



BEYOND THE BASIC PROFILE

LinkedIn for
Business Development



LawyersLaunchpad™

**GET
CLEAR**

**GET
CLEAR**

How do **YOU**
develop business?

LINKEDIN CAN HELP IN THREE IMPORTANT WAYS ...

LINKEDIN CAN HELP IN THREE IMPORTANT WAYS ...

1 Leads

LINKEDIN CAN HELP IN THREE IMPORTANT WAYS ...

1 Leads

2 Credibility

LINKEDIN CAN HELP IN THREE IMPORTANT WAYS ...

1 Leads

2 Credibility

3 Brand Awareness

BIG CHANGES IN 2017

LINKEDIN'S NEW DESIGN MAKES ENGAGEMENT EASIER

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1 Storytelling through activity

LINKEDIN'S NEW DESIGN MAKES ENGAGEMENT EASIER

- 1 Storytelling through activity
- 2 Opportunities to connect through data

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- 3 Layout increases ability to assess impact and influence

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- 2 Opportunities to connect through data
- 3 Layout increases ability to assess impact and influence
- 4 Search makes it easy to monitor keywords & activity
- 5 New tools strengthen and increase advertising results

LINKEDIN BRINGS **YOUR** PERSONALITY TO YOUR BRAND

TELL YOUR STORY, ATTRACT TARGETED BUSINESS

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Your profile tells a story that
answers 4 key questions ...

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1 Why are you
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Your profile tells a story that answers 4 key questions ...

- 1 Why are you relevant?
- 2 Who and what influences you?

TELL YOUR STORY, ATTRACT TARGETED BUSINESS

Your profile tells a story that
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1 Why are you
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2 Who and what
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3 What do you find
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ative/important?

TELL YOUR STORY, ATTRACT TARGETED BUSINESS

Your profile tells a story that
answers 4 key questions ...

1 Why are you
relevant?

2 Who and what
influences you?

3 What do you find
interesting/inform
ative/important?

4 How thoughtful
are you?

YOUR STORY IN A SNAPSHOT

YOUR STORY IN A SNAPSHOT



TC Cooper

Digital Advertising and Social Marketing
Consultant at UpwardAction® Media
Washington, District Of Columbia
| Professional Training & Coaching

500+
connections

Current	UpwardAction® Media
Education	Columbia University School of Law
Recommendations	28 people have recommended TC
Websites	Get Our eNewsletter 4 Lawyers Get Our Social Marketing Tips Advertise on Our Websites

View TC'S full profile. It's free!

Your colleagues, classmates, and 400 million other professionals are on LinkedIn.

[View TC'S Full Profile](#)

TC'S Posts & Activity



Increase Your Digital...

TC Cooper on LinkedIn
August 25, 2016



Just a couple of weeks ago I had the honor of being the...

TC shared



For my lawyer friends in the tri-state area, there's still...

TC shared



I'm getting really excited about teaching advanced LinkedIn...

TC posted

[See 12 more posts](#)

[See all activity](#)

Summary

I am a digital publisher & marketer, lawyer, founder of on-demand social media training academies for LinkedIn and Twitter & best selling author of #FaithFocusFlow books for Christianpreneurs and SMART Goal Daily Planner for Business.

**DATA
CREATES
MAGIC**

DATA CREATES MAGIC

LinkedIn can help in several important ways ...

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LinkedIn can help in several important ways ...

Recommend
connections
for you

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LinkedIn can help in several important ways ...

Recommend
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Tell you about
your connections'
new connections

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LinkedIn can help in several important ways ...

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Tell you about your connections' new connections

Let you know when your connections have noteworthy happenings

DATA CREATES MAGIC

LinkedIn can help in several important ways ...

Recommend connections for you

Tell you about your connections' new connections

Let you know when your connections have noteworthy happenings

Keep you informed of what your connections find interesting

PAY ATTENTION TO YOUR CONNECTIONS

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Sashi Brown was mentioned in the news

...



Sashi Brown Says Browns Aren't Scared of Myles Garrett's Smack Talk, Predictions

bleacherreport.com

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bleacherreport.com

Anthony Cooper commented on this

...



Franz Lohrke

Brock Family Endowed Chair and Professor of Entrepreneurship, Brock School of B...
2d

Brock Business Outstanding Entrepreneurship Senior - **Cameron Gonzalez**
Started two firms in the Brock School Student Business Incubator and
competed three times in the Regions New Venture Challenge Business I ...see more

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10 new connections made in your network

Marjorie Cresta is now connected with:



Nicole Black

Senior Legal Director at Yahoo

+ Connect

Horace Allen is now connected with:



Maurice Ragland, MBB, PMP

Director Business Process Improvement and Compliance at Northro...

+ Connect

Show more

LAYOUT INCREASES **FOCUS**

LAYOUT INCREASES FOCUS

Viewers

Judge your credibility
through your story

LAYOUT INCREASES FOCUS

Viewers

Judge your credibility
through your story

- Image
- Summary
- Activity
- Updates
- Community

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Judge your credibility
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- Community

You

Monitor your impact
through your metrics

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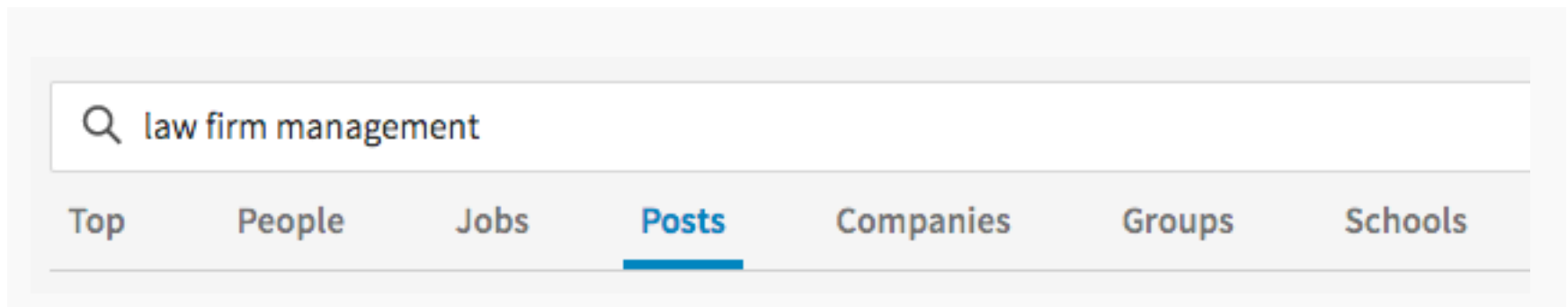
- Profile Views
- Views of your posts

SEARCH

LINKEDIN'S NEW STREAMLINED SEARCH: MONITOR WHAT'S IMPORTANT

LINKEDIN'S NEW STREAMLINED SEARCH: MONITOR WHAT'S IMPORTANT

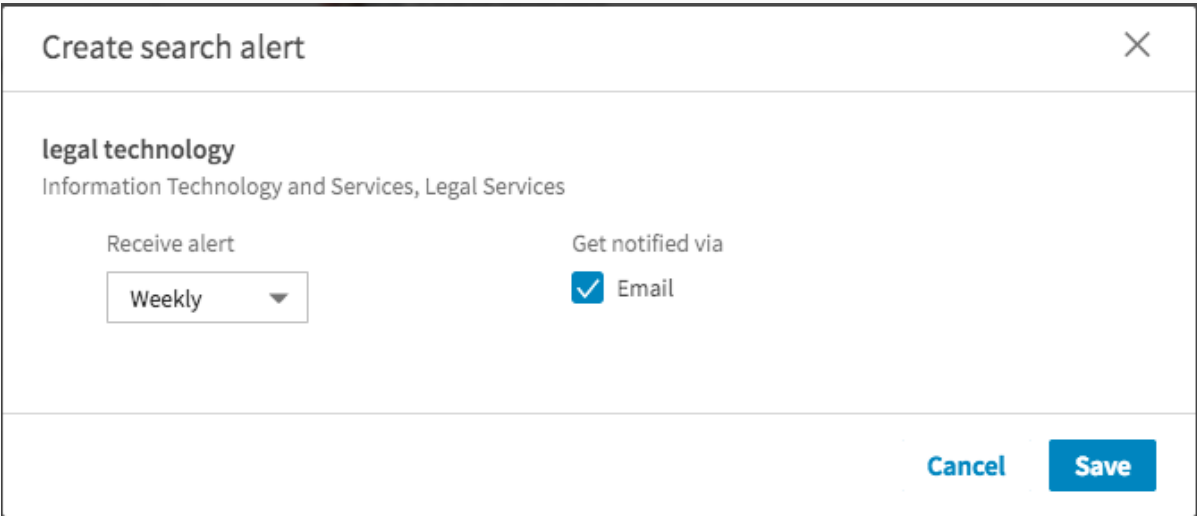
Keep up with keyword traffic in
major categories



LINKEDIN CAN SEND LEADS

LINKEDIN CAN SEND LEADS

Get leads sent directly to your inbox



The screenshot shows a 'Create search alert' dialog box with a close button (X) in the top right corner. The search term is 'legal technology' with the category 'Information Technology and Services, Legal Services'. Under 'Receive alert', a dropdown menu is set to 'Weekly'. Under 'Get notified via', the 'Email' option is selected with a checked checkbox. At the bottom right, there are 'Cancel' and 'Save' buttons.

Create search alert ×

legal technology
Information Technology and Services, Legal Services

Receive alert Weekly ▼

Get notified via Email

Cancel Save

ADVERTISING

ADVERTISING INCREASES IMPACT

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For lawyers ... "always be marketing"
really means "always be informing."

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1 Sponsored Content (Go for it!)

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For lawyers ... "always be marketing"
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- 1 Sponsored Content (Go for it!)
- 2 Text and Image Ads (Effective!)

ADVERTISING INCREASES IMPACT

For lawyers ... "always be marketing"
really means "always be informing."

- 1 Sponsored Content (Go for it!)
- 2 Text and Image Ads (Effective!)
- 3 Sponsored In Mail (Use Caution)

AD TYPE #1: SPONSORED CONTENT

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Sponsored
Content

AD TYPE #1: SPONSORED CONTENT

Sponsored Content

- 1 Information based marketing
-

AD TYPE #1: SPONSORED CONTENT

Sponsored Content

- 1 Information based marketing
- 2 Ads appear in home feed on all devices

AD TYPE #1: SPONSORED CONTENT

Sponsored Content

- 1 Information based marketing
- 2 Ads appear in home feed on all devices
- 3 Lead generation form for mobile devices

SPONSORED CONTENT


SPONSORED CONTENT

Sponsored
content shows
up in your
home feed.

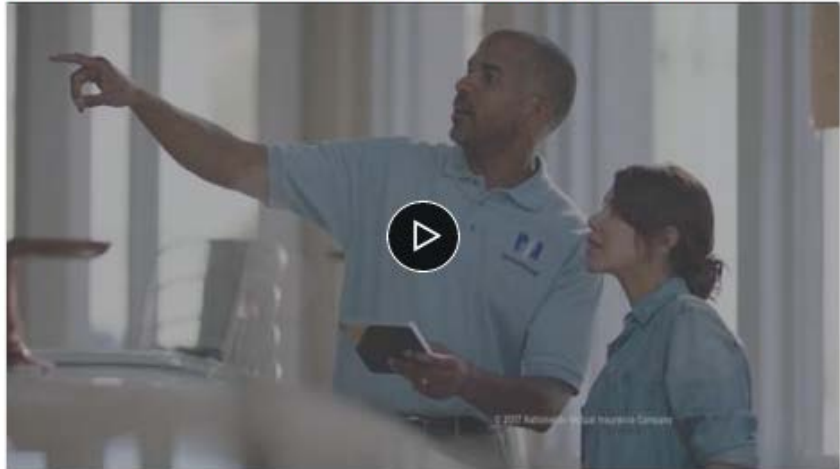
SPONSORED CONTENT

Sponsored
content shows
up in your
home feed.

Suggested for you




 **Nationwide Insurance**
Promoted

For your "growing business" side, there's Nationwide. Learn more about how Nationwide can help to protect your business: <http://bit.ly/1qeyKza>



A Song For All Your Sides: Leslie Odom Jr. for Nationwide – Business Insurance
youtube.com

199 Likes · 9 Comments

 Like  Comment  Share

**SPONSORED
CONTENT
USE THE TOOLS!**

SPONSORED CONTENT USE THE TOOLS!

Lead Generation Forms

SPONSORED CONTENT USE THE TOOLS!

Lead Generation Forms

- Pre-populates up to 7 categories
- Data can be downloaded

SPONSORED CONTENT USE THE TOOLS!

Lead Generation Forms

- Pre-populates up to 7 categories
- Data can be downloaded

Select questions for your form (7 maximum)

Profile information (will be pre-filled from the member's profile)

Contact

<input checked="" type="checkbox"/> First name	<input checked="" type="checkbox"/> Last name
<input checked="" type="checkbox"/> Email address	<input type="checkbox"/> Phone number
<input type="checkbox"/> City	<input type="checkbox"/> State/Province
<input type="checkbox"/> Country	<input type="checkbox"/> Postal/Zip code
<input type="checkbox"/> Work email	<input type="checkbox"/> Work phone number

Work

<input type="checkbox"/> Job title	<input type="checkbox"/> Function
<input type="checkbox"/> Seniority	

Company

<input type="checkbox"/> Company name	<input type="checkbox"/> Company size
<input type="checkbox"/> Industry	

Education

<input type="checkbox"/> Degree	<input type="checkbox"/> Field of study
<input type="checkbox"/> University/School	<input type="checkbox"/> Start date
<input type="checkbox"/> Graduation date	

SPONSORED CONTENT USE THE TOOLS!

SPONSORED CONTENT USE THE TOOLS!

Lead Generation
Forms

SPONSORED CONTENT USE THE TOOLS!

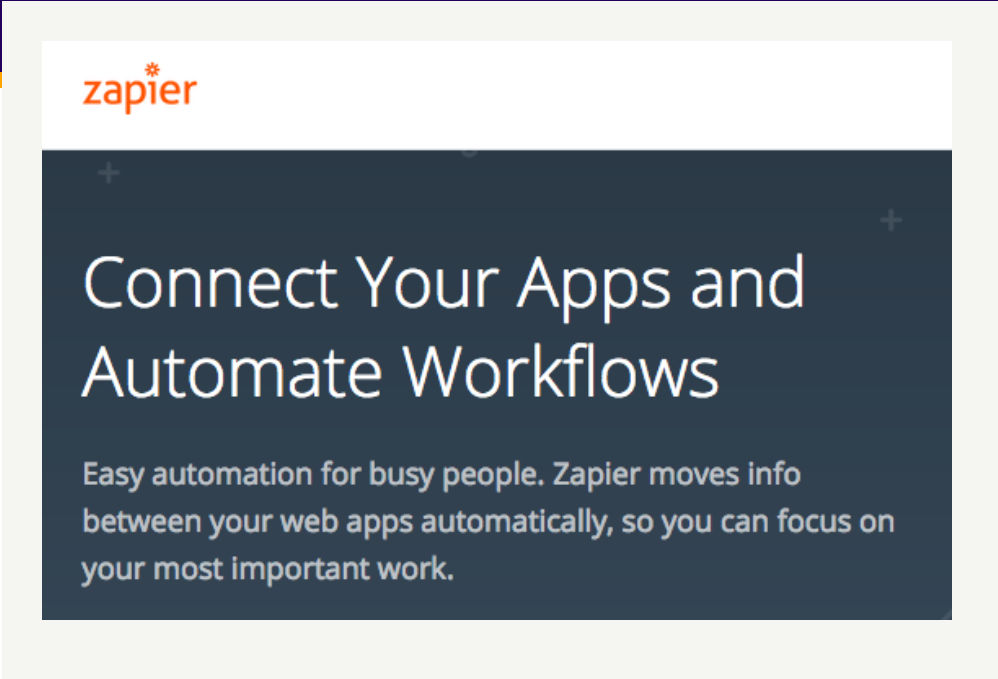
Lead Generation Forms

- Data can be transferred to a CRM via Zapier

SPONSORED CONTENT USE THE TOOLS!

Lead Generation Forms

- Data can be transferred to a CRM via Zapier

A graphic for Zapier featuring the logo in orange at the top left. Below it is a dark blue rectangular area with white text. The main headline reads "Connect Your Apps and Automate Workflows". Below the headline is a sub-headline: "Easy automation for busy people. Zapier moves info between your web apps automatically, so you can focus on your most important work." There are small white plus signs in the corners of the dark blue area.

zapier

Connect Your Apps and Automate Workflows

Easy automation for busy people. Zapier moves info between your web apps automatically, so you can focus on your most important work.

**SPONSORED
CONTENT
USE THE TOOLS!**

Lead Generation Forms

SPONSORED CONTENT USE THE TOOLS!

Lead Generation Forms

- Control what happens after the click.

SPONSORED CONTENT USE THE TOOLS!

Lead Generation Forms

- Control what happens after the click.
 - Use detailed thank you pages
 - Track ad clicks
 - Track form completion

**AD TYPE #2:
TEXT ADS
BE COMPELLING**

AD TYPE #2: TEXT ADS BE COMPELLING

Optimize Traditional Ad Elements

- Headline
- Image
- Description
- Audience

TEXT ADS

OPTIMIZE EACH SECTION

Optimize
Each Section



Let's start building your ad
Craft an attention-grabbing headline, then upload an image and preview your new creation.

Where should members go when they click your ad?

My Page on LinkedIn
Select a page

My Website
http://www.example.com

Add a catchy headline, image and copy




	ex: Want to land a promotion?	25
	Describe why someone should click your ad.	75

[Show me how to write a great ad](#)

Preview

Square Tall Horizontal Long

Ads

	Headline description
	_____
	_____

TEXT ADS

GO DEEPER WITH YOUR TARGETING

TEXT ADS

GO DEEPER WITH YOUR TARGETING

- Identify Target Market

TEXT ADS

GO DEEPER WITH YOUR TARGETING

- Identify Your Target Market
- Determine Targeting Criteria

TEXT ADS


GO DEEPER WITH YOUR TARGETING

- Identify Your Target Market
- Determine Targeting Criteria
 - Geography Location
 - Industry
 - Job Title
 - Job Function
 - Company: Name, Characteristics or Similarities
 - Skills
 - LinkedIn Groups
 - Schools

LET'S TARGET YOUR AUDIENCE

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*
















OK, now let's target your audience
Reach the right people by selecting specific targeting criteria like job title, location and more.

📍 What location do you want to target? (required)

include ▾ [See full list](#)

include: **United States** x

Select specific targeting criteria to zero in on your ideal audience:

Company name 	Company industry 	Company size 	Job title 	Job function 
Job seniority 	Member schools 	Fields of study 	Degrees 	Member skills 
Member groups 	Member gender 	Member age 		

Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion. ⓘ

Your estimated target audience
100,000,000+ LinkedIn members

- 📍 United States
- 🔔 Audience expansion: Enabled

[How do I target the right audience?](#)

[Cancel campaign](#) [Save for Later](#) [< Previous](#) [Next >](#)

TEXT ADS: DESKTOP VIEWING

TEXT ADS: DESKTOP VIEWING

Desktop Viewing

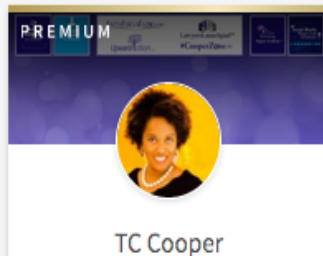
- Profile Page
- Groups Page
- Company Page
- Inbox Page

TEXT ADS: DESKTOP VIEWING


Desktop Viewing

- Profile Page
- Company Page
- Groups Page
- Inbox Page

Drip Marketing Mastery - See this yet? We're giving you our 20-video course (a \$79 value) free. Ad ...






PREMIUM







TC Cooper




Share an article, photo, or update

 Write an article  Image 

Sort by: Top ▼

Who to follow 

 **Jessica Alba** 
Founder of The Honest Company 

 **Eduardo Saverin** 
Co-Founder, Facebook Inc. 

TEXT AND IMAGE ADS: OPTIMIZATION IS KEY

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- Leverage
Groups

TEXT AND IMAGE ADS: OPTIMIZATION IS KEY

- Leverage Groups
- Use the LinkedIn Groups Directory to find groups:
 - [LinkedIn.com/search-feed/group_search](https://www.linkedin.com/search/feed/group_search)
- Test a campaign with groups by category only

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- Increase impact by testing controlled ad sets

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- Test a campaign with groups by category only
- Increase impact by testing controlled ad sets
 - Geography | Industry | Seniority
 - Geography | Specific Skills
 - Geography | LinkedIn Group Categories

**AD TYPE #3:
SPONSORED IN MAIL
DANGER ZONE**

AD TYPE #3: SPONSORED IN MAIL DANGER ZONE

- Shows up in the LinkedIn Member's inbox

AD TYPE #3: SPONSORED IN MAIL DANGER ZONE

- Shows up in the LinkedIn Member's inbox
- Shown only when the targeted audience is online

AD TYPE #3: SPONSORED IN MAIL DANGER ZONE

- Shows up in the LinkedIn Member's inbox
- Shown only when the targeted audience is online
- High impact, but extreme danger zone

BUDGETS AND BIDDING

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- Two Types of Bids

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- Two Types of Bids
 - Cost per click (CPC)
 - Cost per thousand impressions (CPM)

BUDGETS AND BIDDING

- Two Types of Bids
 - Cost per click (CPC)
 - Cost per thousand impressions (CPM)
- Minimums

BUDGETS AND BIDDING

- Two Types of Bids
 - Cost Per Click (CPC)
 - Cost Per Thousand Impressions (CPM)
- Minimums
 - \$10 per day minimum
 - \$10 per campaign minimum
 - \$2 CPC
 - \$2 CPM

YOUR BOTTOM LINE

EFFECTIVE BUSINESS DEVELOPMENT: MEASURE RESULTS

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1 Qualified leads in your funnel

EFFECTIVE BUSINESS DEVELOPMENT: MEASURE RESULTS

1 Qualified leads in your funnel

2 Opportunities to speak

EFFECTIVE BUSINESS DEVELOPMENT: MEASURE RESULTS

1 Qualified leads in your funnel

2 Opportunities to speak

3 New clients

YOUR NEXT STEP:

Lawyers Do Social Media

2-Day Hands-On BootCamp for Lawyerpreneurs
Downtown Washington, DC
Limited Space

www.LawyersLaunchpad.com
Discount Code for DC Bar Members: Practice360

ABOUT TASHA "TC" COOPER



- Tasha "TC" Cooper is an attorney, author, Internet publisher and President of UpwardAction® – a digital marketing and online training company. A teacher at heart, TC has used UpwardAction® to teach thousands of lawyers, business owners and leaders how to leverage the power of social media to increase their impact, expand their influence and diversify their income through on-line and in-person trainings. More 40,000 collectively follow TC on key social networks.
- TC has been engaged by clients that include NASA, Wall Street Project Economic Summit, Hampton University, Rutgers Business School, Levin Institute for Entrepreneurship, Maryland Bar Association, DC Bar Association and numerous individual attorneys, consultants, and small professional firms. She has contributed to numerous publications that include Black Enterprise Magazine, Speaker Magazine, California Bar Journal and Washington Lawyer Magazine.
- TC is a graduate of Columbia Law School, where she was a Harlan Fiske Stone Scholar, a Honors College graduate of Hampton University, and a graduate of the Coach U Corporate Coaching Track. She lives by her personal mantra – Build your magic, transform your life!

ABOUT LAWYERSLAUNCHPAD™

- **LawyersLaunchpad™** is the social media training center for attorneys powered by UpwardAction®. We help practicing and recovering lawyers leverage the power of LinkedIn, Twitter and Email Marketing to build influential brands and develop business opportunities.
- **UpwardAction®** is a digital media company that helps service providers and subject matter experts use the Internet to increase impact, expand influence and diversity income. We do this through on-demand social media training courses, customized digital marketing plans and featured profiles on our industry websites.