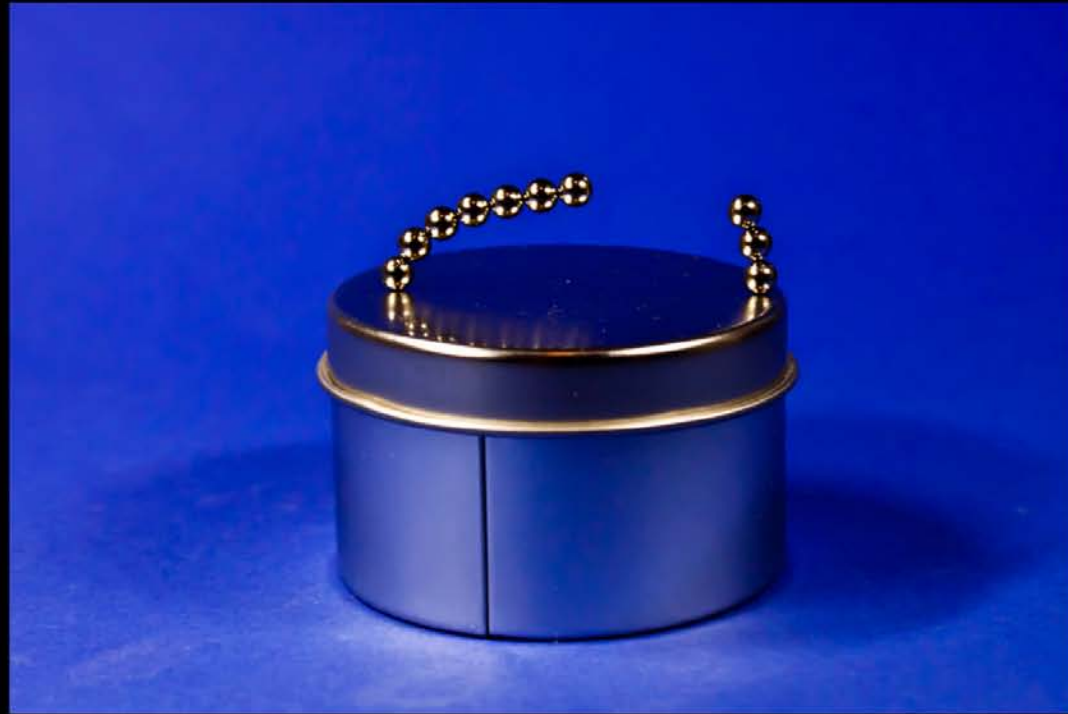


LinkedIn for Business ROI

The number one B-to-B network globally



LinkedIn is Attraction Based Marketing



Inbound Marketing

Before
LinkedIn,
we used to
gather to

share our
business
views



Now, LinkedIn is...

THE
largest
professional
network

Globally

With 118 million members globally and
2.18 million in Australia



LinkedIn = 6 Degrees of Separation

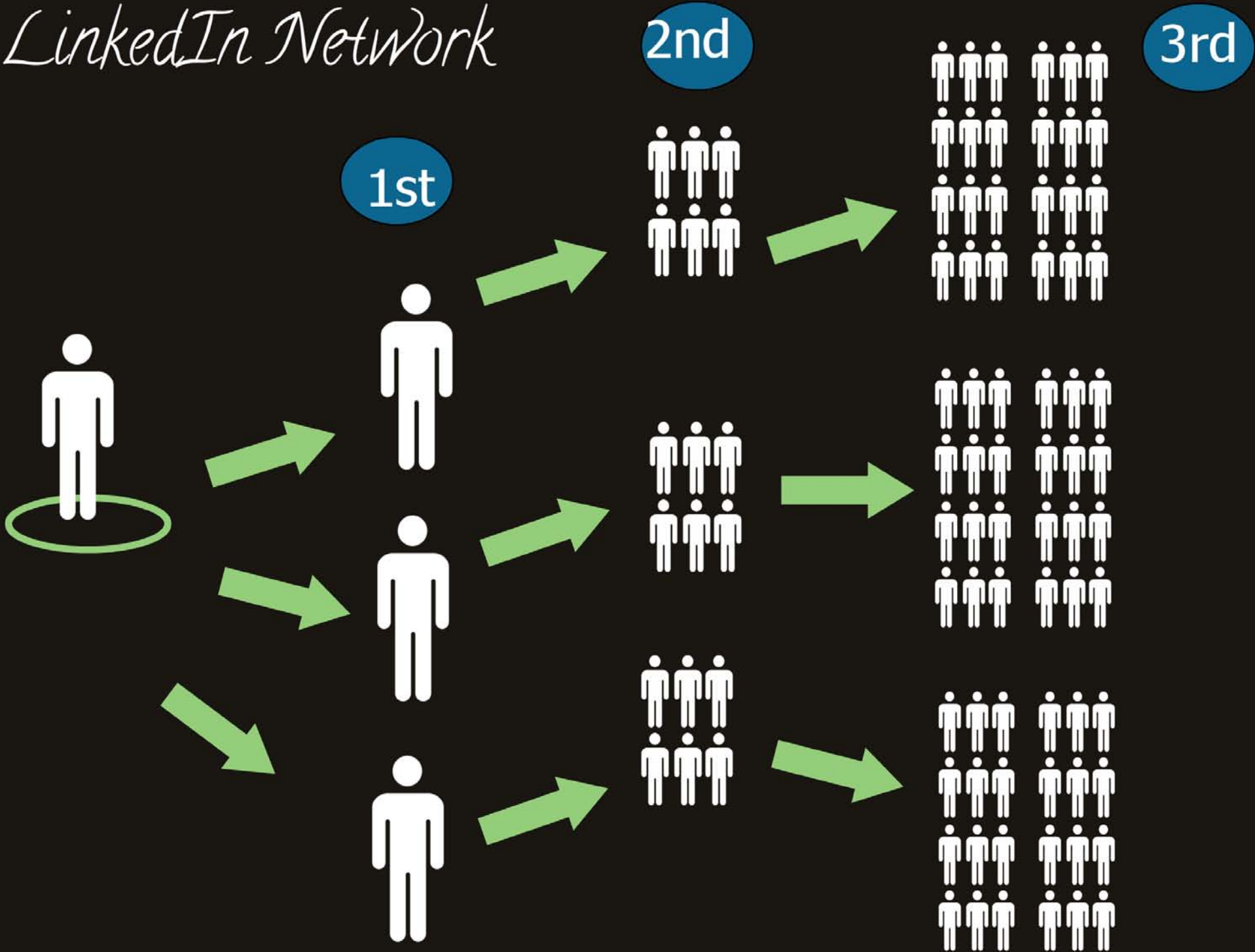
First Degree = Your Connections

Second Degree = Your connections,
contacts/ your network

Third Degree = your 2nd Degree
connections, contacts



LinkedIn Network





knows how to
help you do it

RIGHT



Jen Bishop is the world's first
LinkedInologist...

<http://au.linkedin.com/in/jenniferleebishop>

LinkedInology
is the study of
how to use
LinkedIn **Best
Practise** to
maximise a
quality
network and
grow your
business
exponentially

Connect with Jen

@

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LinkedIn is **pull not push**

Qualitative not quantitative

Strategic , ethical and parallels real life.

Imagine "Real Life,"
HOW does your business grow?-

“**R**eferrals,
Relationships and
Recommendations”.

This is how **L.I.**
works



**The
Three
R's**

Ensure your **Linkedin profile** is 100% complete !

FINISH LINE

Otherwise **you wont be found** on
LinkedIn

For a 100% profile score... you will need

3 past positions

3 recommendations

1 business profile photo

Some Connections



Pull via expertise, not push via selling...

LinkedIn operates on a **new** paradigm.

Its NOT **push** based advertising .

In this new paradigm, we need to aim to create discussions- where we are the experts. "Don't "advertise" your products and services". **Pull** others toward you via your **personal** and corporate **brand** conversations and **expertise.**

Attracting Qualified **leads** and **Prospects**

Connect with target prospects



VIA GROUPS and 2nd level contacts

Answer questions and offer **help**

help

-noun

1. a person or thing that is a resource that helps make something easier or possible to do.

**"Help" is the
new ...**

Black

Thought leadership..
Recently HBR
published xyz... Your
thoughts?

If you wish to
network in XYZ
location, post
here

Blog post xyz
helps you to
abc, here it is...
bitly.. your
thoughts?

Ask Questions

What are your thoughts
on cloud based business
solutions?

For more **Linkedinology** connect via **Content and Copy**

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