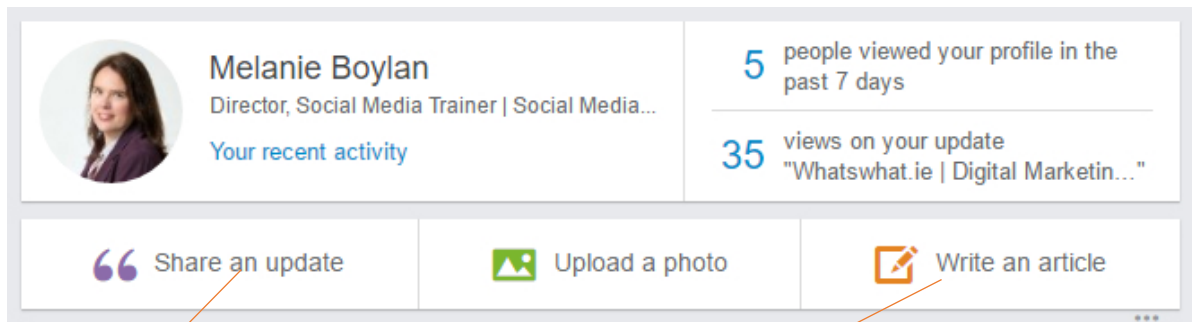


The How To....

Best Post on LinkedIn

LinkedIn is a professional channel and when you post content on it, this is your way of confirming you are the expert in your field of interest or study.

When you look on the Home page you will see this section below at the top of your screen.



Share an Update

When you share and Update this is displayed immediately in your newsfeed on LinkedIn. It would be the Facebook newsfeed equivalent so to speak. It is available to all of your contacts and the general public but won't be highlighted to either.

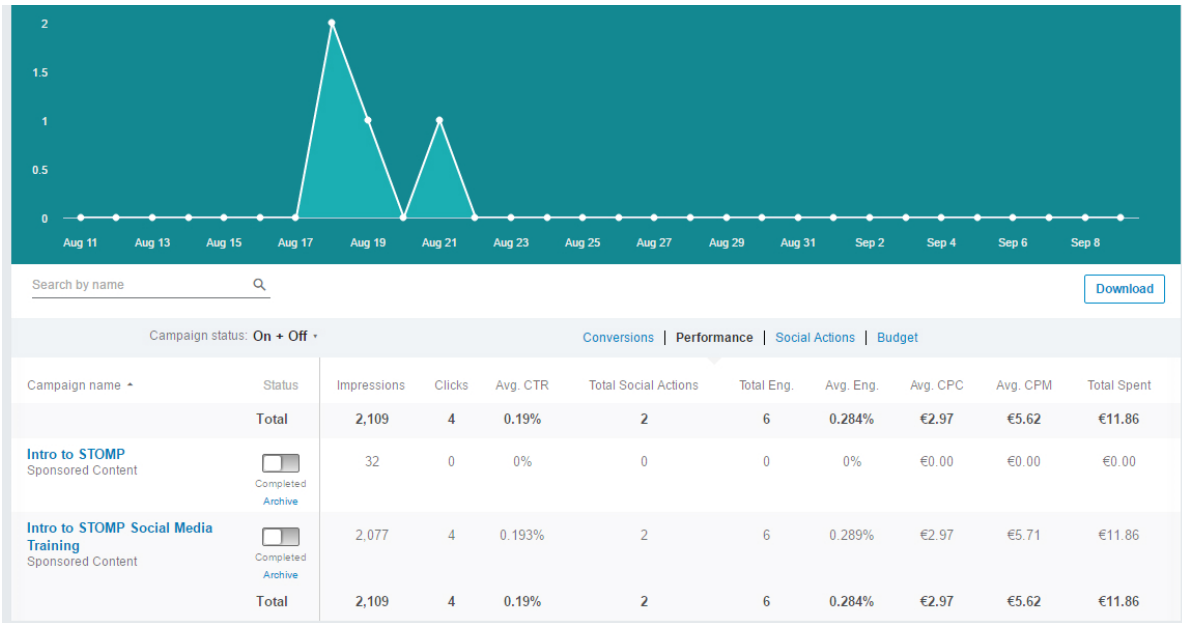
Write an Article

This is LinkedIn Pulse. When you write an article here it automatically notifies every one of your connections that you have written a post initially as a notification when entering LinkedIn but after a couple of days it will also send an email (for those that have allowed notifications) to your connections about it as well. In the email there will be the direct link to your article and each time your article is read, Like or commented on it updates the analytics.

LinkedIn Advertising

This would be a more direct route to reach your target market and build up your connections and profile in general. You could create a video or a post that you then pay to share to your chosen market. The analytics in the advertising section gives you an idea of clicks, actions and impressions. You need not have a lot of clicks, as long as the ones you are getting are the right ones and generate the interest or the clients you are looking for.

Please see the attached image:



For a small amount of money over a short period of time you can target the decision makers and get your money back in no time.

To view LinkedIn advertising go to the Home page and click Business Services on the top right hand side of your screen. The drop down menu will show, then select Advertise.

If you would like any assistance with this, please do not hesitate to contact me on melanie@stomp.ie or 085 286 0502.