

# How to Use LinkedIn® for Business



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Join the Inbound Marketers Group on LinkedIn:

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**Want to learn more about using social media for business?**

Download the free kit to get more tips and tricks on using social media to market your business and drive more inbound traffic and leads. [Download the free kit now.](#)

## What is LinkedIn?

LinkedIn is a social network with over 53 million users that enables you to make better use of your professional network and help the people you trust in return. It's no secret that [LinkedIn](#) is a great place to network professionally, post and find jobs, and answer questions and build thought leadership. It is probably the most obvious way to identify influential individuals at specific organizations. A search for your target business or title on LinkedIn will identify people you may already be connected with, either directly or through your connections. LinkedIn is a great tool to leverage your existing contacts to connect with people and find potential customers online.

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# Chapter 1: Profiles

## 1. Set up Your Profile on LinkedIn

Setting up a LinkedIn Profile is free and quick. You will receive a confirmation email to activate your profile and then you are set to expand your network.

The screenshot shows the LinkedIn registration page. At the top, the LinkedIn logo is on the left, and navigation links for Home, What is LinkedIn?, Join Today, Sign In, and Language are on the right. The main content area features a blue header that reads "Over 45 million professionals use LinkedIn to exchange information, ideas and opportunities". Below this are three bullet points with icons: "Stay informed about your contacts and industry", "Find the people & knowledge you need to achieve your goals", and "Control your professional identity online". To the right is the "Join LinkedIn Today" form. It has four input fields: "First Name" (John), "Last Name" (Smith), "Email" (john.smith@gmail.com), and "Password" (represented by six dots). Below the password field is the text "6 or more characters:". A green "Join Now" button is positioned below the password field, with an asterisk next to it. An orange arrow points to this button. Below the button is the text "Already on LinkedIn? Sign in.". At the bottom of the page, there is a search bar for "Search for someone by name:" with "First Name" and "Last Name" input fields and a "Go" button. Below the search bar is a "People directory:" with a list of letters from A to Z and a "more" link. At the very bottom, there is a small disclaimer: "\*By clicking Join Now, you are indicating that you have read, understood, and agree to LinkedIn's User Agreement and Privacy Policy."

## Complete Your Profile

- **Complete your profile.** Your profile should be 100% complete. Add work experience, schools, and other relevant information about yourself. People searching for contacts will make a decision to connect or not to connect based on the information you provide in your profile. A complete profile will increase your visibility and help you get found by employers, recruiters, and prospects.
- **Upload a profile photo.** People are more likely to connect with you if they recognize your face and they feel like they are connecting with a real person.
- **Get recommended.** Ask for recommendations from friends, colleagues, partners, and clients. This will speak to your experience and add to your credibility in your industry.


Received Recommendations | Sent Recommendations | Request Recommendations

## Request Recommendations 7 About recommendations

*Ask the people who know you best to endorse you on LinkedIn*

- 1 Choose what you want to be recommended for**

Marketing Associate at HubSpot
- 2 Decide who you'll ask**

Your connections:  

You can add **200** more recipients
- 3 Create your message**

**From:** Rory Stanton

**Subject:**

I'm sending this to ask you for a brief recommendation of my work that I can include in my [LinkedIn](#) profile. If you have any questions, let me know.

Thanks in advance for helping me out.

-Rory Stanton

- **Promote Your Company.** Include a link to your company's website. LinkedIn allows you to list up to three websites so you can also link to your blog and social media accounts.

## 2. [Optimize Your LinkedIn Profile for SEO](#)

- **Customize your public profile URL with your name.** You should edit your profile so that your LinkedIn profile URL looks like <http://www.linkedin.com/in/yourname>. To edit this URL, visit your profile, click on "edit" next to your public profile URL, and then "edit" once again on your public profile settings page.



[Edit My Profile](#)

[View My Profile](#)

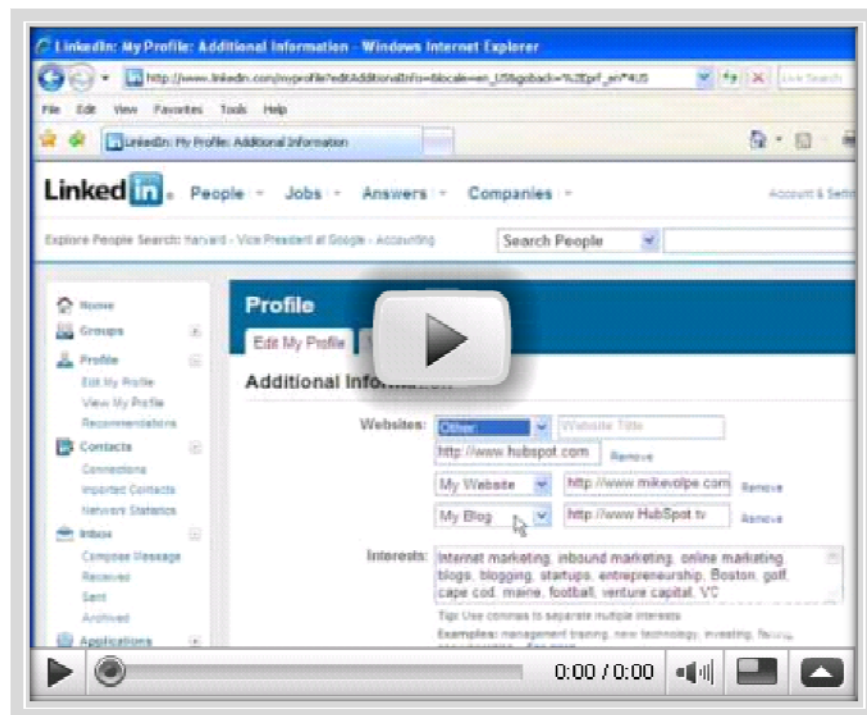


**Your Public Profile URL** <http://www.linkedin.com/in/elliemirr>

[ [Edit](#) ]

With *your name in the URL*, it is more likely for your profile to rank for searches for your name because search engines look for relevant keywords in the URL. Additionally, this is a much easier URL to remember and share with others as you meet them.

- **Add custom anchor text to links.** You can have up to three links on your profile to other websites. By customizing the anchor text on these links, you can rank higher for certain keywords because search engines look at the text of links to understand more about the content of pages they link to.
- **Optimize keywords in your summary section.** This is a full text section which is indexed by Google. Including your favorite keywords in your summary helps you rank higher in search engine results for these keyword searches.
- **For more specific SEO instruction, view the video below.**



## Chapter 2: Network Building

Connect with people with whom you have worked or done business, or generally people with similar interests or work in your industry. Invite thought leaders in your industry to connect so that you might establish a relationship with them and, eventually, gain access to their network.

### Find Meaningful Contacts

- **Start with people you know.** First reach out to friends, colleagues, relatives and business contacts as this will help you build the first layer of your network.
- **Find people by company.** Search under the “[Companies](#)” tab so you can start looking for employees that are working in your industry. You can use this method of search to find the contacts for the types of companies your business is trying to target.
- **Start asking and answering questions on LinkedIn [Answers](#).** In this medium, you will be able to interact and connect with thought leaders, as well as establish yourself as a thought leader in your industry.
- **Update your status often.** Your status appears on your profile and in the LinkedIn Network Updates email to your connections. Thus, others may take notice of what you are working on and decide to connect or click through on links in your status.
- **[Connect your Twitter and LinkedIn accounts.](#)** LinkedIn now allows you to connect your Twitter account to your LinkedIn profile via your status. This feature allows you to post a LinkedIn status message to Twitter and to pull a tweet into your LinkedIn status. Enabling this feature will help you leverage both of these networks to build connections on both sites. [Follow these step-by-step instructions to connect your Twitter and LinkedIn accounts.](#)



**Network Updates**  [See more updates »](#)

 Sending updates from [LinkedIn](#) to Twitter like a PRO!

You may add up to 87 more characters.

**Rebecca Corliss** Writing a blog post about how to link your Twitter and LinkedIn accounts #in :) 9 minutes ago from Twitter



## Chapter 3: Groups

LinkedIn groups give you a great opportunity to reach and engage potential customers online. However, there are still a lot of industries or groups of professionals not yet represented in LinkedIn groups. If no one has created a group for your industry, [go create one](#).



### 1. Tips When Starting a Group on LinkedIn

- **Your name is important!** Consider which keywords your target members will search for. Make sure your group name is clear and includes these keywords.
- **Create a group for your industry, not your company.** People are more likely to join a group when it's not simply for fans of your company.
- **Design the group logo to fit the small standard logo size.** The group logos that are displayed on profiles will actually be quite small - keep this in mind, and don't cram lots of hard-to-read-text into the small image.
- **Create a custom webpage for the group on your website.** When we created the Inbound Marketers group on LinkedIn, we set up a page on our website specifically for the group: [www.HubSpot.com/InboundMarketers](http://www.HubSpot.com/InboundMarketers). This type of page will provide more context, engagement and visibility for your group. It can have as much or as little information as you like.
- **Display the group in the Group Directory and on members' profiles.** Take advantage of the functionality already in place on LinkedIn to help your group get more visibility.

## 2. Tips for Promoting a LinkedIn Group

- **Invite coworkers, past colleagues, and customers to join and start discussions.**  
Leverage your existing network to get your group started. After all, who wants to join a group with no members?
- **Promote the group on your website, blog, email newsletter, and social media networks.** Make sure people know that you have a group and how to join.
- **Invite key industry experts to join and engage.** If there are some heavy-hitters in your industry, invite them to engage with the community.
- **Cross-market to related groups that you manage on different social media networks.** [Create a similar group or Page on Facebook](#) and invite members of each network to join the group on the other network.
- **Integrate LinkedIn into all of your marketing efforts.** Every time you do a webinar or go to a conference, notify your group and invite those you meet to join the group as well.

## 3. Tips for Managing a LinkedIn Group

- **Add discussions, news and jobs.** The more opportunities for interaction you add to your group, the more valuable your group will be to the community. All of these features are standard for LinkedIn groups.
- **Use featured discussions to highlight particular content or offers.**

The group discussions can quickly get overrun and it can be hard to get your discussion thread noticed. But, as a manager of your group, you can mark a discussion as featured and this will pin your thread at the top of the discussion board. You can also unpin it at any time.

**inbound MARKETERS** Inbound Marketers - For Marketing Professionals

Overview Discussions News Jobs Subgroups Manage More...

Start a Discussion Submit news Share group

Discussions

Recent Activity Recent Discussions Most Comments

Featured Discussion

**Save your seat for new [redacted] Marketing University live webinars (Topics: Social Media for B[redacted] Business & Inbound Marketing Review)**  
By Rebecca Corliss 1 day ago  
Follow discussion | Add comment »

**Massive Traffic through Article Marketing**  
By Ken Lind 23 minutes ago  
Follow discussion | Add comment »

**Re: Christmas / Hanukkah Gift**  
By David Breth 27 minutes ago  
Follow discussion | Add comment »

- Send announcements.** Announcements are emails sent by you through LinkedIn to your group members. The benefit of sending these announcements through LinkedIn is that your recipients -- and their ISPs -- are more likely to recognize the email as trustworthy and your deliverability may be higher than if you had sent the email yourself. Announcements will also get added as a discussion thread for your group, and you also have the option to mark this thread as a featured discussion for extra visibility. Announcements are text-only, and have no analytics, so if you want to track clicks, use a URL shortener with analytics to measure the response to your announcement.
- Import your blog RSS feed.** If you write a blog that's relevant to the group, you can import your articles automatically to the News section. Go to News and then Manage news feeds and add the RSS feed for your blog.
- Make your own LinkedIn analytics.** LinkedIn does not have an analytics features. So, if you want to track the success of your group, you'll need to make your own LinkedIn analytics. To track the growth of your group, check the number of members every week and keep track of the group size in a spreadsheet. To track the click through rate of links in your announcements, use a URL shortener with analytics like [bit.ly](http://bit.ly). And, of course, be sure to measure the traffic, leads, and customers you get from LinkedIn over time. This will help you understand how effective your LinkedIn profile or group is in terms of lead generation.



Info

Science of Social Media Marketing Webinar

**2,265** Clicks  
The bit.ly link [bit.ly/flismsci](http://bit.ly/flismsci) was added by [ellieeille](#)

**2,270** Total Clicks  
All clicks on the aggregate bit.ly link [bit.ly/51YXkb](http://bit.ly/51YXkb)

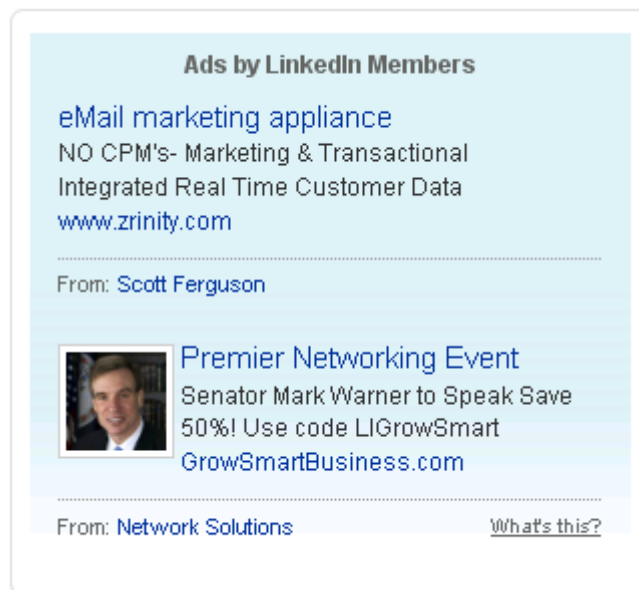
Long Link: [http://www.hubspot.com/marketing-webinars/science-social-media-marketing/?source=email\\_LI-20091 ...](http://www.hubspot.com/marketing-webinars/science-social-media-marketing/?source=email_LI-20091...)  
 Conversations: Tweets **4**; Shares **1**, Likes **0**, Comments **0**; Shares **0**; Comments on Page **0**; [View All](#)  
 Locations: **United States** 1,689; **Canada** 236; **United Kingdom** 105 [View All](#)  
 Share / Copy Link:

## Chapter 4: LinkedIn for Lead Generation

You can and should use LinkedIn to keep in touch with colleagues and contacts, but LinkedIn's value doesn't end there. It can also be used as a way to generate new leads for your business. The goal of all this is simple: to engage an audience and build a network. Do this by demonstrating your expertise and thought leadership. Don't sell your services, but feel free to drive people to relevant and valuable content on your website or blog.

### How to Generate Leads from LinkedIn

- **Create a LinkedIn Group.** Use the group to demonstrate thought leadership in your market, then promote the group and grow the community using the tips mentioned above.
- **Use LinkedIn's DirectAds.** This is a new feature on LinkedIn that is still in beta. It allows you to push relevant ads to LinkedIn subscribers targeted by profile demographic information. This is very similar to ad targeting on Facebook or Google AdWords.



- **Answer Questions on LinkedIn.** Ask and respond to relevant questions in the LinkedIn "Answers" section. Have your colleagues engage the LinkedIn audience in a similar way. Anytime you ask or answer a question it shows up in the Network Updates feed for all your connections. Best of all, you gain expertise points in your category if your answer is chosen as the best answer for a particular question. LinkedIn users tend to trust experts in their subject categories and are often contacted directly. When answering a question, you can leave links to relevant articles, landing pages, or blog posts on your website. We generate a good amount of leads at [HubSpot](#) as a result of this activity.

**Answers**

Answers Home | Advanced Answers Search | My Q&A | Ask a Question | Answer Questions

[Get actionable data from your network. Create a poll.](#)

**Ask a Question**

Get answers from your connections and experts in your network.

[Next](#)

**Answer Questions**

Answer questions and become an expert. [Learn more.](#)

[Answer Now](#)

**Featured Category**

**Business Air Travel**

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**My Q&A**

You have **0** open questions.

[Ask a question now.](#)

[» View all your questions & answers](#)

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- Finance and Accounting
- Financial Markets
- Government and Non-Profit
- Hiring and Human Resources
- International
- Law and Legal
- Management

**Answer New Questions**

- Q.** [Is there a keyword search trends tool for Twitter that is similar to Google Insight?](#)

1 answer | Asked by Pierre DeBois (2nd) | 1 hour ago in Search Marketing
- Q.** [telesales firm reco's needed](#)

5 answers | Asked by Robin Seidner (2nd) | 3 hours ago in Lead Generation
- Q.** [Can you recommend a free font editor?](#)

4 answers | Asked by John Joyce (2nd) | 4 hours ago in Graphic Design
- Q.** [Best online community/collaboration platform for enterprise with 250-500 employees, 20+ offices? I'm familiar with analyst reports, so more interested in first-hand knowledge/experience. Thanks.](#)

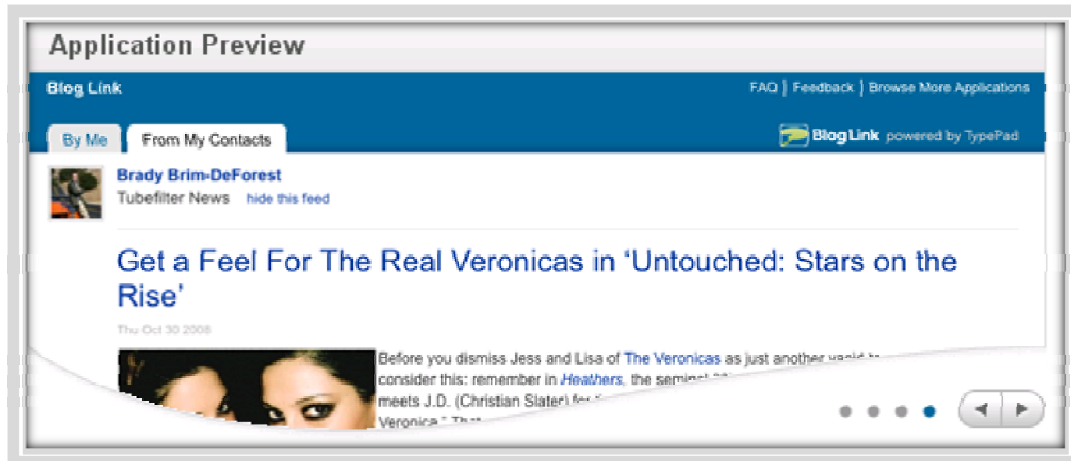
4 answers | Asked by Paul Roetzer (2nd) | 5 hours ago in Enterprise Software

- **Integrate LinkedIn Into Your Marketing.** Anytime you do a [webinar](#) or present at a trade show or thought leadership event, invite your audience to network with you or join your group. You can also notify all the members of your group about an upcoming promotion or event and drive them back to your site or blog to convert them into leads.
- **Don't Spam.** Trying to directly message or reach out to your LinkedIn contacts could be considered spam. Make sure that people you contact want to hear from you and that your message is relevant.

## Chapter 5: Using LinkedIn Applications

Like Facebook, LinkedIn offers valuable applications too. The applications below will help you to promote your content and your brand.

- **Blog Link:** Connect your blog to your LinkedIn profile to continually share your content with your network. Additionally, Blog Link automatically pulls in the latest blog posts from around your network.



- **Box.net File:** Share and collaborate on files with others in your LinkedIn network.
- **Slide Share:** Promote your content by sharing slides from past webinars or presentations. If you already have a [SlideShare.net](http://SlideShare.net) account, you can import your existing presentations into LinkedIn. This will reinforce your thought leadership and help drive more qualified traffic to the resources you host on your site.

## Chapter 6: Connect with HubSpot!



If you want to check out a LinkedIn group in action, and want to connect with other marketers on LinkedIn, check out the [Inbound Marketers group on LinkedIn](#) (and the [Inbound Marketers group on Facebook](#), too).



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