

Clicks

The Online Marketing Guide for Small Business

9 FATAL MISTAKES...

(that can cost you big time)



**HOW TO ATTRACT
CUSTOMERS USING
LINKEDIN**

LinkedIn
& Your Local Business
(what you need to know)

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LinkedIn is one of the most useful social networks available on the internet. The business focused site is a meeting place for over 150 million professionals worldwide, and it offers

a huge range of marketing opportunities – even for local business and professionals. By offering a variety of tools, the platform can help you to stay in touch with colleagues, gain inside connections, reach out to customers, and get advice from market leaders. LinkedIn not only provides you with extra online visibility and a place to network, it is also a valuable source of SEO friendly links and other features that benefit local businesses. Here's what you need to know.

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If you're reading this, chances are you're already aware that LinkedIn is by far the largest business oriented social platform around. Small business owners and professionals

just like you are on LinkedIn to gain new prospects, enhance their online presence, generate leads, and build their overall brand awareness. Above all though, LinkedIn is considered the go-to social media platform, specifically developed for business professionals and entrepreneurs. Here are just a few tips & tricks you can use to utilize LinkedIn as a traffic generation asset to your brand or your business.

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LinkedIn is an invaluable resource for networking and getting leads for your business, but it can also be disastrous if you don't use it correctly. Not only could mistakes cost you potential

business, but they could actually harm your reputation! In this guide, you're going to learn about some of the biggest mistakes people make when using LinkedIn to promote themselves, and how you can avoid making these mistakes yourself - and get the results you're looking for!

Welcome To Clicks Magazine

Thanks for checking out our Exclusive LinkedIn Edition of Clicks, your online marketing resource guide for small business.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,

Your Name Here
Your Title Here

CLICKS IS BROUGHT TO YOU BY

(Your Business Name) is the leading small business marketing service in the (insert area) for over (insert years). We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions and can deliver results. We hope you enjoy this issue of Clicks and feel free to reach out to us anytime.



LinkedIn & YOUR Local Business

(WHAT YOU NEED TO KNOW)

Online marketing is growing in popularity among local business owners who are looking for a fast, effective, and inexpensive way to advertise. For many, social media sites are the perfect place to meet new contacts, build up working relationships, and market themselves and their company.

LinkedIn is one of the most useful social networks available on the internet. The businessfocused site is a meeting place for over 150 million professionals worldwide, and it offers a huge range of marketing opportunities – even for local business and professionals.

WHY LINKEDIN?

Unlike friend-based social networks like Facebook and Twitter, LinkedIn is used mainly amongst business professionals. By offering a variety of tools, the site can help you to stay in touch with colleagues, gain inside connections, reach out to customers, and get advice from market leaders.

LinkedIn not only provides you with extra online visibility and a place to network, it is also a valuable source of SEO friendly links.

LinkedIn was launched in 2003, and as of March 2012 it became the world's largest professional network. Though the site has been around for a long time, it has recently seen a sudden surge of popularity. In June 2011 it had over 30 million unique visitors, which was up 63% from the year before. Part of this increase is down to the growing number of people accessing the site via smartphone devices.

Be great at what you do

Get started - it's free.

First name

Last name

Email or phone number

Password (6 or more characters)

By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy.

Join now

HOW TO USE LINKEDIN

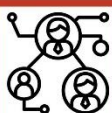
LinkedIn provides local businesses with a depth of marketing possibilities, as well as a professional online meeting place. The site can be used as both an advertising platform

and a source of industry information. Here are some of the key steps in a good LinkedIn marketing strategy:



CREATE AN EFFECTIVE LINKEDIN PROFILE

LinkedIn is ranked highly with Google which means when people search for your company, your LinkedIn profile will often appear high in the search results. Consequently, it is important to make sure that your profile is both informative and up-to-date.



STAY IN TOUCH WITH YOUR OFFLINE NETWORK.

Once you have created a LinkedIn profile for your business, it will be visible in the site's directory. You can use it to connect with everyone you know offline, including people you may have lost contact with. Your profile can also be viewed by other users on the site when they search for businesses within your industry or area of expertise.



INTERACT WITH GROUPS

The LinkedIn community is made up of thousands of smaller groups which are a key feature of the site. Within them you can interact, discuss, and post content based on

the group's subject. They are used as a way for businesses to extend their network, broadcast their knowledge, and drive people to their website or blog.

It is best to choose a group that is relevant to your business and expertise so that you can actively participate. Most groups have several discussions a day, so there is a lot of opportunity to interact.





ANSWER QUESTIONS

As well as a huge network of private groups, LinkedIn also has a general questions area that anyone can post in. By answering questions and being helpful, you can highlight your expertise to people all over the site who can then go and check out your official website or contact your business directly.



CREATE YOUR OWN GROUP

Once you have spent some time using LinkedIn, it is very worthwhile to form your own group. This should relate to your business and industry, and it can serve as a way to highlight your skills. Doing this helps to put additional focus on your own company and allows you to reach out to thousands more potential customers and colleagues.

THE RESULTS OF A SUCCESSFUL LINKEDIN STRATEGY

A successful LinkedIn strategy needs to be active and well-thought through. By developing a good profile and participating fully, you can achieve a range of benefits:





INCREASED VISIBILITY

Your LinkedIn profile is visible not only around the site but also via Google, so it is a useful way to increase your overall online visibility. Potential customers, partners, and clients will be able to assess your details and determine whether or not you will be a good fit for them. LinkedIn will pull information about your company from around the web and display it on your profile which makes it easy to keep up-to-date.



BETTER COMPANY KNOWLEDGE

LinkedIn works best when your employees, contractors, and other people with links to your business take part in the site and have their own personal profiles. You can also view the companies and customers that they are well connected to. This can let you know where to expand and how to develop.



GREATER ACCESS TO OPPORTUNITIES

LinkedIn is not just a place for customers to find you, but also a market for you to drive your own leads and sales. By being proactive you can use the site as an effective tool to build up like-minded, experienced connections with prospects, partners, and peers. It makes communication within the business world much easier and allows you to spend more time expanding your network and less time looking for the right people.





HOW TO BEGIN YOUR LINKEDIN STRATEGY

LinkedIn is a valuable meeting place for any local business that wants to expand, improve, and network. However, specific etiquette and techniques are required when working in the professional LinkedIn setting, and getting them wrong can cause people to dismiss you as a

spammer. This protocol can take businesses a while to get used to, especially when they are more familiar with informal social networks like Twitter and Facebook.

If you are feeling put off by what seems like a daunting process, an online market-

ing specialist could be the answer. Experienced online marketing specialists can help your company to setup a LinkedIn profile and manage a long term strategy. Using professional services can save you time and help to maximize the financial potential of LinkedIn.

HOW TO ATTRACT CUSTOMERS USING LinkedIn

If you're reading this, chances are you're already aware that LinkedIn is by far the largest business oriented social platform around. The general objective of the platform is to allow users to create a network of other professionals. It's particularly used for the exchange of ideas, information, and other opportunities.

As a matter of fact, approximately 1.3 million small business owners and professionals just like you are on LinkedIn to gain new prospects, enhance their online presence, generate leads, and build their overall brand awareness.

Above all though, LinkedIn is considered a social media networking site, specifically developed for business professionals and even entrepreneurs. There's a number of things that set LinkedIn apart from say, a Facebook page or another network page.

LinkedIn allows you to design a customized business-oriented profile that highlights things such as work experience, skills, endorsements, education, curated posts, and in basically your entire professional presence. On the profile page, a summarized view is displayed to viewers. You can establish

connections with other people by using the "InMail" messaging service to expand upon opportunities and network.

The platform is an acknowledged approach to advertise your presence online. As such, if you're searching the web to discover new professionals,

Here are just a few tips & tricks you can use to utilize LinkedIn as a traffic generation asset to your brand or your business.





PUBLISH CONTENT ON THE PLATFORM

Especially if you don't have another outlet (like a blog) to perpetuate your brand messaging, you may consider publishing a few long-form pieces on LinkedIn.

A job seeker might demonstrate expertise or leadership with a few posts about their

experience or philosophy. A business owner might generate leads by writing about the effectiveness of their product or service to solve problems.

If you have time, get some feedback on your content, edit (or even table it) before publishing it to LinkedIn. Because

our professional reputations are important, anything intended to demonstrate competence ought to communicate exactly what you want it to.

This demonstrates a higher level of expertise, which plays a crucial role in authority on this the platform.



BE JUDICIOUS WITH YOUR UPDATES

LinkedIn is not Facebook, Twitter or Pinterest. The posting behaviors that are commonplace on these networks are unusual on LinkedIn. You will rarely see personal updates on LinkedIn (and they look really out of place) – and often-times people who post excessively are painfully obvious in my LinkedIn feed.

The folks at Buffer suggest that the ideal number of LinkedIn posts per month would be about 20,

with the rule of thumb to post as often as your content dictates. They say that each post will reach about 20 percent of your network, which is pretty extraordinary compared to other social networking sites.

This communicates a higher level of professionalism all around. By not spamming your network, it makes them more receptive to you when you have something to communicate.



PAY FOR IT (VIA ADVERTISING)

Content marketing platform NewsCred ran some tests with LinkedIn Sponsored Updates and found they were able to generate \$17 for every \$1 they spend.

LinkedIn Sponsored Updates are used in tandem with the updates you are already posting from your company page. You can choose to “amplify” a post that you want to reach more people and you can target users based on all kinds

of demographic data (job title, industry, education, location, etc.).

The issue with paying for traffic, of course, is that the visits stop when the money runs out.

Paying for traffic on LinkedIn can earn you followers as well as traffic however. Interestingly, NewsCred found that the cost per name (CPN) — i.e. the cost per lead generated — decreased over time.

That means that their content reaches more people for less money. It happens because the content reaches more people, which generates more followers, comments and likes, which increases organic reach.

Even more interesting, NewsCred reports that 60-65% of the leads were “medium-high or high quality” compared to just 20-30% on Google Adwords.

Okay, so you can get traffic, leads, more organic reach and the cost decreases over time...that's a pretty sweet deal.

Be warned, however, that it's very easy to waste money on paid acquisition if you don't know what you're doing. Paid acquisition also requires rigorous testing and re-testing.

If you want make \$17 for every \$1 you spend, you better be ready to earn it. You've got to have great content, interesting updates and strong calls to action. Don't start paying for amplification until you've got all of this squared away.

Marketing with LinkedIn is a skill that once you develop, it can take your business to new levels. When done right, your business grow and prosper as a result of it. And it's why a lot of your competitors can be found on LinkedIn – because they are already in the know- and reaping the benefits because of it.

And now it's your turn!





9

LINKEDIN MISTAKES...

(that can cost you big time)

LinkedIn is an invaluable resource for networking and getting leads for your business, but it can also be disastrous if you don't use it correctly. Not only could mistakes cost you potential business, but they could actually harm your reputation!

In this guide, you're going to learn about some of the biggest mistakes people

make when using LinkedIn to promote themselves, and how you can avoid making these mistakes yourself.

You'll also learn some valuable tips for making the most out of your LinkedIn profile, and how to make more connections, set up your profile effectively, and get the results you're looking for!



Mistake #1

- NO CONNECTIONS

If you think people are going to magically search for your profile and find you, then think again. More than likely, you're never going to be found at all unless you put some work into making connections.

Not only should you make connections, but you need to make the right connections. If you're looking for clients, make connections with people you believe would need your services.

To start making connections, first find a few people in your field and request to connect with them.

Next, look at their connections

in order to find other people you can connect with. You can then personalize your request to connect by mentioning that you have a connection in common. This will help you form

more connections. Eventually people will start requesting to connect with you.

Mistake #2

- NO PROFILE PHOTO

A profile photo is a vital component of your profile, but many people seem to skip this element. While getting a job or making business connections isn't (or at least shouldn't be) about appearances, having no profile picture is a big red flag to a lot of people.

You're around seven times more likely to have your profile viewed if you have a photo than if you don't have one. It's just like if you're shopping online for something like an apartment or a car. If there's no picture, you're likely to believe something is wrong with it. Not

only that, but pictures help you remember people. Without a picture, you'll just get lost in a sea of people. However, if you have a photo, people will start to recognize you by it and they will remember you.



Remember, this is a professional network, not Facebook. You need to put your best foot forward in order to make the most of your contacts.

Mistake #3

- BEING GENERIC

In a sea of thousands, perhaps millions of people who are competing for exactly what you are hoping to achieve, you must stand out. You may want to make yourself look generic because you think if you're too "over-the-top" it could scare people off, and that's certainly possible. But it's much more likely that originality will help you get whatever you're after.

You need to make sure you fill your profile out completely and make it original without being cheesy or bizarre. Don't call yourself something like "The Marketing Guru", because that sounds well... Silly. But you could think of creative ways to stand out without making yourself look strange.



Mistake #4

- MAKING TOO MANY NOTIFICATIONS

When you make a change to your profile, your contacts will be notified on their news feed. This is done even after something as simple as correcting a typo.

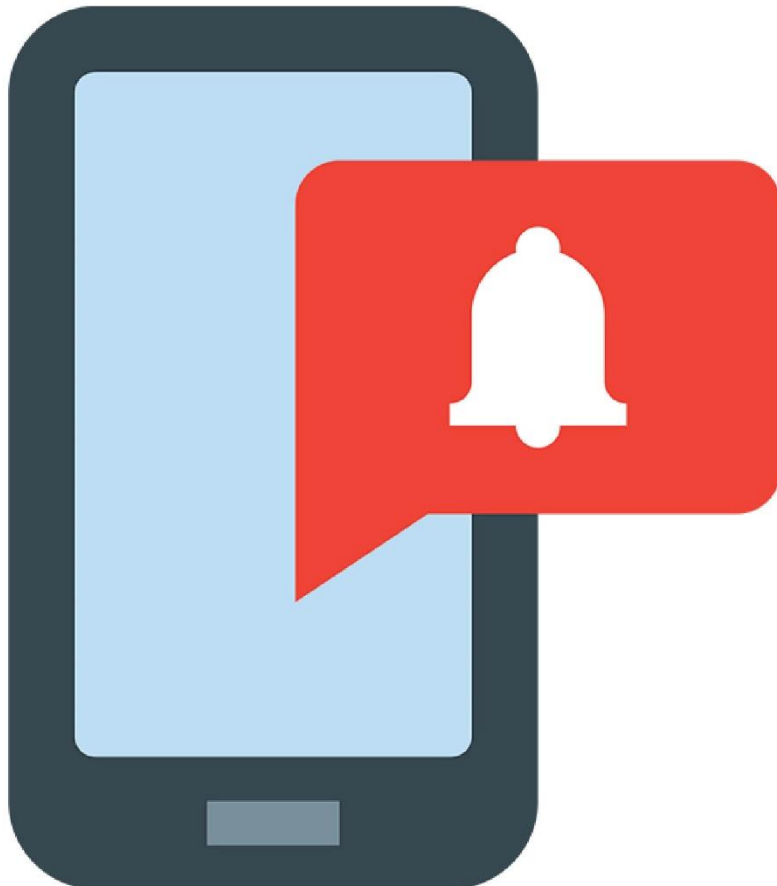
As you might imagine, this could become incredibly frustrating to your contacts, because their feed will be clogged with all of these updates that may not even be important.

You can change it so that your connections aren't notified by using the slider on the right side of your page. It looks like this:

Notify your network?
Yes, publish an update to my network about my profile changes. ☒

Simply slide this to look like this:

Notify your network?
No, do not publish an update to my network about my profile changes. ☐





Mistake #5

- GROUP MESSAGE DISASTERS

Group messages can be very useful, but they can be irritating to your contacts if you use them incorrectly.

Never send out a group message that is blatantly self-promoting, and never send out a message that wouldn't be 100% relevant to nearly every one of your contacts.

Imagine your inbox suddenly being inundated with dozens

of messages about something you have no interest in whatsoever. It would probably really bother you, and you'd likely take steps to keep this from happening. (Most notably removing that contact from your connections.)

Whenever you send out a group message, you must do two things. First, be sure you're sending the message only to relevant industry connections.

Second, be sure you uncheck the box that says "Allow recipients to see each other's names and email addresses". The last thing people want is to have their names and email addresses sent to a bunch of random people they don't know.

Be very careful with group messaging, and only use it when absolutely necessary.



Mistake #6

- ENDORSING CONNECTIONS RANDOMLY

A lot of people seem to think that endorsing their connections will get their connections to later endorse them, however this is a huge mistake. Yes, it's possible that you could get that person to promote you to their own connections because you've done them a favor, but imagine if that person turns out to be a scammer.

Instead, only recommend people whose services you have used directly and whom you

can truly personally recommend. Never sacrifice your own reputation to help boost someone else's, because it can backfire on you faster than you can imagine!

If there's someone whose recommendation you yourself would like, you could contact that person and offer to exchange services and once you have personally seen what they can do, the two of you can then exchange endorsements.

Never, ever endorse someone whose services you have not personally used.

The only exception would be if someone asks you if you know someone who can (insert skill here). In which case you could respond with

something such as, "I do, but I haven't personally used his services." If the person is still interested, then you can pass on their contact information.



Mistake #7

- BLATANT SELF PROMOTION

Let's face it; everyone on LinkedIn is there to promote something. That's what the network was made for. But you have to be considerate of your contacts and add value at the same time. You can't just promote yourself constantly and expect anyone to pay attention to you.

Instead of just constantly promoting yourself, you should

focus on keeping yourself relevant to your contacts. Here are some ideas:

- Post helpful information for people in your industry.
- Post links to news related to your industry.
- Offer help to others when they ask.
- Keep up with current industry trends and share the information.

Occasional self-promotion is fine, but if you can think of creative ways to promote yourself while adding value, such as an "advertorial" style blog post, you can promote yourself without upsetting anyone. Not only that, but people are more likely to work with you if they don't feel like you're being overly pushy.



Mistake #8

- IGNORING THE SUMMARY

Just like the objective is an important section of a resume, or at least it used to be, the summary is an important part of your LinkedIn profile. Sure, the objective may have gone out of fashion, but the

summary is a vital component on LinkedIn. Think of it like an elevator pitch.

People are incredibly busy. They don't have time to dive headfirst into every single pro-

file and read word for word. They check the summary first to see if there might be a good fit for their purposes. If there is no summary, they may just move on without a second look.



Mistake #9

- HEADLINE HORRORS

The headline is the most important part of a sales page, because it grabs attention immediately. The same is true for your headline on LinkedIn. You need to pay special attention to this section.

One major mistake people make with regards to their headline is to put something generic like their job title. Never use a headline such as "ac-

count manager" or "sales associate". Do you realize how many other people are doing exactly that?

In order to really make the most of LinkedIn, you **MUST stand out!**

Of course, standing out does not mean being over the top just for the sake of grabbing attention. Don't use anything too

silly or outlandish, and definitely don't use anything that could be controversial! This is a business network, and you must remain professional.

A good headline lets people know who you are and what you can do while also being engaging and interesting. Experiment with a few until you find one that really works for you.



93% OF B2B MARKETERS CONSIDER **LINKEDIN TO BE THE MOST EFFECTIVE SITE** FOR LEAD GENERATION - *Linkedin*

51% OF COMPANIES ACQUIRED A B2C CUSTOMER THROUGH LINKEDIN - *Linkedin*

LINKEDIN GENERATES MORE LEADS FOR B2B COMPANIES THAN **FACEBOOK, TWITTER, OR BLOGGING** INDIVIDUALLY - *Inside View*

51% OF LINKEDIN MEMBERS REPORT THEY ARE **MORE LIKELY TO BUY FROM A COMPANY THEY ENGAGE WITH** ON LINKEDIN - *Linkedin*

WANT TO TAKE YOUR

Linked

MARKETING TO THE NEXT LEVEL?

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Web: <http://mylinked2leads.com>

Email: henri@schaufflerasociates.com

Phone: 301-806-0510

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