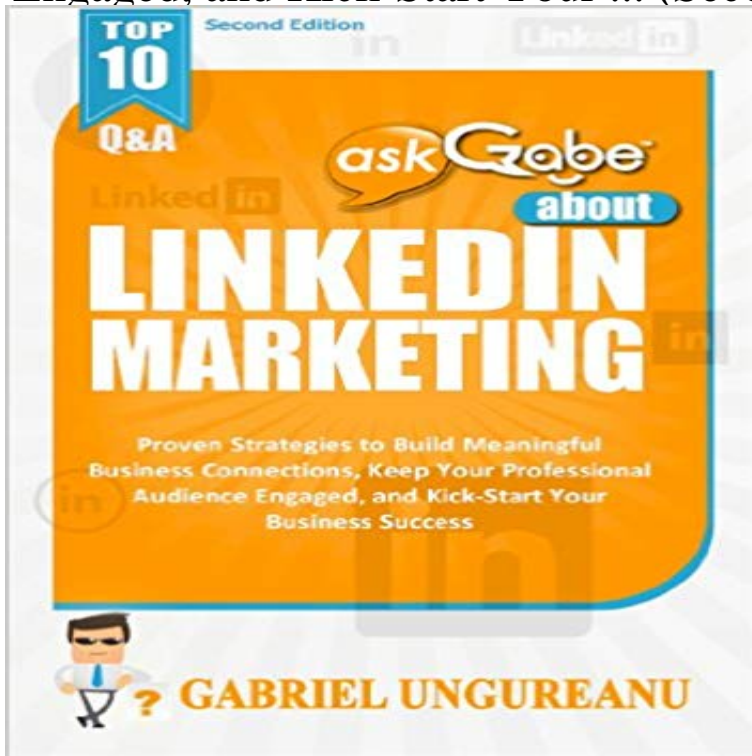


## askGabe about LinkedIn Marketing: Proven Strategies to Build Meaningful Business Connections, Keep Your Professional Audience Engaged, and Kick-Start Your ... (Second Edition) (The askGabe Series)



Did you know LinkedIn is the 36th most visited website in the world? With over 225 million members, its not a big surprise. With a powerful marketing tool at your disposal, there are lots of benefits to utilizing LinkedIn. Businesses that use LinkedIn marketing see the following benefits: Find business partners as well as clients and service providers Post jobs and recruit new candidates Access expert advice Connect with thought leaders and network with them Have one of the best blog promotion tools there is Start groups to increase networking power While LinkedIn marketing itself isnt difficult, it can be hard to cut through the noise to learn exactly what you need to get started. In this book, you will go over the following topics: Keeping your audience engaged with your status updates to build professional relationships Using LinkedIn to promote your blog through specialized plugins Posting relevant status updates to encourage discussion Making status updates work for you to succeed with your connections Communicating within a group to build a networking circle Creating your own group to reach more people and spark discussions Using the power of featured discussions to highlight important content Posting job openings to get more traffic and find the right candidate Using LinkedIn to make friends and build strong network connections Taking a connection to network outside of LinkedIn By going through this easy-to-follow book, you will learn exactly what you need to know when it comes to LinkedIn marketing. About the askGabe Series Learning should be plain, simple and yedare I say iteven fun. Thats the askGabe series motto. This no-nonsense book will teach you high-level social media strategies through an engaging, easy-to-follow question-and-answer format and will only cover what you really need to know when it comes to LinkedIn Marketing. No fluff

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