



What is LinkedIn?

As the fundamentals of 'Know', 'Like', and 'Trust' are employed online, LinkedIn is an increasingly important place for Partners and Manager to be seen.

A great free tool

LinkedIn is a free online networking tool that enables you to be found online and stay connected with others. It's the world's largest professional network with over 200 million members, and growing daily. It connects you to your current clients, connections and prospects. It also gives accountants and other finance professionals a time-effective, simple way to distribute knowledge, ideas and opportunities to your connections at the touch of a button.

It also helps firms to manage their connection data (something many firms struggle with). In today's professional world, people change jobs and locations regularly. By connecting on LinkedIn your address book never goes out of date.

When your connections update their profiles they are keeping you up to date with their latest projects, jobs and contact details.

By using LinkedIn properly you will be able to stay in closer contact, with minimal time and at the lowest cost – ever.

No hard sales

Nobody likes hard sales, least of all finance professionals! So you'll be delighted to know that LinkedIn has nothing to do with hard sales, crass marketing or forceful messages. It employs the same etiquette and professionalism one would use offline and embraces these online. None of the professions recognise the value of networking more than accountants, IFA's and Financial Planners.

Since 2009, LinkedIn has rocketed in importance as the place to engage with your connections.

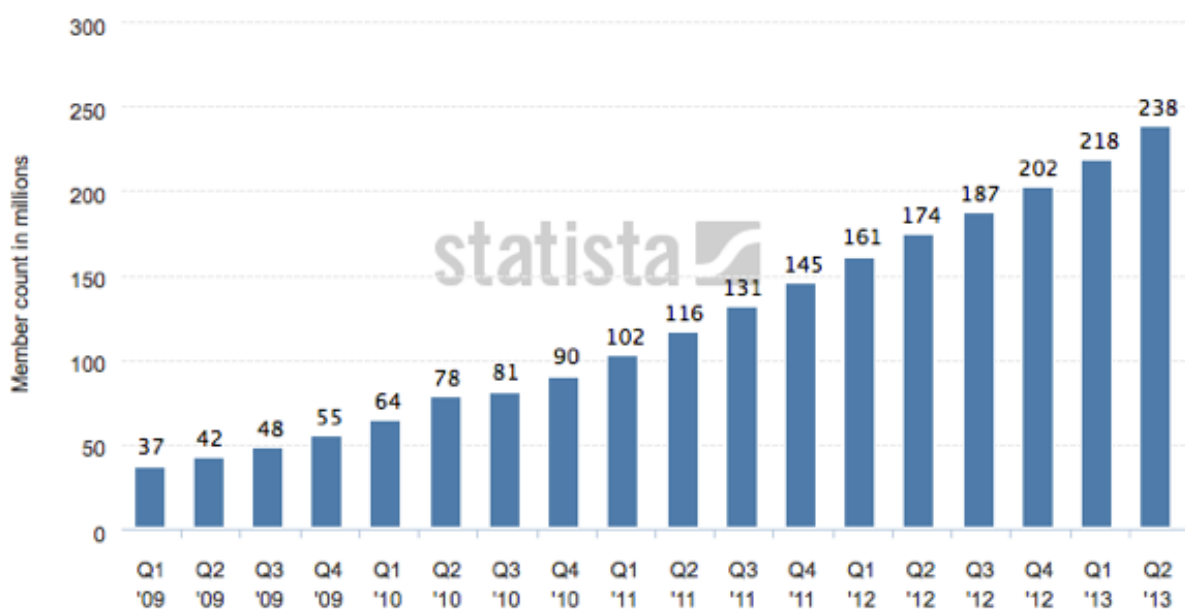


Statistics

With over 10 million registered users in the UK, we believe it's essential to have a presence on LinkedIn. That means both a personal profile and company profile page. It's the place where 'serious' connections are made every single day and is a great source of clients for accountants and other finance professionals.

NUMBERS OF LINKEDIN MEMBERS AS OF 2ND QUARTER 2013

Numbers of LinkedIn members from 1st quarter 2009 to 2nd quarter 2013 (in millions)



1 Worldwide; 1st quarter 2009 to 2nd quarter 2013

Source: LinkedIn



Why bother with LinkedIn?

With the demands on partners' and managers' time so high, it's important to ask why you should bother with LinkedIn in the first place.

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Why use LinkedIn

It's can be easy to read the hype about 'social media' and decide that it's not right for you or your firm. After all, you have survived this long without it! So why invest time trying to get something like LinkedIn working for you?

LinkedIn provides you with a proven distribution channel (just like direct mail, fax, email, SMS etc) to communicate and network with both customers and potential new clients.

As technology moves at break-neck speed your online reputation becomes more and more important. LinkedIn has become the most important platform for any B2B business, including accountancy, financial advisers etc. It might come as a shock to you to discover just how much trust decision makers put in LinkedIn.

87%

Trust LinkedIn as a source of information affecting decision making

It's little wonder then that LinkedIn generates more leads for B2B companies than Facebook, Twitter or blogs. LinkedIn also helps accountancy and financial advisory



49%

Find LinkedIn to be a good source for word of mouth information on brand experiences

firms take preemptive measures to protect their customer base. In our recent report, 12 Mistakes Accountants Make our experts explain how the average firm's clients are under more greater threat than ever before. LinkedIn gives you a low cost, low energy way to manage and protect your clients.

So LinkedIn is a fantastic resource for financial professionals. It's a proven tool to manage your connections, re-enforce credibility, to network and win profitable new clients.

This report takes you through some of the proven ways other firms are winning clients through LinkedIn.

For more general advice and ideas of practice growth why not download the free report '12 Biggest Mistakes Made by Accountants.'



Your Personal Profile

Simple steps to ensure your personal profile is as powerful and compelling as it should be.



A compelling personal profile

Before you start getting a tangible benefit from LinkedIn, you must ensure your profile is 100% correct and up to date. While many readers may already have a profile on LinkedIn, more than half of you won't have completed your personal profile. And that's bad news Why? Because users with complete profiles are 40 times more likely to receive opportunities through LinkedIn.

*Incidentally, the same is true of your website. Financial Services broadly speaking is a personal service. When someone is looking for an Accountant, IFA, Financial Planner or similar they are looking for people they 'know, like or trust'. That's why across the hundreds of websites we manage, control and track, the 'Meet the Team' page (or equivalent) is the second most visited page beaten only by the website's home page.

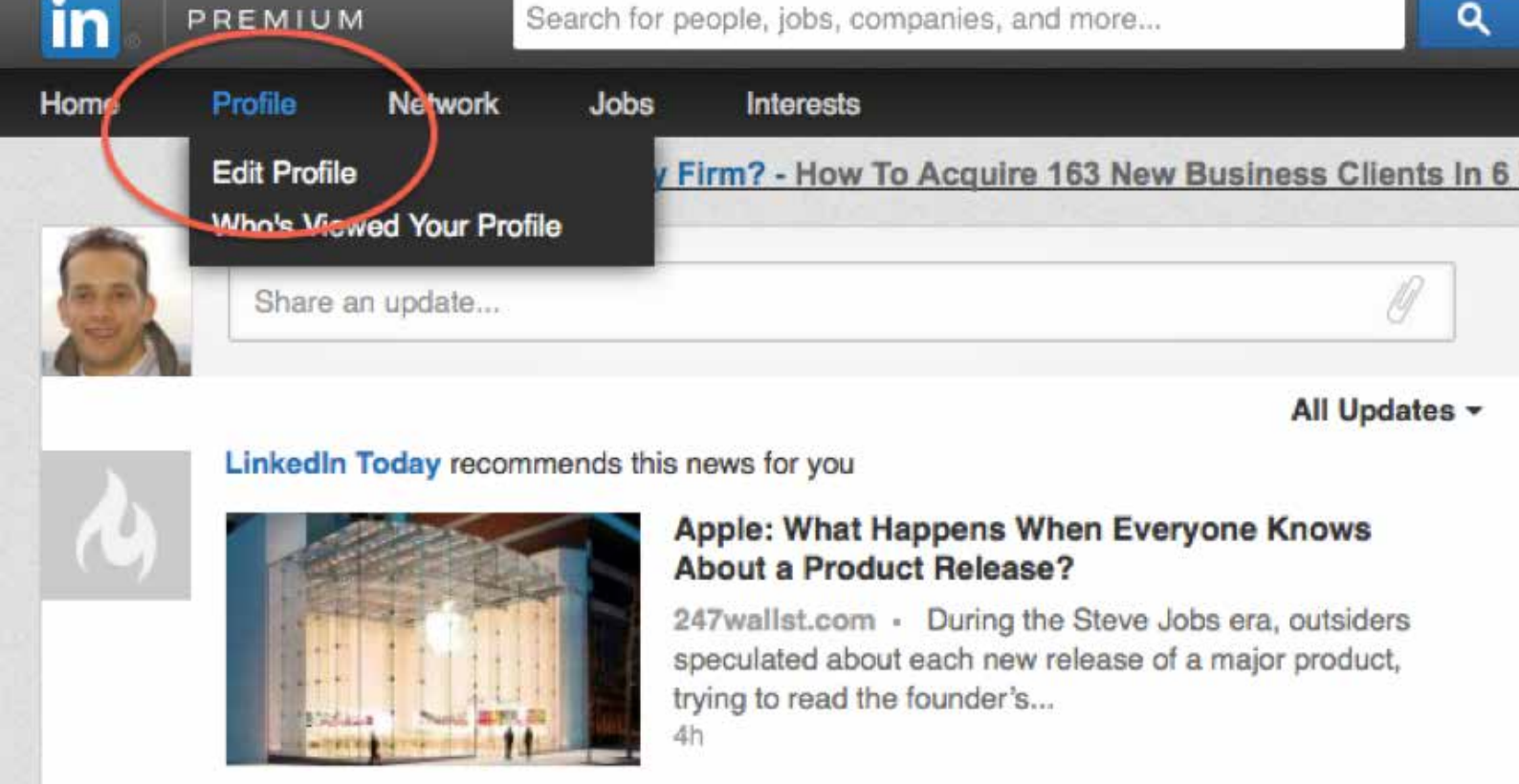
When writing your personal profile it needs to be all about you. Your photo and profile help people get to know you and make a connection. Your business is all about personal relationships; technology helps it remain a people-focused business. So make your personal profile friendly, warm and professional. Avoid anything too wacky, cheesy or over corporate.

So how do you go about ensuring your profile is complete?

It's easy to complete your profile, add your professional information and request recommendations. On LinkedIn select the 'Profile' tab, drop down to the 'Edit Profile' link and work through the steps to ensure that your profile is at 100%.

What makes your profile complete?

- Your industry and location
- An Up to Date current position with a description
- Two past positions
- Your education history
- Your photo
- 50 + connections



Ensure you include a full and complete name along with an image

Selecting an appropriate photo of you for your LinkedIn profile is paramount.

Often users pick a photo of themselves on holiday, with their friends, or even neglect to upload a photo, leaving a blank avatar. A professional headshot is what you should use, given that the profile photo is the first thing people will see when they land on your profile or when they conduct a search using the toolbar. A good photo is the key to making a positive first impression.

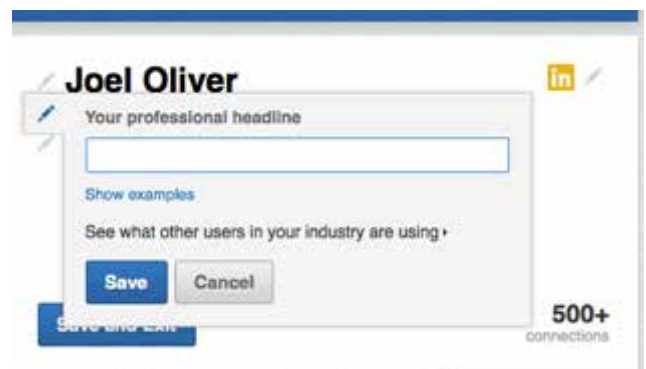
You wouldn't do business with an anonymous person, so it's not surprising that having no photo will raise unnecessary suspicion.

What type of photo?

LinkedIn is a professional network and your photo should reflect that. A simple head shot that's good quality is all you require. Dress? Smart but casual is our recommendation. Nothing too stuffy!

Personalise your headline

Writing your headline is a key part of your personal profile. To edit this simply click 'Edit Profile' then click the pen to the left of your professional headline.



Writing your headline

We all make decisions very quickly, and visitors to your profile are no exception. So how do you write a good headline? Do not put down your title and firm name, so Partner at XXX firm name XXXX.

Fortunately there are a variety of ways to stand out from the LinkedIn crowd with a quality headline. And there are some common mistakes to avoid like the plague. A great first step is to look at the competition; chances are you will see thousands of accountants.

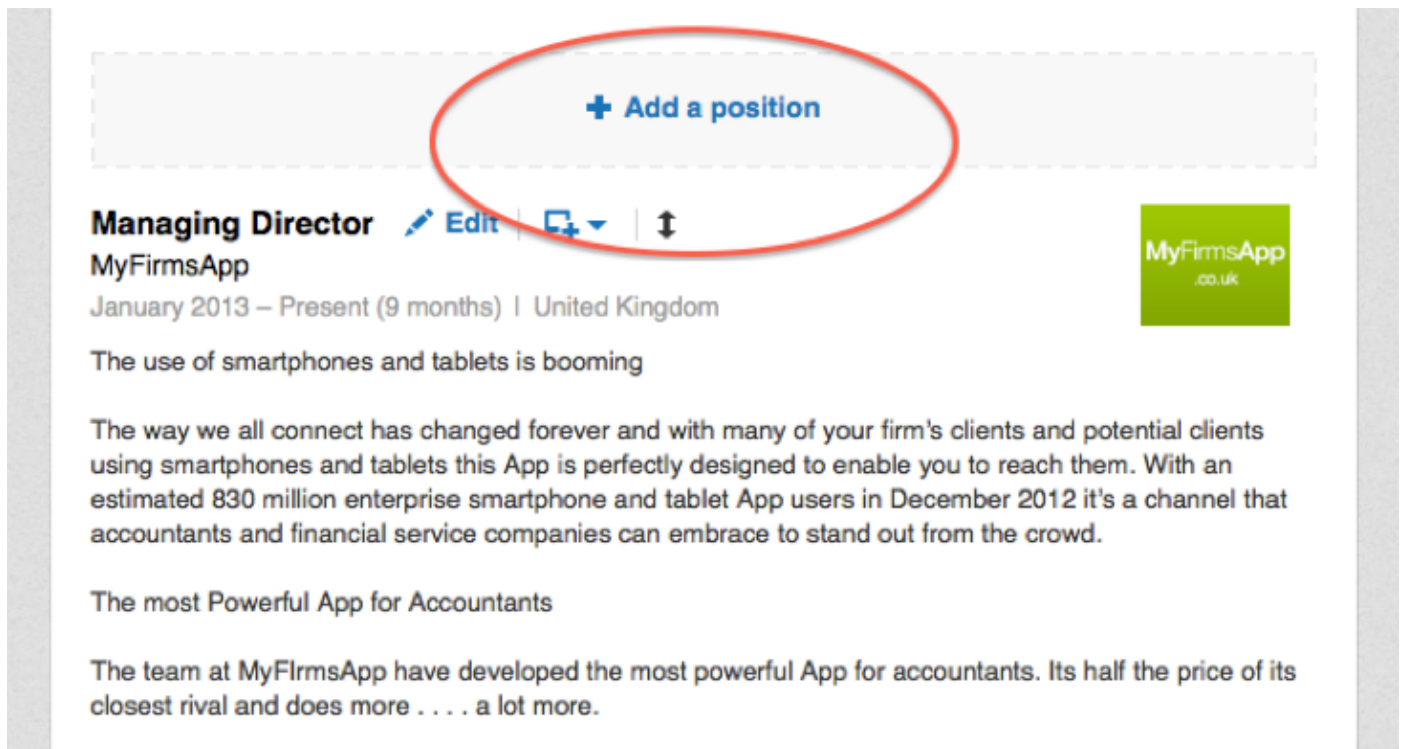
Design comment – when we produce lists (number lists, bullet lists don't just put them in. Give some thought to different styles, start some with a hash or others enlarged or coloured etc)

5 headline tips

1. Think first about the value proposition – How do you provide value?
2. Target Audience – Who do you provide value for and who will be reading your profile?
3. Unique Selling Point – What makes you different from all the other firms on LinkedIn?
4. Keywords – Include in your headline keywords you think people will search for.
5. Stand out – Feel free to write something creative, memorable, funny or catchy

Add your work history

While you are in 'Edit your Profile' scroll down and click on '+ Add a position'. Remember that your profile is for the benefit of your clients, prospects and connections. Therefore if you have had multiple positions add those that are most prevalent relevant to your audience.



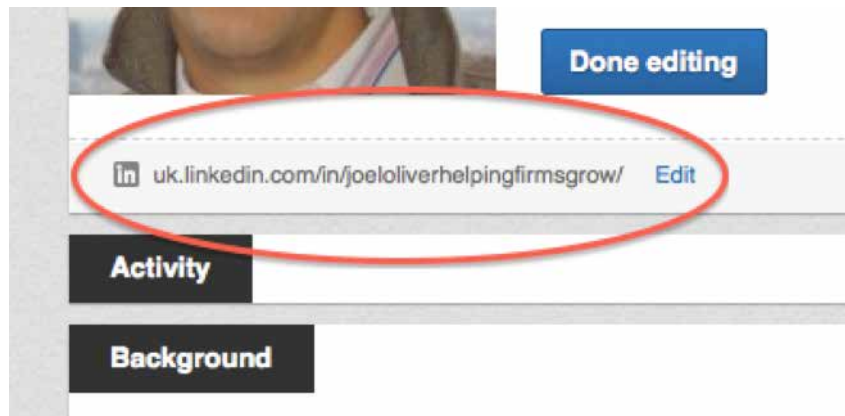
The screenshot shows a LinkedIn profile section for a job titled "Managing Director" at "MyFirmsApp". The job duration is "January 2013 – Present (9 months) | United Kingdom". The job description includes the text: "The use of smartphones and tablets is booming", "The way we all connect has changed forever and with many of your firm's clients and potential clients using smartphones and tablets this App is perfectly designed to enable you to reach them. With an estimated 830 million enterprise smartphone and tablet App users in December 2012 it's a channel that accountants and financial service companies can embrace to stand out from the crowd.", and "The most Powerful App for Accountants". Below this is another paragraph: "The team at MyFirmsApp have developed the most powerful App for accountants. Its half the price of its closest rival and does more . . . a lot more." A red circle highlights the "+ Add a position" button at the top of the job entry.

Customise your personal LinkedIn URL

Creating a distinctive LinkedIn profile URL can help you to convey a strong brand as you go about your networking and job searching. Unless you create a custom URL, LinkedIn will assign a URL which typically contains your name as well as some numbers and letters.

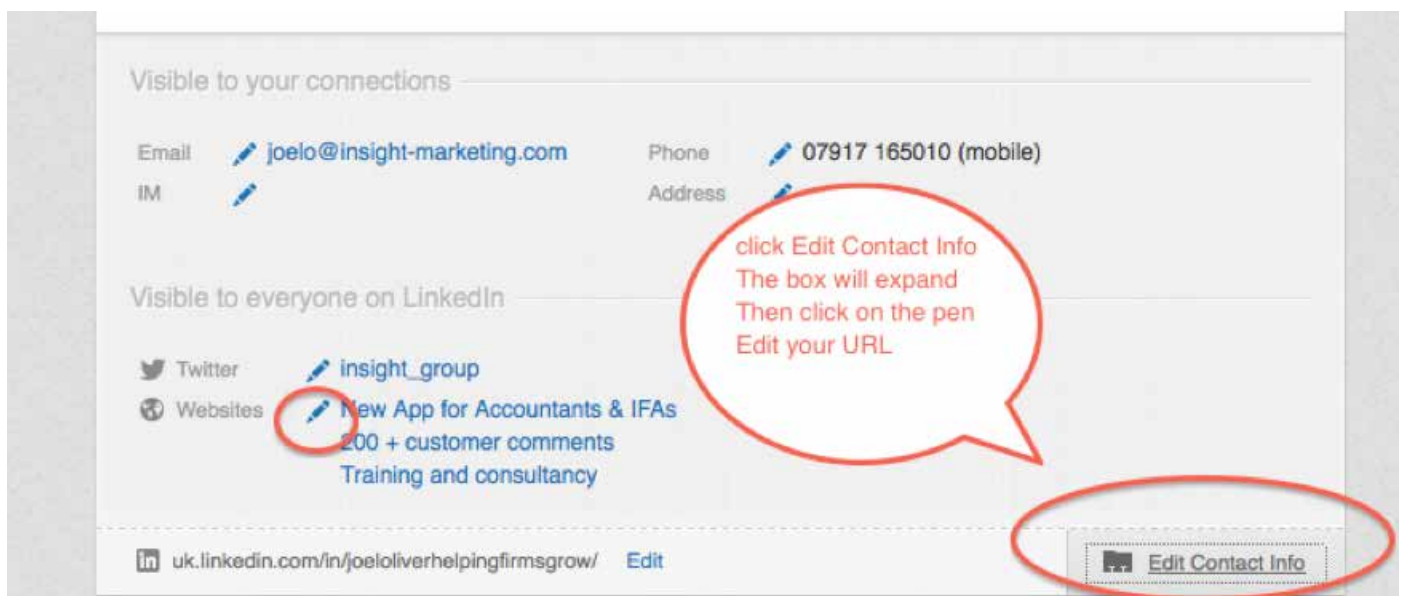
A custom URL can be as simple as your name - for example www.linkedin.com/in/joeloliver

If your name is already taken, consider adding your middle initial or a middle name into the URL. Another approach to customisation is to include a phrase or label that might get picked up by search engines. For example the URL below says /joeloliverhelpingfirmsgrow



Customise your LinkedIn Website URL

Website URLs are important and can be edited by clicking 'Edit Profile' then 'Edit Contact Info' then click the pen to edit the URL. LinkedIn allows you to add up to 3 sites, we recommend you add 3 links, if you only have 1 site use all 3 URL boxes each one linking to a different page on the website. For Example 'About Our Practice' 'Free 1:1 Partner Consultation' 'Testimonials'.





Fantastic
Work!!!

Getting Recommendations

LinkedIn is all about [TRUST](#). Getting recommendations from your existing clients is a great way to build it.

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Requesting a Recommendation

Most businesses that have been around for a few years or more have been built by word of mouth and referrals.

These are of course the best source of quality new clients and LinkedIn can help you get more referrals.

The first stage is asking for a recommendation.

It's just like asking a customer for a written recommendation by post or email, you simply request the recommendation through LinkedIn. And better still, a recommendation on LinkedIn will link back to the person who provided the recommendation. That means anyone who wishes to can look at the people and businesses that endorse your work.

They provide a genuine 3rd party perspective about you, the way you work and the end result.

Remember that LinkedIn is your public reputation engine; it's the visual representation of you, your firm and your network.

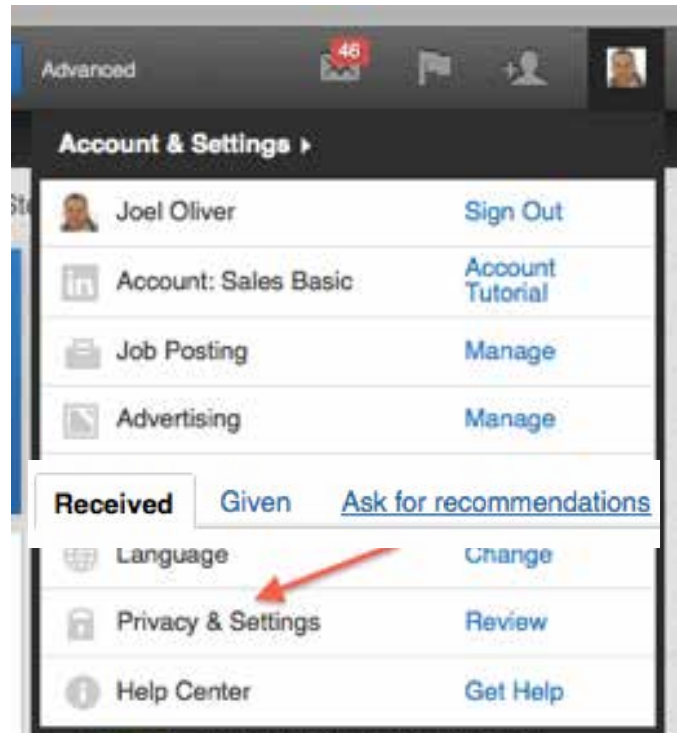
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Note: There's no limit to the total number of recommendations you can request or receive. However, you cannot withdraw a request for a recommendation once you've sent it, nor can you request another recommendation from the same person if you already have one pending their response.

How do you request a recommendation?

1. Move your cursor over your photo in the top right of your homepage and click on Privacy & Settings on the drop down. * You may be asked to log back in.



2. Click 'Manage Recommendations' lower right hand corner of the screen.
3. Then click 'Ask Recommendations' top of the screen.
4. Then choose a position you want to be recommended for.
5. In the "Who do you want to ask?" section, enter names of connections into the text field or click the address book icon to search for connections.
 - a. In your address book's Choose Connections view, check the boxes next to the names you want to add and then click Finished.
 - b. When you request a recommendation from multiple people in one message, each recipient will receive a separate message.
6. Enter your request in the Create your message section. You can use the message provided or customize it.
7. Click Send.



How to ask?

LinkedIn provides a fantastic, streamlined and acceptable system to ask for recommendations. One of the best ways to get recommendations is to provide them for other people (do unto others).

It takes just a few minutes to write a recommendation for someone you know. LinkedIn will then send both of you an email with the recommendation for their approval. Once it's accepted then it will send the recommendation to their profile.

LinkedIn will now automatically prompt the receiver with a message asking them to return the favour. In our experience somewhere between 30% - 40% will do so.

What about the others?

Some people will be too busy to reply. In these situations it can be a big bonus to write something for them.

We suggest approaching it with a message like this "I appreciate you are extremely busy. Finding the time to write a recommendation can be difficult. Would you be comfortable if I draft something and send it over for you to edit or approve?"

Writing a recommendation

Writing can be challenging, especially when it comes to testimonials. So here is a quick guide to writing great recommendations or testimonials.

CARE

C = Challenge

What was the problem or challenge that you worked on for this individual/company?

A = Action

What action did you take to help the situation, resolve the problem or overcome the challenge?

R = Results

What was the result of your action or assistance?

E = Endorsement

A positive, personal/company endorsement and if possible with the option for them to contact you with any questions relating to the testimonial and recommendations.





Expanding your LinkedIn Network & connections

Growing your LinkedIn connections and reach from a handful of contacts to 500+

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7 Tips to expand your LinkedIn Network

Here are 7 quick tips to expand your network excluding the use of LinkedIn Groups.

1. Don't use the standard invite

LinkedIn provides a standard invitation, which is rather impersonal. So before sending invitations off excitedly to your network we recommend you write your own. Make it friendly and personal, and if you think they might not remember you (surely not!) then remind them how you are connected.

2. Friends, Suppliers and Staff

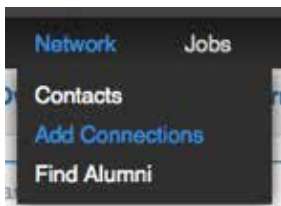
First invite a few people you know well (excluding clients). We recommend current staff, colleagues, suppliers etc. Build up your connections to 10 or 20 and then move on.

3. Clients

As we have already covered, LinkedIn is the perfect tool to communicate with (and protect) your current clients. So take the time (or delegate this task) to go through all your current clients and connect with them on LinkedIn.

Once you are connected with them you can then see their connections - a valuable source of future referrals and introductions.

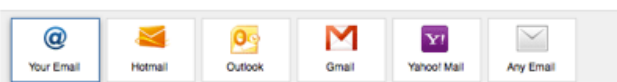
4. Upload email address lists



Simply click 'Network' then 'Add Connections'

LinkedIn will now allow you to select where you wish to import contacts from. Giving you a choice of email, Hotmail, Outlook, Gmail, Yahoo or Any Email.

See Who You Already Know on LinkedIn



Get started by adding your email address.

Simply follow the on screen prompts and your list will upload. Please Note: In our view this feature is awesome, however it can be a little 'glitchy' and at times does not function well.

5. Develop a policy to connect

Develop a simple policy, where a person takes responsibility to connect with your contacts. Each time you get a new name business card, website enquiry etc. make sure someone adds them to LinkedIn.

This includes potential customers. Connecting with them before you go to meet them will give you a stack of valuable information that might help you win the deal.

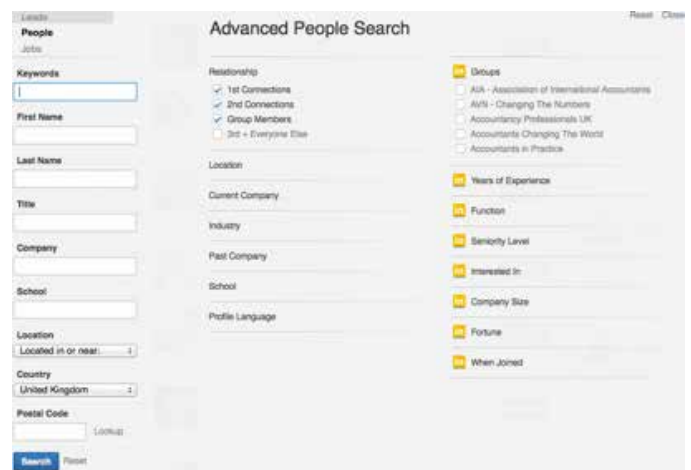
6. Make LinkedIn your home page

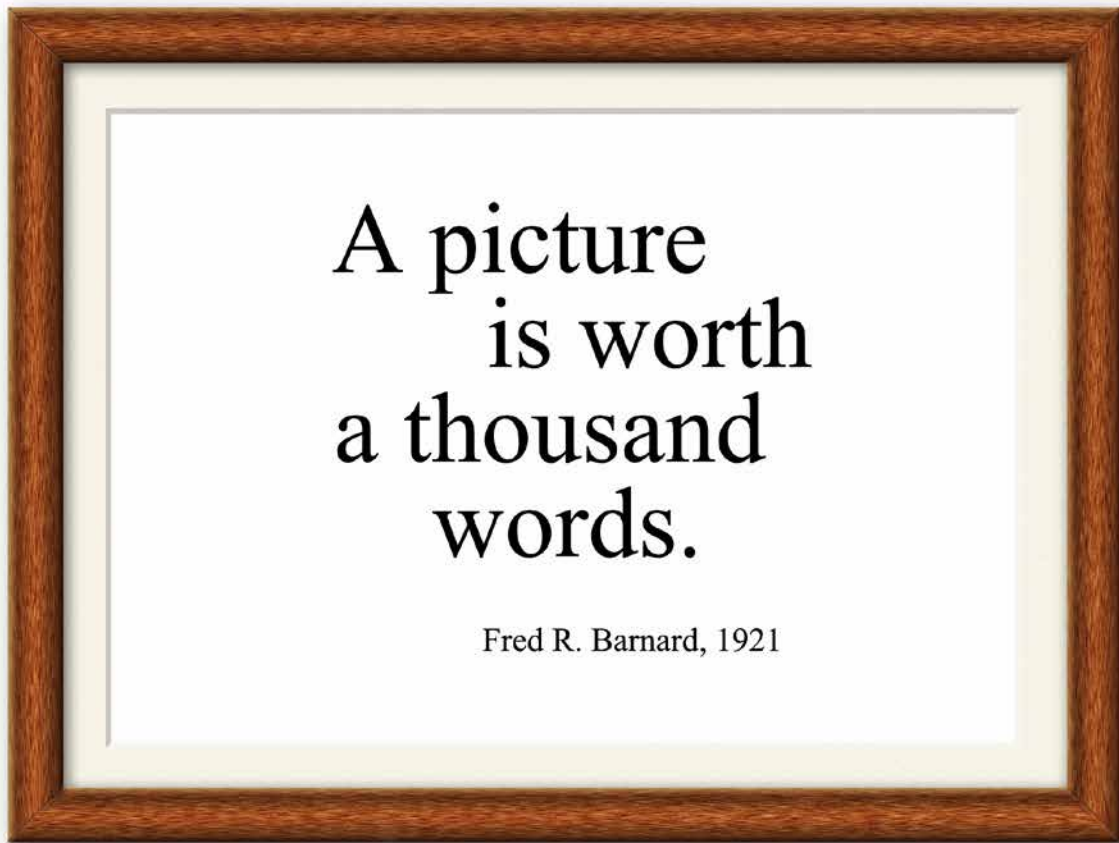
Lots of us start new projects with great gusto and then life somehow gets in the way. Making LinkedIn your homepage is a simple, but highly effective way or reminding you to use this powerful networking tool.

7. Use 'Advanced Search' on LinkedIn



Perhaps one of the most important tools on LinkedIn is the 'Advanced' button. Found on the right of your LinkedIn profile. LinkedIn is a little like a huge room full of people (millions of them) and finding them is made simpler with the Advanced search tool.





Status Updates & **Engaging** with connections

How to write and share your status updates.

Writing and sharing your Status Updates

So, your profile is complete and you have multiple connections – now what? It's now time to start employing your fantastic networking skills through LinkedIn. There are a number of ways you can network and interact with your connections. The most common is through your status update.

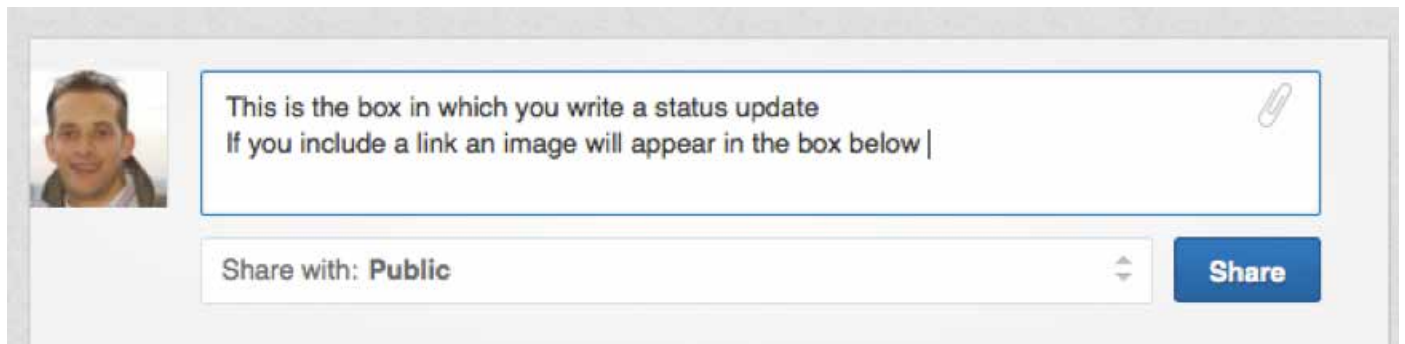
What should it be about?

You can do a status update on almost anything. We recommend a combination of sharing other news, a few personal updates and a handful of direct promotions.


Some clients find content distribution a bit of a chore. For those of you without the time, resources or inclination to update LinkedIn (Twitter, Google + Etc.) you can opt for an integrated blog. Simply blog once and it will update all your social media, immediately without you doing anything at all. (See next section)

Here's how to write a status update


Simply write in the Status box at the top of your profile page. Type the update you wish to publish and then click 'share'. This will now publish your status update to your immediate connections.



To share a link in a status update simply copy and paste the URL (or use bitly see pages 30-31) into the status update box. This will automatically pull in the picture from the website URL/page you are sharing. In this case it's a story of Turner & Co Accountants who have just launched their very own App – thanks to www.myfirmsapp.co.uk



Joel Oliver started a discussion in [Accountants Changing The World](#).
Surrey and Hampshire accountants launch App
Great to see another accountancy firm embrace this technology and differentiate their firm



About Turner & Co Accountants in Camberley, Surrey | Camberley...
Turner & Co accountants in Camberley are a leading Surrey accountancy firm serving companies in Camberley, Surrey across Hampshire and Berkshire.

Like · Comment · 17m ago

Sharing news - Fast, easy and fun

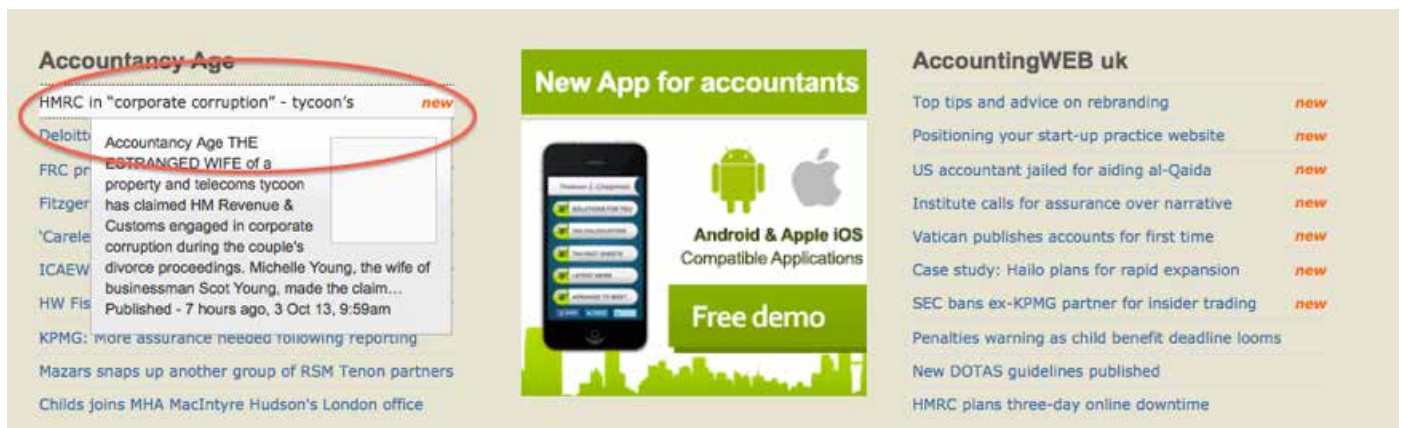
Too busy to write about yourself, then simply share some relevant news. A great website for this is www.accountancyprofession.com It contains news that's relevant to anyone in finance not simply accountants and is widely used by all those in the finance professions.



The screenshot shows the homepage of the Accountancy Profession website. At the top, the title "ACCOUNTANCY PROFESSION" is displayed in a serif font, with a blue circular logo containing a white stylized 'A' in the center. Below the title is a dark navigation bar with white text for "Home", "Financial Reporting", "Tax", "Technology", "Practice", "Business", "Education", "Professional Bodies", "Other", and "Contact". Underneath the navigation bar, the text "Accountancy Profession UK" is visible. The main content area features a section titled "Latest Accounting News for the UK Accountancy Profession" with a sub-headline: "Accountancy Profession is an accountancy news aggregation site created by accountants for accountants". Below this, there are three paragraphs of text explaining the site's mission and mentioning a "PQ Magazine" award.

Share in 4 quick steps

1. Find an article that might benefit your connections and click on it.



The screenshot shows a news article on the Accountancy Age website. The article title is "HMRC in 'corporate corruption' - tycoon's" and is marked as "new". The article text begins with "Accountancy Age THE ESTRANGED WIFE of a property and telecoms tycoon has claimed HM Revenue & Customs engaged in corporate corruption during the couple's divorce proceedings. Michelle Young, the wife of businessman Scot Young, made the claim...". The article is published 7 hours ago. To the right of the article is a sidebar with a green header "New App for accountants" and a "Free demo" button. Below the sidebar is a list of news items under the heading "AccountingWEB uk", each marked as "new".

2. This will load the source page of the article you have clicked on. Typically you will now have 2 options. Either by clicking on the LinkedIn Share icon (in this example on the left of the page) or by copying the URL then pasting this into your LinkedIn status.

The screenshot shows the AccountancyAge website. The main article is titled "HMRC in 'corporate estranged wife'". A red callout bubble is overlaid on the page, containing the text: "Click on in Share", "This will open the LinkedIn Share box enabling you to share this page in seconds to your LinkedIn connections.", and "Nice". The 'Share' button in the left sidebar is circled in red.

The screenshot shows the LinkedIn share dialog box. The article title "HMRC in 'corporate corruption' - tycoon's estranged wife" is visible. The "Share an update" checkbox is checked. A text input field is present with the placeholder text "Share an update. Type a name to mention a connection or company...". Below the input field, the "Share with" dropdown is set to "Public". The "Post to groups" and "Send to individuals" checkboxes are circled in red. A "Share" button is at the bottom.

3. When the share box opens simply type in a message, something like.

A great HMRC article.

4. Then chose to Post to groups you are a member of and/or Send to individuals (your connections).



Making your life simple with an I-blog

Few of us really have the time to write 'stuff' and even less of us have the inclination or skill to do it well on a regular basis. And yet social media, LinkedIn, Twitter, Google + all require regular content.

An I-Blog makes it all simple!

How the I-blog works

The i stands for integrated. And the i blog will integrate your website with your social media and update everything for you automatically. Here's how:

We provide you with your own Blog (there are many benefits to this which will be explained in a moment)

Each time a blog article is posted on your website it will automatically post and update to LinkedIn (along with other social media platforms such as Twitter, Facebook, Google + etc).

Here are just a handful of the benefits

1. It will save you hours and make sure your social media is working for you effortlessly
2. One blog post updates everything, instantly and automatically
3. The blog will increase visitors to your website – you can expect a 50% + increase over time
4. All your social media posts will drive traffic back to your site
5. It's quick easy and low cost.

That's right, we will do everything for you following our unique integration process, from the design of your blog to integrating it with your social media profiles.

What about the blog content?

For a small monthly charge we can supply weekly relevant financial content to your blog if required. Plus we will train you on how to post your own blog articles with ease, in just a few minutes.

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advertising

Advertising on LinkedIn

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Predictable, reliable, fast, efficient and completely measurable.

Acquire new customers for your business



Sponsored Updates

Raise brand awareness, build relationships, and drive quality leads with Sponsored Updates. Extend your reach to the LinkedIn feed across web, mobile, and tablet.



Professional audience

Connect with the world's largest audience of active, influential professionals. Launch your campaign in minutes. All you need is a LinkedIn account.



Precision B2B targeting

- By job title and function
- By industry and company size
- By seniority



Set your own budget

- Pay by clicks or impressions
- Stop your ads at any time
- No long-term contracts
- No commitments



Ad formats

- Text and image ads
- Video ads
- Text only ads

LinkedIn Ads – enquiries on tap

As we write this article, LinkedIn Ads are one of the very best sources of enquiries and new clients for our own business!

It takes time to manage, and time to get it right. But once you have an ad that you know is working, you can continue running it for as long as you like.

There are a variety of LinkedIn ads. This article focuses on standard ads. Sponsored updates and video ads can be discussed during your clinic.

You can run and manage your own LinkedIn campaign or you can discuss ad management during your free marketing clinic. See page 37.

200 is enough to get yourself started

Start with a small budget and trial a few different ads.

200 or thereabouts is more than enough to test your initial ads if you are managing them yourself.

The great thing is you can test lots and lots of different variables things on LinkedIn ads. Each one can affect your results either positively or negatively.

Sounds too good!

It may not happen immediately. To find 1 successful ad will mean testing 3 or 4 that will not work. Of course you can stop those that are not performing very quickly.

How does it all work?

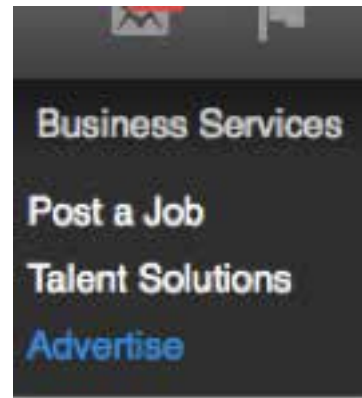
LinkedIn ads appear on the right hand of your LinkedIn page beneath 'People you might know'. This is where your Ads can appear, directly in front of potential clients for your business.



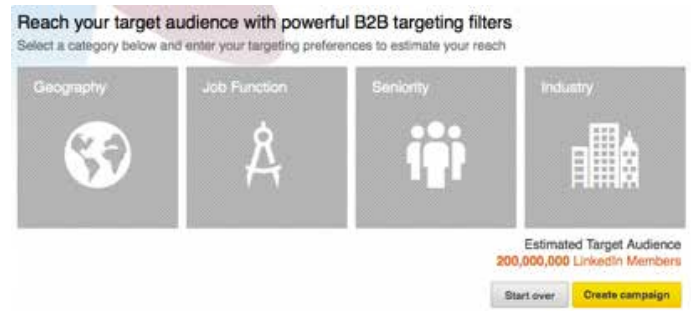
Setting up your LinkedIn Ad campaign



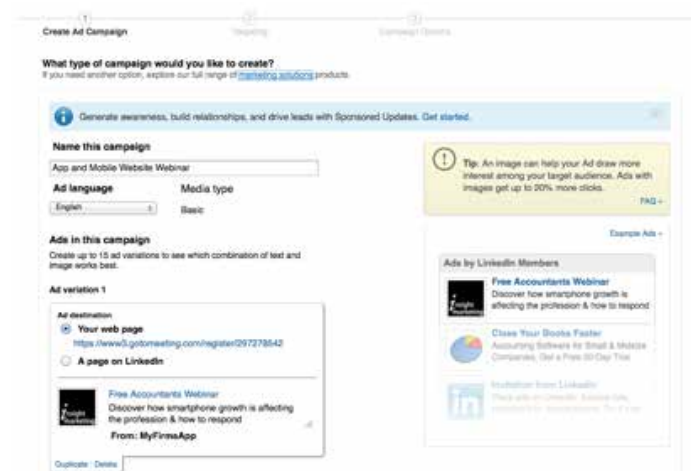
In the header of LinkedIn see 'Business Services' then see on the drop down 'Advertise'




You may get asked to log in again for double security. You can now choose to create a campaign. Targeting your audience in numerous ways.



You want to create a campaign and LinkedIn will take you through the steps below



The Ad explained

4  **New App for Accountants** 1
 Watch the short video to see
 the most powerful App for 2
 accountants
 3
 Go To URL: <http://www.myfirmsapp.co.uk/free-dei>

1. Headline

It has to be short so use something punchy and catchy. Using the title of the people you are targeting - in this case 'accountants' - will increase response rates.

For you it could be something like this:

Ad variation 1

Ad destination

Your web page
<http://YOUR WEBPAGE URL>

A page on LinkedIn

Add Image **Proactive Leeds Accountant**
 Discover what a proactive accountant can offer during a free 1:1 review

From:
 Other

Duplicate | Delete

[Add a variation \(Optional\)](#)

2. Ad Copy

Again the number of words are restricted by LinkedIn so try to ensure the words are compelling enough to get your end users to click.


3. URL

Destination URL – this is the URL that you want visitors to go to. Do not simply send visitors to your home page. This won't work, you will just lose them. Send them to a landing page that's tailored to your message with a form to capture data/interest.

For basic tracking you can use a bitly link here (see pages 30-31).

4. An image/photo





Tip 1 | Tip 2 | Tip 3 | Tip 4

 **Tip:** An image can help your Ad draw more interest among your target audience. Ads with images get up to 20% more clicks. [FAQ >](#)

Make sure the photo you use is both relevant to the ad and also engaging. Photos do make a big difference and are something worth testing.

Testing different Ad variations

One of the fantastic things about LinkedIn ads is being able to split test different ad variations. Below are 4 genuine ads we ran, each one slightly different. You can clearly see the ad with 92 clicks was the top performing one.

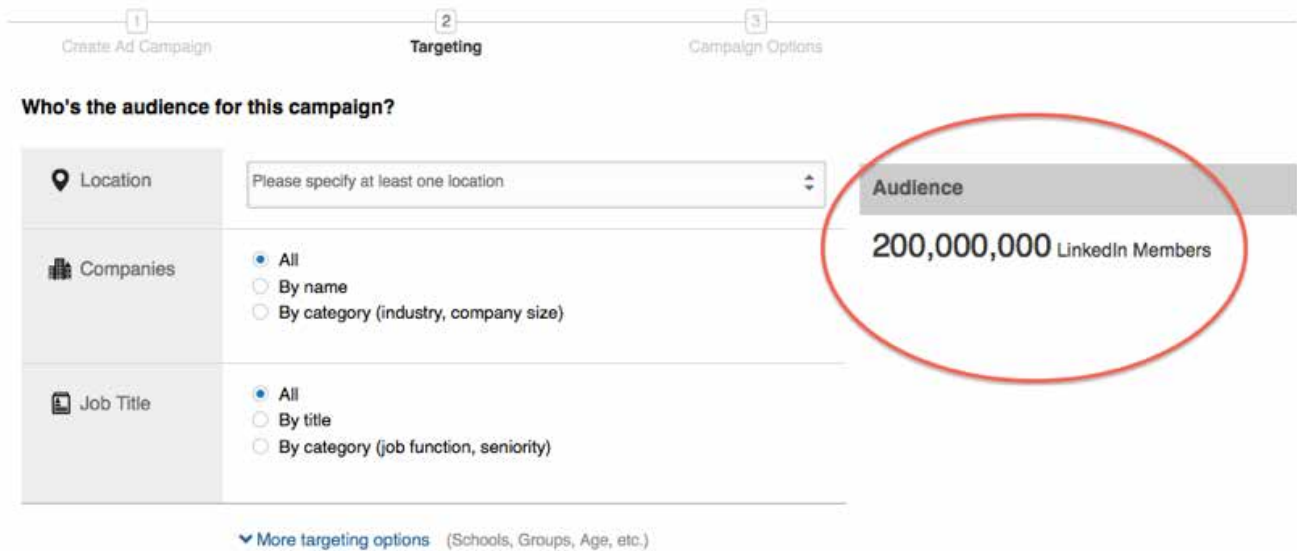
Ad	Status	Clicks
Total for All Ad Variations		133
 New App for Accountants Watch the short video to see the most powerful App for accountants Go To URL: http://www.myfirmsapp.co.uk/free-dei	<input checked="" type="checkbox"/> On	92
 One Accountants App Story Leading accountancy firm share their App journey and experiences here Go To URL: http://www.myfirmsapp.co.uk/tayabali	<input checked="" type="checkbox"/> On	20
 Accountants App Demo Thinking about an App? See the most powerful App for accountants free here Go To URL: http://www.myfirmsapp.co.uk/free-dei	<input checked="" type="checkbox"/> On	11
 Accountants App Free Demo App for accountants promoted by ICAS, ACCA, ICPA see it live free demo here Go To URL: http://www.myfirmsapp.co.uk/free-dei	<input checked="" type="checkbox"/> On	10
Total for All Ad Variations		133

How to target your prospects

LinkedIn won't work if you don't carefully target your audience.

Fortunately this is simple enough to do as LinkedIn ads enable you to target very precisely. Here are some of the basic profiling tools. If you wish to discuss more targeting options we can pick this up in your 1:1 marketing clinic see page 37.

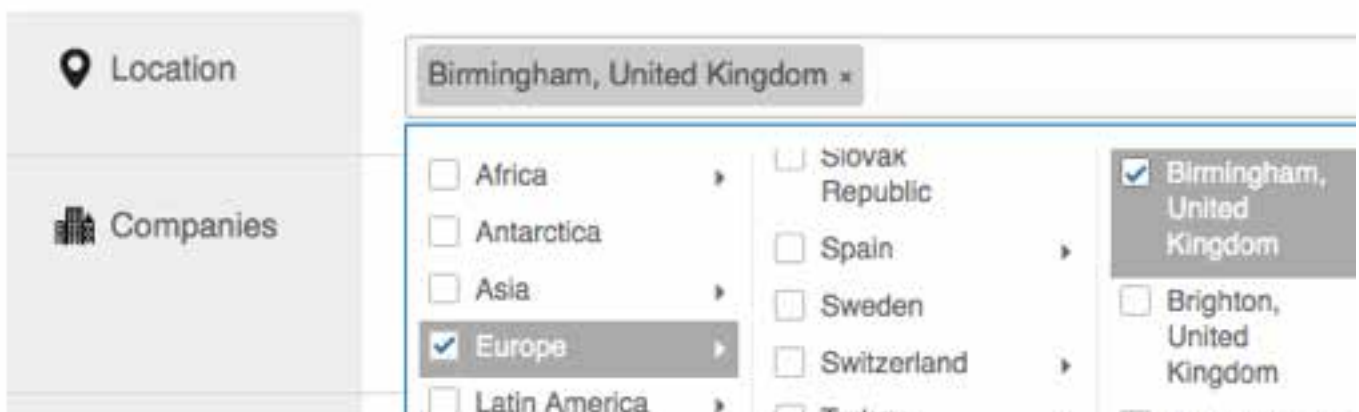
Choose the location. Without this you will be targeting the entire world. As you become more geographically selective, you'll notice the audience number reducing.



In this example we have narrowed the Audience from worldwide to 'Birmingham' reducing the number of people your ad will appear in front of. This means your ads can be more specific and the response rate higher.

Your ad will now only appear to companies in Birmingham. However you can reduce it further.

Who's the audience for this campaign?



Target by company size – most financial service firms work predominantly within a certain size of client. Typically this might be 1 – 200 employees. So for this example we have narrowed the geographic area to Birmingham and the company size to display the ad only to companies that fit this criteria. With this additional specification, the total number of LinkedIn members this ad will appear to reduces to just 5,535.

Who's the audience for this campaign?

Location: Birmingham, United Kingdom

Companies: All, By name, By category (industry, company size)

Job Title: All, By name, By category (industry, company size)

Company Size: 11-50 employees, 51-200 employees, 1-10 employees

Industry: Myself Only, 1-10 employees, 11-50 employees, 51-200 employees, 201-500 employees, 501-1000

Also reach LinkedIn member Network

Audience: 5,535 LinkedIn Members

Location: Birmingham, United Kingdom

Company Size: 11-50 employees, 51-200 employees or 1-10 employees

Setting your budget

Setting your budget on LinkedIn is also easy. We recommend setting your first test campaigns for a maximum of 1 week to ensure you don't spend too much, and also remember to review the results. In the example below, LinkedIn has suggested the minimum bid per click (someone that reads the ad and clicks on it) is 2 USD and we have set the daily limit to 60 USD. When we reach that limit it will stop for that day.

Measuring your results

At the end of the week you should logon and see what your results look like. There are 3 ways to do this.

1. Through LinkedIn using their analytics which are nicely graphed for you.
2. Double check their stats against Bitly (if your URL was a Bitly link see pages 30-31).
3. Your own landing page and Google Analytics (not covered in this report but something we can discuss in your free marketing clinic see page 37).



TMAI – Test . Measure . Adapt . Improve

Message and targeting is king when it comes to LinkedIn ads. So if your first few attempts at getting it working don't work, don't worry. That's perfectly normal! Some of our best campaigns have started off very badly. But we used these experiences to tune the ads. Sometimes a simple change of image, title or a few words can make a difference of 50% or more.

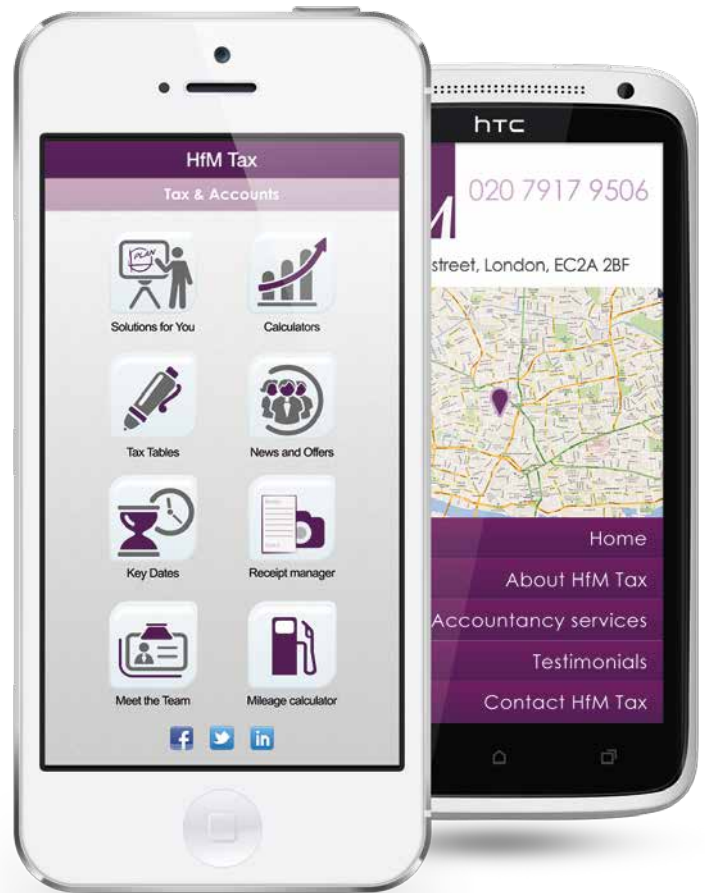
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- Differentiate your practice & stand out from the crowd with your own App
- Save hours communicating with clients using the very latest technology
- Packed with great features & time saving tools like calculators, tax tables & key dates
- Unique photo receipt tool & mileage management
- Automatic updates containing the latest tax and accounting information

Your website made mobile

- Mobile is growing like mad! Mobile search will overtake PC. Your website should be ready
- Give your clients & prospects a vastly improved experience when they visit your mobile site
- The latest device recognition technology means your mobile site gets displayed only to mobile visitors
- Low cost, High return



Over half...
of businesses are making line-of-business Apps accessible from mobile devices.



75% of smart-phone users...
prefer to browse a mobile friendly site

81
minutes

81 minutes per day...
is the average time people spend using Apps.



61% will leave your site...
immediately if they do not find what they want.

bitly

Save, share & discover links

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A 'free' way to track results
and shorten links

We love Bitly! It works brilliantly, it's free and it's awesome.

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Tracking results and sharing shortened links

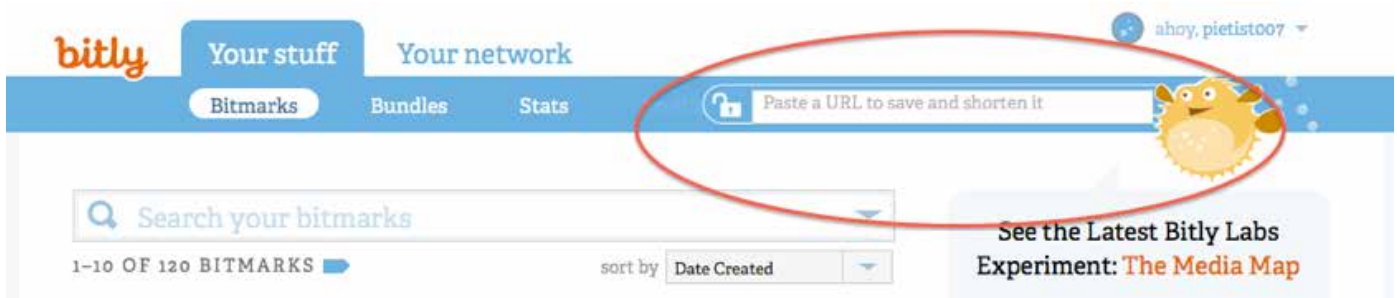
There are times when you might want to track how many people have clicked on your link (website URL). Perhaps a link you have shared in a status update or used on your LinkedIn ads. You might also want to shorten a link. For example when using Twitter, Bitly will also do this for you – no problem.

And it does it all for free.

How does it work?

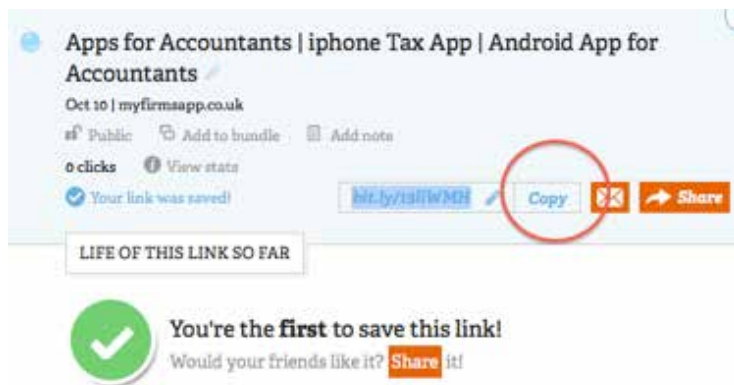
Just visit www.bitly.com and set up a free account with them. No credit cards or money needed, it's not a free trial, it's a genuine free service.

Once your account is set up, then you simply add into the box at the top of the page the link (website URL) you wish to track and shorten.



A box will now automatically come up on screen – showing at the top of it the page title and link (website URL) you are sharing. This example is Apps for Accountants and the link is myfirmsapp.co.uk

To share the link click 'Copy' and then paste it into LinkedIn, Twitter or wherever you wish to share it



Simple, reliable, tracking

To see how many users have clicked your link simply login to Bitly and see your shared link (in this example it's 'Closing Apps on iPhones') and click the 'View Stats' button. This will display your stats for that link.





Using LinkedIn for Referral Generation

The simplest way to ask for specific referrals from happy clients.

The best clients ever!

In the financial services profession the very best customers often come from client referrals. They are normally high quality, easy to close and save enormous amounts of time prospecting.

However actually getting a referral from a client can be a little cumbersome at best. A lot of our clients are giving away free Apps to clients who then share the Apps with their friends. This is highly effective and immediately differentiates them from other businesses offering similar services. However it remains a little reactive.

The big obstacle to referrals is gone!

Most of the firms we speak to just don't know how best to go about it. There is no system in place to ask for referrals and even if there was, if the client says 'they will think about it' the opportunity is gone.

LinkedIn removes these obstacles by providing a system to ask for them and a way of pinpointing who exactly you wish to be referred to.

How?

Before you meet a client for their annual meeting or similar, go on LinkedIn and look at their connections.

Spend a few minutes seeing the people they are connected to and what they do (what industry they are in, their number of connections, location etc.) Then make a note of these people in preparation for your meeting together.

How much more powerful is that? How many of your happy, delighted customers would say 'sure no problem'? In our experience working through this process with clients, most of them react very positively.



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3 examples of firms making LinkedIn work

11 clients from LinkedIn

CBHC Chartered Accountants LLP

Are you recruiting?

Search site Search

HOME ABOUT PEOPLE SECTORS ADVICE NEWS TOOLS CONTACT

ACCOUNTANCY
AUDIT
BUSINESS ADVISORY
CORPORATE FINANCE
WEALTH MANAGEMENT
TAXATION

Passion | energy | commitment
Chartered Accountants for Essex and London

Chelmsford Office
01245 495 588
Romford Office
01708 333 300
Email
info@cbhc.uk.com

Successful companies have financial data at their fingertips, make informed decisions based on strategic analysis, and know exactly where they're going. And we can support you every step of the way.

CBHC is one of the largest accountancy practices in the South East, with offices in Romford and Chelmsford. More than just number crunchers, we pride ourselves on our added-value range of financial services, all of which are designed to make a tangible difference to our clients' bottom line. This is why over 2,000 SMEs in Essex, East London and beyond trust us to help them achieve their business goals.

Hundreds of accountancy firms are already making social media work powerfully for them. They have implemented our proven strategies and are enjoying powerful results in more ways than one. Using brand new methods pioneered by our team they are saving time and money, reducing attrition and winning quality clients.

Take CBHS LLP – One partner took the decision to take LinkedIn seriously and the result? 11 clients from LinkedIn alone. And because they followed our unique process, the clients won were handpicked opportunities of exactly the right type. All great quality, good fee paying customers. In fact 2 of them were worth over £30,000 per annum in recurring accountancy fees.

Some of the steps 1 CBHC partner took were:

- Had training from Insight
- Updated personal profile
- Connected with clients & gained recommendations
- Used LinkedIn to gain more referrals
- Expanded their network adding potential clients
- Helped potential clients get on LinkedIn and use it to win work themselves
- Took the results to fellow partners to encourage a practice wide approach

Clients won through LinkedIn & website

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Just relax... We'll take care of everything, so you can get on with the important things like running your business – and making more money.

Whether you're in marketing or manufacturing, property or professional services, farming or fashion, Whitesides are THE recommended accountants in Leeds and Bradford. We have a wide ranging client base including Manufacturing, Construction, Wholesalers, Property Developers, Solicitors, Doctors, Dentists, IT and Leisure industries. We're experienced and professional but approachable and friendly, and have a growing reputation for helping local business owners face the challenges of the new economy – with a smile!

[View our accountancy services...](#)

FREE BUSINESS HEALTHCHECK
time to give your business a healthcheck?

LinkedIn

If you view their website <http://www.whitesidesca.com> you will see Whitesides are a small yet proactive firm of accountants. They took the decision to take social media seriously and started with LinkedIn and followed the proven process developed by Insight.

Some of the steps they took were:

- Received training from Insight
- Updated personal profile
- Connected with clients and potential clients
- Joined appropriate groups
- Watched, listened and joined conversations
- Gained comments of thanks for comments added
- Prospects viewed Whitesides website and contacted them
- Clients met, followed up and closed

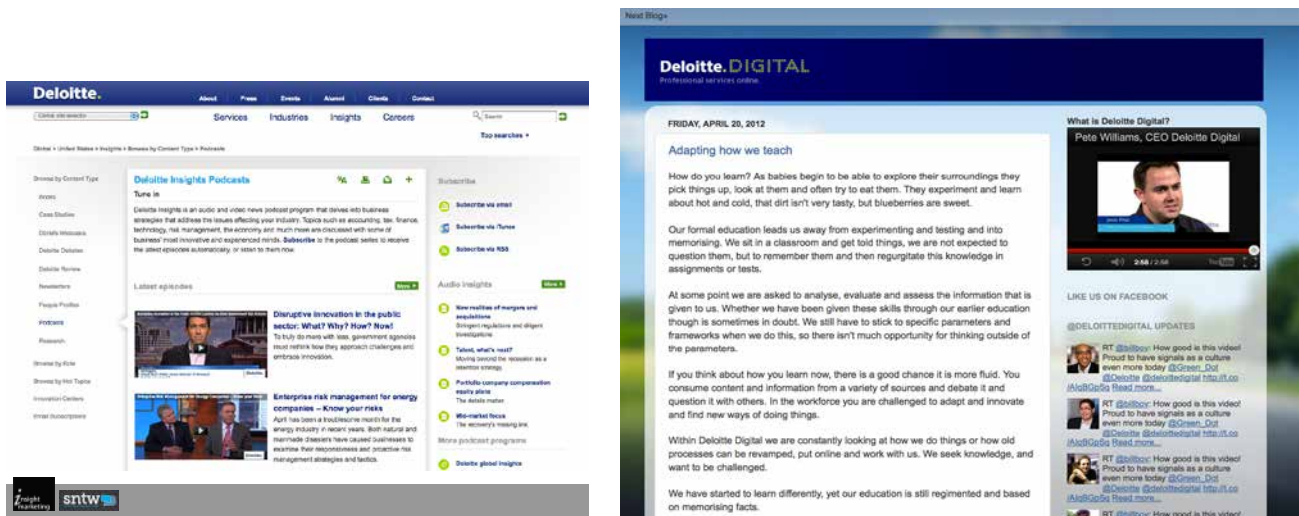
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"We invited Insight Marketing to present at our main IRIS World Event in London. They gave a practical look at Social Media from an accountant's perspective - providing observations, suggestion and ideas to help firms develop their online social presence. The talk was very well received and feedback from our delegates was extremely positive. We hope to work with them in future events."

IRIS

3,000 views per video | 1 new video a week released



One leader and key practitioner of integrated marketing and scoring big wins using integrated marketing through multiple routes. One metric tells the story, video podcasts, which were launched just a year ago. Deloitte found each video gets downloaded approx. 3000 times. Compare this with a white paper of approx. 1,000. What's exciting about this is that video can take much less time to produce than a white paper. You might be thinking that's its impossible to achieve this – but with a good quality digital camera and a blog you can record and distribute with complete control and ease. Deloitte releases one video a week and they didn't stop there

Deloitte didn't just stop with video – using many of the concepts shared today Deloitte offer short, sweet content that's to the point – with a focus on the benefits. In an interview with Kelly Nelson they explained that in the past they would start with something big like a white paper, which would take hours to produce. Now through the use of blogs they can release shorter articles. And we look at the metrics to see where the real interest is and if there is a lot then we will explore that area deeper. Online they post conversational content, short a few paragraphs that any firm could create.

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