

## Media Kit for:



**New York Times  
Recognized Social Media  
Expert Kristina Jaramillo**

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# How To Mix LinkedIn With Content Marketing

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By Kristina Jaramillo

A recent study from the 50,000 member strong B2B Technology Marketing community on LinkedIn showed that 85% of B2B Marketers say LinkedIn is the most effective social network in delivering content. That study also showed that 71% of B2B Marketers say audience relevance is the most important element of content marketing and 88% of B2B Marketers cite case studies as the most effective form content marketing.



LinkedInAnswers (Photo credit: Wikipedia)

[Read the Forbes Article at:](#)

<http://tinyurl.com/kjforbesarticle>



**DON'T TELL ME SOCIAL MEDIA IS JUST A FAD** Kristina Jaramillo, a social media expert, gives us [three reasons](#) why most small-business owners fail to attract clients using LinkedIn. More of us are mentioning [social media addresses](#) on our business cards. Jack Dorsey, one of Twitter's co-founders, is not rich enough, so now he wants to [reshape credit cards](#) too. Axel Schultze, an author, speaker and social media expert, says the social media [bubble is about to burst](#): "People are recognizing already that the endless hours of watching the incoming streams from Twitter and Facebook or all the status updates on LinkedIn are hours wasted. All the paid tweets and people or agencies, who have been hired to tweet are not going to contribute to the bottom line. And the fan pages people build to get fans, followers, connections are just hopes that it will do something for the business – but it won't." Small-business spending on search ads is starting to decline, too, [according to this report](#).

[Read the New York Times article here:](#)

<http://tinyurl.com/kjnytimes>

Kristina Jaramillo [BIO](#)

09.19.12

## Are You Calling Yourself an Expert on Your LinkedIn Profile? Then Prove It!



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Right now, I'm working on giving a [LinkedIn](#) profile makeover to the head legal counsel at a prominent law firm in Florida. I spent 90 minutes trying to uncover what makes this attorney any different from the thousands of other foreclosure attorneys that can be found on LinkedIn.

Every time I asked him what makes him different and unique he'd bring up his 40 years of

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Your brand may already be working with social media sites like Facebook and Twitter for content delivery. But did you know that 85% of B2B marketers believe that LinkedIn is the best social network to deliver content? Let's take a closer look at what makes LinkedIn relevant to the content world.

### **Your LinkedIn Profile: Not Just For Your Resume**

Most business owners and marketing professionals have a LinkedIn profile, it's true – but most of these LinkedIn profile pages look like resumes. These pages may be showing off skills and experience, but they are lacking something huge in the marketing world: relevance.

According to [this Forbes article](#) by LinkedIn expert Kristina Jaramillo, the LinkedIn profile of [Wizard](#)



Read This Yahoo! Small Business Advisor Article Featuring Kristina's Information:  
<http://smallbusiness.yahoo.com/advisor/deliver-content-linkedin-great-leads-161456520.html>

## 5 Mistakes Your Salespeople Are Making on LinkedIn

The social-media site can be a great sales tool, provided that your reps use it in the right way. And they're probably not

Kristina Jaramillo || February 6, 2014

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# 5 Ineffective Actions Most Sales Executives Take On LinkedIn

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As LinkedIn gives sales professionals direct access to targeted decision makers and influencers, it can be and should be one of the most powerful tools in their arsenal. However, many sales professionals complain they are not getting an ROI from their LinkedIn efforts. They are making a number of connections, but generating few leads and sales.

There are many reasons why this happens, including:

## Ineffective LinkedIn Action #1: Email Scraping

Inside one of my LinkedIn groups that I belong to, the CEO of a high-tech industry business development firm mentioned he's using software that scrolls through LinkedIn and extracts the contact information of people who represent his ideal target market. He's then transporting the information with one click of the

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## Marketing via LinkedIn: Opportunities You Might Be Missing—An Interview with Kristina Jaramillo

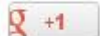
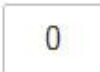
### RainToday.com's Podcast: Marketing & Selling Professional Services

With more than 100 million users, LinkedIn is becoming a larger force in marketing B2B services. But using this social network calls for more than simply putting up your resume or a list of your services and hoping people find you and call you up. Like anything, you have to work at it, says Kristina Jaramillo, founder of [GetLinkedInHelp.com](http://GetLinkedInHelp.com).

"Many people aren't using their profiles to their full advantage to get people to want to learn more about their business and what they have to offer. This is a way to sell yourself to prospects and readers," she says. "You also have to go out and engage with prospects. You can't just expect people to connect with you because of who you are. You need to give them a reason."



Listen as Jaramillo discusses:



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## How To Get Articles Published on Forbes.com Using LinkedIn

POSTED ON NOV 11, 2013 IN CONTENT MARKETING, MARKETING | 0 COMMENTS



By Kristina Jaramillo, Founder, [Get LinkedIn Help](#)

My LinkedIn marketing firm's latest article on "How to Mix LinkedIn Marketing with Content Marketing" recently got published on Forbes.com. Now, how do I get my firm's article published on top business websites like *Forbes* – in magazines like *Website Magazine* and in ebooks like LinkedIn's upcoming guide for B2B marketers? Here's what you need to do:

### 1. Actively share content that's written by you

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

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## LinkedIn Marketing Stars – Companies & Industries That Are Getting It Right!



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Kristina Jaramillo | [Raleigh Social Media Examiner](#)

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June 20, 2012  

As a Raleigh business owner or entrepreneur [LinkedIn](#) might seem like an overwhelming social networking site and you might not think that you can do it right or even get results. That is why I have compiled this list of companies and industries that are doing it right on LinkedIn so you can get some inspiration of how to

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## LinkedIn Secrets to Success

by *Administrator*

Posted on 12.29.2010

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Plenty has been written about Facebook and [Twitter](#), and how those sites can help you make more money online. Yet, [LinkedIn](#) — a very powerful tool to target business professionals — remains under the radar.

If you are looking to get your products and services in front of the general mass audience, then Facebook and [Twitter](#) are good solutions. But if you want to attract

wealthy, influential professionals then you need a [LinkedIn](#) presence.

 **About the Author:** LinkedIn expert Kristina Jaramillo creates online marketplace opportunities for entrepreneurs who want more website traffic, prospects and profits. Visit <http://www.GetLinkedInHelp.com> for more information, including a free special report on the top 14 mistakes business professionals make on LinkedIn.


# Here's Why Law Firms Need To Start Paying Attention To LinkedIn

■ KRISTINA JARAMILLO, GETLINKEDINHELP | DEC. 14, 2011, 12:31 PM | 🔥 1,215 | 💬 5

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LinkedIn is reportedly the most popular business social networking site used by attorneys. In fact, a recent report shows that 70% of corporate counsel use LinkedIn as a tool, and half rely on it. Executives from every Fortune 500 company are using LinkedIn.

## Kristina Jaramillo



Kristina Jaramillo is the founder of GetLinkedInHelp.com.

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Read the article inside Women Business Owners Today at: <http://issuu.com/dcom/docs/wbot-november2013-international-ezi>



## LinkedIn Marketing:

For Women Business Owners Who Want More Website Traffic, PR and Profits

By Kristina Swartz, [Content Marketing Strategist](#)

As a women business owner, we must stand out in order to compete for our market share. The question is: "how can you differentiate yourself from the competition on LinkedIn when there are over 200 million business professionals on LinkedIn - and thousands that are just like you?"

The first thing you must do is change your profile so it does not read like a resume - and so it doesn't have the same boring, generic, benefit language as everyone else in your industry. Your profile has to show decision makers or influencers why they should connect with you and exactly how you can help.

The second thing you must do is create unique content that is not the same regurgitated garbage that's already all over the web. You need to share stories and case studies. And, you need to challenge how your prospects think and act.

Below, you'll find 4 mini case studies on how 4 women business owners who are standing out on LinkedIn - and profiting.

**How the Founder of Wizard Media Gained Hundreds of Leads and \$60,000 by Mixing Content Marketing with LinkedIn Marketing**

If you look at the profile of Jimena Cortes, you'll notice she's included case studies. For example, you'll find a case study on how Jimena built a Neiman Marcus jewelry designer's Facebook community to 45,000 members in nine months (something retailers would be very interested in.) Within that case study, Jimena shows why her strategies took the client from 600 fans to 45,000 fans, zero engagement to capturing 37% of her fans information and from zero sales to \$12,000 in 3 days.

Because her profile has content that resonates with her targeted audiences - her targeted audiences are accepting her LinkedIn connection. They're joining her LinkedIn groups where she offers more content. The profile attracted a prospect that was ready, willing and able to spend \$36,000 per year on her services.

Plus, when Jimena completes an email lead generation campaign through LinkedIn (using LinkedIn groups) about an upcoming webinar - prospects are signing up because they see that she has value to offer just by looking at her profile. By mixing LinkedIn marketing with webinar marketing (a form of content marketing) Jimena gained an additional \$60,000 for her business last year.

# 5 Ways Sales People Waste Time On LinkedIn

Feb 5 2014 | By [Kristina Jaramillo](#) | in [Sales](#) , [Social](#)

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LinkedIn can and should be one of the most powerful tools in a sales professional's arsenal as it provides direct access to targeted decision makers and influencers. However, many sales professionals complain that they are not seeing any ROI from their LinkedIn efforts. They are making many connections – but they just aren't generating the leads and sales they are after.

There are many reasons for why this is happening including:



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## Nine Ways to Leverage LinkedIn

By Kristina Jaramillo | Nov.01.11 | Business Development, Daily Dispatch, Social Media



LinkedIn is reportedly the most popular business social networking site used by lawyers. A recent BTI Consulting report shows that nearly 70 percent of corporate counsel use LinkedIn, and that 38 percent of them rely on LinkedIn for activities specifically tied to selecting and hiring attorneys. What's more, executives from every Fortune 500 company are using it. So, how can your firm attract and retain more clients using LinkedIn?

Here are nine different ways.

- 1. Build relationships with potential clients.** If you deal with corporate business, small business or real estate issues, you can use LinkedIn to network with potential clients—and educate them so they will want to come to you with their problems.
- 2. Identify and connect with potential referral sources.** A lawyer who specializes in social security law can network with lawyers at general practice firms. Business lawyers can network with accountants and business advisors. Lawyers who work in the real estate industry can connect with realtors who can refer business to them. Elder care attorneys can network with professionals from assisted living homes and care giving service providers, and so on.
- 3. Create a community of like-minded professionals.** A real estate attorney can share

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## What Are the 3 Most Important LinkedIn Features? [VIDEO]

October 9, 2013 by [Natascha Thomson](#)



Kristina Jaramillo of [GetLinkedInHelp.com](#) is a New York Times recognized LinkedIn expert who runs the [B2BMarketingRadioShow.com](#). In this Google Hangout on Air video, she answers the question: What are the top 3 features of LinkedIn that business people should care about?[\[read more\]](#)



*Kristina Jaramillo,  
LinkedIn expert*

[Click Here to Watch the Video Interview with  
Kristina Jaramillo](#)



## How To Pimp Your LinkedIn Profile

### LinkedIn Is Not Your Resume

One of the biggest mistakes people make is simply cutting-and-pasting their resume into LinkedIn profile fields, according to Kristina Jaramillo, who runs the Website [Get Linked In Help](#). It's a common mistake, which means people who do that are stuck in the crowd.

"The majority of profiles that read like resumes are not engaging and are not prospect or customer focused. Most business professionals' headlines just state their position," Jaramillo said. "Their summaries are written in third person and they do not explain how they can help and the results they achieve for clients."

[Read my comments and the entire article on Read Write Web at: http://tinyurl.com/kjreadwrite](http://tinyurl.com/kjreadwrite)

## Should Your Nonprofit Be On LinkedIn?

LinkedIn Can Be Valuable Partner for Nonprofits

By Joanne Fritz, About.com Guide

### Resources:

- [LinkedIn Company Overview; The World's Largest Audience of Affluent, Influential Professionals](#)
- LinkedIn Secrets to Success: 5 Ways to Get the Most from the Most Overlooked Social Network, Kristina Jaramillo, *Website Magazine*, Feb 2011.

**[See the About.com article where I'm a resource: http://tinyurl.com/kjabout](http://tinyurl.com/kjabout)**

September 28, 2013

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## More Journalists Are On LinkedIn Than Any Other Social Network — Are You?



*In the spotlight: Kristina Jaramillo, Marketing Expert, LinkedIn*

According to the 2011 Arketi Web Watch Media Survey, 92% of today's journalists are now actively using LinkedIn. That's up 85% from just 2 years ago.

"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 opportunities to get more publicity with LinkedIn."

Jaramillo offers these tips to business professionals looking to build and maintain

[Read my article on the Bulldog Reporter:](#)

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## LinkedIn Secrets – 3 Reasons Why Most Small Business Owners Fail To Attract Clients Using LinkedIn

Kristina Jaramillo, LinkedIn - Link Building

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### About The Author:


LinkedIn Expert Kristina Jaramillo creates online marketplace opportunities for small business owners who want more website traffic, prospects and profits. Now, with her free special report, you can uncover how you can become “the trusted source for your industry on LinkedIn” and along with easy ways to gain more connections fast by avoiding the top 14 mistakes. Get this information for free at: <http://www.GetLinkedInHelp.com>

There are over 80 million influential professionals from over 200 countries on LinkedIn that can become your potentials customers. In fact, LinkedIn's

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## LinkedIn Profile Secrets

*Kristina Jaramillo*

The #1 Reason Why Your LinkedIn Profile Fails to Attract More Prospects

Right under your name, does your LinkedIn profile headline look like this

CEO & Founder at XYZ and Associates?

Business Owner at ABC Consulting?

Speaker at YourName.com?

The following are three reasons why your LinkedIn profile should not be the same as your position.

1. Think of your headline as your first sales pitch to people who want to connect with you. If I am unfamiliar with you or your company, how does mentioning your company name and your position show me what you do and why I need to connect with you? It doesn't! These headlines are too general, simple, and straight forward. They are too vague and too broad. In order for your headline to be effective, it needs to grab my attention. It needs to make me want to read the rest of your profile. As a potential client or potential referral source, I need to see right away how you can help me or my clients.

2. Make your headline enticing so I will want to read your profile and connect with you. When I am invited to connect with someone, I view their profile before I choose to accept. The first thing that I look at is their headline to see if there is any

**[Read the Home Business Magazine article here:](#)**

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**Are You Linked?**

Ten tips for choosing the right social media consultant for your business

By Kristina Jaramillo

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## **LinkedIn Marketing Debate - Should You Think Of Your LinkedIn Profile As A Resume**

By: **Kristina Jaramillo**

Recently I read a LinkedIn article for small business owners that stated, "You should think of your profile as an online resume." I could not disagree more. And, when you are done reading this article, let me know what you think!

Now, while you think whether or not your LinkedIn profile should be regarded as a resume, let me ask you: When was the last time you read an interesting and intriguing resume?

Most resumes tend to be boring and bland. Now, how is this going to help you attract viewers and prospects? Simple, it can't.

As a small business owner or a business development executive, you have to start thinking of your profile as a marketing tool and not a resume. Since you have to change your mindset about this, I have developed six distinct reasons why your profile should not look like a resume.

**[Read this article here:](#)**

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## LinkedIn Marketing Debate – Should You Think of Your LinkedIn Profile as a Resume

By [Kristina Jaramillo](#) in [Social Networking](#)


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## Social Media Outsourcing Guide - How to Choose the Right Social Media Consultant for Your Business

Posted by Kristina Jaramillo on December 13, 2010 2 comments | 2027 reads

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With the strong emergence of social media in the internet marketing world, every Tom, Dick and Harry has come out saying they are social media experts. They are feeding on the desires of entrepreneurs who do not have time to dedicate to developing their social media presence effectively. If you do not ask the right questions you may wind up spending thousands of dollars and get no results. That's why I created this guide to help you choose the best social media consultant for your company.

### 5 Questions You Must Ask Before You Hire Your Next Social Media Consultant

**1. When engaging in social media marketing will you keep my targeted audience in mind?**

Most social media companies will focus on making the connection. They do not care

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## 7 Questions on Social Media With Kristina Jaramillo

EXPERT INTERVIEWS

By Vignesh Subramanyan, Published November 1, 2013

Be the first to comment!

We're very excited to introduce Kristina Jaramillo in today's Expert Interview series. The online and offline media (including the New York Times) recognizes GetLinkedInHelp.com Founder Kristina as a social media and LinkedIn® marketing expert. Kristina's articles can be found in publications like Website Magazine, Electronic Retailer Magazine – and on top websites like Forbes.com, MarketingProfs, RainToday, BusinessInsider, About.com, Entrepreneur.com and many more.



Using LinkedIn and content marketing, Kristina helps B2B organizations like a technology firm that serves 86% of the Fortune 100, professional service firms and small businesses reduce their sales conversion time, boost webinar registrations, build a large community of decision makers and influencers – and ultimately gain a strong return of investment on their social media efforts.

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### **Five Questions You Must Ask Before You Hire Your Next Social Media Consultant**

- 1. When engaging in social media marketing will you keep my targeted audience in mind?**

Most social media companies will focus on making the connection. They do not care whatsoever who that connection is. What good is having thousands of connections if

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## LinkedIn Marketing Question

Posted by Heidi Richards on June 16, 2011 at 11:26 am | 229 Total Views

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### Seriously, How Different Are You?

By Kristina Jaramillo

Lots of people are “different” these days. But are they really thought leaders?

1. In most cases, you can’t tell one coach, consultant or expert in a particular industry from another. They practically use the same language to describe themselves and what they do.



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## How to Prepare for a Sales Call

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### Position Yourself as a Thought Leader in the Industry

Nobody likes to be sold to, but most everyone appreciates a helping hand. That's why sales reps who can reposition themselves as trusted advisors often prove more successful than the traditional product pushers.

Consistently reserve time for reading up on your target industry(s) — trade journals, news sites and the like — and generously share interesting tidbits and your two cents on the subject with those in your network. Take full advantage of social media tools, from blogging to Twitter to Facebook, to get your message out there. LinkedIn is a great resource for building a reputation as a thought leader among professional communities, according to LinkedIn marketing expert Kristina Jaramillo. She makes the following suggestions:

**[Read the complete article – and more of my comments at: http://tinyurl.com/kjhoovers](http://tinyurl.com/kjhoovers)**

## How Different Are You?

Marketing yourself on LinkedIn

By [Kristina Jaramillo](#)

Posted Jul 8, 2011



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Lots of people are "different" these days. But are they really thought leaders?

1. In most cases, you can't tell one coach, consultant or expert in a particular industry from another. They practically use the same language to describe themselves and what they do.

2. If you look at the articles on their blog and those they distribute within the different groups, you will notice that they provide the same old information as everyone else.

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## Leverage a LinkedIn Strategy for Lead Gen

At last count, LinkedIn, the social networking site for professionals, has

### 4. Start your own community.

Kristina Jaramillo, a LinkedIn marketing expert and founder of [GetLinkedInHelp.com](http://GetLinkedInHelp.com), suggests that people launch their own LinkedIn groups or communities focused on their industry or expertise. "For example, in my LinkedIn group, I start discussions based on my blog content and videos," she says.

### 5. Create high levels of credibility.

In addition to starting your own LinkedIn community, you can make connections when you provide input to other communities. One smart way is to leverage material you are already creating, such as press releases, or shine a spotlight on publicity you have received from trusted websites and magazines. "When my clients — or my own — quotes or articles get published somewhere, I want to make sure as many people as possible see that." Jaramillo says. She creates conversations in

[Read the complete article – and more of my comments at:  
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Print This Post

By **KRISTINA JARAMILLO** - on April 11th, 2011

## You Should NOT Think of Your LinkedIn Profile as a Resume

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## 30 | LinkedIn Profile Secrets – The #1 Reason Why Your LinkedIn Profile Fails to Attract More Prospects

MAR

Posted by [Steven Teo](#) in [Networking](#)

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Article Contributed by [Kristina Jaramillo](#)

### 3 Reasons Why Your Profile Should Not Be the Same as Your Position

1. Think of your headline as your first sales pitch to people who want to connect with you. If I am unfamiliar with you or your company, how does mentioning your company name and your position show me what you do and why I need to connect with you? It doesn't! These headlines are too general, simple and straight forward. They are too vague and too broad. In order for your headline to be effective, it needs to grab my attention. It needs to make me want to



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## LinkedIn Marketing For Women Business Owners Who Want More Website Traffic, PR and Profits

Posted by Marcel Sim in [People & Relationships](#)

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*Article Contributed by Kristina Jaramillo*

As a women business owner, we must stand out in order to compete for our market share. The question is: "how can you differentiate yourself from the competition on LinkedIn when there are over 200 million business professionals on LinkedIn – and thousands that are just like you?"

The first thing you must do is change your profile so it does not read like a resume – and so it doesn't have the same boring, generic benefit language as everyone else in your industry. Your profile has to show decision makers or influencers why they should connect with you and exactly how you can help.

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## LinkedIn Marketing & PR Case Study

How This Entrepreneur Got Published on Forbes.com Using LinkedIn



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by Kristina Jaramillo

November 25, 2013

My latest article on "How to Mix LinkedIn Marketing with Content Marketing" just got published on Forbes.com.

Now, how did I get published on Forbes?

By implementing the same strategies that gained me recognition by the New York Times as a social media expert and got me published inside publications and on websites like Website Magazine, Electronic Retailer Magazine, MarketingProfs, RainToday and many more.

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

### Kristina Jaramillo

LinkedIn Marketing Expert Kristina Jaramillo helps B2B organizations, professional service firms and B2B small business owners influence buying decisions using LinkedIn and content marketing. Download her latest interviews (including an interview with LinkedIn's senior content marketing manager) to see how you can be driving demand and generating more leads using the #1 B2B social media platform at:

## Mix LinkedIn Marketing with Content Marketing to Generate More Leads



By Kristina Jaramillo

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As a business leader or executive within a B2B organization or professional service firm, you must stand out in order to compete for your market share. That's a huge challenge when thousands of professionals like you are vying for their piece of the pie.

LinkedIn alone has more than 200 million business professional members. Don't let that number intimidate you, though. By creating a smart profile and using it to market your content, you will stand out among the many others who use their profile as simply a resume.

The first thing you must do is change your profile so it doesn't have the same boring, generic benefit language as everyone else in your industry. Your profile has to show decision makers or influencers

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## How Sales Professionals Can Make the Most Impact on LinkedIn

Written By : Kristina Jaramillo , Total Views :362



Many sales executives are taking advantage of LinkedIn groups. They're using it for prospecting – but also as a place to get wide exposure with targeted audiences as you can easily share content. But, they're sharing content in an ineffective manner.

As LinkedIn gives **sales professionals** direct access to targeted decision makers and influencers, it can be and should be one of the most powerful tools in their arsenal. However, many sales professionals complain that they are not getting an ROI from their LinkedIn efforts. They are making many connections – but they are generating very little leads and sales.

There are many reasons for why this is happening including:

Poor targeting – They are connecting with anyone that comes their way.

Having a resume-based LinkedIn profile that does not pique their interest further since it's not case

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## LinkedIn Marketing Debate – Should You Think of Your LinkedIn Profile as a Resume

Posted by Kristina Jaramillo on Mar 24th, 2011 // No Comment

Recently I read a LinkedIn article for small business owners that stated, "You should think of your profile as an online resume." I could not disagree more. And, when you are done reading this article, let me know what you think!

Now, while you think whether or not your LinkedIn profile should be regarded as a resume, let me ask you: When was the last time you read an interesting and intriguing resume?

Most resumes tend to be boring and bland. Now, how is this going to help you attract viewers and prospects? Simple, it can't.

As a small business owner or a business development executive, you have to start thinking of your profile as a

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