



# The Key Benefits of Using LinkedIn in the Workplace - Directors Summary



LinkedIn started out  
in the living room  
of co-founder  
Reid Hoffman in 2002  
and officially launched  
on May 5 2003.



**Mission:**

To connect the world's  
professionals to make  
them more productive  
and successful.

# LinkedIn Is...

- A place to connect, of course! But why?
- A way to build and maintain a **trusted** network
- A platform to share content
- A platform to demonstrate knowledge

# LinkedIn Is...

- A research tool
- A tool to identify opportunities
- A tool to generate leads by driving traffic and enquiries to your website...



# Benefits of LinkedIn

- Showcase your experience, skills and career achievements
- Showcase your knowledge through status updates
- Connect with others who can grow your knowledge or lead to new business

# Benefits of LinkedIn

- Increase awareness of your brand / services
- Gain references / recommendations
- Undertake market research
- Get found on the web

“Helping members tell their professional stories so they can attract opportunities and be more successful”

- LinkedIn

# What's your professional story?



# Social Media Strategy

But have you sorted your  
social media strategy?

# Social Media Strategy

What are your goals  
and objectives?

# Social Media Strategy

- Attract a new audience?
  - Win over people to my perspective?
  - Promoting a service or product?
  - Adding perspective to a conversation to provide thought leadership?
  - Sharing company / organisation news?
- .....Or what?

**FACT**

LinkedIn is the #1 channel  
to distribute content



91%



85%



81%



73%

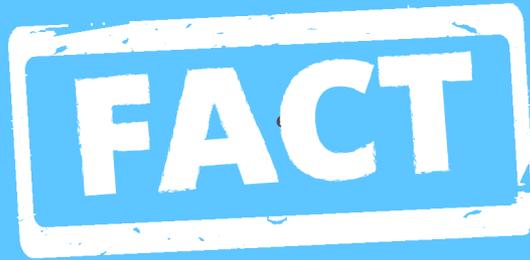


55%

**FACT**

LinkedIn drives more traffic  
to B2B blogs and websites





LinkedIn has 450 Million members  
worldwide,  
**20+ Million in the UK**

**FACT**

LinkedIn is responsible for

**64%**

of social visits to corporate websites

**FACT**

90% of decision makers  
never answer cold calls

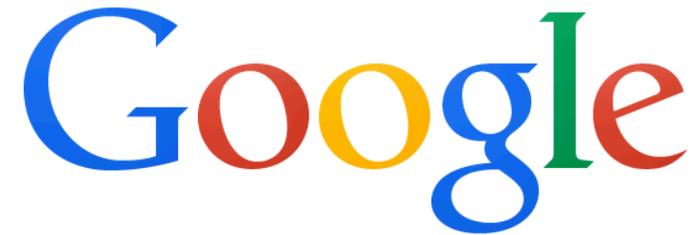
**FACT**

75% of B2B buyers use  
Social Media in the  
decision-making process

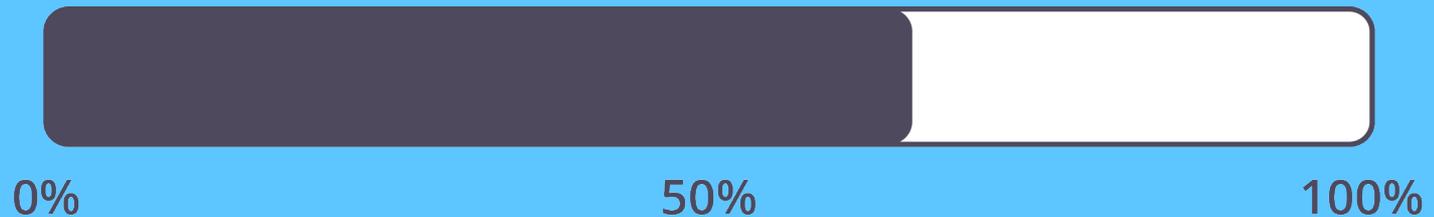
**FACT**

What do we do when we are  
looking for something?

We 'Google' it...

The Google logo is centered on a white background. It consists of the word "Google" in its signature multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red.A search input field with a thin grey border. Inside the field, the text "Search Google or type URL" is displayed in a light grey font.

Prospective customers are 60%+ of their way through the sales process before they even contact your company



Stacy's car-buying journey included over 900 digital touchpoints\* in a 3-month period

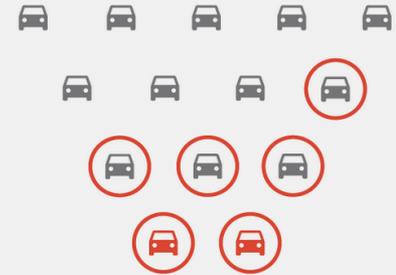


Occurred on Mobile

-  **139** Google Searches
-  **14** YouTube Videos
-  **89** Images
-  **69** Dealer Interactions
-  **186** Manufacturer Interactions

\*Touchpoints = searches, website visits, video views, clicks

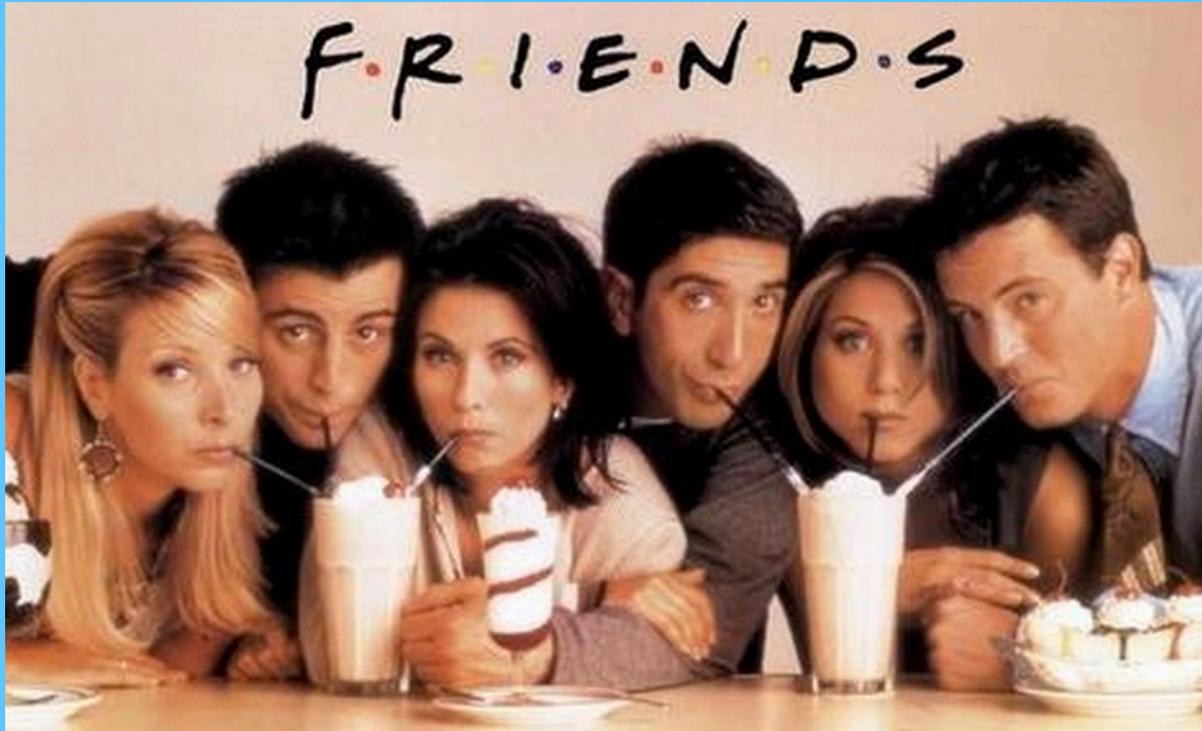
Explored  
**14 Brands**



Considered  
**6 Brands**

Decided Between  
**2 Brands**







92% of consumers trust personal recommendations more than ads.



Halifax, England, United Kingdom

What are you looking for?

Search

Europe > United Kingdom (UK) > England > Yorkshire > West Yorkshire > Halifax > Halifax Restaurants > The Fleece Inn



More reviews and the **best hotel prices.**

# The Fleece Inn

643 Reviews | #9 of 234 Restaurants in Halifax | #12 of 257 Places to Eat in Halifax | Certificate of Excellence

£££ | European, British, Pub, Gastropub

Overview | **Reviews (643)** | Q&A (3) | Location

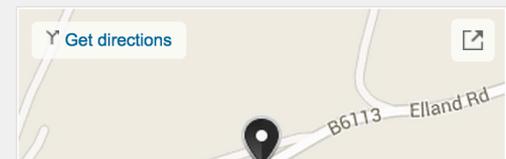
Save | Write a Review



All visitor photos (46)

Improve this listing

Get directions



# Trevor Higgins

BT Partnership Director

Bradford, United Kingdom | Telecommunications

Current BT

Send Trevor InMail



0  
connections



 <https://uk.linkedin.com/pub/trevor-higgins/27/616/ab3>

## Background



View personality



Experience

### Partnership Director

BT

July 1971 – Present (44 years 4 months)



So, what are the  
challenges?

# The 2014 B2B Social Media Landscape

## Key Challenges

50%

Difficulty providing ROI

33%

Lack of time

32%

Lack of strategic planning

23%

Lack of understanding of social media

21%

Lack of audience

13%

Lack of budget

8%

Other

3%

No challenges

# A New Approach to Sales

Define your target customer(s)



# A New Approach to Sales

There are many more  
customer touch points  
than 10+ years ago

# A New Approach to Sales

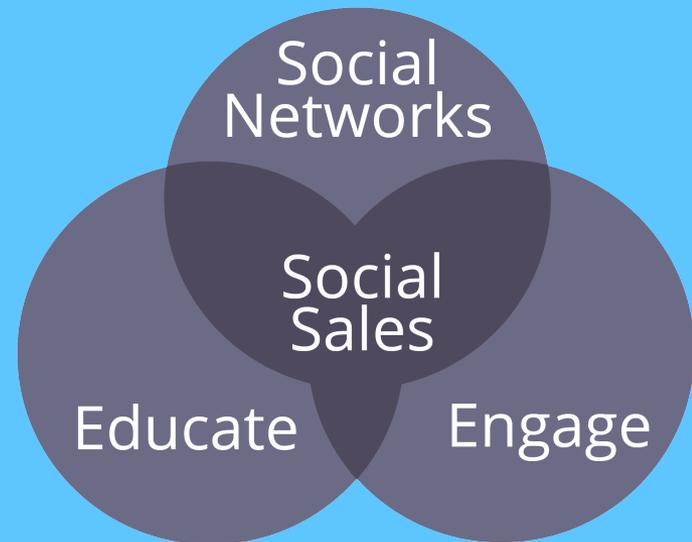
- Email
- Letter
- News
- Events
- Networking
- Direct Mail
- Telephone
- *and now...*
- **SOCIAL MEDIA**

# Business Development

## Old Sales Model



## New Sales Model



# The 'Engagement' Funnel



# Social Selling

“Leveraging your social brand to fill your pipeline with the right people, insights and relationships”

# Social Selling is about:

- Building a professional profile
- Finding the right people and prospects
- Engaging with insights
- Building stronger relationships

Social selling is simply the process of  
helping social buyers become  
customers

# Two Ways to do New Business

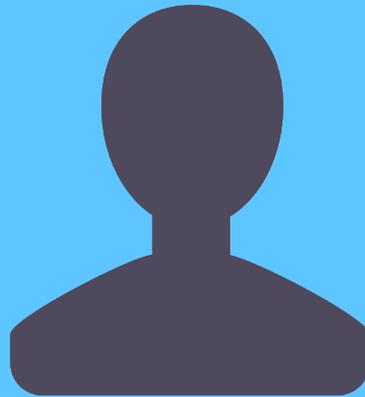


Cold Calling



Introduction  
(referral)

# Is Cold Calling Dead?



# The Power of a Network

## *Verb*

*Interact with others to exchange  
information and develop  
professional or social contacts*

# Network



Know

Like

Trust

# LinkedIn should be very much like face-to-face networking:

## Before

- Do your research

## After

- Say thank you
- Follow-up the conversation

*Stay front of mind...*

# Measurements of Success

- Brand Awareness
- Lead Generation
- Customer Acquisition
- Website Traffic

# Measurements of Success

- Social Media Sharing
- Followers / Connections
- **Profile Views**

# Paid-for Accounts

- Who's viewed your profile
- Saved search results
- InMail credits
- More Advanced search options
- Reference search
- Introductions

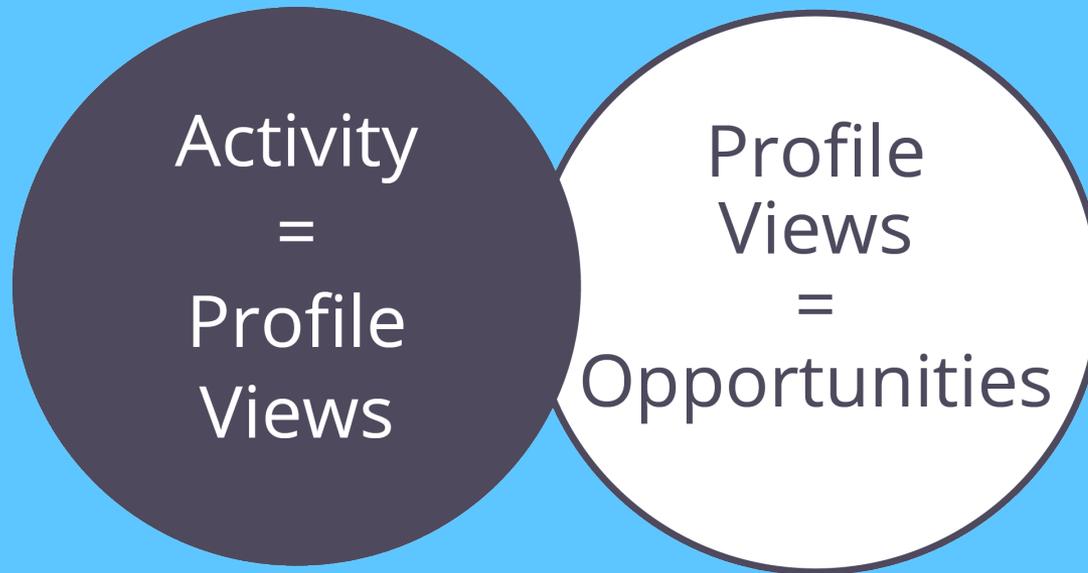
# Who is your target audience?



# Your Profile



# LinkedIn





PREMIUM



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



Home

Profile

Connections

Jobs

Interests



## Nigel Cliffe

PREMIUM

I help businesses improve their lead generation performance through LinkedIn training & digital marketing/strategy

United Kingdom | Professional Training & Coaching

Current ValueExchange, The Marketing Lab Ltd, Cliffehanger Ltd

Previous PrintMediaCentr.com, Cliffe Associates Ltd, Leap Frog Communications Ltd

Education Google Squared

View profile as



500+ connections

<https://uk.linkedin.com/in/nigeljcliffe>

Contact Info

You only get one chance to  
make a first impression



Be dressed  
for the occasion!



# Personal Profile







# Your Profile

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Education Google Squared



View profile as



500+  
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Contact Info

# Your Profile

Visible to your connections

Email   Phone    
IM   Address  

Visible to everyone on LinkedIn

 Twitter    
 WeChat    
 Websites  

 <https://uk.linkedin.com/in/nigeljcliffe>

 [Contact Info](#)



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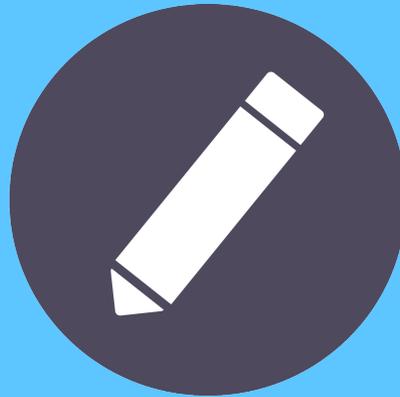
500+ connections

<https://uk.linkedin.com/in/nigeljcliffe>

Contact Info

Add a section to your profile – be discovered for your next career step.

# Your Headline



# Your Headline



★ J ★ O ★ E ★ L ★   ★ C ★ A ★ B ★ R ★ E ★ R ★ A ★

Sommelier at Fine Wines Unlimited

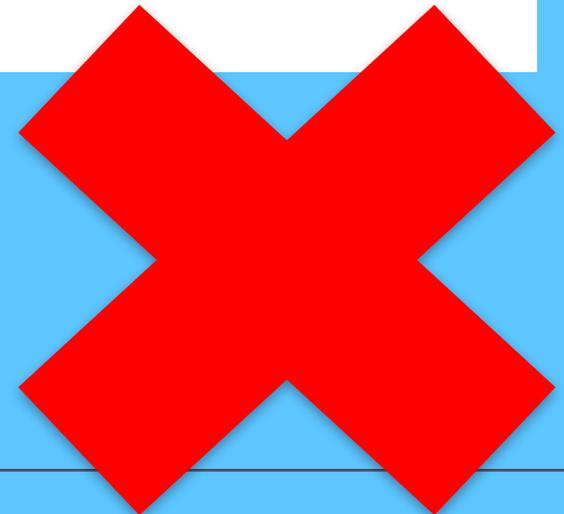
Thanks for the read; good stuff.

## Ruth Dixon

No longer employed in the credit industry from 1.4.13 but still very interested  
Southend on Sea, United Kingdom | Law Practice

## Alex Jenkins

Looking for a new opportunity  
United Kingdom | Executive Office



# Think:

1. What you do/offer?
2. Include Keywords



# Your Headline



## Nigel Cliffe

■ PREMIUM

I help businesses improve their lead generation performance through LinkedIn training & digital marketing/strategy

United Kingdom | Professional Training & Coaching

- |           |  |
|-----------|--|
| Current   | ValueExchange, The Marketing Lab Ltd, Cliffehanger Ltd                   |
| Previous  | PrintMediaCentr.com, Cliffe Associates Ltd, Leap Frog Communications Ltd |
| Education | Google Squared   |

# Summary

- 100 - 300 words
- Focus on the Benefits (you give to a business) and achievements: do not focus on your organisation
- Highlight your key strengths
- Use Keywords / phrases you would find in a job description that would interest you
- Include a Call to Action that relates to your LinkedIn objectives
- Be Positive

## Background



### Summary

I am a senior executive with a 20+ year extensive track record within the global B2B environment.

My experience extends from £50m to £10bn organisations, predominantly within the technology, security, IT and telecom industries.

My latest assignment as Global Marketing Director is driving revenue, growth and profitability through marketing leadership, focused on a) brand reputation b) being the informer of change and c) providing the future view - to underpin short, medium and long term growth.

I have an extensive track record of success, through strong, focused leadership with the gravitas to successfully influence colleagues across the Board and the Executive team. I am a self-starter, a quick learner, and an outstanding communicator. I thrive on complexity, and have the ability to transform the complex, clearly and concisely.

I have an MBA in International Business (Distinction) from the University of Birmingham. In addition I am a Chartered Marketer, and Chair of the Chartered Institute of Marketing for Mid Yorkshire.

I love making new professional contacts. Please do reach out if you want to talk business, marketing or table football.

Specialities: B2B, Strategic Planning, Leadership, Brand Building, Market Development, Business Development, Product Management, Communication, Coaching, Social Media Marketing, Market Research, User Experience

## Background



### Summary

I specialise in event production, logistics and travel management. I have managed everything from national conferences, award ceremonies, road shows, gala dinners, product launches and incentive trips to corporate christmas parties. I am fortunate to work with some wonderful people, from a diverse range of companies.

Attention-to-detail is paramount to thinking different; that includes how you travel, where you stay, where you eat and how you might fill a spare moment on your event agenda. That's what I love most - planning the coach trips, the charter flights, the ice creams by the pool on a hot afternoon, the 'dish dash dosh dash' shopping trip around an Omani souk, the upside-down living room for a 'topsy turvy' party....

Making and sharing memorable experiences with delegates is what great event management is all about.

To find out more, contact me at [REDACTED]

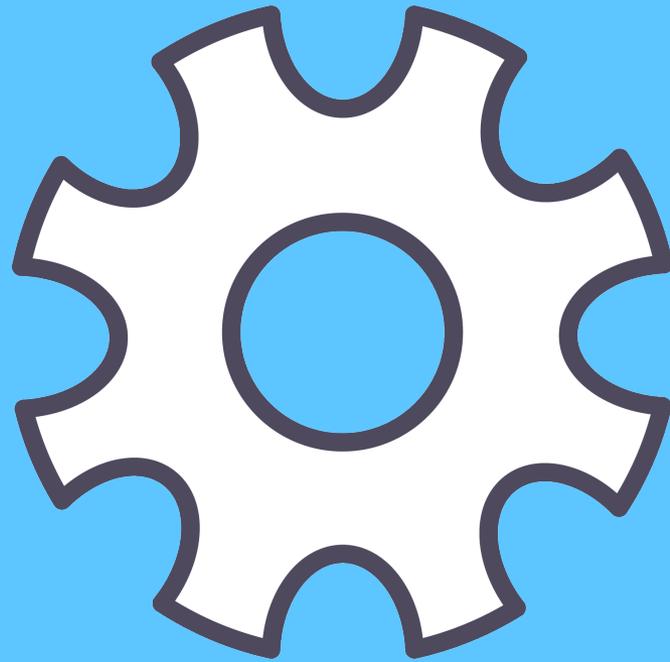


A national forum for 700+ NHS pharmacists ...



An inspiring 2 day conference for 250+ deleg...

# Take control of your settings



# Take control of your settings

## Sort the basics:

- Email address
- Phone numbers
- Name, location and industry

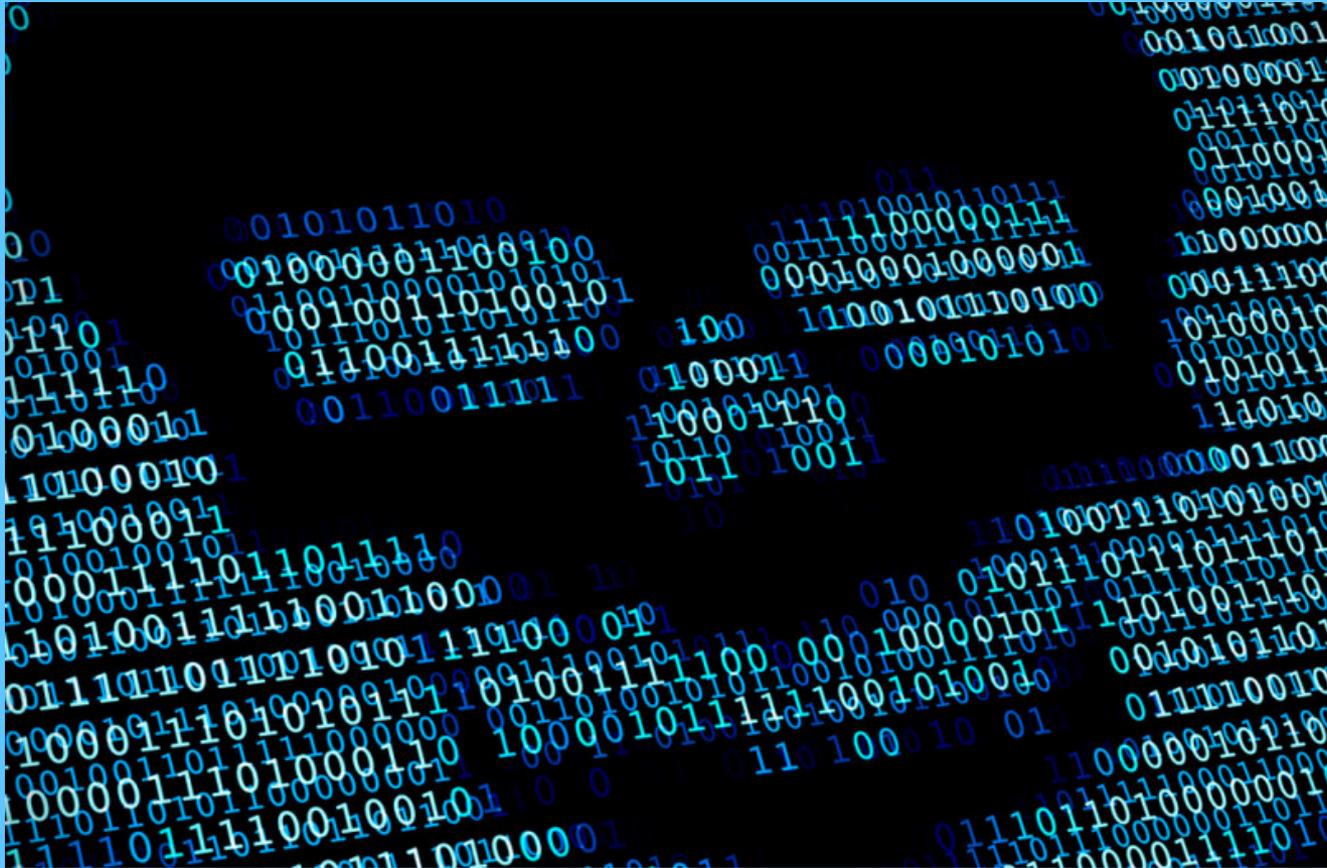
# Take control of your settings

- Who can see your connections?
- Viewers of this profile also viewed
- Sharing profile edits  
(used to be called ‘activity broadcasts’)
- Profile viewing options  
(what people see when you view their profile...)

# Building Your Network



# Building Your Network



# Building Your Network

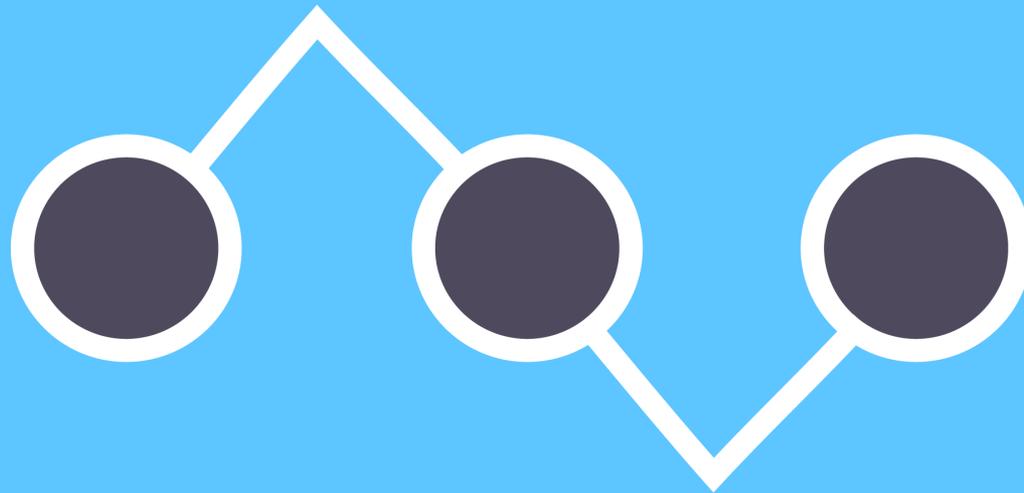
*Do you really know everyone  
in your network?*



# Your LinkedIn Connection Strategy

Who do you want to connect with and why?

Why should people connect with you?



# Connections



## Your Connections

Your trusted friends and colleagues



## Two degrees away

Friends of friends; each connected to one of your connections

in PREMIUM Search for people, jobs, companies, and more... Advanced 3 2

Home Profile Connections Jobs Interests Business Services Upgrade

[High Value Home Insurance - Bespoke High Value Home And Contents Cover Tailored To Your Requirements.](#)

 **Connections**  
A healthy professional life starts with healthy relationships 

Home Profile Connections Jobs Interests Business Services Upgrade

[High Value Home Insurance - Bespoke High Value Home And Contents Cover Tailored To Your Requirements.](#)

 **Connections**  
A healthy professional life starts with healthy relationships

**EMAIL, CONTACTS, & CALENDARS**

 **LinkedIn** | [2,006 contacts](#) | [Refresh](#)  
Nigel Cliffe

**Advanced Settings**

-  Export LinkedIn Connections
-  Change Timezone: London

# Export your Connections

“We want to be the largest distributor of professional content in the world”

LinkedIn, Cannes Lions 2014

# On LinkedIn there are two forms of outward-facing communications

- Status updates
- Publishing a post



Share an update



Publish a post

# Status Updates

- Announce successors and important news
- Give away advice
- Ask for advice
- What events are you holding or attending?
- Share relevant content
- Tell your network you have vacancies
- What are you working on?
- Gently(!) promote your products and services
- Direct traffic to your own website

# Publishing long form posts

Focus: match content to popular channels

- Self Improvement
- Social Media
- Productivity
- Storytelling
- Customer Service
- Start-ups
- Economy

Optimise Headlines (keywords)

Share Experiences

Express Expertise and Opinion

Encourage Discussion

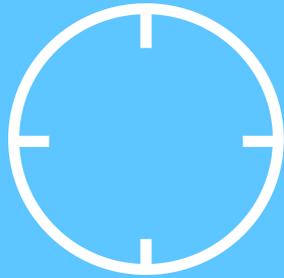
Add Rich Media

Do Not Self-Promote

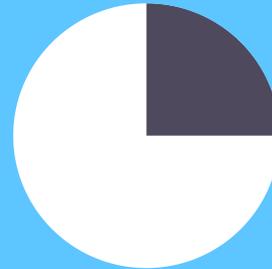
# Advanced Search



# Advanced Search

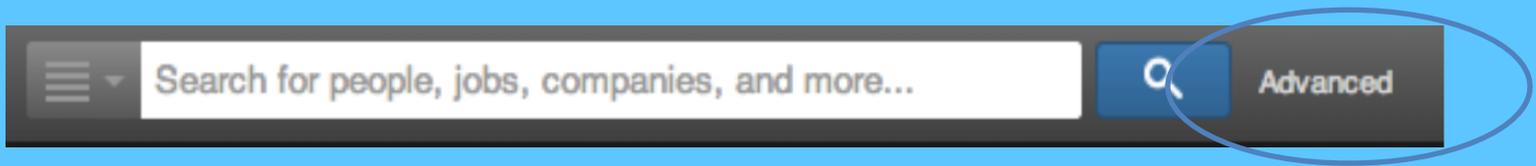


Identify market  
opportunities



Identify competitors  
and market share

# Advanced Search



People

Jobs

Reset Close

# Advanced People Search

Keywords

First Name

Last Name

Title

Company

School

Location

Search

Reset

Relationship

- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

Location

Current Company

Industry

Past Company

School

Profile Language

Nonprofit Interests

Upgrade to access multiple



Groups

- Superfast West Yorkshire Business Suppor...
- FSB Calderdale Branch
- Yorkshire Managers
- Mission Critical Systems Forum (facilitated ...
- Print Production Professionals



Years of Experience



Function



Seniority Level



Interested In



Company Size



When Joined

# LinkedIn Advanced Search

- Keyword
- First Name
- Last Name
- Title
- Location
- Current Company
- Industry
- Past Company
- School
- Profile Language
- Groups
- Years of Experience
- Function
- Seniority Level
- Interests
- Company Size
- Fortune
- When Joined  
(i.e. if new to LinkedIn)

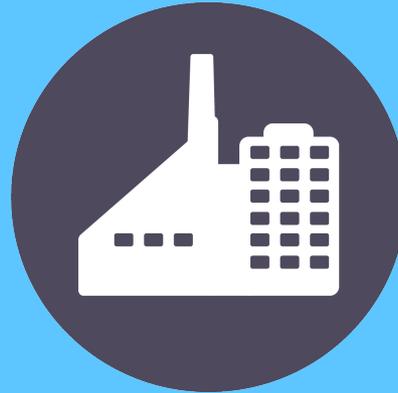
# Location Analysis



Industry:

Business Supplies and Equipment

# Company Size Analysis



**Industry:**

Business Supplies and Equipment

**Location:**

UK

# Seniority Level Analysis



**Industry:**

Business Supplies and Equipment

**Location:**

UK

# Saved Search Alerts

## Saved Searches

Type	Title	New	Alert	Created		
People	<input type="text" value="Director"/>		Weekly			
People	<a href="#">Sales</a>	99	Weekly	Sep 24, 2015		
People	<a href="#">Google Analytics 50 mi (80 km)</a>	97	Weekly	Jan 7, 2013		
People	<a href="#">marketing 50 mi (80 km) HX4</a>	65	Weekly	Jan 7, 2013		

**Tip:** You can currently save up to 5 people searches to easily access from the results page. LinkedIn can automatically run your search and email you the new results.

[Upgrade your account](#) to receive **more saved searches and new results alerts.**

# Three steps to creating a contact development program

1. Define your target audience criteria
2. Use Advanced Search
3. Publish Content

# ValueExchange

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