

Online Buzz

Leveraging LinkedIn

CHRISTINE SPRINGER OF Link for Success joined Jacob Lebo of FireDrum Internet Marketing to lead a July seminar on using LinkedIn and search-engine optimization to expand one's business. About two dozen business owners and employees gathered at Xona Resort to learn tips on using LinkedIn to its fullest potential.

Springer, a freelance paralegal based in north Scottsdale, explained how she developed a LinkedIn system to explode her clientele list in less than a year. She devised the technique after "marketing 101" basics such as attending networking events and sending direct mail yielded minimal response. "I got really clear on what I wanted and things started happening," she says of her outreach

to the social media community.

The key to success with LinkedIn is to position yourself as an expert and build your exposure by asking and answering questions on the networking site. First, though, ask yourself what you want to get out of the online tool and write it down, advises Springer, who personally specializes in mortgage loan audits to look for legal violations. When responding to a LinkedIn invite or reaching out to a new contact, Springer's cardinal rule is to state how you can help the person with your expertise. "The reader will determine in the first five to 10 seconds whether they need your service," she says. "Don't use the standard invite!"



Springer offers a DVD of her LinkedIn system at www.LinkforSuccess.com. An advocate of open networking, she recommends TopLinked.com and the LinkedIn group Arizona Open Networkers for those targeting the local market.

Other ways to raise your online profile include contributing to industry-related sites, posting to a blog and monitoring mentions of your company or industry on Twitter and Google, Lebo added.

Look for both experts on LinkedIn. ■

