



Marketing Made Easy

Special Free Report

**Quickstart Guide to
Skyrocket Your Offline and
Online Business Success with
Linkedin**

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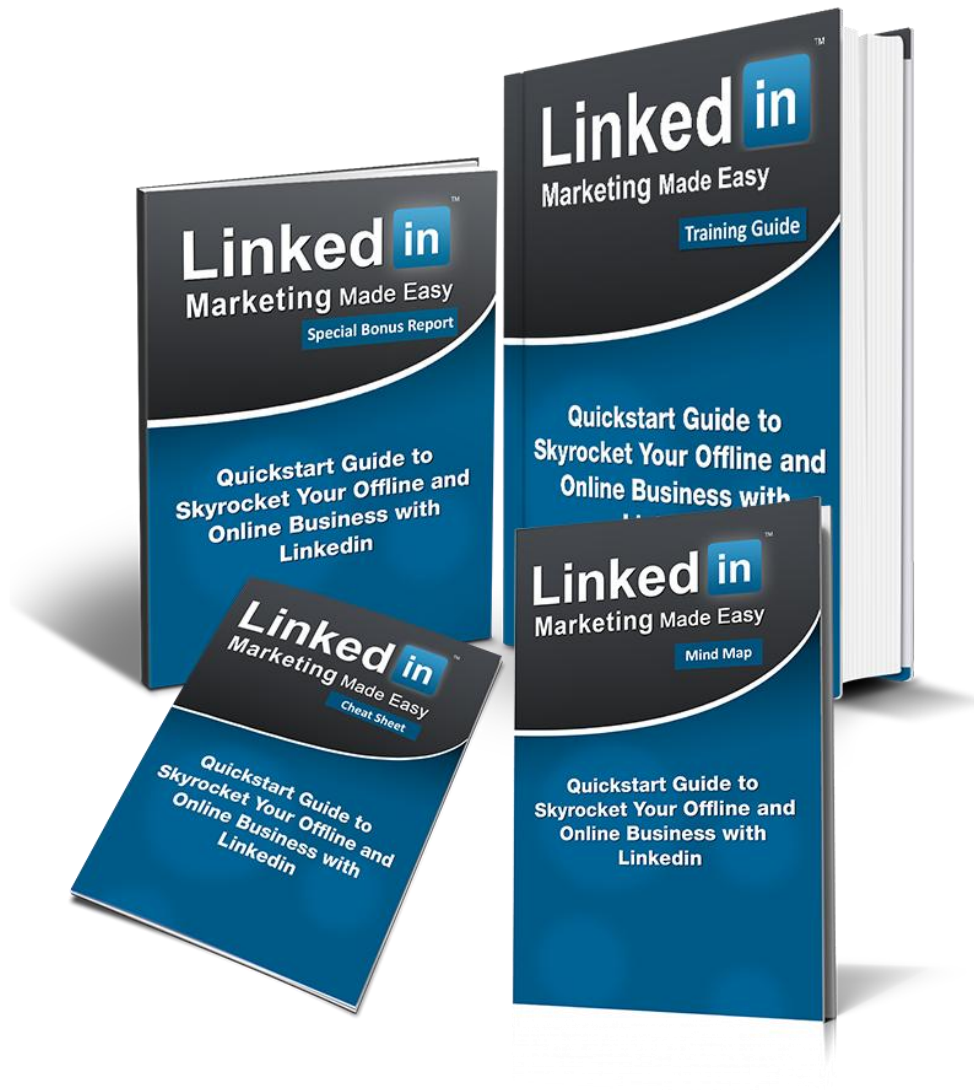
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Limited Special Offer for You:

[LinkedIn Marketing Made Easy](#)

(Exclusive Training)



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Table of Content

<u>Introduction</u>	4
<u>What is LinkedIn?</u>	5
<u>Why LinkedIn?</u>	6
<u>What's a LinkedIn Company Page?</u>	8
<u>The hottest 7 LinkedIn Power Tools</u>	17
<u>Tool #1: Personal Profile</u>	17
<u>Tool #2: Connection</u>	19
<u>Tool #3: Posts</u>	20
<u>Tool #4: Messages</u>	21
<u>Tool #5: Groups</u>	21
<u>Tool #6: Company Page</u>	22
<u>Tool #7: LinkedIn Mobile</u>	23
<u>Conclusion</u>	24
<u>Resources</u>	25
<u>Special Offer (for the next 7 days only)</u>	26

Introduction:



The last thing I want to do is to waste your time, so in this special report I will be short and sweet on the really important facts about LinkedIn. My goal is for you to know exactly what LinkedIn is and what to expect from it.

I will outline up to 16 shocking facts about LinkedIn and how those facts apply in behalf of your business more than any with any other social network. You will be able to learn exactly what a LinkedIn Page is and why it is the greatest way to get the most out of LinkedIn.

You will be able to learn only 7, but highly effective LinkedIn Marketing tricks that will expand your business online like never before using the high technology LinkedIn has created especially for it.

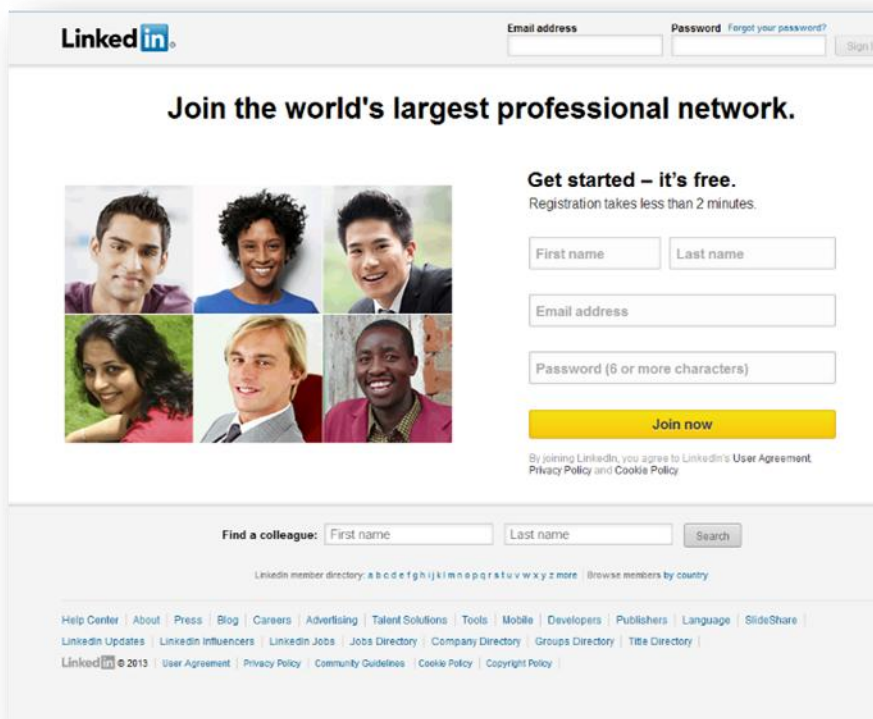
LinkedIn is considered to be a social layer that will benefit your business. Social media sites are lately focusing their technology onto Businesses and LinkedIn takes it that seriously. So, take the most advantage of it by reading and learning about it in this guide.

To Your Success,

Mozie

What is LinkedIn?

LinkedIn is the world's largest professional network. It consists of a social networking website for people in professional occupations. Founded in December 2002 and launched on May 5, 2003, LinkedIn reports more than 225 million acquired users in more than 200 countries and territories. *(Taken from LinkedIn)*

A screenshot of the LinkedIn website's registration page. At the top, the LinkedIn logo is on the left, and a sign-in section with fields for 'Email address' and 'Password' is on the right. The main heading reads 'Join the world's largest professional network.' Below this, on the left, is a grid of six diverse professional headshots. To the right of the photos, the text 'Get started – it's free.' is followed by 'Registration takes less than 2 minutes.' Below this text are input fields for 'First name', 'Last name', 'Email address', and 'Password (6 or more characters)'. A prominent yellow 'Join now' button is positioned below the password field. At the bottom of the registration section, a small line of text states: 'By joining LinkedIn, you agree to LinkedIn's User Agreement, Privacy Policy and Cookie Policy.' Below the registration section is a search bar labeled 'Find a colleague:' with fields for 'First name' and 'Last name', and a 'Search' button. At the very bottom, there is a horizontal menu with links for 'Help Center', 'About', 'Press', 'Blog', 'Careers', 'Advertising', 'Talent Solutions', 'Tools', 'Mobile', 'Developers', 'Publishers', 'Language', and 'SlideShare'. Below this menu is a footer containing 'LinkedIn Updates', 'LinkedIn Influencers', 'LinkedIn Jobs', 'Jobs Directory', 'Company Directory', 'Groups Directory', 'Title Directory', and the copyright notice 'LinkedIn © 2013' followed by links to 'User Agreement', 'Privacy Policy', 'Community Guidelines', 'Cookie Policy', and 'Copyright Policy'.

LinkedIn's mission is simple: connect the world's professionals to make them more productive and successful. LinkedIn is publicly held and has a diversified business model with revenues coming from member subscriptions, advertising sales, and talent solutions.

We are talking about a double powerful approach here. You can find really talented people to work for you, or you can offer your services to serious businesses.

Why LinkedIn?

Let me show you some crazy Eye Opening Facts about LinkedIn that will help you to understand why this amazing social platform is something that can add unlimited value to your business online:

Eye Opening LinkedIn facts:

259 million members; and almost 100 million login every single day.	
	The company is publicly held and has a diversified business model with revenues coming from talent solutions, marketing solutions and premium subscription products.
LinkedIn operates the world's largest professional network on the Internet	
	Professionals are signing up to join LinkedIn at a rate of more than two new members per second
66% of LinkedIn members are located outside of the United States.	
	There are over 30 million students and recent college graduates on LinkedIn. They are LinkedIn's fastest-growing demographic.
LinkedIn counts executives from all 2013 Fortune 500 companies as members; its corporate talent solutions are used by 91 of the Fortune 100 companies	
	LinkedIn members did over 5.7 billion professionally-oriented searches on the platform in 2012.
More than 3 million companies have LinkedIn Company Pages.	
	LinkedIn members are sharing insights and knowledge in more than 2.1 million LinkedIn Groups.

There are more than 1.5 million unique publishers actively using the LinkedIn Share button on their sites to send content into the LinkedIn platform.	
	LinkedIn averaged 184 million unique visitors in the third quarter of 2013.
1.2 Million products/service are showcased on LinkedIn Company Pages	
	39% of LinkedIn users have paid premium accounts
The average time a LinkedIn user spends on the site on a monthly basis is 17 minutes	
	79% of LinkedIn users are over the age of 34
10 Million endorsements are given every single day on LinkedIn	
	27% of LinkedIn traffic comes from mobiles.

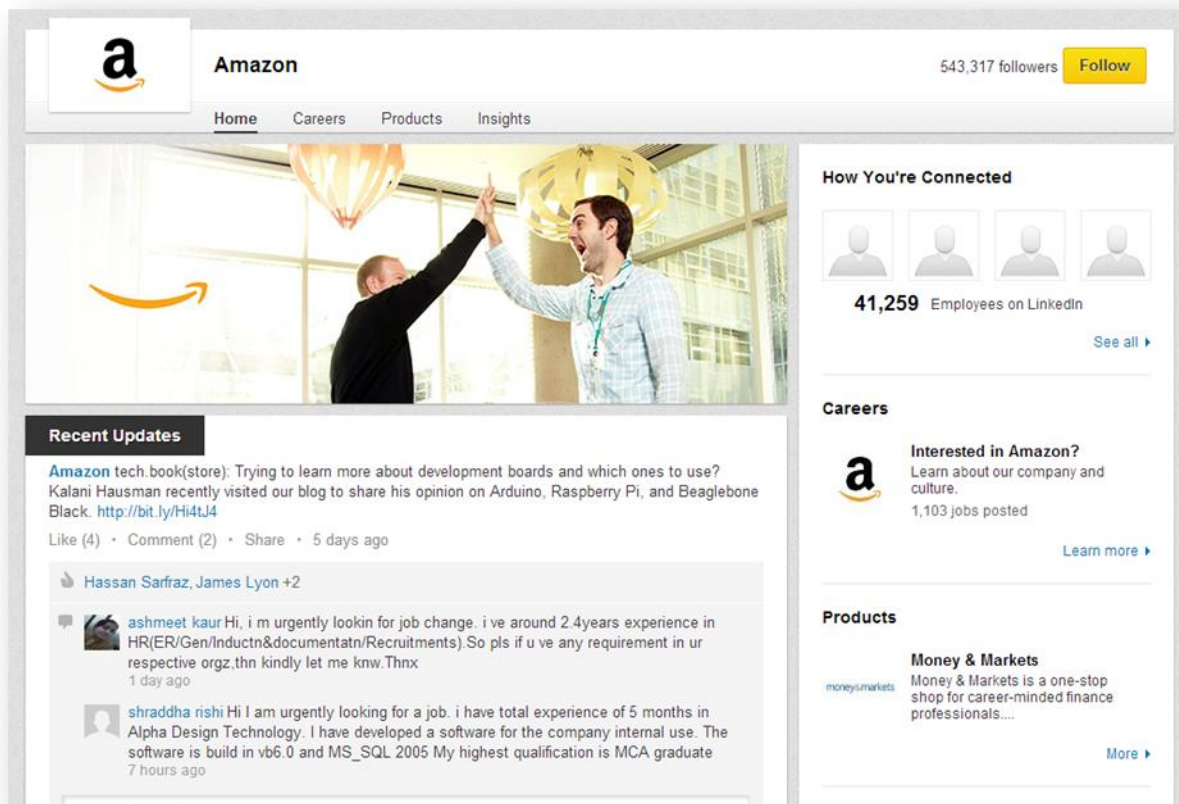
When you see data like this, you've gotta know that there is a lot of money to be made here. Many people might be talking about it, but very few can really teach you how to productively position your business there and make money with it at the same time.

By the end of the 7 steps outlined in our training guide, you will know everything you need to know in order to be able to scale your business online a lot better by using LinkedIn.

What's a LinkedIn Company Page?

A LinkedIn company page is the new online home for your business on LinkedIn. It provides your business with a public identity on LinkedIn, and it's where you connect with customers, develop your brand, and engage your following, as well as connect and interact with professionals and other companies that are willing to succeed online.

On a few things, LinkedIn is very similar to Google Plus and Facebook. A personal LinkedIn "account" is something completely different from a LinkedIn "Company Page."



A LinkedIn Company Page is a website you create and connect to the LinkedIn platform. A personal LinkedIn account is simply one used for personal use, known as the LinkedIn profile. A LinkedIn Company Page is a special website you can create for business purposes that is separate from your LinkedIn profile.

In order to create a LinkedIn Company Page, it is necessary to have a LinkedIn Profile account, as well as meet some really important guidelines that you will see in the next chapter. You can create your LinkedIn Company Pages inside of your personal LinkedIn account.

There is no connection whatsoever between your LinkedIn profile and your LinkedIn Company Pages except for administrative purposes. This means the direct owner will remain anonymous to those interacting with his/her LinkedIn Company Pages. You can also add additional managers to your Company Pages too. And yes, it is possible to create multiple LinkedIn Company Pages.

You can name the URL of your LinkedIn Company Page however you want. This gives your page an incredible buzz and makes it more detectable for search engines across the Internet. It looks like this:

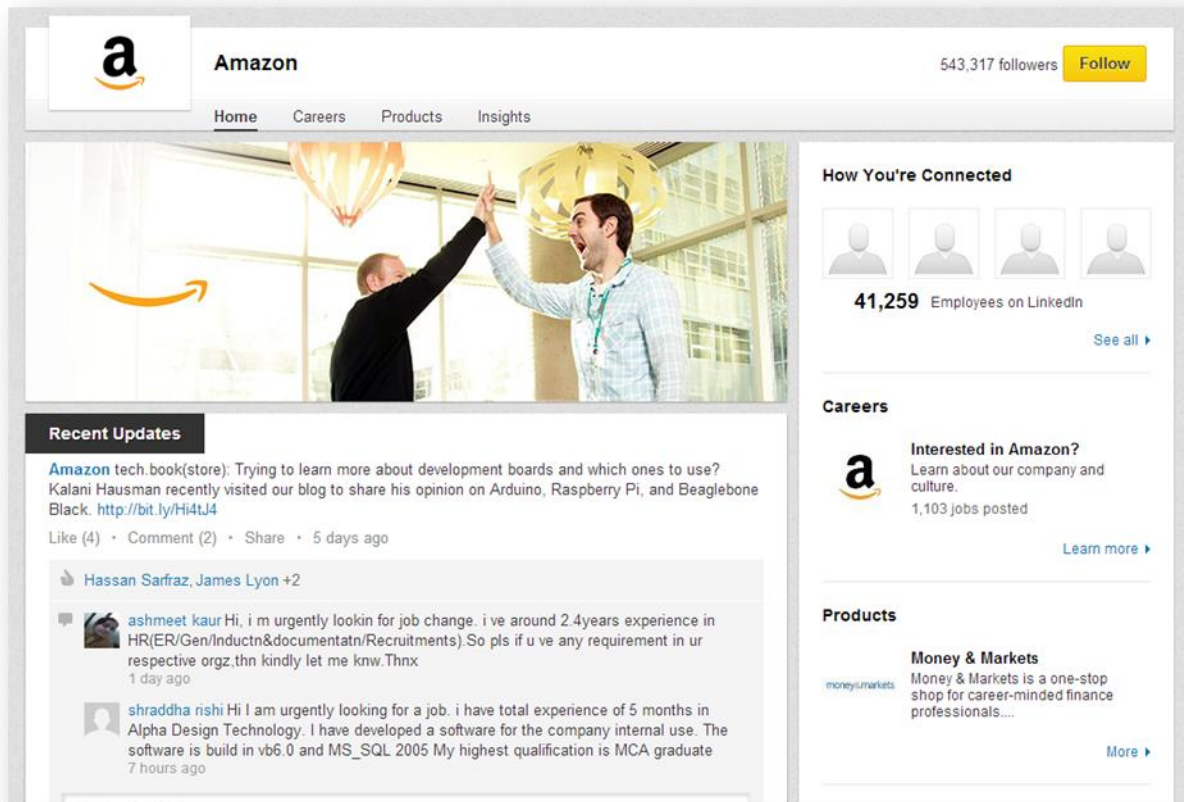


<http://www.Linkedin.com/company/your-business-name>

A LinkedIn Company Page is the greatest way you can get the most out of LinkedIn and help your business become part of the conversation. Text, photos, links, videos, groups are just a few of the brilliant ways to show people what your business is all about and what a great service it may provide to them.

Now, let me break down a particularly succesful example of a LinkedIn Company page -- the official LinkedIn Company Page of Amazon.com. It can be found at:

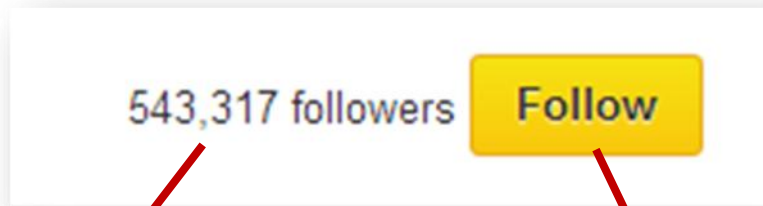
<http://www.Linkedin.com/company/amazon>



1. Cover Image



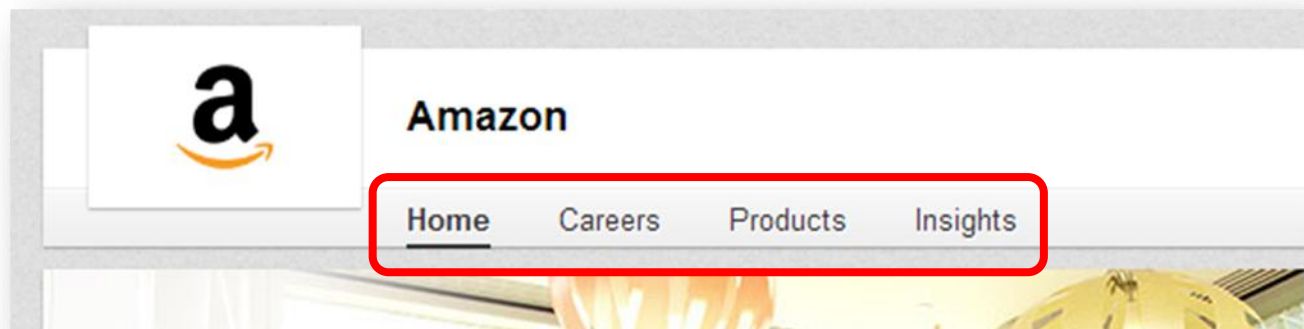
2. Standard Logo



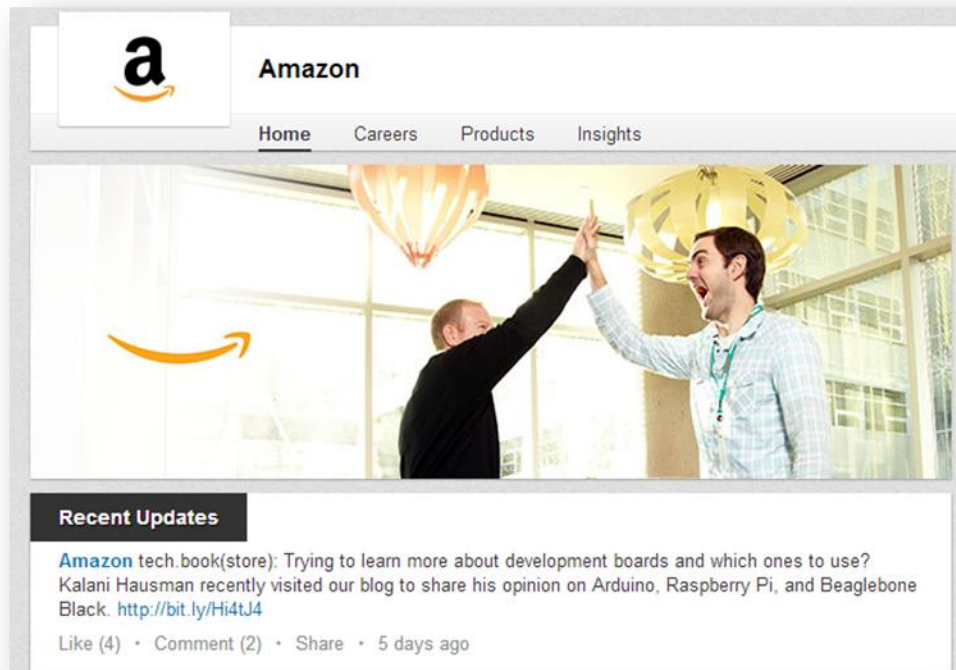
3. This is the total number of Company Page's Followers

4. Button where you may follow the Company Page

5. Company Page's Pages



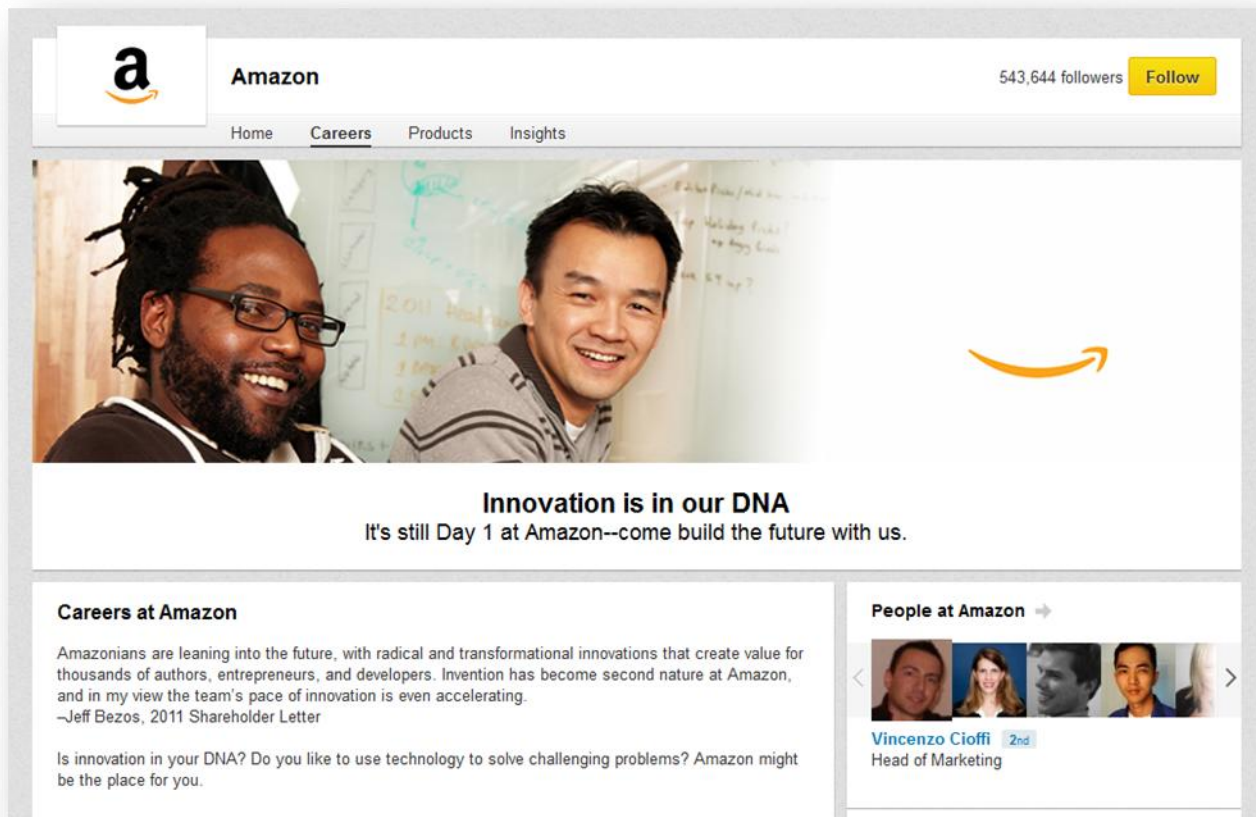
6. Home Section



7. Sample Post



8. Careers Section



The screenshot shows the Amazon LinkedIn profile page with the 'Careers' tab selected. The header includes the Amazon logo, name, and 543,644 followers. The main banner features a photo of two Amazon employees and the text: 'Innovation is in our DNA. It's still Day 1 at Amazon--come build the future with us.' Below the banner, the 'Careers at Amazon' section contains a quote from Jeff Bezos about innovation. The 'People at Amazon' section shows a carousel of employee profiles, with Vincenzo Cioffi, Head of Marketing, highlighted.

Amazon 543,644 followers [Follow](#)

Home **Careers** Products Insights

Innovation is in our DNA
It's still Day 1 at Amazon--come build the future with us.

Careers at Amazon

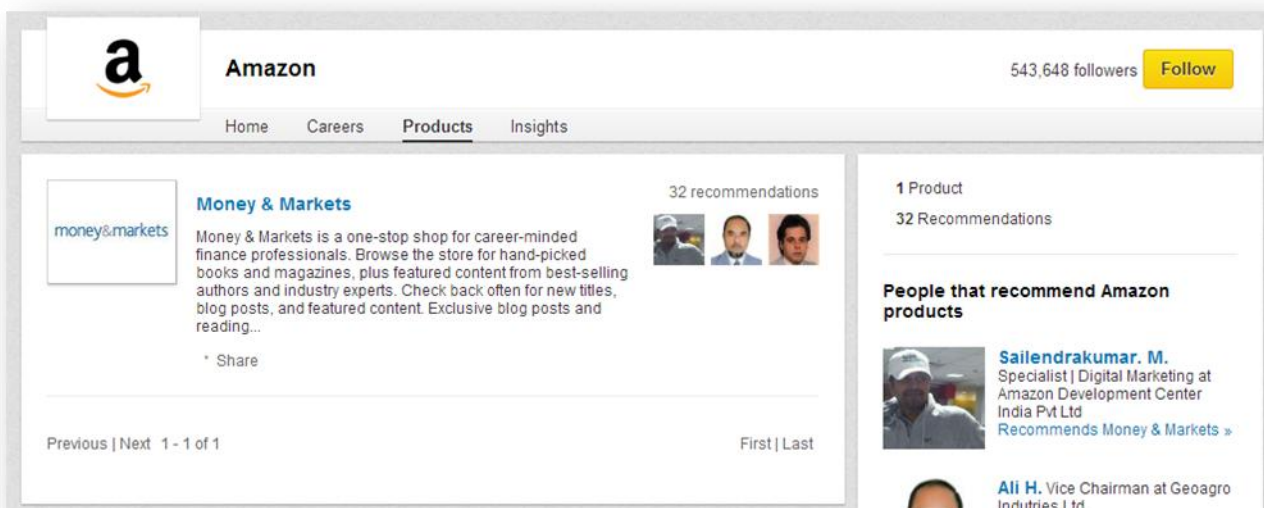
Amazonians are leaning into the future, with radical and transformational innovations that create value for thousands of authors, entrepreneurs, and developers. Innovation has become second nature at Amazon, and in my view the team's pace of innovation is even accelerating.
—Jeff Bezos, 2011 Shareholder Letter

Is innovation in your DNA? Do you like to use technology to solve challenging problems? Amazon might be the place for you.

People at Amazon →

Vincenzo Cioffi 2nd
Head of Marketing

9. Products Section



The screenshot shows the Amazon LinkedIn profile page with the 'Products' tab selected. The header is identical to the previous section. The main content area features a 'Money & Markets' product recommendation with a description and a 'Share' button. To the right, the '1 Product' section lists '32 Recommendations' and 'People that recommend Amazon products', featuring profiles of Sailendrakumar M. and Ali H.

Amazon 543,648 followers [Follow](#)

Home Careers **Products** Insights

Money & Markets 32 recommendations

Money & Markets is a one-stop shop for career-minded finance professionals. Browse the store for hand-picked books and magazines, plus featured content from best-selling authors and industry experts. Check back often for new titles, blog posts, and featured content. Exclusive blog posts and reading...

* Share

Previous | Next 1 - 1 of 1

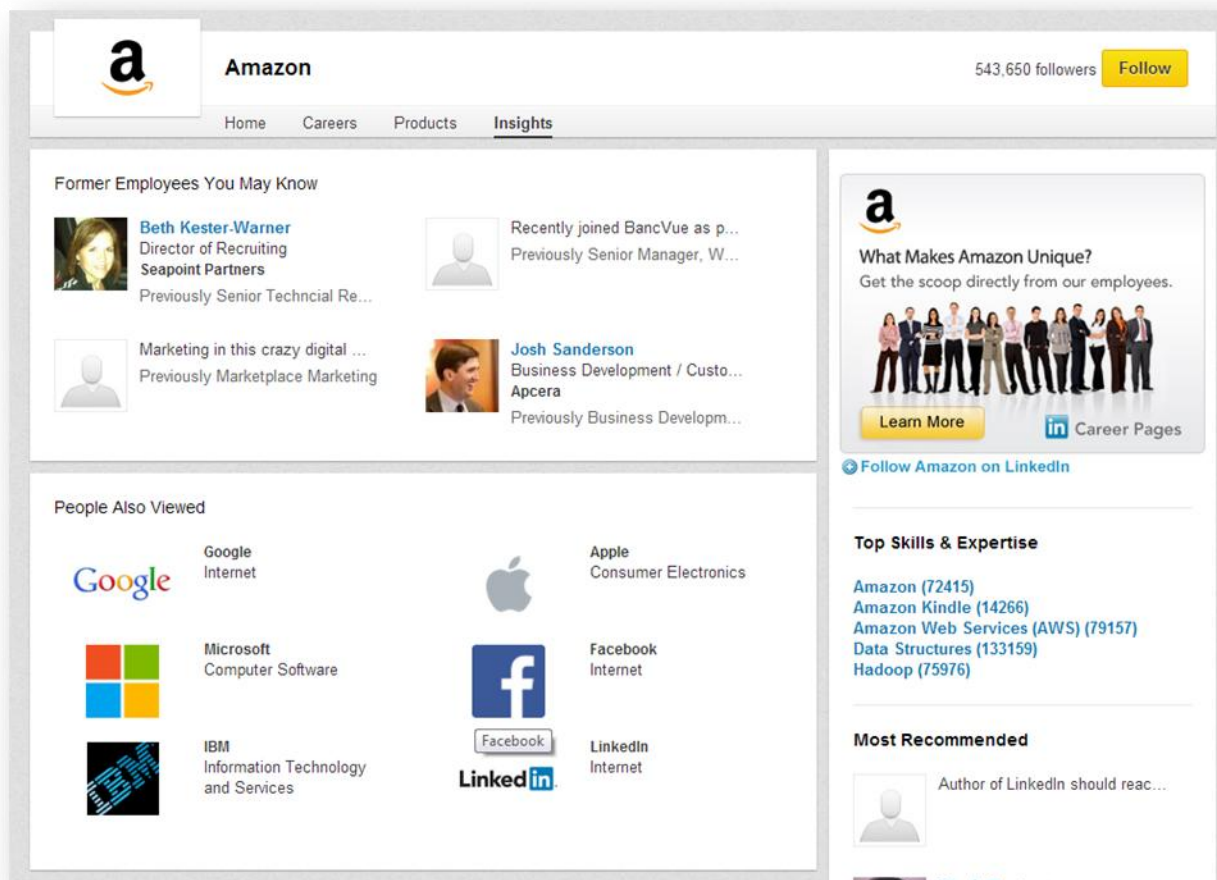
1 Product
32 Recommendations

People that recommend Amazon products

Sailendrakumar. M.
Specialist | Digital Marketing at Amazon Development Center India Pvt Ltd
Recommends Money & Markets »

Ali H. Vice Chairman at Geoagro Industries Ltd.

10. Insights Section



Well, I guess that's enough for a really clear example of a LinkedIn Company Page. Now it's time to create yours.

Remember that in order to create a LinkedIn Company Page you will need to have access to a personal LinkedIn account, as well as meet some important requirements.

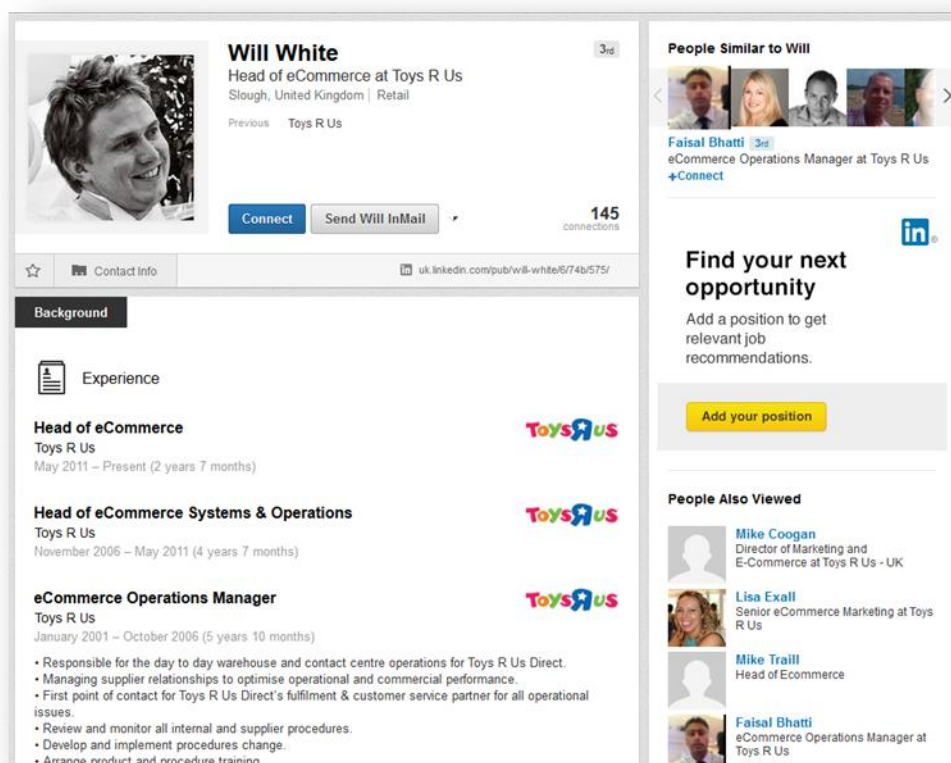
The following chapters will provide what you really need in order to complete the step-by-step process to establish your Business over LinkedIn the easiest way possible, and in the shortest time ever. Here you will find the most necessary components of a highly successful LinkedIn Marketing Campaign.

The hottest 7 LinkedIn Power tools you must dominate

1. Personal Profile

The very first thing someone will see when trying to learn about you will be the profile page. That means that it's vital that your profile be as complete and up-to-date as possible with all of your personal and professional relevant information.

Many people think that all they have to do is put together their profile page once and never touch it again, but that is far from the truth. An updated profile page gives you more credibility and it's vital to keep your marketing plan intact.



A few really important pieces of advice on this would be:

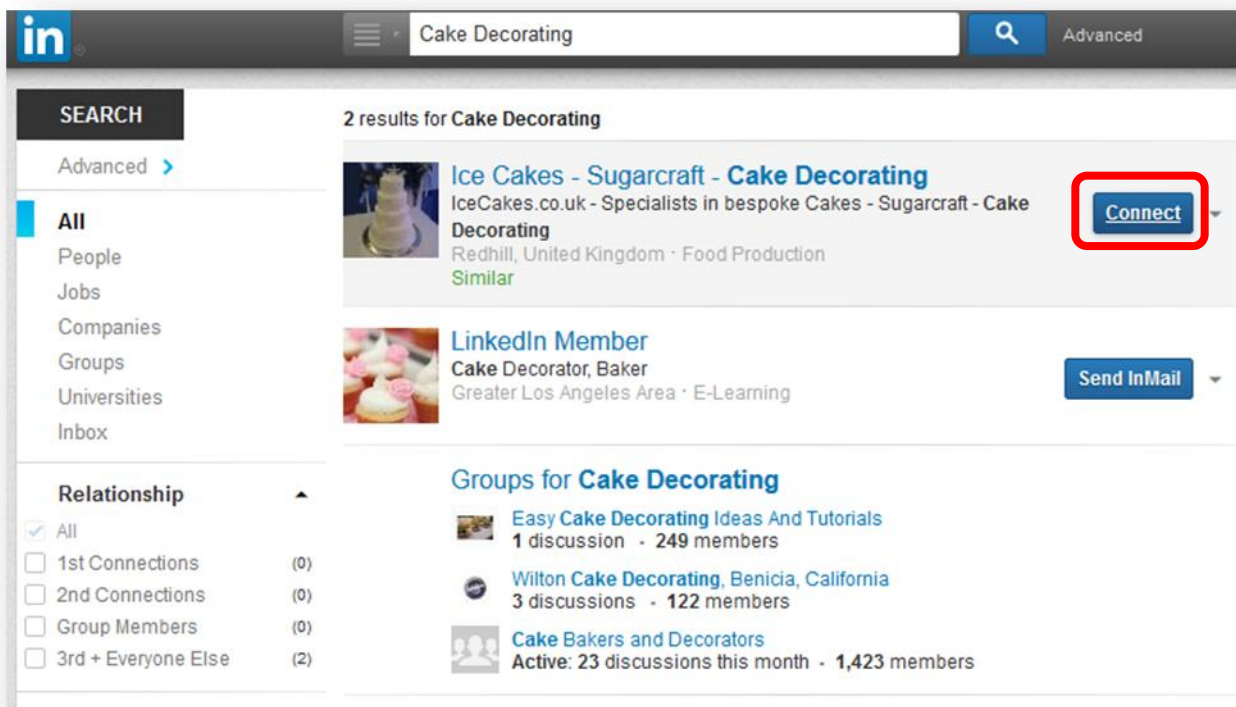
- Besides not keeping up with any changes in their profiles, some people never even complete their professional details, so please avoid that, as this is a drastic mistake when it comes to trying to shape your name and get more action to your business on your behalf.
- When sharing something about yourself, be sure to tell people what you can do for them, don't just throw in business jargon or trite words and phrases. List your professional core strengths and competencies, and present yourself in such a way that speaks directly to your potential clients and business contacts.
- Ensure that all of the content for your profile is professional and in some way brands your name in a unique way that will catch the eye of potential contacts or customers.
- Always include a link to your business website, blog or other social media pages as well, as this helps your contacts learn more about you and your services. Your profile also needs to have a professional photo of yourself so your contacts can put a face to your name. Be sure it's a clear photo with good resolution that makes you look personable, but business-like.

The bottom line is that your profile is an extension of who and what your business stands for and you need to make the most of this opportunity to show that to the world.

2. Connections

One of the other powerful tools to help grow your business on LinkedIn is the connections you make. These are the people and businesses that will do things for you like teach you things, work with you, recommend you to others, and more.

It's a good marketing strategy to ensure that your business makes the connections it needs to be noticed and to be active in your niche. It also helps others to put a person's face with your business and makes it more human, thus easier to deal with.



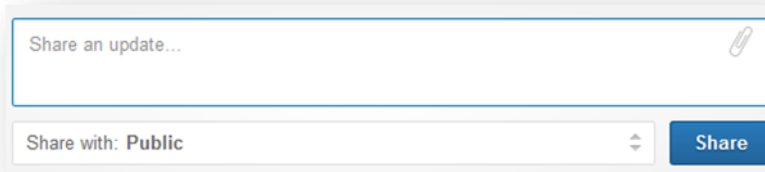
Getting connections is done by checking out the profiles of people or other businesses and asking to add them to your network. Then, they can choose whether or not to make that connection with you.

It's best to only make connections that are with either people that you know or businesses that you are familiar with in your area that you can work with and that you trust. Your connections can also recommend you to others and this can lead to more connections being made.

You can begin by connecting with colleagues, old friends, previous managers, businesses you have worked with before, etc. Then, reach out to others like potential customers or similar businesses. LinkedIn actually has an option to search for possible people you know that can help you in these choices.

3. Posts

All businesses want to be noticed so that they can become more well-known in their niche, get more clients both on and offline, and be seen as an expert in their area. One way to make that happen is by properly using the content that you post onto your LinkedIn pages.

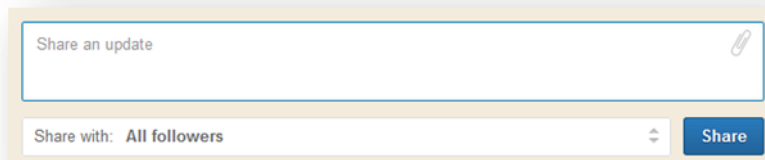


Share an update...

Share with: Public

Share

**Personal Profile
Posting Box**

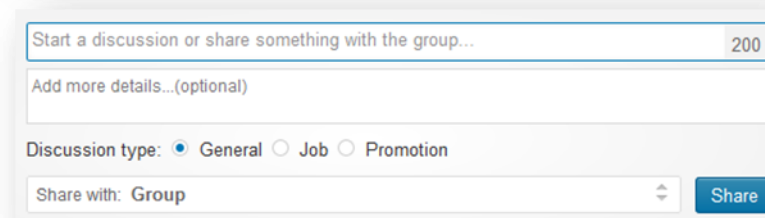


Share an update

Share with: All followers

Share

**Company Page
Posting Box**



Start a discussion or share something with the group... 200

Add more details...(optional)

Discussion type: ☒ General ☐ Job ☐ Promotion

Share with: Group

Share

**Group
Posting Box**

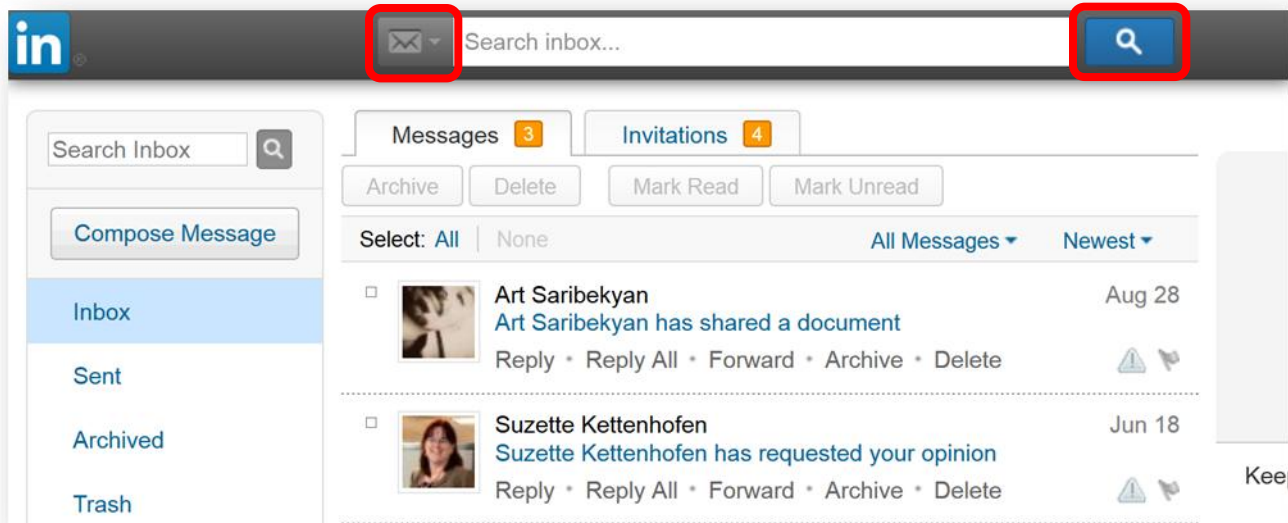
Some very important pieces of advice to consider are:

- It's vital that any content (i.e. text, photos, graphics, videos, etc.) are relevant, up-to-date and provide useful information for your niche. People are starving for data and if your pages provide it, people will learn that your company is the "go to" name for your business niche that always comes through with the info they want and need.
- Posts to LinkedIn should also be short and to the point and be able to grab the attention of your followers and make them want to learn more by going to your business website or blogs. You can share posts you made on other social media sites or give links to articles on your website or blogs.
- Done correctly, your LinkedIn posts can drive traffic straight to your other sites like your website, blog, etc. Your job is to lead these potential clients to the heart of where you do business and if you continuously give them what they need, then that task will be easy to accomplish.
- Be sure to update your posts frequently, as well as get involved in the discussions going on in your LinkedIn groups. Be a valuable asset and people will start remembering your brand more and more. Be sure to comment on other posts as well as creating your own, as this helps to build relationships that can reach farther than just the pages of your LinkedIn account.

The main point is that content is a valuable asset on any online site and LinkedIn is no exception.

4. Messages

Another powerful tool available in LinkedIn is the ability to send messages to other LinkedIn members, which is absolutely amazing.

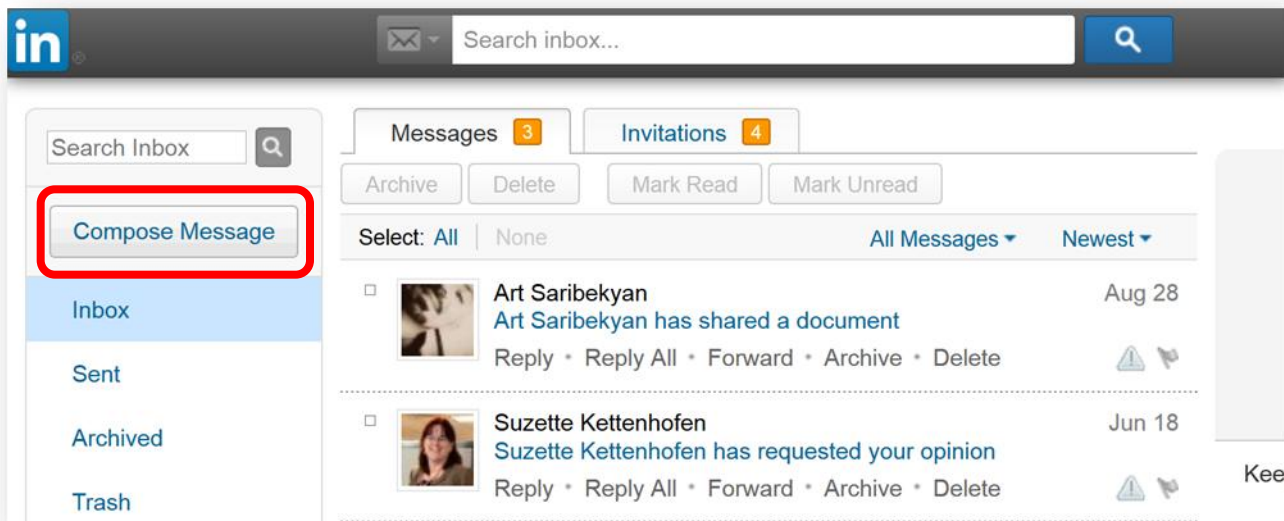


LinkedIn messages can be sent to anyone in your groups. However, if you want to send one to someone who is not in your groups, this is not possible unless you have a premium account.

Using LinkedIn messages correctly can be a very beneficial tool in helping you to grow your business brand through the ability to reach out to other members and promote your brand, nurture your existing relationships, and connect on a more personal level.

Composing your message

It's easy to compose a message using LinkedIn mail. LinkedIn will let you send messages to as many as 50 of your connections at once.



When you click inside the “To” box, you will see a dropdown list of all your connections and can choose the ones to send the message to. In the “From” section your email, the contact info will appear. Then, you can write in the “Subject” of the message and fill in the body of your message.

Make sure messages have value

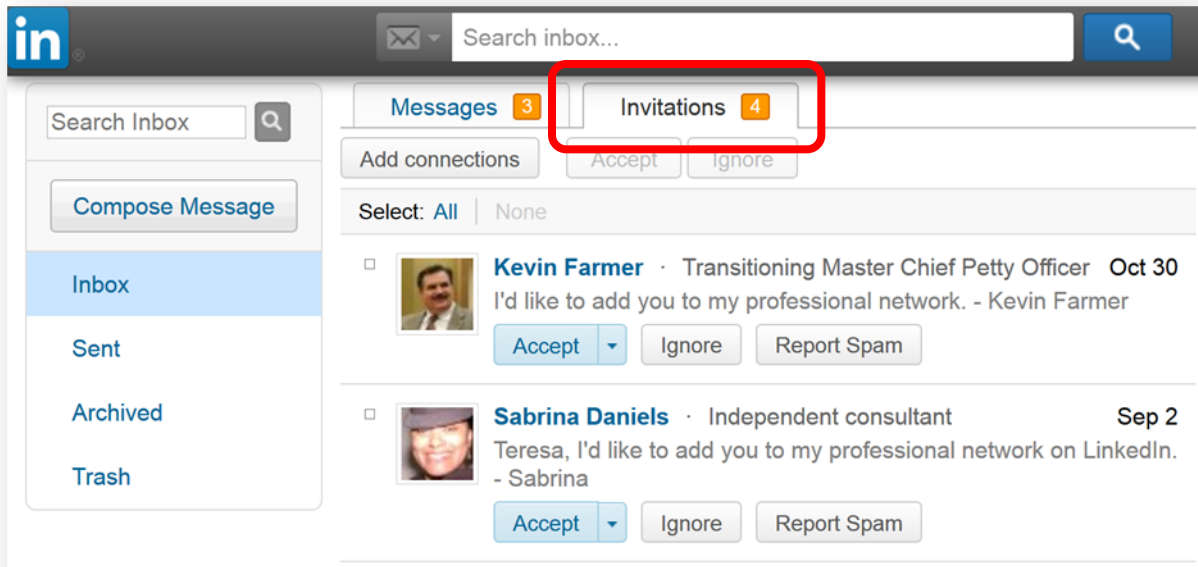
It's vital to ensure that all of your messages are worth sending and thus contain relevant and useful content, just like you do in your postings. To get the best results of your message and to help your business prosper, it needs to do things like announce a new product, talk about improvements or updates in your work, or to give links to new websites or to articles with innovative information on things regarding your industry.

Sending messages to non-contacts

If you want to send a message to someone outside of your groups, you have to send a private message called InMail. This is a paid feature available in a

premium account. If you have someone's email address, you can send them an invitation to connect. If they accept it, then you will be able to send them a regular message on LinkedIn.

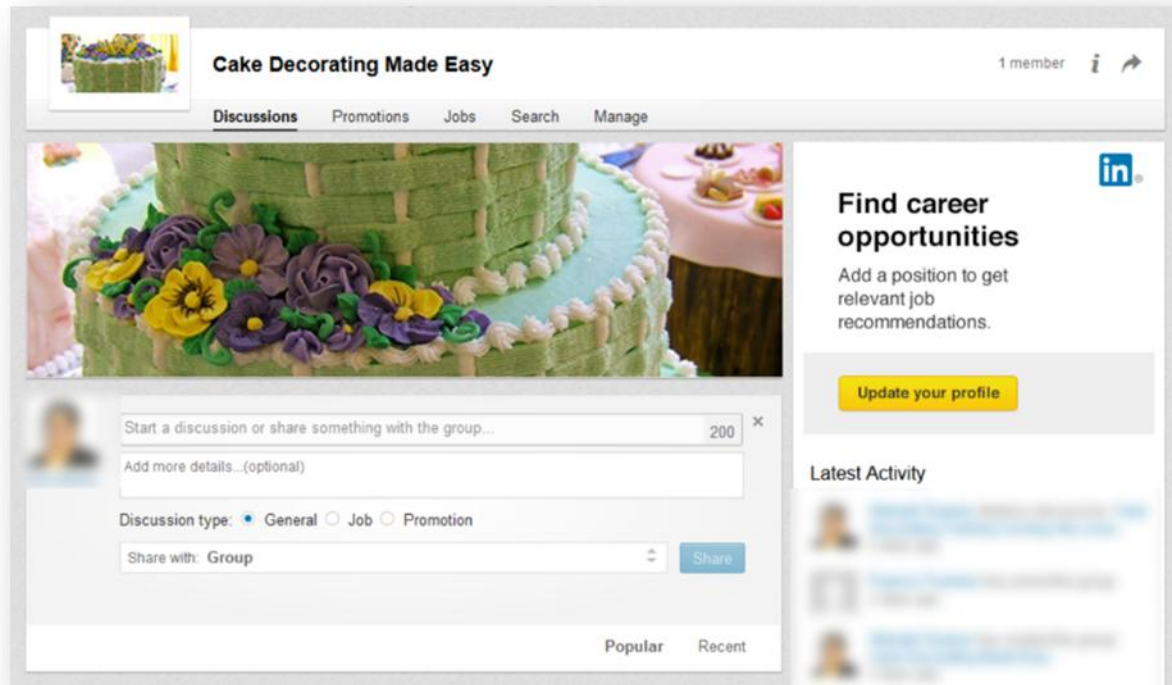
Here is what an invitations screen looks like:



The bottom line is that by using the various types of messaging tools available in LinkedIn, you will be able to reach out to your connections, as well as form new connections that can help your business to grow.

5. Groups

LinkedIn groups are an amazing marketing tool very similar to the Company Page. You will be able to create a highly interactive platform where you may communicate with the connections that have decided to join your group.



A LinkedIn group will be the perfect alternative just in case you don't want to use a Company Page on LinkedIn. One of the greatest things about a LinkedIn group is that you are able to get members a lot faster than getting followers to your Company Page, because you can easily invite your connections to your group.

Differently than a Company Page, a LinkedIn Group is directly attached to your Personal Profile. And another cool thing about this is that you will get a slightly customized URL for your group as well:

<http://www.Linkedin.com/groups/your-group-name-assignedcode>

LinkedIn groups can help you to connect with others in your field so that your professional network expands. Sharing your company's status updates can also help to get traffic to your business websites and blogs if you share them with relevant groups that are interested in what your business is doing.

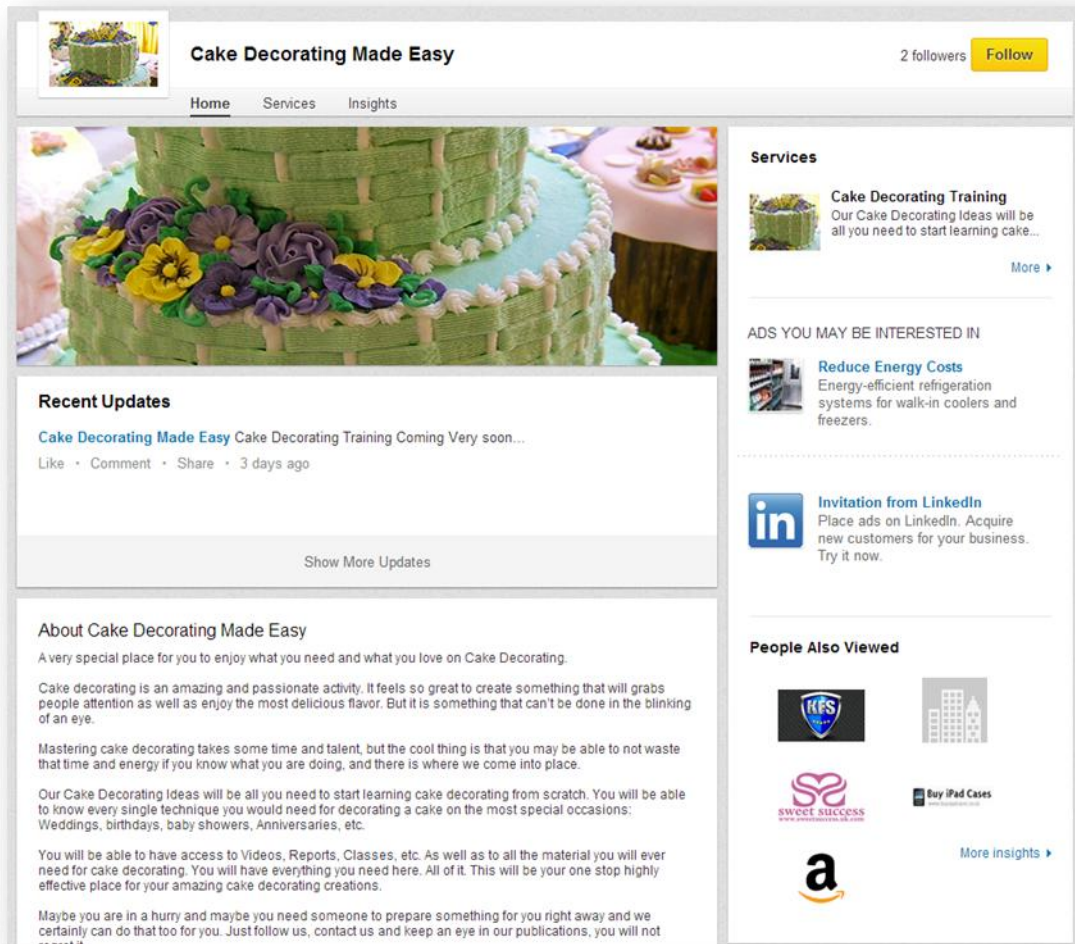
It also helps if your company creates its own LinkedIn group. This helps reach your targeted audience since you can; for instance, send out weekly announcements to their inboxes. You can also act as the moderator of group discussions on topics that concern your business, start interesting discussions of your own, etc.

Both joining and creating a group will help your business and yourself to be noticed, thus potentially gaining you both more credibility in your field and pushing more traffic to your company websites which can turn into more clients and more profits.

6. Company Pages

There are many ways that having a Company Page on LinkedIn will benefit your company, especially since it is now the largest professional social network site with more than 259 million users.

Company pages provide dedicated areas in which companies can promote their new products and services, post up-to-date and relevant content of interest to their target groups, and let others see what your company can do for them. They also give companies an avenue to promote their brand as a kind of advertising venue.



A Company Page also provides you with opportunities to generate new leads that could help guide your business to higher profits and a bigger success. They are also a powerful tool for getting people interested in your company and helping to raise the ranking of your website by enticing more potential clients to go from your LinkedIn pages to your company website.


If you don't have a Company Page, you won't even get a chance to rank within LinkedIn because its internal search engine won't rank companies without a Company Page, so it's vital to get one as soon as possible. Otherwise you will be missing chances to get the leads your company needs to be successful in your niche and will lose the chance to network with others in your field.

Be sure to use the parts of a Company Page, such as the banner image, to your advantage. You can even embed a link into the banner on your page that will take people straight to your website or to an upcoming special event or anything else you deem important for visitors to know about.

It is also vital to share important content on your company such as videos, photos, links and announcements. This keeps everyone interested in your business updated and helps to make you one of the “go to” companies in your niche.

7. LinkedIn Mobile

These days just about everyone, especially business professionals, have smartphones. They use these to access everything from email to job boards, so knowing how to use LinkedIn mobile to promote your business is a vital tool.








LinkedIn Mobile [Go to LinkedIn.com](#)

Going Places?
Take us with you.

Find and connect with over 200 million professionals, get the latest updates and share your status – all from your mobile device

Get the app for your device below:

For mobile web, go to: <http://touch.linkedin.com>

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[User Agreement](#) | [Privacy Policy](#) | [Copyright Policy](#)

LinkedIn Mobile is a fast growing part of LinkedIn that has grown more than 400 percent since it began. It makes it possible to access LinkedIn over several mobile platforms. It can be quickly updated and gives LinkedIn members up-to-date data from their networks, company pages, etc. right in their updated streams.

Groups can also be reached via the LinkedIn mobile apps for both iPhone and Android users. The information and access page looks like this:

Conclusion:

LinkedIn is extremely easy to manage. It happens the same way as with every single thing in life: things are not difficult. You just need to know where everything is and how you can properly use it – and that does it.

It is the same with LinkedIn. Now that you know everything that you really need to position your business over LinkedIn in the shortest time possible, you just need to apply it and do it for yourself.

Thanks so much for the time you have dedicated to learning how to get the most advantage out of LinkedIn for you and your business. LinkedIn has come to stay in the market forever.

A lot of money is invested in LinkedIn, and all of it is for both of us. Let's use it and reach our most precious business goals.

To Your Success,

Mozie

Resources

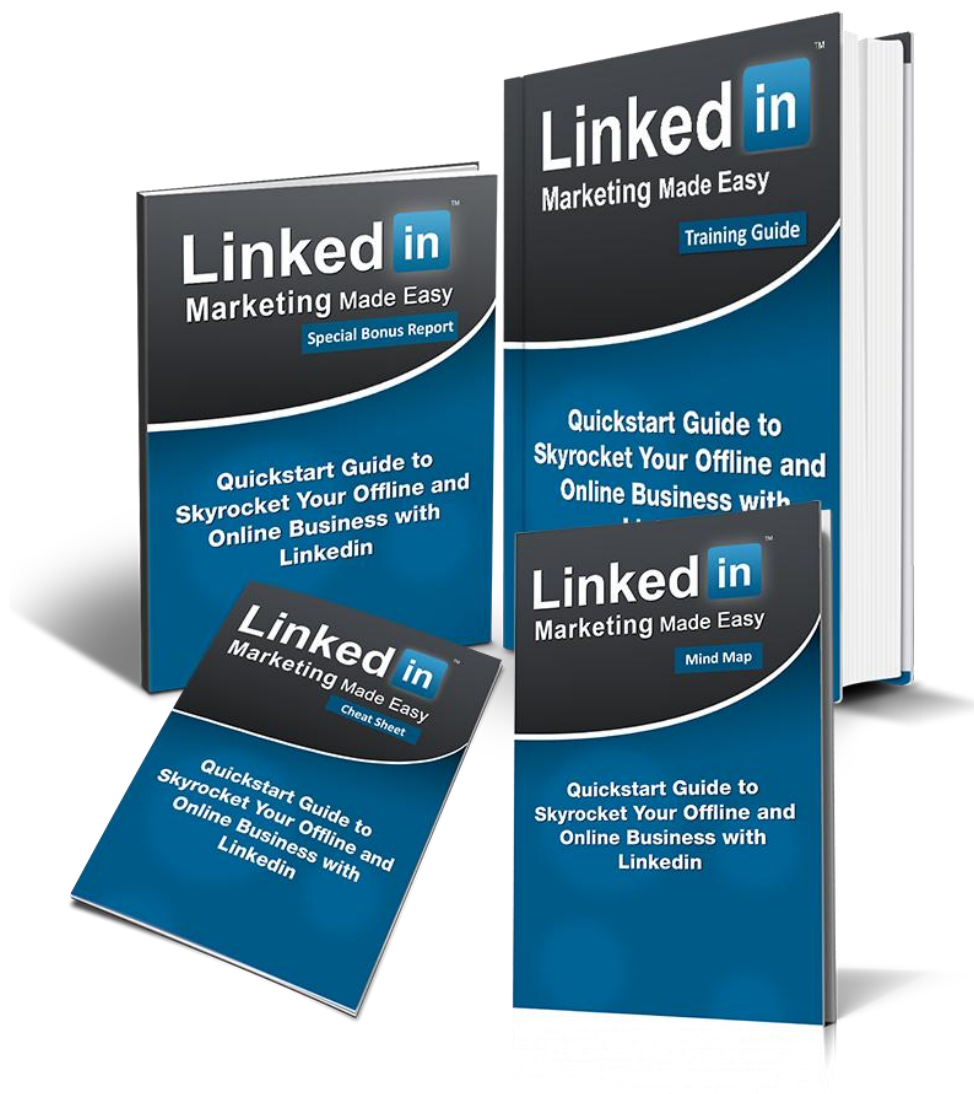
- [LinkedIn Special Training Area](#)
- [LinkedIn Video Training Platform](#)
- [Kintish LinkedIn Training](#)
- [LinkedIn “Follow” Button](#)
- [LinkedIn Special Tools](#)
- [LinkedIn Mobile](#)



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