

CHANGE

Stage 4

LinkedIn
(Part 1)

What is LinkedIn?

Owned by Microsoft Corporation, LinkedIn is a massively popular social network with a strict focus on business and employment. It has over 700 million users and around 55 million registered companies active on the platform. It is used by many in the corporate world to network, recruit and seek out new avenues for business development. You can also leverage the platform if you're active in Ecommerce and Affiliate Marketing. This includes using opportunities for Marketing Automation, Zero Ad Spend, Business-to-Business (B2B) Marketing and much more.



Affiliate Marketing and LinkedIn

Adding LinkedIn to your arsenal of tools can push your business to a new level. For those running an Affiliate Marketing business, it acts as an extension to your sales funnel. It provides the potential to drive traffic to your business, secure new leads, warm-up these leads and help close more sales. It is essential to maintain an Instagram account alongside LinkedIn. Whilst the audiences aren't mutually exclusive, Instagram will offer the best results for Affiliate Marketing. However, supplementing it with LinkedIn will boost your potential earnings to a new level.

LinkedIn Opportunities for Ecommerce

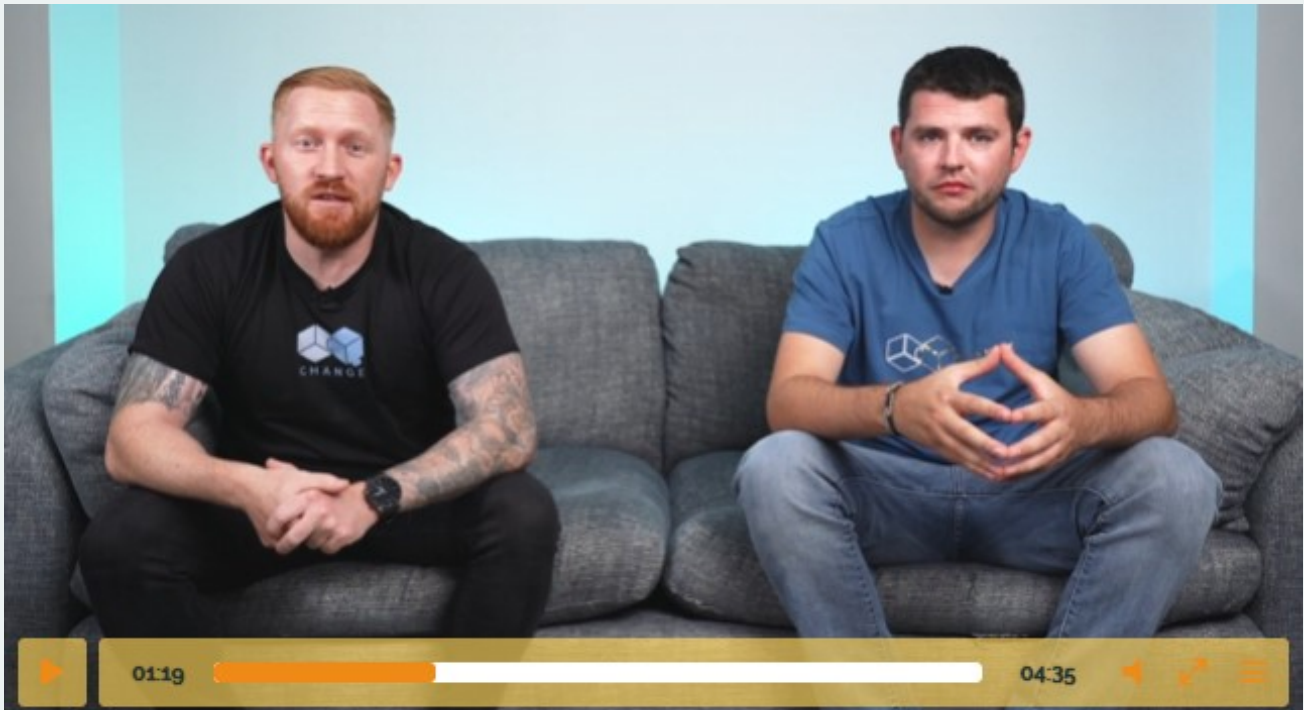
For those in Ecommerce, LinkedIn offers the opportunity to increase Automated Marketing efforts, use Zero Ad Spend strategies and engage in B2B marketing. It includes selling products in bulk to other businesses. It is great to use alongside Facebook and Google Ads. Adding this extra level of exposure through LinkedIn will open up more options for increasing your portfolio's revenue in the long term. It also allows you to engage with individuals from other businesses opening up the doors for further development of your business.



LinkedIn (Part 1)

There is a wealth of opportunities available on LinkedIn for any industry. It's a massively popular platform with tons of potential to scale up your business. The video below introduces Alex, who has over a decade of experience with LinkedIn, including marketing and B2B. Alongside Ryan, he provides an overview of the opportunities available.

Click the image below to check out the video.



Feel free to get in touch

We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

