



TMPAA Workshop:  
**Maximizing the  
Power of LinkedIn**

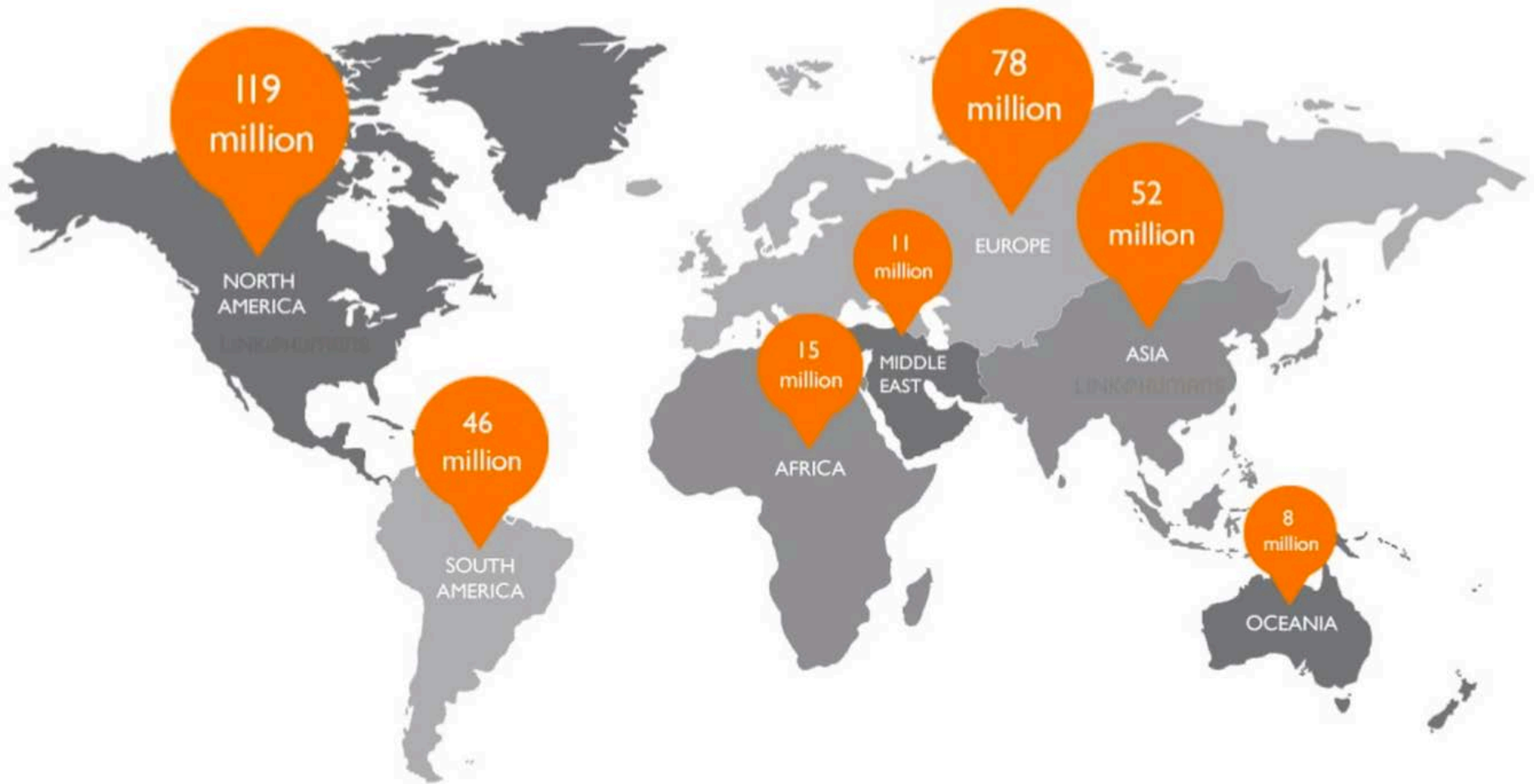
2016 Target Markets Mid-Year

# Today's Speaker

»» Richard Look  
President  
Vertibrands Marketing



# LinkedIn Users



# The Numbers

414m  
World

100m  
per mo

107m  
U.S.

Avg  
170

Average Salary of a LinkedIn User

\$83,000



# Getting Started

## The FREE Stuff!

- ▶ Your Personal Profile
- ▶ Your Company Page
- ▶ Showcase Page(s)



# Richard Look

PREMIUM

President & Chief Strategist at Vertibrands | Past-president of Insurance Marketing & Communications Association

Greater Philadelphia Area | Insurance

- Current: Vertibrands
- Previous: Venture Insurance Programs, Commonwealth Risk, Kingswood Interactive
- Education: Lafayette College

View profile as

500+ connections

https://www.linkedin.com/in/rlook

Contact Info

Add a section to your profile – be discovered for your next career step.



## Language

This can help you find a new job, get a promotion, or transfer overseas.

Add language



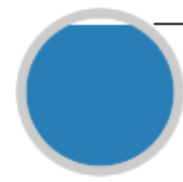
## Volunteering Opportunities

Non-profit organizations could be looking for someone like you.

Add volunteering opportunities

View More

## Profile Strength



All-Star

## Ads You May Be Interested In



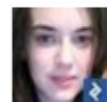
### Get Ahead by Going Back!

Earn your MBA at Alvernia - online or on campus. No GMAT or GRE required.



### Become a \$100M Company

Learn from Executives who've been there. Connect with Advisors on ExecRank



### Attention CXOs

Build a team of proven, hand-picked developers in under 2 weeks

## Who's Viewed Your Profile

8

Your profile has been viewed by 8 people in the past 7 days.

7

Your rank for profile views moved down by 7% in the past 30 days.



PREMIUM

Search for people, jobs, companies, and more...



Advanced



### Venture Insurance Programs

Insurance  
51-200 employees

256 followers

✓ Following



Edit

Home Analytics Notifications

#### Admin Center



#### Drive engagement

Posting daily company updates is the most effective way to start a conversation, and create word of mouth for your business. [View tips](#)

Share an update

Share with: All followers

Share

#### Today's social actions

Sorry, no activity on your content today. Post an update to start a conversation with your community.

[See all notifications](#)



### BEST IN CLASS INSURANCE PACKAGES FOR:

Golf Courses, Commercial Marine, Hotels & Resorts



#### How You're Connected



1st



1st



1st



1st

25 first-degree connections

12 second-degree connections

45 Employees on LinkedIn

[See all](#)





PREMIUM

Search for people, jobs, companies, and more...



Advanced



Home

Profile

My Network

Jobs

Interests

Business Services

Upgrade



PREFERRED CLUB is the only club insurance provider trusted with underwriting authority for three A.M. Best A rated insurance companies. Benefit from our underwriting, risk management & claim experts.

**Website**

http://www.preferredclub.com...

**Industry**

Hospitality

**Followers in your network**



See more

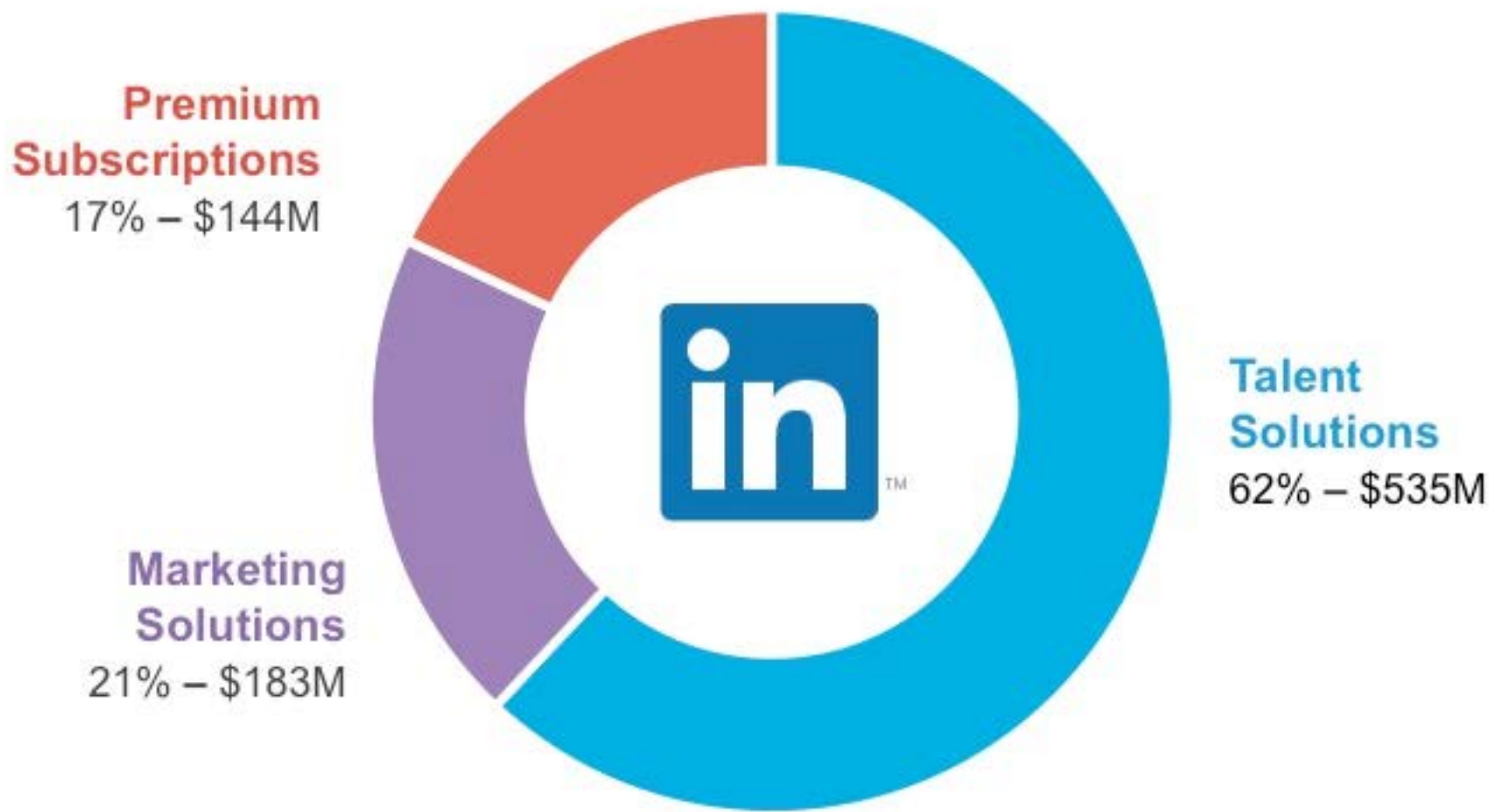
Admin Center

View Analytics



# 2015 Q4 revenue distribution by revenue stream

*Total revenue advanced 34% year-on-year to \$862M*



# 2015 Rebranding

- ▶ Recruiting → LinkedIn **Talent Solutions**
  - ▶ Advertising → LinkedIn **Business Solutions**
  - ▶ Subscriptions → LinkedIn **Sales Solutions**
  - ▶ Training → Lynda.com
- 

**Linked**  **in.**  
Sales Solutions

# The LinkedIn.com Homepage

The image shows a screenshot of the LinkedIn.com homepage. At the top, there is a navigation bar with the LinkedIn logo, the word "PREMIUM", a search bar, and several navigation links: "Home", "Profile", "My Network", "Jobs", "Interests", "Business Services", and "Go to Sales Navigator" (which is highlighted with a red box). Below the navigation bar, there is a banner for "Unashed Distributions? - LAT RCH resolve your unashed or stale dated distribution check problem." The main content area is divided into several sections. On the left, there is a profile card for "Laurena Mergenthaler" with a profile picture and text: "Account Executive - Helping Financial Services... Your recent activity". Below this are buttons for "Share an update", "Upload a photo", and "Publish a post". In the center, there is a post by "Cassell Dittwell" (Business Development Manager at Pouch) featuring a quote by Steve Jobs: "It doesn't make sense to hire smart people and then tell them what to do; we hire smart people so they can tell us what to do." - Steve Jobs. Below the quote is a "Like · Comment · Share" button. On the right, there is a section titled "2 ways to keep in touch" with a profile picture and text: "Martin Woodhouse has a new job. Trust that you'll get a call at Available". Below this are buttons for "Like", "Comment", and "Share". Further down, there is an "Advertisement on LinkedIn" section with three items: "Unashed Distributions?", "Professional Network?", and "MBA Program - URM". At the bottom, there is a "Significant shared" section with a globe icon and text: "New-generation TECHNOLOGY is the new life blood of every industry -- disrupting value chains. [VIDEO] Watch here: http://crystalball.com". Below this text is a video thumbnail showing a man speaking into a microphone.

# “Upgrading” Your Profile

	Business	Business Plus	Executive
	\$249	\$576	\$900
Who's viewed your profile	Included	Included	Included
InMail™ messages	3	15	30
Unlimited profile search	No	Included	Included
Premium search	No	7 filters	7 filters
Saved search alerts	No	Included	Included
Featured applicant	No	Included	Included
Applicant insights	No	Included	Included
Salary data search	No	Included	Included
Premium Profile (30%)	Included	Included	Included
Larger search listings	Included	Included	Included

# LinkedIn Sales Navigator

- ▶ Add your accounts and leads from Salesforce with a single click. Data syncs daily.
- ▶ Create lead lists with Lead Builder.
- ▶ Get relevant insights on your accounts and leads
  - Job changes, news mentions, and new potential leads.
- ▶ SSI Dashboard
- ▶ Who's Viewed Your Profile
- ▶ InMail Messages
- ▶ TeamLink

**The Social Selling Tool**

**FACT:** Your target audience relies on social media when determining their needs from the financial services industry



**75%**

of your audience now uses **social media** to conduct research





# LinkedIn Sales Navigator

	Navigator Basic	Navigator Professional	Navigator Team
Annual Plan	\$576	\$780	\$1,200
Monthly Plan	\$59.99*	\$79.99*	\$129.99*
Premium Profile	Included	Included	Included
Who's Viewed	Included	Included	Included
InMail™ messages	8 per mo	15 per mo	30 per mo
Saved leads	500	1,500	3,000
Premium Search with Lead Builder	Included	Included	Included
Real-time updates	Included	Included	Included
Lead recommendations	No	Included	Included
TeamLink	No	No	Included
CRM Widget	No	No	Included



PREMIUM



Search for people...



Advanced



Home

Profile

Network

Career

Interests

Premium Solutions

[Help Invent The Future! - Inflection, a breakout technology company is hiring in UX. Apply today!](#)

Lead recommendations at **Walmart** [See your saved leads at Walmart](#)

Collapse



**Karen McKale**

Senior Vice President at Walmart  
Fayetteville, Arkansas Area

1st



**Kenneth Hawkins**

SVP of Marketing at Walmart  
Fayetteville, Arkansas Area

2nd



**Thomas Donnelly**

Senior Marketing Manager at Walmart  
Fayetteville, Arkansas Area



[Feedback?](#) | PREMIUM



**Luella Jones**

Senior Buyer at Walmart  
San Francisco Bay Area | Internet

Previous Legacy Marketing Group, Inventa Technologies  
Education University of Southern California

Connect

Send InMail

500+ connections

3rd

Save Contact

Contact Info

[www.linkedin.com/in/luellajones](http://www.linkedin.com/in/luellajones)

TeamLink



You



**38** people available to ask about Luella  
[See Who](#)



Luella 3rd

BACKGROUND



EXPERIENCE

**Senior Buyer**

Walmart



INTRODUCING Samsung **GALAXY Note™**  
phone? tablet? *best of both.*

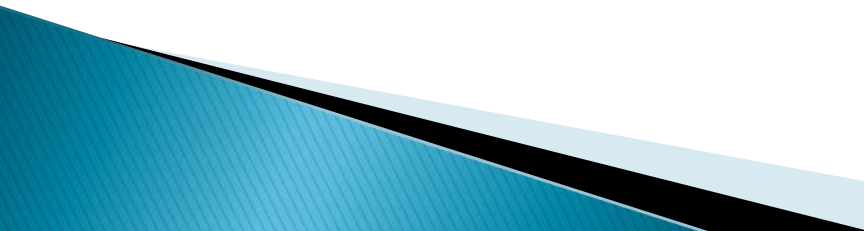


**LinkedIn**  <sup>®</sup> Talent Solutions

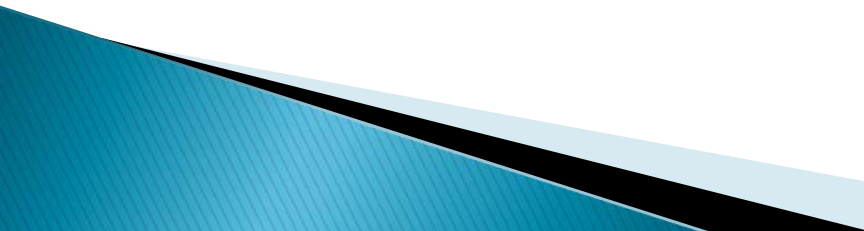
# EXECUTIVE – \$75 /mo

- ▶ Provides full names and profiles of 3rd degree and Group connections
- ▶ View up to 700 profiles in search results
- ▶ Option to add “OpenLink” (an icon on your profile) letting anyone InMail you for free
  - 10 saved searches & 10 search alerts
  - 25 InMails/mo

# RECRUITER CORPORATE – \$900/mo

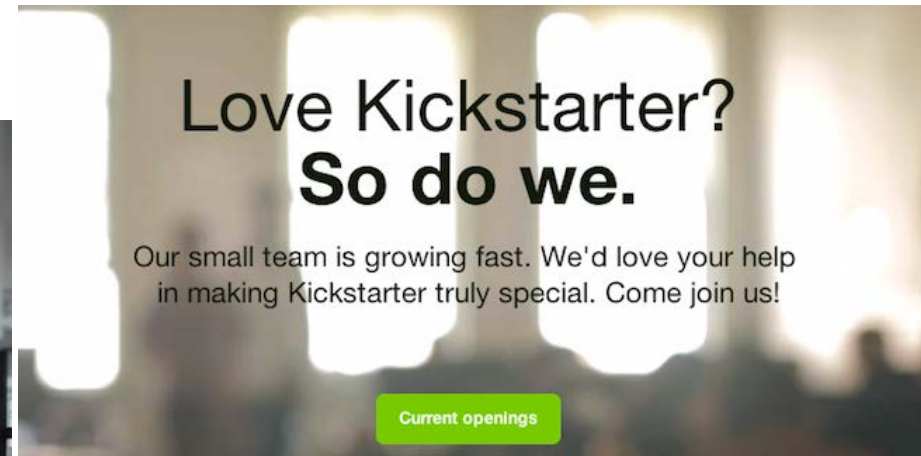
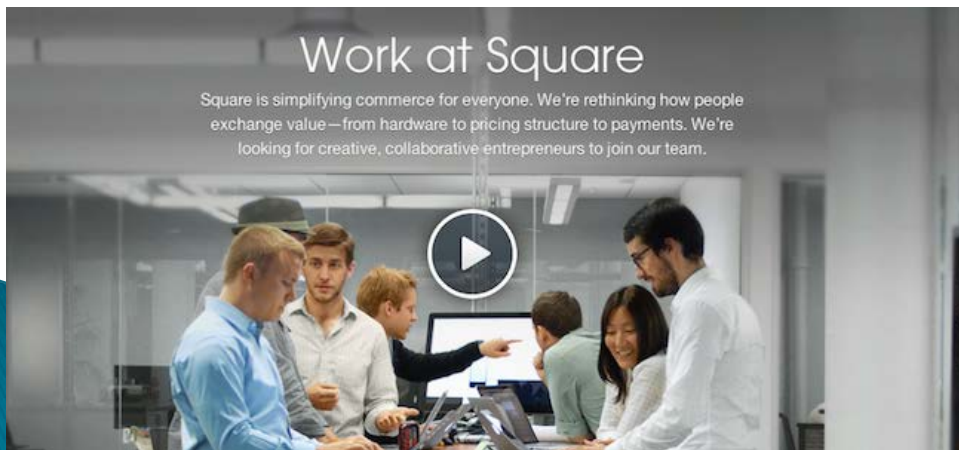
- ▶ Dedicated page on linkedin.com
  - ▶ Separate Recruiter User Interface
  - ▶ Pipeline option to import profiles
    - Great option in some regards, but text of resumes are not searchable)
  - ▶ Profile views are not tracked
  - ▶ 50 InMails/mo
  - ▶ Search all LinkedIn Users & Groups
  - ▶ Unlimited Projects with team sharing
  - ▶ Administrative control and custom fields, tags, and status
  - ▶ Refine search filter to include/exclude people already in projects, messages sent recently, and by tag, status, or custom field.
  - ▶ Admin panel to view recruiter use
    - InMail response rate, days used, profiles viewed, template use, etc.
  - ▶ Admin options for job board cross posting, CRM, and ATS integration.
- 

# RECRUITER LITE – \$120/mo

- ▶ Separate Recruiter User Interface
  - ▶ Profile views are not tracked
  - ▶ Access to full names for members in your network and shared groups
  - ▶ 25 "Unlock" full names on 3rd degree & Out-of-Network
  - ▶ 25 InMails/mo
  - ▶ See all members of Groups that you are a member of
  - ▶ Organize by project
    - 10 saved searches & 10 search alerts
  - ▶ Ability to refine search by years of experience, seniority, function, company size, interests, etc.
- 

# Career Pages

- ▶ Share your mission, values, and vision with dynamic content based on their profiles.
- ▶ Showcase your Talent Brand whenever members view your jobs or research your company
- ▶ Personalize messaging and job recommendations based on member location, industry & function
- ▶ Include Rich Media like videos and all your Job Posts
- ▶ Employee testimonial



# Job Slots

- ▶ Recurring Job Posts that give you the flexibility to fill roles as they open up. Buy once...fill multiple jobs
  - ▶ Automatically recommends job posts to LinkedIn members with the skills and expertise you want.
  - ▶ Access LinkedIn's streamlined applicant management tools to review and filter candidates, take notes, and reach out.
  - ▶ Attract top "Passive" candidates via "Jobs You May Be Interested In"
  - ▶ Know who's qualified, even if they haven't applied, with "Suggested Professionals"
  - ▶ Optimize your Job Posts with detailed analytics
  - ▶ Build your employer brand with "Career Page" integration
  - ▶ Give applicants a great mobile experience with distribution through the LinkedIn Job Search app
- 



# What's New?

## WORK WITH US ADS

- ▶ Get the attention of prospects by advertising jobs on your employees' profiles
- ▶ Show the right ads with custom job recommendations based on the viewer's profile
- ▶ Drive traffic to your jobs, Career Page, or career website

## REFERRALS

- ▶ Newest offering. Automatically uncovers quality hires by engaging your employees, unlocking their networks, and inspiring everyone to recruit.

**LinkedIn**  Business Solutions

# LinkedIn Advertising

- ▶ Set your own budget
  - Pay by clicks or impressions
  - Stop your ads at any time
  - No long-term contracts
  - No commitments
- ▶ Easy ad formats
  1. Sponsored Updates
  2. Text Ads
  3. Image Ads

# SPONSORED UPDATES

- ▶ Share your company's content or an upcoming event
- ▶ Reach just the right audience with targeting options
- ▶ Use Direct Sponsored Content to test your messaging



**Mercedes-Benz USA** · Sponsored

The 2014 E-Class sets a new standard for excellence in its segment. Thoroughly reimagined, the E-Class is offered in a range of models including the quickest production sedan in the world. See what sets the 2014 E-Class apart: <http://lnkd.in/vpRiTV>



**2014 E-Class Overview -- Mercedes-Benz**

youtube.com · Each iteration of E-Class is immediately tasked with raising the bar for both innovation and luxury, a lofty goal considering the vehicle that previously raised it: the preceding E-Class. And with its sharp lines, new cabin and...

+ Follow Mercedes-Benz USA · Like (1,105) · Comment (248) · Share · 1mth ago

# TEXT & IMAGE ADS

- ▶ Get your business in front of audiences who matter most & drive them to your website or landing pages.
- ▶ Fine tune your targeting options to reach the right people and drive high-quality leads.
- ▶ Set your own budget and control costs with pay per click (PPC) or cost per impression (CPM) pricing options.
- ▶ Choose the professional audience you want to reach
- ▶ Create your own ads
- ▶ Set your own budget
  - Pay as you go; no commitments

# LinkedIn Ad Examples



## Fill Your Funnel

Generate leads from LinkedIn with HubSpot's free guide.

From: HubSpot

Go To URL: <http://www.hubspot.com/how-to-generate-leads-using->



## Get Leads From LinkedIn

Use HubSpot's free guide and generate leads from LinkedIn starting today.

From: HubSpot

Go To URL: <http://www.hubspot.com/how-to-generate-leads-using->



## Social Media Lead Gen

Read our free eBook and get leads with LinkedIn today.

From: HubSpot

Go To URL: <http://www.hubspot.com/how-to-generate-leads-using->



Text Ads

Image Ads

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571	546	291	405	981
245	444		369	846
434	538		284	257
955	899	453	487	772
548	736	586	58	290
345	58	81	773	231

Business:  
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Illustrator for Web Design



Photography:  
Foundations of Photography: Exposure

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WordPress Mobile Solutions





Richard Look  
rlook@vertibrands.com

»» Now Let's Connect