

## ***The Big 4: LinkedIn***

### ***How to decide if LinkedIn is relevant for your business?***

LinkedIn is, by design, more effective at providing connections between businesses. If your services or products are aimed at other businesses then being on LinkedIn is vital as you can get direct access to decision makers and influencers.

### ***Optimising your LinkedIn profile***

Figure out your industry keyword (the word that people will search for) is the first step when completing your LinkedIn profile. Your chosen keyword will need to be placed as many appropriate places as possible.

We have given several places to put your keyword, tick where will have to put your keyword.

Title  Summary  Background  Experience   
Skills and Expertise  Education  Web Address

### ***Connections***

Connections are the only way to engage with other people on LinkedIn and showcase your services and products straight to them. List two ways to get more connection and build up your network.

---

---

### ***Company Page***

Showcase your business with LinkedIn Company Pages. With a company page filled out you can use it as a gateway to your business's information as well as viewers being able to contact you or your sales staff directly.

The Products and Services tab of your LinkedIn Company Page is a great place to share information about what your company offers.

The Company Pages update field acts increasingly more like a Facebook update box – you can post links, share images, videos, etc. Use the update feature often to catch the attention of company followers. Post links to your upcoming events, share industry knowledge, ask questions, and include call to actions to boost engagement.

