



Digital
Marketing



CEO's - Leverage LinkedIn for Your Next Million

Presented by:



Guest Presenter:



Gregg Towsley

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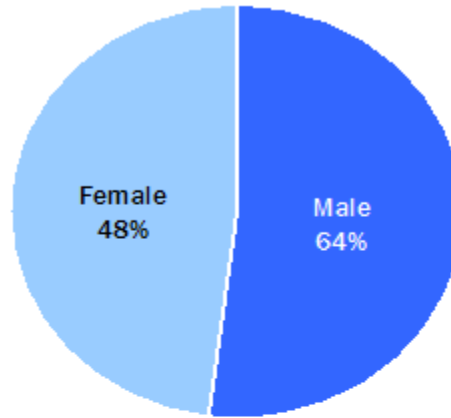


- ❑ 5 Keys To Your Next Million
 1. Build Credibility
 2. Online Reputation
 3. Communication
 4. Leadership
 5. Business Networking – Lead Generation
- ❑ 10 Minutes of Social Networking
- ❑ Case Study
- ❑ Check List – Getting Started
- Bonus – Resource Kit

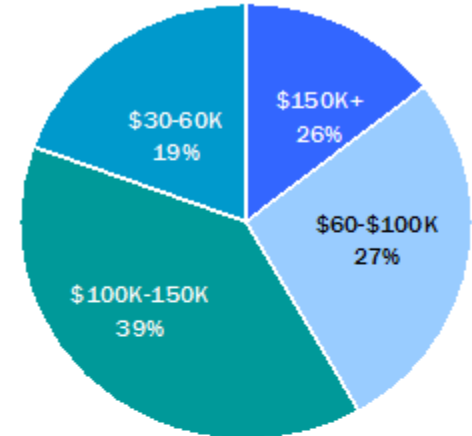


- 80 Million Members - 1 New Member Per Minute
- Average Age = 41
- Average Household Income = \$110,000
- 95% of Users College Educated
 - 37% hold Graduate Degrees
- 49% Business Decision Makers
- Job Titles:
 - C-Level Executives = 7.9%
 - EVP/SVP = 6.5%
 - Senior Management = 16%
 - Middle Management = 18%

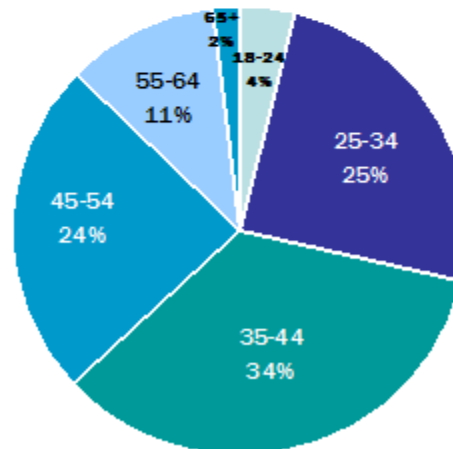
Gender



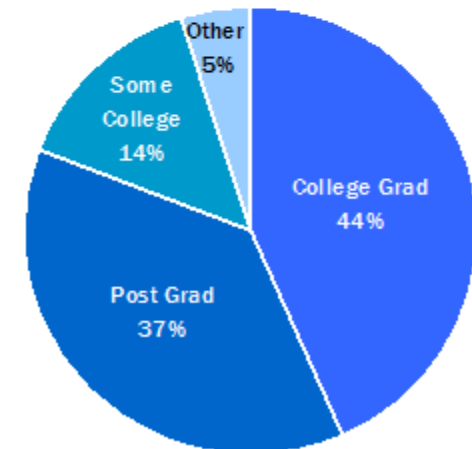
Household Income



Age

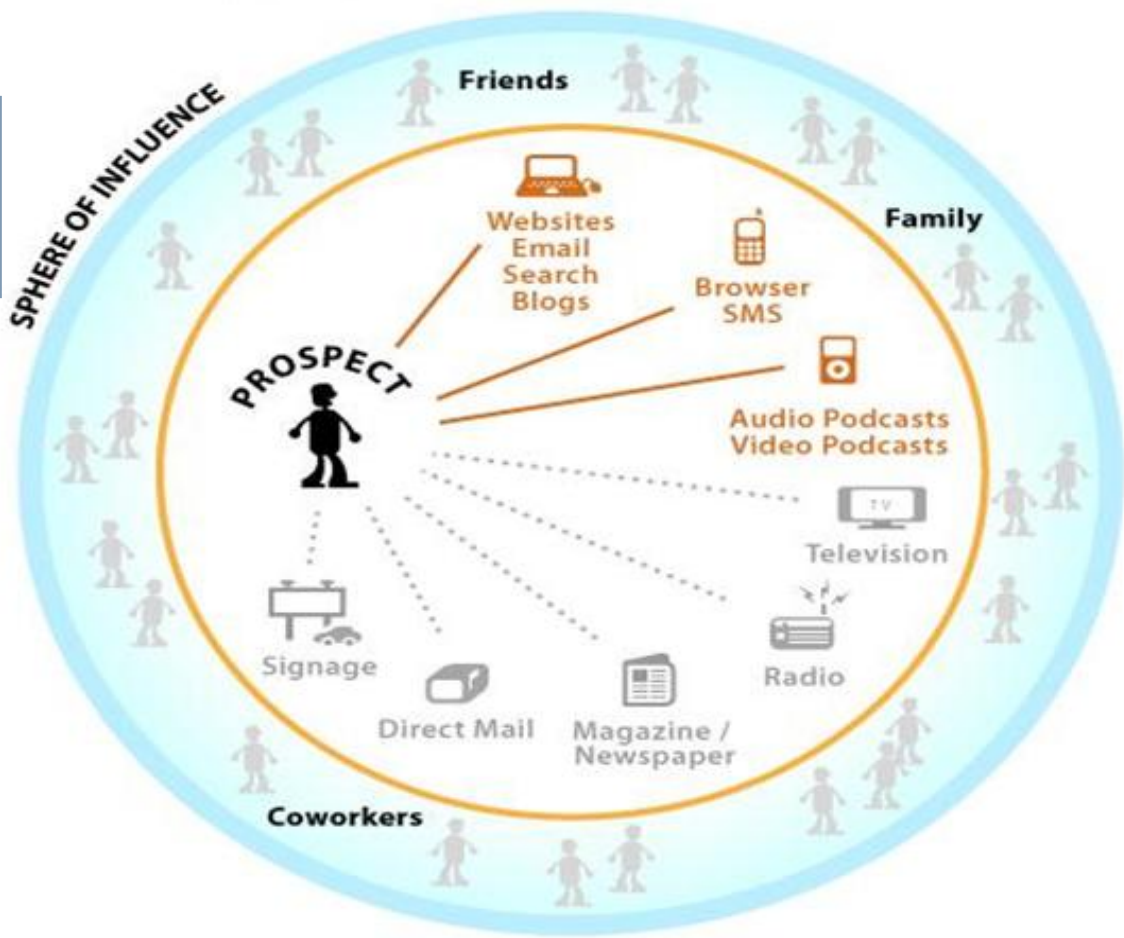


Education

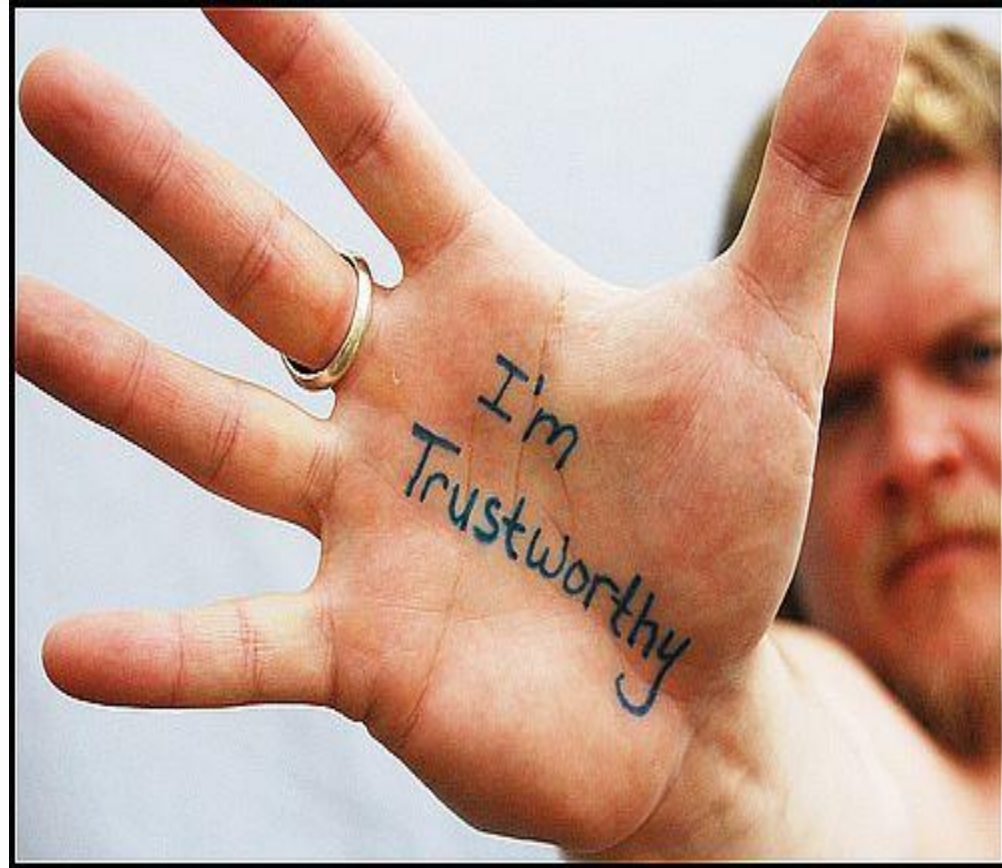


<http://www.quantcast.com/linkedin.com#demographic>

How do people make buying decisions?



**How is Credibility
Built?**




1. Build Credibility

Become Expert - Trusted Resource - Market Leader

Answers

Answers Home
Advanced Answers Search
My Q&A
Ask a Question
Answer Questions


[Get insights from target customers and industry experts using LinkedIn Polls. Learn More.](#)

Ask a Question

Thousands of professionals are available to give you an answer.


Answer Questions

Recommended categories for you:

- Viral Marketing
- Search Marketing
- Career Management
- Using LinkedIn

Featured Category

Small Business

Sponsored by: 

My Q&A

You have **0** open questions.

[Ask a question now.](#)

[» View all your questions & answers](#)

Browse

- Administration
- Business Operations
- Business Travel
- Career and Education
- Conferences and Event Planning
- Finance and Accounting
- Financial Markets
- Government and Non-Profit
- Hiring and Human Resources
- International
- Law and Legal

New Questions From Your Network

Q.

How do you organize your emails and documents?

1 answer | Asked by Sally Abolrous (2nd) | 22 minutes ago in Interface Design

Q.

Help me write an article on US employers

1 answer | Asked by Mayank Shyam (PMP) (2nd) | 27 minutes ago in Using LinkedIn, Project Management

Q.

Blogging for career management or job search?

3 answers | Asked by Peter Newfield (2nd) | 32 minutes ago in Job Search

Q.

Value of your time

1 answer | Asked by Sanjeev Himachali, GPHR (2nd) | 36 minutes ago in Ethics, Mentoring

Copyright 2



2. Online Reputation – Google Resume

Google **kevin burke retailers supply**
 About 12,300 results (0.25 seconds)

Kevin Burke - LinkedIn
 Louisville, Kentucky Area - CEO at Retailers Supply
Kevin Burke, CEO at Retailers Supply. Louisville, Kentucky Area. Contact Kevin Burke - Add Kevin Burke to your network. Current. Owner at Retailers Supply ...
www.linkedin.com/in/kevinburkeretailerssupply - Cached

Rising Costs In Trickle-Down Times
 "Rising Costs In Trickle-Down Times" says **Kevin Burke**, president of Retailers Supply. New

Web Images Videos Maps News Shopping Gmail more

Google **hube hopkins**
 About 2,480,000 results (0.24 seconds)

Hubert Hopkins, Founder and CEO
 Hubert Hopkins, Founder & President. About Hube. I'm most thankful for all the wonderful places I've lived, the wide variety of my careers, the great people ...
wsib2bmarketing.com/AboutUs/HubeBio.aspx - Cached - Similar

Hubert Hopkins | Facebook
 Friends: Linda Krawcheck, Ann Marie DeMars, Dandel Gilles, Ben Wiese, Richard ...
Hubert Hopkins is on Facebook. Join Facebook to connect with **Hubert Hopkins** you may know. Facebook gives people the power to share and makes the ...
www.facebook.com/people/Hubert-Hopkins/1217838258 - Cached

Hubert Hopkins - LinkedIn
 Charleston, South Carolina Area - Owner, WSI B2B Marketing
 View **Hubert Hopkins's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Hubert Hopkins** discover ...
www.linkedin.com/in/hubert-hopkins - Cached

Hubert Hopkins profiles | LinkedIn
 View the profiles of professionals named **Hubert Hopkins** on LinkedIn. There ...
www.linkedin.com/pub/dir/Hubert/Hopkins - Cached
 Show more results from linkedin.com

Hubert Hopkins (HubertHopkins) on Twitter
Hubert Hopkins (HubertHopkins) is on Twitter. Sign up for Twitter to follow **Hubert Hopkins (HubertHopkins)** and get their latest updates.
twitter.com/HubertHopkins - Cached

In Loving Memory of Hubert Hopkins
 Dec 30, 2008 ... Our Dad, their Grandpa, your friend, **Hubert (Hugh) Chester Hopkins**, age 85, of Broadus, Montana passed away on December 25th, ...
www.stevensonandsons.com/.../Obit,%20Hopkins,%20Hubert.htm - Cached

Google **gregg towsley**
 About 124,000 results (0.17 seconds)

Gregg Towsley - Owner WSI
 WSI - We Simplify the Internet Contact Us Today 310-909-8835
www.wsiqualitysolutions.com

Gregg Towsley - LinkedIn
 Greater Los Angeles Area - Owner at WSI - We Simplify the Internet - Search Engine Marketing and Internet Advertising
 View **Gregg Towsley's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Gregg Towsley** discover ...
www.linkedin.com/in/greggtowsley - Cached - Similar

Gregg Towsley profiles | LinkedIn
 View the profiles of professionals named **Gregg Towsley** on LinkedIn. There ...
www.linkedin.com/pub/dir/Gregg/Towsley - Cached
 Show more results from linkedin.com

Gregg Towsley (ContactWSI) on Twitter
Gregg Towsley (ContactWSI) is on Twitter. Sign up for Twitter to follow **Gregg Towsley (ContactWSI)** and get their latest updates.
twitter.com/contactwsi - Cached

Local Internet Advertising and Search Engine Marketing
 Privacy Statement | Terms Of Use | LOG IN. Copyright 2007 by WSI Quality Solutions - Gregg Towsley Built and Maintained by WSI.
www.wsiqualitysolutions.com/ - Cached - Similar

2. Online Reputation

Build Incredible Profile

- 100% Profile Completeness
- Set Public Profile Settings
- Edit Contact Setting
- Be Interesting!

Home

Company Groups
LinkedIn

User Groups
Friends of LinkedIn
'09 Grads
Communications Team
[See all >](#)

Profile
[Edit My Profile](#)
[View My Profile](#)
[Recommendations](#)

Contacts

Inbox (264)
[Compose Message](#)
Received (264)
Sent
Archived

Applications
[Reading List by Amazon](#)
[Events](#)
[My Travel](#)
[Company Buzz](#)
[Blog Link](#)
[Huddle Workspaces](#)
[Box.net Files](#)
[LinkedIn Polls](#)

[Add Connections](#)

 **Krista Canfield**
Career Expert and Spokesperson for LinkedIn
Krista Wondering if LinkedIn will go IPO? You ought to read this BusinessWeek piece w/ CEO Reid Hoffman's thoughts on the matter: <http://is.gd/lhc8> 39 minutes ago [[Edit](#)]

Profile
[Edit Public Profile Settings](#)

[Edit My Profile](#)
[View My Profile](#)



Krista Canfield you 

Career Expert and Spokesperson for LinkedIn
San Francisco Bay Area | Public Relations and Communications

Krista Canfield Wondering if LinkedIn will go IPO? You ought to read this BusinessWeek piece w/ CEO Reid Hoffman's thoughts on the matter: <http://is.gd/lhc8> 39 minutes ago

Current

- Career Expert and Spokesperson at LinkedIn

Past

- Senior Account Executive at Horn Group
- On-Air News Reporter at KDLT (An NBC Affiliate)
- News Intern at WSTM Channel 3 (An NBC Affiliate)

[see all...](#)

Education

- Syracuse University
- Westhill High School

Recommendations 40 people have recommended Krista

Connections 500+ connections

Websites

- Hot News About LinkedIn
- New LinkedIn Products
- Want to work @LI? Let me know!

Public Profile <http://www.linkedin.com/in/kristacanfield>

[Send a message](#)

[Add Krista to your network](#)

[Forward this profile to a connection](#)

100% profile completeness

Ads by LinkedIn Members

[MS Clinical Research Mgmt](#)
Earn your MS CRM Online Degree at Arizona State University www.investinyoureducation.com
From: John Penrod

[MS Construction Online](#)
Master the Construction Industry Arizona State University Degree www.investinyoureducation.com
From: John Penrod What's this?

Krista's Connections (500+)

Emily Klover
Client Services Manager at WebEx

Kathleen O'Boyle
Vice President, Corp Comm at RightNow Technologies

Vamshi Sriperumbudur
VP, Marketing

[See all Connections >](#)

Note: Currently your connections are allowed to view your connections list. [[Edit](#)]

Groups you share with Krista:

-  Syracuse Alumni of Northern California
-  Media Summit New York
-  Link Sheraton
-  Syracuse University Alumni Network

Summary

Krista joined LinkedIn in January 2008. As LinkedIn's Career Expert and Spokesperson, Krista chats daily with professionals and the press about how you can network globally online. She advises professionals about how they can land jobs at the hottest companies, get that next promotion, find experts, achieve career goals, revamp their resume, meet new clients, build their businesses, manage their brand online and receive career advice from LinkedIn's more than 41 million members.

She's helped ambitious twenty-something job seekers who are looking to get that first 'real' job as well as moms that are looking for creative ways to re-enter the workforce after having kids. Krista has helped small business owners (like wedding photographers, realtors, event planners, etc.) take their companies to the next level and also talks to 'big' businesses and executives about how they can maintain deep relationships with their customers by networking online. Her work at LinkedIn has permitted her to

3. Communication - Social and Interactive

Inbox

Action items: Invitations (15), Introductions (7), See all messages »

Network Updates

Gregg Towsley Vote! What Questions Do Your Want Answered for the LinkedIn Webinar? http://bit.ly/LinkedIn_poll
#in 10 days ago

STATUS UPDATES



Michael Kelly RT @atomicobject: Two more of my favorite mugs arrived [#CSS](http://bit.ly/cVSibl)
30 minutes ago from Twitter · Reply privately · Add comment



Seham Y. El Behissy You can close your eyes to things you don't see, but you can't close your heart to things you don't want to f...
54 minutes ago from Twitter · Reply privately · Add comment



Joshua Aycock Warm Up Day #1 <http://bit.ly/dgHQmq>
1 hour ago from Twitter · Reply privately · Add comment

RECOMMENDATIONS



Victor Liu was recommended by **Rich Thomas**, "I would like to personally recommend Victor and his company, WebAdvanced with the highest regard. Th..."
3 hours ago · Read more



Mike Mena was recommended by **Frank Loffa**, "Mike was a terrific addition to the team at Newhall Laboratories in his Public Relations role. His c..."
His c...

LinkedIn Network Updates

Aug 26 - Sep 2

[See more updates »](#)

FEATURED UPDATES



PROFILE
Scott Parker has updated their profile (Honors)
Breanne Budd has updated their profile (Expertise)



CONNECTIONS
Zafar Hussaini is now connected to **Gene Zaino**
Guy Lipof is now connected to **Jeremy Wadley**



NEW CONTACTS ON LINKEDIN

Aranesh
David C
Terence

Groups

[My Groups](#) [Following](#) [Groups Directory](#) [Create a Group](#)

Create a Group

Logo: Your logo will appear in the Group Profile

Today

STATUS UPDATES (4)

Paul Goldenberg [LION] Is currently open to new Talent Acquisition/CRM & Sr. Recruiting positions in LA or national, w/ partial virtual flexibility. Reply privately · Add comment
1 hour ago

Michael Kelly is looking for attendees and people with ERs for the September IWST: <http://www.iwst2009.com/calendar.html>
Reply privately · Add comment
2 hours ago

Lee Scott You have to buy and read this book. The Social Media Bible - The Business Executive's Guide to Social Media
<http://ow.ly/nJ8h> Reply privately · Add comment
3 hours ago

4. Leadership - Transparency

Positive Interactions

or

Brand Reputation Destruction



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5. Networkinig -Lead Generation & Prospecting

When People Search...

They Find YOU!

[LinkedIn](#) Home Profile Contacts Groups Jobs Inbox People

[Advanced People Search](#) [Reference Search](#) [Saved Searches](#)

Keywords: Title:
 First Name:
 Last Name: Company:
 Location:
 Country:
 Postal Code:
 Within:

Industries: All Industries
 Accounting
 Airlines/Aviation
 Alternative Dispute Resolution
 Alternative Medicine

Groups: All Your Groups
 TopLinked.com (Open Networkers)
 Search Engine Land
 WSI We Simplify the Internet
 WSI: We Simplify the Internet

Relationship: All LinkedIn Members
 1st Connections
 2nd Connections
 Group Members
 3rd + Everyone Else

Language: All Languages
 English
 Spanish
 German
 French
 Others

Sort By: Views:



5. Networking – Search & Find Prospects

Advanced People Search Reference Search Saved Searches

Keywords:

First Name:

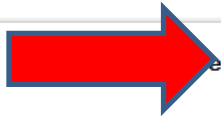
Last Name:

Location: Located in or near:

Country: United States

Postal Code: 90266 [Lookup](#)

Within: 10 mi (15km)



Marketing

Current

Company:

Current or past

School:



- Industries:**
- Graphic Design
 - Health, Wellness and Fitness
 - Higher Education
 - Hospital & Health Care
 - Hospitality

- Groups:**
- All Your Groups
 - TopLinked.com (Open Networkers)
 - Search Engine Land
 - WSI We Simplify the Internet
 - WSI: We Simplify the Internet

- Relationship:**
- All LinkedIn Members
 - 1st Connections
 - 2nd Connections
 - Group Members
 - 3rd + Everyone Else

- Language:**
- All Languages
 - English
 - Spanish
 - German
 - French
 - Others

Sort By: Connections

Views: Basic



Search

- Login – View Inbox Messages
- Update Status
- Accept Connections
- Add 5 New Connection
- Answer Question/Ask Question/Comment in Group / Write Recommendation



- ❑ **Hootsuite – Social Media Dashboard –**
www.hootsuite.com
- ❑ **LinkedIn Company Profile – List products w/ videos, jobs, etc. -**
<http://www.linkedin.com/companies>
- ❑ **LinkedIn Outlook Integration -**
<http://www.linkedin.com/outlook>
- ❑ **Share Buttons & Social Connect Tools -**
<http://www.linkedin.com/static?key=tools>
- ❑ **LinkedIn Blog -** <http://blog.linkedin.com/>
- ❑ **LinkedIn White Paper -** <http://goo.gl/1Yf1b>
- ❑ **Advanced LinkedIn Training -** <http://goo.gl/K06Jx>



Business Challenge

- Find Media Advertisers
- Build Business Partner Relations
- Grow Smart2BeGreen Reach w/ Joint Publication Ventures

Proposed Solution

- Utilize LinkedIn Profile Search For Prospecting
- Answer Questions & Join Groups
- Connect with Potential Advertisers

Results

- Solidified 3-6 Potential Leads/Month
- Joined 15 Groups – Distribute RSS Data Feed
- Over 116 Connections
- LinkedIn was added as a Top 10 Website Traffic Source

Bill Gueringer Smart2BeGreen 1st

President at Smart2BeGreen - Your Guide to Green Living
Greater Los Angeles Area | Environmental Services

Bill Gueringer Smart2BeGreen Hand Sanitizer Spray could contain harmful chemicals.
Learn more...<http://bit.ly/naturalhandsanitizer> 5 months ago

Current	<ul style="list-style-type: none"> • President at Smart2BeG • President at JAG Media
Education	<ul style="list-style-type: none"> • University of California, Lo
Connections	116 connections
Websites	<ul style="list-style-type: none"> • Green Living Tips • My Company • Green Living Newsletter
Public Profile	http://www.linkedin.com/in/s

Groups and Associations

- Green Sustainability Innovators
- Lift Off: Green
- The Green Group
- Sustainability
- Linked:Energy (Energy industry expertise)
- CSR
- CleanTech
- Green
- Clean Green Guy - Online Deal Marketplace for Green Deals and Investments
- Lift Off: The Start Up Accelerator

Guide To Green Living Publications

- Green & Sustainability Innovators & Innovation Network
- Lift Off: Green
- The-Green-Group.com
- Sustainability
- Linked:Energy (Energy industry expertise)
- CSR
- CleanTech
- Green
- Clean Green Guy - Online Deal Marketplace for Green Deals and Investments
- Lift Off: The Start Up Accelerator





Contact Us!

Hube Hopkins

www.wsib2bmarketing.com

<http://www.linkedin.com/in/hubert hopkins>

Gregg Towsley

www.WSIQualitySolutions.com

<http://www.linkedin.com/in/greggtowsley>