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LinkedIn Marketing

LinkedIn Marketing

LinkedIn is a professional social networking platform where people can create profiles to show their skills, education, and work experience. It helps individuals connect with professionals, find jobs, share industry knowledge, and build their careers. Businesses also use LinkedIn to promote their services, hire employees, and build professional relationships.

LinkedIn Marketing Basics

One of the most important parts of a good sale is making it personal. On LinkedIn, businesses can use their Company Page to share updates and information. Even though long articles cannot always be posted directly on the company page, businesses can share useful posts and also repost content created by their employees.

Employees are a company's most valuable asset, and sharing their content gives people a better understanding of the company.

- **Expanding Network**

Connect with coworkers, clients, classmates, and other professionals. When sending a connection request, add a short personal message explaining why you want to connect.

- **Sharing Content**

Share useful and interesting content like articles, blogs, videos, and infographics. Post regularly to keep your audience engaged and interested.

- **LinkedIn Ads**

LinkedIn helps businesses create professional advertisements. You can target specific groups of people based on job title, industry, location, etc. Ad options include sponsored content, display ads, and sponsored messages (InMail).

- **Networking and Relationship Building**

LinkedIn is mainly for professional networking. You can connect with industry experts, customers, partners, and employees. Building and maintaining good relationships is very important for successful marketing.

- **Business Development and Sales**

Sales professionals can use LinkedIn to find potential customers, connect with decision-makers, and promote products or services personally. It is a helpful tool for increasing sales.

- **Recruitment**

If a company is hiring, LinkedIn is a great place to find skilled candidates. Companies can post job openings and search for suitable applicants using LinkedIn's recruitment tools.

- **LinkedIn Premium Features**

LinkedIn offers paid features like sending direct messages (InMail) to people outside your network and using advanced search filters. You can also see who has viewed your profile.

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• **Company Pages**

Businesses can create LinkedIn Company Pages to showcase their products, services, company culture, and updates. This helps build trust, brand awareness, and credibility.

Creating a New Profile on LinkedIn

Creating a LinkedIn profile is easy. LinkedIn is a professional networking website where you can connect with coworkers, employers, and other professionals.

Here are the simple steps to create a new profile:

• **Visit LinkedIn and Sign Up**

Go to www.linkedin.com in your web browser. On the homepage, click on the “Join Now” button to start creating your account.

• **Enter Basic Information**

Type your first name and last name.

Enter your email address or phone number.

Create a strong password to keep your account safe.

After filling in the details, click on “Join Now” to continue.

• **Verify Your Email or Phone Number**

LinkedIn will send a verification code to your email or phone.

Check your email inbox or messages, find the code, and enter it on LinkedIn to confirm your account.

• **Add a Profile Picture**

Upload a clear and professional photo of yourself.

Make sure the picture is well-lit and looks professional.

Avoid blurry, dark, or very casual photos.

A good profile picture helps create a strong first impression.

• **Complete Your Profile**

LinkedIn will ask you to fill in important details such as:

- Your **headline** (a short professional description about you)
- Your **current job title**
- Your **location**
- Your **industry/sector**

You can also add:

- Education details
- Work experience
- Skills
- Certifications and other achievements

A complete profile helps you connect with more people and improves your visibility on LinkedIn.

• **Customize Your LinkedIn URL**

LinkedIn gives you a default profile link, but you can change it to make it more professional and easy to share.



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Usually, it looks like:
www.linkedin.com/in/yourname
Customizing your URL makes your profile look more professional.

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Connect with Businesses & Follow Companies

Use LinkedIn's search feature to find and connect with:

- Colleagues
- Classmates
- Mentors
- Industry professionals

You can also follow companies and industry leaders to stay updated on company news and market trends.

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Adjust Privacy Settings & Add Extra Sections

Check your privacy settings to control:

- Who can see your profile
- How you receive notifications

You can also add extra sections like:

- Certifications
- Projects
- Volunteer experience
- Awards

These sections help highlight your achievements.

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Write a Strong Summary & Engage with Content

Write a clear and interesting summary about:

- Your skills
- Your work experience
- Your career goals

This is one of the first things people see on your profile.

Start engaging on LinkedIn by:

- Liking posts
- Commenting on posts
- Sharing useful content

Being active helps you build your professional network.

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Example of a LinkedIn summary for a 12th pass student:

Example Summary:

I have recently completed my 12th grade and am eager to start my professional journey. I am a hardworking, responsible, and quick learner who is always ready to take on new challenges.

During my school years, I actively participated in academic and extracurricular activities, which helped me improve my communication, teamwork, and problem-solving skills.

I am currently exploring opportunities to gain practical experience and develop new skills. I am open to internships, part-time jobs, and learning opportunities that will help me grow personally and professionally.

I am motivated to build a successful career and continuously improve myself.

Comparison between LinkedIn and other Social Media Platforms:

Basis	LinkedIn	Other Social Media Platforms (Facebook, Instagram, Twitter, etc.)
Purpose	Professional networking and career growth	Social interaction and entertainment
Audience	Professionals, students, businesses, recruiters	General public (friends, family, influencers)
Content Type	Career updates, job posts, business news, professional articles	Photos, videos, personal updates, memes
Tone	Formal and professional	Casual and informal
Job Opportunities	Yes, mainly focused on jobs and recruitment	Limited job-related content
Networking	Business and career connections	Personal and social connections
Advertising	Professional and B2B marketing	Mostly consumer (B2C) marketing
Profile Focus	Skills, education, work experience	Personal life, hobbies, interests

B2B (Business to Business): A business sells products or services to other businesses.

Example: A company selling office furniture to other companies.

B2C (Business to Consumer): A business sells products or services directly to individual customers.

Example: An online store selling clothes to people.

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Assignment

Q1. What is LinkedIn mainly used for?

- A) Entertainment
- B) Professional networking
- C) Gaming
- D) Shopping

Q2. Best targeting for hiring a software developer?

- A) Broad audience
- B) Specific skills (e.g., Python, Java)
- C) Random industries
- D) Students only

Q3. Best campaign objective for hiring?

- A) Website traffic
- B) Engagement
- C) Job Applicants
- D) Sales

Q4. Most powerful targeting option on LinkedIn?

- A) Interests only
- B) Age & Gender
- C) Job Title
- D) Entertainment habits

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