

LinkedIn

SUCCESS



RESOURCE CHEAT SHEET

Resource Websites

Resources – a site developed by the founders of LinkedIn to provide valuable resources to its members, including workforce reports, training materials, case studies and more.

<https://economicgraph.linkedin.com/resources#view-all>

Essential LinkedIn Marketing Resources – a site created that provides detailed articles to help you develop a LinkedIn marketing plan and find prospects and leads.

<https://www.socialmediaexaminer.com/linkedin-marketing-resources/>

Top Dog Social Media – a site with 15 free LinkedIn training resources for businesses that want to leverage the power of LinkedIn.

<https://topdogsocialmedia.com/linkedin-training-resources/>

LinkedIn Marketing Solutions – a site of resources to show you how to start running ads on LinkedIn.

<https://business.linkedin.com/marketing-solutions/success>

LinkedIn for Business: The Ultimate LinkedIn Marketing Guide – an site featuring articles and resources to help beginner, intermediate, and advanced marketers use LinkedIn profiles, videos, ads, analysis, and more for business.

<https://www.socialmediaexaminer.com/linkedin-for-business-ultimate-linkedin-marketing-guide/>

Articles

How to Use LinkedIn for Business Development – article outlining how businesses can utilize LinkedIn and successfully develop and grow their business.

<https://www.business2community.com/linkedin/use-linkedin-business-development-01169658>

16 Smarter Ways to Use LinkedIn to Build Your Business – a guide that can help businesses turn LinkedIn into a lead generation machine, and gives you the inside track to generating more business.

<https://www.copyblogger.com/linkedin/>

How to Create a LinkedIn Company Page to Promote Your Business – in depth article showing businesses how they can build their brand awareness by creating a company page on LinkedIn.

<https://www.socialmediaexaminer.com/create-a-linkedin-company-page-to-promote-your-business/>

LinkedIn for Business, The Ultimate Marketing Guide – detailed steps for setting up a company page and using the power of LinkedIn to make quality connections and expand your business network.

<https://blog.hootsuite.com/linkedin-for-business/>

31 LinkedIn Tools for Business – an article detailing the best tools that LinkedIn has to offer businesses.

<https://smallbiztrends.com/2016/01/linkedin-tools-for-business.html>

Top 10 LinkedIn Business Marketing Tips – list of tips to help businesses effectively market on LinkedIn.

<https://lewishowes.com/linkedin/linkedin-business-marketing-tips/>

How to Build a LinkedIn Marketing Plan that Delivers – an article that shows businesses five different ways they can utilize LinkedIn to market their business.

<https://www.socialmediaexaminer.com/linkedin-marketing-plan/>

20 Examples of Powerful LinkedIn Company Pages – an article showcasing powerful LinkedIn company pages and steps for businesses to create their own LinkedIn company page that motivates people to click the “follow” button.

<https://www.impactbnd.com/blog/21-examples-of-powerful-linkedin-company-pages>

How to Use Video on LinkedIn – a detailed article on three ways you can use video to enhance your presence on LinkedIn.

<https://www.socialmediaexaminer.com/how-to-use-video-on-linkedin/>

How to Easily Generate Leads through LinkedIn with 5 Simple Steps – an article outlining the five steps every business needs to take to generate more leads for their business.

<https://www.forbes.com/sites/neilpatel/2016/08/26/how-to-easily-generate-leads-through-linkedin-with-5-simple-steps/#6eded79c3c5e>

How to Build More Sales Leads – a detailed article from LinkedIn that shows you how to build more sales leads to keep the pipeline flowing. A powerful guide to a self-sufficiency strategy.

<https://business.linkedin.com/sales-solutions/b2b-sales-lead-generation/how-to-build-more-sales-leads>

How to Get 200 Targeted Leads Daily on LinkedIn – Neil Patel, a top influencer on the web, provides tips on how your business can get 200 targeted leads every day on LinkedIn.

<https://neilpatel.com/blog/leads-on-linkedin/>

5 LinkedIn Strategies You Haven't Thought of Before – an article focusing on five different LinkedIn strategies to better use LinkedIn for businesses.

<https://www.forbes.com/sites/cherylsnappconner/2013/10/27/five-linkedin-strategies-you-havent-thought-of-before/#43a5f8842273>

How to Use LinkedIn Effectively – a comprehensive guide for getting the best from the world's largest professional networking site.

<https://www.mindtools.com/pages/article/linkedin.htm>

8 Ways to Use LinkedIn Groups to Boost Your Business – a list of tips from executives, recruiters and LinkedIn experts on how you can leverage LinkedIn Groups to improve your brand.

<https://www.cio.com/article/2379137/linkedin/8-ways-to-use-linkedin-groups-to-boost-your-business.html>

How to Use LinkedIn for Business—a guide to everything you need to know to effectively use LinkedIn to grow your business.

<https://www.businessnewsdaily.com/10376-linkedin-for-business.html>

Books

LinkedIn for Business by Ted Prodromou – the book delivers an in-depth guide to targeting, reaching, and gaining ideal customers using the latest updates on LinkedIn.

https://www.amazon.com/dp/B00PSSFZTA/ref=dp-kindle-redirect?_encoding=UTF8&btkr=1

LinkedIn Marketing Workbook by Jason McDonald – a practical, hands-on book with links to free tools and step-by-step worksheets to create a LinkedIn marketing plan.

https://www.amazon.com/LinkedIn-Marketing-Workbook-Market-Business-ebook/dp/B014NAKDC2/ref=sr_1_3?ie=UTF8&qid=1544545747&sr=8-3&keywords=LinkedIn+Marketing+Workbook

The LinkedIn Code by Melonie Dodaro – this book is packed with daily and weekly checklists, example messages and case studies of professionals and companies that have seen massive increases in revenue using LinkedIn.

<https://www.amazon.com/LinkedIn-Code-Prospects-Professional-Marketing-ebook/dp/B00KJ0O88Q>

The Powerful Formula for LinkedIn Success by Wayne Breitbarth – a simple, user-friendly guide that explains how you can access the full power of LinkedIn, including advice on making lasting business connections, building a unique brand, and generating significant business opportunities.

https://www.amazon.com/Power-Formula-Linkedin-Success-Kick-start/dp/1608320936/ref=cm_cr_arp_d_product_top?ie=UTF8

LinkedIn Unlocked by Melonie Dodaro – a social selling roadmap that will help your business generate a consistent flow of quality leads.

https://www.amazon.com/LinkedIn-Unlocked-Mystery-Through-Selling-ebook/dp/B07CL5JYXJ/ref=sr_1_2?s=books&ie=UTF8&qid=1544546241&sr=1-2&keywords=LinkedIn+Unlocked

Windmill Networking: Understanding, Leveraging, and Maximizing LinkedIn by Neal Scheffer – an unofficial, step-by-step guide to creating and Implementing Your LinkedIn Brand.

https://www.amazon.com/Windmill-Networking-Understanding-Step-Step-ebook/dp/B002RL9GR8/ref=sr_1_3?ie=UTF8&qid=1544549299&sr=8-3&keywords=leveraging+LinkedIn+for+business&refinements=p_72%3A2661618011

Podcasts

LinkedInformed Podcast. The LinkedIn Show – provides tips, interviews, news, and updates on LinkedIn site development and changes. It is designed to challenge and inspire current LinkedIn users to be more productive and successful.

<http://linkedinformed.com/>

LinkedIn Speaker Series – a way for LinkedIn to support their mission of making professionals more productive and successful.

<https://speakers.linkedin.com/>

LinkedIn Top Tips – a podcast that shares practical tips to make the best use of LinkedIn to promote yourself and your business.

<https://player.fm/series/linkedin-top-tips>

The Missing Link – host Jason LeBret delivers weekly strategies that work on one of the most misunderstood and powerful social networks in the world, LinkedIn.

<https://rainmaker.fm/series/link/>

Leveraging LinkedIn Groups – a podcast by Executive Connexions that provides tips on how to leverage LinkedIn Groups to grow your business and personal brands.

<https://www.executiveconnexions.com/60-second-career-podcasts/podcasts/leveraging-linkedin-groups/>

Video

LinkedIn Marketing – How to Use LinkedIn to Generate Sales and Grow Your Business Online—a video that talks about how businesses can utilize LinkedIn to build your business.

<https://www.youtube.com/watch?v=ikFs9WiekEs>

How to Effectively Use LinkedIn as a Sales Prospecting Tool – a sales training webinar to help businesses learn how to use LinkedIn as a sales prospecting tool.

<https://www.youtube.com/watch?v=YmmE077VI20>

LinkedIn Sales Navigator Training Tutorial – a step by step guide to using the sales navigator tool in LinkedIn to generate leads and increase sales.

https://www.youtube.com/watch?v=jxPw_pXqd2s

How to Generate 102 leads per day on LinkedIn – a webinar sharing ways to generate 100 to 200 leads per day and 300 highly target leads to your website.

<https://www.youtube.com/watch?v=ZwWmW7BpnZ4>

How to Generate Leads on LinkedIn for Your B2B Company – a discussion on how to leverage LinkedIn for your company.

<https://www.youtube.com/watch?v=APgsnkeVucs>

How to Get Qualified Leads Using LinkedIn – the video series, *Growth Hacking Secrets with Carlos Vazquez*, shares tips and tricks to getting qualified leads on LinkedIn.

<https://www.youtube.com/watch?v=Kt5BYjSBzuo>