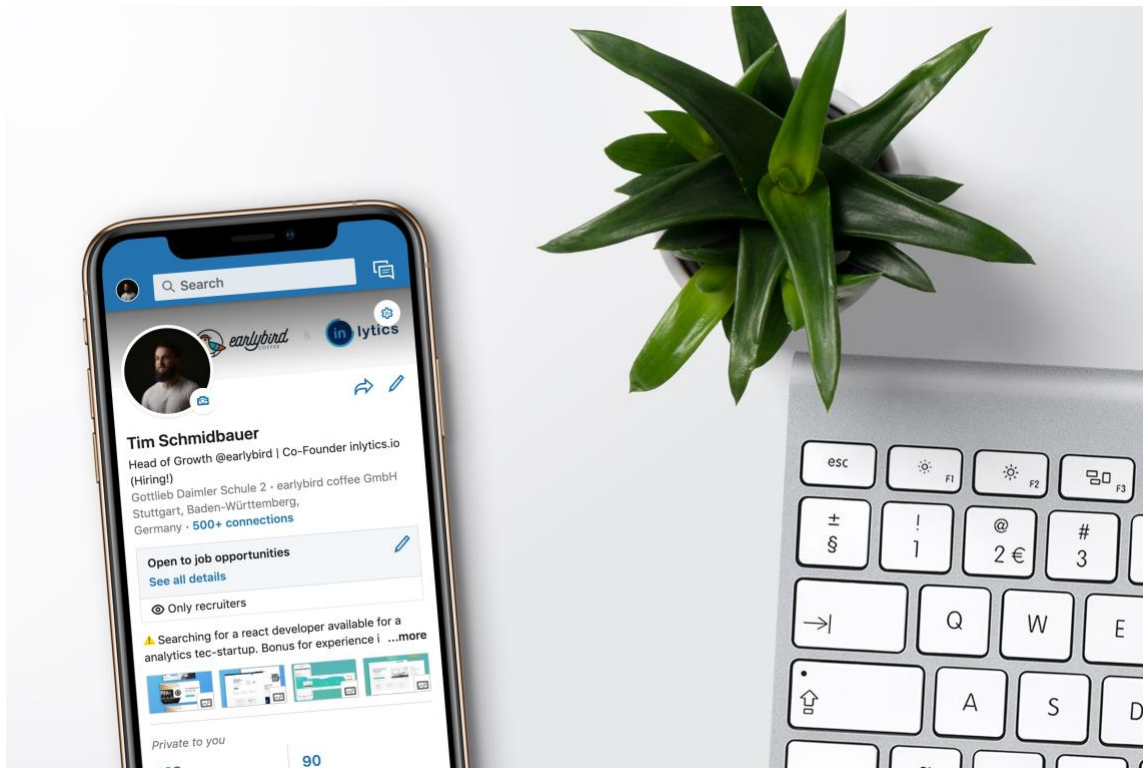


HOW TO USE LINKEDIN TO GET MORE CLIENTS FOR YOUR PET BUSINESS



BY CHRIS RAULF

FOUNDER OF BOULDER SEO MARKETING www.boulderseomarketing.com

AND CR GLOBAL DIGITAL MARKETING www.chrisraulf.com

MEET THE PRESENTER

CHRIS RAULF, GLOBAL DIGITAL MARKETING EXPERT AND LINKEDIN AFICIONADO

Chris Raulf of Boulder SEO Marketing is an internationally recognized digital marketing expert and a LinkedIn aficionado. Chris has written several articles about LinkedIn for Social Media Examiner:

www.socialmediaexaminer.com/author/chris-raulf.

He frequently speaks about LinkedIn at conferences around the globe. He also hosts his own digital marketing workshops in the Denver area and online.

Besides implementing LinkedIn strategies for his customers, Chris also teaches part of a Master's Degree in digital marketing. He trains students on how to maximize LinkedIn as a lead generation and sales tool.



Connect with Chris on LinkedIn linkedin.com/in/chrisraulf, follow him on Twitter twitter.com/swisschris, and email him at chris@boulderseomarketing.com.

ABOUT THE WEBINAR

HOW TO USE LINKEDIN TO GET MORE CLIENTS FOR YOUR PET BUSINESS

In this interactive and hands-on webinar, Chris shared proven and tested LinkedIn strategies that are actually driving leads and sales for his business, including:

- **First Impressions Matter:** Everything starts with your personal LinkedIn profile. Chris discussed how to "dress for success" when it comes to online presentation and how to draw prospects to you
- **Prospecting:** Learn how to use LinkedIn to find, connect, and establish rapport with your target customers
- **Business Branding:** Start to maximizing your free LinkedIn company page and LinkedIn Showcase pages
- **Success Strategies:** Learn how to create and manage your own free LinkedIn group and identify and join existing LinkedIn groups that are packed with potential clients
- **Top LinkedIn Content Marketing Strategies:** Chris shared tips and real examples on how to stand out of the crowd using free posts, the LinkedIn publishing platform, and how to encourage your employees and team members to get massive exposure
- **Third-Party Tools to Support Your LinkedIn Efforts:** You'll learn about some must-know tools that will amplify your LinkedIn success

While Chris shared a wealth of information in this webinar, we also highly encourage you to take advantage of the following resources.

FIRST IMPRESSIONS MATTER

YOUR PERSONAL LINKEDIN PROFILE

Everything on LinkedIn starts with your personal LinkedIn profile.

Follow these tips for maximum exposure:

- Perform keyword research and include them in your profile
- A picture says more than 1000 words: The importance of your profile picture and background picture
- Your headline is your tagline
- Tell your story in the summary section
- Don't go down the buzzword rabbit hole
- Include and spotlight what you have to offer
- Ask for recommendations from happy customers, suppliers, etc.
- Share relevant content (incl. multimedia) and connect with the right people

Additional resources:

- **[By LinkedIn] 20 steps to a better LinkedIn profile in 2020:** <https://cutt.ly/7qztERd>
- **The Complete Guide to Optimizing Your LinkedIn Profile:** <https://cutt.ly/3gWTJSo>

CONNECTING WITH YOUR TARGET AUDIENCE ON LINKEDIN

BUILD A MASSIVE "DATABASE" OF POTENTIAL CUSTOMERS

The success of your LinkedIn lead generation and sales efforts heavily depend on the people that you are personally connect with. But what is the proper etiquette and process to connect with people on LinkedIn? Follow these tips for maximum success:

- Ask yourself, why should someone accept your connection request
- Put some effort and include personalized information in your connection request
- Once connected, send a quick thank you note (no sales pitch, please)
- Try to engage with their content (status updates, long-form content, etc.) and like, share, and / or comment if appropriate
- Reach out in a meaningful way when appropriate (more about that in minute)
- Keep on nurturing the online relationship and take it over to Zoom or an in-person meeting if or when possible

Additional resources:

- **[By LinkedIn] Connecting With Other Members - Best Practices:** <https://cutt.ly/AgWICVt>
- **7 Best Practices for Connecting on LinkedIn with Potential Clients:** <https://cutt.ly/tgWI9VZ>

BUSINESS BRANDING ON LINKEDIN

LINKEDIN COMPANY AND SHOWCASE PAGES

Start to maximizing your free LinkedIn company page and LinkedIn Showcase pages. Follow these tips for maximum exposure:

- Consistent branding: Apply the same branding elements across all of your LinkedIn company and Showcase pages
- Go through each and every section and complete everything there's to complete; don't cut corners
- Use target SEO keywords (more on this a bit later)
- Someone needs to be in charge of posting
- Invite the right people to follow your page
- Take advantage of sharing multimedia content
- Respond to likes, comments, and shares

Additional resources:

- **[By LinkedIn] LinkedIn Pages: Your place in the world's professional community:** <https://cutt.ly/kgWUZN6>
- **How to Create a LinkedIn Business Page in 5 Minutes:** <https://cutt.ly/WgWUHYF>

LINKEDIN GROUPS

USE GROUPS TO IMPLEMENT SUCCESS STRATEGIES

LinkedIn Groups provide a place for professionals in the same industry or with similar interests to share their insights and experiences, ask for guidance, and build valuable connections. You can find groups to join by searching at the top of your homepage or viewing the groups you've already joined. Follow these tips for maximum success.

Managing your own LinkedIn Group(s):

- Create rules that make sense
- Personally welcome new group members
- If appropriate, engagement and connect with them
- Start to share your expertise
- If appropriate, share information about your services or products, events, etc.
- Personally invite high quality prospects (group members) to upcoming events, etc.
- Be a good and attentive group manager

Additional resources:

- **[By LinkedIn] Create a LinkedIn Group:** <https://cutt.ly/vgWOXai>
- **5 Steps to LinkedIn Group Success: How to Create and Manage a Successful Group:** <https://cutt.ly/jgWO3jz>

Joining and participating in LinkedIn Groups:

- Read and adhere to the group rules
- Don't be that person
- Observe first
- Start to engage: Like and comment on posts
- Start to share your expertise
- If appropriate, share information about your services or products, events, etc.
- Connect personally with other group members
- Start to nurture relationships and ask for a Zoom or in-person meeting if appropriate

Additional resources:

- **[By LinkedIn] Grow and Succeed Together With LinkedIn Groups:** <https://cutt.ly/GgWPxBq>
- **Expanding Your Reach On LinkedIn: How To Get the Most Out of Groups:** <https://cutt.ly/cgWPZKL>

LINKEDIN EVENTS

PUT THE NEW LINKEDIN EVENTS FEATURE TO WORK FOR YOUR BUSINESS

The LinkedIn Events feature provides members with an easy way to create and join professional Events that interest them, such as meetups, online workshops, seminars, and more. LinkedIn members can use the feature to find and join communities, grow their business, network with others, and learn new skills.

Additional resources:

- **[By LinkedIn] LinkedIn Events Best Practices Guide:**
<https://cutt.ly/fgWAXcc>
- **Invite Your Connections to Attend a LinkedIn Event:**
<https://cutt.ly/1gWAOWi>

CONTENT MARKETING ON LINKEDIN

GET YOUR CONTENT IN FRONT OF THE RIGHT PEOPLE ON LINKEDIN

Content marketing is a long-term lead generation strategy. Content marketing on LinkedIn focuses on the consistent creation of high-quality content that is highly relevant to your ideal target audience.

Take advantage of the following content marketing options on LinkedIn:

LinkedIn Live

The LinkedIn Live feature allows individuals and organizations to broadcast live video content to their network in real time. To get started, you can apply to become a LinkedIn Live broadcaster by completing an application. LinkedIn will only notify you if your application gets approved.

Learn more at <https://cutt.ly/XgWStZK>.

LinkedIn Stories

LinkedIn Stories enable members and organizations to share images and short videos of their everyday professional moments. LinkedIn shares Stories that you post for 24 hours. Notes: You can only post a Story from the LinkedIn mobile app. To access Stories, make sure you're using the most recent version of the app.

Learn more at <https://cutt.ly/HgWSPdg>.

LinkedIn Long-form Publishing Platform

The LinkedIn long-form publishing platform allows you to create longer content, similar to blog posts, and post this content directly on LinkedIn. Once published, this content is being shared with your connections.

Learn more at <https://cutt.ly/QgWDzRh>.

THIRD-PARTY TOOLS ON LINKEDIN

THIRD-PARTY TOOLS CAN DRAMATICALLY SUPPORT YOUR PROSPECTING AND SALES EFFORTS ON LINKEDIN

One of Chris' favorite tools to support his prospecting and sales efforts on LinkedIn is called Snip.ly. Snip.ly allows users to take links to great articles on any website, and then add a custom message in the article so that you can drive potential customers right back to your own website!

Learn more about Snip.ly right here: <https://snip.ly/whatis>

You can also find numerous tools in the Chrome Extension store: <https://chrome.google.com/webstore/category/extensions?hl=en>

FINAL THOUGHTS

THERE'S SO MUCH FOR TO LINKEDIN

Content marketing is a long-term lead generation strategy. Content marketing on LinkedIn focuses on the consistent creation of high-quality content that is highly relevant to your ideal target audience.

For additional tips and best practices on how to market on LinkedIn and how to engage your audience and grow your business, make sure to also read this resource: <https://cutt.ly/JgWDJjn>.