

LinkedIn Marketing: An Hour a Day

By Viveka von Rosen

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A step-by-step guide for succeeding on the for "business" social media network

LinkedIn Marketing: An Hour a Day helps you create, customize, and optimize a presence on LinkedIn, the world's largest social network for professionals. In this detailed, step-by-step book, LinkedIn expert Viveka von Rosen reveals how to use this powerful platform to ensure that you or your company get noticed by the right audience. Discover previously undocumented tips and tricks for community growth and management, including how to best use Groups, events, and other LinkedIn features and applications.

- Offers a complete resource for anyone who wants to market and recruit on the world's largest professional network
- Features hands-on tutorials, case studies, examples, tips, and tactics
- Reveals how to monitor and maintain a vibrant LinkedIn presence
- Includes effective tactics for recruiters, job seekers, and entrepreneurs, as well as legal, real estate, and nonprofit professionals
- Incorporates an exploration of the LinkedIn advertising platform, API, and mobile platform

This soup-to-nuts guidebook for tackling every stage of the LinkedIn process ensures your online presence will get noticed.

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Editorial Review

From the Back Cover

Create a Winning LinkedIn Marketing Strategy

A Step-by-Step Guide

Market *and* recruit successfully on the world's largest professional network with this step-by-step guide. You'll learn how to create, customize, and optimize your presence on LinkedIn using expert techniques at every step, from setting the right strategies to creating headlines, titles, and keywords that deliver. Discover little-known tricks for polishing and optimizing your own or your company's presence and see how to get the very most out of Groups, Events, and other LinkedIn features and applications.

- Learn invaluable secrets from well-known LinkedIn expert Viveka von Rosen, who has trained more than 10,000 professionals on how to best use LinkedIn
- Do it all: develop, implement, manage, and track your LinkedIn marketing strategy
- Use the right tactics for specific market segments, including recruiters, job seekers, and entrepreneurs, as well as legal, real estate, and nonprofit professionals
- Discover nifty tools and ninja tricks for leveraging keywords
- Optimize your own or your company's profile so you're findable and stand out
- Create relationships with LinkedIn Groups and learn best practices for creating your own group
- Discover the best ways to give and get recommendations from your connections

You'll also find:

- How to get winning results from Events and LinkedIn Ads
- Best practices for using LinkedIn in a mobile world
- What NOT to do as a job seeker
- Real-world case studies that illustrate successes to learn from and mistakes to avoid

Praise for LinkedIn Marketing: An Hour a Day

"This is a complete and thorough, 'soup-to-nuts' guide on how to effectively utilize what is perhaps the world's most well-known online business medium—one with a huge potential that most people are still not tapping. Read this book, follow Viveka's sage teachings, and watch the quality of your connections—and your income—take a sharp turn upwards."

—**Bob Burg**, coauthor of *The Go-Giver* and author of *Endless Referrals*

"Viveka has tremendous expertise on LinkedIn as well as the ability to sequence everything. Apply Viveka's teachings in this book and you will get measurable results! Two thumbs way up."

—**Mari Smith**, Social Media Thought Leader, author of *The New Relationship Marketing*, and coauthor of *Facebook Marketing: An Hour a Day*

"Viveka knows LinkedIn inside-out, backward, and forward—and even better, she knows how to explain LinkedIn in simple, easy-to-follow language. This book is an absolute must for marketers, business owners,

consultants, sales professionals, and anyone looking to use LinkedIn to grow their business."

—**Andrea Vahl**, Social Media Consultant, Strategist and Speaker, coauthor of *Facebook Marketing All-in-One For Dummies*

About the Author

Viveka von Rosen is known internationally as the "LinkedIn Expert" and has trained more than 10,000 business professionals on using the popular social media platform. She hosts the weekly #LinkedInChat on Twitter and is co-moderator of LinkedStrategies, the largest LinkedIn strategy group on LinkedIn. With 25,000+ first-level LinkedIn connections, she is regularly quoted in such outlets as Mashable.com, TheSocialMediaExaminer.com, and the *Miami Herald*. In January 2012, she was named a Top 50 Social Media Influencer by *Forbes*.

Users Review

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Anthony McDonell:

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Thomas Ellis:

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