

Cheat Sheet

Linked
MADE EASY 2.0



**Get Best results with our proven
LinkedIn Marketing 2.0 strategies.**

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What LinkedIn is all about

- ✓ LinkedIn is a social media network that is specifically developed for businesses professionals. It permits you to connect with other users and exchange or share business related information around your networks.

Shocking Facts

- ✓ Two new users join LinkedIn every second. ([Source](#))
- ✓ Unique visiting members grew 16% to an average of 97 million per month. ([Source](#))
- ✓ LinkedIn has a reach into 200 countries and territories. ([Source](#))
- ✓ 1 out of 3 professionals on the planet has a LinkedIn profile. ([Source](#))
- ✓ Out of 380 million users, 75% of new sign-ups are from outside the U.S. ([Source](#))
- ✓ Listing skills boosts your profile views by 13X. ([Source](#))
- ✓ LinkedIn profiles are 11X more likely to be viewed if it includes a photo. ([Source](#))
- ✓ LinkedIn reported 55 cents per share earnings and a 33% advanced revenue of \$712 million. ([Source](#))
- ✓ LinkedIn found that employees are 70% more likely to engage with a brand's company updates. ([Source](#))
- ✓ 8.33% of Americans use LinkedIn while they are on the job. ([Source](#))
- ✓ 13% of millennials use LinkedIn. ([Source](#))
- ✓ Total number of long form posts written on LinkedIn to date are 3 million. ([Source](#))
- ✓ The number of long form posts per week increased to more than 130,000, and there are more than 1 million unique members publishing long form content on their sites, a scale that we believe is unprecedented in the history of professional publishing. ([Source](#))
- ✓ 39% of LinkedIn users have paid premium accounts. ([Source](#))
- ✓ LinkedIn reports that more than 3 million companies have created Company Pages. ([Source](#))
- ✓ LinkedIn generates social media's highest lead conversion rate which is 2.74% higher than Facebook (0.77%) and Twitter (0.69%). ([Source](#))

Amazing Benefits

- ✓ Enhance relationships with customers
- ✓ Build your Professional Network
- ✓ Increase Exposure
- ✓ Increase Credibility
- ✓ Gain new business
- ✓ Generate leads
- ✓ Quality Business Connections
- ✓ Connect with potential customers
- ✓ Create and manage your brand reputation
- ✓ Expand your reach

Automation Tools

- ✓ [Buffer](#)
- ✓ [LinkedIn Pulse](#)
- ✓ [Oktopost](#)
- ✓ [HootSuite](#)
- ✓ [SproutSocial](#)
- ✓ [Rapportive](#)
- ✓ [Dux-Soup](#)
- ✓ [FiveHundredPlus](#)
- ✓ [eLink](#)
- ✓ [Simply Measured](#)

- ✓ Over 25 million profiles are viewed on LinkedIn daily. ([Source](#))
- ✓ 42% of LinkedIn users update their profiles regularly. ([Source](#))
- ✓ 35% of LinkedIn users access the site daily. ([Source](#))
- ✓ 1 in 20 profiles belongs to recruiters. ([Source](#))
- ✓ 42 million unique mobile visitors per month. This stat is up from 29 million a year before (This is a 45% increase in just 12 months) ([Source](#))
- ✓ The average number of connections on LinkedIn is 930. ([Source](#))
- ✓ 41% of millionaires use LinkedIn. ([Source](#))
- ✓ LinkedIn has established that updates that contain links to more content get up to 45% higher follower engagement than updates without. ([Source](#))
- ✓ Posting images has been shown to result in a 98% higher comment rate. ([Source](#))

The 10 do's you have to apply

1. Create a quality profile
2. Personalize each invite
3. Post timely and relevant updates
4. Make your profile public
5. Best use of LinkedIn ads
6. Respond promptly to messages
7. Be professional
8. Make the best use of social contacts
9. Have quality networks
10. Contribute to discussions

How your business can get the most out of LinkedIn?

- ✓ [LinkedIn Pages](#)
- ✓ [LinkedIn Groups](#)
- ✓ [LinkedIn SlideShare](#)
- ✓ [LinkedIn Ads](#)
- ✓ [LinkedIn Premium](#)
- ✓ [LinkedIn Sales Navigator](#)
- ✓ [LinkedIn Mobile Apps](#)

The 10 don'ts you have to avoid

1. Don't spam post
2. Don't post frequently like social sites
3. Don't opt for fake likes
4. Don't make your profile private
5. Don't go for forced recommendations
6. Don't opt for mass marketing
7. Don't ignore recommendations
8. Don't join too many groups
9. Don't repeat or copy contents
10. Don't edit customer posts

Case Studies

- ✓ [AICPA](#)
- ✓ [ADP](#)
- ✓ [BI Worldwide](#)
- ✓ [HP](#)
- ✓ [Cetera Financial Group](#)
- ✓ [Autopilot HQ](#)
- ✓ [eCornell](#)
- ✓ [DocuSign](#)
- ✓ [PostcardMania](#)
- ✓ [Penman Public Relations](#)