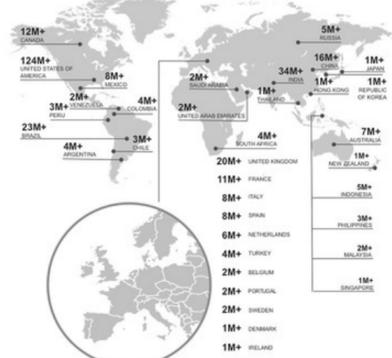


Facts

- > 414 M registered members
- > 200 countries
- ~ 400 connections / member
- ~ 1600 connections / 2nd degree network

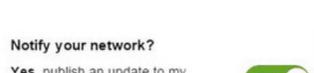


Your profile



- Your digital business card for customer
- Make sure to have a professional photo
- Use summary to describe your work
- Be sure to complete your entire profile
- Customize your profile URL
- Proofread your whole profile
- Add LinkedIn to your email signature by hyperlinking your profile URL using the icon

Tip: when editing, turn off notifications



Finding customers

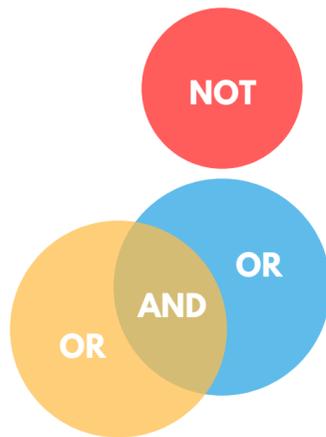


As mentioned the average 2nd degree network contains ~ 1600 connections; these people are only one link away. To find the right customers LinkedIn offers several helpful options:

1. Boolean Search

Like Google LinkedIn makes use of the Boolean Search method; meaning searches can be defined by making use of formulas. Most popular search formulas make use of the following operators:

Operator	Effect
AND or +	Limit search to this combination
OR	Broaden search to
NOT or -	Do not show results containing
*	Show results beginning with
()	Combine included operators
"..."	Find this exact sequence



Example search: (Operational OR Quality)

AND (Head OR Director OR Manager)

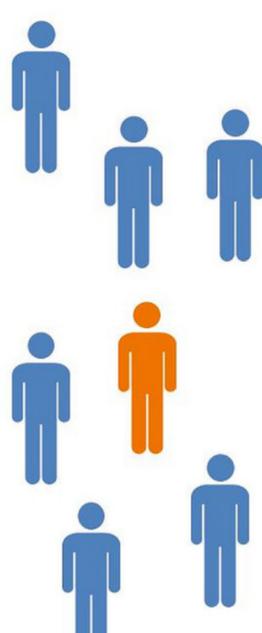
2. Advanced Searches

Advanced searches offer more detailed results, which are most likely to be more specific. It also allows for segmentation within the total pool of prospects.

Example: A recommended search could be to search in your second degree connections for specific titles (using the Boolean Search example above), in a defined location (Netherlands) and industry (Pharmaceuticals).

Basic LinkedIn profiles allow for up to three of these searches to be saved and optionally you can choose to receive weekly / montly updates about your saved search. Enabling you to keep track of new members that comply with your search.

Finally, try using your first degree network to warm up the 'leads' and gain access to these future customers.



3. Groups

Finally LinkedIn groups can be used to get into contact with possible customers.

Groups offer several benefits:

1. Qualified leads within targeted groups
2. Groups frequently notify followers of new posts
3. Sharing relevant content here will help build credibility
4. These communities usually offer helpful feedback



Tip: try to find the right groups, do not spam, and be reminded to act accordingly

LinkedIn

As shown LinkedIn can be a very helpful tool and in the future be sure to start using it increasingly. Both to find customers and to share / distribute content, which will in turn help them find you. Hopefully, this first guide will help to increase the usage of this platform, and to drive your leads.

Thank you for reading

If you have any questions please do not hesitate to ask and any other tips or feedback are always welcome!

