

How to Use LinkedIn to Gain a Competitive Advantage

Sylvia Montgomery, CPSM & Kristina Jaramillo

Chat live on Twitter!

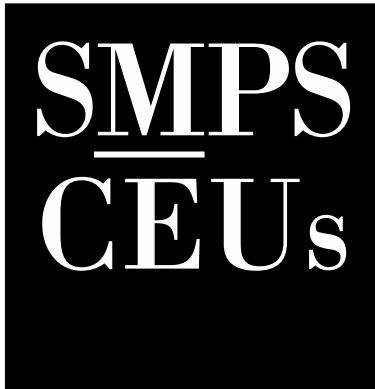
Today's Hashtag:



#HingeLinkedIn

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Today's Speakers



Sylvia Montgomery

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Connect on Twitter: [@BrandStrong](https://twitter.com/BrandStrong)



Kristina Jaramillo

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Agenda

- Research Background
- Growth of LinkedIn
- Importance of Differentiation for Firms
- How to Apply Differentiation to LinkedIn
- LinkedIn Profile Tips and Examples
- Wrap-up and questions



Research Background

Two studies:

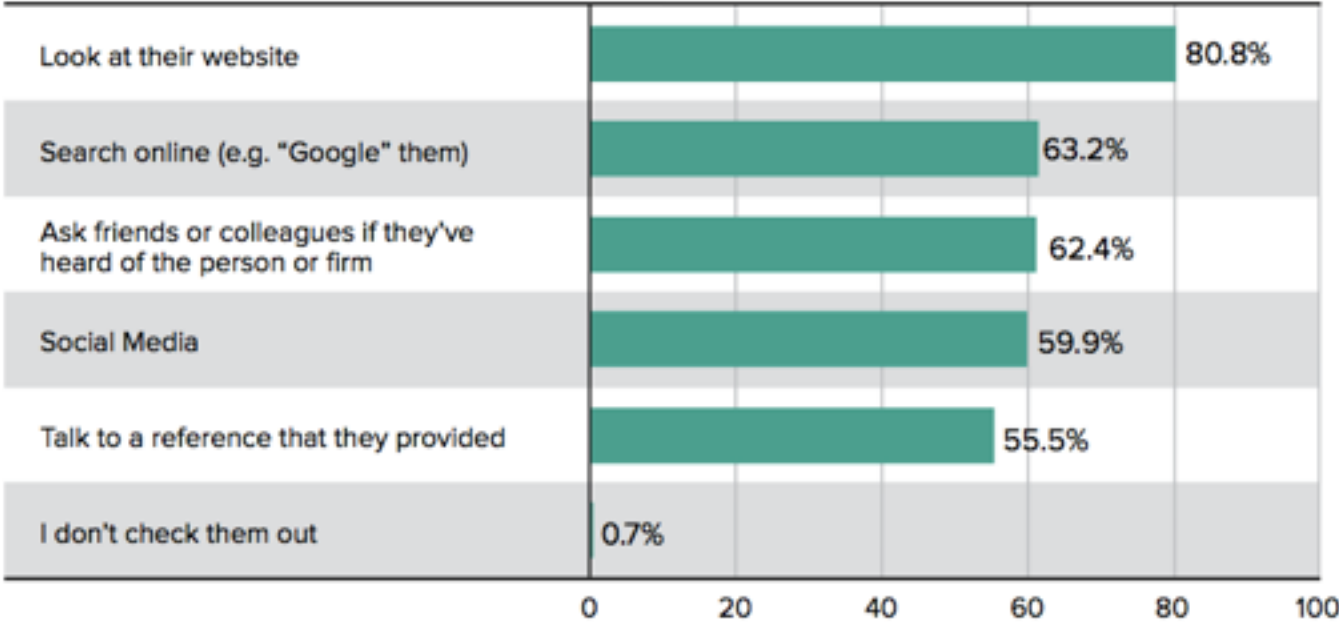


1,028 purchasers of professional services

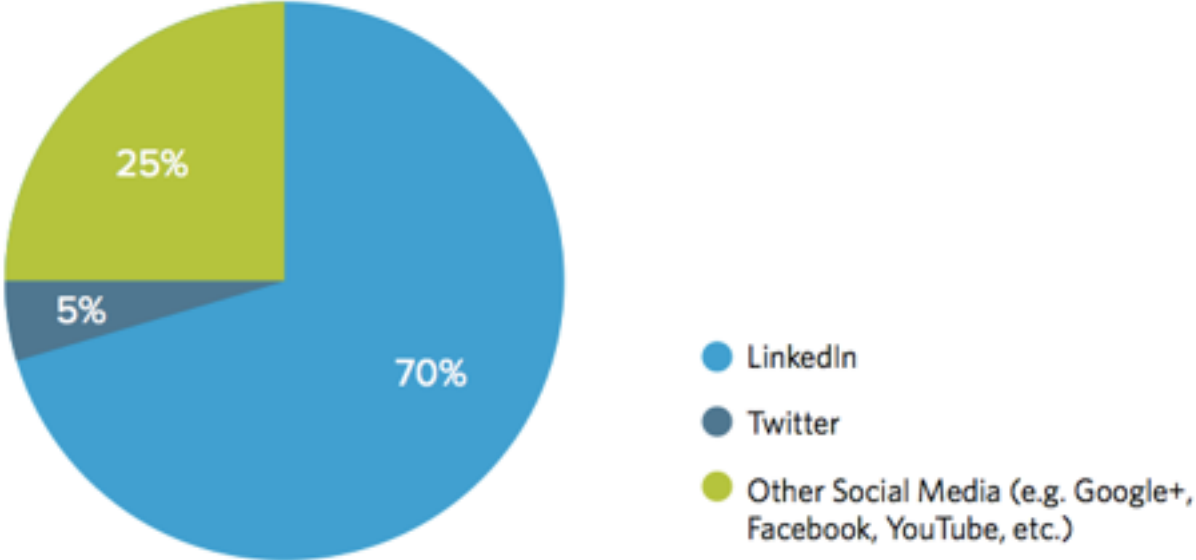


130+ Visible Experts

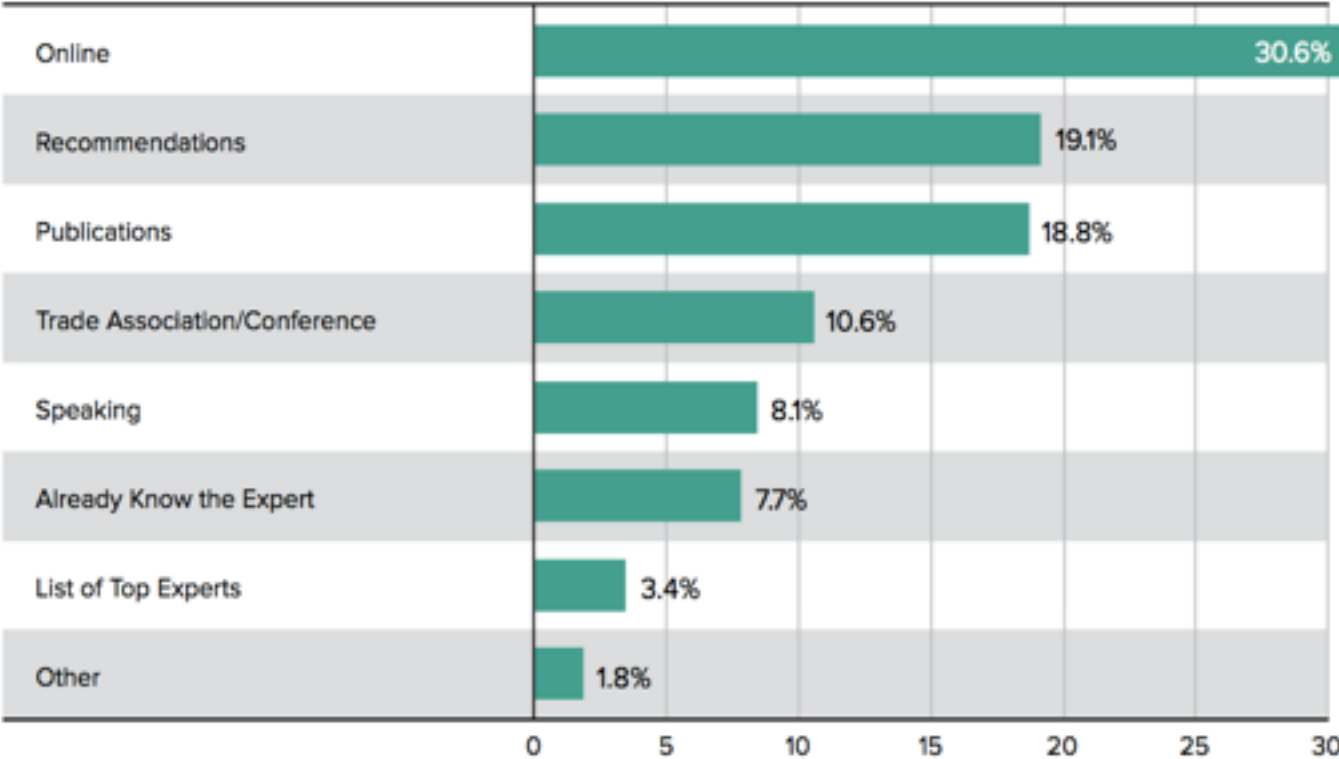
How Buyers Check Out Professional Services Providers



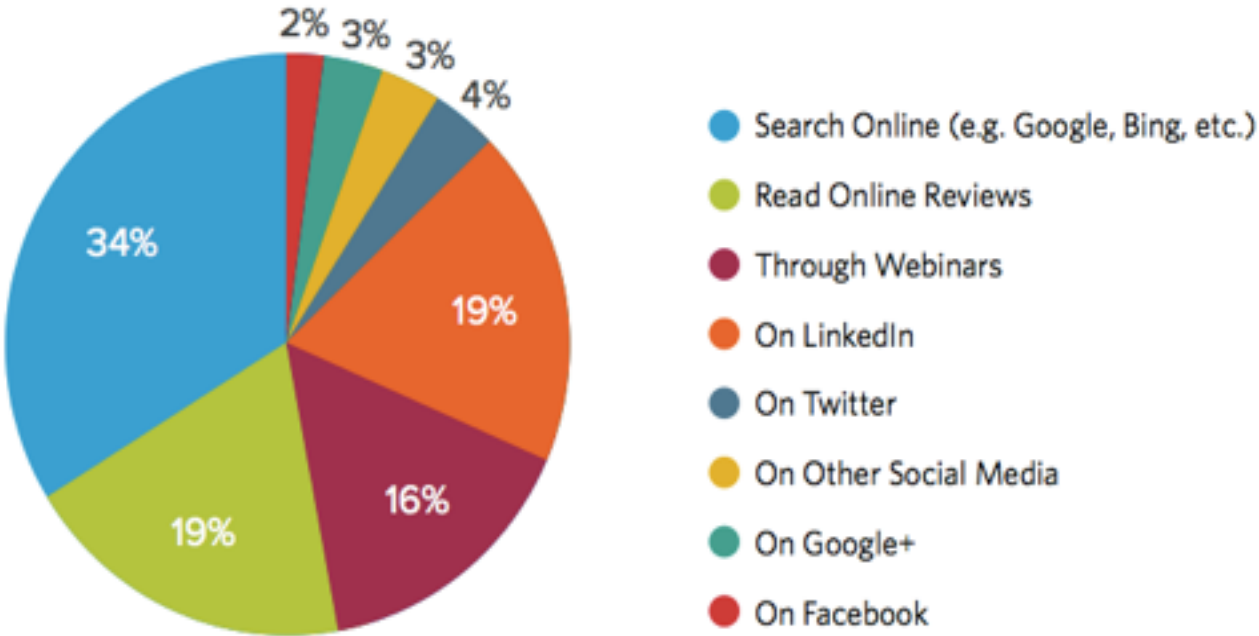
How Buyers Check Out Professional Services Providers on Social Media



How Buyers Find Visible Experts



How Buyers Find Visible Experts Online



LinkedIn Usage Increasing Over Time

- As of May 2014, LinkedIn has over 300 million members compared to 32 million five years earlier.
- Two new users join LinkedIn every second.
- LinkedIn is in over 200 countries (one third of its users is in US).
- By 2020, LinkedIn will have an expected 500 million users.
- But what about professional services firms?



Importance of Differentiation: What Is It?

A differentiator sets your firm apart from others
in some meaningful way.

A Strong Differentiator Must Meet 3 Criteria

1. It must be true.
2. It must be important to the client.
3. It must be supportable.

Importance of Differentiation: What's Its Impact?

High-growth firms are 3x more likely to
have a strong differentiator.

*The best way to differentiate your firm on
LinkedIn for a competitive advantage is*


QUICKLY SHOW VALUE

LinkedIn Features to Take Advantage of

- Company LinkedIn page
- Employee LinkedIn profiles
- LinkedIn groups
- LinkedIn publishing platform
- LinkedIn Pulse

COMPANY LINKEDIN PAGE

Fill Out Your Company Profile in Its Entirety



www.hingemarketing.com

Hinge®

Hinge is a leading branding and marketing firm that specializes in the professional services. We regularly publish ground-breaking, original research that explores the marketing characteristics of high growth firms. Using this information, we help firms refocus, re-brand, launch new services, expand into new markets, and take their game to a higher level. Services include research, strategy, award-winning creative, and online marketing. We serve the architecture, engineering, construction, technology, government contracting, accounting, finance, and consulting industries. Or call us at 703-991-8870. [see less](#)

Specialties
Branding Services, Marketing, Design, Growth Strategy, Research Services, Online Marketing, Video Marketing, Content Marketing

Website http://hingemarketing.com	Industry Marketing and Advertising	Type Privately Held
Headquarters 12000 Sunrise Valley Drive Suite 120 Reston, VA 20191 United States	Company Size 11-50 employees	Founded 2002

Create Showcase Pages for Products and Services

The image shows a LinkedIn Showcase Page for Hinge's Online Marketing Program. The page is divided into four vertical panels with a blue-to-yellow gradient background. The first panel on the left contains the text "Online Marketing" and the Hinge logo. The second panel features a magnifying glass icon. The third panel shows two laboratory flasks, one with pink liquid and one with green liquid, connected by a yellow tube. The fourth panel displays a laptop with a line graph on its screen. Below the panels, there is a description: "Leverage your firm's expertise to draw the right prospects to your website — and keep them coming back. Our content-based strategy helps you turn qualified traffic into avid, loyal clients." To the right of the description is a section titled "Followers in your network" showing two profile pictures. Below the description, there are fields for "Website" (http://www.hingemarketing.co...) and "Industry" (Marketing and Advertising). At the bottom of the page, there is a "See more" link.

Online Marketing

Hinge Online Marketing Program

3 followers [Follow](#) [Edit](#)

Leverage your firm's expertise to draw the right prospects to your website — and keep them coming back. Our content-based strategy helps you turn qualified traffic into avid, loyal clients.

Website
http://www.hingemarketing.co...

Industry
Marketing and Advertising

Followers in your network

[See more](#)


EMPLOYEE LINKEDIN PROFILES



*A LinkedIn profile isn't simply
a cover letter and resume.*

IT'S A MARKETING TOOL

Real World Example: Stratavant

Pull in Key Decision Makers with a Strong Headline



Darrin Fleming 2nd  

Value & ROI Selling Expert That Honeywell, Avaya & Others Have Relied On For the Last 10 Years
Cleveland/Akron, Ohio Area | Marketing and Advertising

Current Stratavant, COSE, Amphora Consulting
Education University of Oregon - Charles H. Lundquist College of Business

[Connect](#) [Send Darrin InMail](#) ▼ **500+** connections

Connect to Prospects' Challenges in Your Summary

Connect to Prospects' Challenges



Summary

Too many B2B organizations think they can build their own ROI and value selling tools using either spreadsheets or internal IT resources. I have first-hand experience, with the challenges of homegrown value-selling tools, which make it hard for key decision makers to quickly understand and visualize the business case. In my past life, I was an engineer who had to build a cost justification every time I proposed a project. I was also an economic evaluator for Dow Corning. I had to rely on data given to me by sales reps in spreadsheets that were often faulty due to wrong calculations, bad values and hidden assumptions.

Knowing the challenges of homegrown tools - and the information key decision makers are looking for, I now provide organizations like Honeywell, Nuance, Avaya, IBM, SAP and with easy-to-use, highly visual ROI and value selling tools and calculators.

Show Value to Target Audiences in Your Summary

Show results and that you can deliver on your promises

These clients are generating results like:

- > Getting decisions on the spot - Read an ERP vendors case study in the projects section
- > Extending site time by 5 minutes - Read the case study in the experience section
- > Closing millions of dollars in incremental sales - Read the case study in the experience section.
- > Converting 10% more prospects into highly qualified leads - Read the Halogen case study in the projects section

My clients are increasing demand, shortening sales cycles and improving their close ratios because of my firm's proven process. Read about our process (in my experience section) that starts with evaluating, refining, and validating your value proposition. See how I'll help you uncover why your customers buy - and how I'll shape this information into the necessary deliverables and value selling tools that lead customers through the entire buying cycle.

Use Case Studies to Help Tell Your Story on LinkedIn

64% of B2B marketers

rate case studies as the most effective content marketing tactic.

Case Studies Show Value



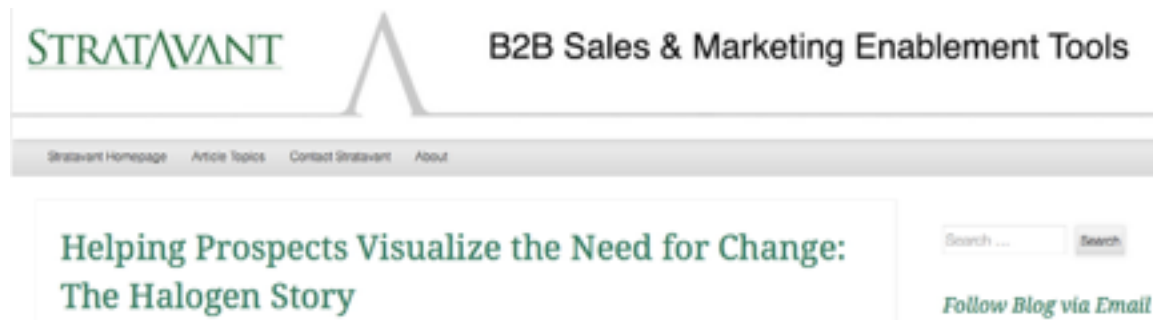
Projects

Creating an Assessment Tool That Converts 10% More Prospects into Highly Qualified Leads for Halogen - [Click Here to Read Case Study](#) →

January 2013

When prospects understand their shortcomings, they respond more urgently to invitations to try new solutions and find new ways to improve. In fact, Halogen (which provides cloud based talent management solutions to companies like Rockford Health System, Carhartt and ITS) is converting 10% more prospects into highly-qualified leads who are ready to speak to Halogen's sales executives about their... **more**

Case Studies Funnel Prospects Back to Your Firm's Website



Have a Results-Driven Experience Section



Experience

Managing Director Offering Organizations w/ \$10K+ Solutions a Complete, B2B Value Selling Program



Stratavant

April 2010 – Present (4 years 2 months)

My clients including Honeywell, McAfee, Nuance, Celanese, IQS, Halogen, Avaya have high value solutions with at least a \$10K average selling price. As large investments usually mean longer buying cycles - our clients were looking for a solution that would generate higher qualified leads, shorten the sales cycles and grow sales. They needed a way to provide customers with a compelling business case.

Before investing in our value selling programs and tools, our clients' sales and marketing teams used to think of their value proposition in terms of discrete 'features', 'functions' and 'benefits'. They didn't build a business perspective into their value proposition that would appeal to key decision makers.

When Showing Your Value, Keep This in Mind...



Use the Media to Gain a Competitive Advantage

Kristina Jaramillo

2nd

See Why Professional Service Firms & B2B Organizations Use This NY Times Recognized LinkedIn Expert Featured on Forbes
Raleigh-Durham, North Carolina Area | Internet



Summary

Now, my LinkedIn marketing firm (GetLinkedInHelp.com) and I are NOT affiliated with LinkedIn. I am not certified by LinkedIn. However, LinkedIn does recognize me as an expert as I'm featured in their new ebook "The Sophisticated Marketers Guide to LinkedIn." The media including the NY Times, Forbes, MarketingProfs, Website Magazine also think of me as a LinkedIn marketing expert as I get results like:



Publications

Forbes Article: How To Mix LinkedIn With Content Marketing (Click Here to Read Article) →
Forbes

A recent study from the 50,000 member strong B2B Technology Marketing community on LinkedIn showed that 85% of B2B Marketers say LinkedIn is the most effective social network in delivering content. That study also showed that 71% of B2B Marketers say audience relevance is the most important element of content marketing and 88% of B2B Marketers cite case studies as the most effective form content... [more](#)

Use Your Credentials to Build Reputation



Experience

Featured LinkedIn Expert in LinkedIn's Own Sophisticated Marketer's Guide Get Linked In Help

November 2008 - Present (4 years 7 months) | Raleigh-Durham, North Carolina Area

LinkedIn, the #1 social media platform that's driving more corporate traffic and leads for B2B organizations recently put together a new ebook, "The Sophisticated Marketer's Guide to LinkedIn."

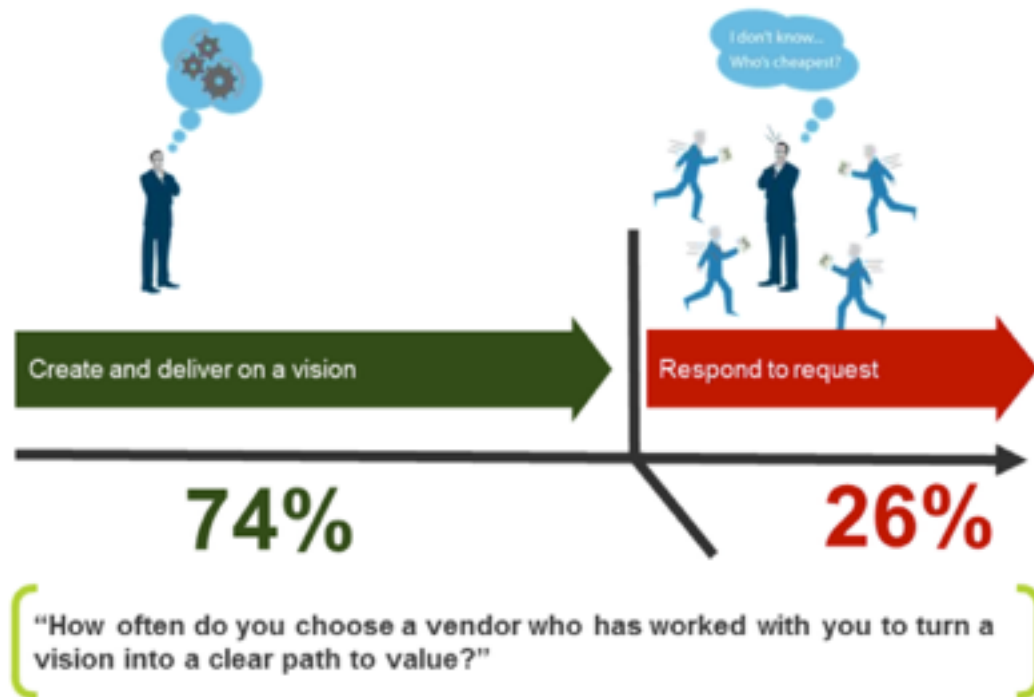
Inside this ebook, you'll find insights and advice from experts like Brian Clark (CEO of CopyBlogger), Viveka Von Rosen, Lee Odden (CEO at TopRank Online Marketing), Lisa Weinstein (President, Global Digital, Data and Analytics at Starroom MediaVest Group), Neal Schaffer, Nate Stricker and ME (Kristina Jaramilla)

Click on the link below to see:

- ⇒ How my marketing objectives are different on LinkedIn compared to other social networks?
- ⇒ What type of content best connects with audiences on LinkedIn?
- ⇒ How marketers are getting it wrong on LinkedIn?
- ⇒ Plus much more.



Show that You Create and Deliver on a Vision for Clients



Don't just be a resource.

BE A THOUGHT LEADER.

LINKEDIN GROUPS

Before Posting in Groups

- Review group rules and etiquette.
- Get a feel for the types of topics that are popular.
- Get a feel for the types of people in the group.

Participate in Existing Group Discussions

- Be conversational and personable.
- Don't sound self-promotional.
- Reply to people by name.
- End your comments with a question to encourage continued discussion.
- Monitor additional comments and continue the discussion when appropriate.

What Should You Post About?

- Current trends and issues
- Offer advice, insights, and support
- Ask for advice, insights, and support
- Share personal experiences and best practices

Real World Example: The Conversion Company

Results after creating thought provoking blog posts, and then shared on multiple LinkedIn Groups

- Client saw a 300% increase in website traffic
- 0 LinkedIn shares to 90+.
- Gained 4 new clients.

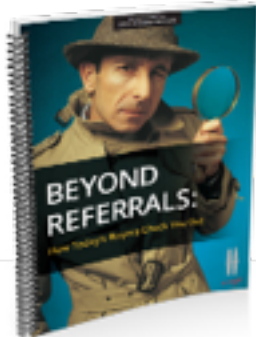
Real World Example: Professional Services Executive Forum (PSEF)

The screenshot shows the LinkedIn interface for the Professional Services Executive Forum (PSEF) group. At the top, the LinkedIn logo and 'PREMIUM' status are visible. A search bar contains the text 'Search groups...'. Below the navigation bar, a banner reads 'Migrating from NetSuite? - Switch to Changepoint & your OpenAir subscription will be paid for 6 mths!'. The group header features the PSEF logo, the group name 'Professional Services Executive Forum', and '1,983 members'. A 'Member' button and icons for group information and sharing are also present. Navigation tabs include 'Discussions', 'Promotions', 'Members', 'Search', and 'Manage'. The main content area displays a black and white photograph of a busy train station platform with several red 'PSEF' callout boxes overlaid. Below the photo, it says 'Managed by HINGE'. To the right, the 'Top Contributors in this Group' section highlights Mark Amtower, author of 'Mark Amtower's LinkedIn Power Tips', with a 'Follow Mark' button and a link to 'See all members'. At the bottom, there is a text input field for starting a discussion and a section for 'Your group contribution level'.

Recap: LinkedIn Strategies That Work

- Brand Building
- Becoming a Visible Expert
- Content Promotion
- Lead Generating and Nurturing
- Recruiting and Job Search
- Partnering Opportunities
- Industry Research and Monitoring

Free Resources



Beyond Referrals:
How Today's Buyers
Check You Out



Finding Experts:
Why & How Clients Seek
Visible Experts



**The LinkedIn Guide for
Professional Services
Executives**



**Online Marketing for
Professional Services**

Available at:

www.hingemarketing.com/library

Free Resources

Download 3 free audio programs and learn from:

- Kristina Jaramillo on how professional service firms and B2B organizations activate large communities of interest filled with decision makers and influencers.
- Jason Miller, LinkedIn's senior content marketing manager on social content that increases B2B leads by 125%.
- Kevin Fisher, top Slideshare executive on how Marketo generated 300% more leads with Slideshare.

Available at:

www.freelinkedinmarketingtraining.com

Free LinkedIn Review from Hinge

✓ For webinar registrants only!

- › We'll discuss:
 - Your current approach
 - LinkedIn strategy and alternatives
 - Concerns and missed opportunities



Respond to follow-up email or call: **703.391.8870**

Free LinkedIn Profile Review on Video with Kristina

✓ For webinar registrants only!

- › We'll discuss:
 - What's keeping you from making more connections
 - How to position yourself and your firm on your LinkedIn profile
 - The credibility elements you're missing from your profile
 - How you're failing to communicate value

For a review, email: Kristina@GetLinkedInHelp.com

Thank you! Questions?

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