



The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

LPO: LinkedIn Profile Optimization

Presented by Andreas Ramos

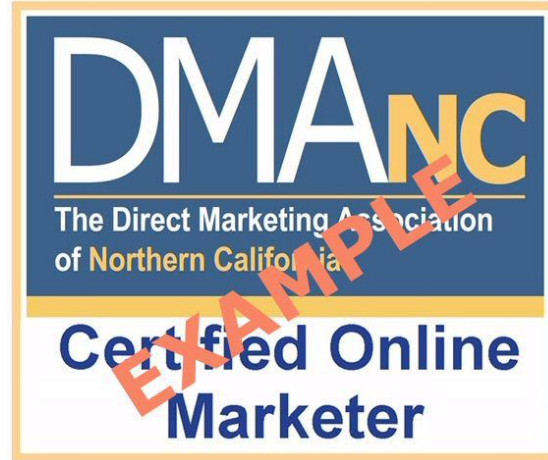
- VP of Digital Marketing at Beasley Direct and Online Marketing
- Adjunct Professor at CSTU
- Author of 14 books on SEO
- Wednesday, December 11th 2019 | 10:00 a.m. to 12:00 p.m. PST



- The Direct Marketing Association of Northern California was formed to educate, inform and provide networking opportunities for Direct and Online Marketing professionals in the San Francisco Bay Area
- We hold monthly luncheon seminar meetings, certification workshops, periodic half-day seminars, and provide opportunities for the best in learning and job networking in the Northern California marketing community



- A certificate with the completion of any eight courses within two years of starting
- If a certificate isn't in your plan, you can take as few or as many of the courses as you'd like
- Students who complete a certification program will receive a frameable Certificate of Completion and a digital badge for your website, blog, email signature, or social profiles



About Andreas Ramos

- Director of the Digital Agency at Acxiom
- Head of Global SEO at Cisco
- VP of Digital Marketing at Beasley Direct and Online Marketing



amazon #1 Best Seller

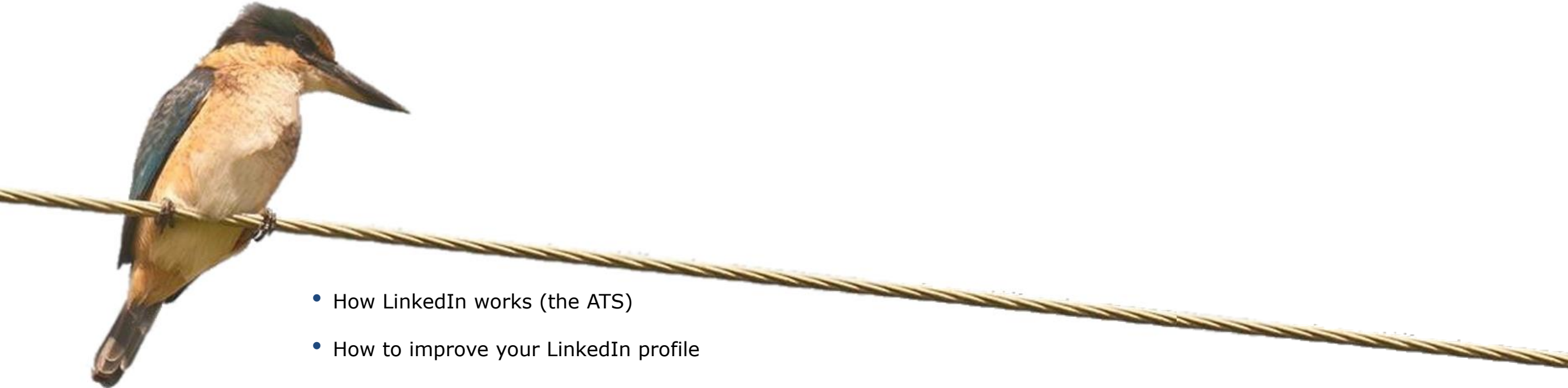
andreas.com



1. If I'm not speaking clearly
2. Or I talk too fast
- 3. Let me know!**
4. Send me a message via the chat box in GoTo Meeting
5. Your messages will be private. Nobody else can see your message



Agenda: What We'll Cover Today



- How LinkedIn works (the ATS)
- How to improve your LinkedIn profile
- Posting in LinkedIn
- Points for your postings
- LinkedIn Sales Navigator

Why Use LinkedIn

- When people research your company, you can show credibility and authority
- People can find the key people at your company
- Your company can find business connections or partnerships
- Post in LinkedIn to reach key people
- Use LinkedIn ads to reach targeted audiences
- Be found by job seekers



Before You Start to Edit Your LinkedIn Profile

Check your LinkedIn score before you start

1. Log into your LinkedIn account
2. Scroll down to Profile Strength
3. Make a screen shot or write down your level and percentage
4. After you've made changes, check your score again to see if your profile improved

Tip: If your profile is incomplete, click the profile box to see what you can improve.

Profile Strength: **Intermediate**

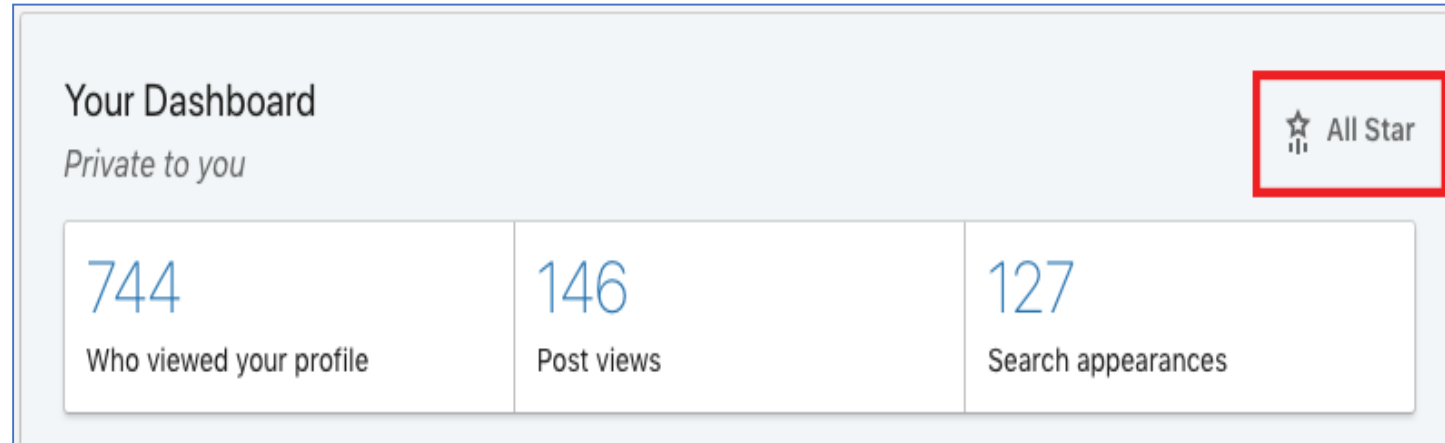
Where do you currently work?
Over 2 million people search by current position on LinkedIn every week

Does not apply

Steps completed

- ✓ Photo
- ✓ Industry
- ✓ Skills (5+)
- ✓ Education
- ✓ Summary
- ✓ Location
- Position

You get an All-Star badge for
your profile

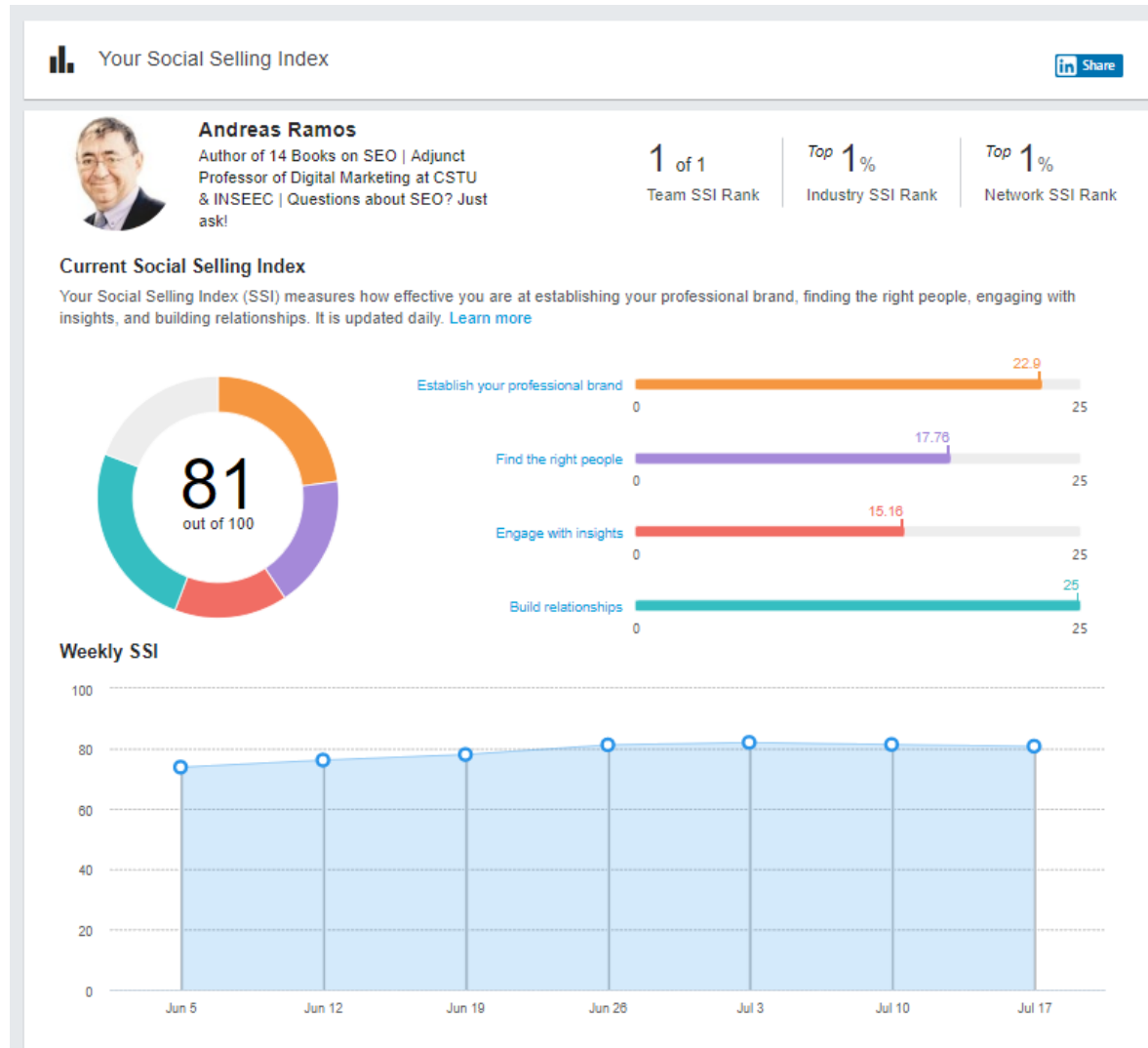


The screenshot shows a user dashboard with the following elements:

- Your Dashboard** (Title)
- Private to you* (Subtitle)
- All Star** badge (highlighted with a red box)
- Three statistics cards:
 - 744** Who viewed your profile
 - 146** Post views
 - 127** Search appearances

Use Sales Navigator to See Your Score

- If you use Sales Navigator, you can see your score
- Mouse over the links in your score to see a series of slides on how to improve your score
- Get a before/after screenshot to compare your work



LinkedIn ATS

LinkedIn Uses an Applicant Tracking System (ATS)

ATS uses AI / machine learning to look for patterns in resumes and assign scores, based on:

- Score based on search terms
- Score based on a specific job description
- Similarity score to another resume
- Your connections in your field
- Recommended by experts in your field
- Your activity in LinkedIn
- Score on the recruiter's feedback. The recruiter rates 100 resumes to develop a personal scoring bias.
- Additional filters:
 - Exclude resumes outside an area
 - Minimum schooling requirements
 - Minimum work experience requirements
 - Required skills or competencies



98% of Fortune 500 companies use ATS (Jobscan)

35% of small organizations use ATS (OCG)

When someone searches, your profile must match that search

Let's say someone is looking for AI development services

1. LinkedIn uses exact match. If the exact phrase isn't in the profile, the profile won't appear
2. A search may contain several terms, such as "python developer AND machine learning AND AI development services"
3. The search tool accept some variation (such as "VP" for "vice president") so use both the acronym and the proper name
4. Use the full proper name of skills, companies, universities, and so on (Ford Motor Company, not Ford) in your profiles

Tip: Try several searches. Look at the top profiles. Write your profile to match the top results.



Let's Start with Your Profile

- Header (Background, Photo, Name, Summary)
- Highlights
- About
- Articles and Activity
- Experience
- Skills & Endorsements
- Recommendations
- Accomplishments
- Interests
- Languages
- And more...

The screenshot shows a LinkedIn profile for Steve Sims. The header includes a background image of a large crowd, a profile picture of Steve Sims, and navigation buttons for Home, My Network, Jobs, and Messaging. The profile name is Steve Sims, 2nd degree, with a website link to SteveSims.com. The bio reads: "The Real Life Wizard of Oz | Helping you build your goals. Los Angeles, California - 500+ connections - Contact Info".

Highlights: 90 mutual connections. You and Steve both know Gustavo Lee and 89 others.

About: I teach you the art of communication so that you can gain and utilize relationships to accelerate your business goals.

Articles & activity: 6,756 followers. Two articles are shown: "The ROI on your keynote" published on LinkedIn and "We all like a good underdog story - this might be one of the top. Mee..." shared by Steve Sims with 3 likes.

Experience: Speaker & Consultant, Jan 2014 - Present, 5 yrs 10 mos.

Skills & Endorsements: Entrepreneurship (99+). Endorsed by Joe Polish and 17 others who are highly skilled at this. Endorsed by Florindo Rozante and 2 other mutual connections.

Recommendations: Received (7), Given (5). A recommendation from Cheryl BryantBruce, Author, Conierge, states: "Steve is an amazing entrepreneur. I worked with Steve as a client when he secured a ticket for me to the Elton John Oscar Party, where I was able to represent my business interests. He introduced..."

Accomplishments: 1 Publication: Bluefishing - The Art of Making Things Happen.

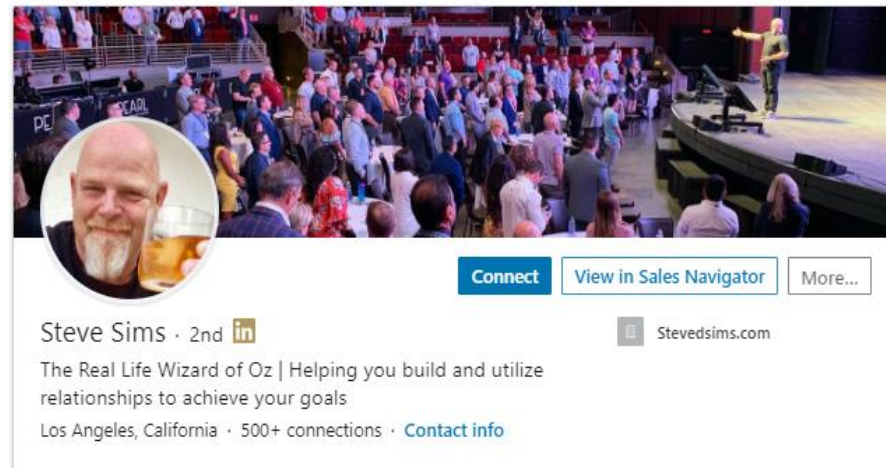
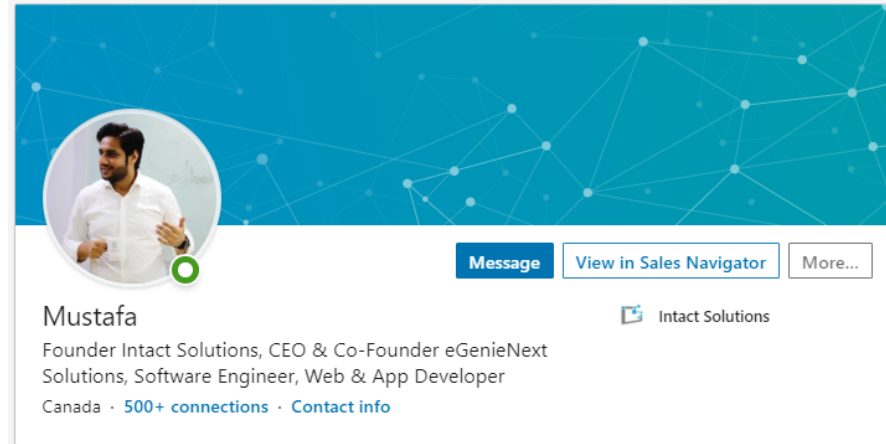
Interests: Michael Dell (CEO and Chairman at Dell Technologies, 1,711,722 followers) and Media & Marketing Professionals (578,712 members).

The background is the large banner behind your photo.

- The default blue background shows he did not improve his profile
- Use a background image relevant to your skills, market, or field
- The image should be 1584 pixels wide by 396 pixels high
- Use PNG format (better quality)
- For background images, search at Google for <linkedin background images>

Tip: Don't show pretty sunsets or abstract patterns. Show what you do.

Tip: Check your profile on both desktop and mobile to be sure it looks good



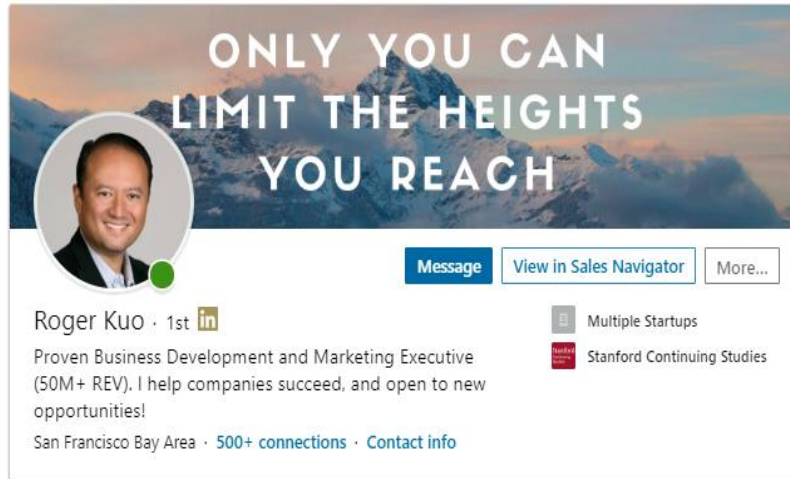
People look at your photo to see if you match their corporate culture.

- Use a professional photograph
- No blurry snapshots, no beer in your hand, no sunglasses
- Don't just face the camera. Turn your shoulders slightly and smile. Wear bright solid colors.
- Use PNG image format

Tip: Be sure your profile photo can be seen by others. In your "Me" pulldown menu of the navigation bar, find **Settings and Privacy**. On the **Account** tab find **Site Preferences**, and scroll down to **Showing Profile Photos**. Make sure this is set to **Everyone**.

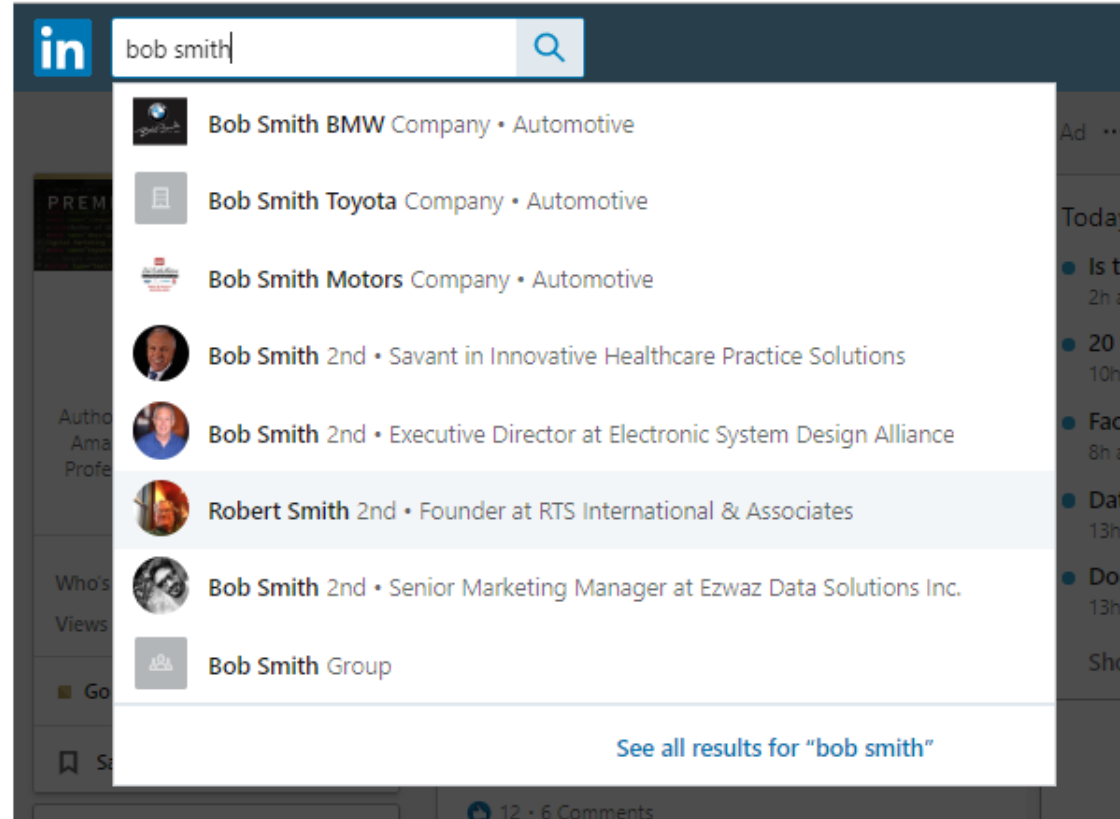


- Hope Frank's photo shows confidence and openness, which how a CMO should be.



- Roger Kuo does bizdev for large companies, so his profile photo is corporate yet relaxed.

- Be findable. Use the name that people know for you.
- If people know you as Bob Smith, use Bob, not Robert
- Be sure that the summary is descriptive
- Use versions of your name in the First Name field
 - If Chinese and English, use both, such as Xiaomi Helen
 - Marianne Mariianne Marianna

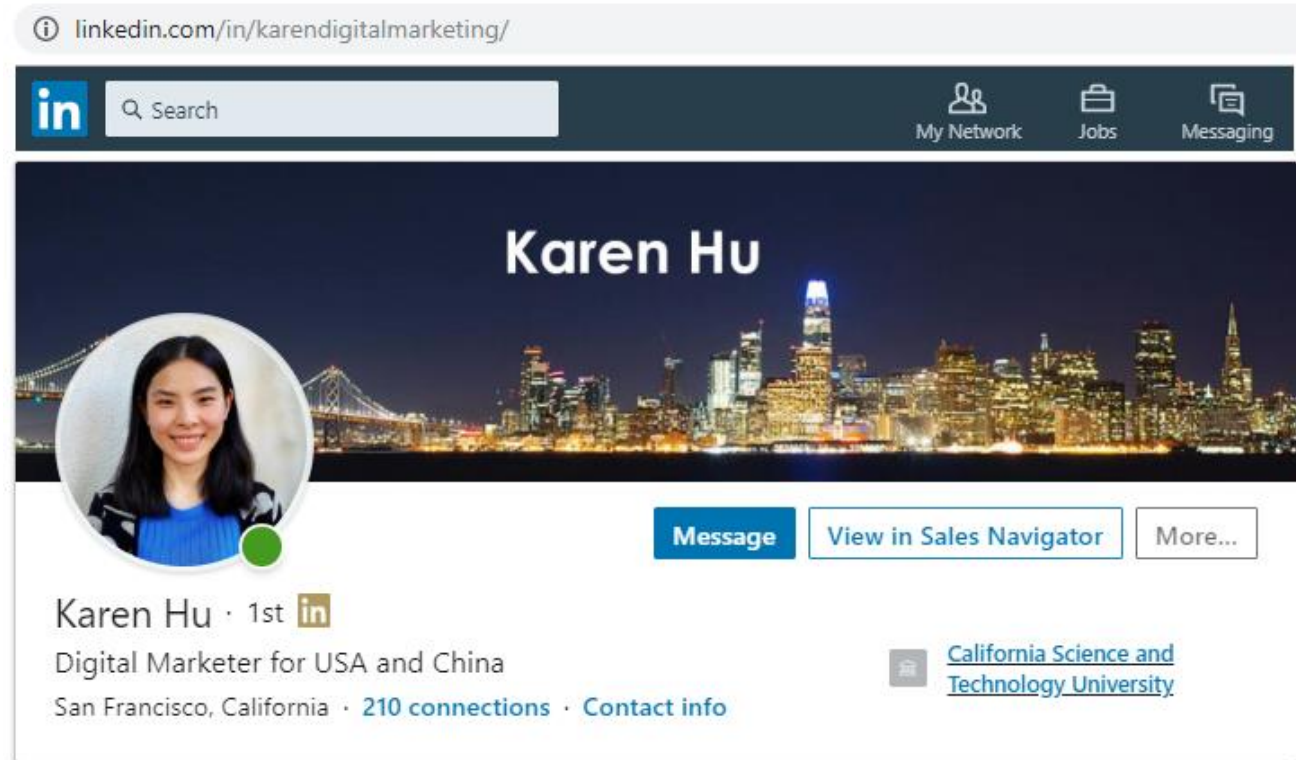


If your LinkedIn URL is something like
linkedin.com/in/527334563454,
change it to linkedin.com/in/LauraJones/

To change your URL:

1. Click the **Me** icon at the top of your LinkedIn homepage
2. Click **View Profile**
3. On your profile page, click **Edit Public Profile** & URL on the right
4. Under **Edit URL** at the right, click the **Edit** icon next to your public profile URL
5. Change it from linkedin.com/in/ 52733454 to linkedin.com/in/laurajones/

Tip: You can also add keywords to your URL, such as LinkedIn.com/in/KarenDigitalMarketing



The headline appears below your photo.

- Tell people what you can do for them
- 120 characters in two-to-three lines
- List your job title and your top three skills.
- Mobile devices show only the first 50 characters, put the most important at front
- Examples:
 - We get your brand in Forbes, Entrepreneur, Bloomberg, Inc, and others to build credibility!
 - Java Development services for IoT, Cloud, Blockchain Startups
 - Big data solutions for banking and insurance

```

1 <!doctype html>
2 <html lang="en">
3 <head>
4 <meta charset="utf-8">
5 <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
6 <title>Author of 16 Books on SEO/SEM | Official Site | andreas.com</title>
7 <meta name="description" content="Author of 16 books on SEO/SEM | Seven Amazon #1 Best Sellers | Adjunct Professor Digital Marketing | CMO Silicon Valley IoT Startup | Blog | Books | About | Stuff | Contact | See andreas.com">
8 <meta name="keywords" content="Andreas Ramos, SEO, SEM, andreas.com">
9 <script src="https://www.linkedin.com/js/api/en-us.js" type="text/javascript"></script>
10 <script src="https://www.linkedin.com/js/api/en-us.js" type="text/javascript"></script>

```

Andreas Ramos

Author of 16 books on SEO/SEM | 7 Amazon #1 Best Sellers | Adjunct Professor Digital Marketing | CMO of an IoT Startup

Palo Alto, California · 500+ connections · [Contact info](#)

- California Science and Technology University
- Ruprecht-Karls-Universität Heidelberg

The About summary goes under your headline.

- Use 10-15 keyword phrases, three successes, three accomplishments
- Show that you love what you do. You're happy at, growing at, working in a great team at...
- Use short sentences with space between your paragraphs so it's easy to scan.
- End with "Call me now!" or "Email me!"

Tip: Add your contact information. 70% of recruiters don't pay for Premium and can't see your contact information. For example:

Call me!
Jennifer Williams
email jennifer@gmail.com
jenniferwilliams.com
Tel. +1.650.123.4567
San Francisco, California

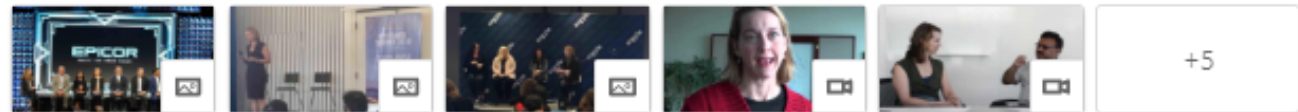
About

I have extensive experience as marketing executive in consumer and technology marketing; my knowledge spans software, services, and business management products. In my current role, I bring together industry acumen with cloud software to drive smart results for companies who wish to maximize productivity in every business decision. I lead a team of marketers with deep industry and marketing expertise who focus on delivering tangible outcomes, growth, and easy to use and deploy solutions. Working closely with product development and sales teams, this talented team ensures products and services delivered meet today's needs, while also scaling for future.

I take great pride as a leader and connector who strategically drives and facilitates organizational change. As a life-long learner and creative thinker, my unique strength is the ability to unite and inspire others, conducting and motivating them to drive business impact.

Prior to my current role, I worked at GE Digital where I brought together the industrial strength of the company with development of software for the digital age. I led a team of software marketers who focused on product marketing for IoT solutions.

I also spent many years at SAP during which I marketed a variety of products and services, including leading the product marketing for the small and mid-sized business portfolio of products, as well as transitioning the ecosystem of partners to deliver and monetize cloud solutions effectively in HR, Procurement, Supply Chain and ERP.




The Experience section is normally a resume.

- Show that you have experience and skills in your field
- Add your positions, job titles, organization's name, dates (start and end, month and year), location (city) and a short summary of each position
- List every software and tool you have used. Repetition is okay. If Excel appears five times in your Experience section, you'll score higher than someone who only lists it once.
- ATS searches for skills. If you don't list it, you won't show up. Use the full proper name, such as Microsoft Excel, Microsoft Office, and so on.

Tip: Don't list irrelevant jobs or experience.

Tip: If there are blank spaces, add volunteer experience, study, and similar.


Experience



Founder
CSI Crypto Monnaie
Dec 2017 – Present · 2 yrs 1 mo

CSI is a consulting company dedicated to facilitating private individuals' access to digital currencies' speculative market.


We decided to simplify access to this type of investment through our investment and risk management strategy. [...see more](#)



Internship in web design and digital communication
La Guilde de l'innovation
Jul 2018 – Aug 2018 · 2 mos
Région de Lyon, France

The Innovation Guild is a Start'Up that helps companies to innovate, pivot, explore new ways of thinking about their activities and new markets through their own innovation tools.

Prototyping of the SEO (Search Engine Optimization) oriented website, copywriting and [...see more](#)



Head of e-commerce & digital communication
The Royal Racer
Nov 2016 – Apr 2017 · 6 mos
Lyon

Redesign and activation of a Prestashop E-commerce platform. Online posting of articles, shipments, customer service.

Social media communication: [...see more](#)

[Show 1 more experience](#) ▾

- List all relevant education, certificates, and licenses
- If relevant, include month and year

Tip: You get a better ATS score if you have month and year

Education



University of California, Berkeley

Doctor of Philosophy (PhD), Computer Science
1983 – 1987



The University of Texas at Austin

Master of Arts (M.A.), Mathematics



Yale University

Bachelor of Arts (B.A.), Mathematics

People vote on your skills to endorse you.

- Show your top three skills
- Get at least 25 endorsements for each of your top three skills
 - If a skill isn't relevant, click the pushpin icon to remove it so you can add a new item to the top three
 - If another skill should be at the top, use the pushpin to move it
 - If skills overlap ("web analytics" and "analytics"), delete the one with less votes
 - Grab the four bars at the right and drag skills to reorder by priority
- To add more skills, click on "Industry Knowledge: List of additional skills"

Tip: LinkedIn looks at your profile, notes the tools that frequently appear in your jobs, and may add some of them to this list. Don't rely on LinkedIn. Add all skills that you know.

Tip: If you have many skills, it diffuses your votes. Show a few skills to get more votes on those.

The screenshot displays the 'Skills & Endorsements' section of a LinkedIn profile. It lists three skills, each with a checkmark icon, a skill name, and a count of endorsements. For each skill, there are two columns of endorsement information, each starting with a small circular profile picture of the endorsing user. The skills listed are Digital Marketing (79 endorsements), Email Marketing (78 endorsements), and Marketing Strategy (49 endorsements). At the bottom of the list is a 'Show more' link with a downward arrow.

Skill	Endorsement Count	Endorsed by	Endorsed by
Digital Marketing	79	Matt Smith and 7 others who are highly skilled at this	John Dent and 17 other mutual connections
Email Marketing	78	John Dent and 17 others who are highly skilled at this	Kyle Morehouse and 20 other mutual connections
Marketing Strategy	49	Kathy Hecht and 6 others who are highly skilled at this	Mark Donatelli and 12 other mutual connections

People read your Recommendations to get a sense of who you are.


- Get 5-10 recommendations
- Ask your managers, college instructors, staffers, clients, and others to write recommendations for you
- LinkedIn gives more weight to recommendations from people who are highly skill in your field

Tip: It doesn't look good if there are only a few recommendations

Recommendations


Ask for a recommendation [Recommend Jennifer Joanne](#)

[Received \(21\)](#) [Given \(16\)](#)




Michael Gorman
Senior Vice President,
Business Development and
Marketing at ShareThis
May 2, 2018, Michael managed
Jennifer Joanne directly

Jennifer is a consummate B2B marketer. She spans the marketing disciplines, from setting strategy, to creating content and communications, to managing a conversion funnel. As one of the first to join our startup, she rolled up her sleeves and did the hard work to establish our brand, our website, and our sales ... [See more](#)



Ashleigh Pirie
Head of Marketing and
Product at Rigzone
January 5, 2016, Ashleigh
reported directly to Jennifer
Joanne








I had the pleasure of working with Jennifer at OilCareers and Rigzone, we worked on multiple projects, one of them being the integration of two media businesses. Jennifer is great mentor who encouraged me to develop in my role as a Marketing Executive, giving me greater responsibility whilst sharin... [See more](#)

[Show more](#) 

Add your interests in people, activities, and things. LinkedIn uses this information to select postings for your News Feed. LinkedIn also uses this to suggest connections.

- **Influencers:** These are leaders in your field or key people in your field whom you follow. By listing these, others can see that you know who is important in your field.
- **Companies:** Relevant companies and organization that you follow, such as clients, companies where you've worked, and companies where you would like to work
- **Groups:** Associations, clubs, and memberships. List all professional societies and groups for your field.
- **Schools:** Universities and colleges. If you're interested in UC Berkeley, add it and LinkedIn will show postings and articles from them.

Interests

	<p>SAP Women Forward 594 members</p>		<p>Gretchen Rubin  Bestselling writer about habits and happi... 2,856,855 followers</p>
	<p>SAP 1,761,662 followers</p>		<p>McKinsey & Company 2,960,618 followers</p>
	<p>LinkedIn 10,131,428 followers</p>		<p>SAP Digital Business Services 17,944 members</p>

[See all](#)

- Accomplishments
- List your volunteer activity here
 - It looks good to show that you're active in your community. This includes Red Cross, church, scouting, city activities, and so on.
 - People who look at your profile may also be active in one of your items, so you'll have something in common
- Languages
- Courses, honors, awards, projects, organizations, test scores, patents
- Publications: Articles or books that you've published
- Your blog's URL
- Awards and recognitions
- Mountains you've climbed, marathons you ran, and so on

Click **Add Profile Section** to add these sections

The screenshot shows a LinkedIn profile section titled "Accomplishments" with a dropdown arrow. Below it are four sub-sections, each with a count and a dropdown arrow:

- 3 Honors & Awards**
 - Volunteer of the Year, German School of the East Bay
 - Cloud Customer Lifecycle at SAP Wins Program of the Year
 - VP, Channel Marketing
- 2 Projects**
 - WomenSpark Initiative • WomenSpark Initiative
- 1 Language**
 - German
- 1 Organization**
 - German School of the East Bay








Connecting to Others

To Connect or Not Connect?


- Open Networkers accept all connections
- You get more points if your connections are within your field and have extensive professional experience.
- You should have at least 1,000 connections

Tip: You should accept all connection requests


Manage my network

	Connections	11,156
	Teammates	
	Contacts	2,656
	People I Follow	7
	Groups	9
	Pages	25
	Hashtags	9


Invitations See all 18




Gaetan J. Patrick EGOUNLETY
Group Head, SME and Value chain at Ecobank Transnational Inc.

 SANDRA IDOSSOU


Ignore [Accept](#)




Amine HADDOUMI
Cadre et dirigeant d'entreprise

 Codou Cissé and 5 others

Ignore [Accept](#)



Jocelyn ADJOBY
DJCE, MBA

 Marius ATTA and 8 others

Ignore [Accept](#)

[Show more](#)

- Use Advanced Search to find director-level or higher in your field who are:
 - Alumni of schools
 - Alumni previous companies
 - Shared interests (hiking, church, chess...)
- Connect to your email address book
 - Go LinkedIn | My Network | Add More Contacts
- Use Google to find people in your field
 - To find directors in banking in Dallas, search at Google:

site:LinkedIn.com (inurl:pub) "banking"
"director" "dallas" -jobs

When you ask someone to connect to you, write a personal message. They will likely connect to you.

- Read the person's profile
- Write something to show that you read their profile

A few examples:

- Hello, John, I see you're from Houston. We often travel to Houston and love the city!
- Hello, Laura, I was looking at your profile and see you completed the LinkedIn Marketing Technology course. I was considering that course. Did you think it's worthwhile?
- Let's connect. We both work in blockchain banking.
- I saw your post about blockchain economics and wrote a comment

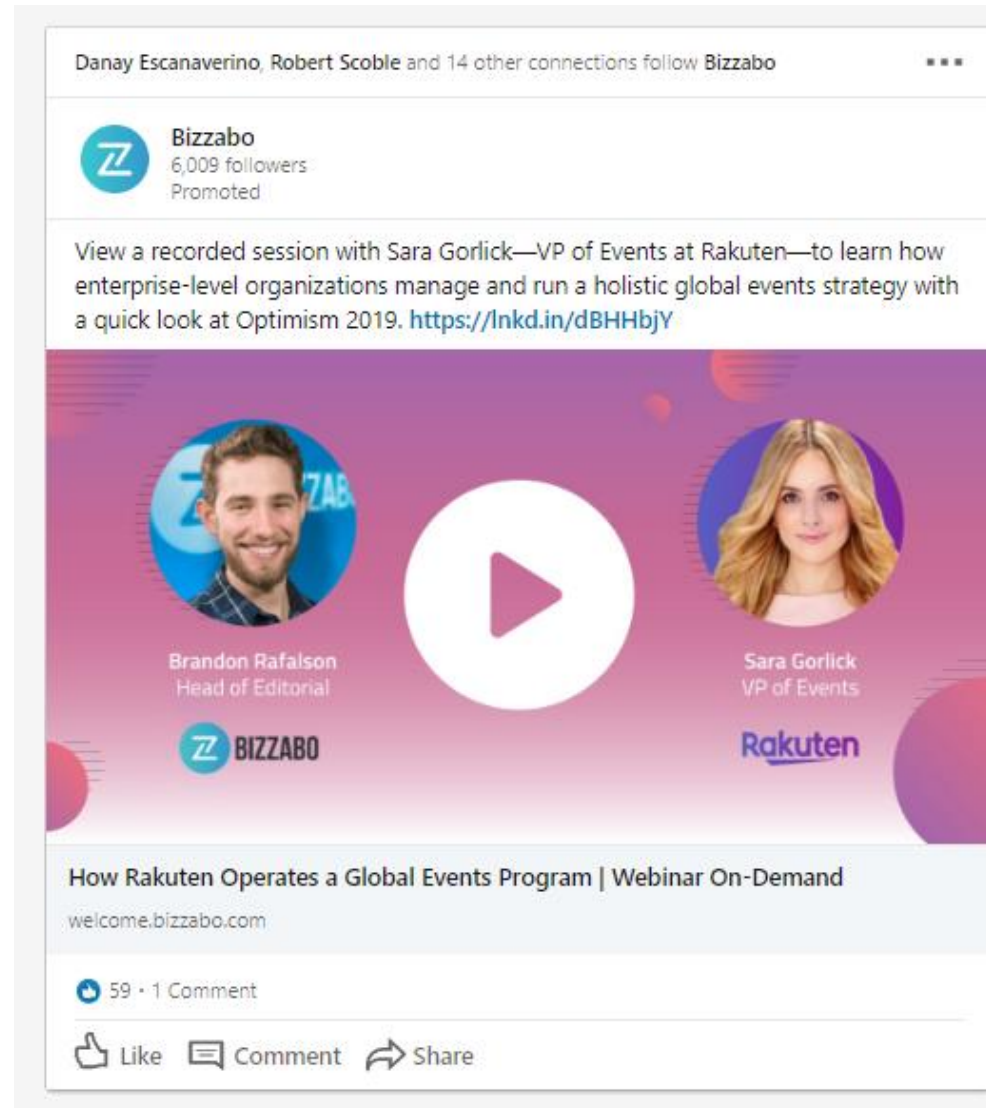
Close the message by asking the person to connect with you, such as, "Would you connect to me? Thanks, Bob"

People you may know with similar roles See all

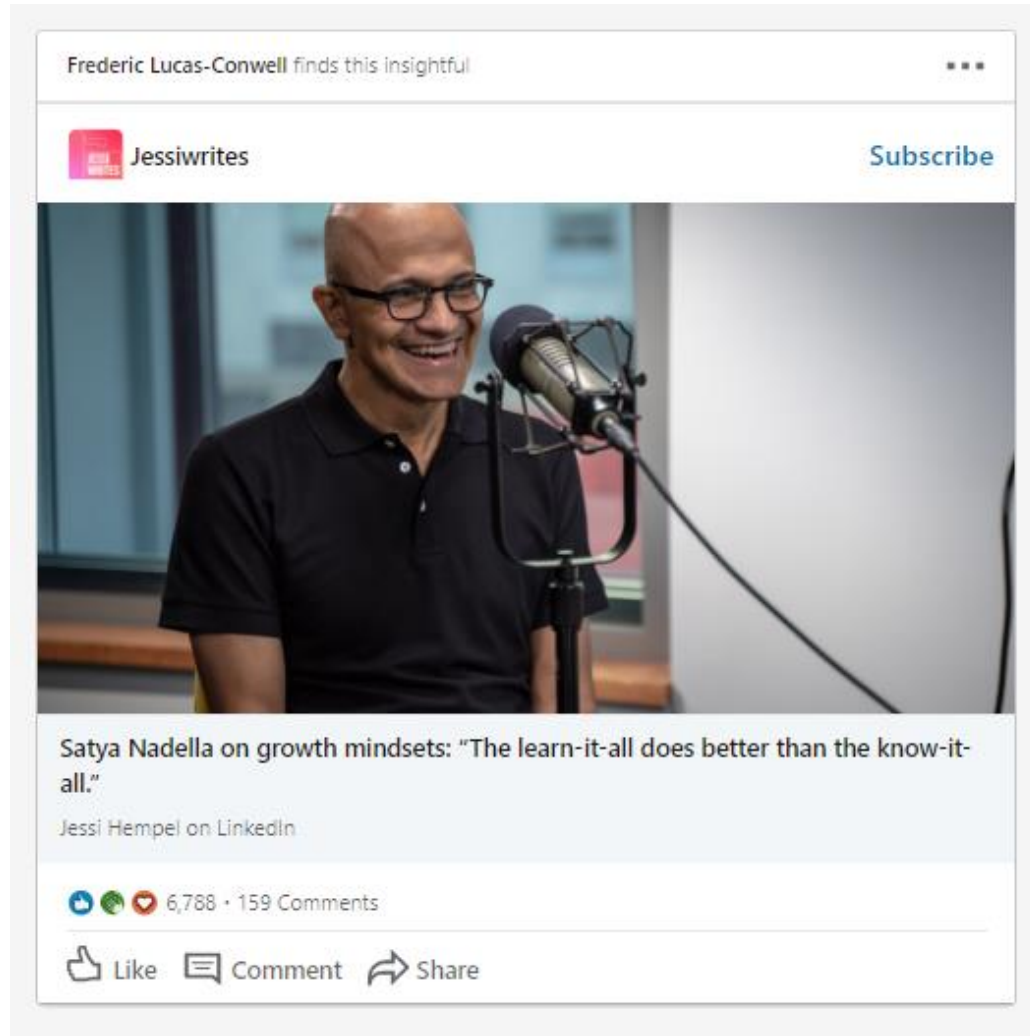
 Amin Khan COO WATERSTONE INTERNATIONAL-... 314 mutual connections Connect	 Vanessa B. Dewey Experiential Marketing Community Builder ... 11 mutual connections Connect	 Alejandra Gonzales SEO Content Manager Growth Hacker 70 mutual connections Connect	 Mike Leys Founder at Tribe Consulting 1,114 mutual connections Connect
 Dmitrii Shchuvatov CMO @ Truegame.io, digital marketing... 211 mutual connections Connect	 Brian Plotke Digital Marketing Analyst at HDMZ 199 mutual connections Connect	 Mordy Oberstein Chief Marketing Officer at Rank Ranger 70 mutual connections Connect	 JAMES HUGHES Marketing Consultant & Sales Funnel Expert 28 mutual connections Connect

Posting

- You want comments and forwards
- The more comments and forwards, the more visibility
- Invite reaction
 - Invite them to comment
 - Ask questions: How would you _____
 - Ask your audience how they use your product, tips, ideas, hacks
 - Ask them to forward your post to friends and co-workers
- Not just business!
 - Show your team at work, at fun, hiking, canoeing, events, the restaurant, the dogs of your organization



- Subscribe to 3-5 email newsletter for your field
- When you see an interesting item, write a short summary of two or three lines
- To get more attention, add photos and video
- Use your phone's video camera for short sixty-second interviews with co-workers, clients, and so on
- Use the @mention in your post. As you write your post, type the "@" symbol and then a person's name. A list will appear and you can select her from the list. When you finish, her name will appear in bold. Her name will be clickable. She will also get a notice that she has been mentioned.



1. Type your top keywords into Google
2. Look at the results
3. At the bottom of search results, Google shows "People Also Ask..."
4. Look in Quora, Yahoo Answers, Reddit, and similar

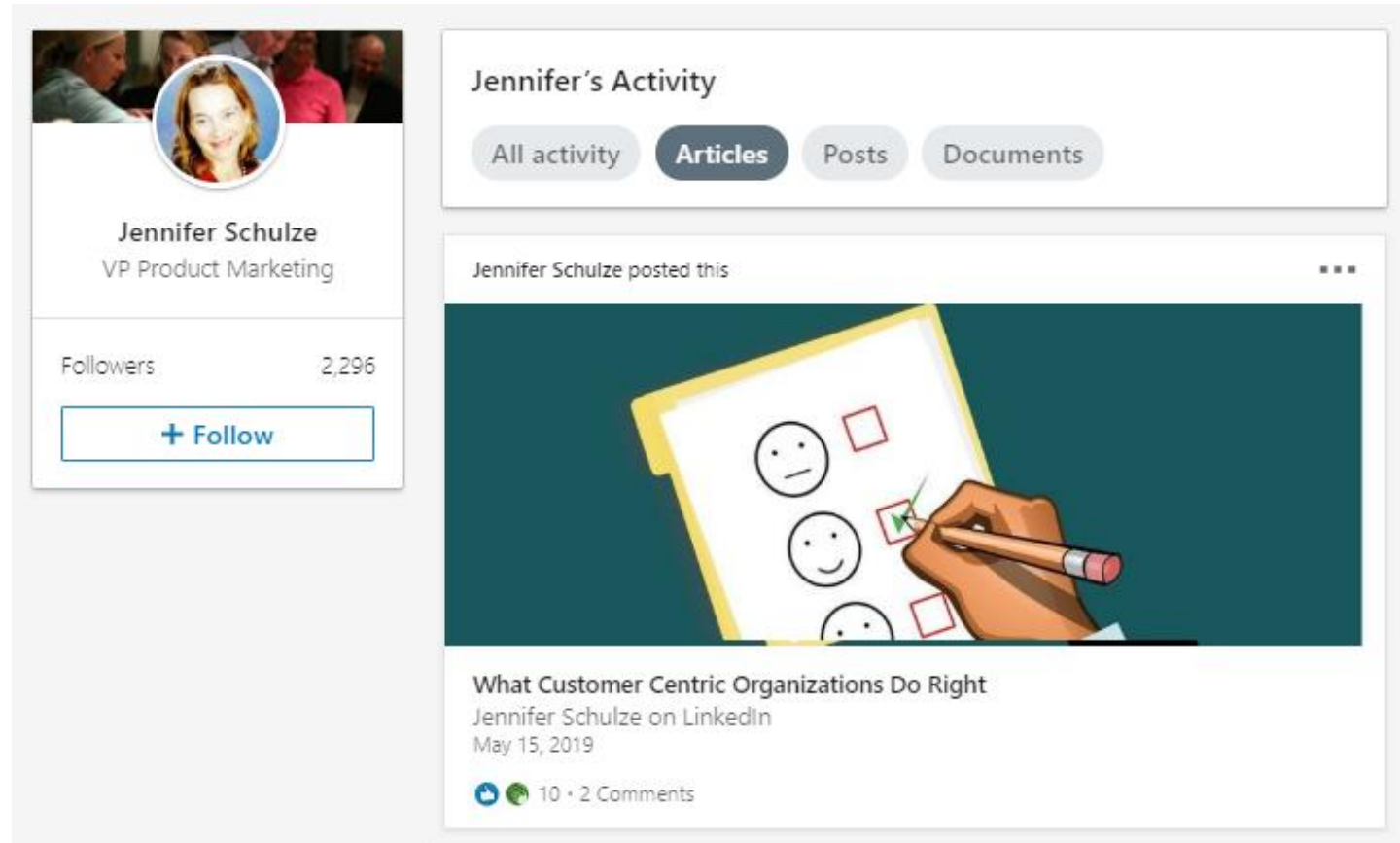
Tip: Use the question as a heading and write an answer.

The screenshot shows a Google search for "what is the best ski boot brand". The search bar contains the query, and the results show "About 21,200,000 results (0.55 seconds)". The main result is "The Best Ski Boots for 2018" with a list of four items: Nordica Cruise 110, Scarpa Freedom SL Freeride, Dalbello Aerro 60, and Rossignol Alias Sensor 120. Below this is a link to "10 Best Ski Boots (2018) – Beginner, Intermediate, Advanced Skiers" with the URL <https://www.myproscooter.com/best-ski-boots/>. At the bottom of the search results is a "People also ask" section with four questions: "What ski boot flex should I get?", "What are the best womens ski boots?", "How do you shop for ski boots?", and "What are the best ski boots for beginners?".

- You can't just upload your profile and wait under the bed for the phone to ring
- You must be active in LinkedIn
- Post once a week
- The more you post, the higher your score
- Write comments to postings by others



- If you have enough LinkedIn points, you get access to LinkedIn Articles
- This is LinkedIn's blogging section. It allows long postings.
- Write articles to show your knowledge and skills
- Articles are indexed by Google, so whatever you write will be picked up by Google

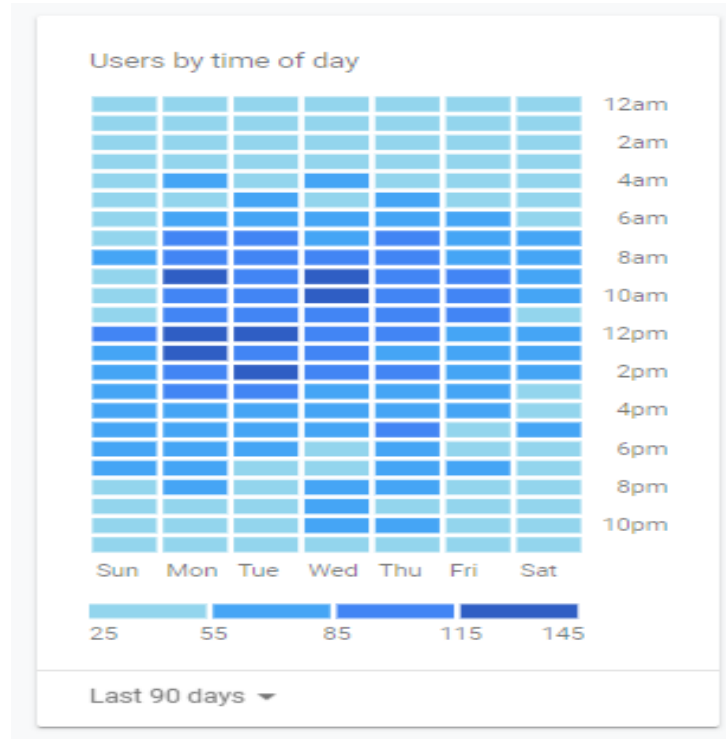


The screenshot shows a LinkedIn profile for Jennifer Schulze, VP Product Marketing, with 2,296 followers and a '+ Follow' button. To the right, the 'Jennifer's Activity' section is active, showing a post titled 'What Customer Centric Organizations Do Right' by Jennifer Schulze on May 15, 2019. The post features an illustration of a hand writing on a notepad with smiley faces and checkboxes. The post has 10 likes and 2 comments.

See what day and hour to get the most views, engagement, and decorations

1. Go to Google Analytics | Home
2. Look at the report for **Users by Time of Day**

Tip: Don't use general data. Look for YOUR data.



LinkedIn Points

At LinkedIn, engagement (likes, comments, forward, and so on) is called “**decoration**”

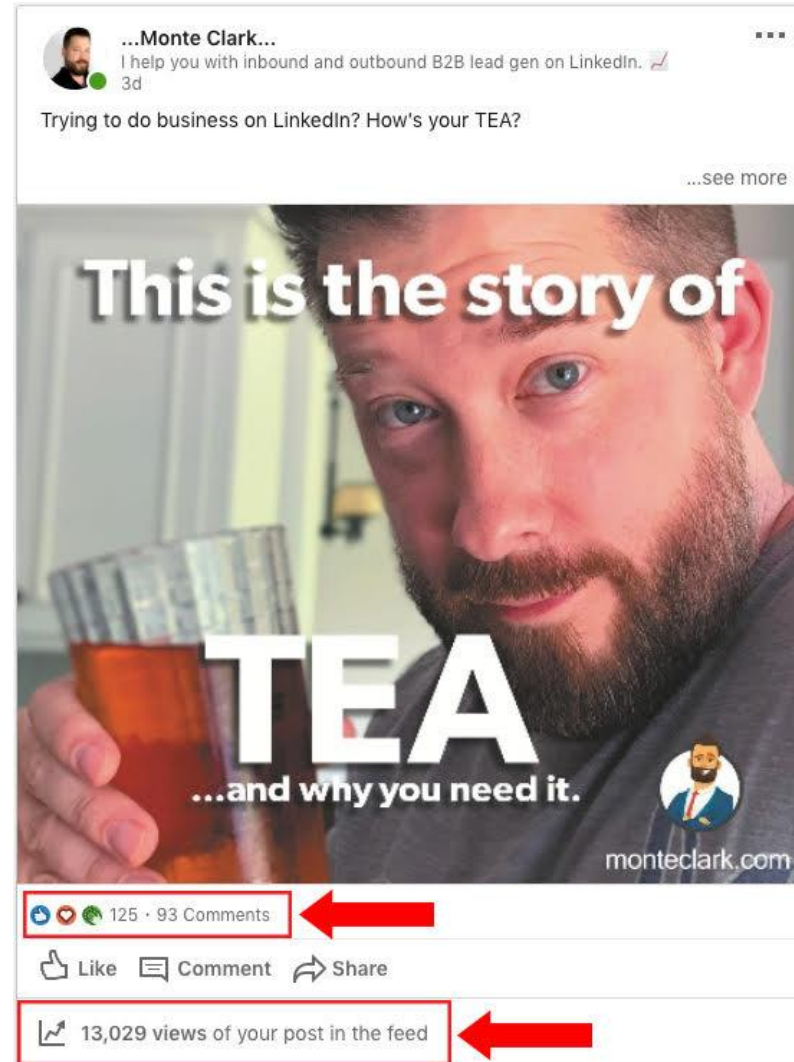
The general formula:

Profile Score
x Quality of Connections
x Quality of Post
x Amount of Decoration
x Day of Week
x Time of Day
x Acceleration

= **Distribution of Your Post**

When your post gets decoration

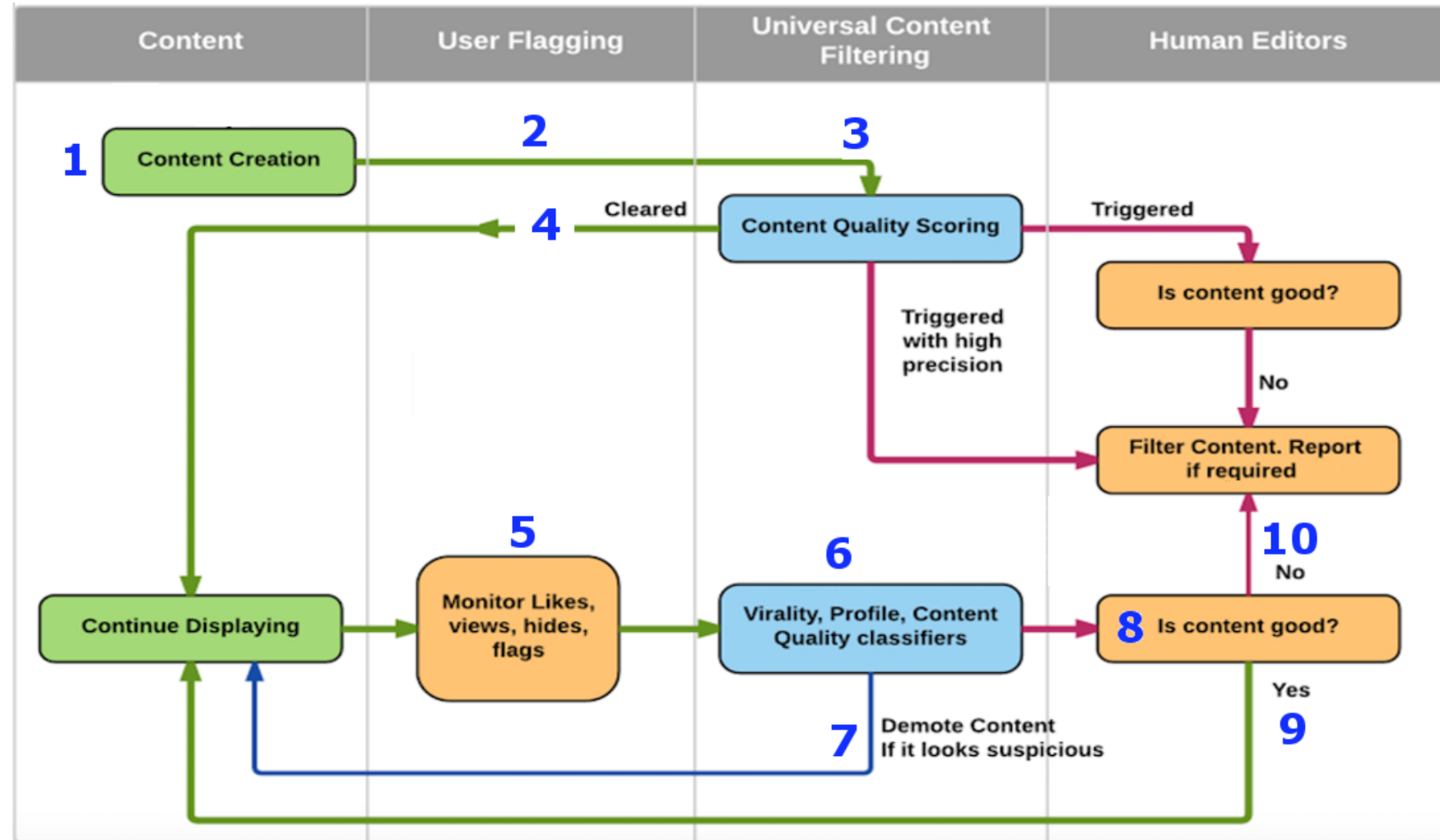
- Your post is shown to more people in your network
- Your post is shown to people not in your network
- The more your post is seen, the more decoration you get (likes, comments, forwards)



How Postings Are Scored at LinkedIn

1. You post to LinkedIn
2. **Members** may flag a posting as spam
3. **Universal Content Filtering** (LinkedIn's AI) looks for spam keywords
4. If accepted, the posting is displayed
5. **Members** decorate your posting (views, likes, forwards, comments). A few comments will increase your distribution
6. Your post is reviewed again by the LinkedIn AI.
7. If your post get more decoration, it is shown more. If spammy, it's demoted. When there is no further decoration, your post disappears
8. Your posting is reviewed by LinkedIn's reviewers
9. If it's good, it's shown to more people
10. If it's not good, new filters are written

Insight: This ensures good postings get promoted and poor postings/spam get demoted



Build your applause team

- These are called “pods” at LinkedIn
- Your organization’s staff participates
- When you post, your staff comments and forwards immediately
- 20 comments in first hour may give you 500% more views



What this means...

- Your post can be shown to millions of members
- This is **FREE** to you

Tip: Your team’s social score also matters, so improve their profiles

Tip: This also works in all social sites: Twitter, Facebook, Instagram...

- In general, about 1-2% of members account for 50-80% of social postings
- Social sites want to identify the active members and boost their postings
- We think other social sites (Facebook, Twitter, LinkedIn, Pinterest...) do something similar
- Staff move from site to the other



LinkedIn Sales Navigator

LinkedIn Sales Navigator is an extra tool at LinkedIn

- Advanced filters
- Search your contacts
- Monitor contacts' activity
- Manage contacts
- Around \$80 per month (personal, teams, etc.)

The screenshot displays the LinkedIn Sales Navigator dashboard. At the top, there's a navigation bar with 'HOME', 'LISTS', 'DISCOVER', and 'ADMIN'. A search bar is present with the text 'Search by keywords or boolean'. Below this, the main content area is divided into several sections:

- FILTER YOUR UPDATES:** A sidebar on the left with options like 'Most important', 'Most recent', 'BY TYPE' (Sales alerts, Job changes, Suggested leads, Lead news, Lead shares, Account news, Account shares), and 'BY TOP ACCOUNTS' (Time Inc. 31, Oliver Wyman 99+, Apache Corpor... 27).
- TOP UPDATES FROM YOUR LEADS & ACCOUNTS:** The main content area showing news mentions. Two updates are visible:
 - Time Inc. was mentioned in the news:** Includes a news snippet about NME sold for first time in its 70-year history and another about Snapchat's 'Gender-Swapping' Filter.
 - Apache Corporation was mentioned in the news:** Includes a snippet about MSCI Equity Indexes May 2019 Index Review and another about Natural Gas Refueling Infrastructure Market Analysis.
- YOUR SOCIAL SELLING INDEX:** A circular gauge showing a score of 75 out of 100, with a note 'Down 1% in the past week'.
- RECENTLY VIEWED:** A list of profile names: Mouhoub Bouhoum, Austin Wilcox, Jayson Brown, Sam Roden, and Lorena Acosta.
- RECENTLY SEARCHED:** A list of search queries with filters, such as 'Keywords: "creative agency" OR "creative agencies" +Company S...' and 'Keywords: "freelance writer" +Relationship: 1st Connections, 2...'.

- Search all 1st, 2nd, 3rd degree contacts (160 million connections)
 - Location
 - Industry
 - Company size
 - Job function
 - Seniority

The screenshot displays the LinkedIn Sales Navigator advanced filters interface. It is organized into five sections, each with a search input field and a list of selected filters marked with a blue checkmark in a circle.

Section	Search Input	Selected Filters
Sales preferences		
Geographies	Enter a city, state or country.	Canada, United Kingdom, United States
Industry	Start typing an industry...	Consumer Electronics, Electrical/Electronic Manufacturing
Company size	Add a company size...	11-50, 51-200, 201-500, 501-1000, 1001-5000
Function	Start typing a function...	Business Development, Entrepreneurship
Seniority level	Start typing a seniority level...	VP, Director

Use Sales Navigator to Search All LinkedIn Members

- Find relevant contacts for your outreach

The screenshot displays the LinkedIn Sales Navigator search interface. On the left, a sidebar contains filter categories: Keywords, Relationship, Company, Industry, Company headcount, Past company, Seniority level, Function, Title, and Tags. The 'Keywords' filter is active, with 'IoT Startup' entered in the search box. Below the search box, a dropdown menu shows 'Also try' suggestions: 'iot iot', 'startup startup', 'blockchain startup', and 'Did you mean?' suggestions: 'people specialized in startup' and 'people specialized in iot'. The main search results area shows a summary of 200 total results, broken down into: 15 changed jobs in the past 90 days, 9 mentioned in the news in the past 30 days, 89 posted on LinkedIn in the past 30 days, and 1 shared experience. Below the summary, a list of search results is shown, each with a checkbox, profile picture, name, title, company, tenure, location, and shared connections. The results include: Ryan Ozawa (Director of Communications at Hawaii Information Service), Jeff Jarvis (Professor, Director Tow-Knight Center for Entrepreneurial Journalism at Craig Newmark Graduate School of Journalism at CUNY), Piers Fawkes (Founder, President, Editor-In-Chief at PSFK), and Obi Felten (Head of getting moonshots ready for contact with the real world at X, the moonshot factory).

- You get a detailed summary of each contact
- You can save the contact as a lead
- You can write to the person via InMail, which is an advanced form of email within LinkedIn
- Whenever the person posts to LinkedIn, you're notified so you can comment on their postings
- This helps you to develop a connection
- Based on your preferences and behavior, LinkedIn Sales Navigator will recommend additional relevant people

The screenshot shows the LinkedIn Sales Navigator interface for a profile named Ryan Ozawa. The top navigation bar includes 'HOME', 'LISTS', 'DISCOVER', and 'ADMIN'. A search bar is present with the text 'Search by keywords or boolean' and an 'Advanced search' dropdown. The profile header shows 'Ryan Ozawa' with a '2nd' degree indicator, a profile picture, and buttons for 'Save' and 'Message'. Below the header, there is a summary of his background: 'Communications & Community Building', 'Focused on new media, online communities, social networks. Background in publishing, editing, copywriting, with experience in web design, graphic design, marketing and publicity.', location 'Mililani, Hawaii', and '500+ connections'. The 'Current' section lists his roles: 'Director of Communications at Hawaii Information Service' (12 yrs 7 mos) and 'Co-Founder at Smart Yields' (3 yrs 11 mos). The 'Previous' section lists 'Technology Commentator at Hawaii News Now' (4 yrs 11 mos) and 'Technology Cohost at Hawaii Public Radio' (10 yrs). The 'Education' section shows '1992 - 2001'. On the right side, there are options to 'Add manager', 'Ryan's contact info' (including a website and social media links), and 'Add note'. The 'Highlights' section is divided into three panels: 'What you share in common' (6 shared connections), 'Your best path in' (introduction paths), and 'Ryan's recent activity on LinkedIn' (an article about TMT). The 'Experience' section at the bottom left details his role as 'Director of Communications' at 'Hawaii Information Service' from Jan 2007 to Present. The 'Recommended leads at:' section on the bottom right suggests 'Hawaii Information Service' and 'Faith Geronimo'.

- Monte Clark and I wrote a book about LinkedIn Sales Navigator
- August 2019
- Go andreas.com/books-linkedin.html



Remarketing

1. You sign up for LinkedIn advertising
2. At LinkedIn advertising, you get the remarketing tag
3. Put the remarketing tag on ALL pages at your website to capture visitors to any page
4. Jennifer visits your site
5. The remarketing code is triggered, which tags her as User #24
6. Two weeks later, Jennifer visits LinkedIn
7. LinkedIn notes user #24 logged in
8. LinkedIn shows your ad to her
9. Because Jennifer visited your company site, she will recognize your ad (especially if you have a strong logo)

Remarketing ads have higher click and conversion rate than regular ads

Note: All social sites (LinkedIn, Facebook, Twitter, Instagram...) offer remarketing. We suggest you set up tags from all sites now, in case you start campaigns later.



Install the LinkedIn Insight tag to get LinkedIn Website Demographics data

1. Go to your LinkedIn ads account and select **Account Assets | Insight Tag**
2. Paste the insight tag on your site
3. Go to **Campaign Manager | Website Demographics** to see demographic data, including your visitors' job functions, job titles, industry information, company names and sizes, and more
4. You won't see data for visitors if they don't have LinkedIn accounts
5. You can use these insights to build your LinkedIn campaigns
6. Use the data to build your customer's personas. Target those audience on other sites.

Insight: When you know your audience, you can write better content for them

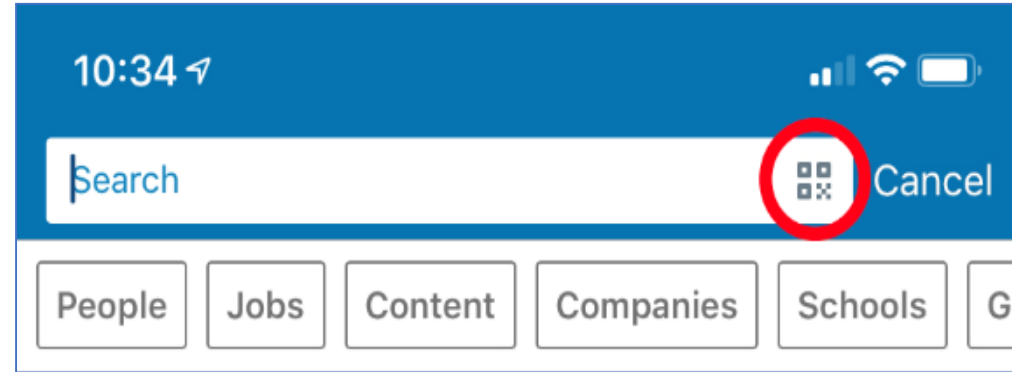


A Few Final Tips

Use Your LinkedIn QR Code

To get your QR code:

1. Download, install, and open the LinkedIn app on your smart phone
2. In the Search bar at the top of the LinkedIn app, tap the QR icon
3. Tap the My Code button to get your QR code



To scan someone's QR code:

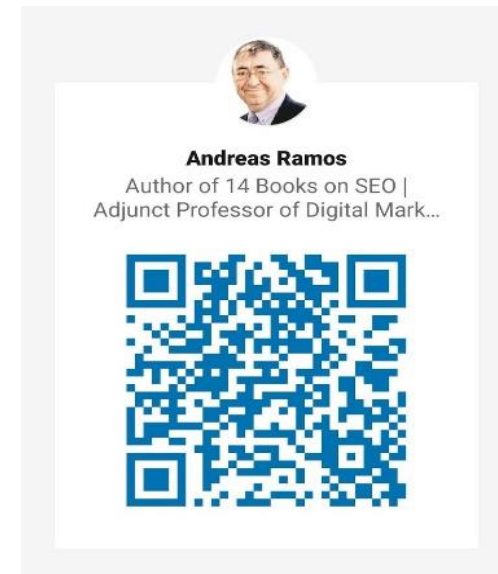
1. Open the LinkedIn app on your mobile device
2. In the Search bar at the top of the LinkedIn app, tap the QR icon
3. Tap the Scan button
4. The person's LinkedIn profile will open

Tip: Use your QR codes on your business card, your PowerPoint presentations, articles, flyers, brochures, books, advertising, and so on. Save your QR code in your phone's photo gallery.

Here is my QR code.

Open LinkedIn on your smart phone, click the little box in the search bar, and scan my QR code.

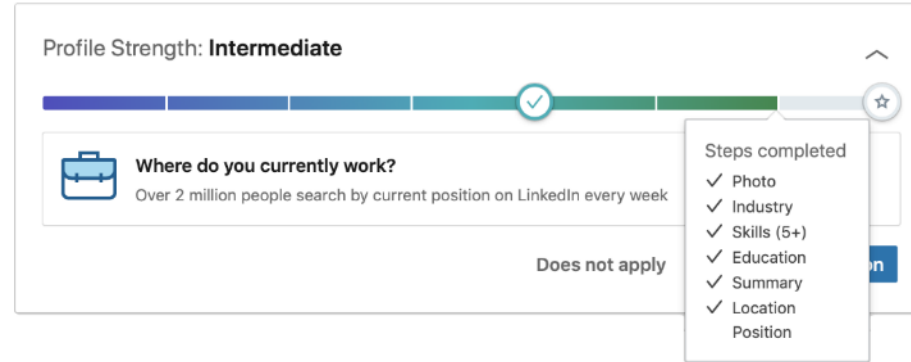
My profile will show up in your phone and you can add me.



Check Your LinkedIn Score Again

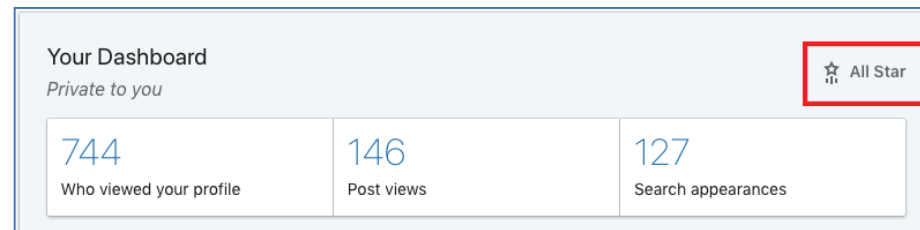
Now that you've improved your profile, check your LinkedIn score again.

1. Log into your LinkedIn account
2. Scroll down to Profile Strength
3. Compare with the screen shot that you made last week
4. Did your profile improved? Cool!



All-Star Profiles

- Once you've completed all requirements, you get an All-Star badge.
- The All-Star badge means your profile will show up more often in LinkedIn. So... complete your profile!



- **LinkedIn Profile Optimization** by Andreas
- Step-by-step LPO to optimize your profile at LinkedIn
- 28-page ebook (PDF)
- Updated December 2019
- Will be sent to you by email



LinkedIn Profile Optimization (LPO)

Andreas Ramos



Summary



- The LinkedIn ATS
- Your LinkedIn Profile
- Posting in LinkedIn
- Points for your postings
- LinkedIn Sales Navigator

- Please give us constructive feedback so we can improve
- We'll send you a \$5.00 Starbucks eCard!



See the calendar at dmanc.org/digital-marketing-certification-workshops/

- 13-Dec Google Ads Advanced

2020

- 24-Jan LinkedIn for Your Career Workshop
- 17-Jan Use Social Media for Marketing
- 12-Feb How to Get the Most Out of Twitter: Advanced Features and Strategies

- 06-Mar Search Engine Optimization (SEO) Fundamentals
- 20 Mar Search Engine Optimization (SEO) Intermediate
- 01 Apr Search Engine Optimization (SEO) Advanced

- 17 Apr Google Ads Fundamentals
- 01 May Google Ads Intermediate
- 13 May Google Ads Advanced

- 28 Feb Google Analytics Fundamentals
- 13 Mar Google Analytics Intermediate
- 27 Mar Google Analytics Advanced



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- The video **recording** of this workshop will be sent today at 1:00 pm PDT
- It will be send from the email customer@gotowebinar.com
- Please whitelist this email address so it doesn't go into your Spam or Junk folder
- We will also attach links to download the eBooks by Andreas Ramos, handouts, how to get your \$1,000 in B2B data credits from Mountain Top Data, and additional offers from our corporate sponsors



LinkedIn Profile Optimization (LPO)

Andreas Ramos



Get audits of your SEO and Google Ads campaigns and discover opportunities for improvement

- Get a free SEO audit of your site

<https://beasleydirect.com/free-seo-audit-offer/>

- Get a free audit of your Google Ads campaigns

<https://beasleydirect.com/free-ppc-advertising-audit/>

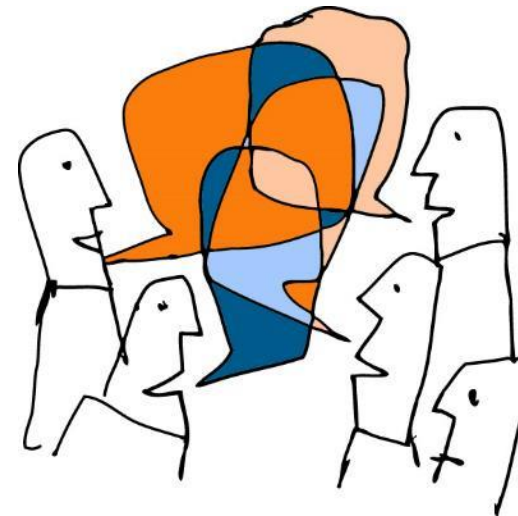


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Thank You!