

Don't Neglect LinkedIn in Your Social Media Marketing Efforts

What do execs from all Fortune 500 companies have that you *might not have*? No, it's not the salary... Or the six figure bonuses... It's a LinkedIn profile! Perhaps because of its B2B status, LinkedIn gets the least press of all the major social media marketing portals.

But remember, each of these big social media sites also functions as a search engine, and the LinkedIn members who are searching within that site could be valuable connections, prospects, sources of information, and leads that you might *never find any other way*. LinkedIn is simply a fantastic way to network nationwide with peers in your industry, give yourself exposure as an expert, and even find out exactly what your competitors are up to in a completely legitimate way.

Google and other search engines will rank your LinkedIn profile in a search results page. This provides one more way to dominate that all important Page One search results.

Thumbonomics Chapter 9 tells you everything you ever wanted to know about LinkedIn but were too busy with Facebook and Google+ to ask, including:

- Exactly how to set up your LinkedIn profile to help you rank under your important keywords in a Google search
- Enhance your company's rep and gather professional referrals.
- Set up an official company profile and don't stop there. Did you realize all your employees should also do their individual business profiles?
- Here's why: Each employee's profile can be optimized for a different high value keyword. Chapter 9 shows you how to train your employees to do this. Can you imagine what a boost this could give your company in search rankings?
- Use LinkedIn applications to get double duty out of your company blog or tweets, they can show up right on your LinkedIn homepage.
- Using LinkedIn groups or the benefits of starting your own group.

Use LinkedIn to represent your brand and your company as a strong, reliable entity. You can enhance your credibility by showcasing professional connections and affiliations with other leaders in your field.

Did you know that professional recommendations in LinkedIn carry much more weight with someone who is checking out your company than those old fashioned, generic testimonials on your website?

Check out LinkedIn's "Follow Company" <http://blog.linkedin.com/2010/04/29/linkedin-company-follow/> feature. It keeps you updated on developments within the companies you choose to follow via your LinkedIn account. By following competitors or key companies in your industry, you can find out exactly what they are up to and do some competitive marketing intelligence work at the same time!

LinkedIn is an amazing resource:

- for powerful business to business connections;
- for identifying new prospects and new opportunities;
- for keeping up with your industry leaders;
- and last, (but never least) for *ranking in Google* under the *high value keywords* for your company.

LinkedIn applications let you pull your blog and tweet stream right into your LinkedIn profile. This keeps your profile fresh, interesting and full of "thought leader" information that features you as an expert in your field.

Chapter 9 also includes a step by step program, showing how social media author and trainer Heather Lutze uses LinkedIn personally, to promote her business.

Check out this LinkedIn Infographic for more information:

<http://www.findability.com/blog/how-use-linkedin-its-fullest-potential/>