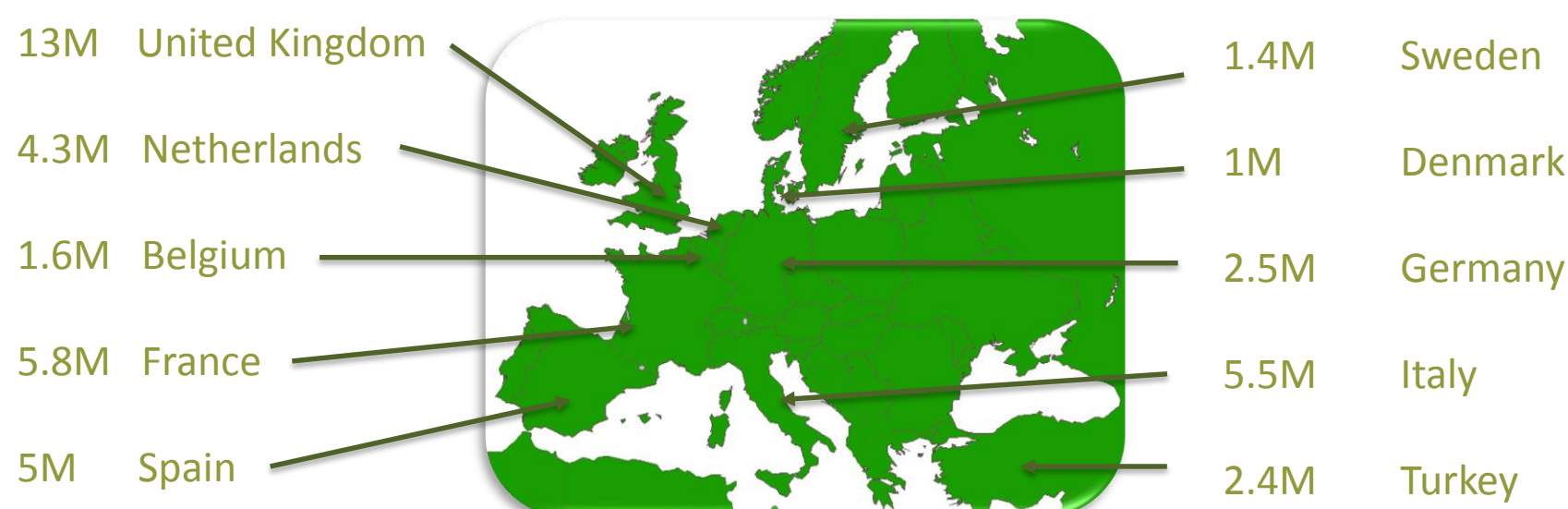




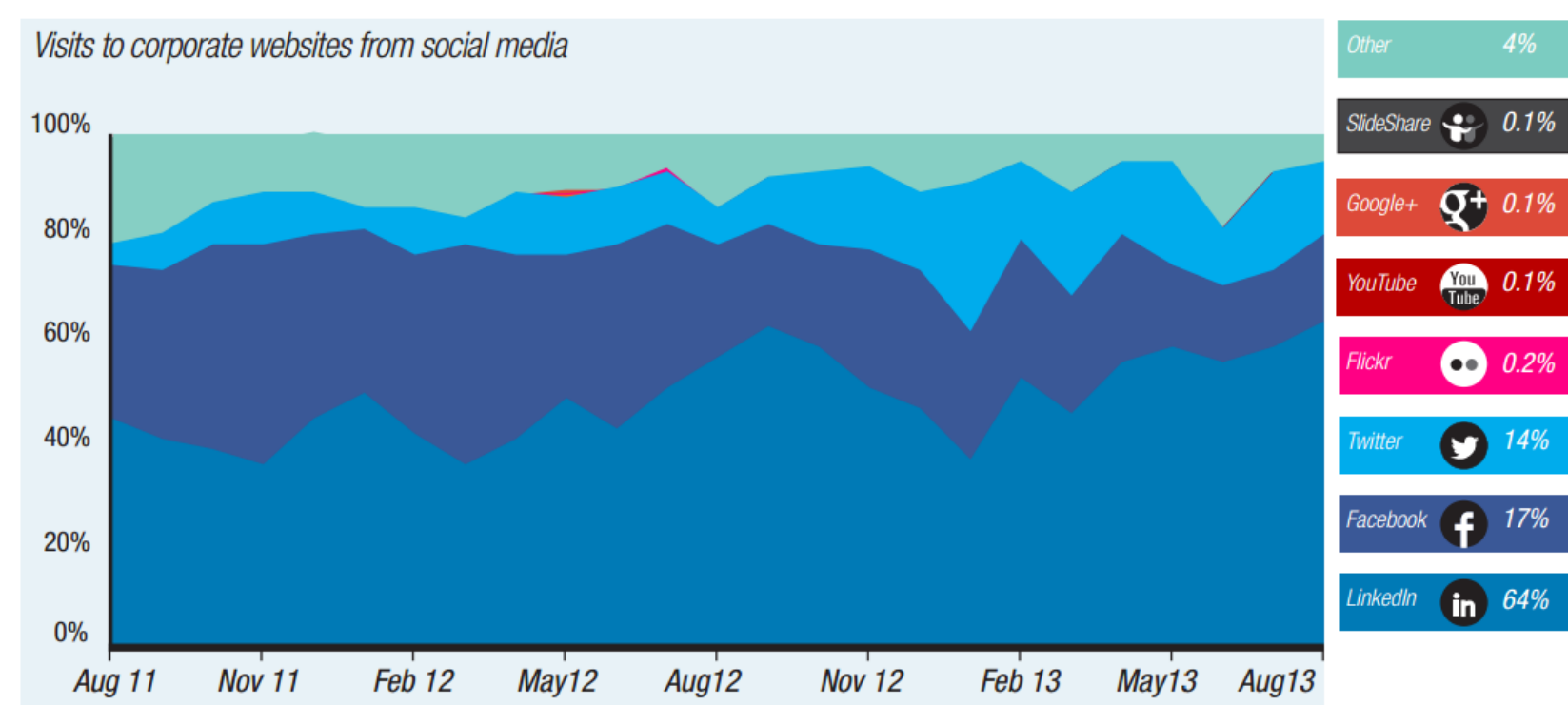
# Getting the most from... LinkedIn

Founded in 2003, LinkedIn connects the world's professionals. With more than 277 million members worldwide, that's 1 of every 3 professionals on the planet, including executives from every FTSE 100 and Fortune 500 company, LinkedIn is the world's largest professional network on the internet.

## EUROPEAN MEMBERSHIP



## TRAFFIC TO CORPORATE SITES FROM SOCIAL MEDIA



(Econsultancy)

LinkedIn is now responsible for a staggering 64% of all visits from social media channels to corporate websites

## LINKEDIN STATISTICS



(LinkedIn)

**41%** of LinkedIn traffic is from mobile devices



(LinkedIn)

Only **50.5%** of LinkedIn User Profiles are **100% complete**



(LinkedIn)

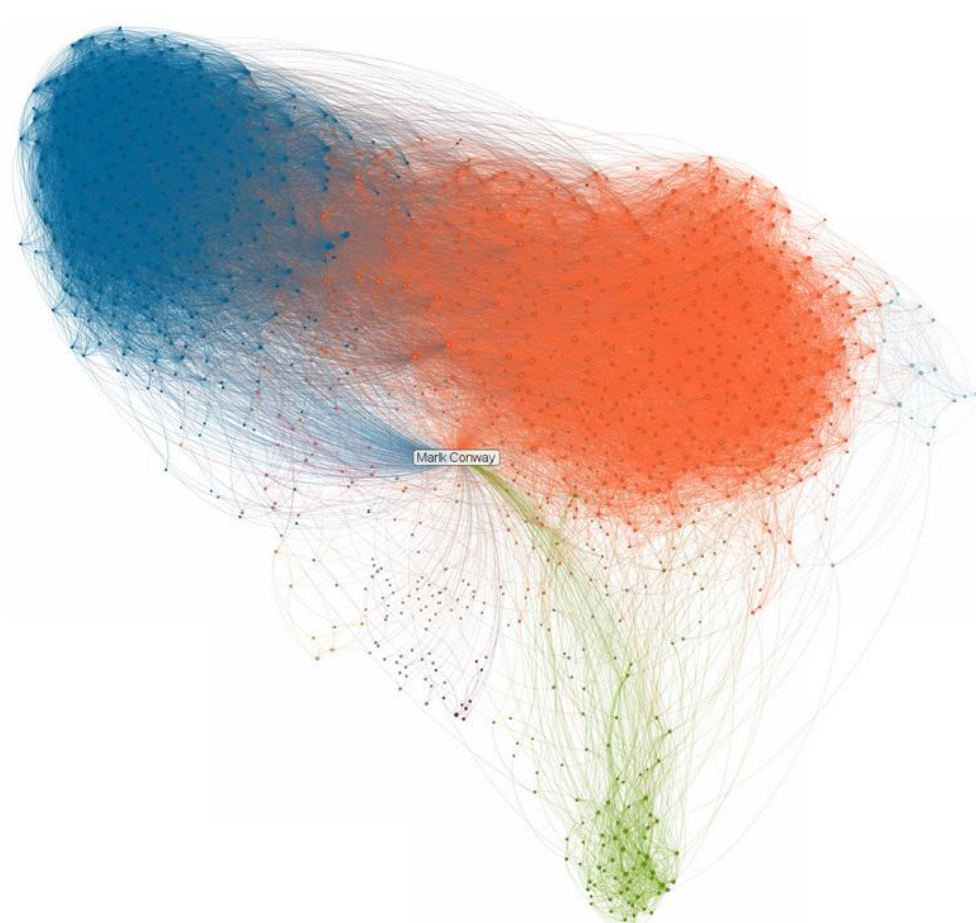
**2 Users** join LinkedIn every **Second**

**42%**

(LinkedIn)

**of LinkedIn Users** update their information regularly

## LINKEDIN MAPS - inmaps.linkedinlabs.com

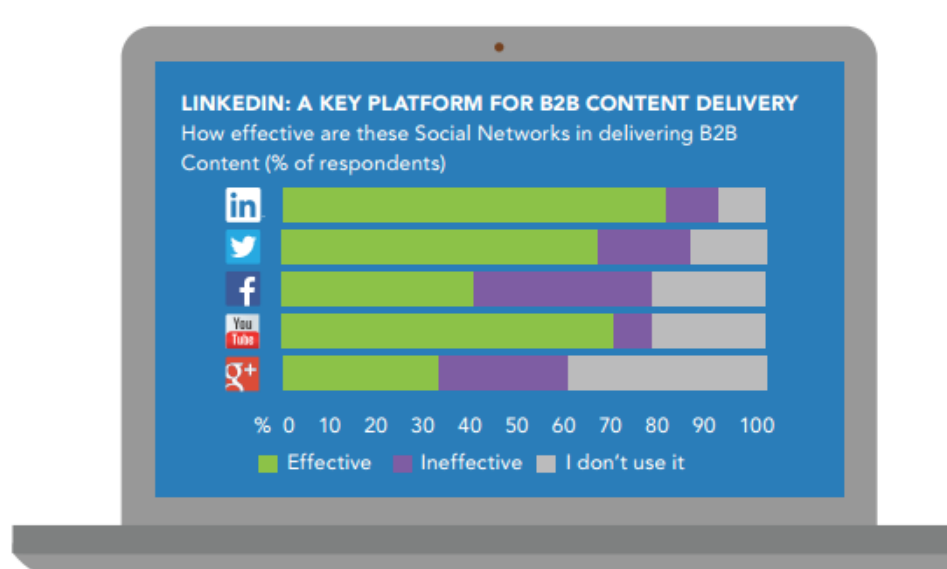


LinkedIn Maps is a great way to visualise your connections on LinkedIn.

Here is an image taken as a screen shot of our MD's network, however when created online it is actually interactive. Each dot is a node which links to one of your connections. As you click on the node it brings up that person's photo and headline.

Clicking on someone else's node shows shared connections and who's well connected and where!

## CONTENT MARKETING ON LINKEDIN



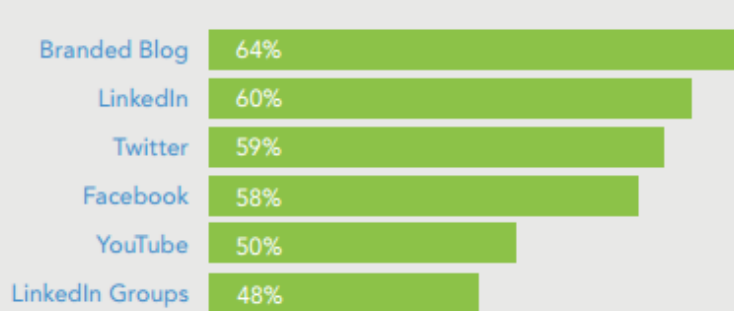
Source: "Customer Engagement: The Role of Content in the IT Purchase Process & Connecting Content Marketing to Sales Follow Up." IDG Enterprise, Sep/2013. N=1,138 range of industries worldwide were surveyed in Spring 2013.

More than 3 million companies leverage their Company Page to promote content and build relationships. Company Pages are where you can catch the eye of prospective customers by featuring thought leadership content to your target audience, including links to your latest white papers, case studies, and how-to content.

LinkedIn Company Updates are a powerful way to reach and engage professionals with relevant content across multiple devices. They are sent from your Company Page and deliver targeted content into members' feeds, increasing their engagement with your brand.

### EXECUTIVES RATE LINKEDIN HIGH ON VALUE THEY GAIN FROM THEIR SOCIAL MARKETING INITIATIVES

% rating value as either "extremely valuable" or "valuable"



Sources: "Content Marketing gets Social," Unisphere research, 2013, N=217  
Nielsen, Paid Social Media Advertising Report, 2013. N = 500 U.S. digital marketing and media professionals

## TOP TIPS FOR BUSINESSES ON LINKEDIN

- Ensure your profile and that of your key people is up-to-date and professional
- Interact with your network – collecting connections is almost worthless by itself
- Establish yourself as a thought leader or expert by posting content and breaking news pertinent to your industry
- Join industry groups and contribute or create your own
- Join groups where your customers and prospects are
- Create a company page and make it engaging and post regularly
- Recommend good suppliers and endorse people that you value
- Get help if you're struggling! Visit [Oak Consult](#) to see how we can help you.