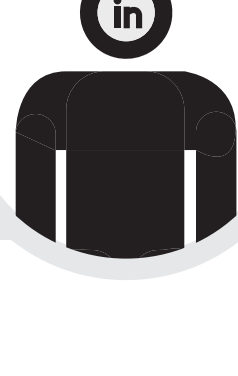


HOW TO INCREASE LINKEDIN ENGAGEMENT

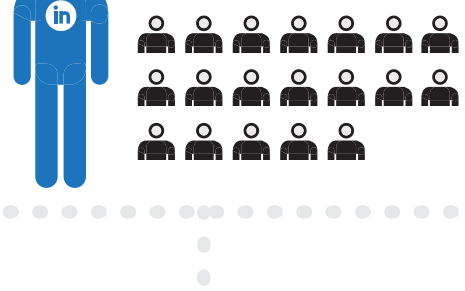


GET LINKEDIN OR GET LOCKED OUT

AS A WHOLE

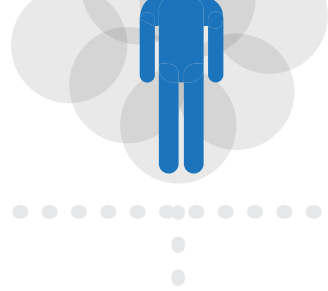
3,000,000,000 LinkedIn Users

1 in every 27 people in the world is a LinkedIn User!



2,100,000 LinkedIn Groups

1 LinkedIn User joins an average of 7 groups



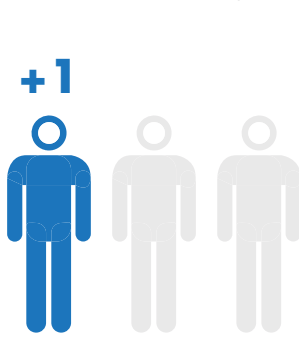
EACH MONTH

187,000,000 Unique Visitors



EVERYDAY

172,800 New Signups



PER MINUTE...

200 Conversations



7610 Searches



YOUR BUSINESS BENEFITS FROM USING LINKEDIN

LinkedIn has

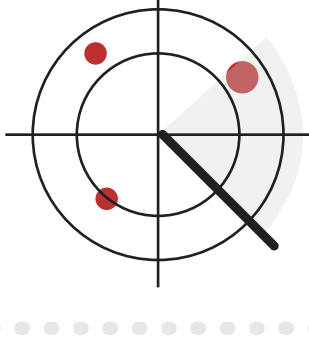
3X HIGHER VISITOR-TO-LEAD CONVERSION RATE

than twitter and facebook



37.2%

of businesses increased their branding/marketing presence



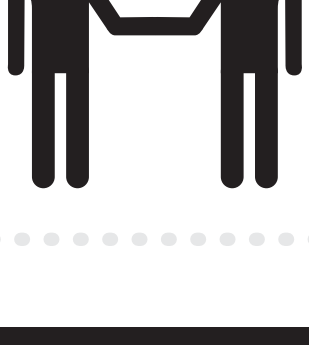
37.6%

of businesses have built new relationships with customers



44.5%

have increased their face-to-face networking effectiveness



94%

of recruiters use LinkedIn to examine potential candidates

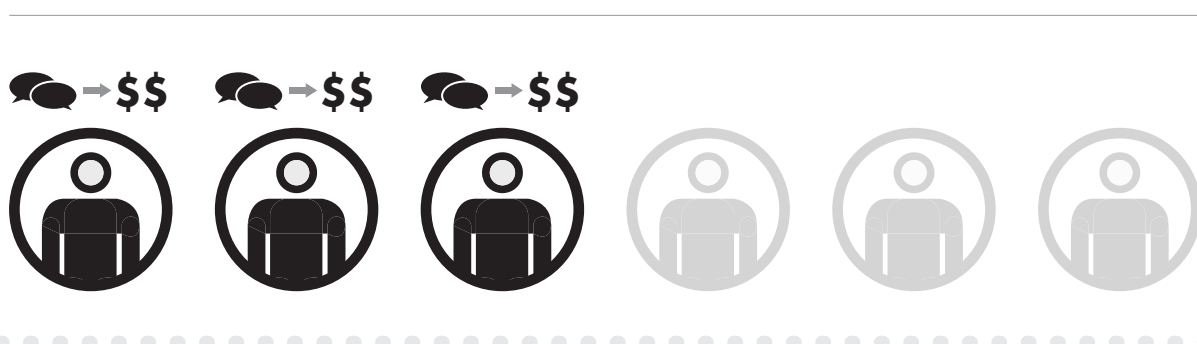


HOW TO INCREASE LINKEDIN ENGAGEMENT

IMPORTANT

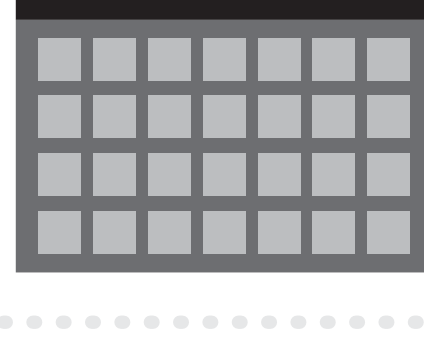
50%

of members are more likely to purchase from companies when they engage with them on LinkedIn



BEST TIMES TO POST

Post in the morning. Monday through Friday



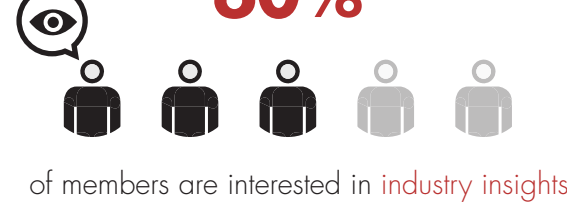
FOCUS ON POST FREQUENCY

Posting 20 status updates a month will help reach 60% of your unique audience monthly



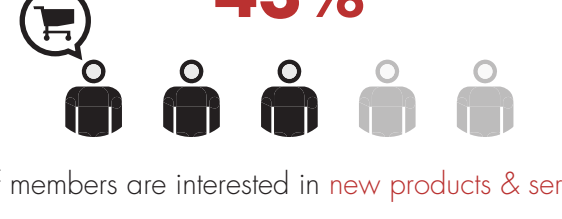
FOCUS ON WHEN TO POST

Know what members are interested in.



60%

of members are interested in industry insights



43%

of members are interested in new products & services

INCREASE ENGAGEMENT THROUGH

200%



LINKS

Including a link with your post drives 200% more engagement

98%



IMAGES

Posting images results in a 98% higher comment rate

75%



VIDEOS

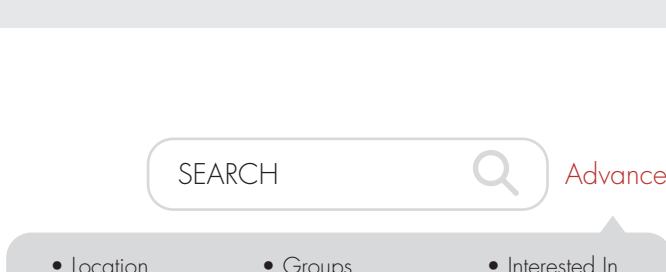
Linking to youtube videos results in a 75% higher share rate



3 STRATEGIES FOR FINDING NEW CUSTOMERS

ADVANCED SEARCH

Use advanced search with the parameters for your target group



- Location
- Current Company
- Industry
- Past Company
- Groups
- Years of Experience
- Function
- Seniority Level
- Interested In
- Company Size
- Groups
- Fortune



BROWSE NETWORK

Browse your immediate network to research your new customers.

SAVED SEARCHES

Use "Save Searches" to get a weekly list of new potential customers

