

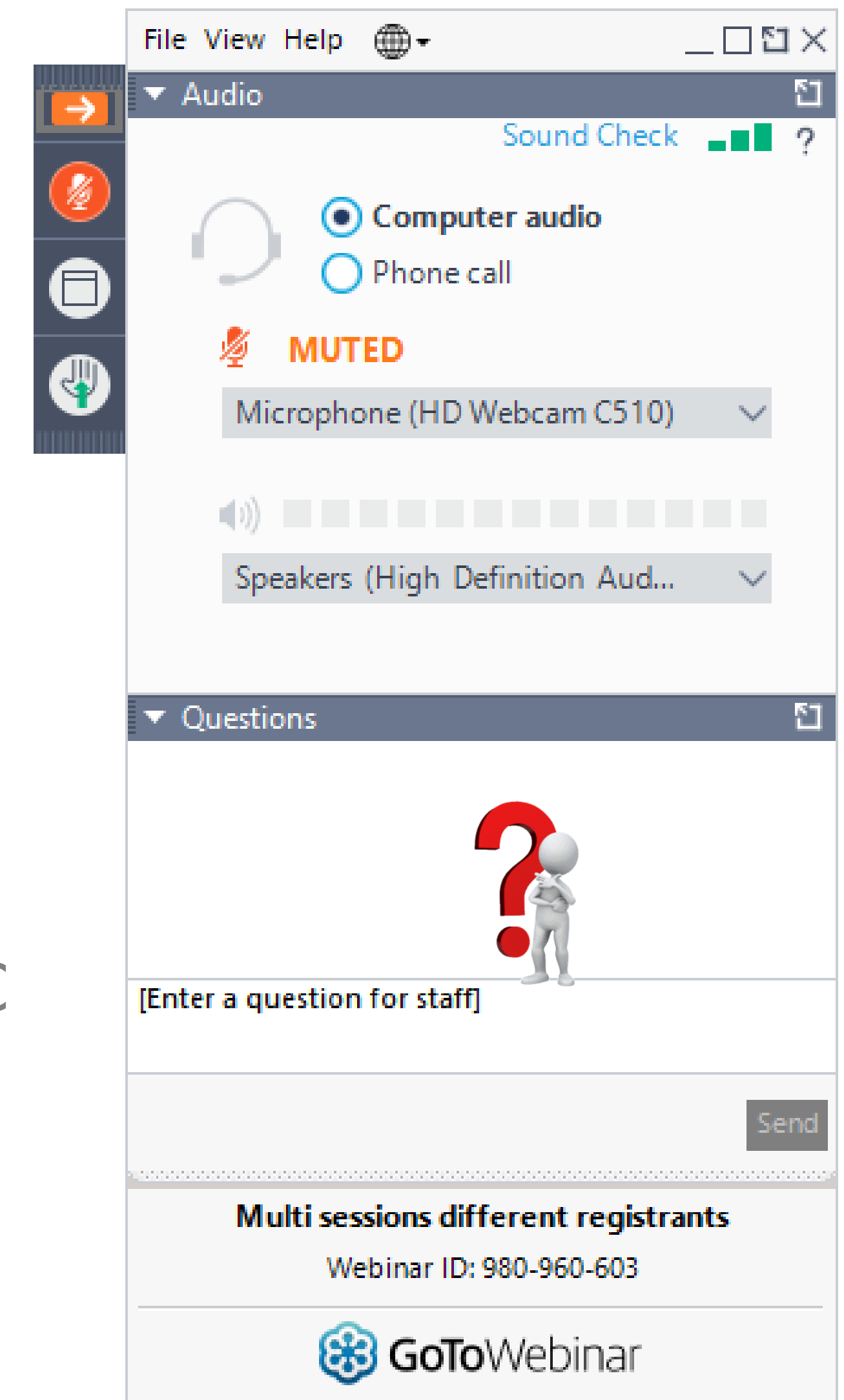


Succeeding in the New Normal with LinkedIn

Tips for strengthening your network & brand

A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again





WSI AT A GLANCE

For 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

TODAY'S PRESENTER



Gunnar Hood

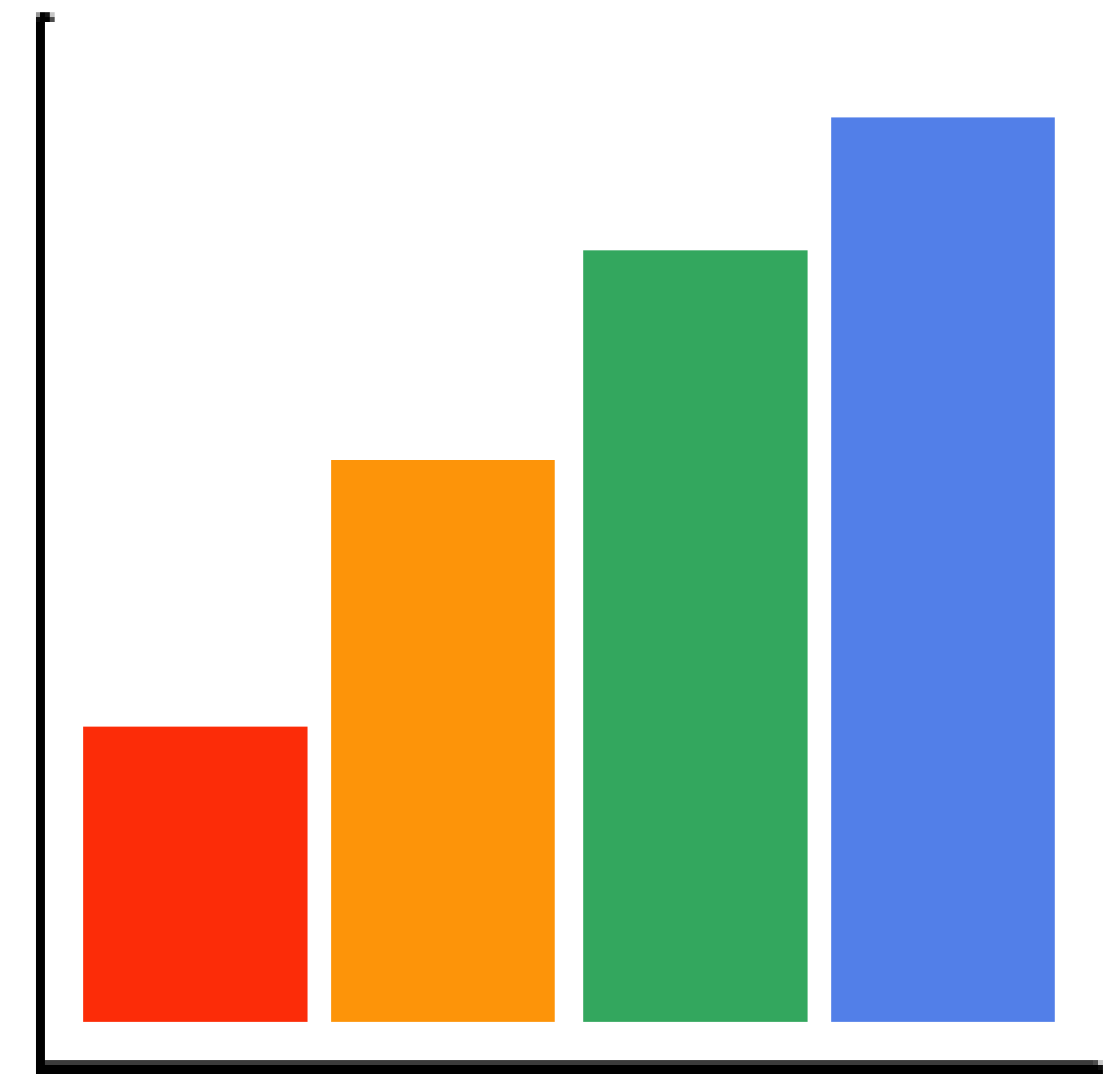
WSI Digital Marketing Consultant

Gunnar joined WSI in 2012 after a 25-year career in financial services. He and his wife Leslie manage their Oklahoma City based office serving primarily B2B and professional service companies. With a background in training, Gunnar enjoys helping others learn about LinkedIn and other digital marketing topics.

Let's Take a Quick Poll:

What brought you to the webinar today?

- Q: What primary marketing challenge are you looking to solve?



On the Agenda

1. The Business Case for LinkedIn in the New Normal

2. Personal brand visibility

3. Build better connections

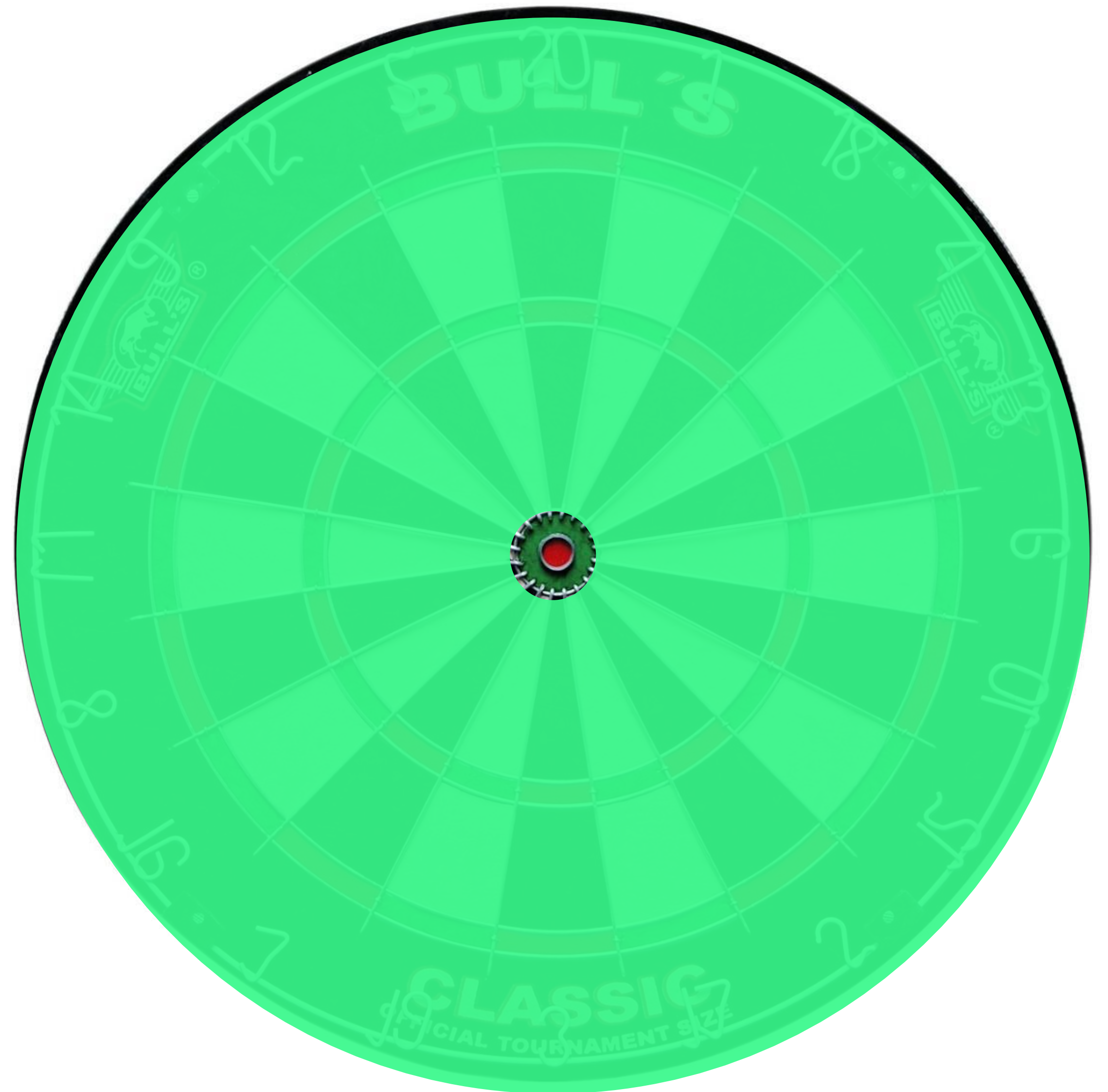
4. Attract with thought leadership

5. Should you use LinkedIn advertising?

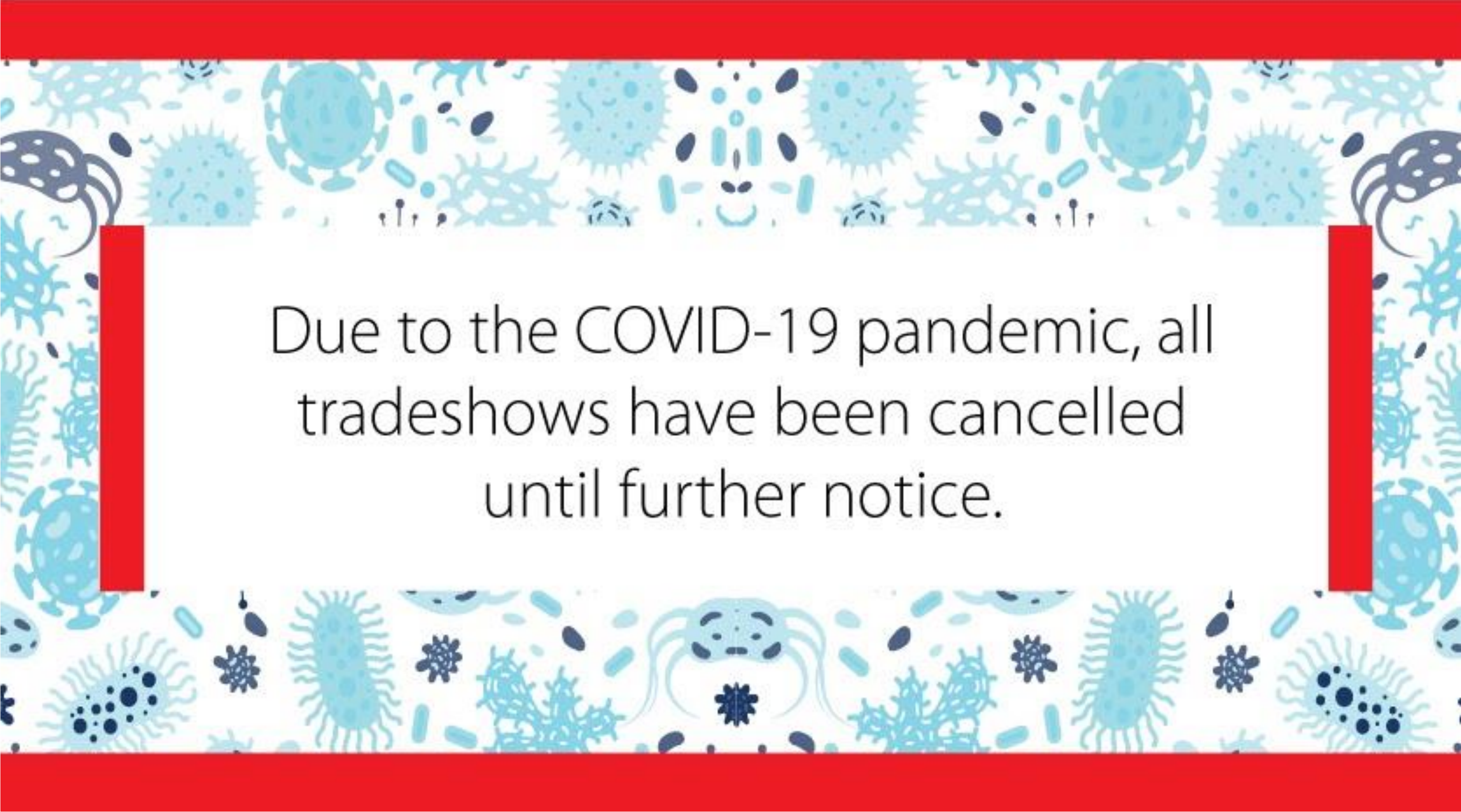


Lean Into Discomfort

98% LinkedIn Users
miss the bullseye



Why bother?



Due to the COVID-19 pandemic, all
tradeshows have been cancelled
until further notice.

Why bother?

- 63M decision makers
- 30M Company Pages
- LinkedIn accounts for 80% of B2B leads from social media
- Visitor to lead conversion 3X vs. other channels
- Voted most trusted network



Why bother?

McKinsey
& Company



of B2B decision makers prefer
remote human interactions or
digital self-service^{2,3}

Why bother?

McKinsey
& Company

Maximum order value using
remote or self-service

\$50K to \$500K

amount **32%** are
willing to spend

\$500K to \$1M

amount **12%** are
willing to spend

Over \$1M

amount **15%** are
willing to spend

Why bother?

McKinsey
& Company

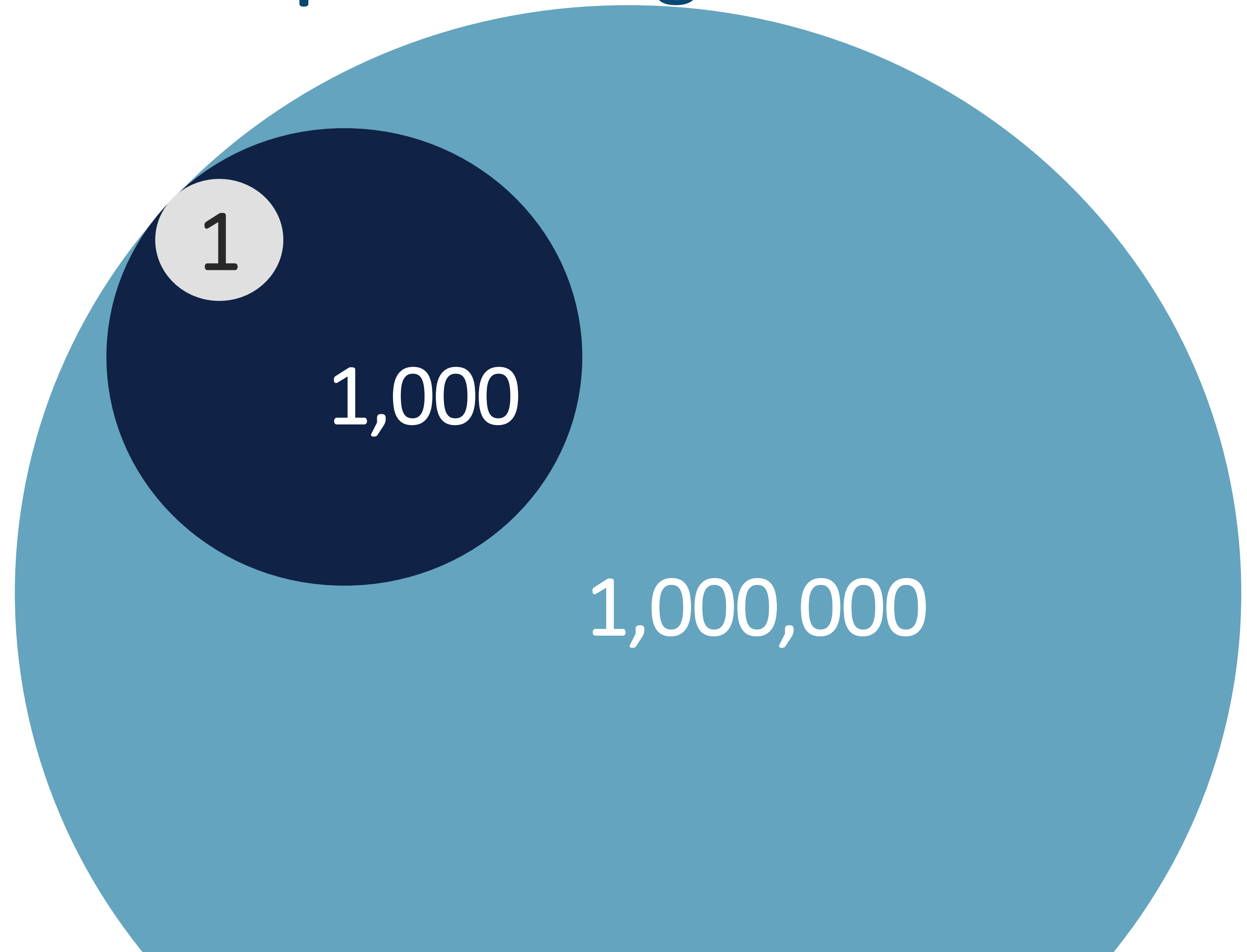
B2B leaders that commit to further digitizing their go-to-market models should derive **competitive advantage in the form of more—and more loyal—customers** than their slower-moving peers.

Welcome to Virtual Networking



Scalable Relationship Building

- Time Efficient
- Informed
- Broad visibility
- Free
- 24x7

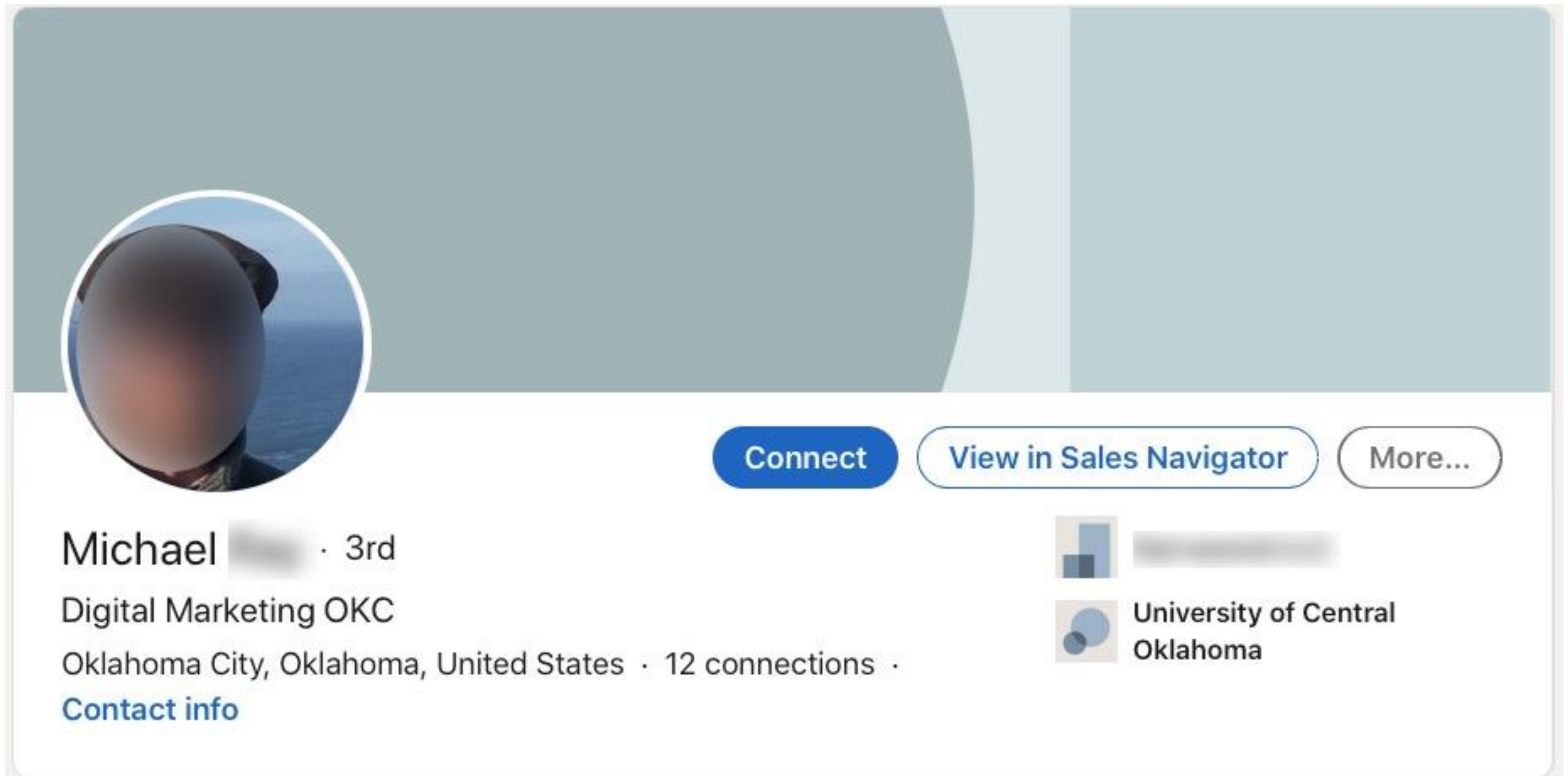


Your Personal Brand



- You want an All-Star profile – increases reach 50%
- Building a profile is hard – get help
- Make it buyer centric, focus on **how** not **what**
- Take advantage of the Featured section (New)

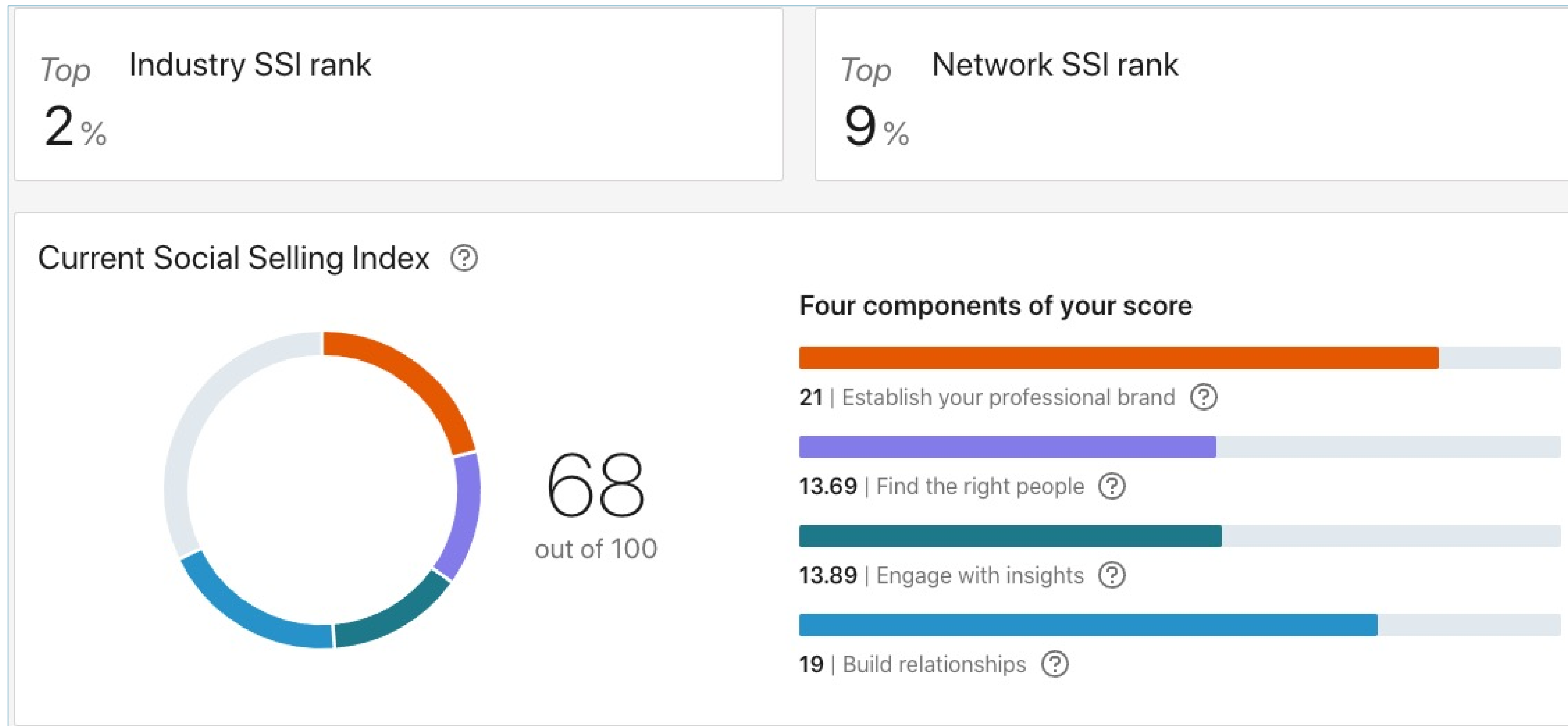
Your Personal Brand



Your Personal Brand

Keep Score with Social Selling Index

bit.ly/ssi_linkedin



Goal:
60+

Build Better Connections

27% of users have 500-999 connections

- Goal: 500+ **QUALITY** Connections
- LinkedIn is watching

Clint [REDACTED] · 3rd
Commercial Banker at [REDACTED] Bank
Oklahoma City, Oklahoma, United States · 1 connection ·

Brian [REDACTED] · 1st
Senior Vice President, Commercial Banker [REDACTED] Bank
Oklahoma City, Oklahoma, United States · **500+ connections** ·

Build Better Connections

Targeted Search – Results across categories

LinkedIn search results for "commercial banking". The top navigation bar includes Home, My Network, Jobs, and Messaging. Below the search bar, tabs for People, Jobs, Content, and More are visible. The search results show 2,152,570 results. The first result is for Kevin Boyd, CPA, 2nd, Commercial Banking, Oklahoma City Metropolitan Area. Below this, there are job results for commercial banking, including positions like Commercial Banker at Norman Alex, Senior Vice President at The Richmond Group USA, and Tampa Traders at J.P. Morgan.

Showing 2,152,570 results

Kevin Boyd, CPA • 2nd **Commercial Banking**
Oklahoma City Metropolitan Area
Summary: ...management services, credit and investment banking...
Jacquelyn Edwards-Eagleson, Rebecca Thompson, and 4 other shared connections

Job results for commercial banking [See all](#)

- Commercial Banker**
Norman Alex
Miami, FL, US
2 weeks ago
- Senior Vice President Commercial Banking**
The Richmond Group USA
Austin, Texas Metropolitan Area
3 weeks ago
- Tampa Traders**
J.P. Morgan
Tampa, FL, US
100 alumni work here
2 months ago

LinkedIn content and groups about commercial banking. The top section shows 147,220 results for content about commercial banking. Below this, there are three content cards: a post by Mohit Kumar, a post by BRAC Bank Limited, and a video post by Ankur Warikoo. The bottom section shows groups about commercial banking, including Corporate & Commercial Banking Professionals, Commercial Banking Careers, and Commercial Banking Operations Forum.

Content about commercial banking 147,220 results [See all](#)

- Mohit Kumar**
Consultant at Infosys | CSPO®
IMP : Please read the post carefully. If you satisfy the criteria then only message for further details.
===== Opening at Infosys. Business...
409 Likes • 498 Comments
- BRAC Bank Limited**
We are delighted to welcome **Mohammad Monirul Islam** to t...
303 Likes • 55 Comments
- Ankur Warikoo**
Founder nearbuy.com, Mento...
Before I sit on my work desk to work, I've spent 5 hours taking...
4,653 Likes • 349 Comments

Groups about commercial banking [See all](#)

- Corporate & Commercial Banking Professionals**
Group • 25,270 members
this group invites all corporate banking professionals to discuss...
- Commercial Banking Careers**
Group • 14,800 members
Career networking for banking and finance. Sponsored by The Carfang...
- Commercial Banking Operations Forum**
Group • 1,705 members
The Commercial Banking Operations Forum invites commercial lending...

Build Better Connections

Do your research

- Review profiles
- Look for common ground

Create Curiosity

- View content, like & comment
- Follow before connecting

76% say this is top feature



Build Better Connections


Inviting to Connect

- Only use the **connect** button on profile view
- Always personalize
- Make it about them, not you
- Pretend they are standing in front of you
- Leverage your 1st degree network



Build Better Connections

Don't Use Automation




Aaron [redacted]
Providing Alternative Funding Solutions to Local Business Owners | Secure...
Texas A&M University
2 weeks ago

Ignore **Accept**

Hello Gunnar! Greetings from Austin, TX! Always looking to connect with o... See more

Reply to Aaron



Marta [redacted]
Senior Web Developer
2 weeks ago

Ignore **Accept**

Hi •Gunnar. I hope you're doing well. Are you hiring or planning to hire dev... See more

Reply to Marta

Attract with Thought Leadership

- 97% of B2B use LinkedIn for content distribution
- 15x more content impressions than job postings
- 3M users share content weekly (0.4%)



Attract with Thought Leadership



Attract with Thought Leadership

- Post content to engage your audience – dwell time
- Space out personal posts by at least four hours
- It's okay to be human



Attract with Thought Leadership



Marcus Sheridan • 1st

International Keynote Speaker, R

1w • 🌐

Recently I sat down and analyzed the
with or been around that did EXCEPT
an effort to find out the biggest facto

And do you know what I discovered?



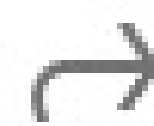
163 • 34 Comments



Like



Comment



Share



Marcus Sheridan • 1st

International Keynote Speaker, Rated #1 "Top Voices LinkedIn" for Entrepr...

1w • 🌐

Recently I sat down and analyzed the hundreds of companies I've ever worked with or been around that did EXCEPTIONAL things with their [#marketing](#)-- all in an effort to find out the biggest factor in their success.

And do you know what I discovered?

Well, the data was very, very clear:

👉 CEO Involvement is far and away the biggest indicator of world-class marketing case studies. 👉

If the CEO cares about marketing, and takes time to continually learn about it, the organization will often become an exceptional, if not landmark, case study within their industry.

But if the CEO "checks out" of marketing, and is aloof, greatness rarely occurs.

As with any study, there will be exceptions to the rule, but the correlation is rather stunning.

What say you?

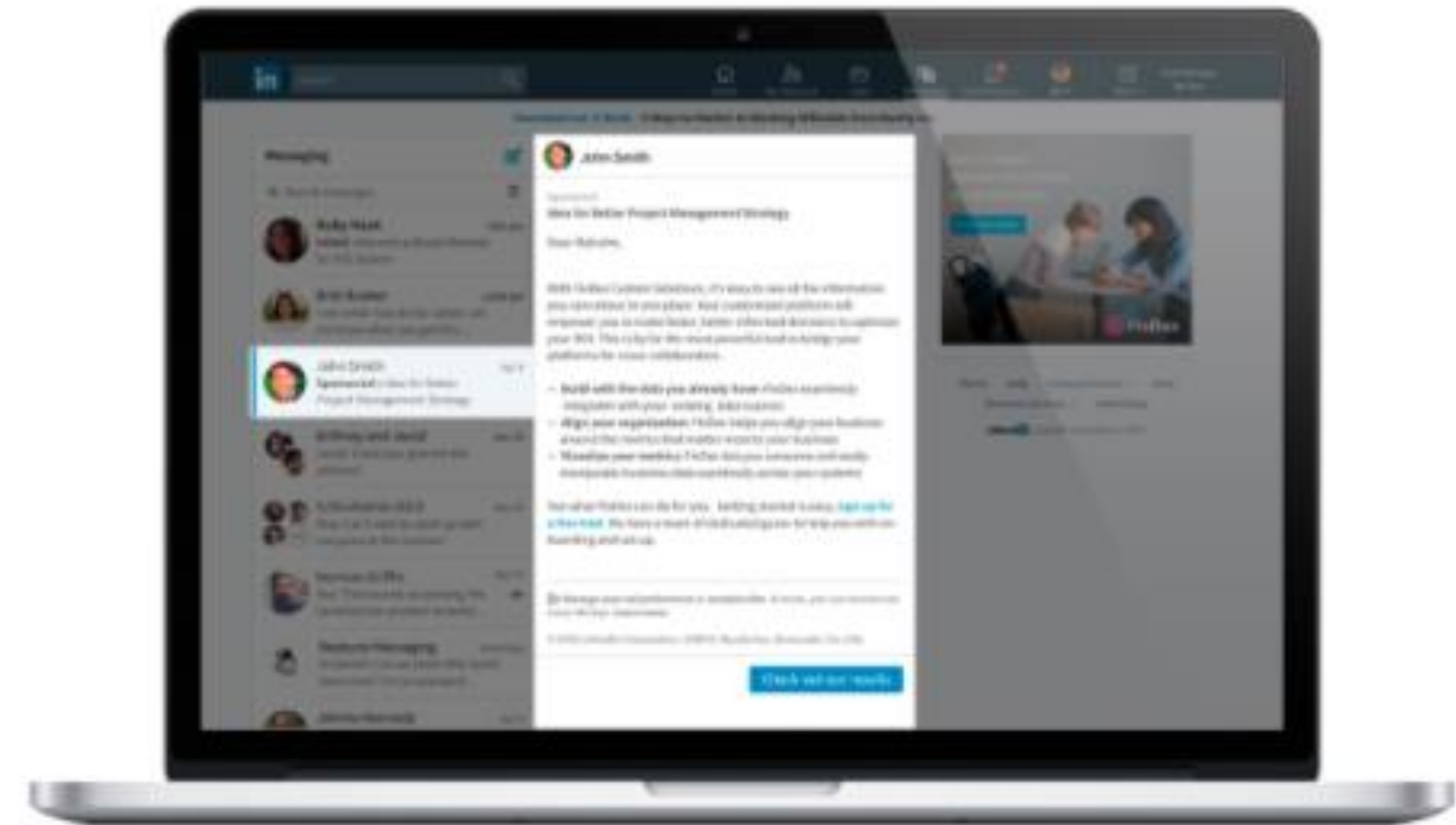
Attract with Thought Leadership

- Encourage comments and likes
- boosts visibility
- **Like** comments on your post
within 24 hours
- Only tag people who will likely
comment



LinkedIn Advertising

- 58% of B2B Marketers say LinkedIn ads deliver best value
- 42% of marketers plan to increase LinkedIn ad budget
- Sponsored Messaging has a 52% open rate



LinkedIn Advertising

- Minimum audience size of 300 – very targeted
- Several ad formats
- Pay by click or impression

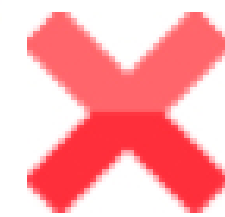


LinkedIn Advertising

Start with an Objective

Awareness

Brand awareness



Consideration

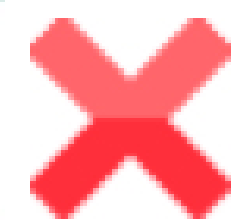
Website visits



Engagement



Video views



Conversions

Lead generation



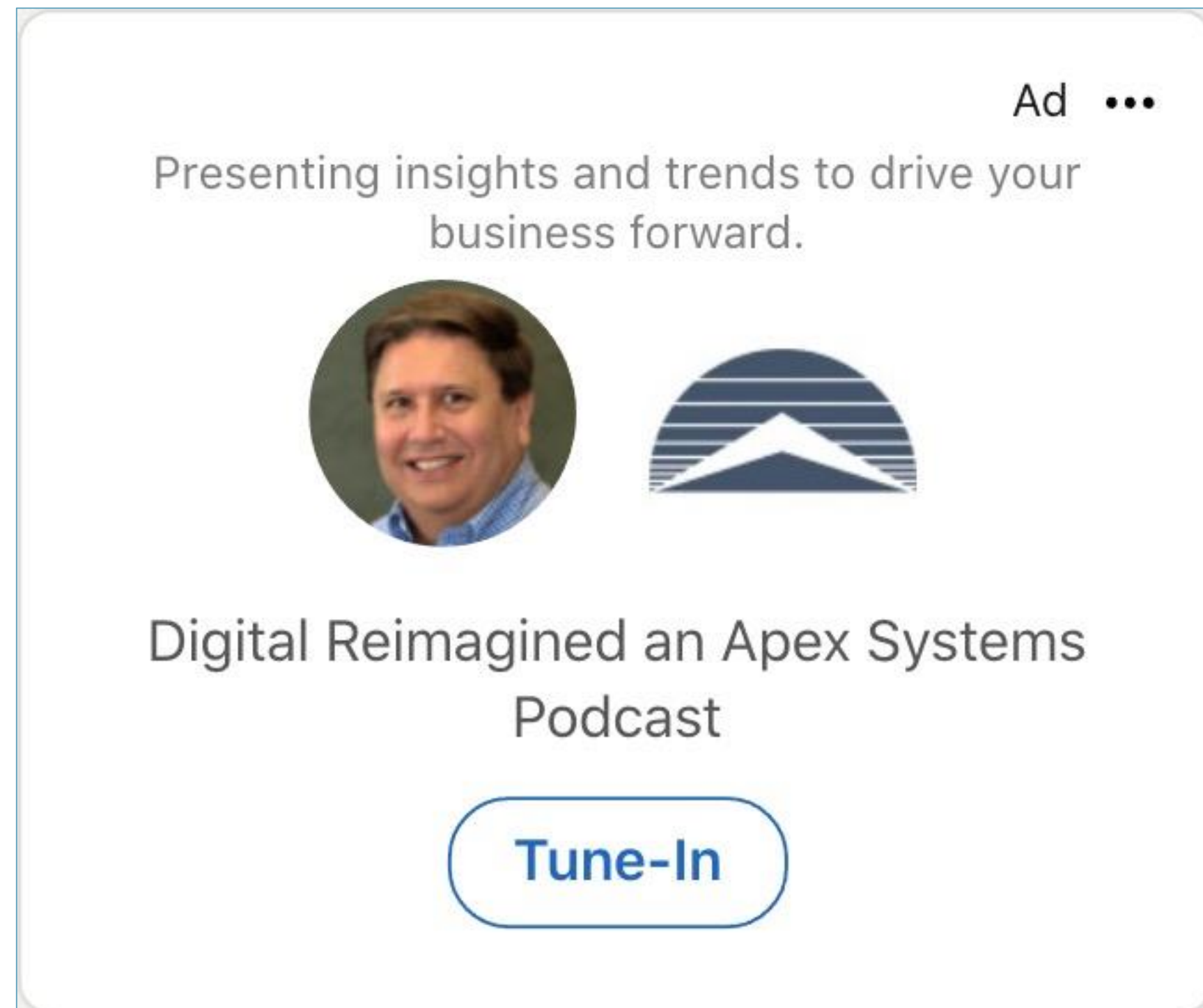
Website conversions



Job applicants



LinkedIn Advertising

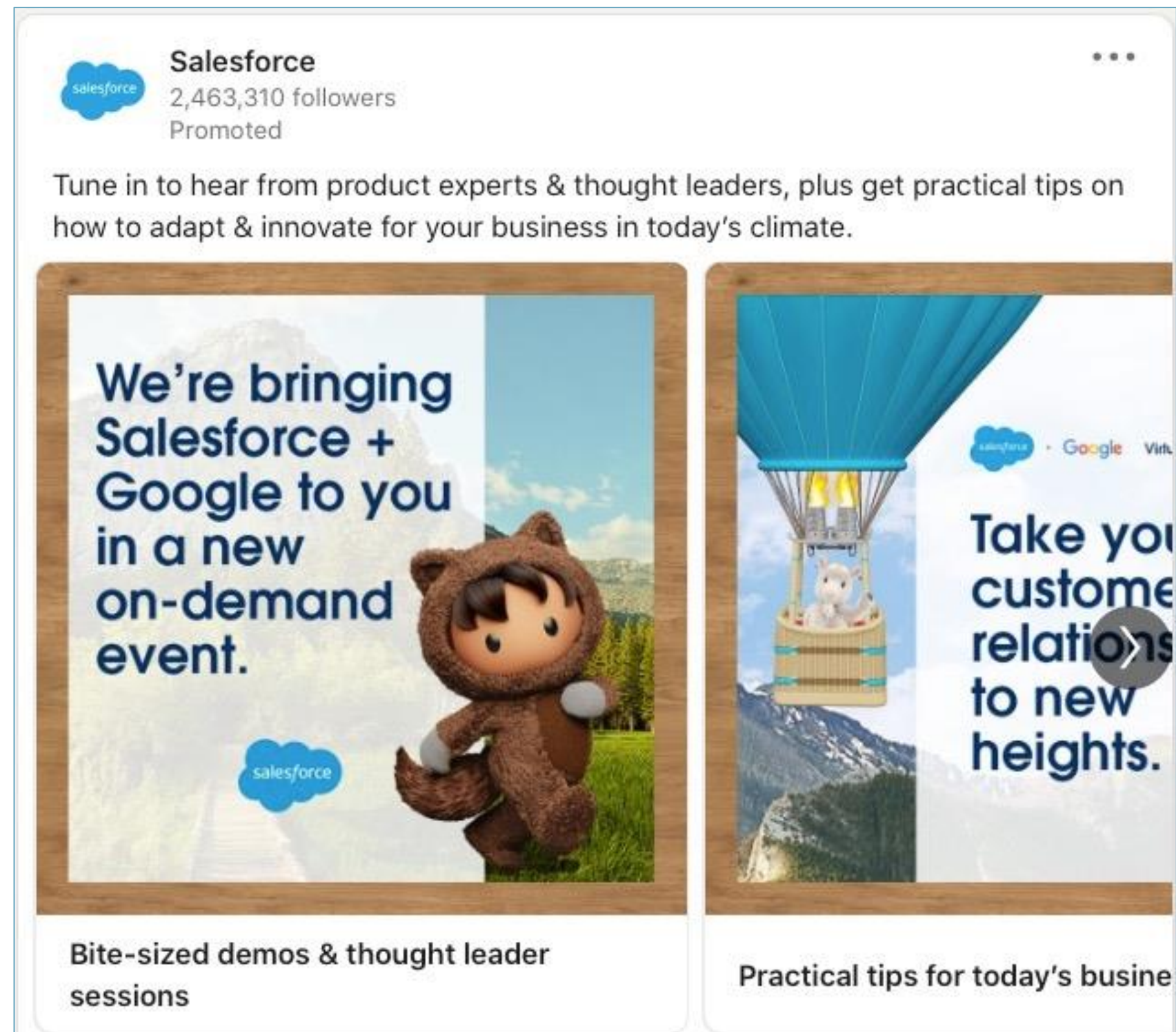


Dynamic Ads



Single Image / Video Ads

LinkedIn Advertising



Salesforce
2,463,310 followers
Promoted

Tune in to hear from product experts & thought leaders, plus get practical tips on how to adapt & innovate for your business in today's climate.

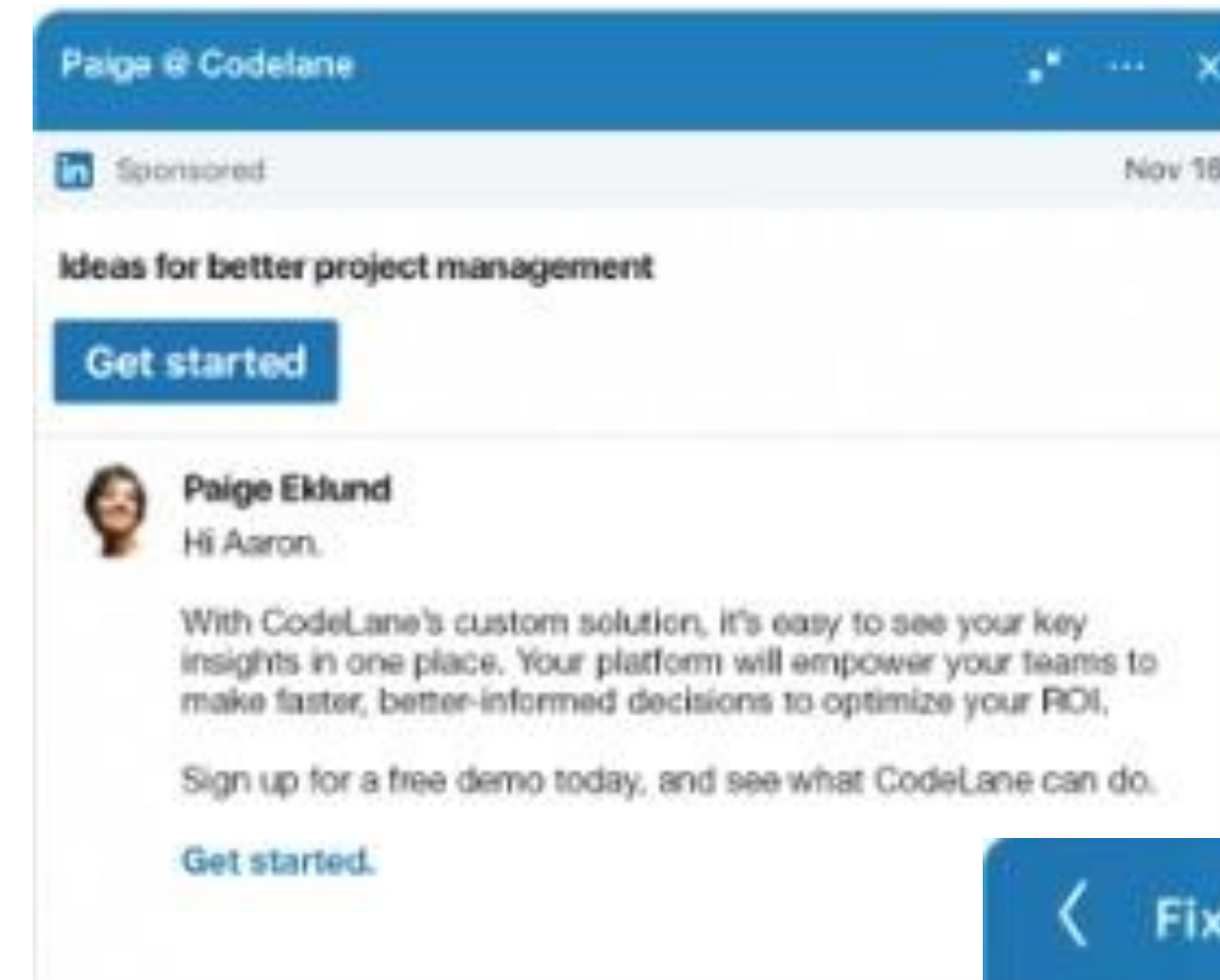
We're bringing Salesforce + Google to you in a new on-demand event.

Bite-sized demos & thought leader sessions

Take your customer relations to new heights.

Practical tips for today's business

Carousel Ads



Paige @ Codelane

Sponsored Nov 18

Ideas for better project management

[Get started](#)

Paige Eklund
Hi Aaron,

With CodeLane's custom solution, it's easy to see your key insights in one place. Your platform will empower your teams to make faster, better-informed decisions to optimize your ROI.

Sign up for a free demo today, and see what CodeLane can do.

[Get started.](#)

Messaging Ads



FixDex

Sponsored Wed

FixDex · 11:21am

Hi Sam! Love analytics?
Join us at the FixDex Data Summit and see the latest in analytics.

[View event details](#)

[Register](#)

Conversation Ads

In Summary:

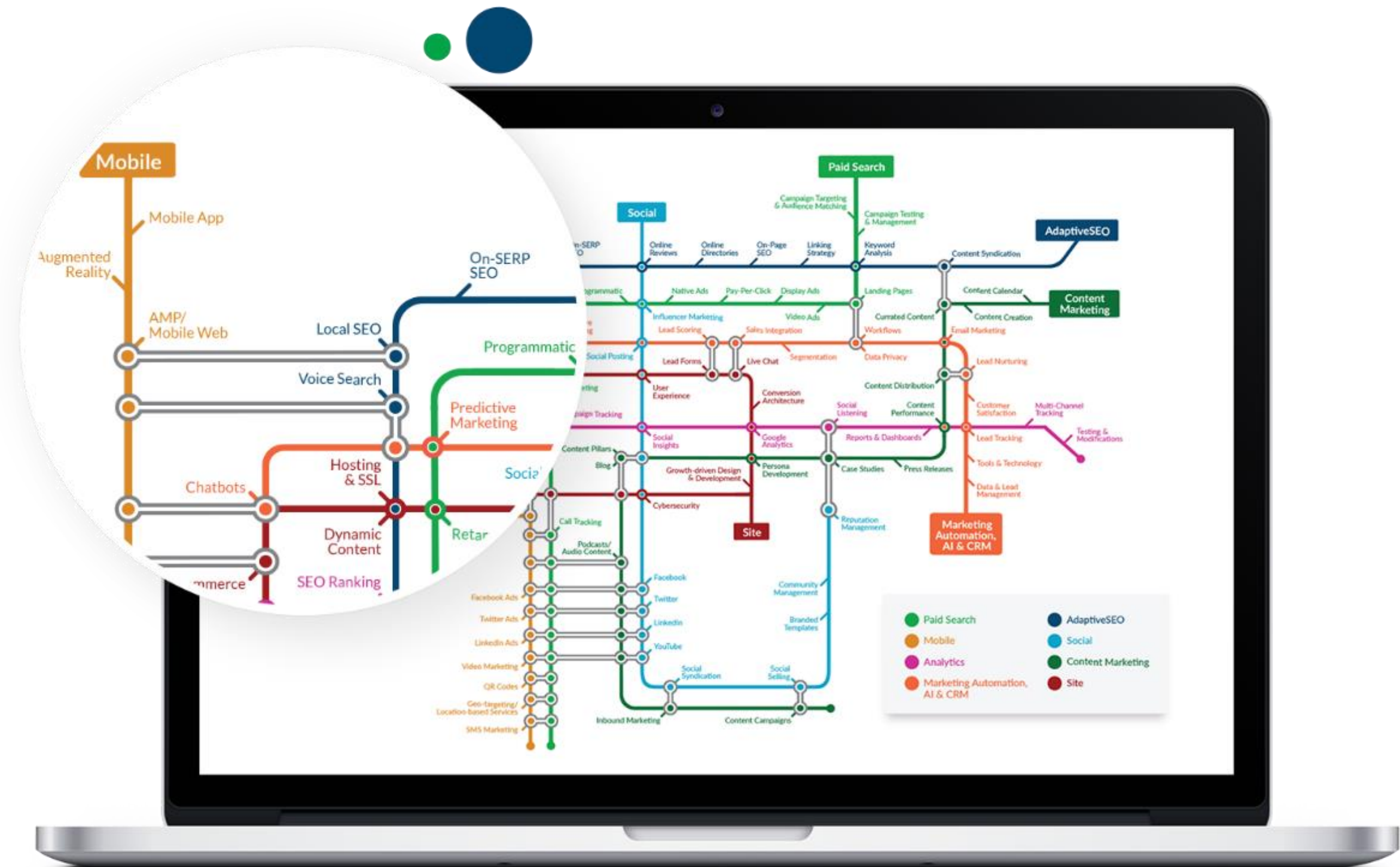
1. Embrace the change for faster success
2. Build a buyer centric All-Star profile, get help
3. Connect with the right people
4. Attract others through content
5. Advertising can help extend reach and leads

REACH OUT TO YOUR LOCAL WSI CONSULTANT

Talk to us, we can help!

Want to talk more about LinkedIn?

Reach out to your WSI Consultant or email contact@wsiworld.com.





Now it's time for some Q&A

READ MORE ABOUT DIGITAL MARKETING IN OUR 3RD BOOK

37



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>



**Thanks for joining us.
See you next time!**