

RETHINKING THE BOUNDARIES



Diving In to LinkedIn

The Fuqua Career Management Center

November 17, 2011

Cassandra Adams

William Blackmon

Lisa Schwartz





- **Introduction**
- **Presentation**
- **Questions & Answers**



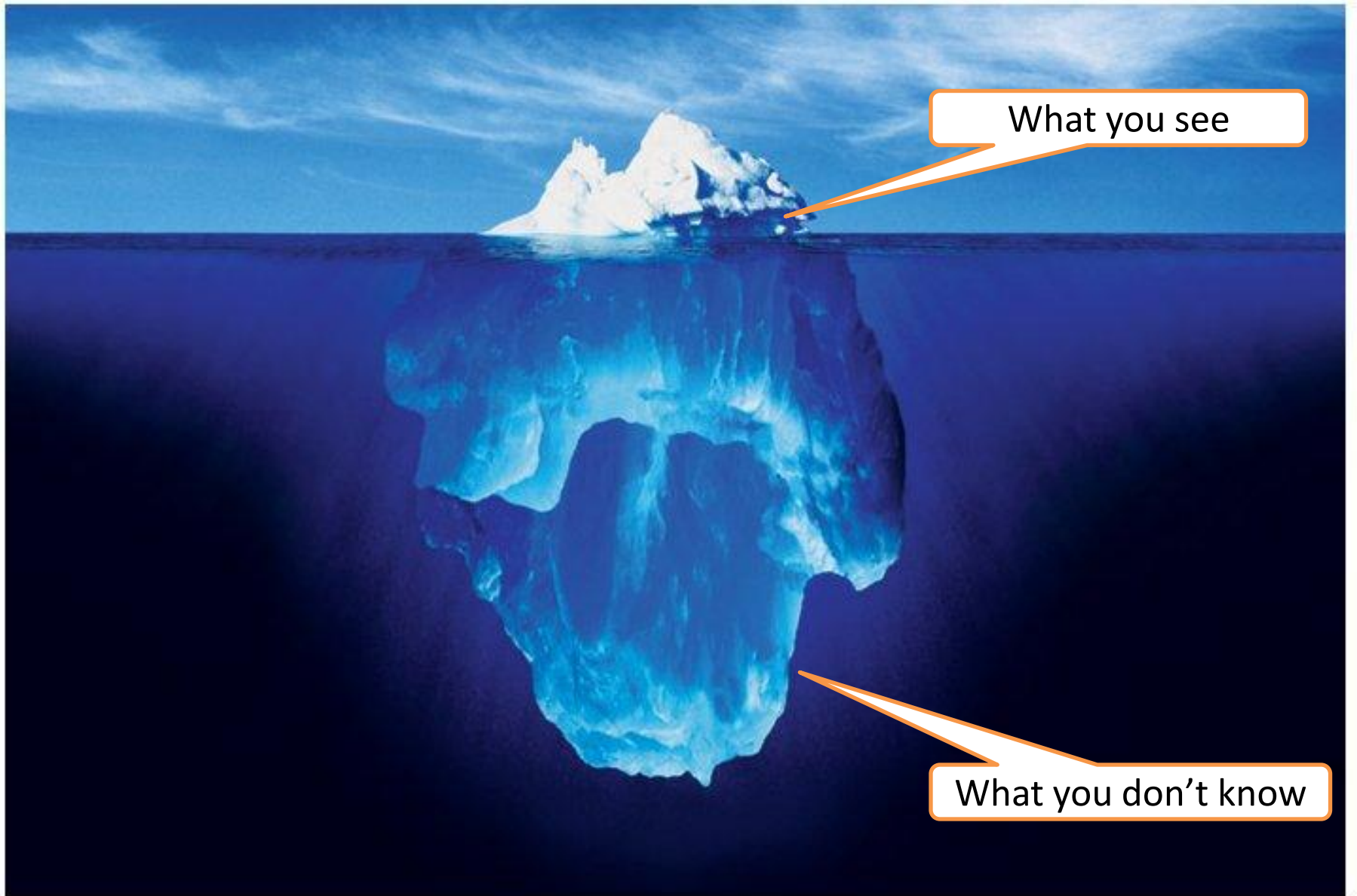
William Blackmon

<http://www.linkedin.com/in/williamblackmon>

**CEO of LinkMeIn • LinkedIn Expert • LinkedIn
Business Consultant • LinkedIn Strategist •
Social Media Entrepreneur**

Facts about LinkedIn

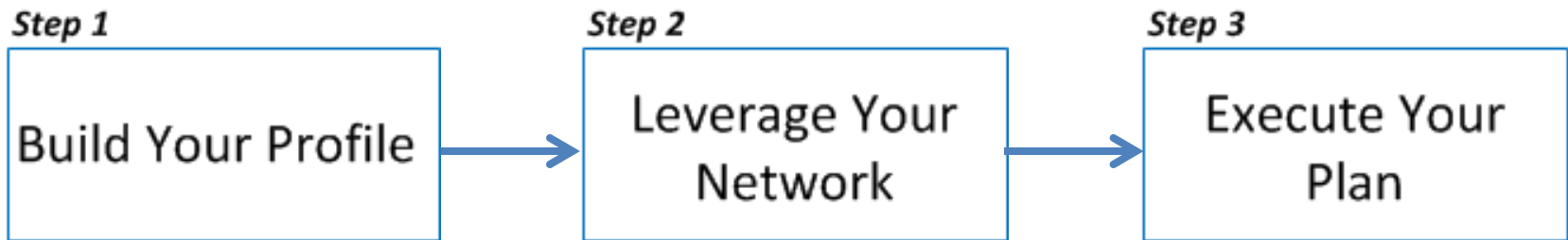
- ✓ #1
- ✓ 135 million members in 200+ countries
- ✓ 9X growth
- ✓ Average income USD\$110K



What you see

What you don't know

3-Step Process



Step 1

Build Your Profile

- ❑ **Complete**
- ❑ **Consistent**
- ❑ **Compelling**



WEEKEND BREAKFAST

EGG FRITTATA & MAPLE SAUSAGE - 7.50
 - JALAPENOS, CHEDDAR, ENGLISH MUFFIN ~

FRIED EGGS & BACON - 7.50
 - MEAT, COX DAIRY CHEDDAR, TOASTED BUN

HEALTHY BURRITO - 7.50
 - SPINACH, EGG WHITE, TOMATO SAUSA, FETA SPROUTS

COUNTRY-STYLE FRENCH TOAST - 8.00
 - ALMOND FRANGIPANE, CINNAMON CARAMELIZED BANANA

BAGEL PLAIN - 1.75
 - WITH CREAM CHEESE 2.00

GREEK YOGURT (0% FAT) w/ FRESH FRUIT - 6.00
 w/ BERRIES & AFANOLA - 7.50

GRANOLA w/ MILK - 4.00
 w/ FRESH FRUIT - 5.00
 w/ BERRIES - 5.00

FRESH FRUIT SALAD - 5.00
 MIXED BERRIES - 6.00

COFFEE SM 1.75 LG 2.25

HAMPTON CLASSIC

COLOMBIA HAZELNUT

ORGANIC PERU NORTE

DECAF SUMATRA MANDHELING

LT ALMOND-MACARON-KAWA

ICED COFFEE / TEA SM 2.25 LG 2.75

LEMONADE SM 2.50 LG 3.00

ARNOLD PALMER SM 2.50 LG 3.00

EST. 1988
 CAFE
 AME
 CAFE
 CAFE





C. Thomas (Tom) Smith, III

Director of Operations and Integrated Marketing at Anua

Greensboro, North Carolina | Marketing and Advertising

1st

Headliner: Who, What, & Where

C. Thomas (Tom) Smith, III You can't have engaged customers if you do not provide consistently excellent customer service.



Why Customer Engagement Is Just As Important As Customer Service openforum.com

Social media has evolved customer service. Not only do you have to service, now you have to engage. Here's how.

Like • Comment • Send a message • Share • See all activity • 9 hours ago

Activity: Share productive information

Experience: Relevance & key words

Current **Director of Operations and Integrated Marketing at Anua**

Past
Integrated Marketing Consultant at Tar Heel Bear Ventures
Director of Integrated Marketing at FMI Corporation
Integrated Marketing Consultant at Tar Heel Bear Ventures
[see all](#)

Education
Duke University - The Fuqua School of Business
Duke University

Education: alumni magnet

Recommendations **24** people have recommended C. Thomas (Tom)

Connections **500+** connections

Websites
[Personal Website](#)
[Company Website](#)
[Blog](#)

Add other social media venues

Twitter [Follow](#) @ctsmithiii

Public Profile <http://www.linkedin.com/in/ctsmithiii>

Custom URL: Your prof. home page!

Summary & Specialties:
Professional summary about you
Make this POP!

◆ tsmith@tarheelbearventures.com | 📞 (919) 306-5876

DO WHAT I SAY I'LL DO WHEN I SAY I'LL DO IT thereby building trusting, mutually-beneficial relationships with clients, employers, colleagues and suppliers.

DEVELOP MISSION, VISION, VALUES, AND STRATEGIC BRAND POSITIONING leading integrated marketing campaigns for clients in 18 vertical industries, stimulating growth and generating revenue for startups, Fortune 500 clients and leading ad agencies, create enduring client relationships, record-breaking and award-winning marketing campaigns.

REPEATED SUCCESSES IN MARKETING championing and leveraging the “emotional link” between brands and people, uncover consumer insights that consistently lead to memorable and effective integrated marketing and customer satisfaction campaigns.

Specialties

Integrated Marketing Communications, Strategic Positioning, New Product Development, Corporate I.D., PR, Database Marketing, Customer Satisfaction, Strategic Internet Design, New Business Acquisition, Intellectual Capital, CRM Software Implementation, Webinar Creation, Graphic Standards, Quantitative & Qualitative Research, Regression Analysis, Alliance Partnerships, Training & Development, Lead Generation, Channel Management, CRM, Social Media, Voice of the Customer (VOC)

Experience: Keywords, achievements, recommendations

Director of Integrated Marketing

FMI Corporation

Privately Held; 51-200 employees; Management Consulting industry

February 2007 – January 2010 (3 years)

Director of integrated marketing for FMI (www.fminet.com), management consultants and investment bankers to the construction industry.

Developed and implemented the integrated marketing campaign leveraging the firm's 55+ years of intellectual capital.

- Built awareness of the brand via an aggressive PR campaign obtaining more than 400 media hits, 250 million exposures with media value of approximately \$25 million.
- Created web site, designated as "world class" by an industry consultant, leveraging the firm's intellectual capital to serve as the knowledge hub for the construction industry. Web site was developed one-third the expected price.
- Consolidated production of all corporate identity materials for consistency and annual cost savings of \$50,000.
- Implemented new CRM software and procedures for the ongoing cleaning of data and a segmented marketing effort by the consultants.
- Managed customer satisfaction program using consumer insights.
- Upgraded training textbooks to improve brand image and instituted online registration to increase number of registrants, automatically confirm registration and promote the cross-sell of other programs.
- Created series of webinars to provide exposure for FMI thought leaders.
- Introduced FMI to social media via Linked In, Twitter and RSS feeds.
- Created and implemented graphic standards manual to improve presentation and perception of the FMI brand.

C. Thomas (Tom) has 20 recommendations (1 report, 17 co-workers, 2 partners) including:

Step 2

Leverage Your
Network

- ❑ Connect with friends, fans, constituents
- ❑ New professionals, clients, partners

Network Growth



Consultants Network
Already a member



Duke Club of New York
+ Join



Duke University Alumni Network
+ Join



Duke University's Fuqua School of Business Alumni
+ Join



DukeGEN - The Duke Global Entrepreneurship Network - Main Group
+ Join



Global China Connection | 全球中国联接
+ Join



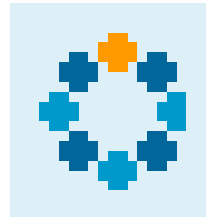
Google Universe : Jobs, Tools, Trends and Galaxies of Ideas
+ Join



Job & Career Network
Already a member

Network Growth

1. Alumni lists
2. Conferences
3. Alternative social media venues
4. **LinkedIn Open Networker (LION)**
5. LinkedIn badge



Step 3

**Execute Your
Plan**

- ❑ **Communicate to Engage**
- ❑ **Use advanced features**

Communicate to Engage

- “Say what you do and do what you say”
- Demonstrate “passion” for your customer’s and peer’s success.
 - Not promoting or selling
- Share your expertise, offer advice

Communicate & Associate

Say what?



What's your experience with your company adopting a new s/w project management tool?
This article shares good implementation techniques.

Count: 136

 [Attach a link](#)

visible to: [anyone](#) ▾



[Share](#)

LinkedIn tools for Branding

1. Add Sections:

Honors & awards, projects, skills, certificates, patents, languages, publications

2. Apps – Top 4:



Advanced Job Search

Keywords: **Business Analyst**

Location: Located in or near:

Country: United States

Postal Code: 27601

Within: 50 mi (80 km)

Job Title:

Company:

Functions:

- All Job Functions
- Accounting/Auditing
- Administrative
- Advertising
- Analyst

Experience:

- Any Level
- Executive
- Director
- Mid-Senior level
- Associate

Industries:

- All Industries
- Accounting
- Airlines/Aviation
- Alternative Dispute Resolution
- Alternative Medicine

Date Posted:

- Any Time
- 1 day ago
- 2-7 days ago
- 8-14 days ago
- 15-30 days ago

Salary (USD):

- All Salary Levels
- \$40,000+
- \$60,000+
- \$80,000+
- \$100,000+
- \$120,000+
- \$140,000+
- \$160,000+
- \$180,000+
- \$200,000+

Worst Mistakes

I) Bad Photo Choice!



Worst Mistakes

- 2) Incomplete profile
- 3) “Poor spelling and grammar”
- 4) No contact information offered
- 5) Cold Call Invites = “Ignore”

Best Practices

- I) Spend “Quality” time on building a stellar profile
 - Complete, consistent, and compelling content
 - Professional photo!



Best Practices

- 2) Keep your status updated
- 3) Join Groups & Network!
- 4) Seek Recommendations
- 5) Add apps to enhance your profile and branding



William Blackmon

★ CEO of LinkMeIn | LinkedIn Expert | LinkedIn Business Consultant | LinkedIn Strategist | Social Media Entrepreneur ★

Raleigh-Durham, North Carolina Area | Professional Training & Coaching

- ❑ Seek William Blackmon and connect

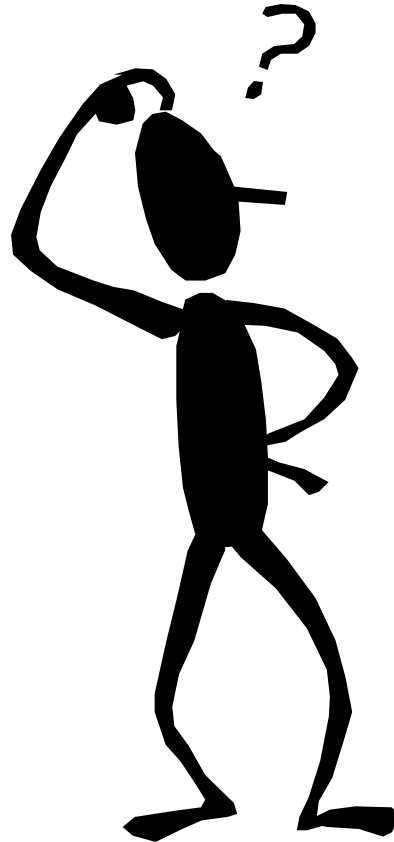
E-mail = William@linkmein.biz

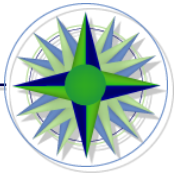
Twitter: [@link_me_in](https://twitter.com/link_me_in)

- ❑ Seek [LinkMeIn](#) group and join
- ❑ Follow LinkMeIn company on LinkedIn

Questions

The Fuqua Career Management Center





Thank You!

Questions or Concerns?

Please email: alumni-careers@fuqua.duke.edu