Ten Things You Need to Know About LinkedIn, Today!

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1) From User Growth to Feed Engagement

- **+50%**
  - YOY member engagement in the newsfeed

- **2x**
  - Members are liking, commenting and sharing 2x last year’s rates

- **+60%**
  - YOY views of the LinkedIn newsfeed
Members approach LinkedIn with an **aspirational and professional mindset** to better themselves and their careers.

“This dynamic causes people to treat content and interactions on LinkedIn as more authentic”, says Business Insider Intelligence, and, in turn, “this engenders a higher degree of **digital trust**.”

Source: Business Insider Intelligence ‘Digital Trust Report’, June 2017
3) Customize Your Headline

JD Kathuria • 1st
Helping Executives Build Trusted Relationships
Washington D.C. Metro Area

Message  View in Sales Navigator  More...

JD Kathuria founded WashingtonExec as a leading on-line media, membership and events company for senior level executives. The mission of WashingtonExec is to deliver outcome driven and result
4) Comments are Critical
5) Messaging Has Taken Off
It’s graduation season. Across the United States, tens of thousands of people are preparing to collect their diplomas, start their careers and change the world. But first they’ll have to sit through a rite of passage ... the commencement speech.

To be fair, giving a commencement speech is no easy task. You’re expected to provide sage advice to graduates, inspire them to do great things and get big laughs — all while holding the attention of 22-year-olds who are an unlikely combination of very excited and completely exhausted.
7) Stay Visible in Front of Your Prospects & Clients
Core Targeting Options

REACH A QUALIFIED AUDIENCE WITH TARGETING BASED ON MEMBERS’ PROFESSIONAL PROFILES

- Company name
- Job title
- Member skills* Based on skills, endorsements and keywords in profile
- Field of study
- Company industry derived from Company Page
- Job Seniority* derived from Job title
- Degrees
- Company size derived from Company Page
- Job function* derived from Job title
- Member groups
- Company size derived from Company Page
- Years of experience* derived from start year and month of current roles
- Member age* Derived by using the earliest degree
- Member Schools
- Location
- Member gender* derived from Member name
8) Understand Who is Visiting Your Website

Website Demographics is a free reporting tool that lets you discover what kinds of professionals are visiting your website – regardless of traffic source.

Filter site traffic by 8 professional demographic traits.

Compare website sections to understand audience differences and tailor your targeting and content strategy appropriately.
9) Audit Your Feed Experience
10) Connect in Two Steps
What’s your favorite book you’ve read this year?