



Small Business
Development Centers
Columbus State Community College

GETTING STARTED WITH LINKEDIN

Build your Business Presence



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Meet Your Presenter: Tonya Wilson

- Program Coordinator and Business Advisor for the Ohio SBDC at CSCC
- Specializes in digital marketing
- Oversees SBDC Center branding, marketing and event calendar
- AAS Multimedia Production
- BS Organizational Management
- MS Marketing & Communication
- LERN Certified Program Planner
- AMA Professional Certified Marketer



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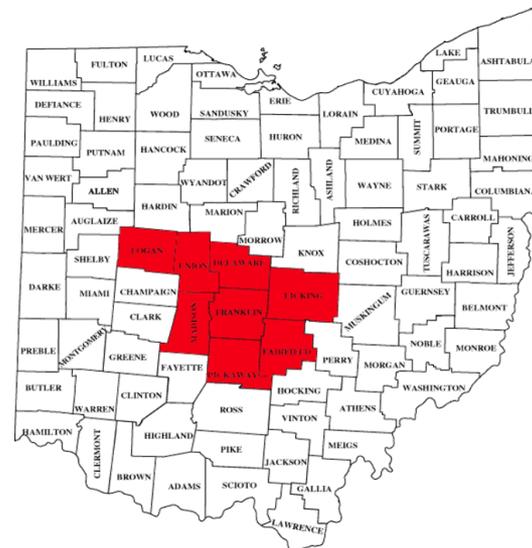


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What is the Ohio SBDC?

- Economic Development Entity – Joined CSCC 2004
- National Network: 1000 nationwide, 27 state
- Central Ohio - 8 County Region
- No-Cost Business Consulting
- Low to no-cost training conducted by certified business advisors or community professionals
- Serve small business for the life of the business
- Specialty programs: Manufacturing, Export Assistance and Latino



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What is Social Media for Business?

The **relationship built between the customer and the brand** in which the brand's goal is to create trust through communication and consistency of action, build brand identity and create positive brand association.



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Why Use LinkedIn?

- **LinkedIn members are loyal brand advocates**, willing to pay more for a brand they relate to: 86 percent said, “When I find a brand I like, I stick to it.”
- According to comScore’s 2013 Buying Power Index, **LinkedIn members have nearly 2x more buying power than Facebook.**
- **Members are more than 2x more likely to trust information provided on LinkedIn than other social networks**, which drives purchases.

<https://business.linkedin.com/marketing-solutions/blog/n/new-research-reveals-linkedin-members-receptiveness-to-consumer-marketing-messages?trk=s-bl>

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First things First

CREATING YOUR COMPANY PAGE

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Requirements to for a Company Page

- LinkedIn has special requirements for setting up a company page. **To add a new Company Page you must meet all of the following requirements:**
 1. You must have a personal LinkedIn profile [set up with your true first and last name.](#)
 2. Your [profile strength](#) must be listed as Intermediate or All Star.
 3. You must have several connections on your profile.
 4. You must be a current company employee and have your position listed in the Experience section on your [profile.](#)
 5. You must have a company [email address](#) (e.g. [john@companyname.com](#)) added and confirmed on your LinkedIn account.
 6. Your company's email domain must be unique to the company

<https://www.linkedin.com/pulse/what-requirements-adding-linkedin-company-page-loribeth-pierson/>

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[Create a Company Page](#) | [Help Center](#) | [Blog](#)

LinkedIn Marketing Solutions

[Advertising](#)

[Company Pages](#)

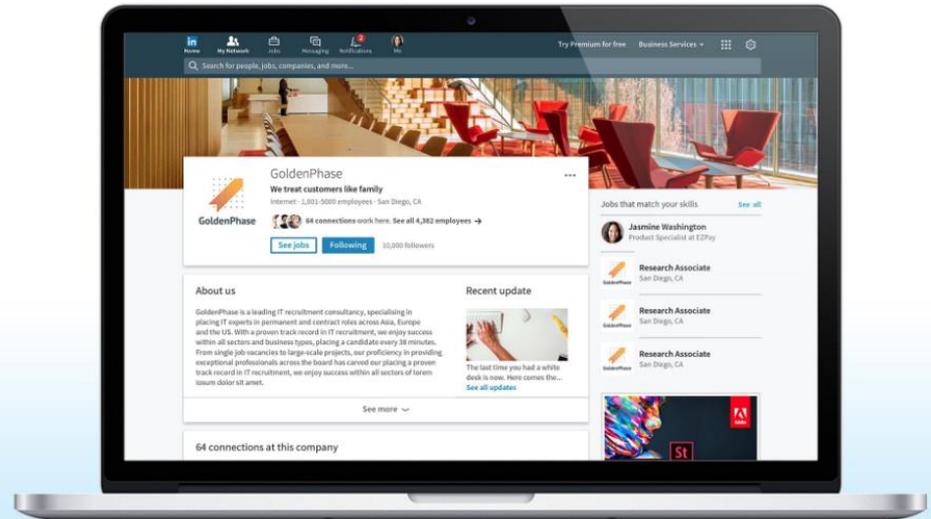
[Resources](#)

[Customer Stories](#)

[Create ad](#)

Get Started with LinkedIn Company Pages

[Create a Company Page](#)



Create a free LinkedIn Company Page

All you need to get started is a LinkedIn account and a verified email address. We'll verify if you're eligible to create a page on your company's behalf.

<https://business.linkedin.com/marketing-solutions/company-pages>

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B2C

USING LINKEDIN FOR BUSINESS TO CONSUMER MARKETING

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B2C Marketing

- Not just for company updates, new and recruitment
- Share your vision
- Ok to be more sales oriented
- Humanize the brand – talk about your employees / show behind the scenes



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B2C Marketing

- Post relevant, useful content
- Show your company, social and environmental values
- Use Ads for targeting
- Remember use visuals / videos for increased engagement



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B2B

HOW TO ESTABLISH B2B MARKETING ON LINKEDIN

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B2B Marketing

- Create targeted content
- Use storytelling to rise above the noise
 - Be engaging and creative use images, video, infographics and data
- Use LinkedIn to gain a competitive advantage
- Increase organic reach - Company pages are indexed (search visibility, unique visitor traffic, relevant referral traffic)
 - Post engagement, follower demographics, page traffic, page engagement



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B2B Marketing

- Join groups for visibility and engagement
- Make your team thought leaders
- Generate more leads with user generated content (referrals, testimonials)
- Humanize the brand – Be human
- Find the decision makers
- Grow your database through connects made



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Final Thoughts...Stay Focused

- Be Patient
- Social is a long term strategy that will build long term clients / customers
- Create small successes
 - *page created, 1st 100 new followers, achieved post engagement, etc.*
- Stay focused on your objectives and work your plan
- Measure, adjust, measure, adjust, measure, adjust...



**For more information and to engage
with the Ohio SBDC at CSCC...**

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VISIT www.SBDCColumbus.com
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