

Harness the Power of LinkedIn for your Business



Why LinkedIn?

- SCALE
 - LinkedIn is the world's largest professional network
 - Nearly 740 million members in more than 200 countries & territories worldwide
 - LinkedIn members interact with Pages more than 1 billion times per month (*LinkedIn internal data*)
- GROWTH
 - Among the world's top 10 fastest-growing brands (*BrandZ 2019*)
 - LinkedIn saw a 55% year-over-year increase in conversations among connections on LinkedIn from March 2019 to March 2020
 - Rated as the #1 most trusted social media platform by Business Insider for three consecutive years
- CREDIBILITY
 - Brands were perceived to be “more professional” (92%), “more intelligent” (74%), “higher quality” (59%), and “more respectable” (59%) when their ad was seen on the LinkedIn platform (*Nielsen study*)

LinkedIn

- Your Profile
- Your Content
- Your Connections
- Groups

Your Profile matters



..... for search and first impressions

Cover image – branded and relevant

Profile photo – up-to-date, professional & engaging

Headline – 220 characters, keyword optimised

Services – Add up to 10 from the predefined list

About section – 2,600 characters, accurate, interesting, readable, keyword optimised

Featured – showcase your talents

Your Profile matters ...

Activity

4,460 followers



Sounds like one for Fiona Mobbs ONLINE
PERSONAL STYLIST and SHOPPER

Matthew commented



Congratulations Hilary

Matthew commented



Great video Tim! Looking forward to your
presentation on the New Forest Business...

Matthew commented



Thanks for your support Andrew

Matthew commented

Experience



Managing Director

Escape Yachting

2009 - Present · 12 yrs

Wymington, UK & Caribbean

I started this business to offer relaxing sailing trips on the Solent, as well as amazing sailing holidays in the Caribbean, Croatia and other wonderful sailing areas around the world. Our guests range from complete novices to Yachtmasters. You can sit back, relax and enjoy the sailing or get involved and 'learn the ropes' – a great day out for individuals, couples, groups of friends and family, colleagues and clients. We win awards and receive excellent reviews because we work really hard to ensure that you have a really relaxing and enjoyable time with us! Please have a look at escapeyachting.com and get in touch! Thank you.



Managing Director

Thatched Cottage Hotel

2016 – Present · 5 yrs

Brockenhurst

Built in 1627, the Grade 2 listed Thatched Cottage Hotel offers delightful rooms and suites - combining modern essentials with historic charm. Located in Brockenhurst in the heart of the New Forest National Park - within 3 minutes walking distance of the rail station and very close to the village centre and forest. The hotel offers a comfortable tea room and garden for morn ...see more



Thatched Cottage Hotel,
New Forest



Chairman

New Forest Business Partnership

2015 – Present · 6 yrs

New Forest

The New Forest Business Partnership fuels economic growth in the New Forest by advancing relations between local business and local government and improving business-to-business relationships.

...see more

Activity – there!

Current Experience

- up to 2,000 characters per role, accurate, interesting, readable, keywords
- can include more than one current role

Previous Experience – if it's relevant, think about those keywords



New Forest Business
Partnership | Business...

Your Profile matters ...

Education



University of Oxford
1992 – 1994



University of Leicester
Leadership and Management MBA
2000 – 2004



University of St. Andrews
1987 – 1991

Show 1 more education ▾

Education – relevant, accurate and up-to-date

Licenses & certifications



FRSA
The RSA (Royal Society for the encouragement of Arts, Manufactures and Commerce)
Issued Feb 2005 · No Expiration Date



Yachtmaster Offshore
Royal Yachting Association (RYA)
Issued 1998 · No Expiration Date

Licenses & certifications – relevant, accurate and up-to-date

Skills & endorsements



Leadership · 62



Endorsed by Tania Smyths (mutual connection)



Endorsed by 4 of Matthew's colleagues at
Escape Yachting



Management · 77



Endorsed by Dean Whitby and 1 other who is
highly skilled at this



Endorsed by Tania Smyths and 1 other mutual
connection



Training · 53



Endorsed by Pete Whiffin and 2 others who are
highly skilled at this



Endorsed by Tania Smyths (mutual connection)

Skills and Endorsements – Re-order, add up to 50, take skills quiz

Your Profile matters ...

Recommendations

Ask for a recommendation

[Recommend Matthew](#)

Received (8)

Given (10)



Peter J Armstrong

Funeral Celebrant/Officiant |
Award Winning Cemeteries
Manager | Personalised and
Memorable Funeral Services

April 2, 2020, Matthew worked
with Peter J in the same group

Matthew is the driving force behind the New Forest Business Partnership putting in a lot of time and effort. The determination he shows in recruiting new members as well as helping other businesses to grow is something he is passionate about. It is my privilege to serve on the Partnership with him and oth... See more



Adie Callaghan

Co-Owner - The New Forest
Hamper Company Ltd

March 9, 2019, Matthew worked
with Adie in the same group

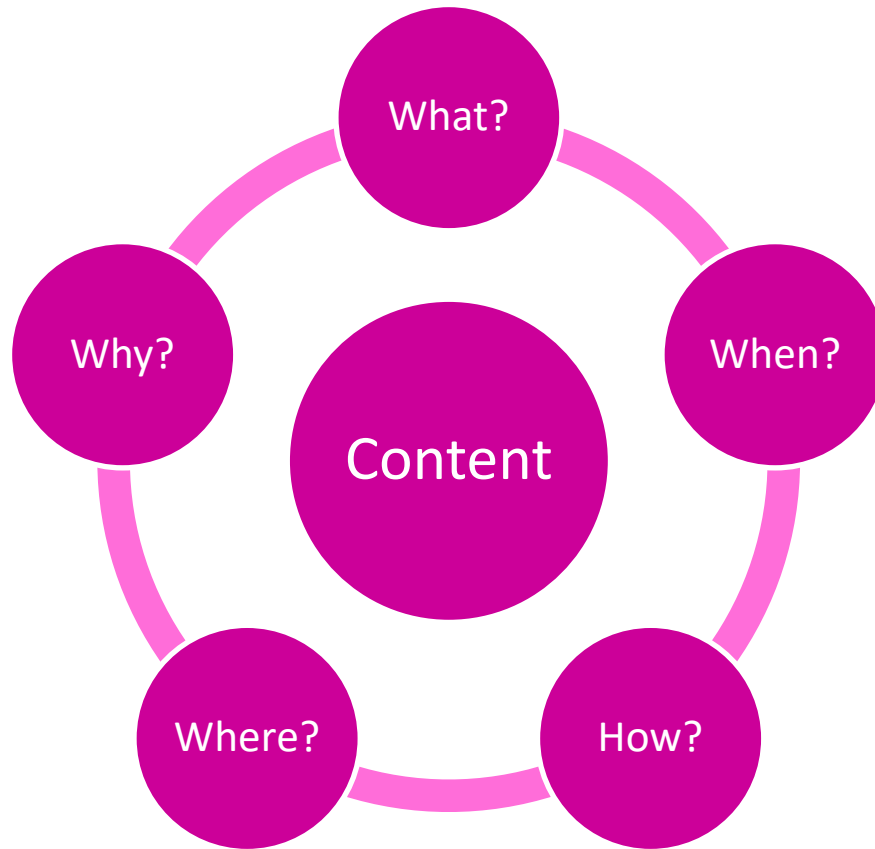
I have known Matthew for a few years meeting through the New Forest network. He has always been highly professional, knowledgeable and forward-thinking. He invited me to join the NFBB Board and it has been an insightful positive journey over the last year. Matthew is an incredible leader and visionar... See more

Show more ▼

Recommendations

- the lifeblood of any successful business
- give, ask and you shall receive
- make it as easy as possible

Content is king



Content: What to post



What?

Images

Video

Make the effort

Go native

2-4 hashtags per post

Tag others

- ✓ Do post comments and interact with others
- ✓ Do be human and personal, but keep it professional
- ✓ Do write longer posts, but the first few lines must capture people's attention - 135 characters on mobile
- ✓ Do share your blog posts, celebrate business milestones, feedback etc
- ✓ Do ask questions and ask for advice
- ✓ Do give helpful advice
- ✓ Do promote and review events

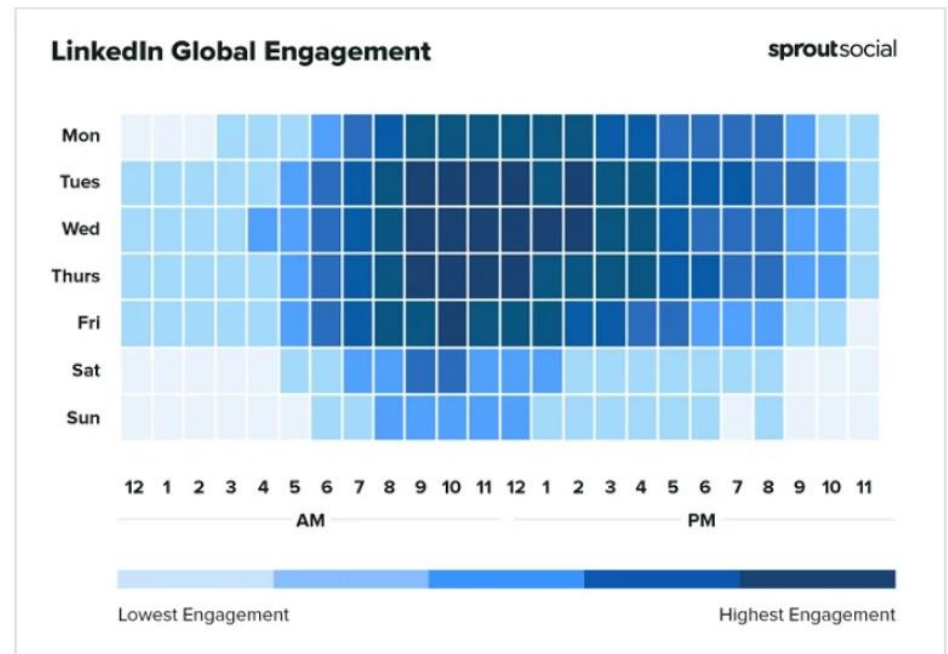
Content: When to post

When?

Hubspot research has found “you don't want to publish more than five times a week on LinkedIn — and you'll find highest engagement for your first two posts. As a result, we'd suggest anywhere between two to five times a week”

www.4cmarketing.co.uk

LinkedIn



Sprout says that Tuesday through to Thursday between 9am and 12pm are the best times to post to LinkedIn, while again, the weekends are no good.

Content: How to post



How?

Direct

OR

Using a scheduling tool
like Hootsuite or Buffer

Content: Where to post



Where?

Personal profile

OR

Company page

OR

Groups?

- ✓ Personal profile is likely to have the highest reach

Content: Why post



Why?

Don't forget the why!

What's the point of each post?
What are you trying to achieve?

Is it:

- ✓ Brand building
- ✓ Thought leadership
- ✓ News sharing
- ✓ Question asking
- ✓ Profile raising

Your Connections are your network

- Generally, the bigger your network, the better. Just like any other form of networking, it's not just who's in the room, but who they know too
- Always personalise Connection requests with a message, explaining your connection
- Beware of mobile
- If in doubt, Follow someone
- Aim for 500+ connections

Should I accept every connection request or just those that I have a link to?!

Ask yourself why not? If there's clearly no connection then no, but otherwise, the bigger your network is, the better

The role of Groups

1. Join other groups

- Search and find relevant groups
- Consider what your target audience do
- Ask to join
- Listen and observe the rules
- Interact where appropriate
- Ask for advice or give recommendations when others have asked
- Don't advertise

2. Create your own group

- Can be really effective, but hugely time consuming
- You've really got to find a niche and commit to it

Find out more:

<https://www.linkedin.com/in/johnespirian/>

<https://www.socialmediatoday.com/>

<https://blog.hubspot.com/>

Caroline Saunders

3 Top Tips:

- ✓ Do make the most of what's available and complete your profile
- ✓ Do think about keywords and search to maximise the value of your content
- ✓ Do get involved – from connections to posts to groups and more



Contact me:

caroline@4cmarketing.co.uk

01202 250118

07841 713006

www.4cmarketing.co.uk

[https://www.linkedin.com/in/mrs
carolinesaunders/](https://www.linkedin.com/in/mrs-carolinesaunders/)

[https://www.linkedin.com/compa
ny/4-c-marketing](https://www.linkedin.com/company/4-c-marketing)



Caroline Saunders