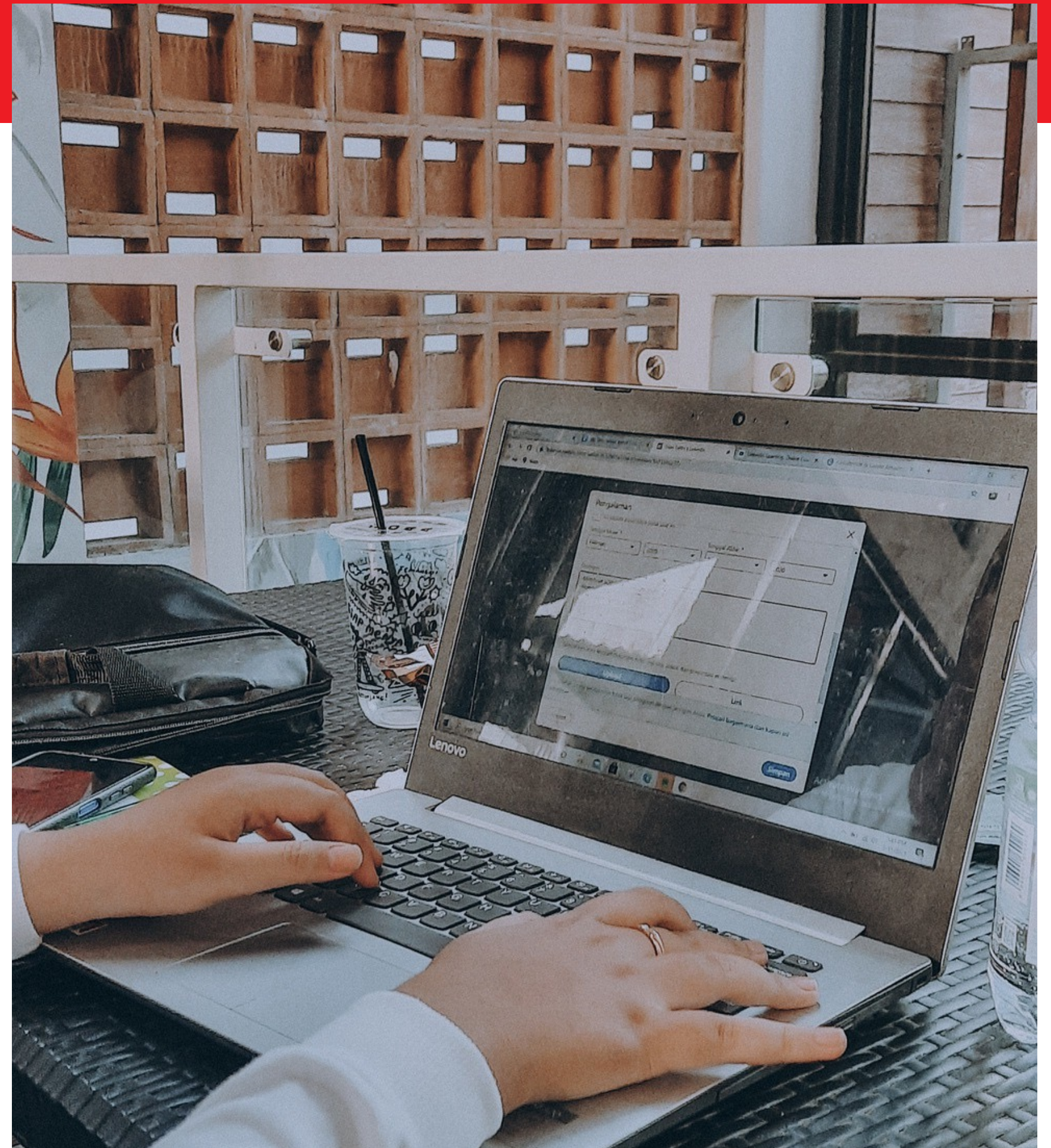
- The art of using social media to find, connect with, understand, and nurture sales prospects
- Building relationships with people
- Listening for the right moment to join a conversation
- Presenting yourself as offering a solution to a problem
- NOT bombarding strangers with unsolicited messages





Goals of using LinkedIn

- Drive people to website to do something
 - Book on event
 - Subscribe to newsletter
 - Download information
- Start conversations with new people
- Nurture current leads and opportunities
- Acquire new customers or cross-sell to existing customers
- Contact journalists, thought leaders and influencers
- Establish yourself / your organisation as credible






Two tools to achieve your goals







Content

Create a post ✕

 Lorna Walker, PhD Anyone

|What do you want to talk about?





[Add hashtag](#)

      ... Anyone Post

Connection

1,017 Connections

Sort by: Recently added ▾ [Search with filters](#)

-  **Henry Galezowski**
Business Development Manager at Gartner
Connected 1 month ago Message ...
-  **Andrew Wheeler**
Co-Founder and CEO at Catalyst Laboratories
Connected 1 month ago Message ...
-  **Rick Buckley**
Co-Owner & Designer at sevenseven
Connected 1 month ago Message ...
-  **Felix Kraty**
Freelance Business Development Consultant
Connected 2 months ago Message ...

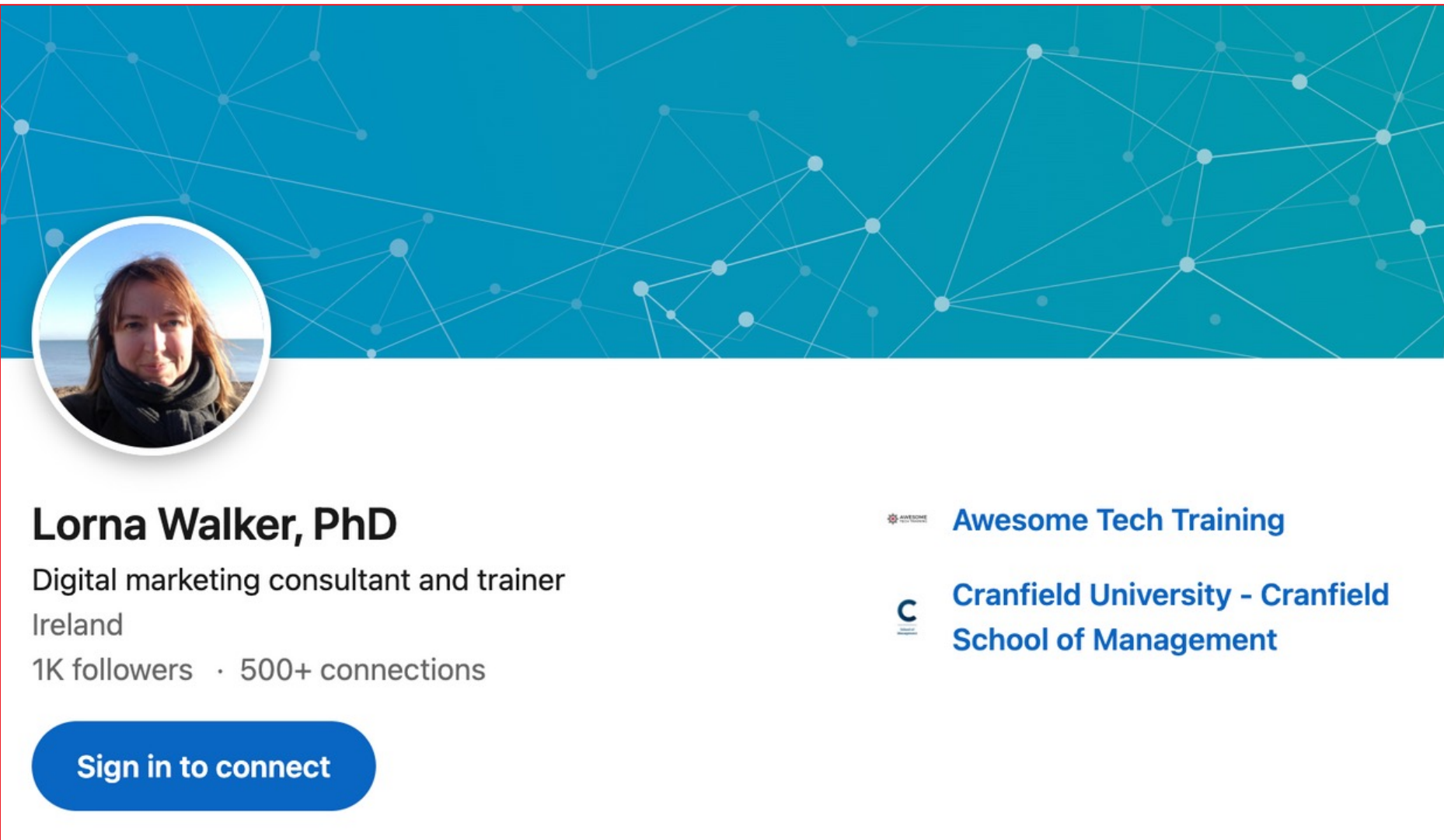


Strategic use of content





Personal profile v company page

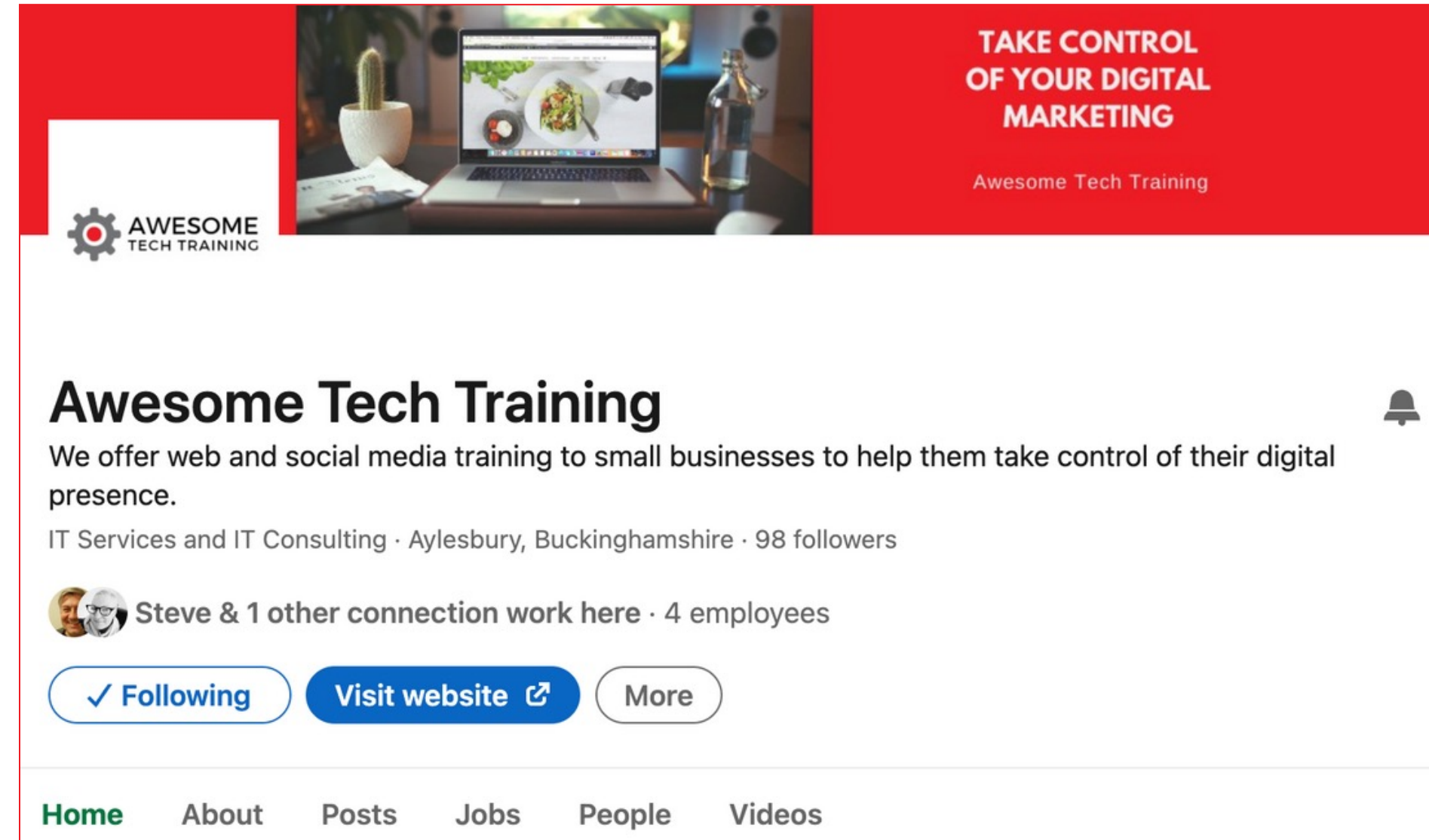


Lorna Walker, PhD
Digital marketing consultant and trainer
Ireland
1K followers · 500+ connections

[Awesome Tech Training](#)

[Cranfield University - Cranfield School of Management](#)

[Sign in to connect](#)



AWESOME TECH TRAINING

Awesome Tech Training

We offer web and social media training to small businesses to help them take control of their digital presence.

IT Services and IT Consulting · Aylesbury, Buckinghamshire · 98 followers

Steve & 1 other connection work here · 4 employees

[Following](#) [Visit website](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#) [Videos](#)



What's the difference?

Company page

- Represents your organisation
- Has followers
- Can run ads
- Has sections like jobs, people, about and overview
- Employees can tag themselves as working for your company
- Company page is passive – can't actively connect to other people

Personal profile

- Represents you as an individual
- Has connections
- Cannot run ads
- Has sections like activities, interests, experience
- Means you can be active on LinkedIn as an individual separate from the company
- Must have a personal profile to set up or manage a company page
- Personal profile is active – you can use it to connect with people



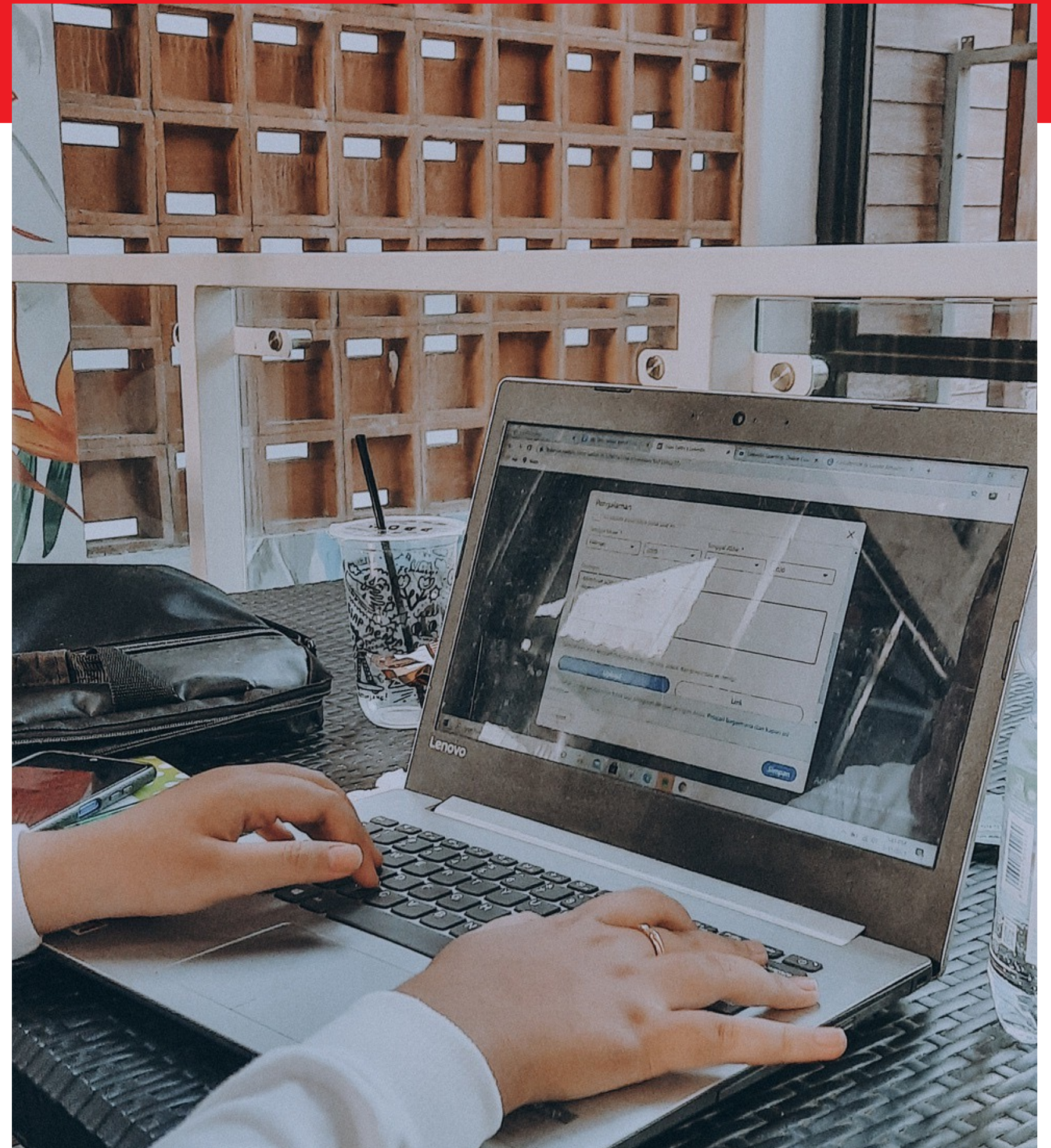
Do I need a company page?

- If you are the sole proprietor or the public face of your business then it may make sense to focus on your personal profile
- If you have multiple employees or want to grow your business beyond just you then it makes sense to have a company page as well
- You can do both – you don't have to choose
- Use your company page as the 'mothership' – post new content there first and then share that content to your individual connections via your personal profile
- People prefer to connect with other people so your personal profile is as important as your company page – don't neglect it
- Having an active, well-maintained company page gives your organisation more of an online presence
- If you want to do paid promotion on LinkedIn you must have a company page and a personal profile



Set up a company page or optimise your existing page

- [Video demo of how to set up a page](#)
- The business's page will be separate from your own personal LinkedIn profile
- People who work for you can tag themselves as working at that company
- Fill in as much of the profile as you can using all the relevant sections
- Decide who is going to have admin access to the page
- Make sure you don't inadvertently have multiple pages – which one is the official page?
- [How to claim and delete duplicate pages](#)





Showing 6 results



HFM COLUMBUS PROPERTY SERVICES LIMITED

Financial Services

Follow



HFM COLUMBUS ASSET MANAGEMENT LIMITED

Financial Services

Follow



HFM COLUMBUS FINANCIAL PLANNING LIMITED

Financial Services

Follow



HFM COLUMBUS INSURANCE SERVICES LIMITED

Insurance

Follow



HFM COLUMBUS LLP

Follow



HFM COLUMBUS EMPLOYMENT BENEFITS LIMITED

Financial Services











Follow

Duplicate pages



Posting content


- You can post updates to a company page and / or to your personal profile
- If you're the admin of a business page then LinkedIn will ask if you're posting as the page or as yourself
- Post first from your company page and then sharing that content from your personal profile
- You can share anything you see in your feed and it's fine to post content from 3rd party sources
- Think about what content people in your target market will find genuinely useful / interesting

	Lorna Walker, PhD	<input checked="" type="radio"/>
	Syntec Ltd	<input type="radio"/>
	Smart Vision Europe Ltd	<input type="radio"/>
	Ecoprod Technique	<input type="radio"/>
	Awesome Tech Training	<input type="radio"/>
	Analytical Factory	<input type="radio"/>
	Making Milestones Ltd	<input type="radio"/>
	Allware Systems Limited	<input type="radio"/>
	HomeForce Property Management	<input type="radio"/>
	HOMEFORCE (Edinburgh HomeForce Ltd)	<input type="radio"/>



Post options




- Add hashtags
- Control who can see your post
- Add an image
- Add a video
- Add a document
- Share that you're hiring
- Celebrate an occasion
- Run a poll
- Control who can comment
- Rewrite with AI is a premium feature



Lorna Walker, PhD ▾
Post to Anyone

|What do you want to talk about?

😊

✦ Rewrite with AI    +

🕒 Post



Run polls

Abi Muir commented on this

Roma Black
1,370 followers
21h · 🌐 [+ Follow](#)

Yes, this is another [LinkedIn](#) poll... 😊

Sorry! But, we'd actually really appreciate your input: [...see more](#)

What would be the #1 thing that would make you consider starting a new job in 2022?
The author can see how you vote. [Learn more](#)


- Career Development
- Salary Package/Commission
- Flexible Work/WFH
- Brand Identity/Company Culture

85 votes · 6d left


👍 6 · 2 comments

This is a... What about... Thanks for sharing... Helpful! >

👍 Like 💬 Comment ➦ Share ✉ Send

 Add a comment... 😊 📷

Most relevant ▾

 **Abi Muir** · 1st
Operations Manager at Roma Black 21h ...


I'm finding most of my candidates are looking to move for a genuine combination of the above - Salary package is definitely important but this is more than ever now combined with [...see more](#)



Video content works well

- Load the video directly rather than embedding via YouTube
- Subtitles are important as most people watch with the sound off

Trending course for people with your job title



SEO Foundations

Explore the concepts of search engine optimization (SEO). Learn the stra...

[Save](#)

LEARNING

[View course for free](#)

16,504 · 40 comments

Like Comment Share Send



How does LinkedIn decide who sees your content?

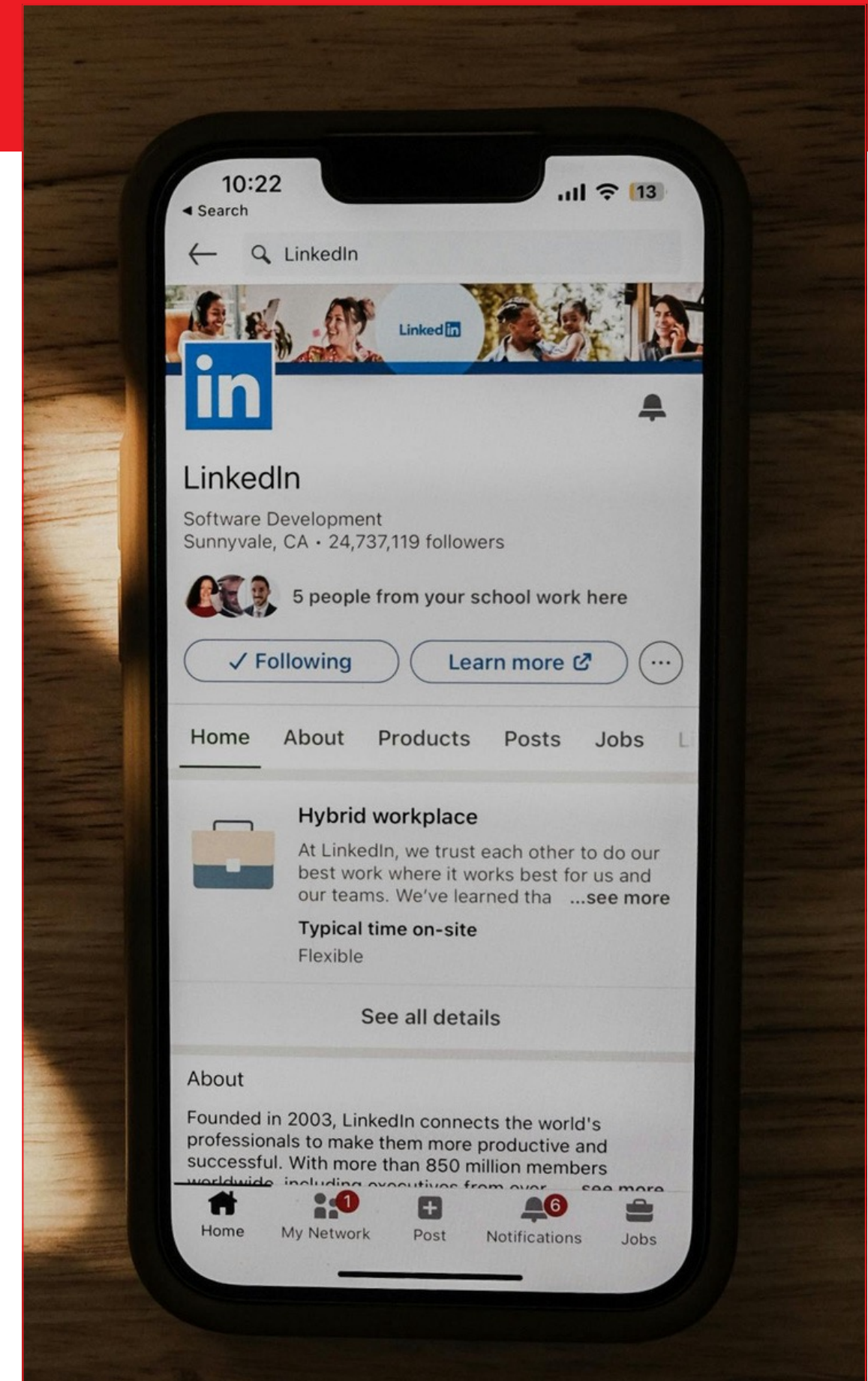
- The LinkedIn algorithm has two goals
 - To prioritise relevant content
 - To promote engagement
- Relevance trumps recency
- Your feed is set to show 'most relevant' posts by default, rather than most recent
- LinkedIn wants to show members posts from people they actually know and content about topics that they care about

The screenshot shows a LinkedIn feed interface. At the top, there is a 'Start a post' button and three options: 'Media', 'Event', and 'Write article'. Below this, the feed view is set to 'Most relevant first'. The first post is by Paul Musgrove (Me), Sales Director, posted 6 days ago. The text of the post reads: 'Not too late to join us tomorrow to understand why Sensor taps are the best solution for all commercial buildings, possibly even residential if we are willing to adapt. Register on the link below and join me.' Below the text is a link preview for 'Saving water and improving hygiene with sensor taps - Ecoprod' with a 1-minute read time. The second post is a promoted post from Queen's University Belfast, which has 158,844 followers. The text of the post reads: 'How can the gut microbiome reduce the risk of heart disease, Parkinson's and type 2 diabetes?'. The interface includes standard social media interaction icons like Like, Comment, Repost, and Send.



Ranking signals that LinkedIn uses

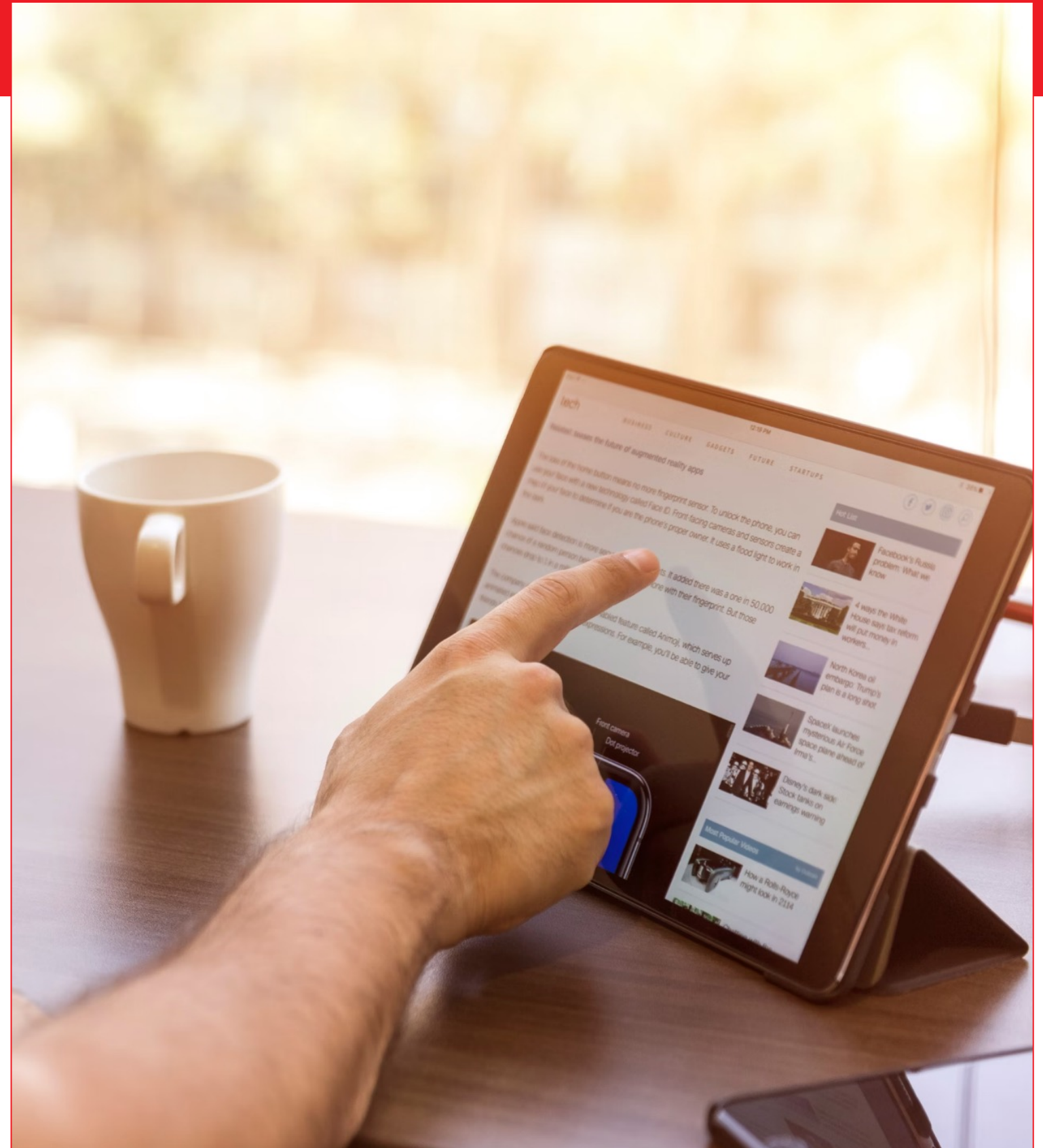
- **Personal connections** – not just who you have connected with but who you interact with, who you work with etc
- **Interest relevance** – based on groups you're in, hashtags, people and pages you follow
- **Engagement probability** – how likely is it that you will comment, like or share a post





How to 'beat' the algorithm

- Understand what your audience is interested in
- Use more popular formats e.g. video
- Encourage engagement
- Go niche rather than broad
- Build your network strategically
- Optimise with LinkedIn Analytics
- Be personal - people connect with people
- Interacting with other people's posts will encourage them to interact with you
- Pay to promote your posts





Customising your feed

Start a post

Media Event Write article

Select feed view: **Most recent first** ▼

Thomas Catnach likes this

Casper Arbolli • 2nd
Entrepreneur
8m • 🌐

🎉 Perenna is now a bank and

Most relevant first

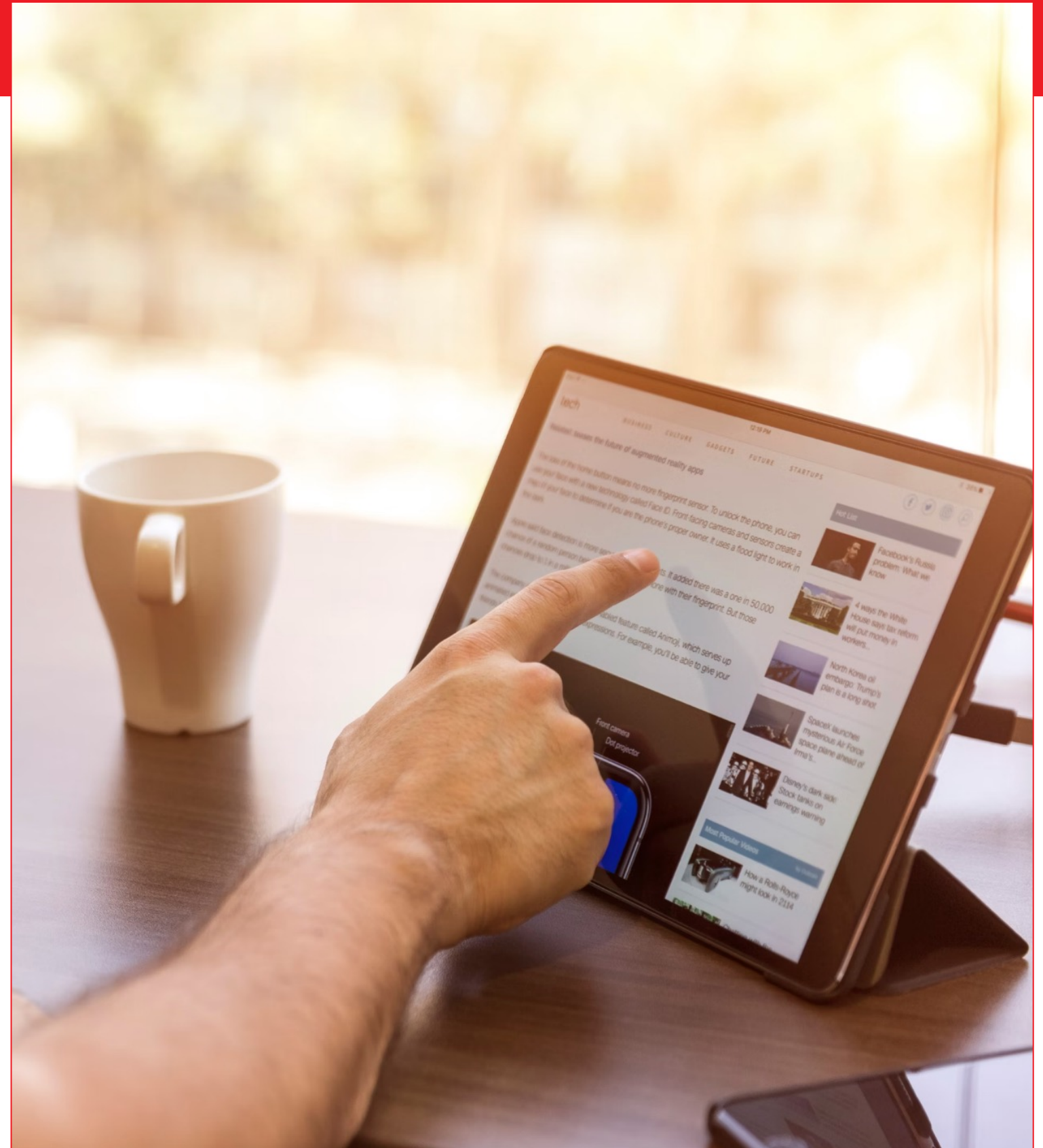
Most recent first

This selection only affects your current feed view on this device. You can change your default view in **Settings**.



LinkedIn newsletters

- When you publish an article on your business page you can opt to publish it as a newsletter
- Connections and followers will be invited to subscribe to your newsletter once your first article is published
- [More information about how this works](#)





Strategic use of connections





A different way to think about your connections



Connections and followers

- You can only proactively request connections via your personal profile – your company page can invite people to follow but not to connect
- Connect to other individuals when you know or have a reason to connect to them
- Follow companies or individuals when you want to stay up to date with their posts and content
- Send a direct message to individuals when you want to reach outside of your network
- [What is the difference between following an individual on LinkedIn and connecting with them?](#)





Finding your customers on LinkedIn

- Where are they physically located?
- What are their demographics?
- What job titles do they have?
- How senior are they?
- What market sectors do they work in?
- How large are the organisations they work for?
- What interests do they have?
- What types of groups might they be members of?
- Shared connections or network
- [How to build a search](#)





Ways to reach your target market

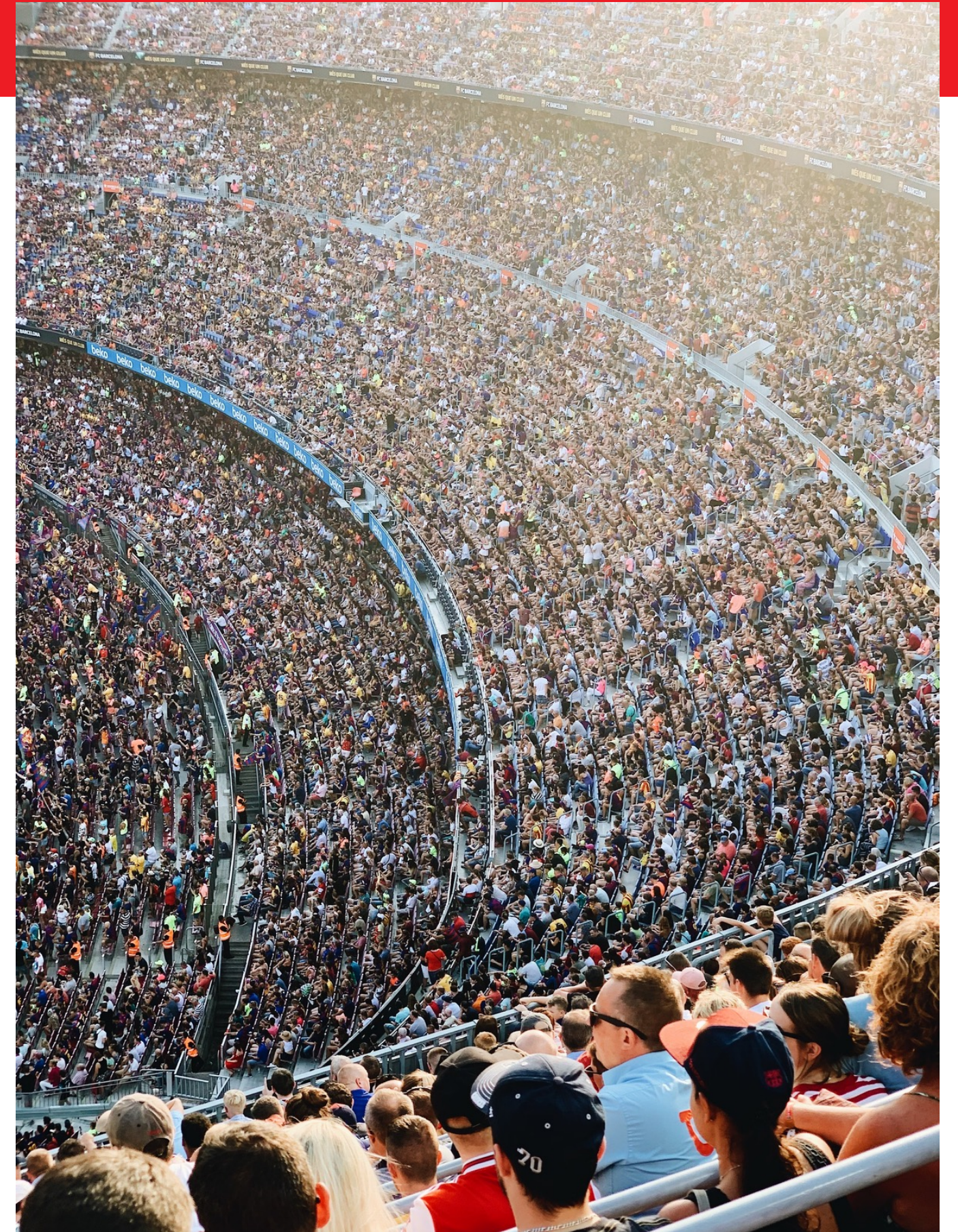
- Encourage people to connect with you / your company - constantly build your network
- Your company page posts materials, you and your colleagues share them on to your own network
- You post content that's relevant and designed to develop your profile as an expert in the field
- Respond to the content your connections and targets post (like / comment/ share)
- Be active in the kinds of groups that your target customers are likely to be in
- Use InMail to talk to them directly
- Pay to promote your relevant posts to them





Identifying and connecting with relevant individuals

- Go through your contacts to connect with people you know (import from contact files)
 - [How to import from an address book](#)
- LinkedIn suggests people it thinks you might know
- Follow companies / people you're interested in
- Connect to people after meetings or introductions
- Ask your contacts to introduce you to people
- Don't send bland requests to people you don't know
- Always send a tailored connection request rather than the generic request
- You cannot include phone numbers, links or attachments in invitations to connect





Engaging with people



Like

- Your activity feed is updated
- Other people see you've liked something
- Little meaningful interaction with original poster



Comment

- Opportunity to thank the person for sharing information
- Ask them a question
- Add value by contributing to discussion



Repost







- Share content with your own network
- Rewarding the person who originally posted it
- Broadens the reach of that content



Engaging with other people

- Engaging with people's content is a good way to get on their radar and start a conversation with them
- Position yourself as knowledgeable and helpful in a particular field
- Probably most value comes from doing this from your personal profile rather than the business page but you can do either

Comment, react, and repost as ×

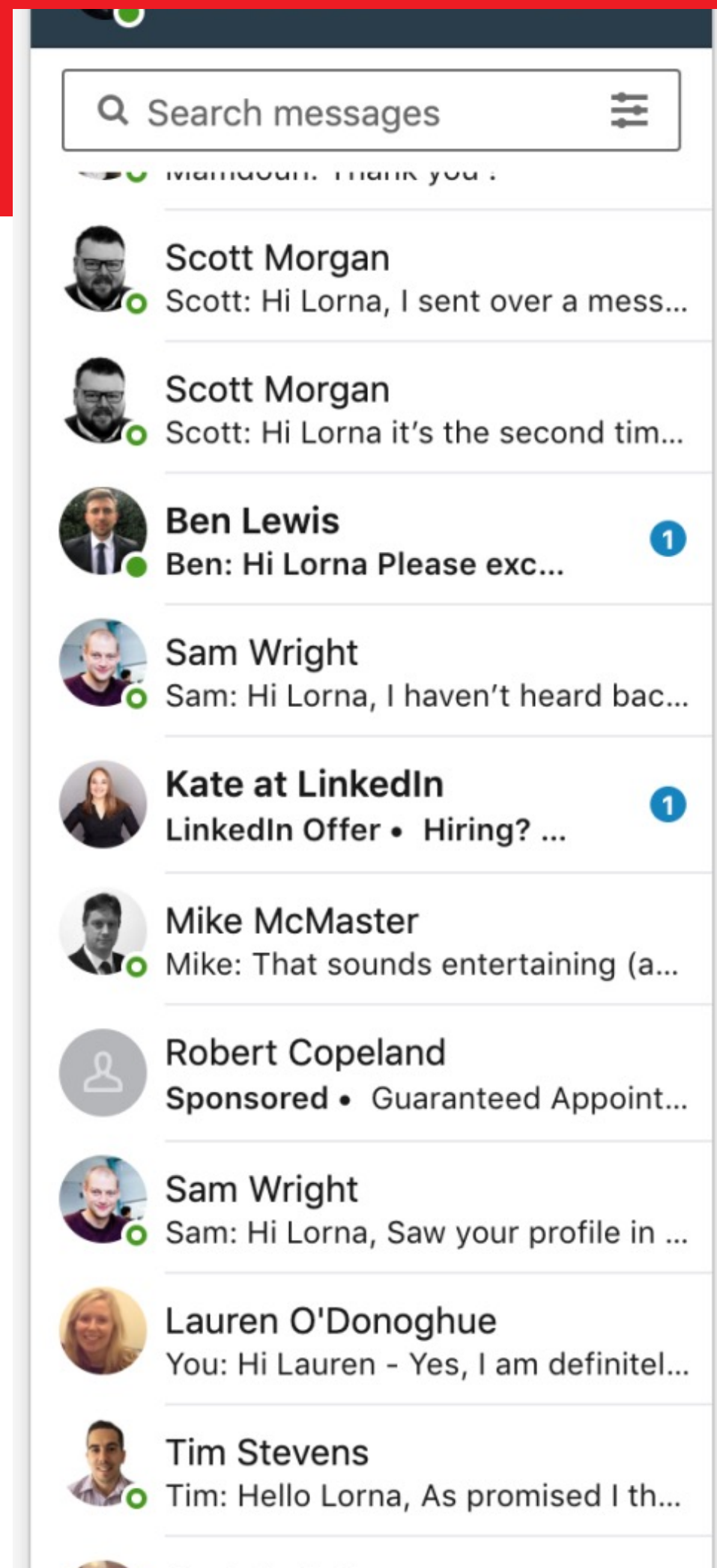
	Lorna Walker, PhD	<input checked="" type="radio"/>
	NB Studio	<input type="radio"/>
	CardEasy	<input type="radio"/>
	Ecoprod Technique	<input type="radio"/>
	Smart Vision Europe Ltd	<input type="radio"/>
	Spook Limited	<input type="radio"/>

[Save](#)



Using the direct message function

- You can send direct messages for free to people to whom you're connected
- You can pay to be able to send sponsored InMail messages to anyone
- What can you include in a message?
 - Pictures
 - Attachments
 - GIFs
 - Emoji
 - Video
 - Links






Using InMail

- InMail is LinkedIn's paid messaging service
- You must have at least a premium account to be able to send InMail messages
- Different levels of membership come with different InMail allowances
- You can purchase additional InMail credits (unless you have a Sales Navigator account in which case you cannot purchase any additional InMail credits)
- \$10 per InMail
- You don't need to use InMail to contact your first-degree connections – you can just message them


Shahin Tete
Digital Marketing Strategist on behalf of LinkedIn

⋮ + ⭐

Book an appointment

 **Shahin Tete** · 3rd
Digital Marketing Strategist on behalf of LinkedIn

FEB 23

 **Shahin Tete** · 1:46 AM

LinkedIn Consultation for Smart Vision Europe Ltd

Hi Lorna,

My name is Shahin Tete, and I'd like to introduce myself as your LinkedIn marketing point of contact.

I've tried to reach out via email, but I haven't heard from you.

My job is to make you as successful as possible on LinkedIn, ensuring you are fully aware of the best practices within our platform and how to drive efficient campaigns. This service comes at no extra cost.



Using LinkedIn groups

- Groups of like-minded people
 - Interested in a topic
 - Alumni of the same school / university
 - Who have worked at the same place
 - Members of a professional body
- You can join up to 100 groups but you have to join with your personal profile
- Some will let you join automatically whilst others need to approve your membership first
- Make sure the group is focused in the right geography
- Groups are a mixed bag in terms of quality and larger groups aren't always better
- There are groups for EVERYTHING!

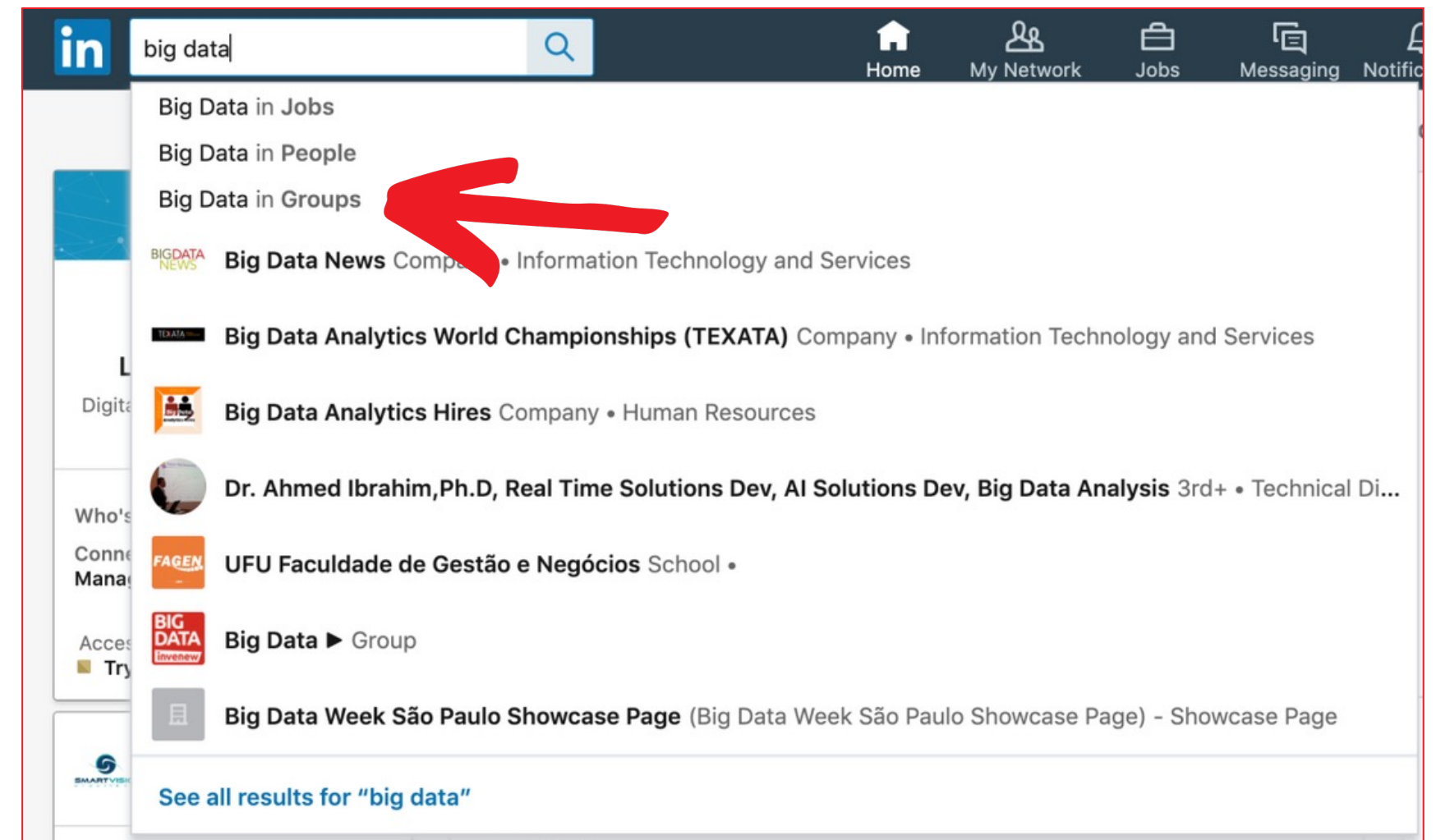
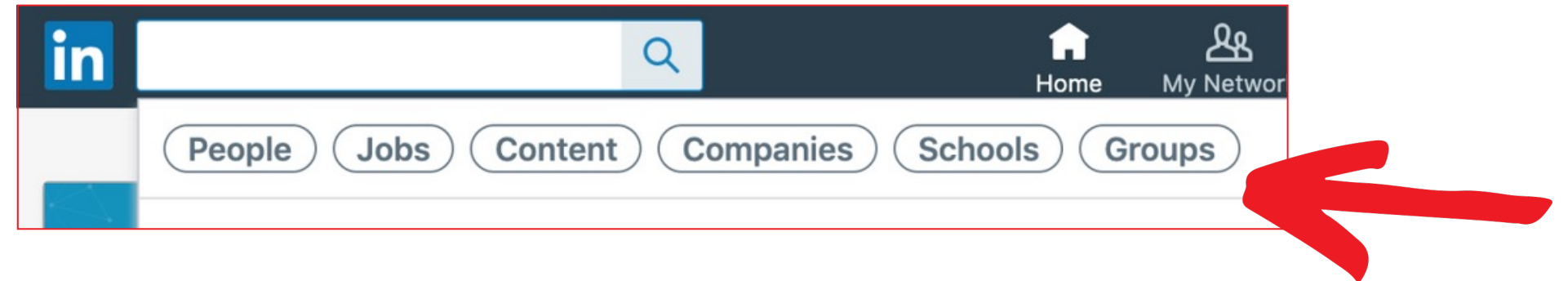
The screenshot shows the LinkedIn interface with a search bar containing 'water saving'. The search results are filtered to 'Groups' and show 235 results. The top five results are:

- Water saving, recycling, grey water**: 2.8K members. To foster networking between organisations, companies and individuals who are committed to conserving water.
- Water Saving technology**: 56 members. Water saving technology will be discussed in this group.
- Water Saving and Purification Technologies**: 12 members. A group for water saving/purification companies to discuss their technologies, major applications, and to network with others. Residential areas of interest: Household water savings (and associated energy savings...
- Water Treatment For Africa... Saving Lives...**: 19 members. Opportunities in water and sanitation.
- energy and water saving products**: 8 members. water and energy saving showers and silent toilet cisterns .



Finding groups

- Use 'search' function and specify that you're searching for groups
- Video on [how to navigate to your groups](#)





What to do with groups

- Very similar to the way you post onto your company and personal feed
- Post useful, engaging content
- Share your own articles and posts to groups
- Share your company's articles and content
- Drive new traffic to website / events / materials
- Engage with the group owners
- Add to conversational threads with valuable insights
- Answer / pose questions
- Find new people to connect with



Tips for posting to groups

- Some groups will allow you to post without becoming a member
- The more heavily a group is moderated, the better
- Try to post to a range of groups
- Don't post the same materials multiple times
- You can post every day but make sure it's new content each time
- Being interactive rather than one way posting pays off
- Posting to groups generates a lot of new connection requests – think about how you want to handle them
- Video – [2 options for how to post to a group](#)



Should you set up your own group?

- LinkedIn doesn't charge for creating or joining groups
- Is there already a group in your area?
- Why would people join your group?
- Will setting up a group be useful to you?
- If you have a membership aspect to your business a group can be a good mechanism to contain member only content and discussions
- Running a group is VERY time consuming
- It is VERY hard to get momentum going
- You need a lot of active members in order to get a regular stream of content
- Without that the group has no use



Overview of LinkedIn's paid options





Premium accounts

Career	Business	Sales Navigator Core	Recruiter Lite
Get hired and get ahead	Grow and nurture your network	Unlock sales opportunities	Find and hire talent
<ul style="list-style-type: none">• Stand out and get in touch with hiring managers• See how you compare to other applicants• Learn new skills to advance your career	<p>All Career features, plus:</p> <ul style="list-style-type: none">• Find and contact the right people• Promote and grow your business• Learn new skills to enhance your professional brand	<p>All Business features, plus:</p> <ul style="list-style-type: none">• Find leads and accounts in your target market• Get real-time insights for warm outreach• Build trusted relationships with customers and prospects	<p>All Business features, plus:</p> <ul style="list-style-type: none">• Find great candidates, faster• Contact top talent directly• Build relationships with prospective hires
Learn more	Learn more	Learn more	Learn more

\$29.99 / month

\$34.99 / month

\$69.99 / month


\$109.99 / month


Further reading <https://nealschaffer.com/is-linkedin-premium-worth-it/>





Boost your posts


- Boosted posts must have been posted on your company's feed first
- LinkedIn controls who sees the boosted post within parameters that you can set
- Limited targeting and formatting options compared to advertising
- LinkedIn estimates how much you'd need to spend to get a particular level of response
- If there isn't a LinkedIn ad account associated with your page LinkedIn will create one to manage the billing

Get up to 160 more clicks by boosting this post.  [Boost](#)

Posted by **Lorna Walker, PhD** · 3/18/2024 


 **Awesome Tech Training**
109 followers
3h · 


Just a couple of places left on the SEO for WordPress websites half day course running on Thursday this week. Book or find out more about what we are covering via our website here <https://lnkd.in/eB8GbFVk> We also ha ...see more

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Training Course

SEO for WordPress websites: half day training via Zoom

 March 21st

 9.30am - 1pm

£195 (inc VAT)





Paid advertising on LinkedIn

- You need a company page in order to do any paid promotion
- Sponsoring your updates enables you to pay for them to be shown to other people who are not following you
- You can boost / sponsor an existing post OR create ads just for promotion
- Ads bypass your feed so won't be seen by your followers
- \$10 per day minimum spend



The screenshot shows a LinkedIn profile for Lorna Walker, PhD, with a navigation bar at the top and a sidebar on the left. The main feed contains several posts and ads. Red boxes and arrows highlight specific ad placements:

- Spotlight ad:** A sponsored post by Denise Wilson, Chief Executive of The FTSE Women Leaders Review, located in the 'Add to your feed' section.
- Sponsored InMail:** An InMail message from Shahin Tete, dated Feb 23, located in the 'Messaging' section.
- Ad in feed:** A sponsored post by Cognism, titled 'Say goodbye to gated content.', located in the main feed below a post by Paul Musgrove.
- ASL Airlines Job Ad:** A job advertisement for ASL Airlines, titled 'Lorna, explore relevant opportunities with ASL Airlines', located in the 'Add to your feed' section.

Where ads appear



Select your ad format

Ad format

Choose your ad format



Single image ad



Carousel image ad



Video ad



Text ad



Spotlight ad



Follower ad



Lots of targeting options in LinkedIn ads

- People who have visited your website / taken certain actions on your website (if you have the LinkedIn Insight Tag installed)
- People who look like people who have visited your website
- Must have 300+ visitors to the site before you'll see any data
- People who are in your customer database
- People who work for companies on your target list of companies
- People who have engaged with certain types of content in your LinkedIn feed e.g. watched a video, filled in a lead form, registered to attend an event
- Tailored audiences using demographics, interests, group membership, skills, qualifications, workplace, education, years of experience etc



Paid or not paid?

- Everyone should
 - Make sure both your company page and your personal profile are complete and all sections are filled in
 - Be posting good quality content regularly
 - Use LinkedIn's analytics to see what's connecting with people
- If budget is limited value is low then focus your efforts on stuff you can do for free
 - Identify and post to relevant groups
 - Connect with relevant individuals
 - Make strategic use of free messaging options
 - Build personal connections
- If you have some money to spend
 - Boosting some posts and see what gets traction
 - Build some tailored audiences
 - Run some small campaigns to those people
 - Experiment with different types of campaign



Next steps





Check out all the free social media resources on our website

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What our clients say

A photograph showing three individuals sitting around a table in a meeting or training session. On the left, a man with a grey beard and a plaid shirt is smiling. In the middle, a woman with glasses and a purple scarf is also smiling. On the right, a woman with blonde hair wearing a green sweater is looking towards the camera. There are laptops and mugs on the table.



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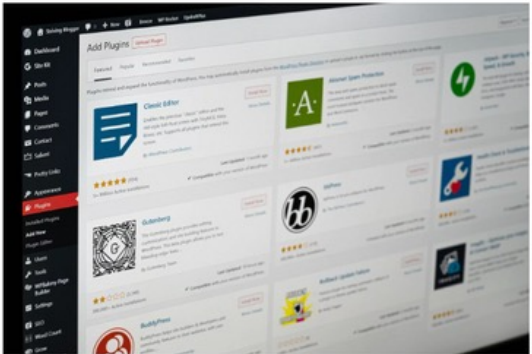
Training listed by date Training listed by topic

April 2024

Mon 8 April 2024, 10 – 11 am BST
08 Getting started with WordPress : FREE

This webinar will give you a general introduction to WordPress. It's aimed at people who either have an existing WordPress site that they're not confident using it, or those who want to build a new site using WordPress and want some guidance on how to get started. WordPress is the most widely used content management system in the world, but it's not always the most user friendly interface. Join us for this FREE webinar to learn more about WordPress, how it works and whether it's right for you.


[Buy tickets »](#)



Mon 8 April 2024, 12 – 1 pm BST
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If you're thinking of setting up a new website, whether you're planning to build it yourself or hire someone to do it for you, then this webinar is for you. In this webinar we'll go right back to basics and walk you through the whole website development process from start to finish, outlining the key decisions you need to make at each stage. We'll help you understand what needs to be done, how much each element should cost, where you can do things yourself and where it's probably better to get expert help.

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134 posts

67 followers

547 following

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Digital marketing training to help small businesses take control of their online presence. Based in Ireland and UK. [#wordpress](#) [#digitalmarketing](#) [#ga4](#)

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Any questions?



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