



Three New Ways to Use LinkedIn to Market Your Business

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June 22, 2010

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I have frequently discussed how LinkedIn can be used as an effective marketing tool for advisors. This professional social networking site is constantly evolving and has become a better marketing tool in the process. If you haven't logged into LinkedIn recently, here are three new ways you can use the site to market your business.

Add videos

LinkedIn now has the ability to embed video directly into your profile. The SlideShare application, which allows you to include presentations and marketing collateral in your profile, now enables you to post videos. This is a perfect way to add dynamic content to an otherwise stagnant profile.

To ensure your video plays within your profile after it is uploaded, change your SlideShare profile settings to "Show complete presentation in player." If you skip this step, the video will show up as a static thumbnail instead of an interactive video. Choose the "Show On Profile" option for your video to override SlideShare's default setting, which places the most recent document/presentation/video on your profile.

The type and frequency of videos to include in your profile are a matter of personal preference. You might include one video providing a general overview of your firm that is a permanent fixture on your profile. In contrast, you may use SlideShare to showcase your video blogs, posting them on your profile each time you have published a new vlog. SlideShare allows you to upload up to three videos per month as part of a free account. This provides flexibility in how you can use your videos.

The only downside to using SlideShare for videos is that all of your other SlideShare documents become less visible on your profile. The video becomes the only SlideShare file immediately visible and visitors must click "View More Presentations" to see your other presentations and documents. To circumvent this problem, use the Google Presentations or Box.net applications to highlight your collateral and presentations on your main profile page.



Create a company profile

LinkedIn has primarily focused on profiles for individuals. Now company profiles are becoming an important part of the LinkedIn marketing strategy.

Create your own company profile by visiting the Companies page and clicking “Add a Company”. You can post a variety of information, but be sure to include the following:

- Description
- Specialties
- Website
- Logo
- Locations
- Company Blog

After you have created your profile, promote your page like you would your Twitter page or Facebook business page. LinkedIn provides you with a URL and a button to promote your profile (see below). Add this to your website, e-newsletter and other social networking profiles to gain followers. The company profile provides one more way to stay top-of-mind with your prospects, clients and centers-of-influence.



Follow companies

Just as you want people to follow your company, you may want to follow other companies on LinkedIn. If you specialize in working with employees within a specific company or industry, following company profiles can be a valuable marketing tool. To do this, go to the Companies page, search for a specific company by name, and then click “Follow company.”

You will be notified of new hires and departures on your Network Activity feed on your home page. You can also visit the LinkedIn Companies page to see recent updates within



the companies you are following. While hires and departures do not take place in real time since an employee must update his or her personal profile for the change to be noted on a company profile, it can still help you identify money-in-motion.

When you notice a new hire or departure within a company, you can use that opportunity to reach out and introduce yourself and your specialization of working with employees within that industry or company. If the employee is not in your immediate LinkedIn network, you may need to purchase InMail credits in order to send a message. This strategy won't be appropriate for everyone, but if you specialize within certain industries and companies, it can provide you with a list and an opportunity to reach out to perspective clients.

More LinkedIn articles

As LinkedIn evolves and gains popularity (it currently has 70 million members), it will become an even more powerful marketing tool. Keep an eye on how updated features can help you market your business, but also make sure you have mastered the basics.

If you are interested in reading other articles I've written on using LinkedIn, please click on the links below. Some of the information included in the articles may no longer be valid since these articles were written at various times over the past two years.

[How to Use LinkedIn to Market Your Business, Part One](#)
[How to Use LinkedIn to Market Your Business, Part Two](#)
[Worksheet: Using LinkedIn to Market Your Business](#)
[Enhance Your LinkedIn Profile through Applications](#)
[How To Use LinkedIn When Your Compliance Department Says No](#)
[Marketing with LinkedIn: Create Your Own Group](#)

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