

Tips for Maximizing Your Presence on LinkedIn

You may already have a LinkedIn profile for you and your company, but are you making the most of your presence on the platform? LinkedIn is the number one site for business networking, however, many marketers do not take advantage of all the features and functions that this network has to offer. LinkedIn has a number of capabilities that make it a key channel for attracting new business and employees.

Affect Strategies shares top ways for individuals and companies to maximize their presence on LinkedIn:

Individuals on LinkedIn

1. Add news feeds to your profile for a steady stream of fresh content
2. Automatically update your blog on LinkedIn (there's an [app](#) for that!)
3. Update status (directly or through micro blogging tools such as Twitter)
4. Conduct polls (free within your network, small fee outside your network)
5. Join groups and interact (free and fun – good networking opps)
6. Share slide presentations (there's an app for that too!)

Companies on LinkedIn

1. Create discussion groups or participate in discussion groups that represent your prospects or customers
2. Post/invite for company events, webinars, conferences, etc.
3. Post industry news and information on your profile, as well as in discussion or member groups
4. Leverage for new business development – advanced search functions enable you to pinpoint decision makers at target firms
5. Bypass the recruiter - post job openings directly or search for the perfect candidate

LinkedIn Fast Facts

- LinkedIn has 48 million members in over 200 countries and territories around the world (LinkedIn)
- Executives from all Fortune 500 companies are LinkedIn members (LinkedIn)
- LinkedIn has more than 14 million unique visitors per month (Compete.com)

Additional Opportunities for Engagement on LinkedIn:

1. [Research Studies](#) – Leverage the LinkedIn community to conduct market research
2. [Polls](#) – Poll people in your network or in the LinkedIn community
3. [Answers](#) – Ask/answer questions by those in your network or in the LinkedIn community
4. [Advertise](#) – Advertise on LinkedIn with display or text ads.
5. [Event Listings](#) – List an event (webinar, seminar, professional development, networking etc.)

About Affect Strategies

Affect Strategies is a public relations, strategic marketing and social media firm located in New York. Specializing in technology and business to business, we combine strategy, creative and intelligent program development, impeccable execution and exemplary customer service to help our clients achieve their specific business goals. Find out how Affect can help your company. Contact us at 212-398-9680, info@affectstrategies.com or connect with us at www.techaffect.com.