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HOW TO USE LINKEDIN FOR BUSINESS

Social networks keep you up-to-date on all your friends in one place, deliver news quickly and can help you to find a job. Of course, these benefits depend on which social media networks you use and how you use them, but each has features that are useful in different areas of your life. Which brings us to the question, how are you using LinkedIn?

LinkedIn is most popular for connecting with business professionals, colleagues and companies of interest. Want a collection of articles that are popular in your network? LinkedIn has that. Are you looking for a place to talk to other people in your industry? Find a group on LinkedIn. Wondering how your old college roommate is progressing in his or her career? You can look that person up on LinkedIn. Plainly put, there's endless potential for business.

In fact, [LinkedIn accounts for 64% of corporate site visits](#) from social media websites. That is more than Facebook and Twitter combined!

Start with these 5 tips to use LinkedIn for your business:

1. Start a company page – The page itself is prime real estate for providing company updates, new products and industry news. However, these pages also come with various features that can potentially be beneficial to your business needs. Features such as update sharing, targeted audiences and sponsored posts, can help you to increase your audience. Do the necessary research to find out which of these will be most helpful to your business – every feature has its pros and cons and some of them are not necessary for your business.
2. Get into a group (or 3) – Look for groups that are based on your industry and those where your customers are likely to participate. Choose wisely, it is important that you enjoy participating in these groups. (More on that tip later!)
3. Valuable content is key – When in groups or updating your company page, step into the shoes of your potential consumer and provide information that they will find useful. It is important that your

updates are adding value to their daily lives. Also, your comments should be helpful – if you only focus on selling to your potential customers, you will miss out on opportunities to be a thought leader. People seek out thought leaders and eventually buy from them if the product is good.

4. Participate in your groups – It's important to find interesting groups because you must monitor your groups for questions or topics that are relevant to your expertise. Then you can swoop in as the hero and provide information. Your customers will start coming to you.
5. Make sure it's working – Set targets for engagement and monitor the results. Some things you may want to track are follower count for your page, and shares and reach for your content.

For a longer list and more information, see Steve Rayson's article on [improving LinkedIn marketing](#).

How are you using LinkedIn as a business owner? Share your own tips and ideas below.



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