Effective Use of LinkedIn for Job Seekers

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PROFESSIONAL NETWORKING GROUP
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http://www.linkedin.com/in/randallcrocker
LinkedIn By the Numbers

* 193M+ members (about half in USA)
* 2 new members join every second
* 1,248,019+ groups
* 150+ industries
* Male 59% / Female 41%
* 2 million company pages
* Executives from ALL Fortune 500 companies
What Can It Do for Me?

- Promote yourself
- Promote your interests
- Network with others
- Research job opportunities
- Research people
- Research companies
New LinkedIn Profile

Rolling Out Now

* Photo & Headline
* Activity
* Background
  * Summary
  * Skills & Expertise (endorsements)
  * Experience
  * Volunteer Experience & Causes
* Education
* Publications / Projects / Languages / Additional Info
* Recommendations
* Connections
* Groups
* Following

http://www.linkedin.com/profile/sample
http://blog.linkedin.com/2012/10/16/meet-the-new-linked-in-profile/
Tell your professional story

New Profile Design

- Your Name
- Picture
- Professional Headline
- Connect with 501 People
- Personal URL

Cleaner look

http://www.linkedin.com/profile/edit?trk=tab_pro
Share how to contact you

- Personal Information
- Contact Settings
- Websites
- Twitter

http://www.linkedin.com/profile/edit?trk=tab_pro
Tell your professional story

Summary

LION – Linkedin Open Networker
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All Invitations to Connect Welcome. I Never IDK

Successful in technology marketing strategies and marketing communications, driving revenue with a blend of classical marketing theory and practical know-how while integrating guerrilla marketing... doing more with less, and working toward getting better results.

✓ Expert online/direct marketer: F500 and SMB market development. Skilled multi-channel marketer, with innovative marketing strategies into B2B & B2C targets through scalable demand generation programs.

✓ Marketing strategist: adept at developing core positioning, messaging, and defining compelling reasons to buy.

✓ Revenue generation: well versed in the subtle arts of street-smart marketing and aggressive PR campaigning, with measurable success in generating leads, direct sales, and producing top-line revenue.

Specialties:
Marketing strategies, revenue generation, market and partner campaign development, product marketing, and B2B & B2C direct marketing, including search engine marketing (SEO/PPC), turnkey email campaign marketing, social media marketing (SMO), and SEO friendly website development.

Specialties

Link to video, image, document, presentation

http://www.linkedin.com/profile/edit?trk=tab_pro
Tell your professional story

**Vice President of Marketing**
Revinetix
2008 – 2012 (4 years) | Salt Lake City, Utah

Manage marketing, including primary and joint partner lead generation campaigns, search engine marketing (SEO/PPC/SMO), channel marketing, event exhibiting, field sales support, website development, media communications, product marketing, and branding. Direct report to President/CEO. Revinetix is a later stage software technology startup offering hardware/software data protection solutions through reseller channel partners and direct into SMB/SME market.

► Achieved recognitions as Top 5 Fastest Growing Company in Utah by Utah Business Magazine and Top 6 among the 100 fastest growing companies in Utah by MountainWest Capital Network.

► Significantly increased inbound and outbound lead generation through joint partner events, aggressive search engine marketing, social media, email campaigns, and telemarketing programs.

► SEO management successes with industry leading keywords/phrases consistently ranking 30+ page one, including many at position one, on Google, Yahoo and Bing resulting in 48% year over year traffic increase.

► Implemented online sales and marketing automation, including Salesforce.com and TreeHouse Interactive, which drives turnkey marketing campaigns and increased revenue through more efficient processes and reporting.

http://www.linkedin.com/profile/edit?trk=tab_pro
Tell your professional story

* Volunteer Experience & Causes
* Education, Publications, Projects, Languages
* Additional Info
  * Interests
  * Personal Details
  * Advice for Contacting You
* Honors & Awards
* Organizations

http://www.linkedin.com/profile/edit?trk=tab_pro
Tell your professional story

- Skills & Expertise
- Endorsements
- Recommendations

http://www.linkedin.com/profile/edit-skills?locale=en_US&goback=%2Enpe_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1
Tell your professional story

- LinkedIn Groups
- Following
- News
- Companies

http://www.linkedin.com/myGroups?trk=hb_side_grps_top
Engage with your network

Create a group

[LinkedIn page screenshot]

http://www.linkedin.com/createGroup?displayCreate=&trk=anet_creategrp
Discover people and opportunities

* People Search

[LinkedIn Advanced People Search](http://www.linkedin.com/search?trk=advsrch)
Discover people and opportunities

Job Search

Keywords: 
Location: Located in or near: 
Country: United States 
Postal Code: [ ] Lookup 
Within: 50 mi (80 km) 

Job Title: 
Company: 

Functions: [ ] All Job Functions 
- Accounting/Auditing 
- Administrative 
- Advertising 
- Analyst

Date Posted: [ ] Any Time 
1 day ago 
2-7 days ago 
8-14 days ago 
15-30 days ago

http://www.linkedin.com/jobs?search=\&trk=hb_advjs
Discover people and opportunities

* Companies Search

http://www.linkedin.com/csearch/results
Discover people and opportunities

* Build your network by adding your email addresses

https://www.linkedin.com/fetch/importAndInviteEntry?trk=hb_add_conn
Discover people and opportunities

* Build your network by reconnecting with colleagues and alumni

http://www.linkedin.com/reconnect?displayCategories&trk=tyah
http://www.linkedin.com/edurec?display&trk=tyah
Discover people and opportunities

* Invitations should be personal and relevant
* 300 or less characters

Preston,

We are both in the ELP Group. You have an impressive background. I'd like to add you to my network.

I’m a technology marketing VP looking for a new executive marketing opportunity. Any recommendations of people I should talk to?

Thanks, Preston.

-Randy

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What are you doing on LinkedIn?

ACTIVITY

* LinkedIn wants to see more activity from you

* What you do communicates who you are and what you’re interested in
Engage with your network

Status Updates

- From Home
- Within Groups
Promote your business

Company Pages

- Company Status Updates
- Highlight products and services
- Aggregated information about company employees

http://learn.linkedin.com/company-pages/
Promote your business

Create a Company Page

- From your home page, select “Companies”
- Top right-hand corner, select “Add a Company”

http://www.linkedin.com/company/add/show
Promote your business

A look under the hood

http://www.linkedin.com/company/utah-oracle-users-group/edit?trk=admin_tools
* Go to the “More” menu and choose “Applications Directory.”
* Choose just a few applications that you want to add to your profile.
* Favorites include Amazon Reading List (if you are an Author be sure to display your book), Wordpress, Google Docs and SlideShare.

http://www.linkedin.com/static?key=application_directory&trk=hb_side_apps
Numbers / Limitations

* Up to 3,000 invitations
* Up to 30,000 connections
* Follow up to 1,000 companies
* Up to 120 characters in professional headline
* Up to 2,000 characters in your summary
* Up to 500 characters in specialties
* Up to 50 groups

* For each experience, 100 characters for title and 2,000 for description
* Up to 1,800 characters on how to connect with you
* 1,000 characters to describe interests
* Up to 300 characters to write an invitation
LinkedIn Tools

http://www.linkedin.com/outlook

Other Tools
- Email Signature
- Mac Search Widget
- Google Toolbar Assistant

http://www.linkedin.com/static?key=tools
LinkedIn Labs

* [http://www.linkedinlabs.com](http://www.linkedinlabs.com)

[Image of network diagram]

http://instant.linkedinlabs.com/

http://www.linkedinlabs.com/inmaps
Resources

Wordle “word clouds”
* http://www.wordle.net/

Melonie Dodaro: Optimize your LinkedIn Profile in 21 Easy Steps
* http://reports.topdogsocialmedia.com/linkedin-guide/
* http://topdogsocialmedia.com/linkedin-training-creating-the-perfect-profile/

Ken Krogue: 31 LinkedIn Tips – How to Use LinkedIn Best Practices for B2B Prospecting
* http://www.kenkrogue.com/social-networking/31-linkedintips-how-to-use-linkedint-best-practices/

Dennis Wood: Headhunters Edge: Networking, Career, and Job Search Strategies From The Dark Side
* http://budurl.com/a4t2

Randall Crocker: Effective Use of LinkedIn for Job Seekers
* http://randallcrocker.com/#contact-section