



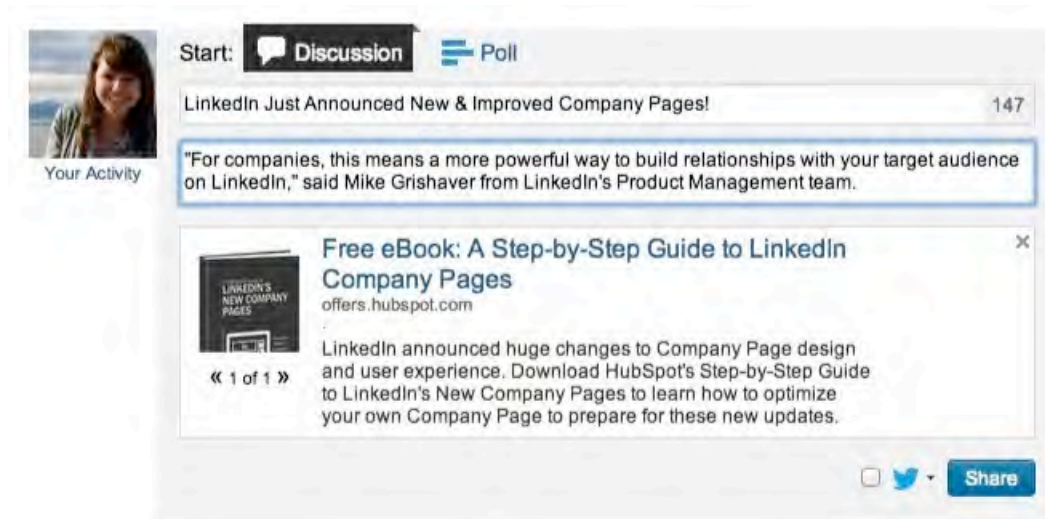
THE ADVANCED LINKEDIN PR HANDBOOK:

How to Skyrocket Reach, Results and Reputation on the World's Most Powerful Professional Network

By Talia Sinkinson

- ▶ How to attract a huge follower base
- ▶ Secrets for boosting engagement on LinkedIn
- ▶ New rules for more effective LinkedIn content
- ▶ The latest brand building features for Company Pages
- ▶ How to create updates that drive leads and sales
- ▶ New ways to revamp Company Pages to dramatize your message
- ▶ Working in the new LinkedIn mobile frontier
- ▶ How to use new LinkedIn analytics for improved targeting
- ▶ How to optimize updates to drive SEO
- ▶ How LinkedIn Groups can build and boost brand awareness
- ▶ New privacy enhancements you must understand
- ▶ Optimizing pages with new apps and power tools
- ▶ Tips for developing powerful LinkedIn campaign strategies
- ▶ Inspiring best-practice LinkedIn case studies
- ▶ Using LinkedIn to connect with and pitch journalists
- ▶ Using LinkedIn to win the PR talent wars
- ▶ How LinkedIn can help you control a crisis
- ▶ New measurement tools for LinkedIn
- ▶ How to avoid the greatest, most embarrassing LinkedIn faux pas

**BULLDOG
REPORTER**



Leaning offers one example of an easy way Groups allow HubSpot to add a special touch to product promotions: “I might post the same ebook I showcased on the Company Page—but here, I’m posting it as a human in a Group. It’s nice to post from your personal profile because it gives you a chance to do something a little different—to have a little bit more of a personal feel and discuss with somebody just person to person as opposed to as a company.”

Your Group Drives Brand Recognition—and Boosts Credibility

You can use Groups to develop credibility among potential customers—and thus help them feel more comfortable investing in your products, services and brand as a whole. **LinkedIn marketing expert Kristina Jaramillo** emphasizes the importance of displaying the brains behind your operation, so Group members recognize the interest your company has in its offerings: “[LinkedIn Groups] will give prospects and referral sources a sneak preview into your expertise, so they’ll feel more comfortable investing in your products and services.”

Citi has seen a lift in brand metrics, due in no small part to the Connect Group. “LinkedIn members who participate in Connect or have been exposed to our efforts have a more favorable opinion of Citi,” says Descano. “They’re more likely to consider our products and services.”

In fact, a LinkedIn case study on Connect: Professional Women’s Network notes the following results:

- ▶ 43,000 members in four months
- ▶ 30–50% of members return weekly

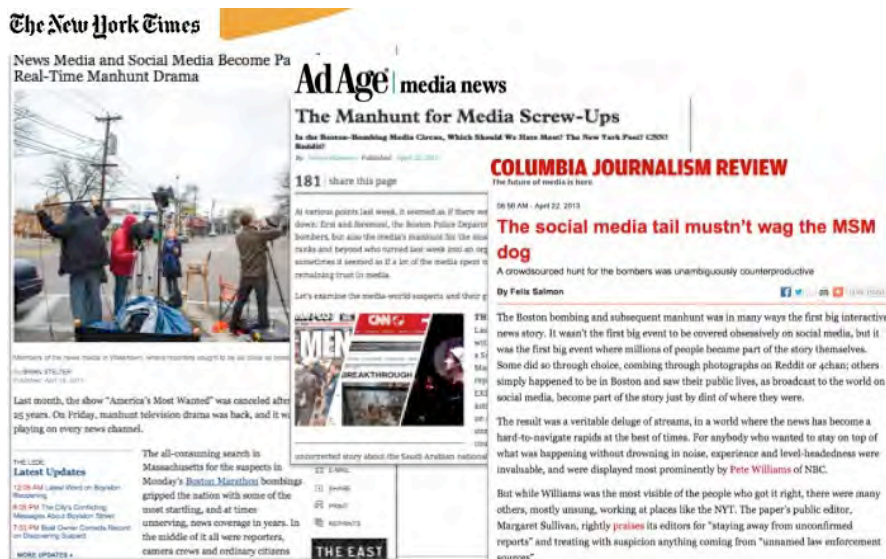
- ▶ 15% of adults get their news from social networking – and 77% of them click on links to full news stories!**
- ▶ 184 news organizations now have designated social media editors**
- ▶ 2/3 of journalists have written a story that originated in social media***

*SOURCE: 2012 ORIELLA DIGITAL JOURNALISM STUDY

**SOURCE: PEW RESEARCH CENTER REPORT: THE STATE OF THE MEDIA 2013

***SOURCE: BRUNSWICK RESEARCH: USE OF SOCIAL MEDIA AMONG BUSINESS JOURNALISTS 2011

Need proof that reporters rely on social media to inform and inspire stories, now more than ever? Look no further than the coverage of the Boston Marathon bombing, says Fathi. The media's reliance on inaccurate tweets and posts ended up completely skewing the story—and it was due in no small part to fact-gathering done solely on social platforms.

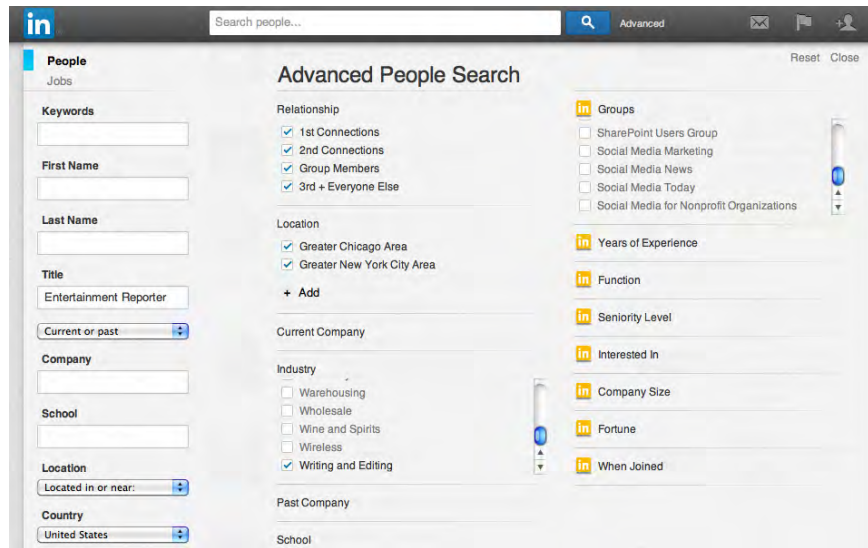


BOSTON MARATHON COVERAGE WAS HEAVILY INFLUENCED BY SOCIAL MEDIA

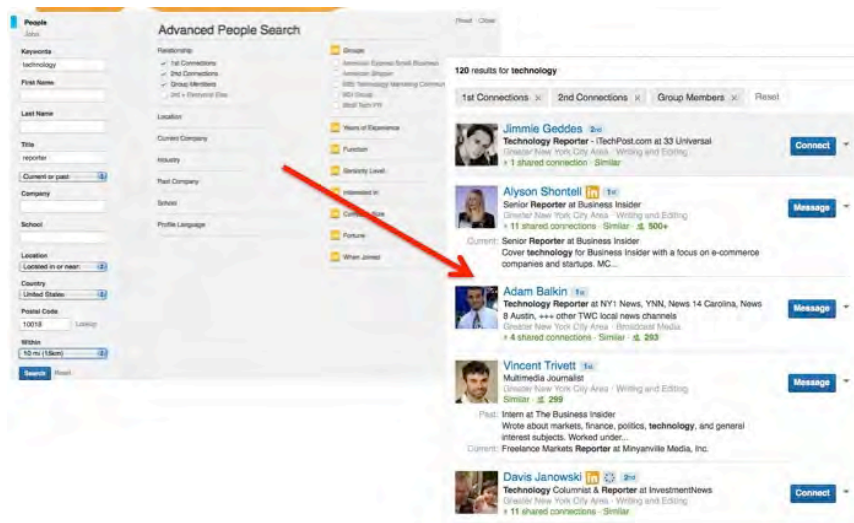
The production of news has become an almost interactive practice, and you, as a PR professional, can be among the first sources if you've positioned yourself properly on social media.

The Journalist Community on LinkedIn is Growing

According to the 2011 Arketi Web Watch Media Survey, 92% of journalists actively used LinkedIn—up 85% from just two years before—and that number has continued to rise. **“That’s more than any other social network,”** said LinkedIn marketing expert **Kristina Jaramillo**. **“Small business owners, marketing executives and PR professionals need to take advantage of the huge**



If, for example, you're promoting a band that is performing shows in Chicago and New York, and you want to pitch local entertainment reporters, you might choose to search all LinkedIn members, enter in the Title field "Entertainment Reporter," enter in the Location field "Greater Chicago Area" and "Greater New York Area" and check the "Writing and Editing" box under Industry. Based on these criteria, LinkedIn will find all users relevant to your search. In the following example, one PR pros searches LinkedIn for tech reporters.



Competitive Intelligence

You can also use LinkedIn to gather intelligence on your competitors and build your media list based on their contacts: See where they are being featured, quoted, interviewed and published, and consider reaching out to journalists they've worked with. "You want to be found where your competitors are being found," says Jaramillo. "Why should they get all of the traffic, publicity and profits? Research where they are being found, and then invite those media professionals to connect on LinkedIn. Show them that you have information to share as well."

“A reporter/PR pro relationship is one that requires constant interaction, thoughtfulness and respect,” says JCPR social media manager, **Cheryl Joost**. “LinkedIn is an excellent way to form a deeper relationship with a reporter—note the word ‘deeper.’ I feel it is best to already have an established relationship with a reporter before requesting to connect with them. Reporters are already constantly bombarded by PR pros pitching them, so it’s best not to add to that noise and blindly connect with them on LinkedIn.”

Jaramillo, however, offers a different perspective. She says if you are thoughtful with your request and can prove your value to the journalist in question, you should feel free to pursue a connection. Research the websites, blogs, publications and other media types that your audience goes to for information you can provide. Then, go to LinkedIn and invite the editors, journalists and other media professionals to connect. In your LinkedIn invitation, she urges, “Show the media professionals what you can offer them—you need to give them a reason to why they should connect with you.”

You can do this by:

- ▶ Explaining—in a few concise sentences—your reason for connecting
- ▶ Including links that demonstrate your expertise (case studies, websites, social media accounts, earned placements)
- ▶ Mentioning contacts you have in common
- ▶ Referring to their past coverage

Warm Up to Journalists via LinkedIn

If you haven’t worked with a journalist before but are looking to build a relationship with him/her via social media, try starting with some warm-ups. Fathi offers advice for showing reporters you care online. She has found these practices highly successful all over the Web, and they can certainly be integrated into your LinkedIn routine.

1. Reposts and mentions. Demonstrate your interest in a reporter’s work by reposting articles and mentioning them in posts. Fathi’s team has used this approach by retweeting (RT) and using @-mentions on Twitter. LinkedIn’s new @-mention feature allows you to put this trick into practice, as well.

other social sharing. To reiterate, **Nicole Hudson**, Digital Marketing Consultant at Inbound Lead Solutions, provided these takeaway tips:

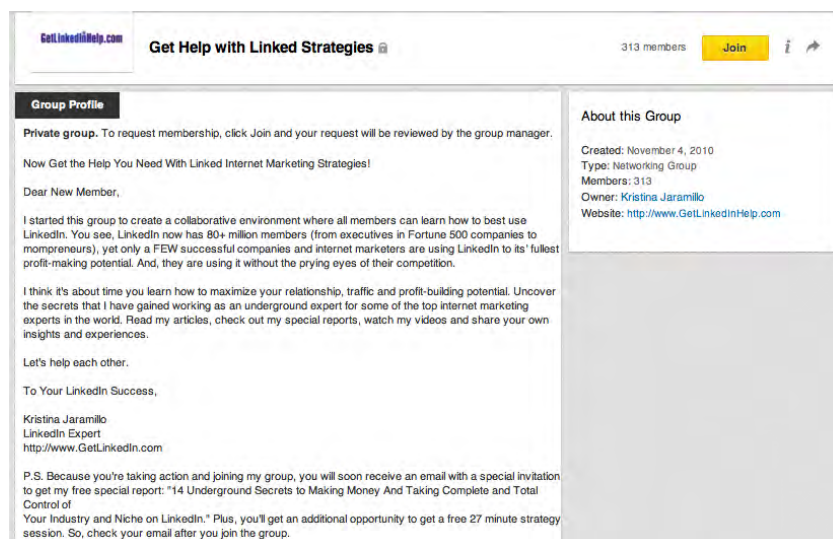
- ▶ Use tools to investigate the impact of key phrases and keywords
- ▶ Use the most successful words and phrases that were part of press releases and placements
- ▶ Approach reporters and/or editors with your list
- ▶ Encourage them to use high-impact keywords and phrases

She explains the process as a win-win for both PR pros and the media: You can create a productive collaboration by helping the media raise SEO and drive traffic with your keyword research—and boost your own rankings with placements all the while.

Host Your Own Media Relations Group

Another way to share your information freely and directly is to start a LinkedIn Group for your target media contacts. Jaramillo says, “It provides media professionals the opportunity to see the type of content you can provide their readers, listeners and/or viewers. And, it will help you keep your information in front of the media—so when they need someone of your expertise, they’ll think of you first.”

Here’s a piece of proof that this method works: After inviting media contacts into her media relations LinkedIn Group, Jaramillo was quoted by Advisor.ca (a top online publication for financial and insurance advisors) and invited by ImediaConnection.com and a Hewlett Packard site to become a regular contributor.



JARAMILLO'S MEDIA RELATIONS LINKEDIN GROUP

Jaramillo's latest article on "How to Mix LinkedIn Marketing with Content Marketing" just got published on Forbes.com (read the article at <http://tinyurl.com/kjforbesarticle>). Now, how did she get published on Forbes? Here she gives us one final lesson—an all-encompassing summary of what she's doing right, so you can follow her lead:

1. I'm actively sharing content that's written by me – Kristina Jaramillo!

I know that finding the time to create high quality content is one of the biggest challenges facing marketing and communication professionals. These organizations are looking to fill the gap by curating and aggregating content. The problem is – when you create conversations in social media circles like LinkedIn, you become more of a resource rather than a thought leader. You need to be creating content – and creating thought-provoking conversations that take a stance so the prospects and the media will be drawn to you.

As a media professional myself (as I have a B2B Marketing Radio Show with guest experts like LinkedIn's senior content marketing manager, a Slideshare top executive and the social media manager for Caterpillar), it's our guests' thought leadership content that attracted me to them.

2. I go beyond industry news. A recent LinkedIn report shows that decision makers are 11.5 times more engaged with thought-leadership articles and best practices on LinkedIn than industry news. So, I take the industry news to the next level. For example, a couple of years ago, when a report came out that showed that 92% of the media is on LinkedIn, I wrote this article featured on Bulldog Reporter. In the article I discuss how more journalists, bloggers and other media professionals are on LinkedIn – more than any other network. But more importantly, I educate readers how to build and maintain relationships with the media on LinkedIn. This way there's relevance.

3. I create discussions on the PR that I generate through LinkedIn and content distribution. By creating discussions based on my articles and my PR, I am displaying my credibility and thought leadership. In fact, here's an actual email that I recently received from a firm that is working with LinkedIn to create LinkedIn's upcoming eBook.

Hi Kristina,

We're hoping to tap into your savvy marketing expertise for LinkedIn's new eBook, *The Definitive Guide to Marketing on LinkedIn* (working title).