



THE MARKETER'S GUIDE TO

LinkedIn

 **KISSmetrics**

KISSMETRICS.COM



LinkedIn is the top social network for professionals. With over 259 million members in over 200 countries and territories. With a little over 61 million unique visitors every month, they are one web property 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 guide will show you the important areas you need to be taking advantage of on LinkedIn for branding and traffic including your personal profile, groups, 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: 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 2nd
 Freelance Writer ★ Ghostwriter ★ Blog Content Writer ★
 Promotional Strategist ★ Local Search Marketing
 Consultant
 Cedar City, Utah | Writing and Editing

Current: Kristi Hines Media LLC, Kikolani
 Previous: Vertical Measures, Cyberactive Marketing, InfoSol

[Connect](#) [Send Kristi InMail](#) 500+ connections

Twitter: [kicolani](#), [kristihines](#)
 Websites: [Freelance Writing Portfolio](#), [Blog Marketing by Kikolani](#), [Blog Post Promotion Course](#)

www.linkedin.com/in/kristihines [Contact Info](#)

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.
- **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 Skills and Expertise**—Here, you will add keywords relating to skills in your industry. Your connections are able to endorse your selected skills and expertise. If you have over 99 endorsements for a particular skill, you're "extra skills" with under 99 endorsements will go under the "<Name> also knows about..." section.
- **Interests**—Here, you can list some personal interests. Shared personal interests can be a great connecting point when working with another professional.

- **Groups**—If you belong to any well-recognized groups and associations, be sure to include them here.
- **Personal Details**—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.
- **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.

If you edit your profile, you can reorder where each section appears. For example, you can move the “Additional Info” section to the top of your profile. Reordering allows you to “customize” your profile in a sense.

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 pur-

chased 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 recom-

mendation 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 also use the [Groups Directory](#) to search for keywords related to your industry.

The screenshot shows a search for 'analytics' on LinkedIn, resulting in 3,248 groups. Three groups are highlighted:

- Advanced Business Analytics, Data Mining and Predictive Modeling**
Data science, big data, visualization, business analytics, predictive modeling, data mining, web analytics, six sigma, ...
Very Active: 766 discussions this month · 108,003 members
▶ 624 in your network · Similar
- Big Data / Analytics / Strategy / FP&A / S&OP / Strategic Planning / Predictive & Business Analytics**
Big Data, Advanced Analytics, Strategic Planning, FP&A, S&OP, Digital Strategy, Business Analytics, Social Analytics, ...
Very Active: 505 discussions this month · 85,051 members
▶ 324 in your network · Similar
- Online Marketing, Web Analytics, and E-commerce Group -- WebAnalysts.Info**
Welcome to the WebAnalysts.Info group about web analytics, a/b testing, online marketing and e-commerce. Visit the blog...
11 discussions this month · 56,781 members
▶ 689 in your network · Similar

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.

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.

How to Get the Real Benefit From Groups

When you first become a member of a group, don't start spamming. Just answer questions that you're knowledgeable about and focus on helping people out, instead of being there for self-interest. This will lead you to become a trusted authority in your niche.

An even more powerful way to take advantage of LinkedIn Groups is to [create a group](#). To do this, simply pick a topic that your company is most knowledgeable on. It's important that when you create a group, don't come in with the mindset of only lead generation or promoting your business. You must set up the group to unbiased with the goal of helping other people out. Through this, people will come to find you and what your business does. Occasionally you can link to your own content, just make sure it's valuable. Feel free to share other people's content so long as it's valuable. By sharing other people's content and setting the group up in an unbiased way, this will show that you're a trustworthy business who is there to help and not just a self-serving business.

If you're going to get any value out of the group, you have to go there everyday. Having a group requires work to maintain and keep the conversation going.



LinkedIn Company Pages

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

KISSmetrics 1,259 followers [Following](#)

[Home](#) [Services](#)

How You're Connected

7 first-degree connections
38 second-degree connections
51 Employees on LinkedIn

[See all](#)

Recent Updates

KISSmetrics How To Steal Your Competitor's Social Media Followers >> Read here: <http://kiss.ly/1d3eAxU>

How to Steal Your Competitor's Social Media Followers

Like (1) • Comment • Share • 3 hours ago

[Alex Chris](#)

Add a comment...

Careers

Interested in KISSmetrics?
2 jobs posted

[See jobs](#)

Ads By LinkedIn Members

Internet Marketing Degree
Be an expert in Internet Marketing with your Online Master's Degree. Info-

Online Restaurant Menu
Mobile Application for order the food in a restaurant.

Hey Bloggers \$1.62/mo
DreamHost Web Hosting, Limitless storage, bandwidth, domain, emails + more

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, and specialties.
- **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.



Sale!

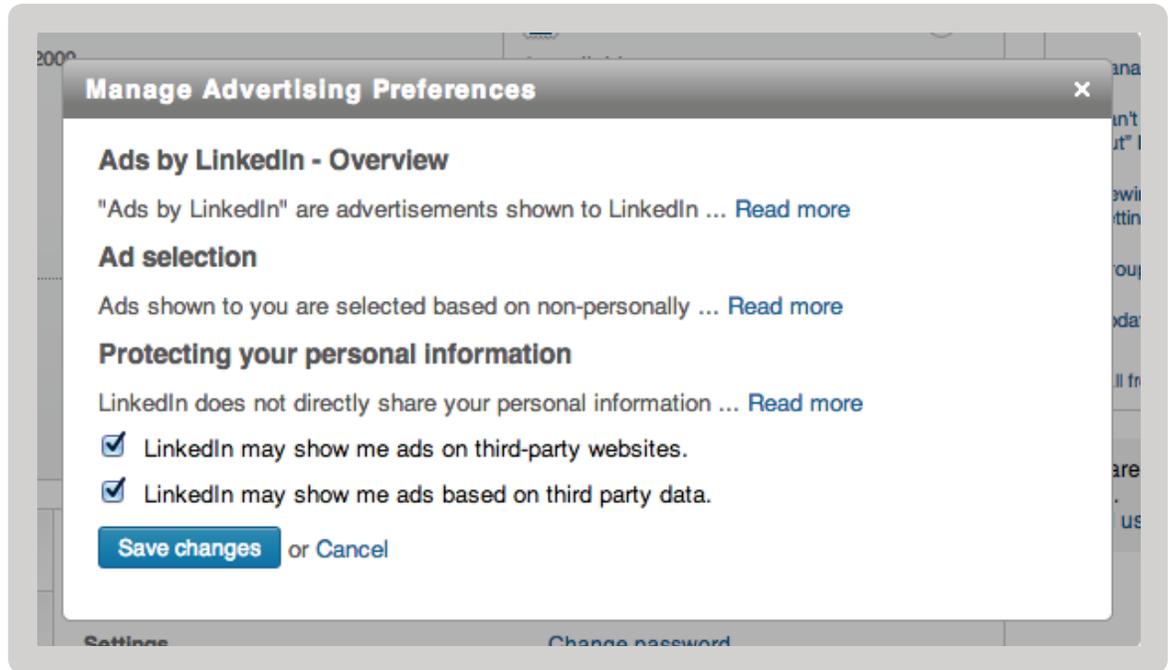
LinkedIn Advertising

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.

Who Sees LinkedIn Ads?

Nearly everyone surfing LinkedIn and some of their partner sites called the LinkedIn Audience Network. With their audience network, LinkedIn members view LinkedIn ads even when they're not browsing any page on linkedin.com. What this means for advertisers is they can target certain professionals even when they're visiting other websites.

For example, you can make an advertisement designed to target CEOs and have it displayed on both linkedin.com and those sites in the LinkedIn Audience Network. You can change the settings for this by going to your "Privacy & Settings" page, clicking "Account" and "Managing Advertising Preferences". A modal will show and from there you can check or uncheck "LinkedIn may show me ads on third-party websites" and "LinkedIn may show me ads based on third party data".



Who Can I Target?

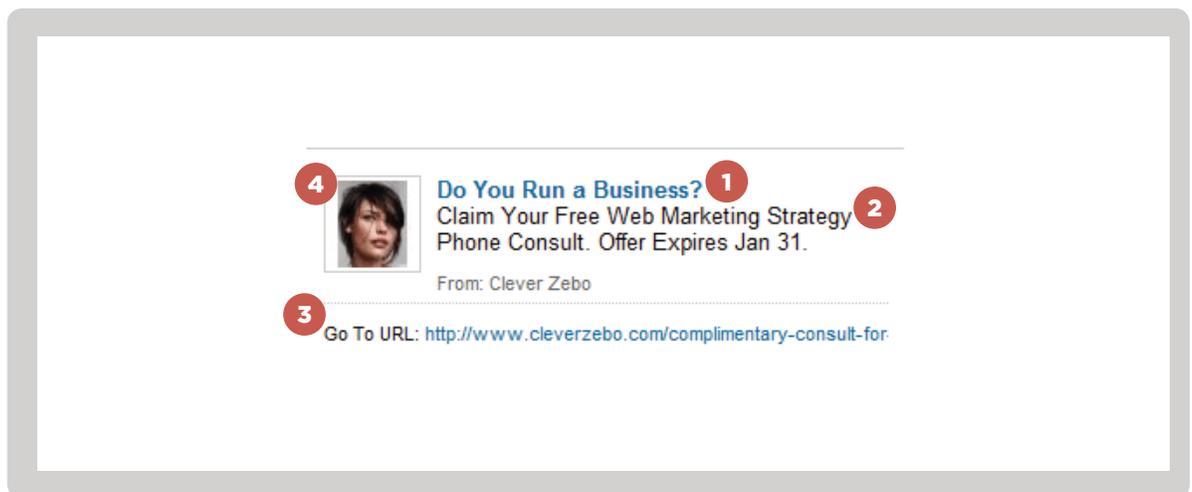
You can get pretty smart about targeting your customer. Company size, title, industry and geographic targeting are available.



Perhaps you're marketing a recruiting firm focused on executive search for tech companies in Silicon Valley. Your targeting profile might look like this:

- VPs of Human Resources
- Companies of 501+ employees
- High Tech & Semiconductor industries
- In and around the San Francisco Bay Area

Anatomy Of The LinkedIn Ad



- 1. Headline.** It's got to be short, so use something punchy. Using the title of the people you're targeting can be very effective.
- 2. Ad copy.** You know how this works!
- 3. Destination URL.** You want a landing page tailored for LinkedIn members, if necessary. Don't just take visitors to your homepage. Think about why people spend time on LinkedIn and dream up something relevant to the LinkedIn audience.
- 4. Photo.** Like I said: pick something that draws the eye. Photos of people are better.

LinkedIn Ads are a hair different than your standard AdWords ad, because they have a photo.



Hot tip: According to LinkedIn's own optimization team, choosing a photo of a woman typically drives the best clickthrough rates. However, just because it drives the best CTR doesn't mean it brings the most targeted traffic. More leads with a lower CTR is much better than fewer leads with a higher CTR. You want people coming to your website who are interested in your product, not interested in finding out who the cute girl in the ad is.

Only use your business logo if you're trying to build brand awareness. Don't have too much going on in your photo — remember, it's a small thumbnail and you have a lighting-quick opportunity to draw the eye to your ad before, poof, it's gone.

How Long Should I Run my LinkedIn Ad?

Switch up your ads often, at least once a month. New ads get a boost in terms of impressions and have a chance of scoring a higher CTR than your previous ads. Don't run more than 2 ads at a time. Test early and test often.

Similar to Facebook, running the same ad for too long will burn itself out. All ads have a lifespan. Advertising on LinkedIn is not like Google AdWords; you're not advertising to people with intention.

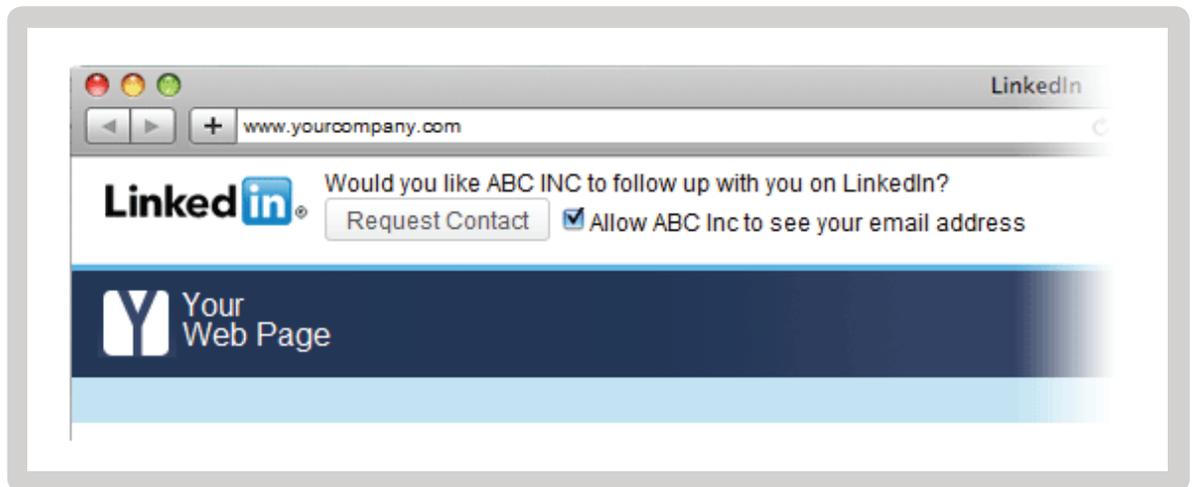
How Should I Capture The Leads?

You have two ways to collect leads from LinkedIn Ads, and I recommend you use both simultaneously.

The first is obvious: your landing page. Consider giving away something for free — like great content relevant to your audience — or running some kind of promotion. People jump at free stuff, and their engaging with your offer puts them into your lead nurture funnel and opens the door to a relationship.

You can try to run ads selling your product directly, but our experience has been that you'll see low interest that way unless you're really selling something awesome and relevant.

So what's the second way? It's a feature LinkedIn cleverly calls "[lead collection](#)" and it looks like this:



When someone requests to contact you about your ad, you'll get an email and have a chance to reach out immediately — and conveniently for the user, they never have to divert their browsing experience to get in touch with you.

The key shortcoming of this feature, at the time of writing, is that you can't have email alerts about collected leads go to more than one recipient, so choose wisely.

Tracking Your Ads

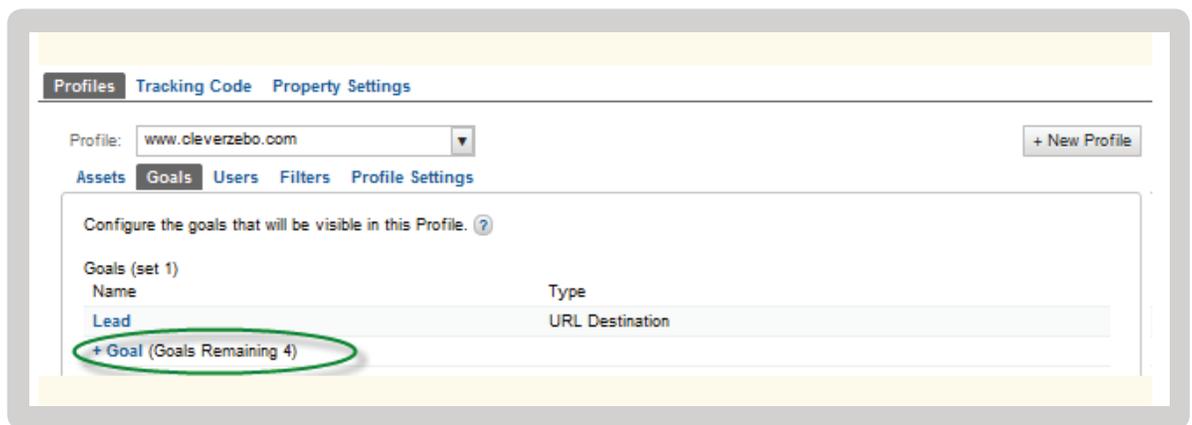
At the time of writing, LinkedIn didn't yet offer conversion tracking, so, to state the obvious, you need to track conversions specific to LinkedIn Ads using your analytics solution.

Why should you track your ads? The biggest reason: so you can make an educated decision about whether the channel is ROI-positive for your business, and so you have clear visibility into which optimizations you choose to make will ultimately impact your bottom line (not just your traffic).

Here's what you want to look for in Google Analytics to ensure you can track conversions from these ads:

1. Set up Goals.

Click on Settings | Profiles | Goals, and add a goal in the screen below



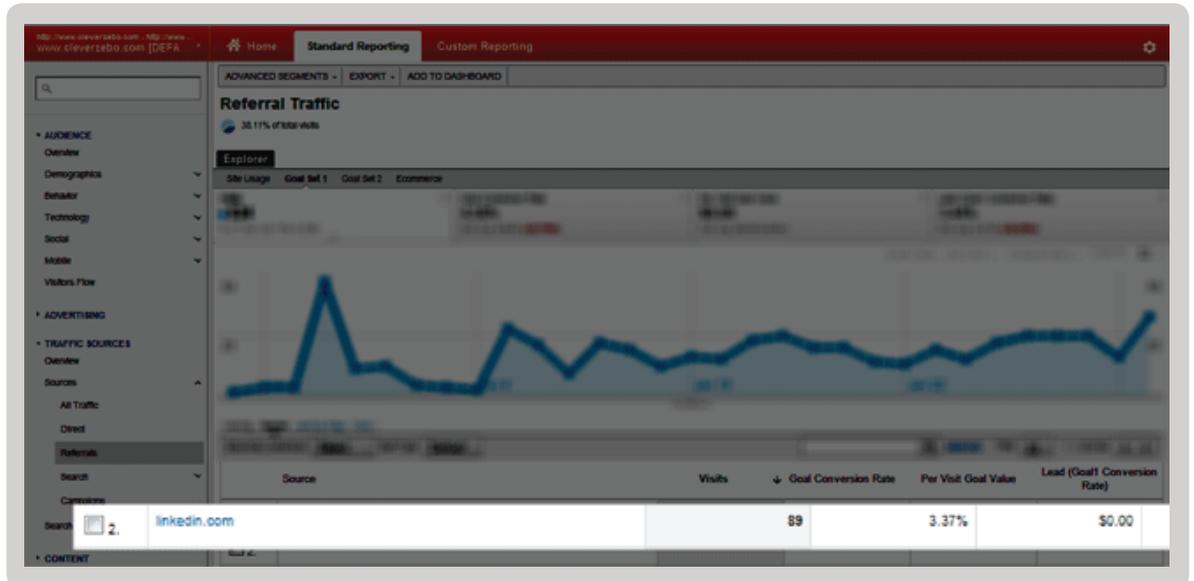
You'll likely want a "URL destination" goal, meaning that the goal will be triggered when your user hits a specific page after converting. Usually this is a "thank you" page or an order confirmation page.

You don't need your domain name in the URL. If your confirm page URL were `www.yoursite.com/thank-you`, it can simply look like this: `/thank-you`.

The screenshot shows the 'Goals' configuration interface for a profile named 'www.cleverzebo.com'. The 'Goals' tab is selected, and the specific goal being configured is 'Goal 2'. The interface is divided into several sections:

- General Information:** Includes a 'Goal Name' text field, and radio buttons for 'Active' (selected) and 'Inactive'.
- Goal Type:** Includes radio buttons for 'URL Destination' (selected), 'Time On Site', 'Page/Visit', and 'Event'.
- Goal Details:** This section contains the 'Goal URL' text field, which is highlighted by a blue dashed arrow. Below it is a dropdown menu for 'Match Type' set to 'Exact Match', a 'Case Sensitive' checkbox, and an optional 'Goal Value' text field.
- Goal Funnel:** Includes a 'Use funnel' checkbox and a note: 'Please note that the funnels that you've defined here only apply to the Funnel Visualization Report. (step1.html)'.

2. Look at your Traffic Sources and cross-reference against the goal(s).



You can also create unique URLs for each ad you're running, in order to get ad-level conversion data. Why do this? Let's say you're trying to determine whether you should explicitly show pricing in your ad copy. You might find that fewer people click the ad, deterred by the dollar signs – but the only way to learn that, for example, those who do click the ad with pricing are converting better and spending more time on the site, is to set up tracking at the ad level.

You can add the appropriate 'utm' parameters to make sure Google Analytics picks up the data.

A sample ad URL might be: `www.yoursite.com/linkedin-landing-pg?utm_source=ppc&utm_medium=linkedin&utm_campaign=ad-number-1`

You should also check analytics for engagement metrics (time on site, pageviews, bounce rate, etc.) to understand how long LinkedIn ad visitors are staying on your site. **If you're consistently seeing a time on site of under 5 seconds, your offer isn't compelling, your landing page needs work, or your ad copy is a little "too attractive" for the effort required to convert.**

Look at the pages these users are visiting to get a sense for the quality of the visits. Are they reading up on your company at all, or are they just hitting the landing page and bouncing?

Source	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
facebook.com	133	1.53	00:00:31	88.72%	83.46%
linkedin.com	89	1.71	00:00:49	93.26%	71.91%

Just like any paid media channel, what happens on the other end of the click matters most. Study your conversion funnel and make sure it contains none of the all-too-common user experience pitfalls that tend to annoy prospects.



Hot tip: If you're a marketer or business owner on a shoestring budget, find a way to nab one of those \$50 LinkedIn Ads gift cards. Some online marketing agencies will hook you up with them, or you can try contacting the LinkedIn team for one.

Ultimately, LinkedIn Ads can be an expensive promotion channel in terms of CPCs, aimed at an elite audience; you have to be crafty to extract ROI from it, but it's worth testing. Needless to say, paid advertising is just one way to get leads via LinkedIn; you can also get strategic about [using LinkedIn groups to source leads](#).



Conclusion

One study shows that [LinkedIn is most effective for B2B companies](#). It brings more traffic, drives more leads, and many B2B marketers call it the most effective B2B social network. The key is setting up your personal profile correctly and marketing yourself. Then you can setup test ads where you can track which ones are most effective. We hope this guide has helped you become a more effective LinkedIn marketer.



Want to track the ROI on your LinkedIn ads?

KISSmetrics provides insights into the effectiveness of your marketing campaigns. Track revenue, LTV, churn, and more using our reports.

TRY KISSMETRICS FOR FREE TODAY