

How to Use LinkedIn to Market Yourself

Lewis Howes, Author of *Linkedworking*



It's time to show the world what you're made of! LinkedIn provides the Rooftop, It's up to you to shout!

LESSONS IN LINKEDIN FOR EUROPEAN MARKETERS

Curated By Lisa Toner & Rebecca Corliss

Lisa Toner is our content creator in Dublin. She is the creator of Super Driven & Totally Clueless, a blog for young professionals and she ghost authored the auto biography of Barbara Westfield.



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Rebecca corliss is marketing manager and leader of the social media marketing team at Hubspot. Rebecca specializes in b2b social media marketing and generates over 4,000 sales leads/month through social media channels only for Hubspot. She is also well known for her award-winning music video “you oughta know Inbound marketing” among many others.



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Publish content to your social accounts, then nurture leads based on their social engagement.

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Introduction

LinkedIn operates the world's largest professional network on the Internet with more than 225 million members in over 200 countries and territories. Professionals are signing up to join LinkedIn at a rate of more than two new members per second.

Sixty-four percent of LinkedIn members are located outside of the United States. 50+ million of those are in Europe so if you are a business professional and you do not have a powerful presence on LinkedIn, you are undoubtedly missing valuable opportunities to connect and grow your business.

For this ebook we drafted in Lewis Howes, Author of *Linkedworking*. He provides some quick tips on how you can start building your own personal brand and market yourself as the go-to expert in your field.





LinkedIn is one of the most powerful resources online to market yourself.



Since there are a number of goals and objectives individuals have in marketing themselves, I'm going to explain a wide variety of tools everyone can use on LinkedIn. This is applicable if you are looking to become influential in your industry or if you seek to sell more products, get more leads, drive traffic to your website, find a killer job, get more clients, build your brand, sell tickets to an event, or receive funding... **Here is an overview of things you should take advantage of while marketing yourself on LinkedIn.**

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Give Before Asking for Favors

This is important to do on any social networking site, but it's particularly important to do on LinkedIn when so many people are focused on receiving something for themselves or their business. The best way to give to others would be to make recommendations.

People are asking for recommendations all the time, when they haven't written any for others first. The more you recommend others without asking for one in return, the more it will give them a refreshing feeling about you and the more they'll want to be helpful in return.

Making introductions is also a great way to give. If you are trying to make a name for yourself, connect two people who you think could help each other build their businesses and achieve their goals.



Connect With Everyone

It pains me to see when people only have fewer than 100 connections, and they think that having a "small trusted network" is the way to go.

That's a joke, and those with that mind set are going to be asking themselves why their message isn't spreading to the world and why they haven't achieved their marketing goals yet.

You never know where an opportunity or big breakthrough can come from. If you only share ideas with those you know and don't branch out to connect with new people, then you will only know about a limited amount of opportunities, and the same people who you talk to on a daily basis will be helping you connect with the same limited network. It's a never-ending circle of limitations, and it's time you break through that mind set if you haven't already.



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Start adding your personal LinkedIn link to your email signature, on other social networking sites, on your business cards, and anywhere else you think would help inspire others to connect with you. Once you start receiving 10-20 inbound invitations to connect on a daily basis, then you know you're doing a good job marketing yourself.



Make Your Interactions Personal

In general, people love human interaction. We don't want to connect with a business; we want to have relationships with others who we know, like, and trust.

Every time you send an invitation to connect with someone, make it personal. Take out anything generic, and make it as personal as possible. That way the person will remember who you are, and will be more likely to follow up with you if you contact that person in the future.

Your profile should also include a personal element. Instead of making it look like a boring resume with a bunch of bullet point achievements, share your personal voice. Tell people who you are and who you help. Place this information throughout your headline, summary, and the rest of your profile. Adding this will make others want to connect with you instead of putting them to sleep with your boring resume.

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Use Advanced Applications to Promote Your Own Content

An earlier section of this ebook talked about how to use advanced applications to create a full profile. They are also designed to help you market yourself better.

FOR EXAMPLE, ARE YOU AN AUTHOR?

If so, use the Amazon application to showcase a picture of your own book. When people click on the book, it takes them to the Amazon page where they can buy it. Simple as that. Do you have a blog? If so, use the WordPress or blog application to showcase your most recent article on your profile. This will help you drive traffic back to your site.

The screenshot shows a LinkedIn profile page with the 'Applications' section. The 'WordPress' application is selected, displaying a preview of a blog post titled 'My blog at WordPress.com'. The application details include the WordPress logo, the developer 'WordPress', and the category 'Utility'. There are two checked options: 'Display on my profile' and 'Display on LinkedIn homepage'. A blue 'Add application' button is visible at the bottom right of the application card.

There are other applications to help you showcase your creative design work, your slide show presentations, whitepapers, tweets, and you can even set a video of yourself to auto play when someone lands on your profile using the SlideShare or Google document application.

If you are looking to promote an event, then use the Events application to help you spread your event in a viral way throughout the entire LinkedIn community. There are a number of applications you can use to help market yourself. Just start trying them out, and see what fits your needs best.



Create a Call-To-Action

People need to be led in the right direction that helps you achieve your goals. You can't just expect people to come to your LinkedIn profile and learn about some of the things you do without telling them what to do next. If you don't create a call-to-action, then you are guaranteed to get less than what you desire.

One way to create a call-to-action is by customising your website links. LinkedIn lets you post three links, and instead of having them say "my blog," make it say "Contact Me Here" or "Download My Free Report." The more direct you can be, the better. Also, in your summary, after you tell people who you are, who you help, and how you can help them, tell them how they can and should get in touch with you. Whatever your goal, tell them to contact you or do something in a way that best meets your needs.

Conclusion

In this ebook we covered tips on how you can use this social platform to market yourself and your business.

The final step you need to take in order to become a LinkedIn Guru is to learn how to measure the results of all of your awesome networking activity.

In our last ebook of the series, our very own Rebecca Corliss of HubSpot teaches us how to measure the ROI of your LinkedIn efforts.

If you want to start optimising the path through which your LinkedIn connections turn into leads and customers, sign up for a free 30-day trial of HubSpot.



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