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CEO, Linked Strategies

Executive LinkedIn Strategies & Tactics:

How to Build a Massive LinkedIn Referral Network & Optimized Profile to Get Results Now



www.LinkedStrategies.com

Linked Strategies

LinkedIn Is...

- **A 300 Million Person Database**
- **#1 Professional Network**
- **Profile to the World**
- **Establish Expertise**
- **Source of Direct Access to Talent, Prospects & Strategic Relationships**



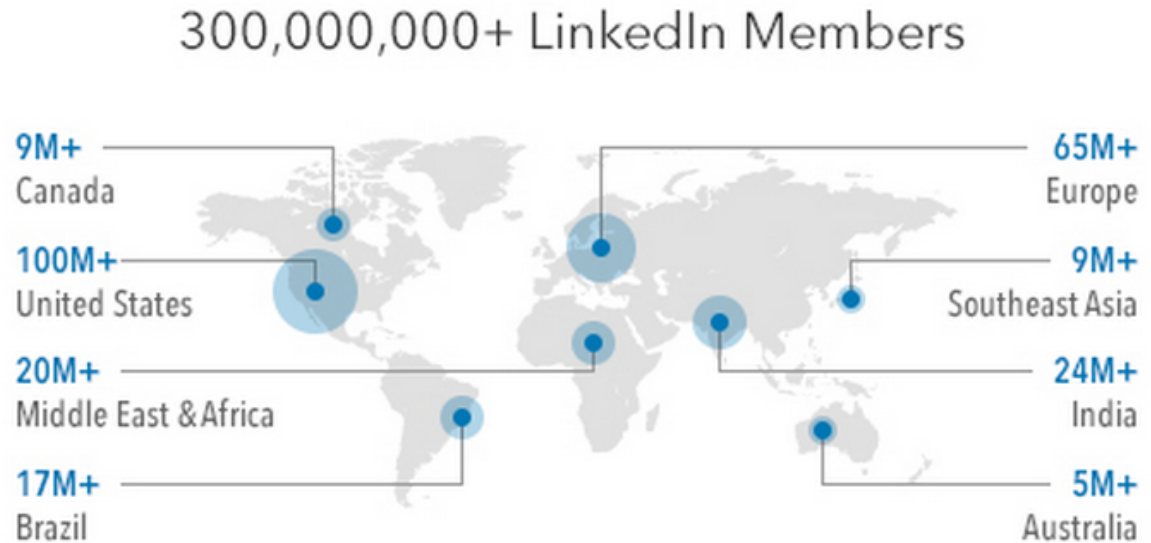
The REAL POWER of LinkedIn



- **Position & Brand Yourself**
- **Brand Company via People**
- **Build Targeted Networks**
- **Access to Top Talent**
- **Partnerships & Alliances**
- **New Prospects & Clients**
- **Test Untapped Markets**
- **Create Predictable Pipelines**



Knowing The LinkedIn Marketplace



Source: LinkedIn® Marketing Solutions



Business Decision Makers



Small & Medium Business
Professionals
Over 6.4 Million



Startup Professionals
Over 5.8 Million



Business Decision Makers
Over 15 Million



Corporate Executives
Over 2.8 Million



Financial Service Professional
Over 6 Million



IT Professionals
Over 8 Million



Marketing Professionals
Over 3.8 Million



Career Changers
Over 1.7 Million



Why does this all matter?

LinkedIn is a Channel that...

can help...

Increase Revenues

Lower Marketing Costs

Improve Cashflow

Connect with Decision Makers

**LinkedIn is a Practical Business Tool
that when Mastered, can Lead to
Exponential Results!**



LinkedIn Case Studies

- Internet Marketing Company
- Events Company
- Management Consulting Firm
- B2B Fortune 100 Company



LinkedIn Case Studies

Internet Marketing Co.

- 7262 Targeted Messages
- 316 Response: 4.35%
- 100 PreQual'd Appointment Requests: 1.16%
- Pipeline Increase: \$1.1m
- Costs: \$16,535
- Timeline: < 30days



LinkedIn Case Studies

Experiential Events Company

- 100 Targeted Companies
- 376 Targeted Custom Messages
- Response: 5.58%
- 13 PreQual'd Appointment Requests: 3.45%
- Pipeline Increase: \$9.75m
- Costs: \$16,800
- Timeline: < 60days



LinkedIn Case Studies

Management Consulting Firm

**Goal: Build Long Term Thought Leadership,
Land New Clients, Create a Best Selling Book**

**Solution: Build a LinkedIn Community
Exclusively with VP's of the Fortune 200**

Results:

- 200,000 total VP's of Fortune 200
- 50,000 were accessible
- 12,000 Double Qualified VP's of Fortune 200 Joined his Exclusive Community
- Best Selling Book & Endless New Business
+ Long Term Relationships



LinkedIn Case Studies

Multi-Billion Office Supply Co.

Goal: 75 Global Sales Reps needed to identify, access, engage & grow their managed accounts

Result:

- Avg rep added 2000+ High Value Targets to their Target Lists
- Est. personal engagement rate: 30% to 50%
- Est. Pipeline Opportunity Increase per Rep: \$600m
- Annual Requirement: \$50 to \$100m



The 3 Best Power User Strategies

- **Improve Your Image**
 - Profile Mastery to Establish Trust & Credibility
- **Get Found**
 - Networking on Purpose
- **Generate Awareness**
 - Promotion Tactics



LinkedIn Power User Strategies & Tactics

Improve Your Image: Profile Mastery

“Only one who devotes himself to a cause with his whole strength and soul can be a true master. For this reason mastery demands all of a person.”

- Albert Einstein



LinkedIn Power User Strategies & Tactics

Profile Optimization

- Profile Picture
- Professional Headline
- Summary
- Website Names and Links
- Public Profile Name
- Current Title
- Media Integration
- Connections
- Recommendations



LinkedIn Power User Strategies & Tactics



“There is nothing worse than a sharp image of a fuzzy concept.”

- Ansel Adams

Profile Optimization: Professional Headline

Models:

- Value Proposition or Solution | Value Proposition or Solution | Trust | Credibility | Title & Company
- Title & Company | Credibility | Value Proposition or Solution | Value Proposition or Solution | Trust
- Value Statement or Specific Call to Action

Examples:

- Marketing Director at (Company Name) | DoD Business Solutions
- 13 Million Books Sold | Authority on Creating Lasting Happiness | Transformational Leader | CEO, Shimoff & Associates
- M&A IT Strategist | Fortune 100 Program Manager | Strategic Planning | PMO | President & COO at DemingHill



LinkedIn Power User Strategies & Tactics

Get Found: Networking on Purpose

“If you can't describe what you are doing as a process, you don't know what you're doing.”

- W. Edwards Deming



LinkedIn Power User Strategies & Tactics

Get Found: Networking on Purpose

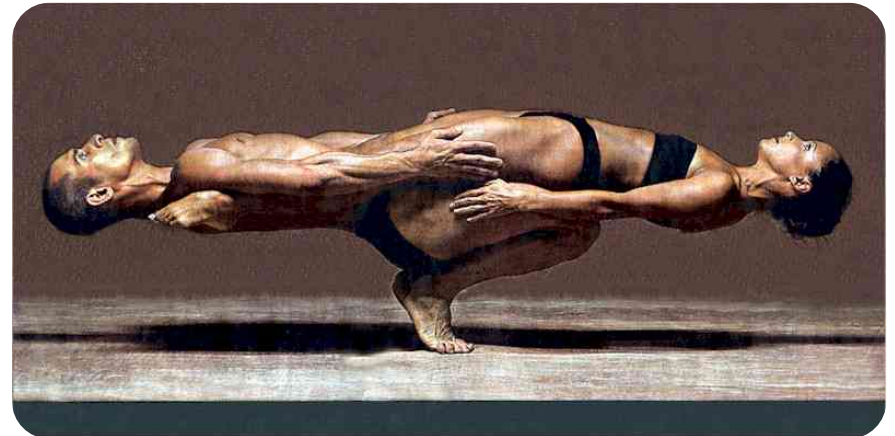


LinkedIn Power User Strategies & Tactics

Generate Awareness: Promotion Tactics

“Something amazing happens when you don’t promote... nothing.”

- P.T. Barnum



LinkedIn Power User Strategies & Tactics

Generate Awareness: Promotion Tactics



Takeaways



What did we learn?

- **Improve Your Image**
 - Profile Mastery
- **Get Found**
 - Network on Purpose
- **Generate Awareness**
 - Promotion Tactics



Contact Information



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– W. Edwards Deming

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