



LinkedIn Success

With

Shane Gibson

Author, Sales Trainer
& Professional Speaker

@ShaneGibson

SalesAcademy.ca/grt2017

LinkedIn



- 450 Million + Members
- Every Fortune 500
- Every Major Government
- Most NGO's
- Most Entrepreneurs
- 50% of Post Secondary Grads

Fastest Path to ROI

“Use the internet to get off of the internet!”

LinkedIn is a lot like the gym



@ShaneGibson

SalesAcademy.ca/grt2017

Today:



- A 12-point LinkedIn profile checklist
- How to prospect and make connections using LinkedIn
- How to identify and connect with centers of influence
- Creating effective LinkedIn Pulse Articles
- LinkedIn tips on saving time while keeping your target market engaged through content curation

@ShaneGibson

SalesAcademy.ca/grt2017

Incomplete Profile =
Networking like this guy:



1) Title

BC HRMA - New Vision Plan - Free glasses + discounts on eyewear at no cost to the employer. Learn more. | [Read More »](#)



Jon Ferrara

1st

Pioneer & creator of CRM solutions, CEO - Nimble.com, Founder of GoldMine.

Greater Los Angeles Area | Computer Software

Current Nimble LLC
Previous Casentino Partners, GoldMine Software Corporation, FrontRange Solutions
Education Santa Monica College

Send a message

500+ connections

★ Relationship

Contact Info

Last Conversation 23 days ago

Background

Summary

Jon Ferrara, has been recognized for pioneering innovation in the customer management category. Prior to founding Nimble, LLC. Ferrara was the creator and co-founder of the award winning customer management product GoldMine. In 1999, Goldmine got acquired by FrontRange and Ferrara left to pursue other interests. During those years, Ferrara continued to watch the CRM market. He saw that most of the CRM products that were serving small businesses moved up market (and became more costly and complex) or fell by the way side, leaving the market underserved. It was at this point that he decided to create the next generation CRM product for small businesses, Nimble.

Specialties: Entrepreneurship and Product Innovation

People Similar to Jon



Eric Quanstrom

2nd

CMO / VP, Marketing & Sales @Nimble- Sm...
[Connect](#)

Ads You May Be Interested In



Become A Google Partner
Be Found by New Clients Today. Show Up on Google Partner Search.



Own a Small Business?
Get email, documents & more with Google Apps for Business. Free Trial.



Are You A Business Owner?
Apply to Worldwide Who's Who and expand your online networking.

People Also Viewed



Eric Quanstrom

CMO / VP, Marketing & Sales @Nimble- Smarter Relationship

2) Complete Summary

Background



Summary

Jon Ferrara, has been recognized for pioneering innovation in the customer management category. Prior to founding Nimble, LLC. Ferrara was the creator and co-founder of the award winning customer management product GoldMine. In 1999, Goldmine got acquired by FrontRange and Ferrara left to pursue other interests. During those years, Ferrara continued to watch the CRM market. He saw that most of the CRM products that were serving small businesses moved up market (and became more costly and complex) or fell by the way side, leaving the market underserved. It was at this point that he decided to create the next generation CRM product for small businesses, Nimble.

Specialties:- Entrepreneurship and Product Innovation

- Brand and Identity Development
- Marketing and Sales Strategy
- Managing Global 350+ persons Corporations



Own a Small Business?

Get email, documents & more with Google Apps for Business. Free Trial.



Are You A Business Owner?

Apply to Worldwide Who's Who and expand your online networking.

People Also Viewed



Eric Quanstrom

CMO / VP, Marketing & Sales
@Nimble- Smarter Relationship Management. Nimble transforms who you know into how you grow!



Gilles Marchand

Chief Operating Officer at Bridg



Jill Rowley

Social Selling Evangelist ** Modern Marketing Expert ** Keynote Speaker ** Workshop Leader ** Change Agent



Koka Sexton

3) Positions Connected to Company Pages

Experience

+ Add position



Sales Trainer



 BuildDirect

BuildDirect



February 2014 – Vancouver, Canada Area

Click to edit this position



Sales trainer for Builddirect, responsible for designing and delivering the Builddirect sales training system for new and existing sales team members and key account managers. Also responsible for developing and implementing the on-going sales coaching program. My personal goal - for Builddirect to be recognized as a leader in sales and service excellence in the building supply & home improvement industry.



About Builddirect:

BuildDirect is the world's largest online supplier of home improvement products dedicated to being

Background**Experience**[+ Add a position](#) | **Company Name ***BuildDirect [Change Company](#) [Edit Display Name](#)**Title ***

Sales Trainer

Location

Vancouver, Canada Area

Time Period *

February 2014 – Present

 I currently work here**Description**

Sales trainer for Builddirect, responsible for designing and delivering the Builddirect sales training system for new and existing sales team members and key account managers. Also responsible for developing and implementing the on-going sales coaching program. My personal goal - for Builddirect to be recognized as a leader in sales and service excellence in the building supply & home improvement industry.

You can also ad



Patents



Volunte

4) Outcome Based Position Descriptions



Experience

Sales Keynote Speaker | Sales Kickoffs | Game-changing Strategies

JILL KONRATH

September 2002 – Present (14 years 3 months) | White Bear Lake, MN

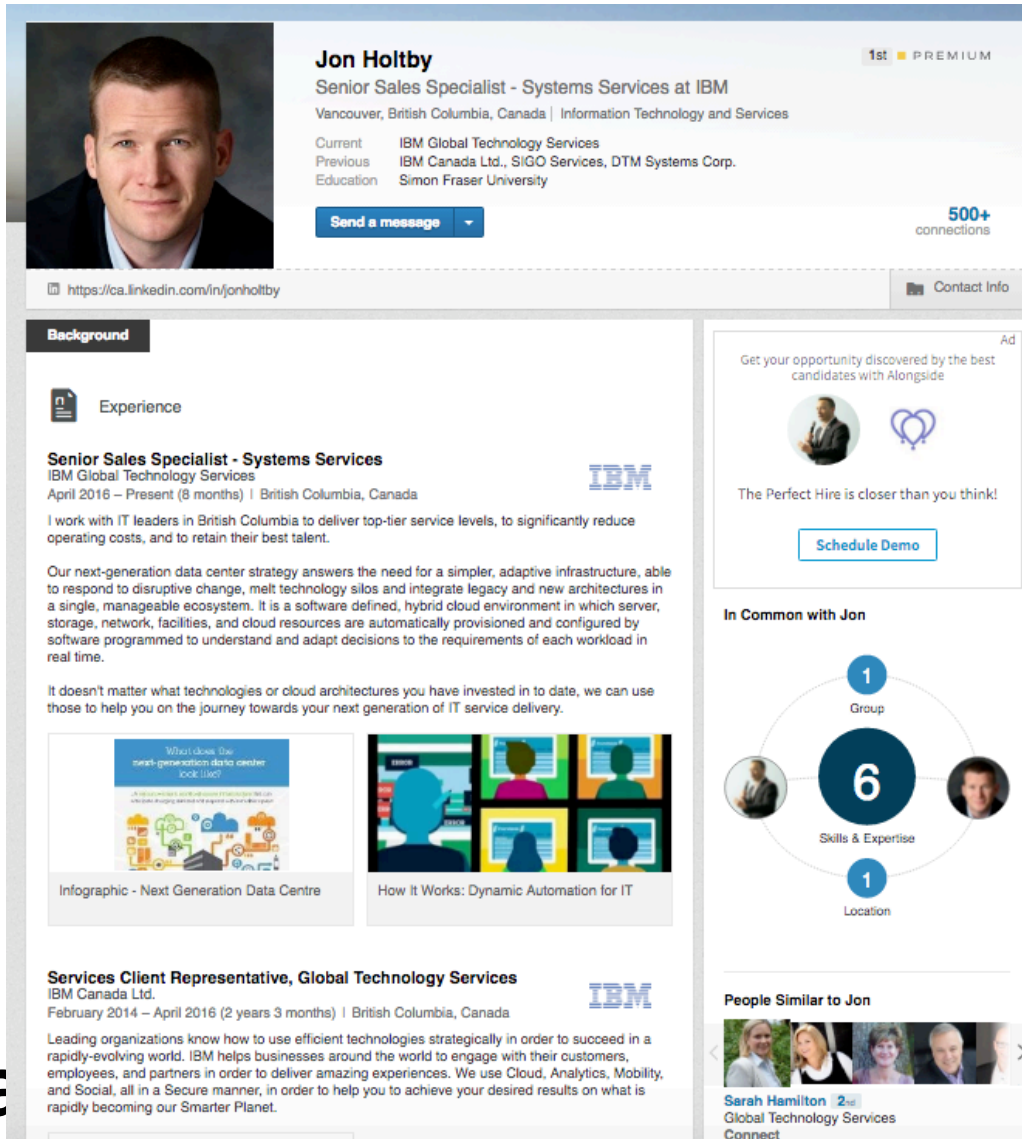
I provide kick-butt (but fun) sales keynotes and sales workshops to help salespeople:

- Accelerate their sales;
- Get more prospects in pipeline;
- Create opportunities out of thin air;
- Differentiate from competitors; and
- Get up to speed quickly when things change.

My workshops are based on my three bestselling books: Agile Selling, SNAP Selling and Selling to Big Companies. For more info on hiring me to speak at your sales meeting or train your sales force, visit: <http://www.jillkonrath.com>

JILL KONRATH
Fresh Sales Strategies

5) Fully Complete Work History



Jon Holtby 1st PREMIUM
 Senior Sales Specialist - Systems Services at IBM
 Vancouver, British Columbia, Canada | Information Technology and Services

Current IBM Global Technology Services
 Previous IBM Canada Ltd., SIGO Services, DTM Systems Corp.
 Education Simon Fraser University

Send a message 500+ connections

Background

Experience

Senior Sales Specialist - Systems Services
 IBM Global Technology Services
 April 2016 – Present (8 months) | British Columbia, Canada

I work with IT leaders in British Columbia to deliver top-tier service levels, to significantly reduce operating costs, and to retain their best talent.

Our next-generation data center strategy answers the need for a simpler, adaptive infrastructure, able to respond to disruptive change, melt technology silos and integrate legacy and new architectures in a single, manageable ecosystem. It is a software defined, hybrid cloud environment in which server, storage, network, facilities, and cloud resources are automatically provisioned and configured by software programmed to understand and adapt decisions to the requirements of each workload in real time.

It doesn't matter what technologies or cloud architectures you have invested in to date, we can use those to help you on the journey towards your next generation of IT service delivery.

Infographic - Next Generation Data Centre
 How it Works: Dynamic Automation for IT

Services Client Representative, Global Technology Services
 IBM Canada Ltd.
 February 2014 – April 2016 (2 years 3 months) | British Columbia, Canada

Leading organizations know how to use efficient technologies strategically in order to succeed in a rapidly-evolving world. IBM helps businesses around the world to engage with their customers, employees, and partners in order to deliver amazing experiences. We use Cloud, Analytics, Mobility, and Social, all in a Secure manner, in order to help you to achieve your desired results on what is rapidly becoming our Smarter Planet.

President

SIGO Services
 May 2013 – January 2014 (9 months) | Metro Vancouver, BC, Canada



President and Co-Founder of a "Cloud-First" Managed Services Provider in Metro-Vancouver, BC. Focused on helping Small to Medium sized businesses use technology strategically in order to achieve their own business success.

SIGO Services merged with Softlanding, a leading Microsoft partner in Vancouver, BC, in January 2013. Visit www.softlanding.ca for more information.

Vice President, Business Development

DTM Systems Corp.
 July 2011 – April 2013 (1 year 10 months) | Vancouver, BC



- 1 recommendation



Ric Liang
 IT Leader, Cloud & Infrastructure Services

Jon was instrumental in moving us from a physical to virtual infrastructure several years ago. He designed the appropriate solution for us and arranged for skilled resources to help us through the process. Since then he's continued to work with us... View

Client Manager

DTM Systems
 February 2002 – July 2011 (9 years 6 months)



DTM is Innovative Thinking. Integrating business and technology, for 30 years DTM Systems Corporation has been providing technology solutions to public and private sector companies, institutions, and organizations of all sizes in Western Canada – with offices in Vancouver & Calgary.

With an extensive portfolio of products and services, including financial management, virtualization, and IT consulting, DTM delivers innovative solutions that help customers realize their full business potential.

<http://www.dtm.ca>

- 4 recommendations, including:



Beau Bradley
 Are you up for the 90-Day Challenge?

Jon goes the extra mile when dealing with his clients. He is very personable and is very easy to work with. He makes his... View



GARRY STEVENS
 Partner Business Manager, Enterpri...


Jon is very enthusiastic about his profession and has taken some high level courses to allow him to be a knowledgeable... View

2 more recommendations

@Sha

rt2017

6) Professional Profile Photo Yes!




Sean Campbell 1st
Technology Evangelist
Calgary, Alberta, Canada | Telecommunications

Previous Zayo Group, Allstream, MTS Allstream
Education Global Knowledge

Send a message

500+ connections

<https://ca.linkedin.com/in/sean-campbell-7594447> Contact Info



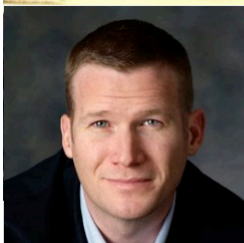
Melonie Dodaro 1st PREMIUM
International #1 Bestselling Author of The LinkedIn Code ♦ LinkedIn Expert ♦
Keynote Speaker ♦ Social Selling Evangelist
British Columbia, Canada | Marketing and Advertising

Current Top Dog Social Media
Previous LifeSuccess Perfect Weight, L A Weight Loss, Herbal Magic
Education Sheridan College

Send a message

500+ connections

<https://ca.linkedin.com/in/meloniedodaro> Contact Info



Jon Holtby 1st PREMIUM
Senior Sales Specialist - Systems Services at IBM
Vancouver, British Columbia, Canada | Information Technology and Services


Current IBM Global Technology Services
Previous IBM Canada Ltd., SIGO Services, DTM Systems Corp.
Education Simon Fraser University

Send a message

500+ connections

<https://ca.linkedin.com/in/jonholtby> Contact Info

No!

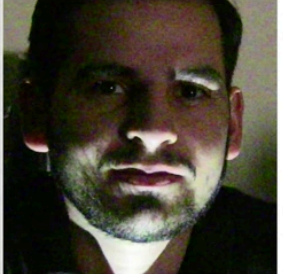


Jessica Bale
HR Manager @ We Are A Company.com
| Recruiting | Resume & Cover Letter Review

Greater Boston Area | Human Resources

Connect

357 Connections




Luke Van Duke
Lighting Expert @ WeLoveLights.net | Gels
Specialist | Ceiling & Outdoor Installation

Greater Boston Area | Lighting

Connect

113 Connections



Gio Bueno
Professional Pick-Up Artist | Dating Doctor |
Body Language Expert | Bartender

Greater Boston Area | Entertainment

Connect

500+ Connections

@snaneGibson

sales/academy.ca/gibson2017

7) Uses Rich Media

Summary



Shane Gibson is an international speaker, sales trainer, and author on social media marketing, social selling and sales performance. He has spoken to over 100,000 people on stages in North America, Southern Africa, India, Dubai, Malaysia and South America. Shane Gibson is #5 on the Forbes.com list of the Top 30 Social Sales People in the World.



Shane's books include Sociable! How...



U&I TALK SHOW on TV: Episode 034 Fea...

content and ideas and stories that will help your target market succeed."

#4 Be fearless in your contribution to community

"Very simply, give more than your competitors think is necessary and research deeper and more often than your competitors are necessarily will."

#5 Don't be a social spammer, engage

"When someone follows you closely your content should be 80% value added updates, customer focused content and value added interactions."

#6 Be authentic

"It's a lot of work and effort to try to be someone else...only make promises and deliver your own health up, and if you make a mistake own up to it fast."

#7 Be consistent

The 9 Immutable Rules of Engagement in ...

8) Numerous Recommendations



Experience

CEO and Founder

M2O Digital Agency

January 2010 – Present (6 years 11 months) | Vancouver, BC



M2O is an award winning Digital Agency based in Vancouver, British Columbia servicing Fortune 500 Companies with cutting edge digital, mobile, web and social and branded video strategies and services.

- ▶ 4 honors and awards
- ▼ 15 recommendations, including:



Tony Smith

Sales & Marketing Executive

Sony of Canada has known and has had the pleasure to work with Bradley since 2002, I have personally known Bradley for 7... [View ↓](#)



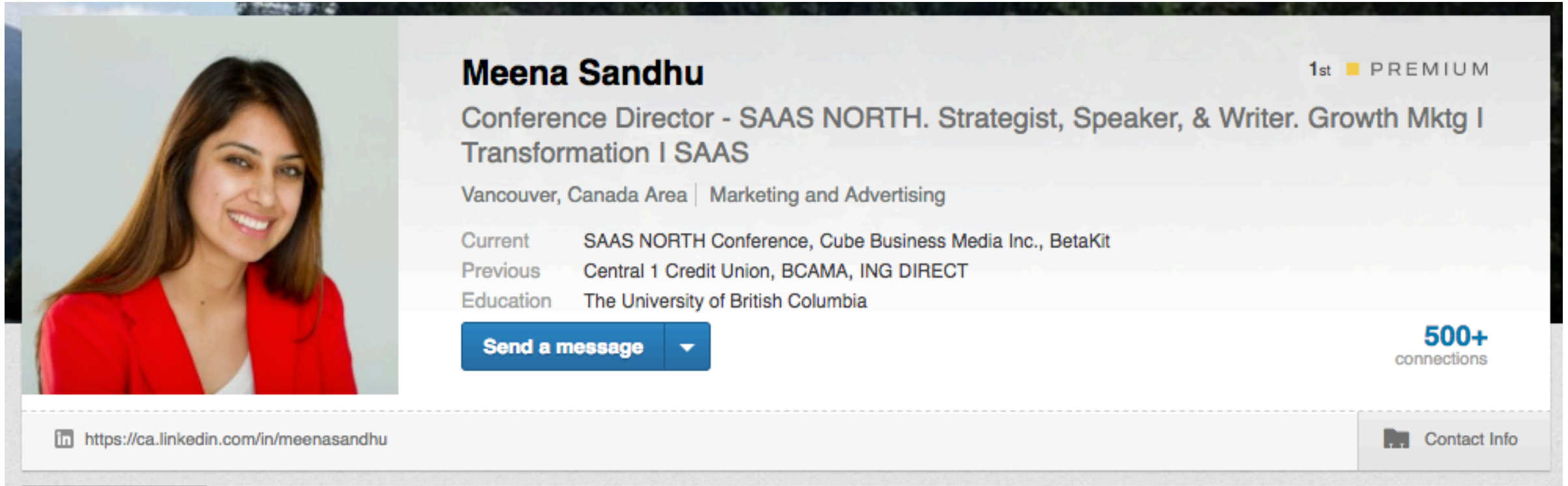
Susan Archibald

Senior Vice President, External Relation...

I had the pleasure to work with Bradley on a project leading up to the 2010 Games where we were trying to harness social... [View ↓](#)

[13 more recommendations ↓](#)

9) Significant Number of Connections



Meena Sandhu 1st PREMIUM

Conference Director - SAAS NORTH. Strategist, Speaker, & Writer. Growth Mktg | Transformation | SAAS

Vancouver, Canada Area | Marketing and Advertising

Current SAAS NORTH Conference, Cube Business Media Inc., BetaKit
Previous Central 1 Credit Union, BCAMA, ING DIRECT
Education The University of British Columbia

Send a message

500+ connections

<https://ca.linkedin.com/in/meenasandhu> Contact Info


@ShaneGibson

SalesAcademy.ca/grt2017


10) LinkedIn Pulse Articles Published

Posts


Published by Meena 1,551 followers



Take a look at the SaaS tools being used by SAAS...
October 12, 2016



From Saastock to SAAS NORTH - SaaS Events are...
October 3, 2016



Wearable Wednesday gets a reboot in Canada
March 31, 2016



Take a look at the SaaS tools being used by SAAS NORTH

Published on October 12, 2016



Meena Sandhu

Conference Director - SAAS NORTH. Strategist, Speaker, & Writ...



What's a SaaS conference without a selection of handy SaaS tools? Whether you're looking to provide a seamless customer experience or aiming to improve productivity, there's a plethora of tools available out there. The key is to figure out the right balance, it's about understanding the added value of SaaS products beyond it being a "cool" technology. For those of us specializing in SaaS, it's easy to get carried away with signing up for every new service out there. We're early adopters, we're on most beta lists, and we're always searching for something new. When putting together your SaaS tool belt, think about what you really need.

• How is this service going to benefit this project?

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11) Regularly Updates

The screenshot displays the LinkedIn profile of Peter Aceto, President & CEO at Tangerine Bank and author of 'Weology'. The profile shows 5,118 followers and a 'Following' button. The 'Recent Activity' tab is selected, showing two posts:

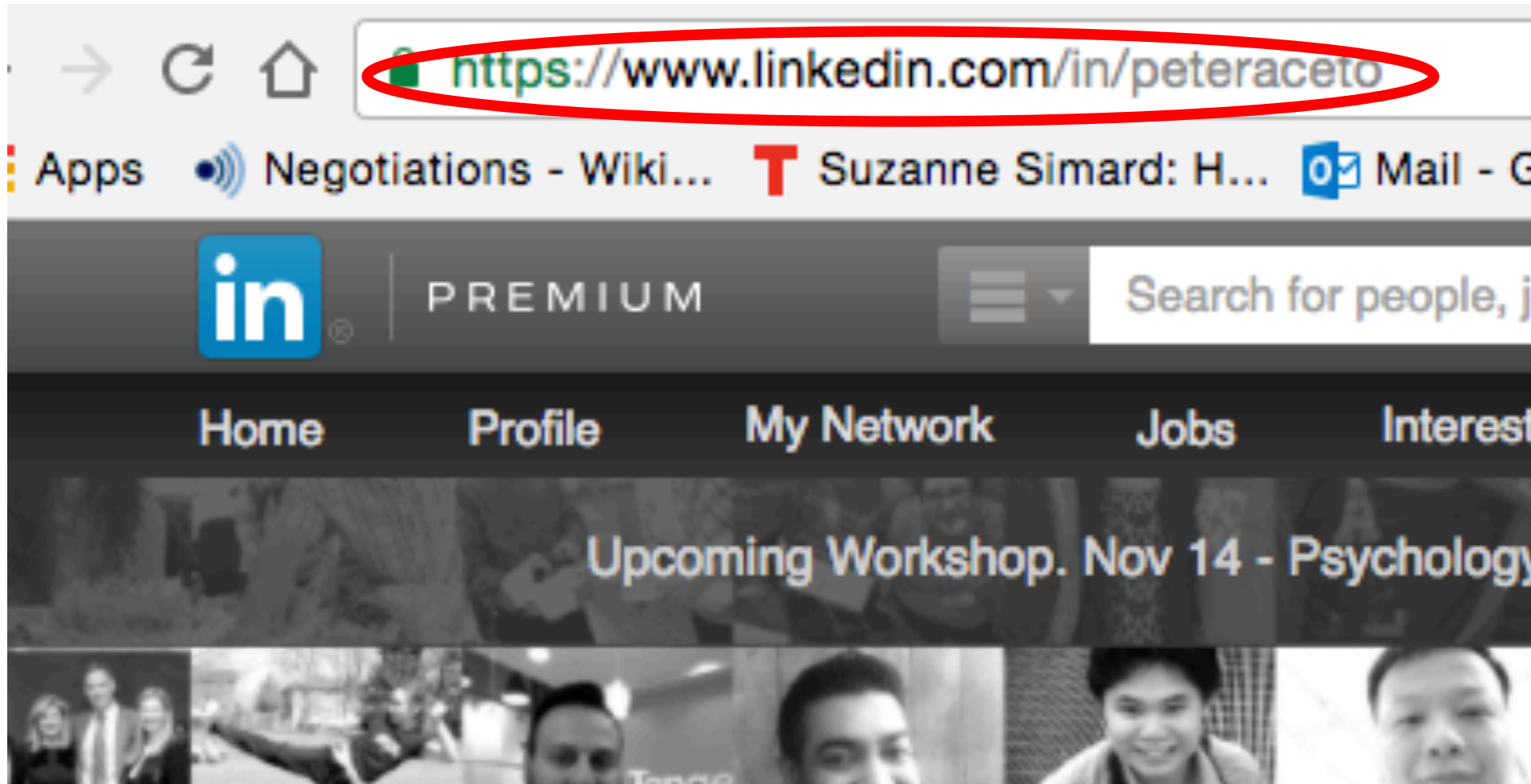
- Post 1 (12d):** Peter Aceto published a post titled "A conversation with Simon Sinek (video)". The post includes a video thumbnail and text: "Peter Aceto on LinkedIn · 'Culture is the interaction of human beings.' – Simon Sinek I think you've come to know from my blog posts and tweets that I thoroughly enjoy the...". It has 60 likes and 5 comments.
- Post 2 (13d):** Peter Aceto commented on a post titled "What's your leader Persona?". The post includes a video thumbnail and text: "David Dame on LinkedIn · You hear a lot in Agile circles these days about the 'declining need for managers.' We may not need the managers of yesterday but, make no m...". It has 136 likes and 15 comments.

Navigation links at the top include Home, Profile, My Network, Jobs, Interests, Business Services, and Upgrade. The footer includes "About Help Feedback Privacy & Terms", "LinkedIn LinkedIn Corp. © 2016", and a notification badge with the number 11.

@Shane

care/leadership/8.2017

12) Custom Url!



@ShaneGibson

SalesAcademy.ca/grt2017

Adding Connections

People you *really* know

People you *sort-of* know

People you *don't* know

Only group one can be “blanket” added

For 2&3 customize and personalize

The image shows a LinkedIn profile page for a user named Shane Gibson. The top navigation bar includes the LinkedIn logo, the word 'PREMIUM', a search bar with the text 'Search for people, jobs, companies, and more...', and navigation tabs for 'Home', 'Profile', 'My network', 'Jobs', and 'Interests'. The 'My network' tab is selected and highlighted with a red circle. A dropdown menu is open from this tab, listing the following options: 'Connections', 'Add Contacts', 'People You May Know', and 'Find Alumni'. Below the navigation bar, the profile header shows a circular profile picture of Shane Gibson, his name 'Shane Gibson', and his title 'Author'. To the right of the profile picture, there are statistics: '5 people viewed your profile in the past day' and '92 views on your update "How to Prospect at Networking Events ..."'. Below the profile header, there are three action buttons: 'Share an update', 'Upload a photo', and 'Write an article'. The main content area shows a comment from 'Buffaloheart Holyman' and a post by 'Neil Speers', a Commercial and Corporate Photographer, with the title 'Two Words Top Sales Reps Never Say'.

@ShaneGibson

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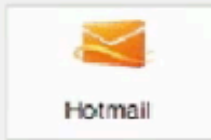
See Who You Already Know on LinkedIn



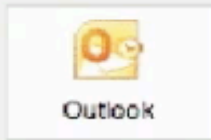
Gmail



Your Email



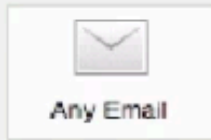
Hotmail



Outlook



Yahoo! Mail



Any Email

Get started by adding your email address.

Your email

[Continue](#)



Your contacts are safe with us!

We'll import your address book to suggest connections and help you manage your contacts. And we won't store your password or email anyone without your permission. [Learn More](#)


See Who You Already Know on LinkedIn

A row of six email provider icons: Gmail (red 'M'), Your Email (blue '@'), Hotmail (orange envelope), Outlook (yellow 'O'), Yahoo! Mail (purple 'Y!'), and AnyMail (grey envelope with a hand cursor). The AnyMail icon is highlighted with a blue border.

Get started by adding your email address.

Your email

Continue

 **Your contacts are safe with us!**
We'll import your address book to suggest connections and help you manage your contacts. And we won't store your password or email anyone without your permission. [Learn More](#)

We found 397 people you know on LinkedIn. Select the people you'd like to connect to.

Select All

397 Selected



Robin Gibson
COO at Innate



Wayne Koch
Owner, Koch & Associates



Jackie Grace
VP Sales & Marketing at HawksHead Systems Inc



Ed Montague
Lawyer, Campbell Froh May & Rice LLP.



Percy von Lipinski
Ei Presidente at Visa Connection and Owner, MAM Technologies



Stewart Rudderham
Business Development Manager at KRP Communications









Wendell Alex
Rep at Dynamic Digital Technologies



Joan Bedard
Director, Customer Relations & Events at CMA Alberta

We found 397 people you know on LinkedIn. Select the people you'd like to connect to.

Select All

<input checked="" type="checkbox"/>	 Robin Gibson COO at Innate	<input checked="" type="checkbox"/>	 Wayne Koch Owner, Koch & Associates
<input checked="" type="checkbox"/>	 Jackie Grace VP Sales & Marketing at HawksHead Systems Inc	<input checked="" type="checkbox"/>	 Ed Montague Lawyer, Campbell Froh May &
<input checked="" type="checkbox"/>	 Percy von Lipinski EI Presidente at Visa Connection and Owner, MAM Technologies	<input checked="" type="checkbox"/>	 Stewart Rudderham Business Development Manag Communications



PREMIUM



CTO



Advanced



Home

Profile

My Network

Jobs

Interests

Business Services

Upgrade

Search

Advanced >

All

People

More...

Keywords

CTO

First Name

Last Name

Title

Company

School

Location

Anywhere

Search

Reset

Relationship

218 results for CTO

Save search · ⚙

2nd Connections x

Vancouver, Canada Area x

Company Size: 11-50 x

Reset

Some search results have been filtered to improve relevance.

Show all results



Cody Zazulak 2nd

CTO & Co-Founder @ OpenReal.ca
Vancouver, Canada Area • Computer Software
▶ 184 shared connections • Similar

Current: CTO & Co-Founder at OpenReal.ca

Connect



Manuj Aggarwal 2nd

Technology Leader | Advisor | CTO
Vancouver, Canada Area • Information Technology and Services
▶ 144 shared connections • Similar

Current: Principal Consultant | Technology Lead | CTO at Spider Communi...

Connect



Dmitry Khrisanov 2nd

CTO @ Tradable Bits
Vancouver, Canada Area • Information Technology and Services
▶ 19 shared connections • Similar

Current: CTO and Co-Founder at Tradable Bits

Connect



Dhruv Adhia 2nd

CTO at H+Technology
Vancouver, Canada Area • Design
▶ 30 shared connections • Similar

Current: CTO - Founder at H+Technology

Connect



Narayan Sainaney 2nd

Co-Founder and CTO, Mojio Inc
Vancouver, Canada Area • Computer Software
▶ 57 shared connections • Similar

Current: Co-Founder and CTO at Mojio Inc.

Connect

NUTANIX

Right-size
your
VDI
solutions



GET THE
DEFINITIVE
GUIDE

@S... ..

... .. 2017

Create and curate content that resonates specifically with your audience everyday.

Mind Share = Wallet \$hare

in Search for people, jobs, companies, and more... 999+ Advanced Home Profile Connections Jobs Interests Business Services Upgrade

Increase website revenue - Top 10 analytics mistakes even pros make. Download our free PDF now!

Share an update...

All Updates ▾

Pulse recommends this news for you

Apple May Have Just Set Another Mac Sales Record
qz.com • The iMac 5K leads another huge quarter for Apple.
17h

Paper's Defiant Muhammad Cover Prompts New Concern
nytimes.com • 4h

Why My Wife Will Never Quit Microsoft Office
By Nir Eyal • 1d

Recruiting, and Retaining, Women in Tech
linkedin.com • 1d

See your news ▶

Michael de Groot
Wow that looks mind blowing. That certainly will scare most people away. Most folks can't even focus on one channel.

People You May Know

- CHERYL WINDSOR, MANAGER** at Disco Tirecraft **Connect**
- bonnie lee, Taxpertise** **Connect**
- Bill Keenan, --** **Connect**

See more »

Ads You May Be Interested In

- Digital Marketing Course**
1-day course. 10 topics. Register Today.
- Protect the Entire Arm!**
Protective Sleeves protect workers against cuts, heat, chemicals and more!
- Are You an Entrepreneur?**
Get business email, documents, meetings and more. Free Trial.

You Recently Visited

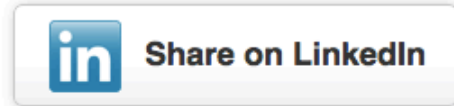
chiefmartec.com Marketing Technology Landscape January 2015

@ShaneGibson

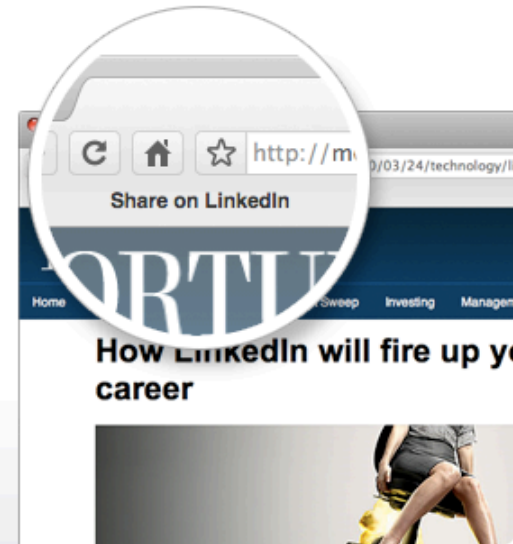
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Easily Share From Anywhere

Share webpages with your professional network and groups straight from your browser even when you're not on LinkedIn

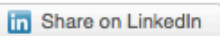


Drag button above to browser toolbar to install



How to Install in Chrome

[Change Browser](#) ▾

- Click and drag the above  icon to your browser tool bar to install


How to Share


1. Find interesting articles
2. Click on "share on LinkedIn" from your browser toolbar
3. Add a comment to put your own spin on it
4. Choose who you want to share it with

www.socialmediatoday.com/content/social-crm-marketing-sales-customer-service-cycle-1-click

Apple System Dashboard Share on LinkedIn Nimble CRM Share on LinkedIn Easelly Google Trends - Hot Think Insights with Google Co

SOCIAL NETWORKS MARKETING TECHNOLOGY & DATA SOCIAL BUSINESS EVENTS MARKETPLACE & WEBINARS f t in g+

 SocialMediaToday

 sproutsocial Take your company to the next level with the most innovative, all-in-one social media software.

Social CRM: The Marketing to Sales to Customer Service Cycle in 1 Click


SHARE THIS ARTICLE

f 10 t 386 in 47 s 7

 *Gavin Hammar* CEO and Founder, Sendible
@sendible

LOGIN TO FOLLOW

iBeacon-enabled mobile marketing
Trigger push messages in the perfect time and place

 URBAN AIRSHIP

FALCON

SOCIAL MANAG

@ShaneGibson

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Share news on LinkedIn | LinkedIn

<https://www.linkedin.com/shareArticle?mini=true&ro=false&trk=bookm...>

LinkedIn

Social CRM: The Marketing to Sales to Customer Service Cycle in 1 Click | Social Media Today
socialmediatoday.com • We all know that social media as a marketing and sales tool grew out of its infancy stage quite a bit ago. If you still need one final piece of proof that it has become a mainstream business channel (other than the fact that every major business...
[Edit](#)

Share an update

Social CRM and the evolution of sales and customer service...

Share with: Public

Post to groups

Group(s) * 🔒 The Vancouver Sales Performance Group x

Title * Social CRM

Detail

🔒 Indicates Members Only groups, where posts are visible only to members. Posts in Open groups are visible to everyone.

Send to individuals

To * Mitch

Subject * **Mitch Baldwin**
Global WiFi Systems - Where offering free wifi service to your customers becomes profitable for your business!

Message * **Mitchell Ballentine**

mail addresses.

Share from the article you are reading to:

- Your home feed as an update
- Groups
- To individuals
- All at once

@ShaneGibson

SalesAcademy.ca/grt2017

The image shows a screenshot of a LinkedIn profile page. At the top, there is a navigation bar with the LinkedIn logo, a search bar containing the text "Search for people, jobs, companies, and more...", and a search icon. Below the navigation bar, the profile header includes the name "Home", "Profile", "Connections", "Jobs", and "Interests". A blue link for a "Digital Marketing Course - 1-day course. 10 topics. Register" is visible. The main content area features a profile picture of a man in a suit, a text input field with the placeholder "Share an update...", and a "Create a Post" button. This button is circled in red. To the right of the input field are icons for adding a photo and a video. Below the post creation area, there is a section titled "All Updates" with a dropdown arrow. The first update is a recommendation from Pulse, titled "GM vs. Tesla – The Real Story" by Don Peppers on LinkedIn. The update includes a photo of a woman standing next to an orange car and text stating that General Motors' CEO Mary Barra announced a new launch at the Detroit auto show. Below this are two more update thumbnails: one about a juice start-up and another about pajama day.

8 Things to Boost LinkedIn Pulse Readership

1. Use popular keywords in your title
2. Use the keyword in your text, especially in the 1st sentence
3. Use a default image that previews well
4. Use multiple images (even video)
5. Try list posts
6. Focus on what helps (benefits and results)
7. Write frequently
8. Promote in multiple channels online

Summary

- LinkedIn works if you work it
- But your best foot forward
- Make sharing, creating and curating a daily discipline
- Get Sociable!

Lets connect!

Linkedin:

<http://linkedin.com/in/shanegibson>

Online Sales Training:

<http://langara.bc.ca/sales>