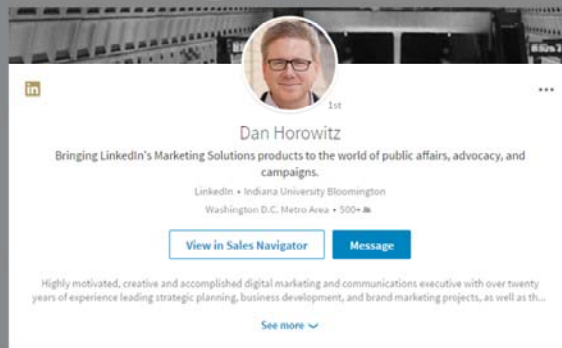


# reimag<sup>in</sup>e

**LinkedIn**  
Marketing Solutions



A screenshot of a LinkedIn profile for Dan Horowitz. The profile picture shows a man with glasses. The header text reads "Dan Horowitz" followed by "1st". Below this is a description: "Bringing LinkedIn's Marketing Solutions products to the world of public affairs, advocacy, and campaigns." The location is listed as "LinkedIn • Indiana University Bloomington" and "Washington D.C. Metro Area • 500+". There are two buttons: "View in Sales Navigator" and "Message". A bio snippet follows: "Highly motivated, creative and accomplished digital marketing and communications executive with over twenty years of experience leading strategic planning, business development, and brand marketing projects, as well as th...". A "See more" link is at the bottom.

## The largest global community of professionals

120M

US Professionals

8.4M

National Opinion Leaders

6M

MBA Grads

460+M

professionals are on LinkedIn

550K

DC Opinion Leaders

3.7M

US C-Level Execs

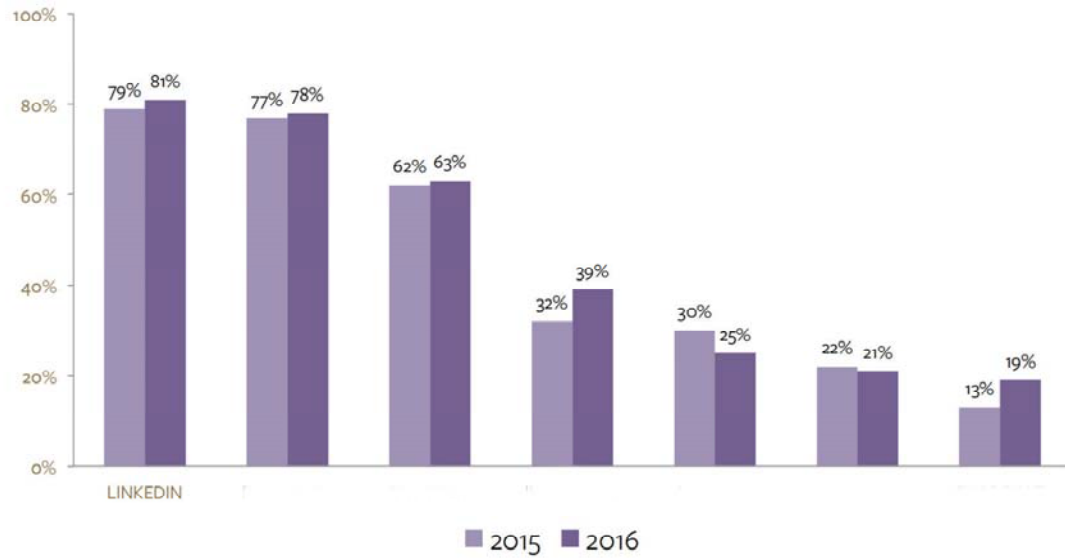
1.6M

US Energy Industry



### Social Media Platform Usage

Percentage of Respondents Who Have Used Platform in Last 6 Months, 2015 vs. 2016



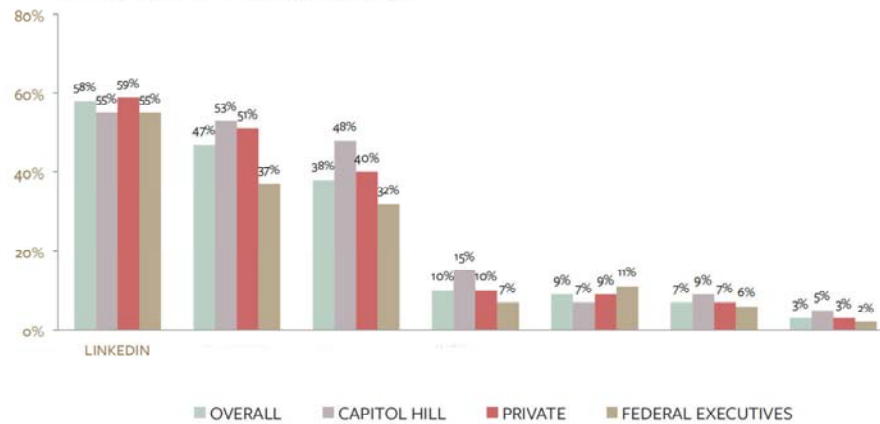
Source: National Journal Communications Council research and analysis

## How Do Washington Professionals Use Social Media?

LinkedIn Used Most Widely for Work in Washington; Twitter Also Strong Among Staffers and Private Sector

### Social Media Platform Usage

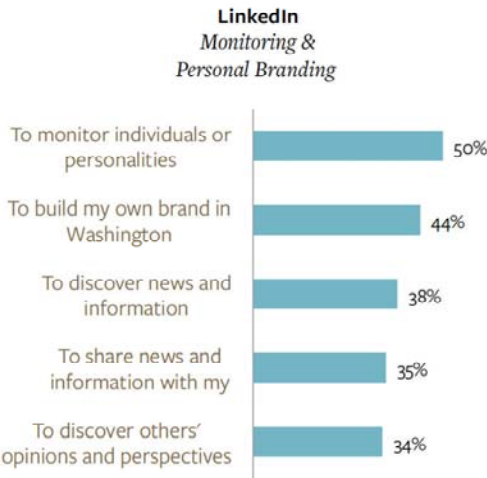
Percentage of Respondents Who Have Used Platform in Last 6 Months as Part of Their Work in Washington by Workplace



Source: National Journal Communications Council research and analysis.

**Primary Purposes for Using Social Media Platforms for Work in Washington**

*Percentage of Respondents Who Have Used Platform in Last 6 Months  
as Part of Their Work in Washington*



Source: National Journal Communications Council research and analysis.

# the qu tessential profile

**LinkedIn**  
Marketing Solutions



# Four Pillars of Social Engagement on LinkedIn

## **1. Create and curate your professional brand**

A strong professional brand shows you are an active participant in your industry. It leads to more inquiries from and to more responses to your communications.

## **2. Focus on the right connections**

Over 76% of buyers feel ready to have a social media conversation and identifying prospects that meet your established criteria – such as role, function, or industry – with LinkedIn has never been easier.

## **3. Engage with insights**

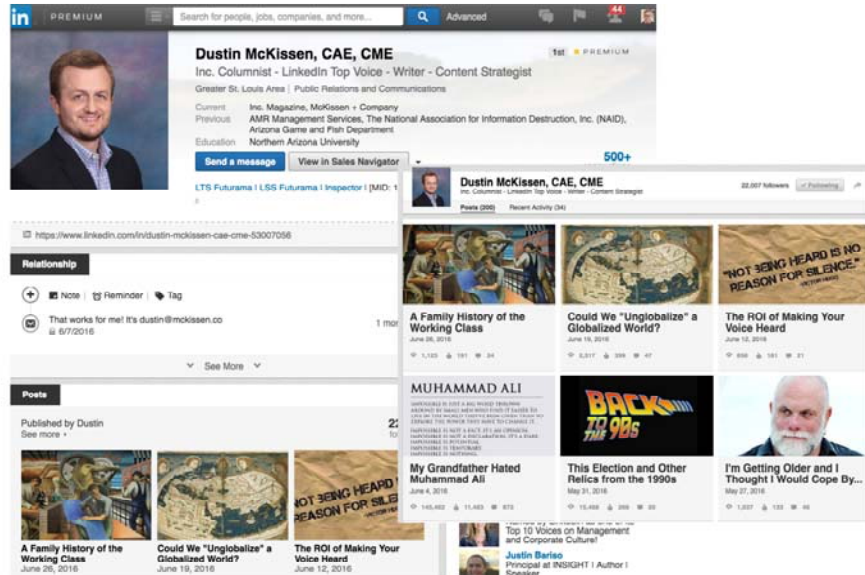
Position yourself as a subject matter expert by sharing relevant industry content, commenting on news alerts, and building your professional brand. Over 62% of B2B buyers respond when you connect with relevant insights and opportunities.

## **4. Build strong relationships**


Having a strong first-degree network is important. A strong first-degree network means having a couple hundred who support what you're doing and think you're a good person to know. Most people either invite too many or too few people into their network and both are a problem.

# Building a Personal Brand

- Dustin served as Executive Director of the National Christmas Tree Association and Director of Marketing at an AMC when he began long-form blog posts to LinkedIn Pulse in 2014
- Dustin gained 20k+ followers, has had 2M+ views of his 200 blogs, was named a "Top Voice in Management & Corporate Culture" in 2015, and started his own firm to advise others on how to plan and execute content on LinkedIn







## JOHN DOE

*I help B2B companies save money through outsourcing solutions.*

Greater Boston Area | Business Development

Current	Outsourcing Solutions
Previous	Outsource Co.
Education	Boston University

[SEND A MESSAGE](#) ▼

**HEADLINE**

Don't just write your title. Answer two questions: Who do you help and how do you help them? Craft your headline to be a mini value proposition, packed with verbs and other active language.

**PICTURE**

Profiles with pictures elicit a 40% InMail response rate. Strive for professional but not stiff. Choose a current, hi-res picture that would make a buyer feel confident trusting you with their business.

Email	john.doe@outsourcingsolutions.com
Phone	555-123-4567
Twitter	@johnqdoe
Websites	www.outsourcingsolutions.com www.johndoe.com/blog

**CONTACT INFO**

List your email address, phone number, Twitter handle, and blog and/or company website to make it easy for prospects to get in touch.



## SUMMARY

I am passionate about helping business leaders adopt strategic outsourcing to make their businesses and workforces healthier and more productive.

Through a customized company productivity assessment, I identify areas of opportunity where outsourcing could dramatically impact results. For example, I helped to implement an outsourcing program at Impressive Company that resulted in a 25% cost reduction and 30% increase in productivity.

I am dedicated to partnering with leaders to discover if and how outsourcing can benefit their businesses. Contact me anytime at [john.doe@outsourcingsolutions.com](mailto:john.doe@outsourcingsolutions.com), or call me at 555-123-4567.



## CONTENT

Display two to four pieces of visual content in your summary. Post eye-catching pieces that will be helpful to your buyer.



## EXPERIENCE

**SALES REPRESENTATIVE**  
Outsourcing Solutions

## SUMMARY

Shoot for a 3X3 summary – three paragraphs with three or fewer sentences each. Include keywords that your buyers might search for.

Reiterate your purpose from your headline in the first paragraph.

In the second, get more specific about your work – projects you've taken on, results you've driven, companies you've worked with, etc. Elaborate on how you achieve the mission statement set out in your header.

The last paragraph should include a concise call-to-action that makes it clear why and how a buyer should get in touch with you.



## EXPERIENCE

### SALES REPRESENTATIVE

*Outsourcing Solutions*

July 2013 – present

I work with B2B executives to implement innovative outsourcing programs that drive results. While I have worked with companies of all sizes and in all verticals, my focus is on the manufacturing industry.

- Help clients identify outsourcing opportunities.
- Work alongside support team to ensure proper program implementation.
- Consistently achieve 100-150% of quota.

### BUSINESS DEVELOPMENT REPRESENTATIVE

*Outsource Co.*

July 2012 – July 2013

As a business development representative at Outsource Co., I consulted with business leaders to determine if a partnership would be mutually advantageous, and grew the sales pipeline by reaching out to companies who could benefit from outsourcing solutions.

- Introduced clients to Outsource Co.
- Brainstormed Outsource Co.-centric solutions for business problems.
- Helped sales team achieve 100-150% of quota each month.

visual content in your summary.  
Post eye-catching pieces that will  
be helpful to your buyer.

## EXPERIENCE

While the experience section looks like a resume, you should still write it with your buyer in mind. List all professional positions and your titles. It's fine to write a few sentences paragraph-style to summarize your role at each job, but be sure to list three to five major duties in bullet form underneath. You can mention your quota attainment, but keep the spotlight on the results you helped clients achieve, and the methods and tactics you used.



## HONORS AND AWARDS

### ROOKIE SALES REP OF THE YEAR

I was named Outsourcing Solutions' rookie sales rep of the year for driving outstanding results for clients and my exceptional social selling presence.

### 2014 AA-ISP SPIRIT AWARD

I was recognized by the American Association of Inside Sales Professionals for excellence in inside sales practices.

## HONORS AND AWARDS

List any work-related awards you've won here with a brief description.



## PUBLICATIONS

### How Outsourcing Helps Manufacturing Companies Grow

*Learn how manufacturers can benefit from strategic outsourcing.*

## PUBLICATIONS

Do you blog? Post any articles published on third-party sites here.



## EDUCATION

### BOSTON UNIVERSITY

Bachelor of Science (BS) in Business & Marketing 2012

### ONLINE UNIVERSITY

Introduction to B2B Sales 2015

## EDUCATION

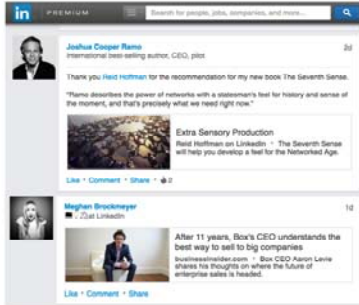
Don't just write your formal degrees. Also include any relevant online courses you've taken and certifications you've completed.

# build your personal brand

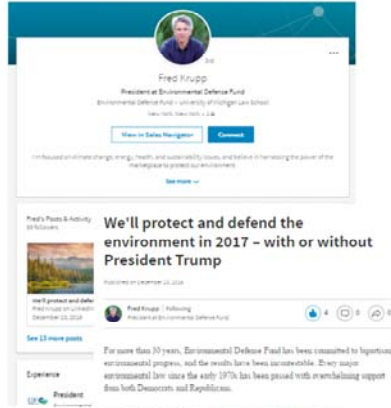
**LinkedIn**  
Marketing Solutions

# LinkedIn's Content Ecosystem

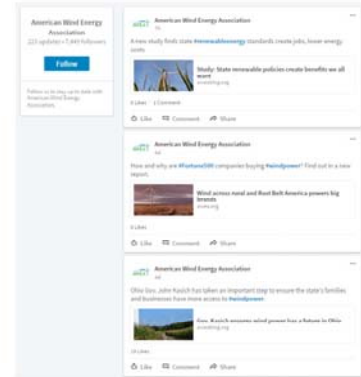
## Curated Feed



## Publishing Platform



## Company Page



# How To Get Started: Long-Form Posts

When you publish a long-form post on LinkedIn...

- Your original content becomes **part of your professional profile**.  
It is displayed on the Posts section of your LinkedIn profile.
- It's shared with your **connections and followers**.
- Members not in your network **can follow you** from your long-form post to receive updates when you publish next.
- Your long-form post is **searchable** both on and off of LinkedIn.

## 5 Tips for Delivering Compelling Stories on LinkedIn

- **Make it About What You Know**  
Start a conversation by talking about your own insights, not those of the organization.
- **Challenge Widely Held Beliefs**  
LinkedIn members are always trying to learn more, but they want to first be challenged to think differently about an issue or idea.
- **Follow Breaking News**  
Providing your take on breaking news adds content and relevancy, two key factors our editors look for in a post.
- **Share your Passions**  
Posts on personal passions can encompass light or heavy topics. But they humanize the executive, and create a real connection with your readers
- **Boutique Approach**  
Don't try and speak to everyone with each post. While seeking a narrower target audience may seem counterintuitive, it can be an effective way to reach and influence a group of important stakeholders.





Paris, France.

## Why America Needs the French Email Law

Published on January 17, 2017 | Featured in: [Careers: The Next Level](#), [Company Culture](#), [Editor's Picks](#), [Productivity](#)



**Katie Denis**  
Senior Director, Project: Time Off



2,029



176



325

With the new year, a new French law asserting workers' "right to disconnect" went into effect, aimed at discouraging burnout and ensuring fair pay. The law requires companies with 50 employees or more to set hours that employees cannot send or answer emails.

I love the French email law. Not because I think it would work here or should be enacted here (far from it!), but because the [overwhelming news coverage](#) it received



GE Minds + Machines Conference 2016, San Francisco (Photo Credit: Tony Avelar)

## The Convergence of Minds + Machines

Published on November 16, 2016



**Jeff Immelt** [Influencer](#) [Follow](#)  
Chairman and CEO at GE



1,560



43



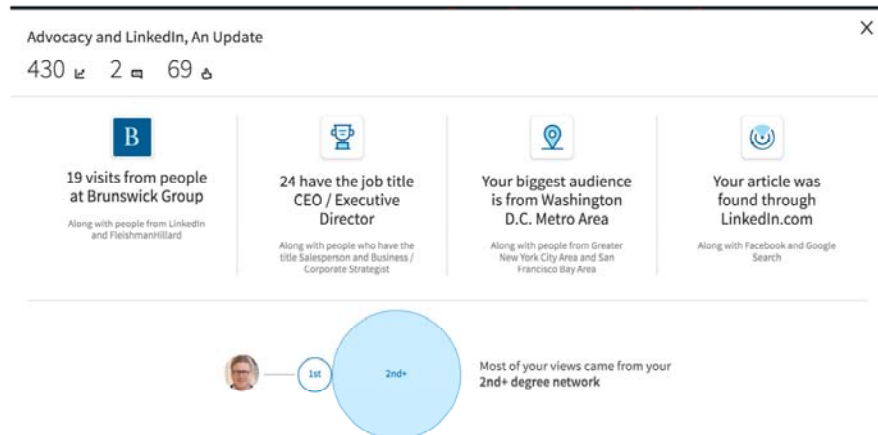
291

Today is day two of GE's annual [Minds + Machines Conference](#), taking place in San Francisco. Over 2,500 thought leaders are convening to talk about the digital future of industry – it's all about productivity. The Industrial Internet is transforming how we


# Track Your Progress

Once you've published on LinkedIn, you can check out your post analytics to see who read, shared, or commented on your post...

plus important insights on the companies and regions your readers come from, their job titles, and how they found you.




# Short Form Updates




**Edward Hamberger**  
President and CEO at Association of American Railroads

Another important factor in the slow growth economy.



**Sputtering Startups Weigh on U.S. Economic Growth**  
wsj.com · The U.S. economy is inching along, productivity is flagging and millions of Americans appear ...

Unlike · Comment · Share · 6



**Joe Parrilli** Thanks Ed! It's nice to see the AAR advocate for startups. We need all the support we can get!

Like · Reply

Add a comment...



**Dan Horowitz**  
Bringing LinkedIn's Marketing Solutions products to the world of public affairs, a...

From Oct 24-30th, all 5,000 courses on @LinkedIn Learning are 100% free!  
<https://lnkd.in/bQGCGdV> #AlwaysBeLearning



**LinkedIn**  
Week of Learning  
FROM OCT. 24-30  
JOIN ME AND LET'S LEARN FOR FREE  
LNKD.COM/WEEK-OF-LEARNING

Like · Comment · Share · 7

# content market g

**LinkedIn**  
Marketing Solutions

Market to Who Matters:

# Get to the Right Professional Audiences



## Rich demographic data

Job Function, Seniority, Company Name,  
Geo, Industry



## Interest-based targeting

Group Membership, Skills, Companies Followed



## Persona targeting

Job Searchers, Opinion Leaders, Mass Affluent,  
Business Travelers



## Your own audience data

Target by Company

# Sponsored Content

Engage your target audiences with relevant content including images, infographics, video and more



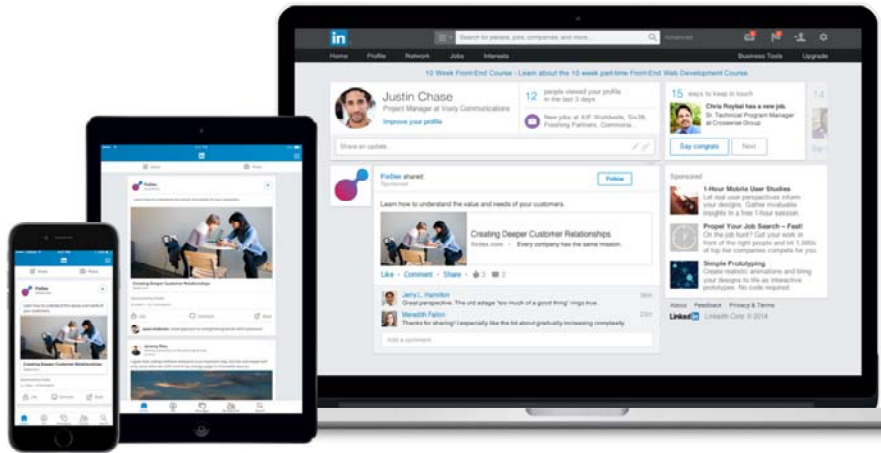
Target your most valuable audiences



Reach your prospects across devices



Drive quality leads and engagement



# Sponsored InMail

Deliver personalized, 1:1 messages at scale  
and avoid the clutter of the email inbox



Mobile-optimized design  
for easy clicks



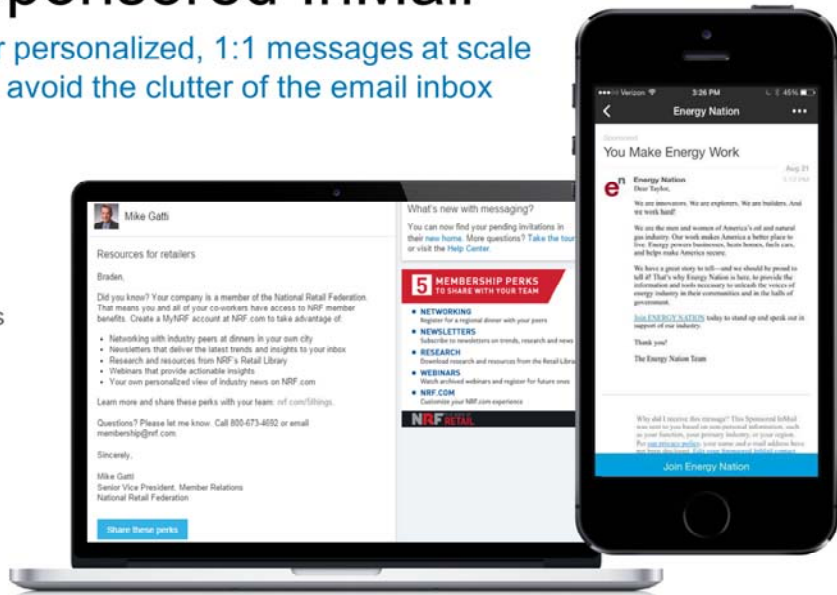
Only delivered when members  
are active on LinkedIn



Uncluttered professional  
context



Flexibility to tailor  
your content





Nancy Sopko

Sponsored

Sign up for Wind Power on Capitol Hill today!

The new presidential administration and the 115th Congress are coming to town this month and *we need you to help* brief the new decision makers on all the ways wind energy works for America.

On February 15 & 16, 2017, AWEA will hold its **Wind Power on Capitol Hill** event, the year's biggest opportunity for AWEA members to visit Washington and meet your representatives in Congress.

#### Are you with us?

Your participation in Wind Power on Capitol Hill can make a *huge difference* in gaining support in Congress to keep American wind power growing.

Please join us. And please also consider inviting members of your supply chain, leaseholders, community members, as well as your family - *we need their voices, too!*

#### Register today!

Nancy Sopko  
Manager, Advocacy & Federal Legislative Affairs  
American Wind Energy Association  
nsopko@awea.org



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American Wind Energy Association shared

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Join us at Wind Power on Capitol Hill February 15 & 16, and help brief your lawmakers about how Wind Works for America! <https://lnkd.in/dsrcFw>




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American Wind Energy Asso...

shared this

+

Join us at Wind Power on Capitol Hill February 15 & 16, and help brief your lawmakers about how Wind Works for America! <https://lnkd.in/dqaa-ha>



Sponsored by American Wind Energy Association

6 Likes • 1 Comment

Like

Comment

Share



Marilyn Tavenner

#### Discuss Health Care in Vegas

Hello Braden,

I hope you'll join me at AHIP's Institute & Expo, June 15-17, in Las Vegas. With such an outstanding lineup of speakers and sessions, I think you'll quickly see why it is the essential event for the health care industry. We'll have the nation's top minds examining the key issues that are fundamental to making our health care system work better.

The agenda includes:

- Health plan executives
- Thought leaders and industry experts
- Targeted concurrent sessions in eight different tracks
- A special closing keynote session addressing the key challenges facing America

Institute & Expo is about idea-sharing and vision to help you and your organization tackle the biggest and most complex priorities, like improving clinical care outcomes, enhancing the consumer experience, and building the path to sustainability. Please [review the agenda](#) and register today.

I look forward to seeing you there.

Sincerely,

Marilyn Tavenner  
President & CEO, America's Health Insurance Plans

[Register Today](#)



AL **America's Health Insurance Plans (AHIP)** Don't miss the launch of AHIP's Young Professional Network at AHIP Institute & Expo in Las Vegas, June 15-17. There, you can enjoy a career development session that will help you create a game plan for career success within your organization. [https://lnkd.in/bxM\\_VAu](https://lnkd.in/bxM_VAu)



#### AHIP Young Professionals @ Institute & Expo 2016

[ahip.org](http://ahip.org) · It's new, it's exciting, and it's designed to promote and inspire leadership among health care professionals 35 and under. AHIP's Young Professional Network will provide year-round resources to help young professionals advance their career.

**America's Health Insurance Plans (AHIP)** #AHIPInstitute is officially getting underway as AHIP President & CEO Marilyn Tavenner kicks things off.



#### Kicking off AHIP Institute: Dynamic Change - AHIP

spr.ly · Today I have the honor of delivering the opening remarks at this year's Institute & Expo. A major theme from this year's event and one that is playing out across the industry is change.

**PhRMA** A new report looks at the economic impact of the biopharmaceutical sector in CA, including more than 851,000 jobs and \$65.6 billion in compensation. <http://onphr.ma/1sEBp6r>



#### **California | From Hope to Cures**

onphr.ma • In 2014, the biopharmaceutical sector directly generated \$105.1B in economic output in California and supported another \$138.7B through the sector's vendors and suppliers and through the economic activity of its workforce.

**PhRMA** A new report looks at the economic impact of the biopharmaceutical sector in OH, including more than 113,000 jobs and \$6.8 billion in compensation. <http://onphr.ma/1UaVsph>



#### **Ohio | From Hope to Cures**

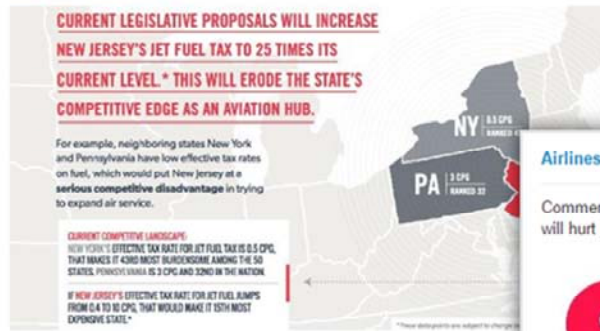
onphr.ma • In 2014, the biopharmaceutical sector directly generated \$11.0B in economic output in Ohio and supported another \$15.5B through the sector's vendors and suppliers and through the economic activity of its workforce.

Airlines for America shared:

Follow

6d

This game doesn't fly. Tell Trenton lawmakers: Stop the jet fuel tax hike. Learn more: [www.stopjetfueltaxhike.com](http://www.stopjetfueltaxhike.com)



Like · Comment · Share · 87 13

Airlines for America shared:

Follow

6d

Commercial aviation supports 150,000 jobs in New Jersey today. But a new jet fuel tax hike will hurt job creators. More: [www.stopjetfueltaxhike.com](http://www.stopjetfueltaxhike.com)

**STOP**  
the **JET FUEL TAX HIKE**

Like · Comment · Share · 74 10

**National Retail Federation** The Department of Labor has issued its final version of new federal regulations that would dramatically increase the number of workers who must be paid overtime. Here are the key elements that you need to know now. <https://lnkd.in/enkY4t9>



**7 Things to Know about the New Overtime Regulations**  
slideshare.net · The Department of Labor issued its final rule making changes to the overtime exemptions under the Fair Labor Standards Act on May 18, 2016. The rules were publ...

**National Retail Federation** Do you know an innovative and creative startup ready to shake-up retail? Tell a company you know to apply for our Startup of the Year Competition for a chance to win \$20,000, meet with retail CEOs and much more. <https://lnkd.in/eSYTuXY>

#### **Startup of the Year**

nrf.com · Shop.org is searching for the most promising rising stars in digital commerce.



## Four Takeaways

- LinkedIn is the most used social platform in DC
- Keep your profile up-to-date and complete. Remember, it's not just for finding your next job.
- To succeed on LinkedIn, engage in the feed (share, like, comment) and post your own long-form content.
- When it comes to content marketing, LinkedIn leads the way when it comes to targeting, engaging, and converting your target audiences.





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