



RESPOND → PLAN → RETURN STRONGER

LinkedIn for Business Development

PRESENTED BY
Gabriela Cervantes



LinkedIn for business development

What we'll cover

- Why LinkedIn?
- Building a company page
- Building a personal page
- Facilitating engagement
- Researching and following up
- Resources

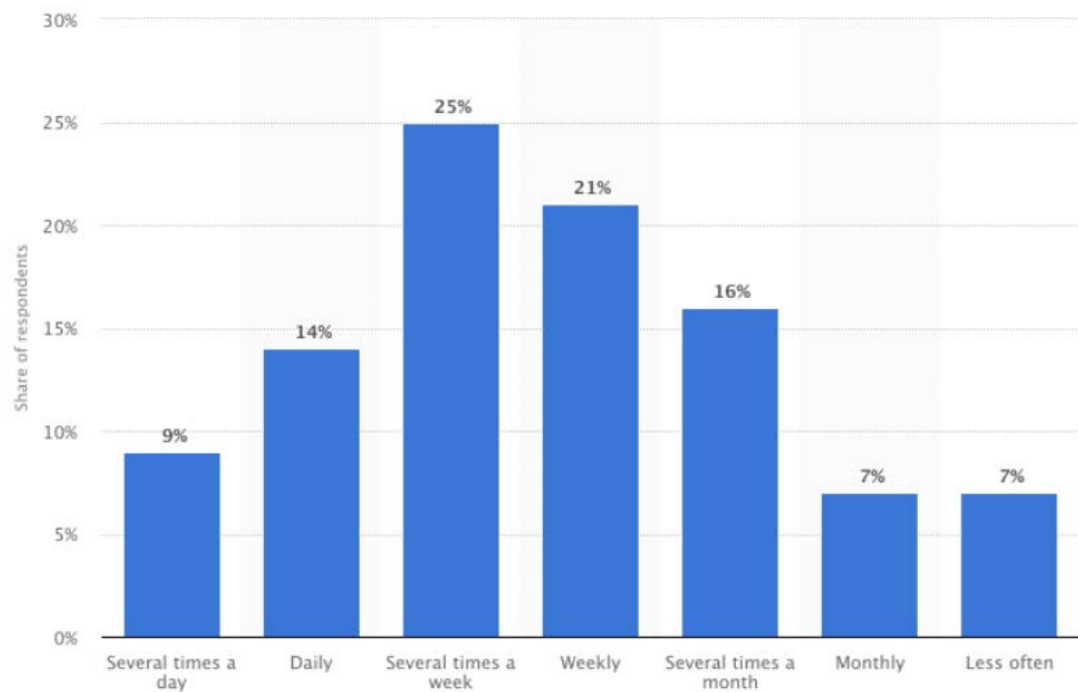
Why LinkedIn?

810M members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft Earnings

Why LinkedIn?



— Frequency of LinkedIn mobile users (Image source: [Statista](#))

Why LinkedIn?

31x

The number of times your profile is more likely to be discovered by simply listing 5 skills

50%

of people in U.S. with a Bachelor's or advanced degree use LinkedIn (think **recruitment!**)

80%

of B2B leads come from LinkedIn (think **customers!**)

277%

LinkedIn is this much more effective at generating leads than Twitter and Facebook

LinkedIn is the most credible
source of content



Building a company page

1. **Organization pages:** Tell your company's story
2. **Showcase pages:** Create dedicated pages for your prominent brands, products, initiatives, etc.
3. **Long-form posts:** Publish long articles and blog posts and format everything in one spot
4. **Native video:** Easily integrate your company's video into your posts
5. **LinkedIn groups:** Join or create industry groups to help build connections
6. **Paid advertisement:** Supplement your organic strategy with dynamic ads and sponsored content

Building a company page

The image shows the top navigation bar of the LinkedIn website. The navigation items are: Home, My Network, Jobs, Messaging, Notifications (with a '2' badge), Me, Work (with a dropdown arrow), and Reactivate Premium. Below the navigation bar is a dark grey preview of a company page. The preview includes a 'Page preview' header, a company profile picture, the text 'Company name', 'Tagline', and 'Industry', and a '+ Follow' button. An orange arrow points from the 'Work' dropdown in the navigation bar to the 'Work' dropdown in the company page preview. Another orange arrow points from the bottom of the company page preview to the 'Create a Company Page +' button in the right-hand sidebar.

Home My Network Jobs Messaging Notifications Me Work Reactivate Premium

Page preview

Company name
Tagline
Industry
+ Follow

Visit More LinkedIn Products

- Learning
- Insights
- Post a job
- Advertise
- Find Leads
- Groups
- Services Marketplace
- Salary

LinkedIn Business Services


- Talent Solutions**
Find, attract and recruit talent
- Sales Solutions**
Unlock sales opportunities
- Post a job for free**
Get your job in front of quality candidates
- Marketing Solutions**
Acquire customers and grow your business
- Learning Solutions**
Develop talent across your organization

Create a Company Page +


Building a company page

Create a LinkedIn Page


Connect with clients, employees, and the LinkedIn community. To get started, choose a page type.



Company
Small, medium, and large businesses



Showcase page
Sub-pages associated with an existing page



Educational institution
Schools and universities

Building a company page

Page identity

Name*

linkedin.com/company/*

LinkedIn public URL

[Learn more](#)

Website

This is a link to your external website.

Company details

Industry*

Company size*

Company type*

Page preview



Company name

Tagline

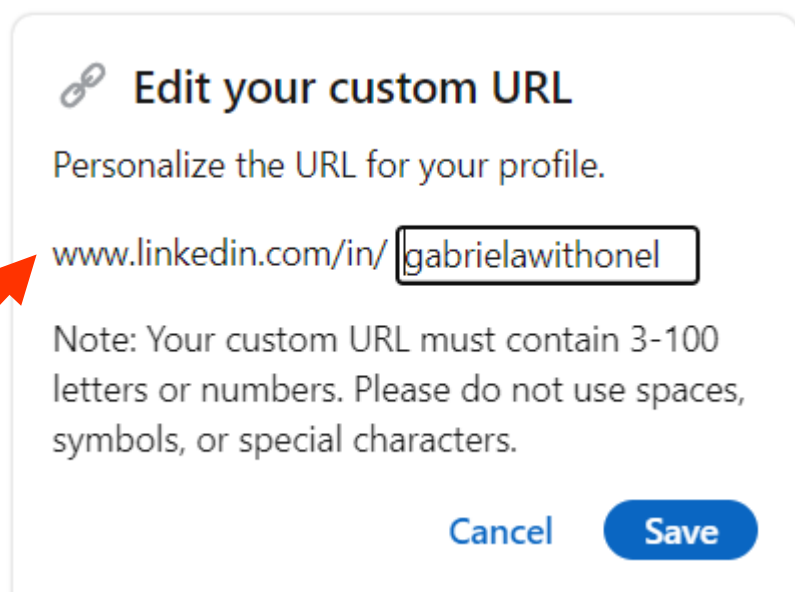
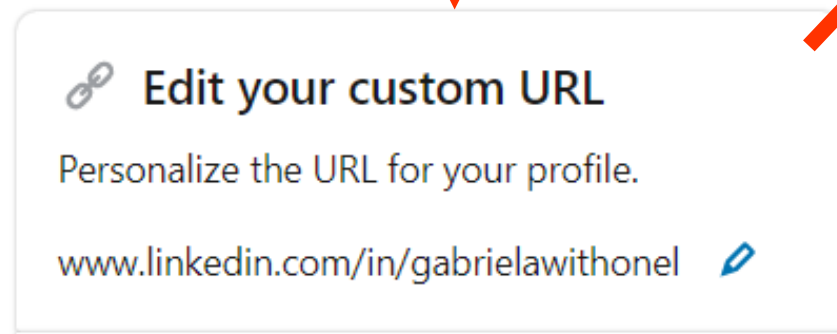
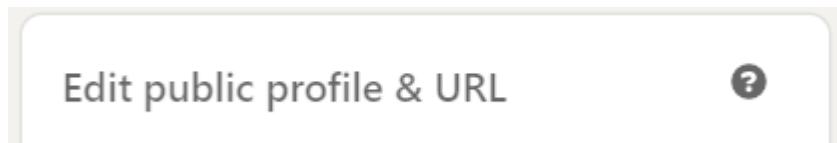
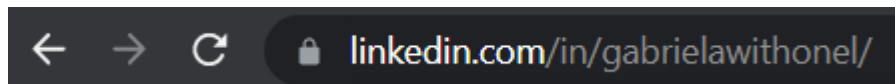
Industry

+ Follow

Building a personal page

1. **Optimize:** Use high-quality graphics and relevant language
2. **Be thorough:** There are over a dozen sections for you to complete and showcase yourself
3. **Customize:** Replace your standard URL for a customized one that's perfect for you
4. **Review analytics:** From profile and post views to search appearances, remember that these are private to you
5. **Use resources:** Manage your network, keep track of courses and articles, and more

Building a personal page



Building a personal page



Gabriela Cervantes, MBA (She/Her)

Using the power of marketing to help people and organizations thrive



Building a personal page

Featured

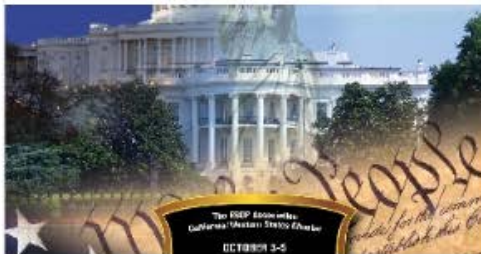


Image



BizTucson Next Generation of Leaders 2021

Document



2012 ESOP Association California / Western States...

Panelist / Presenter

Topic: ESOP Fun Communication and Games (Inaugural Planning Committee)

As a panelist, I discussed my...

Image



What is Southern Arizona's biggest asset?

Southern Arizona's biggest asset is its location, including weather. Having nearly 300 days of sunshine yields so many opportunities for the alternative energy industry. It also increases the chances of multi-national collaboration, and Southern Arizona is a great gateway into Mexico and Latin America. Its close proximity to California, the world's fifth strongest economy, also serves commercial opportunities.

What is Southern Arizona's biggest liability or challenge?

The first liability is to keep thinking of Tucson as the Old Pueblo, a small town with small ideas. Metro Tucson has a population of 1,000,000; that's not a small town. We need to act

The Chamber Edge - Fall 2017



Building a personal page

- **About**
- Experience
- Education
- Licenses & certifications
- Volunteering
- Skills
- Recommendations
- Publications
- Courses
- Projects
- Honors & awards
- Languages
- Organizations
- Interests
- Causes

About



Creative, out-of-the-box manager with proven track record as corporate and community liaison. Change-maker. Challenges the status quo for improved outcomes. Daring, bold and gutsy. An individualist who succeeds by empowering others to become their best selves.

Specialties: business development, HR marketing, employee retention, public relations, corporate communications, event planning, connecting people and ideas to create tangible results.

I'm incredibly passionate about helping people travel and see all the amazing things the world has to offer. I love traveling and eating great food, preferably at the same time.

Building a personal page

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Skills

[Take skill quiz](#)

Marketing · 33



Endorsed by Nicole Dahl and 1 other who is highly skilled at this



Endorsed by 6 colleagues at AGM Container Controls, Inc.

Leadership · 25



Endorsed by 4 colleagues at AGM Container Controls, Inc.



Endorsed by 6 people who know the skill

Marketing Communications · 23



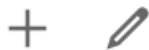
Endorsed by 6 colleagues at AGM Container Controls, Inc.



Building a personal page

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- Skills
- **Recommendations**
- Publications
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- Interests
- Causes

Recommendations



Show all pending →

Received

Given



Nicole Dahl  · 1st

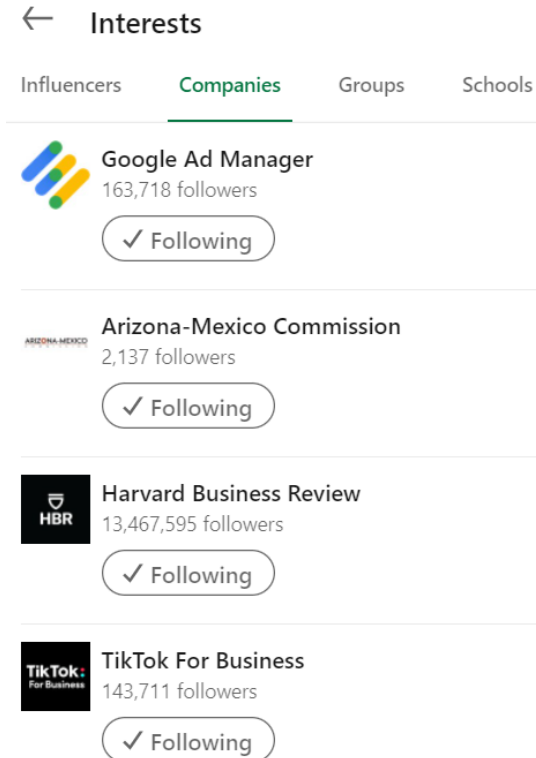
Freelance Writer + Vice President, Creative & Strategy at Hotel McCoy
August 10, 2021, Nicole worked with Gabriela but on different teams

Gabriela is bright, driven, and innovative. As far as marketing is concerned, she is one of the best. She is also a leader in the truest sense of the word. One of the many ways she inspires me is with her community engagement. The passion Gabriela displays in both her career role and her volunteer role at the Southern Arizona Women's Foundation are equally impressive and her ideas have incredible impact. I would highly recommend Gabriela for any executive role.




Building a personal page


- About
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- Education
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- Volunteering
- Skills
- Recommendations
- Publications
- Courses
- Projects
- Honors & awards
- Languages
- Organizations
- **Interests**
- Causes





← Interests

Influencers Companies Groups Schools

 Google Ad Manager
163,718 followers
✓ Following

 Arizona-Mexico Commission
2,137 followers
✓ Following

 Harvard Business Review
13,467,595 followers
✓ Following

 TikTok For Business
143,711 followers
✓ Following

Facilitating engagement

- Post new content
 - Long form posts
 - Video posts
 - Presentations
 - Podcasts
- Comment
- Share
- Like
- Target ads
- Connect your website to LinkedIn
- Hashtags

Facilitating engagement



Gabriela Cervantes, MBA (She/Her)

Using the power of marketing to help people and organizations thrive
2w • 🌐

As hiring managers, sometimes we get stuck asking interview questions that tell us little about the candidate or that we know in advance are not 100% truthful (i.e., what is your biggest weakness?). Getting at the core of a person's character is tough, but here are 5 questions that will help you get the right people.

[#interviewing](#) [#jobinterviews](#) [#gabrielawithonel](#)



5 interview questions that will help you hire better people

ideas.ted.com • 5 min read

Miguel Cruz and 181 others

11 comments • 20 shares



Start a post



Photo



Video



Event



Write article



Like



Comment



Share



Send



Add a comment...



RETURN STRONGER

Facilitating engagement

Doughnuts are bad for you.

So are cream cakes, lie-ins and loud rock music. So is sugar. If you take it in your tea, stop immediately. If you take two sugars in your tea, obviously you're trying to commit suicide and it's a cry for help. Don't do it. Your life is precious.

Not drinking enough water is bad for you. You must drink 6 1/2 pints a day, or you'll get dehydrated and that's bad for you too. Don't drink too much though, that can be really bad for you. If you drink over 14 pints at once it makes you feel drunk. So don't drink too much water and drive.

TV is bad for you. Watching too much can cost you your friends. None at all and you've got nothing to talk to them about. Lack of exercise is bad for you. But getting addicted to gyms is bad for you too. Also, some gym towels aren't laundered properly and spread germs. Germs are bad for you.

Stress is bad for you. Well, at least too much stress is bad for you. Not enough and you don't realise you're alive which is bad for you too. The thing is, life and the living that is involved is bad for you. It must be, because it kills everyone in the end.

At Krispy Kreme, we think the key to life, by which we mean eating doughnuts, is balance. Sure, if you eat them morning, noon, and night and they are brought directly to your armchair, then that would be bad. But then if you've never felt the pleasure of eating a delicious fluffy original glazed doughnut hot off the line and, heaven forbid, you get struck by lightning, well surely that would be really bad. Really really bad.



Vantage West Credit Union

2,744 followers

1d • 🌐





Vantage West team members joined together in Marana today to swing hammers and help add to homes being built by [Habitat for Humanity](#). What a wonderful, sunny morning to help our fellow Arizonans gain access to affordable housing! [#community](#) [#creditunions](#)



RETURN STRONGER

Facilitating engagement

 **Saysh** 10,124 followers
5d • 

Introducing Saysh Maternity Returns Policy.

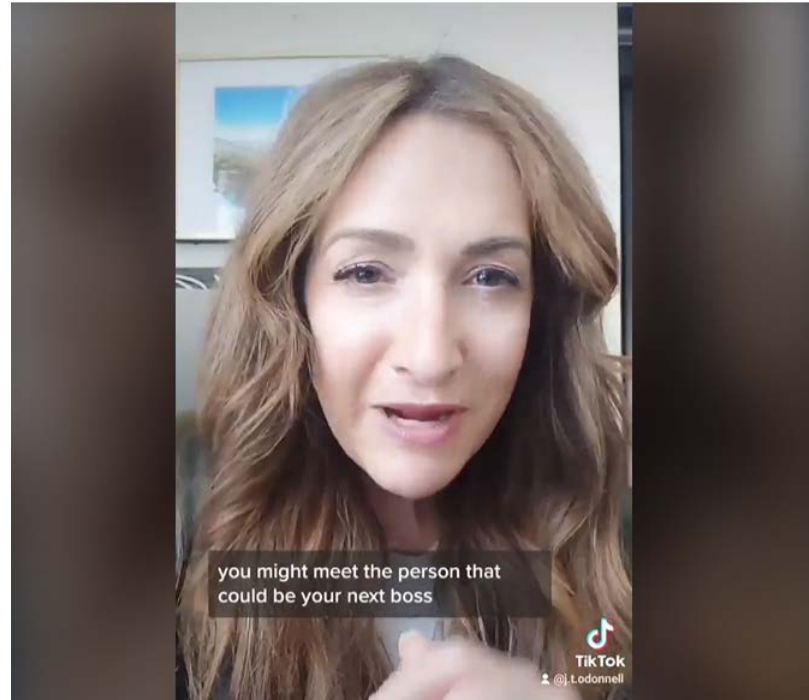
Starting today, we're offering every Saysh One customer a free pair of ...see more



 **J.T. O'Donnell** (She/Her) •  • Following 10,124 followers
CEO, WorkItDaily.com | Career & Job Search Support | Resume & LinkedIn A...
2d • 

My Friday career pep talk for YOU!!!!

[#fridayfeeling](#) [#livelife](#) [#careeradvice](#)



Facilitating engagement



OpenReel

5,623 followers
Promoted



Schools are starting to realize how valuable video is in driving engagement with students and alumni. ...see more



Engage students and impress alumni with video

OpenReel allows you to leverage video throughout your entire educational lifecycle – from recruiting and on-campus experience, all the way to alumni outreach.

[Learn More](#)



Atlassian



Sponsored

Apr 17

Jira Service Management isn't like other ITSM solutions

[Sign Up for Free!](#)



Atlassian

Hi LinkedIn Member,

You probably already know that most ITSM solutions prioritize rigid process over agile flexibility. But did you know Jira, the #1 most popular software development tool used by agile teams, has a new solution that enables high velocity ITSM? Introducing [Jira Service Management](#), a powerful new tool that helps IT teams continuously adapt at scale. Beyond allowing teams to whip up service desks, Jira Service Management comes with:

- On-call scheduling
- Alert management
- Major incident, change, and configuration management
- So much more

See for yourself, [get started with Jira Service Management for free.](#)

[Sign Up for Free! →](#)

Facilitating engagement


<h2>Career</h2> <p>Get hired and get ahead</p> <ul style="list-style-type: none">• Stand out and get in touch with hiring managers• See how you compare to other applicants• Learn new skills to advance your career <p>Select plan</p>	<h2>Business</h2> <p>Grow and nurture your network</p> <ul style="list-style-type: none">• Find and contact the right people• Promote and grow your business• Learn new skills to enhance your professional brand <p>Select plan</p>	<h2>Sales</h2> <p>Unlock sales opportunities</p> <ul style="list-style-type: none">• Find leads and accounts in your target market• Get real-time insights for warm outreach• Build trusted relationships with customers and prospects <p>Select plan</p>	<h2>Hiring</h2> <p>Find and hire talent</p> <ul style="list-style-type: none">• Find great candidates, faster• Contact top talent directly• Build relationships with prospective hires <p>Select plan</p>
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Researching and following up


- Research your own contacts
- Follow prospects and clients
- What are your competitors doing?
- Encourage your employees to connect to your company page
- Calendar follow up activities with new connections or new prospects

Researching and following up

Manage my network

 Connections

 Contacts


 People I Follow

 Groups

 Events

 Pages

 Newsletters

 Hashtags

Because you recently followed Headspace

See all



Christine Hsu Evans

Chief Marketing and Strategy
Officer at Headspace Health

Follow



Zaina M.

Recruiting @ Calm | Hiring
Engineers for the #1 Meditation ...

Follow



Teuila Hanson

Chief People Officer at LinkedIn

Follow



Christal M. Jackson 

Impact and Equity Architect

Follow



Jason Lin

UX Recruiting @ Google

Follow



Swapna Savant

Engineering Leader | Founder |
DE&I

Follow

RETURN STRONGER



Researching and following up

Trending hashtags in your network

See all



#motivation

15,770,506 followers

Follow



#leadership

3,217,217 followers

Follow



Recommended hashtags for you

See all



#jobseekers

1,974,869 followers

Follow



#professionaldevelopment

22,001 followers

Follow



Researching and following up

986 Connections

Sort by: Recently added ▾

🔍 Search by name

[Search with filters](#)

Filter only People ▾ by

- | | |
|---|--|
| <input type="checkbox"/> Law Practice | <input type="checkbox"/> Marketing & Advertising |
| <input type="checkbox"/> Non-profit Organization Management | <input type="checkbox"/> Financial Services |
| <input type="checkbox"/> Higher Education | + Add an industry |

Profile language

- | | |
|-------------------------------------|----------------------------------|
| <input type="checkbox"/> English | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> French | <input type="checkbox"/> German |
| <input type="checkbox"/> Portuguese | |

Open to

- | | |
|---|--|
| <input type="checkbox"/> Pro bono consulting and volunteering | <input type="checkbox"/> Joining a nonprofit board |
|---|--|

Keywords

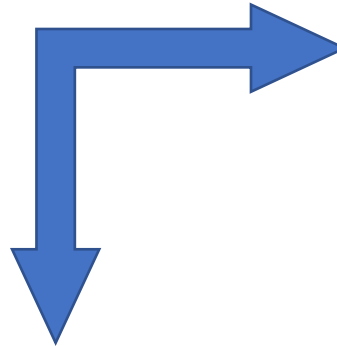
First name

Last name

Title

Company

School



Resources

[Mind-Blowing LinkedIn Statistics and Facts](#), Maddy Osman, 04/08/2022, Kinsta blog

[How to Create a Company Page on LinkedIn \(Step-by-Step Guide\)](#), Matteo Duò, 01/07/2020, Kinsta blog

[8 Ways Leverage LinkedIn for Marketing Success](#), Brian Jackson, 07/20/2021, Kinsta blog

[Best of LinkedIn Pages 2019](#), Alexandra Rynne, 12/29/2019, LinkedIn marketing blog

[LinkedIn Pages Best Practices](#), LinkedIn Marketing Solutions

[37 LinkedIn Statistics You Need to Know in 2022](#), Christina Newberry, 04/06/2022

About the speaker



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