



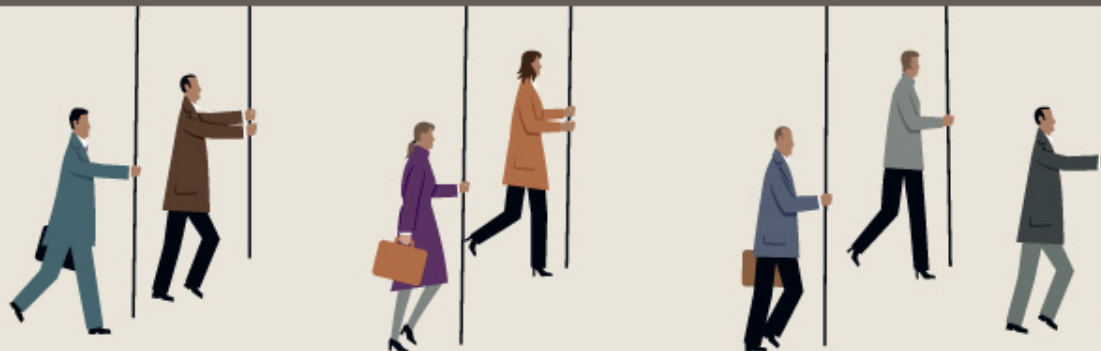
# LinkedIn for Professional Services Executives

Follow Hinge:

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Subscribe to our Blog:

 [Hingemarketing.com/blog](http://Hingemarketing.com/blog)





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## Chat live on Twitter

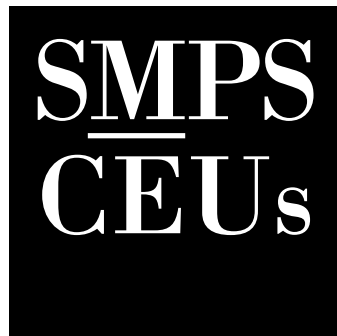
Today's Hashtag:



**#hingesocial**

## SMPS CEUs

Hinge is an SMPS Approved Provider of continuing education units (CEUs)!



### Steps:

1. Register to attend our no-cost webinars
2. Attend the webinar
3. Email: [spicking@hingemarketing.com](mailto:spicking@hingemarketing.com) —  
Subject Line: SMPS CEUs webinar credit
4. Receive Certificate of Completion after attending webinar
5. Report your CEUs to SMPS

## Our Presenters



**Elizabeth Harr**

Partner, Hinge

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[\*\*Linkedin.com/in/eharr\*\*](https://www.linkedin.com/in/eharr)



**Sean McVey**

Director of Online Marketing, Hinge

[smcvey@hingemarketing.com](mailto:smcvey@hingemarketing.com)

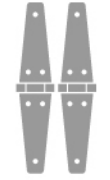
Tweet @ Me:  
**@SeanTMcVey**



# Agenda

- › How Firms are Using LinkedIn Today
- › Top Features You May Not Be Aware Of
- › Group Strategy
- › Managing Daily Time
- › LinkedIn on the Firm Level
- › The Future
- › Questions





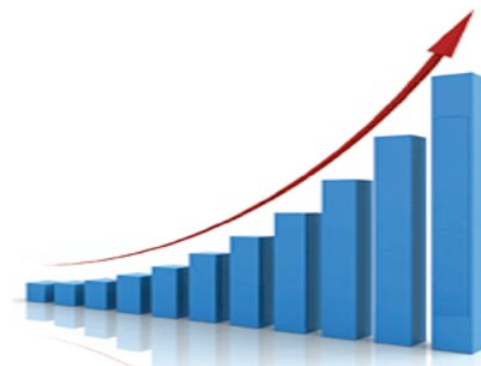
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# HOW FIRMS ARE **USING LINKEDIN** TODAY



## Usage Increasing Over Time

- › As of June 2013, LinkedIn had over 225 million members compared to 32 million four years earlier
- › 2 new users every second
- › More than 200 countries (half of users in US)
- › But what about professional services firms?

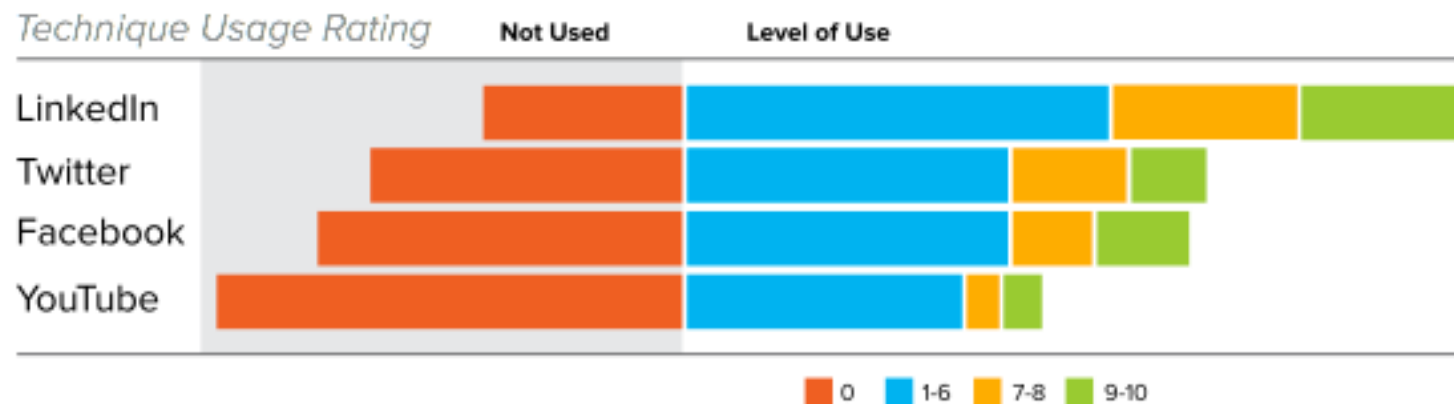




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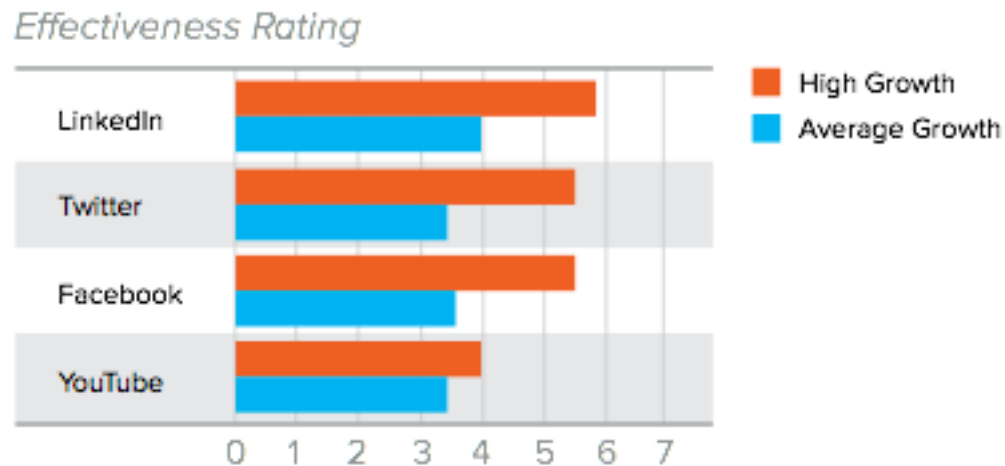
## LinkedIn Heavily Used in Professional Services

- › By far the most used of all social platforms in professional arena



## Also Considered Highly Effective

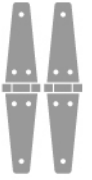
- › Considered most effective social network for lead generation by high growth firms



## What Are Firms Using LinkedIn For?

- › Brand Building
- › Becoming a Visible Expert
- › Content Promotion
- › Lead Generation and Nurturing
- › Recruiting and Job Search
- › Partnering Opportunities
- › Industry Research and Monitoring





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# TOP FEATURES YOU MAY NOT BE AWARE OF





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# Search Filters on Content Stream

All Updates ▾

Top

Recent

All Updates

Shares

Connections

Profiles

News

Groups

Companies

Jobs

Your Updates

Hidden (3) »

Customize »

RSS »

The updates you see on your home page

Update type

Hidden

☒ New connections

☒ Job opportunities

☒ Updates shared by connections

☒ Updates shared by your extended network

☒ Updates from followed companies

☒ Trending news

☒ Group discussions and changes

☒ Questions and answers

How many updates do you want on your homepage?

15

Save changes

or 

Cancel





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# LinkedIn Today and Influencers



**Joel Makower**

Chairman and Executive Editor at GreenBiz ...

[+ Follow](#)

## The Good News About Climate Change

July 9, 2013

In: [Big Ideas & Innovation](#), [Editor's Picks](#)



**Martin Varsavsky**

CEO at Fon

[+ Follow](#)

## Why Pirating Music Still Loses to Paying, Even When It's Legal

July 9, 2013

In: [Big Ideas & Innovation](#)



**Jeff DeGraff**

Professor at University of Michigan

[+ Follow](#)

## MacGyver Mind, McDonald's Mind

July 9, 2013

In: [Big Ideas & Innovation](#)



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# Endorsements

The screenshot shows a LinkedIn profile for Elizabeth Harr. The 'Skills & Expertise' section is highlighted, showing a list of skills and the number of endorsements for each. The skills are ranked from highest to lowest number of endorsements: Start-ups (22), Business Development (17), Project Management (15), Strategic Planning (14), Program Management (14), Social Media Marketing (10), Marketing Communications (9), Entrepreneurship (7), Web Design (6), and Social Media (5). Each skill has a corresponding row of small profile pictures of people who endorsed it. Below the skills list, there is a section titled 'Elizabeth also knows about...' which shows a list of skills and the number of endorsements for each: CRM (4), Online Marketing (4), Cross-functional Team... (3), Digital Marketing (3), Nonprofits (3), Public Speaking (3), E-commerce (2), Web Marketing (2), MS Project (2), Mergers & Acquisitions (2), Marketing Strategy (2), Mergers (1), Microsoft CRM (1), and Mobile Devices (1). On the right side of the profile, there is a section titled 'People You May Know' featuring a carousel of profile pictures and a recommendation from Sarah Broughton, Senior Account Manager at Artisan. Below this, there are three advertisements: 'Successful Women Network', 'CMOs' Marketing Dashboard', and 'Women Partners Only'.

LinkedIn Account Type: Basic | Upgrade Elizabeth Harr Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

### Skills & Expertise

Most endorsed for...

Endorsements	Skill
22	Start-ups
17	Business Development
15	Project Management
14	Strategic Planning
14	Program Management
10	Social Media Marketing
9	Marketing Communications
7	Entrepreneurship
6	Web Design
5	Social Media

Elizabeth also knows about...

Endorsements	Skill
4	CRM
4	Online Marketing
3	Cross-functional Team...
3	Digital Marketing
3	Nonprofits
3	Public Speaking
2	E-commerce
2	Web Marketing
2	MS Project
2	Mergers & Acquisitions
2	Marketing Strategy
1	Mergers
1	Microsoft CRM
1	Mobile Devices

### People You May Know

**Sarah Broughton** GROUP  
Senior Account Manager at Artisan  
Connect

### ADS BY LINKEDIN MEMBERS

**Successful Women Network**  
Apply now to see if you're eligible to be included.

**CMOs' Marketing Dashboard**  
Evaluate Online & Offline Marketing Effectiveness In One Simple Dashboard!

**Women Partners Only**  
Apply Now to the National Association of Professional Women.



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# Follower Insights and Page Insights

## FOLLOWER DEMOGRAPHICS

Seniority

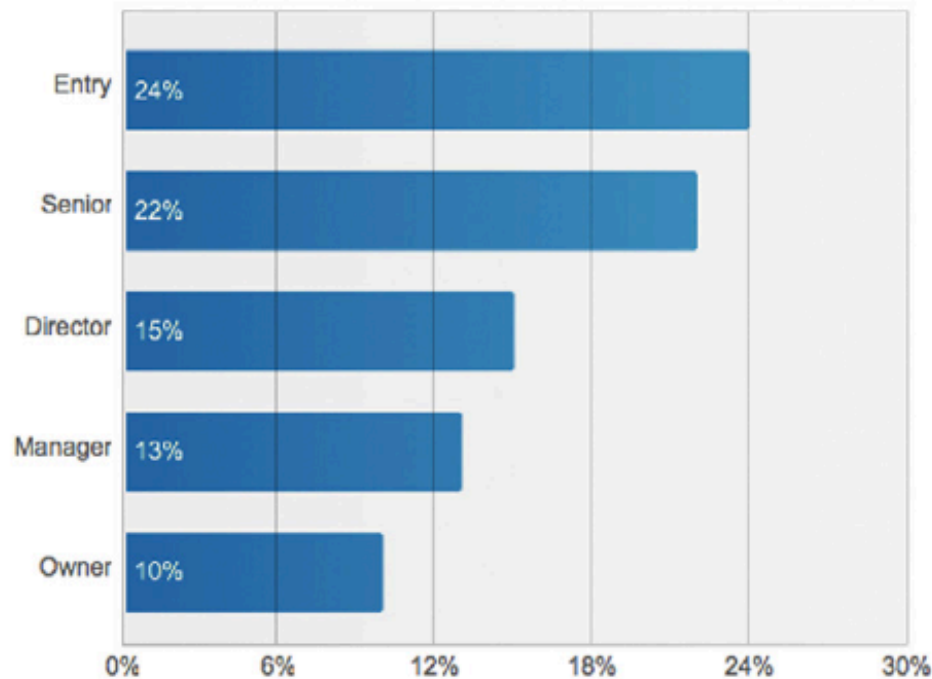
Industry

Function

Region

Company Size

Employee





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# Upload Rich Content

Attach a File

Type a name or @ to mention someone...

Share with: **LinkedIn**

Share

All Updates

## Background



### Summary

Edit | Add Link

I help professional services firms generate leads on the web using content marketing, search optimization, and social media.

Upload File  
Add Link



## Experience

### Creative Director

Dynamic Advertising

Sep 2010 – April 2013 (2 years 5 months)

Managing various marketing programs, national print ad campaigns, and television advertising.



Banner advertising campaign



Still from "Driving in the Park" spot



Infographic



Mobile + Print Ad

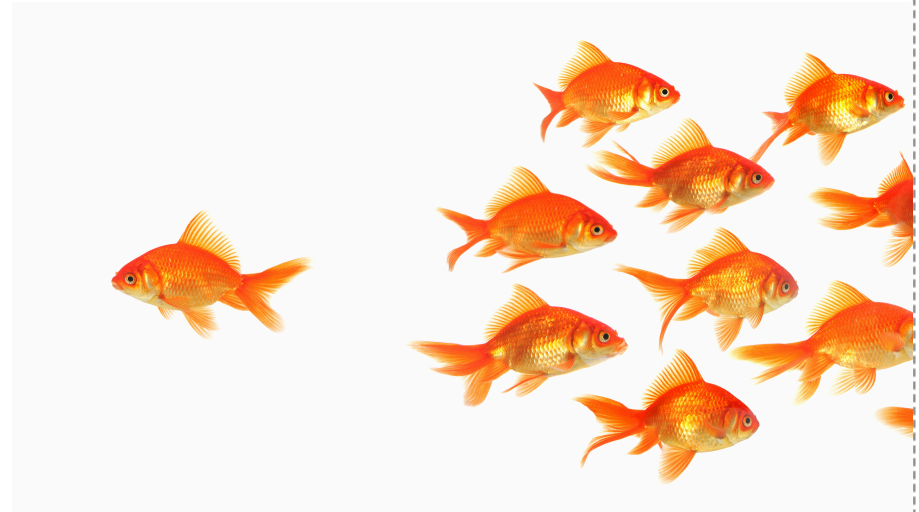


Ministe



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# GROUP STRATEGY



## Why Participate in Groups?

- › Meet new connections
- › Discuss industry news and hot topics
- › Discover and share content
- › Establish yourself as a thought leader



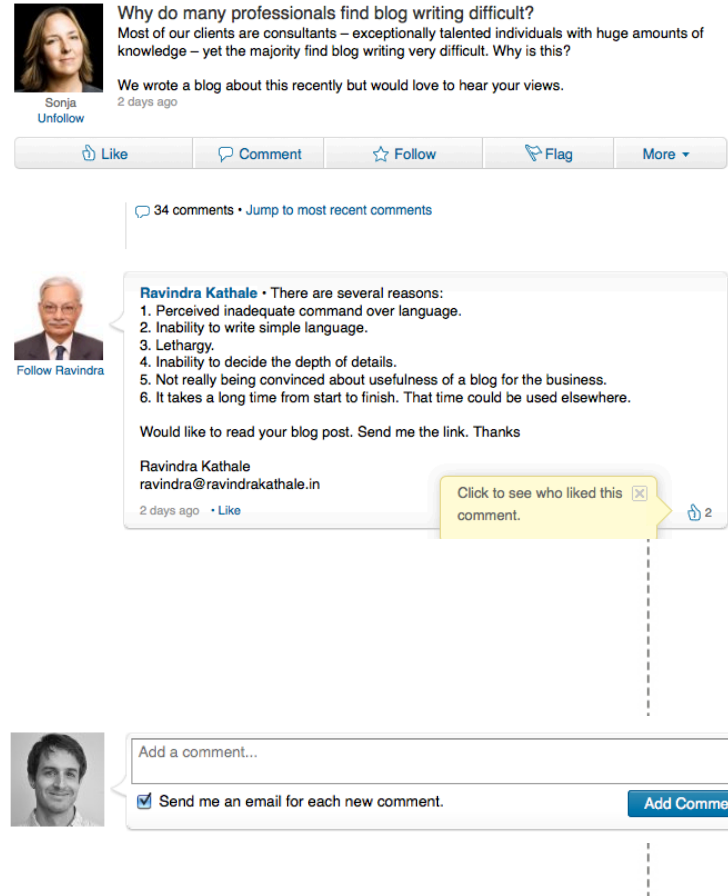
## Finding the Right Groups

- › Search by niche, the more narrow the better
- › Join several but commit to only a few
- › Check demographic statistics to see who you're talking to



# Listen First, Then Comment

- > Take time to know the community before jumping into discussion
- > Begin to comment on other discussions
- > When ready, start your own!



The screenshot shows a blog post by Sonja, titled "Why do many professionals find blog writing difficult?". The post text states: "Most of our clients are consultants – exceptionally talented individuals with huge amounts of knowledge – yet the majority find blog writing very difficult. Why is this?" and "We wrote a blog about this recently but would love to hear your views." Below the post are buttons for "Like", "Comment", "Follow", "Flag", and "More".

Below the post, there are 34 comments. The first comment is by Ravindra Kathale, dated 2 days ago. His comment lists six reasons why professionals find blog writing difficult:

1. Perceived inadequate command over language.
2. Inability to write simple language.
3. Lethargy.
4. Inability to decide the depth of details.
5. Not really being convinced about usefulness of a blog for the business.
6. It takes a long time from start to finish. That time could be used elsewhere.

Ravindra Kathale also says: "Would like to read your blog post. Send me the link. Thanks" and provides his email: "ravindra@ravindrakathale.in". A yellow tooltip points to the comment, saying "Click to see who liked this comment." and shows a thumbs-up icon with the number 2.

At the bottom, there is a comment input area with a text box labeled "Add a comment...", a checkbox labeled "Send me an email for each new comment." (which is checked), and a blue "Add Comment" button.





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## Tips

- › Lead with questions, not blog post titles
- › Be consistent and stop in weekly
- › Don't expect love if you don't give any
- › Treat it like a live networking event





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# 10 STEPS TO BUILDING A LINKEDIN PRESENCE



## Start Small

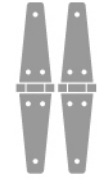
- › Determine if LinkedIn is a good match for your disposition and client group.
- › In the beginning, focus on getting set up. Eventually your time will be spent checking on groups, commenting, and sharing content.



## 1. Find Your Time – even if it's ten minutes

- › Consider substituting this online approach to networking for a piece of your traditional offline networking.
- › Or, carve out 10 minutes in the morning, during lunch, or in the evening.





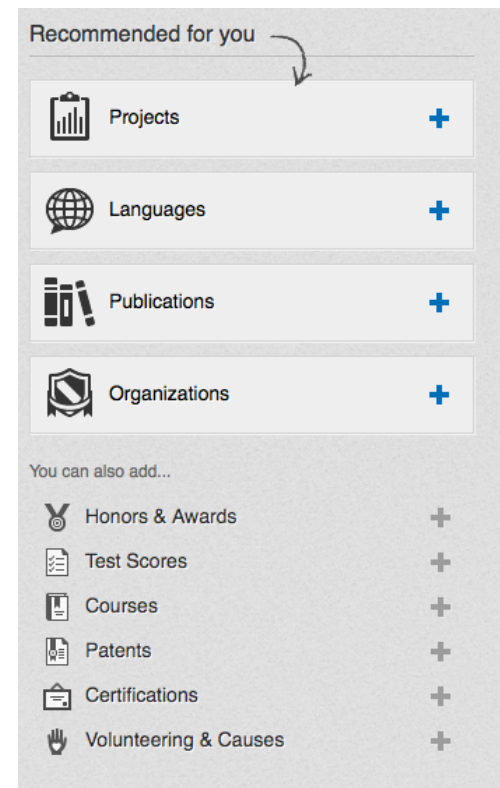
## 2. Aim Low

- › Don't expect instant results
- › New prospects, referral sources, business partners and market information will come with time after relationships have been established.
- › Don't be picky in the beginning!



### 3. Start With Your Profile

- › Sign into LinkedIn, click Profile → Edit Profile
- › Spend 10 minutes adding a professional photo, your summary statement, and past positions
- › LinkedIn will instruct you what to fill out next in a status bar





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## 4. Add Connections

- › Begin with contacts, clients, and friends
- › Personalize your invitation to start the relationship off right
- › Be wary of connecting with strangers
- › Shoot for triple digits as your first goal



## 5. Find Relevant Groups

- › Look for active groups with lively discussion in your niche space
- › Join a few at first, spend time understanding how the dynamic works
- › Manage email frequencies within group settings
- › Only when comfortable, comment and share insights 2–3 times per week.





## 6. Cull Out Groups

- › Eliminate groups that don't interest you or don't generate much activity
- › The goal is to find 3 or 4 groups that you can really engage with



Accounting & Audit **SUBGROUP**

a subgroup of Finance Plus: Private Equity, Venture Capital and M&A news



**ARCHITECT**

ARCHITECT





## 7. Start to Comment

- › A good comment is polite, to the point, adds something of value and is not too self-promotional
- › The goal: establish relationships, not hawk services





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## 8. Start Discussions

- › After being a part of others' discussions, experiment with starting your own
- › Notice which conversations you post receive comments and which don't
- › Asking a question is an easy way to kick off a conversation
- › Be active and follow up when others comment



## 9. Share Content

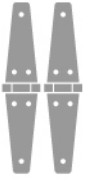
- › Content sharing is more welcome if you've established your credibility in a group
- › Blog posts, articles, white papers, and slide presentations are welcome in most groups
- › Use your content as a supplement to your question or discussion topic. Avoid appearing overly promotional.



## 10. Turn Discussions into Relationships

- › Once you are an established presence in the group, start discussions and be a leader
- › Reach out to potential partners or clients via LinkedIn message and arrange a live meeting
- › Before a live meeting, check out profiles
- › Take a digital relationship and make it into a real one






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# LINKEDIN ON THE FIRM LEVEL



# Company Page Elements

## > Update Sharing Bar



Drive engagement by posting an update to your followers.

[Follower Insights](#) · [Page Insights](#) · [What's New](#)

## > Main Stage



## > Sidebar

### Careers



#### Interested in Hinge?

Learn about our company and culture.

[Learn more](#) ▶

### Services



#### Online Marketing for Professional Services

Over the past five years, marketing has made a dramatic shift toward the online...

[See all](#) ▶

## Company Services Sub Page



> Main Stage  
Slider

### A Pivotal Edge for Professional Services Firms

At Hinge, we're in business because we like to help other businesses grow. That's why we put a lot of time and effort into understanding the business dynamics of the professional services marketplace: we conduct regular independent research, talk with industry leaders ... [more](#)

999 impressions 0.60% engagement



#### Online Marketing for Professional Services

Over the past five years, marketing has made a dramatic shift toward the online realm and away from traditional media such as direct mail and print advertising. Traditional marketing isn't dead, but online media offer a host of advantages — speed of delivery, lower development costs, real-time...

150 impressions

Request recommendations • Share

1 recommendation



> Video



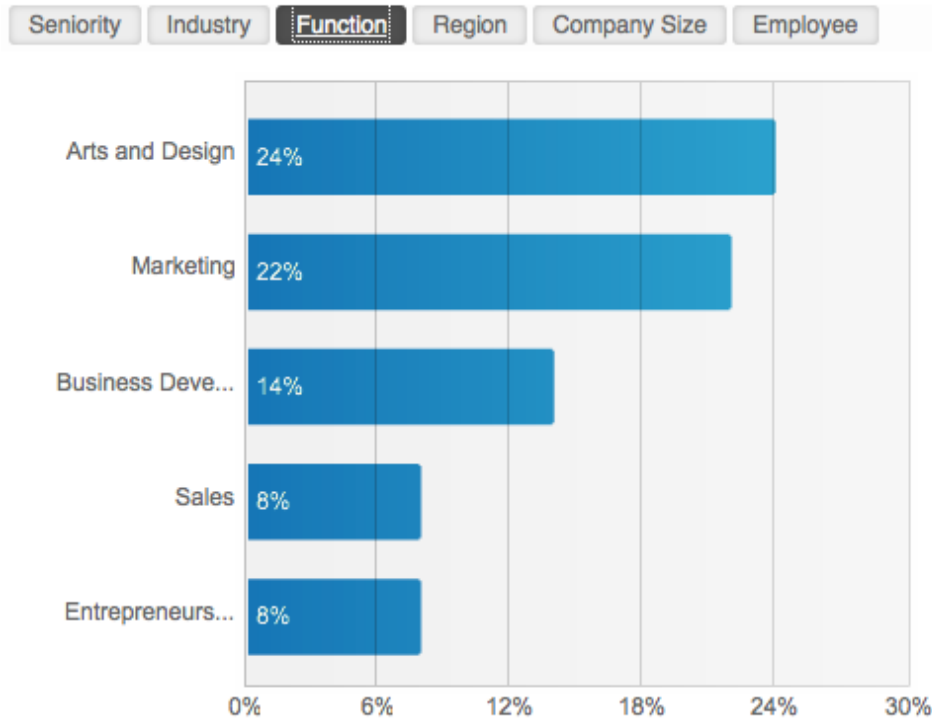
> Service Descriptions



# Who is Landing on Your Page?

- > In depth visitor data

## PAGE VISITOR DEMOGRAPHICS



## What to Share?

- › Show off thought leadership to your followers

435 followers

✓ Following



### **The New Science of Professional Services Marketing**

[hingemarketing.com](http://hingemarketing.com) · Discover how science is transforming professional services marketing. And find out how your firm can benefit from today's data-driven insights and best practices.

Shared with all followers

270 impressions

8 clicks


4.44% engagement

Like (1) · Comment · Share · Feature this update · 8 days ago




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# Starting a Group

**Professional Services Executive Forum**

Discussions Members Promotions Search Manage More...





Start: **Discussion** Poll

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

Your Activity

Choose Your View ▾



**Tips for Resource Allocation and Planning** acuitybus.com • 1 day ago  
 How do you allocate your resources? <http://acuitybus.com/19REt0u>

◀

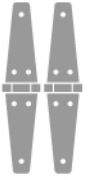
Like

Comment

Flag ▾

More ▾

▶



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# THE FUTURE



## Short Term Enhancements

- › Identity (profile, search, & contacts)
- › Insights (firm home page, slideshare, LinkedIn Today, groups & influencers)
- › Ubiquitous presence (be where users are)
- › Maturation of Groups





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## Long Term Horizon



## Complimentary LinkedIn Review

✓ For webinar registrants only!

### **We'll discuss:**

- › Successes and missteps on your LinkedIn company page and overall presence
- › A look at your current group strategy
- › Tips to use LinkedIn to generate visibility in your industry and drive business leads

**Simply respond to the webinar follow-up email.**





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## Free Resources



**“The LinkedIn Guide for Professional Services Executives”**



**New Book: “Professional Services Marketing”**



**“Online Marketing for Professional Services” Book**



**“Spiraling Up” Book**

[www.hingemarketing.com/library](http://www.hingemarketing.com/library)



# Thank you! Questions?

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Connect on Twitter:

**@HingeMarketing**

## Connect with Hinge



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[www.facebook.com/HingeMarketing](http://www.facebook.com/HingeMarketing)



[www.linkedin.com/companies/Hinge](http://www.linkedin.com/companies/Hinge)

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703.391.8870

