



Marketing: 10 LinkedIn Tips

1. FILL OUT YOUR PROFILE COMPLETELY:

There is no way to over-state the importance of this recommendation. When filling out your profile be sure to pay attention to grammar, detail, and fill it out completely.

2. EXPORT YOUR CONNECTIONS:

Go to "[Connections](#)" to view a list of all your LinkedIn contacts. This address book is a really handy way to export this list. Click on the gear 'settings' icon in the upper right corner. It redirects you to a new page. In the upper right it gives you the option to "Export LinkedIn Connections," which will put all this contact info in a format suitable for your address book (Microsoft Outlook, Yahoo! Mail, etc.).

3. CREATE A RESUME:

If you've already filled out your LinkedIn profile information, it's easy to use it to create a foundation for a resume. [The Resume Builder](#) will suck in your professional past and you can use any of the pre-built templates to make it look good. From an Executive style presentation to a more casual layout, this tool will take some of the pain out of the resume building process. You can export the resume, share it easily, and edit as you wish.

4. USE KEY WORDS AND PHRASES:

Get into the minds of people who might be searching for you. What terms and phrases would they use? You have 120 characters available in your headline; you might as well use as many as you can in order to appear in as many search results as possible.

5. CUSTOMIZE YOUR URL:

Custom domain names have been all the rage for a while on Facebook, but you can do the same on LinkedIn. Click the "Edit Profile" tab under "Profile". Click on the 'Edit' beneath your photo to customize your LinkedIn domain name so you can better brand your account. Using your full name and occupation is ideal.

6. CROSS POLLINATE YOUR PRESENCE ON OTHER SOCIAL PLATFORMS:

This is a weird way of saying, "Cross Promote" other social networking sites where you can be found. Just because you connected with someone on LinkedIn doesn't necessarily mean they are always on LinkedIn. Maybe they are a Facebook junkie, or a Twitter twerp. By letting your connections know how they can find you on Facebook, Twitter, Biznik, whatever their social network of choice you not only continue the engagement with them but you then "**cross connect**" to their networks of friends and associates who just might become one of your connections or followers.

7. CREATE A GROUP:

Out of all the features on LinkedIn, I think the groups feature reigns supreme. It positions you as an expert and, just like people who start events; it makes you the center of information and the "connector." You customize it to your exact product and expertise.

8. JOIN GROUPS:

There are thousands of groups on LinkedIn be sure to *join several groups* and get involved. LinkedIn's groups feature is also a fantastic engine for networking with people in your professional circles. You can join groups who have similar businesses and services as you, network with college alumni as well as business or trade specific entities. The more networking you do, the more your business gets noticed.

9. ASK AND ANSWER QUESTIONS:

This is one of the best features on LinkedIn the *Ask and answer questions*. You can rapidly establish yourself as an industry expert by routinely checking to see if there are any questions being asked in your area of expertise. If you provide meaningful and helpful answers is a very effective way this will help you build connections, which in turn establishes you as an expert.

10. GIVE AND ASK FOR RECOMMENDATIONS AND ENDORSEMENTS:

This section is another unique feature on LinkedIn. This area is similar to testimonials that you would post on your website. LinkedIn has a section on your profile for recommendations from colleagues and business partners. Be sure to ask for recommendations and endorsements, but also be willing to give to others.