

USING LINKEDIN FOR BUSINESS

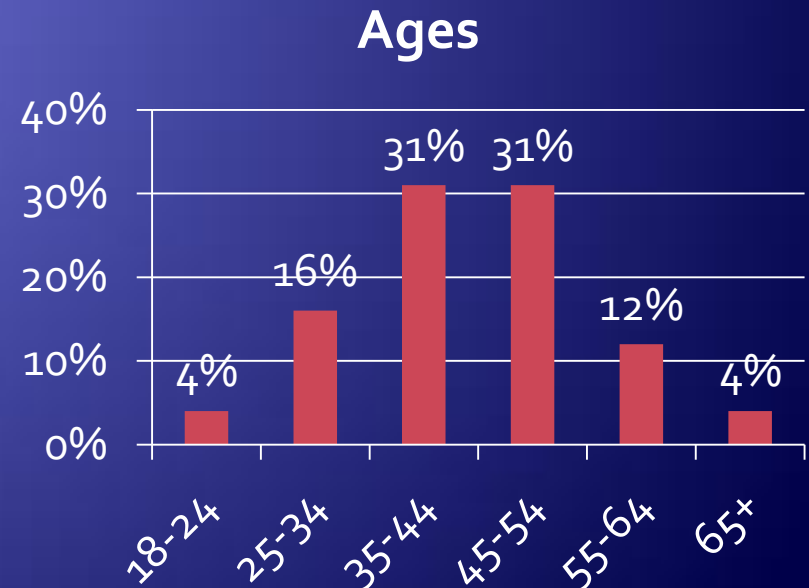
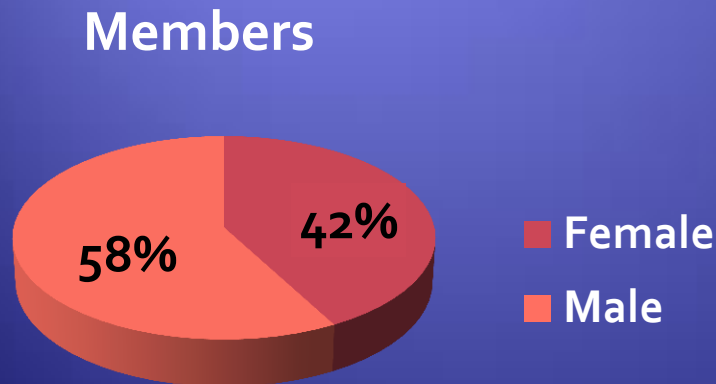
People In Business

Growing Business Together

**TENBY TECHNOLOGIES
...BUILDING BUSINESS ON THE INTERNET**

Dick Slackman
www.tenbytech.com
info@tenbytech.com
618-799-9757

- ◆ LinkedIn is like Facebook for business people
- ◆ 225 million members: business people, professionals, students, job seekers





Search for people, jobs, companies, and more...



Advanced



Home

Profile

Network

Jobs

Interests

Business Tools

Upgrade

[Dental Internet Marketing](#) - Build Your Practice. Get More Clients. Web Marketing & Results-Driven SEO



Share an update...



All Updates ▾



LinkedIn Today recommends this news for you



The 4 Hours I Need 16 Times a Year to Run my Businesses

Gary Vaynerchuk on LinkedIn • I've been known to talk about hustle. I've been known to talk about working all the time (as long as you keep family...
7h



Neiman Marcus Avoids IPO, Sold For \$6B

forbes.com • 2h



Live Coverage: TechCrunch Disrupt 2013

linkedin.com • 2h



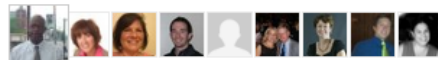
Instagram Pictures Itself Making Money

online.wsj.com • 8h

[See your news](#) ▶



9 people have new connections.



[Charles Jefferson](#) connected to [Brenda Schneider](#), Recruiting and Payroll Processing Manager at cPay, LLC.

Connect with Brenda • 1m ago



10 connections were endorsed for their skills and expertise.



[Tom Minella](#) was endorsed by [Jim Patterson](#) for: SOA

PEOPLE YOU MAY KNOW



William Bertrand, Lead Principle Technical Architect at
[Connect](#)



Mary Brown, --
[Connect](#)



Dan Beggs, Senior Systems Manager at AT&T Services
[Connect](#)



[See more](#) »

LINKEDIN PREMIUM



FREE

Get a **free** month of LinkedIn Premium with:

90 days of details on Who's Viewed Your Profile and how they found you

25 InMails per month to contact members outside your network

35 times the reach with access to full profiles of everyone in your network

[Upgrade Free](#)

WHO'S VIEWED YOUR PROFILE

5 Your profile has been viewed by 5 people in the past 3 days.

[See more](#) »

[Unlock the full list with LinkedIn Premium](#)

JOBS YOU MAY BE INTERESTED IN



Director of New Product Development
Essex Industries - Greater ...



Connections



- ♦ 1st Level Connections: People you have connected with & can communicate with
- ♦ 2nd Level Connections: People you can invite to connect
- ♦ 3rd Level Connections: You can invite some of these people to connect
- ♦ Out of Network: You can not invite these people to connect

Profile > Edit Your Profile

The screenshot shows the LinkedIn 'Edit Your Profile' interface for a user named Dick Slackman. The profile is currently in 'edit' mode, indicated by a pencil icon and the text 'Done editing'. The profile summary shows Dick Slackman as the Owner of Tenby Technologies, located in the Greater St. Louis Area, with 500+ connections. The 'Background' section is active, showing the 'Summary' tab. Below the summary, there are fields to 'Add a link' and 'Upload a file'. The 'Experience' section is also visible, showing a position as 'Owner' at 'Tenby Technologies' from November 2007 to Present (5 years 11 months). The 'Activity' tab is selected, showing a list of recent activity. On the right side, there are sections for 'Recommended for you' (Skills, Summary, Projects, Languages) and 'You can also add...' (Publications, Honors & Awards, Test Scores, Courses, Certifications, Volunteering & Causes). The top navigation bar includes links for Home, Profile, Network, Jobs, Interests, Business Tools, and Upgrade. A search bar is also present at the top.

- ◆ Your LI resume
- ◆ Fill out as much as you want to make public
- ◆ Prior experience, skills, education, recommendations, interests, etc
- ◆ Click the pencil to modify a field

Photo (upper right) > Privacy & Settings

The screenshot shows a LinkedIn profile for Dick Slackman, a member since August 30, 2006. The top navigation bar includes links for Home, Profile, Network, Jobs, and Interests. The profile section displays the user's name, member since date, primary email (dslackman@aol.com), and password change link. It also shows account type (Basic) and an upgrade button. The right sidebar features InMails (0 available), Introductions (5 of 5 available), and LinkedIn Ads (1 active account). The bottom section is divided into three columns: Profile (with links to Communications, Groups, Companies & Applications, and Account), Privacy Controls (with links to turn on/off activity broadcasts, select who can see activity feed, select what others see when viewed, select who can see connections, change profile photo & visibility, and show/hide viewers box), and Settings (with links to manage Twitter settings, edit name/location/industry, edit profile, edit public profile, and manage recommendations).

in Search for people, jobs, companies, and more... Advanced

Home Profile Network Jobs Interests

Dick Slackman
Member since: August 30, 2006

Primary Email [Change/Add](#)
dslackman@aol.com

Payment
• [View purchase history](#)

Password [Change](#)

Account Type: Basic
[Compare account types](#)

Get More When You Upgrade!
• More communication options
• Enhanced search tools
[Upgrade](#)

InMails
0 available [Purchase](#)

Introductions
5 of 5 available [Upgrade](#)

LinkedIn Ads
Having 1 active account
[Manage campaign](#) | [Create a campaign](#)

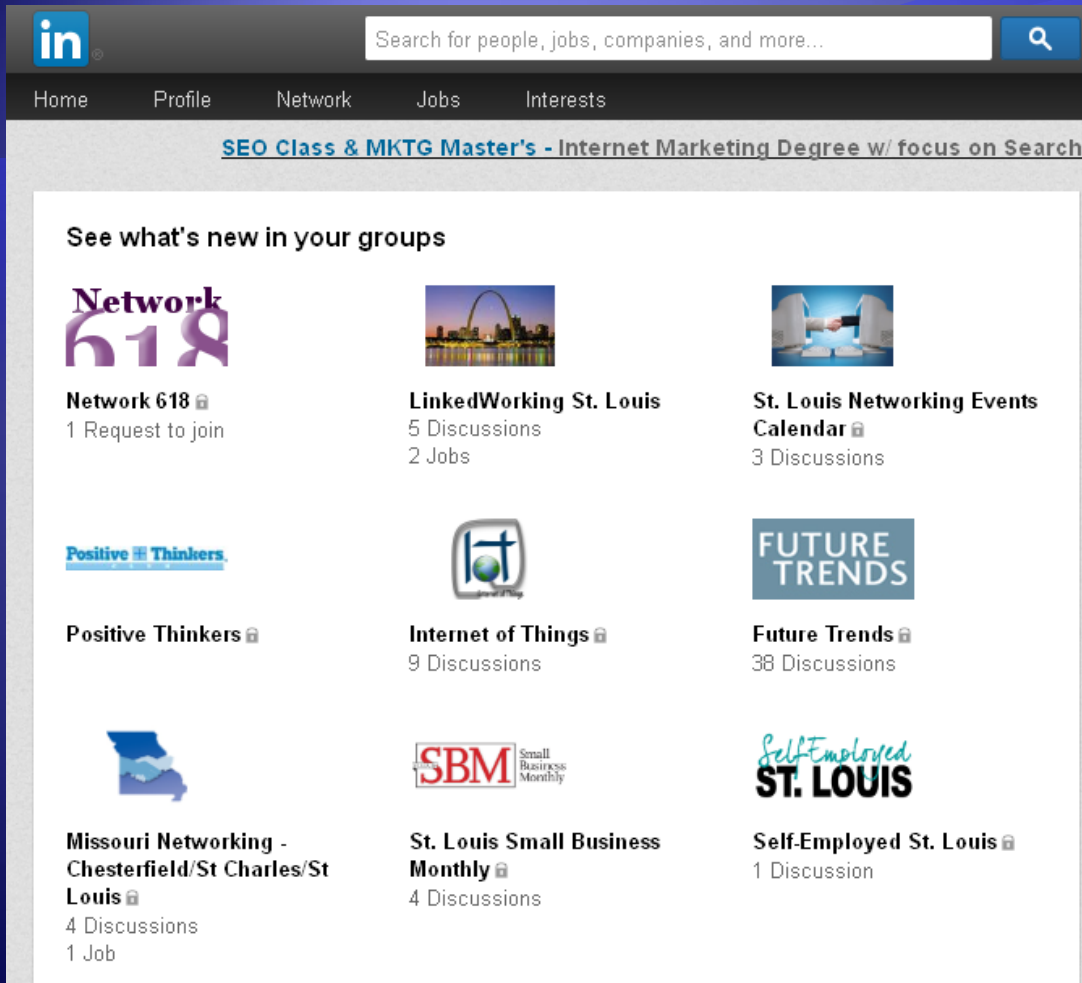
Profile
[Communications](#)
[Groups, Companies & Applications](#)
[Account](#)

Privacy Controls
[Turn on/off your activity broadcasts](#)
[Select who can see your activity feed](#)
[Select what others see when you've viewed their profile](#)
[Select who can see your connections](#)
[Change your profile photo & visibility »](#)
[Show/hide "Viewers of this profile also viewed" box](#)

Settings
[Manage your Twitter settings](#)
Helpful Links
[Edit your name, location & industry »](#)
[Edit your profile »](#)
[Edit your public profile »](#)
[Manage your recommendations »](#)

- ◆ Privacy controls
 - ◆ Change your profile & visibility
- ◆ Communication
 - ◆ Set the frequency of emails
- ◆ Groups, Companies & Applications
 - ◆ Set the frequency of group digest emails

Interests > Groups



◆ Choose groups that interest you & your customers

1. Network618
2. LinkedWorking St. Louis
3. St. Louis Networking Events Calendar

◆ Use Search Box to find more groups

Linkedin Strategies



- ◆ Connect with people you know & people you want to know:
 - ◆ Your customers, potential customers, your competitor's customers, potential partners
- ◆ Grow your list of connections (200+)
 - ◆ Add connections from the people you email (be careful)
 - ◆ Participate in groups (maximum 50) & invite group members to connect
 - ◆ Search the list of your 2nd level connections
- ◆ Recommend, endorse, & congratulate others

Linkedin Strategies

- ◆ Post interesting, useful, or fun status updates & group discussions
- ◆ Create your own groups
 - ◆ Create a group that will attract potential customers

Thank You

- ◆ All slides will be available on the PIB web site

Dick Slackman
tenby technologies
www.tenbytech.com
618-799-9757



Should You Use Social Media?

Pros

- ◆ It can reach many people
- ◆ It can reach specific categories of people
- ◆ It is usually free
- ◆ It can be very cost-effective

Cons

- It can be time consuming
- It requires a “personality”
- It requires that you manage your online reputation
- Results can be short lived

