

CO NN EC +M AG

YOUR BUSINESS WEEKLY

business, retail, social, digital news,
trends and guides

THE LINKEDIN ISSUE



retail



business



social



digital

#getconnected

contents

- 2. weekly musing**
- 3. recent blogs**
- 4. social media news**
- 5. digital news**
- 6. business news**
- 7. retail news**
- 8. Why you should be using LinkedIn**
- 9. LinkedIn Stats**
- 10. LinkedIn for Business**
- 12. 4 must have's for success**
- 13. 3 ways to increase reach**
- 14. 3 Tips for Improving SEO**
- 15. June is a great month to ... review your personal profile**
- 17. 5 Top Tips for Connecting on LinkedIn**
- 18. LinkedIn Group**
- 19. Hashtags and LinkedIn**
- 20. Let's Connect on LinkedIn**

weekly musing

This week we celebrate the middle of June and we are sure we aren't the only people wishing the year could slow down its pace!

This week's magazine is dedicated to the slightly awkward and less sexy social media platform, LinkedIn. And although social media socialites might feel inclined to give LinkedIn the cold shoulder, the business professional networking site has real value. We've dropped in a page at the end of the magazine with our LinkedIn contacts and would love to connect with you, so head over and let's get connected!

In Connect Plus world Sara has been busy with a couple of websites which are about to go live and we have some exciting new clients who we will be rolling out this week, so keep an eye out on our social media platforms. We've also just booked tickets to two Shopify Partner events which we can't wait to head too and bring back lots of new ideas for our clients.

In the week that was, the world continues to change, it's nothing new and yet we talk about it like it's never happened before. Department stores continue to struggle to find their place in the world with Nordstrom discussing going private. We love the department store model but a focus on discount over service isn't what we are looking for from our department stores. We found it really interesting that the Body Shop, once lauded as the pinnacle of fresh thinking is now looking for a buyer as its owner, L'Oréal, the world's largest cosmetics company, is selling up because decline has set in at the brand once viewed as a trendy eco-friendly label. Just goes to show you have to stay relevant in the every changing world of retail.

In social media, updates continue to roll out and keep us all on our toes. We love the new albums feature on Facebook, though would prefer our notifications on Facebook to just be about Facebook!

We were really surprised to read in one of last weeks articles that just 13 per cent of Australian fintech leaders are female, while 22 per cent of all fintech employees are female. Perhaps not surprisingly is the existing gender gap, only four per cent of funded start-ups — those who have attracted investment — are led by female entrepreneurs. And infact these numbers of shrunk since the 1980's. It's an exciting and growing sector so if you have daughters, let's encourage them to be our fintech leaders of the future.

Happy Reading, Aimee, Sara and Hannah xx

#getconnected

our blog

1 Are you connecting with your LinkedIn connections?



LinkedIn is a great tool for your career, particularly if you own your own business as through your network you can establish yourself as an expert in your field and extend your reach and exposure. But shock horror, you actually need to be active on the platform to get the most from it. And it's a platform where size does matter. Remember, the more first-degree connections you have, the more second- and third-degree connections you have, making you literally one connection away from millions of people.

[Read More...](#)

2 People, why are we scared of talent?



Hiring and retaining great people is something we are passionate about and it requires good management and leadership, and a company culture that includes honesty, clarity and treating people consistently well. Most elements of a company's success are dependent on these two things – and keeping great team members is no exception.

[Read More...](#)

3 Customer Relationships are your most valuable asset



Developing strong customer acquisition and customer retention strategies are extremely important to your business' longevity and to your online reputation. Though the cost associated and overall time spent to acquire customers is typically higher than that of customer retention, both elements have a direct effect on a business' success and should be regarded equally. With the ever-growing Internet and Social Media space small and large businesses alike have enormous opportunities to reach new prospects and hold on to their established clients

[Read More...](#)

social news

The biggest social stories of the week. Click the link to go to the full story

1

Instagram Ads Can Now Link To Messenger Accounts And Bots

2

An In-depth Guide to Boosting Customer Lifetime Value Using Social Media

3

4 Reasons Why 76% of Small Businesses Don't See Positive ROI from Facebook

4

You Can Now Add Videos, Check-Ins And Text Posts To Albums On Facebook

5

And The Most Popular High Street Fashion Brand on Instagram Is...

6

A Detailed Look Into Being Successful on SlideShare



digital news

What are the digital stories you need to know this week? Click the link to go to the full story



1

Simple steps to stop cyber attacks in their tracks – Part 2

2

Apple unveils Business Chat, which brings customer service and shopping into iMessage

3

Iwi shows shift with significant investment in technology start-up

4

Here's what the top accelerators in North America are funding

5

Farming without fences with new technology

6

Snap Inc. Launches Its Spectacles In Europe

business news

What are the business stories you need to know this week? Click the link to go to the full story

1

Elon Musk Just Revealed the Secret Story of Tesla on Twitter--and It Is Epic

2

Passive income businesses: do they really exist?

3

Your parcel problem could become a people problem

4

Small towns host small business roadshow

5

4 Ways Small Businesses Can Master Marketing

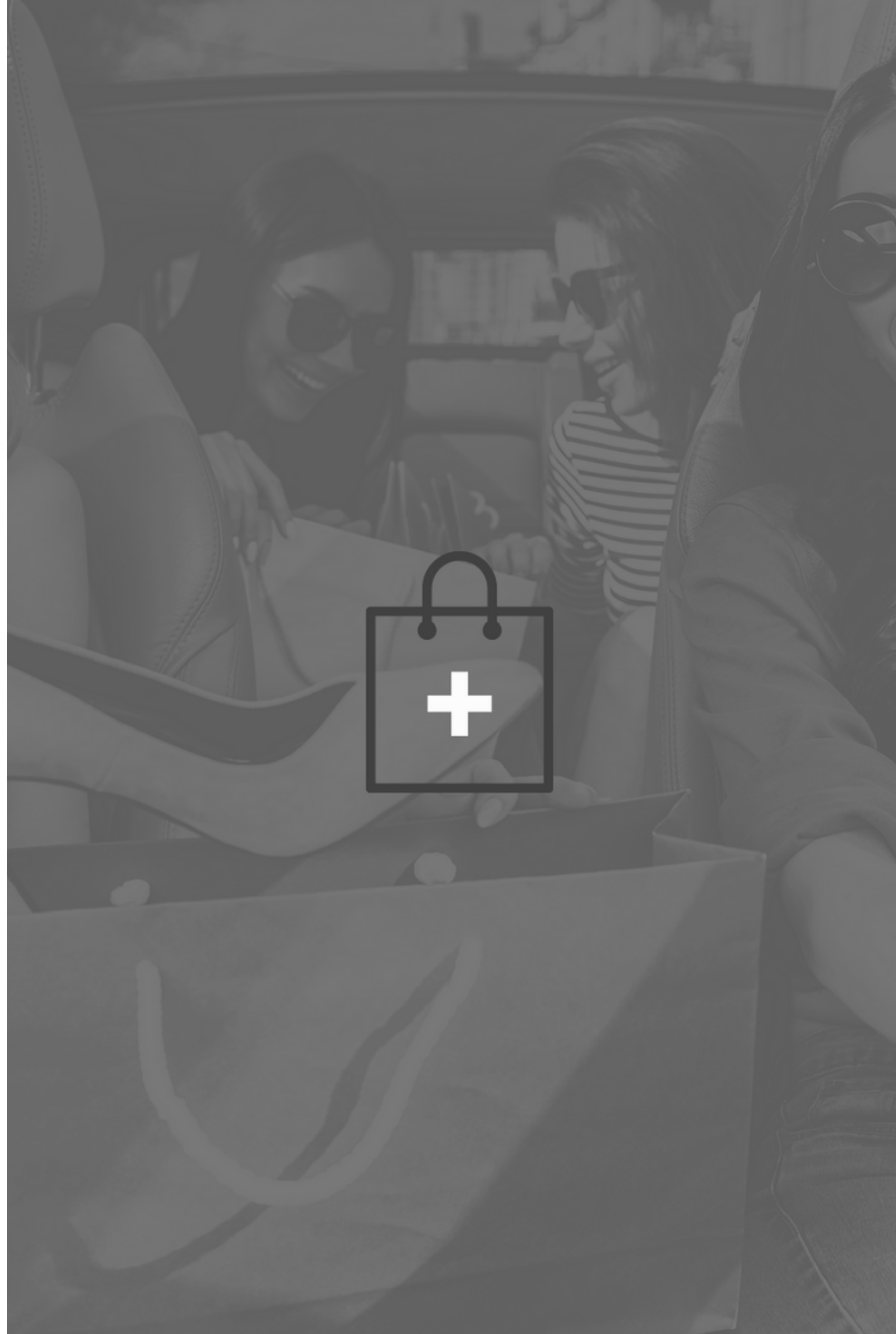
6

The not so sexy side of success



retail news

Stay ahead of your competitors with news that will keep you up to date with the trends. Click the link to go to the full story



1

The Body Shop billion dollar offer

2

Top 20 global brands

3

Nordstrom Stock Spikes 16% As Company Explores Going Private

4

Alibaba Predicts Strong Sales in a Sign of Strength From China

5

IKEA to try selling through third parties

6

Succession: Don't leave it too long

Who should be using LinkedIn (and why) ?

So who should be using LinkedIn? People and businesses in virtually any niche or industry can benefit from using LinkedIn. Some of the key benefits include:

- Making connections with like-minded professionals
- Recruiting candidates for job openings
- Reducing or eliminating the need for cold calling
- Optimising your presence in search engines
- Connecting with media outlets and generating publicity for your business
- Gaining exposure for your brand
- Establishing yourself as a leader in your niche by sharing blog posts and participating in industry groups

Not surprisingly, B2B businesses report seeing the biggest impact from their efforts on LinkedIn. According to the 2015 Social Media Marketing Industry report, LinkedIn is the most commonly used social media platform for B2B marketers; even more popular than Facebook, in fact. While only 9% of B2C marketers report LinkedIn as being their most important social platform.

LinkedIn Stats

as at April 2017

- 467 million - Total number of LinkedIn users.
- 106 million - Total number of monthly active LinkedIn users.
- 1.5 Million - The total number of LinkedIn Groups.
- 40% of users use LinkedIn Daily
- 2 members - Number of new LinkedIn members per second
- As of the third quarter of 2016, 60% of unique visiting members accessed the online recruiting network via mobile device.
- As of March 2016, 79% of LinkedIn members were using the free basic account.
- 70% - Percentage of LinkedIn users outside the USA
- LinkedIn profiles with professional head-shots get 14 times more profile views.
- LinkedIn profiles with photos get 21 times more profile views
- LinkedIn profiles with photos get 36 times more messages.
- 13x Increase in profile views for LinkedIn members that list skills on their profiles
- There are 57% of male users and 44% female users on LinkedIn.
- 13% of Millennials (15-34 Years old) use LinkedIn.
- LinkedIn now has 3 million active job listings on the platform.
- An average user spends 17 minutes monthly on LinkedIn.
- 53 % of LinkedIn users only spend zero to two hours on the site per week.
- Statistical Analysis and Data Mining are Top skills on LinkedIn.
- The most overused profile word continues to be "Motivated" – which also topped 2014 + 2015.
- The use of LinkedIn company pages grew from 24% to 57% YOY.
- 71% of professionals feel that LinkedIn is a credible source for professional content.
- As of March 2016, 27 % of LinkedIn users have between 500 and 999 first degree connections.

LinkedIn for Business

LinkedIn is by far most the important social network to reach out to business buyers and connect with professionals in general and thus one of the major platforms in B2B social media (and increasingly in content marketing). The network allows you to build relationships, establish thought leadership, generate leads, gain insights, conduct market research, improve reputation and build online communities.

1. Create awareness and improve reputation.

LinkedIn is an ideal platform to increase your online presence. With more than two professionals signing up on LinkedIn every second, businesses have the opportunity to network with an increasing number of interesting contacts. Using the different personal and group features in LinkedIn, companies and the people representing them can all improve their visibility and credibility, both as individuals and as a brand. Don't forget the use status update functionality, an underutilised feature, although, with the new design, the updates are more prominently visible on the homepage.

2. Thought leadership and influencer marketing.

Several LinkedIn features allow you to position yourself as leaders in a particular domain. From providing high-quality content, improving your personal profile and participating in LinkedIn communities to answering questions: the network is fertile ground for thought and practice leaders, aiming to become trusted advisors. Leadership and reputation go hand in hand with influence. As the main purpose of LinkedIn is networking, it also enables you to identify and engage other influencers.

3. Selling and generating leads.

LinkedIn is probably the best network to generate leads. On top of traditional techniques such as mentioning interesting content potential customers can download or driving traffic to relevant sources, LinkedIn offers very personal ways

of identifying potential leads, engaging them and turning them into customers. This is done by a good combination of listening, analysing, participating, sharing, networking and responding. Networking with potential clients and marketing to them indirectly through LinkedIn will increase the opportunity to make sales.

Customers and prospect are more likely to post questions and needs, 18% is Group-related posts which gives the B2B marketers an opportunity to identify new leads. Another 18% are content sharing and liking content, which gives you insights on what they find interesting. By giving answers to questions on LinkedIn, you can demonstrate know-how. If your solution/answer, in the form of a response to a question, is what potential customers are looking for, they will initiate a contact.

4. Social CRM.

LinkedIn is ideal in a social CRM context: it allows us to gain a better view on – prospective – customers and other contacts. This can be done using simple Social CRM applications but also by using 'connectors', for instance, for Outlook. Although most Social CRM solutions offer integration with LinkedIn, you can also set up a basic integration of your contacts as LinkedIn supports Google Contacts. A benefit of a social CRM tool is that it allows you to see what your contacts are doing on LinkedIn in real-time, offering valuable additional information on their behaviour and preferences. When targeting a contact, LinkedIn itself allows you to see this information in its own environment.

5. Traffic building.

One of the strengths of LinkedIn that is not often mentioned is its power in link building and traffic driving. Just as other social networks do, LinkedIn has a social sharing button that enables you to share content in your status updates (which are visible on the homepage) and in LinkedIn Groups (communities) you are a member of. This works especially well for business-related content and can lead to viral effects. Business content often gets shared more often via LinkedIn than via Facebook.

6. Listening and gaining insights.

Last but certainly not least: LinkedIn is perfect to listen, ask questions and gain insights. Which is the case for all social media marketing!

LinkedIn for Business

4 must have's for success

Having a complete and useful business page will raise your company's visibility and help customers and clients reach you for questions, or even purchase your product or service. To set up a business page on LinkedIn, there are several things you can do to make your page really pop. Here are four things you should include:

Pay Attention to Consistent Branding:

Keeping your brand consistent is important for all messaging, not just on LinkedIn or other social media platforms. To do this, make sure your cover images and profile pictures are the same across all networks, and keep your keywords and hashtags the same. It's essential for SEO to portray a uniform presence, rather than present many different personalities.

Aim for Simplicity:

While you should state relevant, helpful and interesting information about your business on your LinkedIn page, be sure that it's simple enough for anyone to understand. If your page is too complicated or you provide too much information, users viewing your page won't click to your website or stay very long. Try to avoid bogging them down with paragraphs of history about the company or industry jargon.

Make it Searchable:

Your page should be easy to find in the vast amount of social noise on LinkedIn; to do this, include relevant keywords your customers can search for to find you and fully fill out the information on your profile.

Cultivate A Loyal Following:

Once you've built your LinkedIn company page, it's important to attract some loyal followers. Start by letting all of your employees know about the page and asking them to follow it and spread the word.

LinkedIn for business

3 ways to increase reach

Are you looking for ways to make your LinkedIn page more successful? To boost your reach, you can post updates, join groups and share helpful information; this will establish your credibility and help reinforce your position as an industry leader. Taking steps to increase the reach of your content can help you achieve a wider audience and greater brand awareness. Rather than shouting your message from the rooftops, allow your fans to help your message soar by using these three tips.

Cross-Promote: Let Your Fans Know Where You Are

To increase your reach across multiple platforms, it can be helpful to cross-promote yourself on each profile. Your Facebook followers may also be browsing Twitter and have never thought to look for you, so it can be helpful to share the news of your LinkedIn profile on your other accounts. Another way to boost awareness is to encourage fans to receive notifications of your messages. On most major platforms, there's a simple button followers can push to get alerts every time you post new content

Encourage Community Involvement: Host Contests

Social users love contests, especially those with a seasonal twist. Come up with a fun game that allows your fans to feel like a part of your brand and encourages them to engage with other users. Just remember if you hold a contest, be sure to offer a small prize that is relevant to your business.

Know the Algorithms: Maximise Your Organic Reach

One of the best ways to ensure a successful social media strategy is to pay attention to algorithms, which helps your organic reach. Studies show posts which include videos and images, particularly with people in them, are prioritised by social channels and receive a larger organic audience than posts including text only. Creating content designed to capture fans' attention should help you see good results.

LinkedIn for business

3 Tips for Improving SEO

SEO (Search Engine Optimization) is important to pay attention to when creating content to increase the visibility of your site on search engines. With ever-changing algorithms that incorporate social presence into search ranking, optimising social profiles with SEO in mind is important. Here are three tips to make the most of your LinkedIn business page.

Update Your Profile Often

Think outside the box with profile updates! Blogging regularly helps boost your search engine ranking, and updating social media channels often can help just as much. Publishing high-quality, shareable content is a great way to reach your fans and spread your message. Use LinkedIn's Publishing platform to push your blog posts and stay at the top of your consumers' minds. Keep your posts relevant, use keywords if possible and share content of a positive nature for best results.

Try to Attract High-Quality Followers

While you may want large amounts of followers on social media, it isn't always about numbers. It's better to have 500 highly engaged, active followers who interact with you often, than a half million absent online avatars. Attracting a LinkedIn following that is high quality, relevant to your industry and willing to spread the news about you is essential and is a great way of improving SEO in the process.

Increase Your "Social Authority"

Want to know where your business' LinkedIn profile stands? Social Authority refers to how much weight you carry in the online community. Search engines like Bing and Google give a significant ranking push to users who have lots of followers, likes, links and interactions online. A great way to improve yours is to interact as often as possible on your social channels and make sure to respond quickly to fan engagement. If you want to measure your social authority, sites like Klout can help you conglomerate your profiles and rank how much impact you have online.

June is a great month

... to review your LinkedIn personal profile

When was the last time you reviewed your LinkedIn information?

Reviewing your LinkedIn presence on a regular basis ensures that you add new accomplishments and get rid of irrelevant information.

1: Refresh Branding

The first thing you need to assess on your LinkedIn profile is your brand, starting with your images. If you rebranded your company in the last 12 months, make sure your background image reflects your brand and any changes. Additionally, if you launched a new product, service, or offering, you may want to include that in the image as well. If your name changed in the last year, update your LinkedIn profile. There's even a spot to include your former name. Businesses tend to evolve throughout the year, so make sure the 120 characters in your professional headline accurately reflect who you are, what you do, and whom you serve today. Your LinkedIn profile will show up pretty high in search results, so make sure it's consistent with the rest of your branding. You want to keep everything aligned.

2: Audit Your Rich Media

New digital media has likely been created about you or your company since the last time you reviewed your LinkedIn profile. Whether you were interviewed by a blog, appeared in a YouTube video, or did a product demo on Facebook Live, you may have something new to showcase on LinkedIn. Do an online search for yourself and audit your computer. After you see what rich media may be missing from your profile, choose at least two new pieces of content to add. Add these links or files underneath your Summary. Assess the media on your LinkedIn profile, add new content, and rearrange it so your newest media shows up first. Once you add the new content to your profile, rearrange the order so your newest or most relevant media is most visible.

3: Review Your Experience

An outdated Experience section is a common LinkedIn mistake. Archive previous experience and make sure all of your current experience is correct. Similar to media, you can rearrange the order of your current experience. Just click and drag each position block so your most relevant experience shows up on top.

4: Check Your Website Links

It is important to regularly make sure your website links are still visible and relevant. To check your links, go to your profile, down the right-hand side under Contact and Personal Info you can check (or add) your links, to drive traffic to a specific landing page, website, or social media profile. Add your link and click Save. At the same time, check that you have set up your unique URL.

5: Assess Your Connections

When was the last time you looked through your connections on LinkedIn? It's a good idea to regularly review your connections, delete anyone who isn't relevant, block anyone who's creepy, and most importantly, get back in touch with people who can help you build your business.

6: View Your Activity

Sharing updates are one of the best ways to increase visibility and views of your LinkedIn profile. On a regular basis (at least three days a week), you should share updates and articles that are not only relevant to your brand but are also valuable to your niche or target market.

7: Check Your Company Page

Similar to your personal profile, your LinkedIn company page also deserves an assessment. Make sure the background image of your company page is relevant and fits properly on the page. Also, update your company description in the About Us section. It seems to be a focus of the new LinkedIn user experience.



TOP TIPS FOR

CONNECTING ON LINKEDIN

- 1. Post**
- 2. Engage**
- 3. Personalise**
- 4. Promote**
- 5. Join**

Read more in our latest blog, [Are you connecting with your LinkedIn connections?](#)

LinkedIn and Groups

For B2B business owners, LinkedIn groups offer the unique benefit of fast-tracking your reputation as an industry expert. Through joining industry groups (or creating your own), you get to know like-minded individuals and can make valuable connections in your field.

Keep in mind that, as with all social media, LinkedIn groups are not the place to be directly marketing your business. Find discussions where you can contribute meaningfully to establish yourself as an expert in your field. Like and comment on other people's posts, and leverage the 'promotions' tab to share relevant articles or blog posts you've written.

If there aren't already established groups in your niche, consider starting your own. Be aware that running a group can be time-consuming, especially as the group grows and expands. Some types of groups you could start include:

- A networking group for those in your occupation or profession: e.g. social media marketing professionals
- A location-based industry group: e.g., social media marketers New Zealand
- A specific industry-related topic: e.g., LinkedIn tips for business owners

If you don't have time to run your own group there are fantastic groups out there to join, participate and grow your online profile. Your goal should be to provide value to the group, rather than promote your company, goods and services. Doing so can help you grow as an influencer on LinkedIn as a whole and make connections with other people in your industry. Those who also happen to be in your line of work may be more inclined to connect and do business with you if they see you contributing genuine value in a group.

#hashtags

AND LINKEDIN

Things have changed over the years when it comes to using hashtags on LinkedIn but, as of September 2016, we're pleased to say that hashtags made a welcome return to LinkedIn. Hurrah!

So how can you, in your personal branding and for your business marketing utilise hashtags on LinkedIn.

Straight from LinkedIn on the "new" hashtag search capacity:

"Hashtags included in your posts (or others) are now tappable and lead to search results so that you can discover other posts with the same hashtag. Simply add a hashtag to your post and it will be automatically available publicly. As you would expect, you can also search for a hashtag to see all public posts tagged with it."

So in short, use branded hashtags, strategic hashtags about your posts, for example, if you are posting about social media news you could use **#socialmedia** **#news** as your hashtags. As with all platforms, use hashtags strategically and sparingly. Keep in mind that too many can clutter things up and make your content look silly and ugly, maybe even unprofessional. But when used strategically and at the right amount hashtags can help us reach more people no matter what the network.

And building our relevant audience is always a good thing.

Let's Connect

ON LINKEDIN

Click on our names to be taken directly to our LinkedIn Pages



Aimee Stewart



Sara Strachan



Hannah Eaton



Connect Plus Company Page

#getconnected

In a complex world, Connect Plus makes growing
your business simple

Connect with us today

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www.connectplus.nz

