

How to Use LinkedIn to Market Your Business



More and more professionals are using social networks to build relationships, meet new contacts, and market themselves and their businesses. But diving into the virtual meet-and-greet can be daunting. Where to begin?

The answer is [LinkedIn](#), a social network for professionals who are looking to promote both themselves and their companies. Developed specifically for business, you don't run the risk of blurring your professional life with your private one. LinkedIn offers an amazing opportunity to generate new leads — you can find, be introduced to, and collaborate with qualified professionals who can help you accomplish your goals and grow your business.

LinkedIn has great tools for connecting you to customers, prospects, and industry thought leaders alike, and many marketers are under-utilizing its functionality due to simple lack of awareness — joining LinkedIn is simple, but turning it into a powerful networking tool takes a bit of know-how.

Some LinkedIn facts

- The site has over 60 million members
- A new member joins approximately every second
- Executives from all Fortune 500 companies are members

Benefits of a complete and well-developed LinkedIn presence

- Increased visibility for your company and products
- The ability to research your competition, customers, or partners

- Easy collaboration with colleagues, customers, and industry thought leaders
- **Excellent source of SEO-friendly links:** LinkedIn has great authority in Google; and you can create unique anchor text for your Web site links, which are given the dofollow attribute (LinkedIn's PageRank is 9).

How to get going with LinkedIn?

If you don't already have a personal profile on LinkedIn, here are some simple steps you can follow to set one up:

1. Create a complete personal profile

When you interact with others on LinkedIn, your profile is the first thing they see so it needs to be complete. Make sure you fill in all relevant information about yourself, your areas of expertise, and your experience — [visit the site's main page](#) to get started.

- **Upload a professional photo of yourself.** Profiles with photos are more credible, so people are more likely to engage with you.
- **The more optimized your profile is, the more relevant it will be in search results.** Use some basic SEO techniques, including hyperlinking targeted keywords. When you post the URLs for your company and your blog, make sure you customize them — for example, instead of using the default anchor text for linking to your blog ("My Blog"), change it to your blog's actual title ("[Pamorama](#)" in my case).

Additional Information

Websites:

Other:	▼	My blog: Pamorama	http://www.pamorama.net	Remove
Other:	▼	Facebook	http://www.facebook.com/	Remove
Choose...	▼	URL (ex: http://www.site.c		

- **Use keywords in descriptions.** Make your profile more search-friendly by including your keywords in your summary, specialties, and experience.
- **Create a vanity URL.** [Doing so](#) will solidify your professional brand:

 Your Public Profile URL [What's this?](#) [Hide]

Your current URL is: <http://www.linkedin.com/in/pamdyer>

Update this address:

Note: If you change your custom URL, your previous custom URL will no longer be valid.

www.linkedin.com/in/

Note: Your custom URL must contain 5 – 30 alphanumeric characters.
Please do not use spaces, symbols, or special characters.

2. Get recommended

Your profile is not complete if you don't have some recommendations. You can ask for a recommendation from previous employers, your current employer, or other business contacts. Getting recommended is important because it adds to your credibility — it demonstrates that your expertise is valued by people who have actually worked with you.

3. Build a strong network of contacts

Now you need to start adding connections. Make sure you connect to friends and colleagues — LinkedIn makes this easy for you by looking in your e-mail address book to find contacts who are already on the network. You can also use the search box on the top right to look for people you know:

Welcome, Pam Dyer · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)

[Inbox](#) [More...](#)

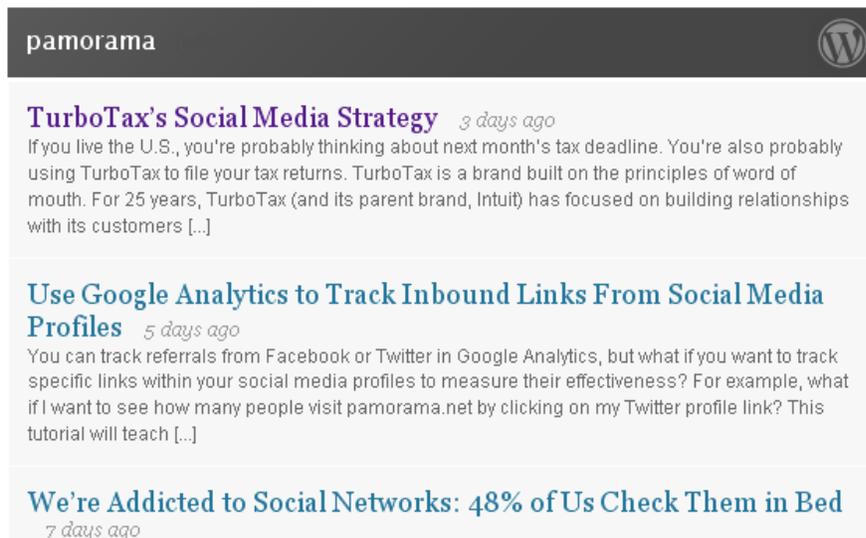
Encourage every employee to have a LinkedIn profile and to link to each other. Extending your network in this way increases your exposure outside your company.

Once you're connected to colleagues and friends, you can browse their networks, find potential prospects and ask your connections for an introduction, or simply contact the decision-makers in these businesses directly. You can also find people who are considered authorities in your industry and try to get in touch with them.

4. Use third-party applications to make the most of your profile and promote your company

There are many [third-party applications](#) on LinkedIn that can help you effectively promote yourself, your company, your Web site, and your blog. You can use [SlideShare](#) so visitors can see your business presentations, [Company Buzz](#) to monitor what's being said about your company on Twitter, or [Box.net](#) to upload and manage files. And the aptly named [Tweets](#) displays your most recent Twitter updates. With the [WordPress](#) application, you can synchronize your blog with your profile and display your most recent posts with summaries — updates are automatically sent to your network when you write new content:

WordPress



The screenshot shows a WordPress blog feed for the user 'pamorama'. The header includes the username 'pamorama' and the WordPress logo. The feed contains three article entries:

- TurboTax's Social Media Strategy** *3 days ago*
If you live the U.S., you're probably thinking about next month's tax deadline. You're also probably using TurboTax to file your tax returns. TurboTax is a brand built on the principles of word of mouth. For 25 years, TurboTax (and its parent brand, Intuit) has focused on building relationships with its customers [...]
- Use Google Analytics to Track Inbound Links From Social Media Profiles** *5 days ago*
You can track referrals from Facebook or Twitter in Google Analytics, but what if you want to track specific links within your social media profiles to measure their effectiveness? For example, what if I want to see how many people visit pamorama.net by clicking on my Twitter profile link? This tutorial will teach [...]
- We're Addicted to Social Networks: 48% of Us Check Them in Bed** *7 days ago*

5. Promote your personal profile

You can promote your profile on LinkedIn itself and via other means. On LinkedIn, users see a link to your profile wherever you participate (in groups, discussions, etc.), so the more you interact the more exposure you'll receive. You can also post your profile URL on your Web site, your blog, your business card, in your e-mail signature, on any other social networking sites you use — anywhere you provide information about yourself.

6. Engage with other users

The more you actively engage and provide valuable contributions, the more you'll be appreciated in the community. Make sure you participate in discussions, ask and answer questions, and update your status on a regular basis.

7. Keep your profile up to date

It seems obvious, but many people create a profile and then let it languish. Updating relevant information on a regular basis is essential for credibility.

Establish your company's presence

Now that you've created your own presence on LinkedIn, it's time to do the same for your company:

1. Create your company's profile

- To get started, go to the "[Companies](#)" menu on LinkedIn. From there, select "Add Company".

The image shows two parts of the LinkedIn interface. On the left is the 'Add a Company' form, which includes fields for 'Company name:' and 'Your email address at company:', with an example email 'j.smith@mycompanydomain.com'. Below the form are 'Continue' and 'Cancel' buttons. On the right is a preview of a Google company profile. The profile header shows 'Google' with the logo. The description states: 'Google is a public and profitable company focused on search services. Named for the mathematical term "googol," Google operates web sites at many international domains, with the most trafficked being www.google.com. Google is widely recognized as the "world's best search engine" because it is fast, accurate and easy to use. The company also serves corporate clients, including... see more'. Below the description are sections for 'Specialties' (search, software, advertising), 'Current Employees (500+ in your network)' with a list of three employees (Michelle Levesque, Christian Gillette, Ganapathy Prabhu), and 'Key Statistics' showing top locations like San Francisco, Greater New York (500+), and Greater Los Angeles.

- Follow LinkedIn's wizard and enter basic information about your company, like its description, number of employees, and industry it operates in — you'll be able to add a logo, locations, and a feed for your company blog. **As with your personal profile,**

make your company profile more search-friendly by including your keywords in its description.

In addition to showing off the basic information you provided, LinkedIn will pull in data about your company from around the site. So, for example, all of your job listings will automatically show up on your profile, along with links to the profiles of all current employees, former employees, new hires, and recent promotions. LinkedIn also does analysis of your company and the connections that your employees have on the network. For example, it will automatically calculate your employees' median age, top schools, and determine other companies that they are well-connected to.

All of this aggregate data about your company gives potential customers, partners, and anyone else who's interested in your company a lot of information to dive into and help determine if it might be a good fit for them. And for you, once it's set up, it all happens automatically as you and your employees use LinkedIn. Make it a point to edit your company's basic profile information as necessary to keep it up to date.

If you're interested in leveraging the network for recruiting, LinkedIn offers a premium product called [Custom Company Profiles](#) that lets you add more features, like videos about your company and positions, interactive polls, and other recruiting-specific customizations. These are worth considering for larger companies (they're pricey), but for small businesses, a basic LinkedIn company profile should be enough to create a brand on the site.

2. Promote your company's profile

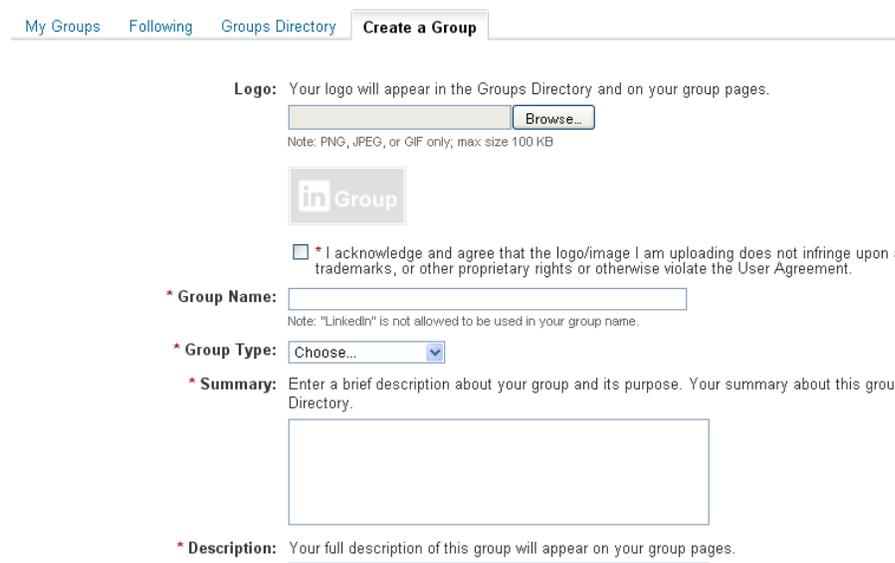
Use the same methods to promote your company's profile as you do for your personal one — on LinkedIn, point people to your company profile link when you participate in discussions and ask questions. In other places, post your company profile URL on your Web site, your blog, your business card, in your e-mail signature, etc.

3. Develop relationships with key business partners or media contacts

When you search for someone on LinkedIn, you can be very precise about who you want to reach. So, for example, if you know that your business needs to expand into the smartphone market, you can start targeting and reaching out to companies like Apple, Research In Motion, and HTC. If you want to increase your visibility, start reaching out to media members who cover your industry.

4. Start a group

Demonstrate your willingness to share information about your industry or niche by [creating a group](#):



The screenshot shows the 'Create a Group' form on LinkedIn. At the top, there are navigation tabs: 'My Groups', 'Following', 'Groups Directory', and 'Create a Group'. The 'Create a Group' tab is active. Below the tabs, there is a 'Logo' section with a text input field and a 'Browse...' button. A note below the logo field states: 'Note: PNG, JPEG, or GIF only, max size 100 KB'. Below the logo field is a placeholder image showing the LinkedIn logo and the word 'Group'. Below the logo field is a checkbox with the text: '* I acknowledge and agree that the logo/image I am uploading does not infringe upon or trademarks, or other proprietary rights or otherwise violate the User Agreement.' Below the logo field is a '* Group Name:' label and a text input field. A note below the group name field states: 'Note: "LinkedIn" is not allowed to be used in your group name.' Below the group name field is a '* Group Type:' label and a dropdown menu with 'Choose...' selected. Below the group type field is a '* Summary:' label and a text input field. A note below the summary field states: 'Enter a brief description about your group and its purpose. Your summary about this group Directory.' Below the summary field is a '* Description:' label and a text input field. A note below the description field states: 'Your full description of this group will appear on your group pages.'

Here are some suggestions to get it started right:

- **Choose a relevant name.** The name of your group should contain keywords so it can be found by people interested in your industry.
- **Add a logo.** In the same sense that a photo is important for your personal profile, a good logo helps with branding.
- **Use the available option to display your group in the Group Directory and on member's profile.**

5. Promote and manage your group

Creating a group and then abandoning it won't help you — you need to promote it and manage it. In order to get members, you need to promote your group — start by inviting your connections who might be interested in your industry, but don't limit the group to your connections. And keep members engaged by starting discussions and posting interesting news, sending announcements, importing your blog's RSS feed, etc.

Group promotion tips:

- Send e-mail to your customers to introduce them to your group and invite them to participate
- Add the group's logo to your Web site or blog and link it back to the group itself
- Promote the group on other social social networking sites

Do you use LinkedIn to market your business? Please share your experience!

Read more: <http://www.pamorama.net/2010/03/29/how-to-use-linkedin-to-market-your-business/#ixzz2HoBlid2F>

The Marketer's Guide to LinkedIn

LinkedIn is the top social network for professionals. With over 150 million members worldwide and 280 million visitors per month, it is one that deserves your attention. LinkedIn offers several ways to build your personal brand and business reputation throughout their network as well as gain valuable traffic back to your website. This post will show you the important areas you need to be taking advantage of on LinkedIn for branding and traffic including your personal profile, groups, answers, company pages, and plugins.

LinkedIn Professional Profiles

The first thing you will want to do is create your professional LinkedIn profile. LinkedIn professional profiles generally rank in the top ten results for your name – [my LinkedIn profile](#) actually ranks above Facebook, Twitter, and Google+. This means that if someone is searching your name to research you for a job opportunity, partnership, or as the owner of a business, they will likely find your profile on LinkedIn.

Please note that some links throughout the article only work if you are logged in to your LinkedIn account.

The Basics

If you're just starting out with creating a LinkedIn profile, or want to make sure your current profile is filled out correctly, then let's start with the most important elements of your LinkedIn profile.



Kristi Hines

Freelance Writer ★ Professional Blogger ★ Social Media Enthusiast
Scottsdale, Arizona (Phoenix, Arizona Area) | Internet

Current **Freelance Writer at Kristi Hines Freelance Writing (Self-employed)**
Blog Marketing Expert at Kikolani (Self-employed)
Guest Blogger & Blogging Club Leader at Social Media Examiner

Past Web Marketing Strategist at Vertical Measures
WordPress Customization Consultant at KristiHines.com
Internet Marketing Specialist at Cyberactive Marketing
[see all](#) ▾

Recommendations 15 people have recommended Kristi

Connections 500+ connections

Websites [Freelance Writing Portfolio](#)
[Blog Marketing by Kikolani](#)
[Photography](#)

The above is the first section of your LinkedIn profile. It is what everyone can see, assuming your [public profile settings](#) are visible to everyone. The key elements here include the following:

- **Your Profile Picture** – Put your best face forward with a professional headshot. Be sure to make it the same headshot you use on other profiles (Twitter, Facebook, Google+, etc.) so that people connected to you elsewhere will recognize you easily on LinkedIn as well.
- **Your Name** – Use your real name only. Business names, keywords, and so forth in the name field violate LinkedIn's [user agreement](#) as does creating a profile for anything other than a person.
- **Your Headline** – This is one of the best fields for keyword optimization in LinkedIn's internal search. For example, if you're a real estate professional, then be sure to include Real Estate in your headline. It will increase your chances of being found by those searching for someone in your industry.
- **Your Current and Past Experience** – Job titles are key in these areas as they also contribute to the keyword optimization of your profile. Be sure to include keyword optimized job titles with your job experience listings.
- **Your Education** – List your highest level of education you have completed along with activities and societies you have participated in at your school or university.
- **Websites** – Although they do not have any kind of SEO value, you do have the opportunity to add three custom links to your LinkedIn profile. When you add them, use the Other option so you can add in your own customized text to improve click through rates instead of using Company Website, Personal Website, or other bland wording.

Beneath this are additional sections that can be rearranged based on your needs and what information you would like to present first including the following:

- **Your Summary** – This section allows you to write a paragraph or two about yourself and your professional experience. Write it like you were introducing yourself for the

first time to the audience you are looking for on LinkedIn including hiring managers, business partners, or potential clients.

- **Your Specialties** – Here, you will add the things you specialize in, whether they are particular skills, software, programming languages, and so forth.
- **Your Skills and Expertise** – Here, you will add keywords relating to skills in your industry. You can do a little LinkedIn keyword research for this section by going to the [Skills & Expertise](#) page and start searching for skills to see the page for that skillset. Look under the Related Skills for other ideas to add to your profile.
- **Interests** – Here, you can list some personal interests. Shared personal interests can be a great connecting point when working with another professional.
- **Groups and Associations** – If you belong to any well-recognized groups and associations, be sure to include them here.
- **Personal Information** – Add any contact information that you would like others to see on your LinkedIn profile including phone numbers, instant messaging, address, birthday, and marital status.
- **Contact Preferences** – Let other LinkedIn members know what connections you want to make including career opportunities, consulting offers, new ventures, job inquiries, expertise request, business deals, reference requests, and requests to reconnect.

New Sections

If you already have a profile but haven't updated it in a while, then you might want to make sure it is up to date as well as check out the newest profile features. To unlock these, click on the Edit Profile button when viewing your profile, and scroll down until you see this.

NEW Add sections to reflect achievements and experiences on your profile.

 [Add sections](#)

There, you will get access to the following sections.

- **Certifications** – If you have certifications from Microsoft, Google, or others that are industry specific, add this section to your profile and list them.
- **Courses** – Want to highlight particular courses you have taken at a university or through another educational resource? Add this section to your profile and let people know what you have learned.
- **Honors and Awards** – If you have major achievements that you want to not only list, but describe to a profile viewer, add this section to your profile.
- **Languages** – If being able to speak or write in other languages is important in your business, list them along with your proficiency level by adding this section to your profile.
- **Organizations** – If you belong to a prestigious organization at your university or within your industry, add this section to your profile and describe your participation level.
- **Projects** – Working on a noteworthy project? Add this section to your profile to highlight it along with other members of your team.
- **Publications** – If you have written any books, be sure to list the top ones in this section on your profile. The best part is that you can link to them so people can go directly to them on your website, Amazon, or another publisher's site.
- **Patents** – Filed any patents? Add this section to your profile to describe, and don't forget to mention the other inventors too!
- **Test Scores** – Taken any tests where the test scores will be important to your profile visitors? Add this section to your profile to list your scores.
- **Volunteer Experience & Causes** – Show your caring side by adding this section to your profile and describing your volunteer experience plus the causes you support.

Applications

LinkedIn offers Applications that you can install on your profile to enhance it for other LinkedIn members. These are not shown in the public view of your profile (i.e., they

don't show up for search engines), but they are shown based on your permissions to other members of LinkedIn.

You can see what applications are available to use in the [Applications Directory](#). There are some that anyone can benefit from, such as the WordPress application that pulls in your latest blog posts to your profile or the Slideshare application that displays your latest presentation. There are also industry-specific applications for legal and Real Estate professionals.

Connections

Networking with other professionals on LinkedIn is different from connecting with the average Twitter user. LinkedIn specifically includes in their rules not to “Invite people you do not know to join your network.” Hence, you will want to build your LinkedIn network via the following:

- **Import Email Connections** – Using the [Add Connections](#) area, enter your email address to see if anyone in your contacts are on LinkedIn. You can also import desktop email contacts from systems like Outlook. This will send a generic invite to everyone in your email address book.
- **Colleagues** – Using the [Colleagues](#) area, find people on LinkedIn who work at the same companies that you currently or previously worked for. When you view colleagues for a particular company, it will bring up a checklist of employees for that company. Select the ones you want to connect with, then include a personal note with your invitation to ensure they know who you are and why you're connecting with them.
- **Alumni** – Using the [Alumni](#) area, find people on LinkedIn who attended the same schools and universities that you did. This will show you profiles of people from your school along with a summary of where people work now, what they do, and where they live.
- **People You May Know** – Using the [People You May Know](#) area, find people who you might know based on mutual connections.

Other ways to grow your connections include the following:

- Participating in LinkedIn Groups and LinkedIn Answers.
- Adding a link to your LinkedIn profile on your website, emails, and other social profiles.
- Using the [People Search](#) to find people at specific companies, living in particular countries, and working in related industries.

If you do decide to try to connect with someone that may not know you well, be absolutely sure that you defend your network invite in the personal note section, such as saying you just purchased their book or saw them speak at a major conference. If you invite people to your network and they mark your invitation as someone they do not know, you will be banned (temporarily) from inviting new people to your network unless you know their email address.

Recommendations

Last, but not least, on the list of important things for the LinkedIn professional profile is recommendations. Recommendations are testimonials given to you by other LinkedIn members for specific job experiences you have listed on your profile. There are three ways to increase your recommendations on LinkedIn.

- **Ask for Recommendations via LinkedIn** – If you go to your [Recommendations Manager](#), you will see a listing of all of your job experiences and a link next to each to Ask to be endorsed. Alternatively, you can use the [Ask for Recommendations](#) link on your profile which will have a drop down of your jobs. You can then ask up to 200 people in your LinkedIn network for their endorsement of your work at a particular job. Be sure to include a personal note as to why you selected them for possible recommendations. The best time to ask is if you have recently done something good for them – a time when they are likely to write a glowing review of your work.
- **Ask for Recommendations via Email** – If you want to go for a very personal invite with someone you work with, ask them via email to visit your LinkedIn profile and recommend you for a particular job.

- **Give Recommendations** – In some industries, reciprocation is equal to a thank you. By adding recommendations to your colleagues' profiles, they may reciprocate by adding a recommendation to yours. Be sure to only recommend people who you truly believe in – not just in the hopes that they will recommend you back.

Now that you've established a strong LinkedIn profile, let's look at the ways you can use it to increase your network, spread your message, and build your authority.

LinkedIn Groups

Your first stop for marketing on LinkedIn should be LinkedIn Groups. You can find groups within your niche or industry two ways. You can use the [Groups Directory](#) to search for keywords related to your industry or use the [Skills pages](#) to see top groups recommended for each skill.

1936 results



Real Analytics: Talk about today's business analytics

The **Real Analytics** group is a community interested in the deep insights gained through **analytics**. Powered by Deloitte **Analytics** practice, it...

Active: 33 discussions this month · 3,510 members

▼ **Matthias Reischl and 556 others are members**

Join ⋮



Matthias Reischl
Supply Chain
Manager at United
Nations



Nathan Root
PCOE Pursuit Lead
at Deloitte
Consulting



Karen Halle
Designing and
refining integrated
marketing
campaigns that
produce powerful
results for services
organizations

[Join to view all 557 people »](#)



Business Analytics

business **analytics**, data mining, artificial intelligence, visualization tools, and predictive modeling.

Very Active: 565 discussions this month · 25,862 members

▼ **Scott Walker and 5,659 others are members**

View ⋮



Scott Walker
CEO ethosIQ



Daniel Frignito
Manager of Partner
Development at
NetLine
Corporation



AI Rosenblum
arosenblum@roseq
President, Rose
Group USA, Inc.
(Technology)

[Join to view all 5,660 people »](#)

Once you find some groups that fit your interests and industry, click on the Join button to become a member. Some groups will automatically accept you, while others require

administrator approval. When you become a member of a group, take a look at the recent group activity. This is how you will find out what you can get away with in the group. While some groups have tough moderation in place to remove spam, other groups allow free posting by group members of any discussions they choose.

How do groups help with marketing? The groups that allow you to post anything (related to the group topic, of course) will allow you to link to your latest website content. This is a prime way to promote your blog posts or informational website articles. You can post links to your latest content in LinkedIn groups by going to the group, starting a discussion and attaching a link. Alternatively, you can share a link on your profile, then click on the Share link beneath that to Post to Groups. Select all of the groups that might be interested in your content by typing their name into the box, add a subject & details, then click Share.

Kristi Hines Do you have trouble coming up with topics for your blog? Learn how to get topic ideas from your RSS reader using feeds from Q&A sites and other blogs in your niche / industry.



How to Turn Your RSS Reader Into a Topic Generation Machine

blog.kissmetrics.com

In this post, we're going to look at how you can combine them all in your RSS reader and turn it into a topic generating machine.

Like * Comment * Share * 8 days ago

Share

 **How to Turn Your RSS Reader Into a Topic Generation Machine**
blog.kissmetrics.com
In this post, we're going to look at how you can combine them all in your RSS reader and turn it into a topic generating machine. [Edit](#)

« 1 of 1 »

Post to updates

Post to group(s)

Group(s):

Subject:

Detail:

Indicates Members Only groups, where posts are visible only to members. Posts in Open groups are visible to everyone.

Send to individuals

or

If you share a link on your LinkedIn profile, it will be potentially seen by only your connections. But if you share a link on your LinkedIn profile and within relevant groups, it will be potentially seen by your connections and members of the group. This will increase your exposure (and traffic) exponentially.

When you do post a link in a LinkedIn group, be sure to keep up with any comments on your link. This will show group members that you are engaged with them and not just

promoting yourself. Another benefit of being active in groups is that you get the chance to be listed on the group's homepage as a Top Influencer of the Week.

LinkedIn Answers

The next area to demonstrate your expertise and potentially drive a little traffic to your website is [LinkedIn Answers](#).

Marketing and Sales Questions From Your Network

Open Questions Closed Questions

? I have a press release that I want to send out. How do I get this into the mainstream news networks?
10 answers | Asked by Yan Huang (1st) | 5 days ago in Public Relations

? Word's spell checker: If you don't use it – aside from your own brain – what do YOU use to prevent making typos?
31 answers | Asked by Dan Epstein (1st) | 6 days ago in Writing and Editing

? How are representatives of Financial Services in India using Social Media?
0 answers | Asked by Rohit Kuttappan (2nd) | 2 minutes ago in Business Development

? Are you convinced now that Google+ needs Facebook integration?
7 answers | Asked by Gavin Logan (2nd) | 5 hours ago in Internet Marketing, Search Marketing

? Pinterest - Will it survive?
12 answers | Asked by Sahar Andrade, MB.BCh (2nd) | 7 hours ago in Business Development

[more open questions »](#)

Here, you can find questions from other professionals in topics ranging from Administration to Technology. Answer questions from other members often in topics related to your industry – this will help other people notice you as an expert. When applicable, you can also leave links along with your answers for more information – this can be a great way to drive a little extra traffic back to your website.

LinkedIn Company Pages

Want to promote your business on LinkedIn? Then Company Pages are your answer.

Companies > KISSmetrics

KISSmetrics is a powerful web analytics solution that helps you to increase customer acquisition and retention rates, make smarter business decisions, and boost your bottom line.

KISSmetrics has received attention from Techcrunch, Forbes, Mashable, Fast Company, The Wall Street Journal, The ... more

KISSmetrics has 133 followers

[Follow Company](#) [Share](#)

How you're connected to KISSmetrics

- 1 First degree connection
- 12 Second degree connections
- 15 Employees on LinkedIn

[Check out insightful statistics about KISSmetrics employees >](#)

Your Network (13) **Employees (15)**

 **Director of Marketing**
Sean Work, Greater Los Angeles Area

You can add your company using the [Add a Company](#) form. Then, be sure to take advantage of different sections of the LinkedIn company profile including the following:

- **Overview** – The company page overview allows you to add your company logo, description, website address, company industry, type, size, locations, specialties, and company blog RSS feed so your page will be updated with your latest blog posts.
- **Careers** – Take advantage of the top social network of professionals by posting your current job listings on your company page. Pricing varies based on the location of your job posting.
- **Products & Services** – The products and services section of your company page allows you to showcase the top products and services your business has to offer. Each product and service description can include a link to its page on your website, a YouTube video, and additional details. Keep conversions in mind when writing your products and services' descriptions. Also, consider adding a [Recommend Button](#) to your products and services' website pages so LinkedIn members that have used them can recommend them.

Also, be sure to use the new [Company Follow Button](#) on your website. With one click, logged in LinkedIn members will be able to start following your company updates. For example, you can click on the following button to follow KISSmetrics on LinkedIn. You can also check out the additional [LinkedIn Plugins](#) that allow you to feature information from your company page, job listings, how to apply for careers via LinkedIn, and more.

LinkedIn Advertising

LinkedIn, like Facebook, has their own advertising system. The advantage of using LinkedIn advertising is that it is going to be in front of a strictly professional audience. To learn more about LinkedIn advertising, read the KISSmetrics [Guide to LinkedIn Ads](#).

Do you use LinkedIn for marketing your professional brand and business? Please share your tips and strategies in the comments!

About the Author: Kristi Hines is a [freelance writer](#), professional blogger, and social media enthusiast. Her blog Kikolani focuses on blog marketing for personal, professional, and business bloggers. You can follow her on [Google+](#), [Twitter](#), and [Facebook](#).