



The Only Marketing Jobs Definitive Guide to



Helping you maximise your business networking potential

www.onlymarketingjobs.com

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Invitations are being accepted to join Only Marketing Jobs, LinkedIn's largest UK-only marketing group. To be part of it [click here](#). Jobseekers and hirers welcome.



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Introduction

If you are not a member of the LinkedIn brigade, why aren't you? Have you been holed up in a Guatemalan cave?

If, however, you are one of 36 million members (2 million in the UK) already tuned into what has very quickly become *the* networking site for business professionals you may understand what all the fuss is about. The question still remains, though: Just what is so great about LinkedIn?

Unlike Facebook or MySpace LinkedIn is targeted specifically for the business world. You won't find pictures of people lying semi-clad on a beach somewhere, smugly grinning at their chums as they toil behind a desk in their office. Nor will you find images of people with pencils stuffed precariously up their nose. LinkedIn is professional, proper, dignified.

Individuals create profiles and, to all intents and purposes, construct an online CV, which is open for the entire world – and so potential suitors - to see. By following all the prompts you can produce a 100% complete profile detailing one's employment situation – past and present – likes, dislikes, education, hobbies and interests. It is possible to request friends and colleagues to recommend your work and these act as references or testimonials. There is even a facility to share the work you've done via a slideshow application.

People use LinkedIn to connect with people they know, used to know and would like to know. The spirit of the service is to recommend people through your network, allowing you to increase both the number and the quality of contacts, all of which should enhance your career and lifestyle at some point or another. This is the theory. And a very good one it is, too.


Used properly LinkedIn has the capacity to provide you with a complete tool kit for your professional life.

The following pages will show you how:




Profile and details

Your LinkedIn profile is your professional presentation and a chance to showcase who you are what you do and what benefits you, as a commercial product, can offer other people. Yes, it is a platform to gloat and no doubt there are many people with heads so large they cannot find a picture small enough for the space provided to show the world not just what you do, but how you look doing it. But in the main, people keep it real, accurately highlighting specific skills and key achievements; every bit a glorification of the traditional CV.

Simon Lewis (MREC) 1st 

Content Editor/Copywriter at Only Marketing Jobs
London, United Kingdom | Online Media



Simon Lewis (MREC) has now completed the article 'is it ethical for recruiters to charge jobseekers?' Watch this space... 4 days ago

Current	<ul style="list-style-type: none">• Content Editor at Only Marketing Jobs• Founder at Public Sector Recruitment Consortium• Owner at Piranha Group Limited (REC, ISO)
Past	<ul style="list-style-type: none">• Divisional Manager at Intelligent Solutions• Business Development Manager at Intelligent Solutions
Education	<ul style="list-style-type: none">• Bournemouth University
Recommendations	6 people have recommended Simon
Connections	500+ connections
Websites	<ul style="list-style-type: none">• My Company• My Company
Public Profile	http://www.linkedin.com/in/simonlewis1

When compiling your profile it is worth noting the 'completeness' bar to the top right of the page. This indicates how far you are from producing your finished article. The key areas to ensure you complete are:



Job title

Chose a job title that says what you do but encapsulates a number of possible connotations. In other words, stay clear of company-specific titles, trying instead to be generic. Your boss may describe you as a Segmentation Channel Specialist but to everyone else you should be a Marketing Manager. Save the segmentation stuff for the specialities area.

Picture

You should upload a professional-looking headshot. The point of LinkedIn is engagement. Without a picture you are a page of words, which is the same as the CV you are hoping to leave behind in this digital age. Promoting your company through a logo image is frowned upon and you can be asked to remove it if someone takes offence and snitches on you. Pictures of cartoon characters or random objects might look amusing but they serve little purpose. Unless of course you're in the advertising industry, in which case this is expected!

Positions

At least three previous positions are required to complete your profile. You should include as many details as possible (key skills, responsibilities etc) in as few words as you are able. Whilst you are technically compiling a CV you are not reproducing War & Peace.

Summary/Specialities

Include key words and business-specific terms so that viewers of your profile can quickly understand what you do. If you are hoping to be found by recruiters searching for their next great employee you should be careful to use words generic to your industry, not specific to your company.

Recommendations

These are worth their weight in gold. Whilst there is a mechanism to see who has viewed your profile it is by means comprehensive. Irrespective of this you want to galvanise your profile with as much credence as possible. You never know who might be out there looking at you. Tip: Often writing a recommendation for someone else will encourage them to write one for you.

URL

Personalise your URL. This will increase the number of times you appear in Google search results and so direct people to your profile. Your unique URL is the link you can send to would-be connections so they can view your public profile. You might also like to add your LinkedIn URL your email signature.

Status updates

Whilst this does not compound your completeness bar it is a feature worth knowing and using. Functioning in a way similar to Twitter, the status update allows you to broadcast a short message to your connections. This ensures your profile remains in the conscience of the recipients through a note on their own profile homepage.



If you are a jobseeker this allows you to broadcast your new/continued employment situation. For recruiters it is a good way to quickly express that you are 'searching for a marketing manager for a retail company based in Berkshire'.

Applications

These are bolt-on extras that enable you to enrich your profile, share and collaborate with your network, and get the key insights that help you be more effective. Applications are added to your homepage and profile enabling you to control who gets access to what information. These optional applications include: a polling facility; blog links; reading lists; slideshow presentations; and information relating to your company.

Sell yourself

Your LinkedIn profile is *your* brand and you are promoting this to the world. Mistakes could see your route to market scuppered early on. Look for spelling mistakes and general grammatical errors. Be aware there is no spell-check facility so you might want to write your masterpiece in Word then paste it in.



Connections

To get the most out of LinkedIn it is vital to build a network of people you know or who could be useful in a business capacity. Whilst it is tempting to invite everyone you've ever spoken with this may serve to be counterproductive. Before inviting your tennis-partner's second cousin you should consider the following:

- What are you looking to gain from LinkedIn? Are you using it as your digital directory or to develop new business contacts? The answer to this question will determine who you seek to connect with. Most people join LinkedIn to obtain new contacts relevant to their industry, often picking up and putting down contacts as required
- How involved do you want to be? Much like Facebook you could be a full-time LinkedIn user, leaving little room for anything else in your life. Prioritising your target lists saves a great deal of energy and allows you to more successfully keep control of what you receive

However, if you do want your pub landlord in your network you can invite him via your email contacts by adding a .csv file, which will then automatically check whether these people are on LinkedIn and then send them a personal invite to connect with you. A .csv file is a spreadsheet of contacts created through Excel and most contact files from your email software can be saved in this way.

LinkedIn operates a four-tier connection policy, indicated by a small circle beside each person's name. The number within this circle denotes how far removed you are from this person and, so, how close to your immediate network they are. Think of this as your ancestry model: your immediate family, your nieces and nephews, cousins, second cousins etc. The numbers are displayed as 1st, 2nd and 3rd. A profile devoid of a number indicates nobody in your network knows this person through anyone at all. How you connect with each of these people is explained in the 'sending messages' section.

For your guide, creating a network of around 800 direct connections will generate an overall network of circa 10 million individuals. That is a lot of people to know!

Whilst the premise of LinkedIn is to connect only with people you know or have been recommended to you, almost everyone has, at some stage or another and, in many cases, often, sent connection messages to people they don't know; those outside of their network. This is frowned upon to an extent but it is by no means a crime. You must, however, be sure to justify your reason for wishing to connect with someone you don't know. Otherwise you run the risk of them clicking the 'I don't know this person' button and you won't be connected.

Warning:

Five 'don't knows' and you'll be taken by the scruff of your neck to the nearest cop-shop, where the LinkedIn police will reprimand you for your misdemeanor and encourage you to act more responsibly in future. Too many cautions and you will be barred indefinitely.



For the sceptics:

Some people will be concerned that by adding their friends, colleagues and business associates they are opening themselves to 'poaching'. In order to avoid your connections 'seeing' each other you are able to select a 'hidden connections' option in your accounts and settings. This option is non-selective, however. You either hide all connections or none.

Open networking

By becoming a LinkedIn Open Networker (LION) you adopt the approach that anyone can connect with you and any invitations are automatically accepted. This allows you to very quickly build a large network of connections. This might be very useful if you are a jobseeker and wish to raise your profile to a more diverse community than you might otherwise be able to do.

There are a number of Open Networking groups on LinkedIn and they exist to increase the overall size of your network and are certainly not designed to specially target types of connections. If you would rather be selective in whom you connect with and vice versa it is not a good idea to become a LION.

Clearly the more connections you have the more companies you afforded direct access to. This has obvious positive connotations. The disadvantage to having a large number of contacts is that just like in 'real life' you are liable to receive an increased (and often sustained) amount of non-relevant contacts and, therefore, irrelevant information.

Choosing the LION route is not for everyone. It depends on your LinkedIn methodology.



Groups

LinkedIn has a group facility that contains professional or corporate groups that you can join in order to exchange ideas through the contribution to discussion groups; add and read news articles, usually pertinent to the ethos of the group; post and search for jobs; collaborate with like-minded people from your interest pool.

Perhaps the most significant aspect of joining a group is that its members instantly become part of your network. And whilst you will still have to send them a message or invite them to connect with you they are far more accessible and, of course, you already have something in common.

Being an active member of a group not only provides you with a greater level of interaction but also serves to promote your brand, whether this is yourself or the company you represent. However, blatant autocratic behaviour is usually met a snarl from the group manager so be careful not to plague people with obvious self-promotion. It is better to encourage topical information, which is sponsored by you or your company by way of a foot link. Although with your profile attached to each produced piece, this ought really to be enough.

You can search for groups using the basic search feature at the top right of the page from the search drop down menu. Simply type a keyword into the box (if you are searching for groups connected with horses, for instance, write 'horses') and select the 'Search Groups' option.



Only Marketing Jobs .com - it pays to know people

The largest UK marketing group on LinkedIn with circa 4000 UK marketing members who use the group to network, share ideas, monitor marketing trends and post interesting marketing related discussions.

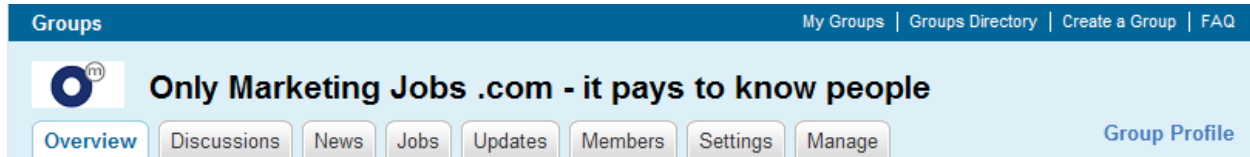
Owner: [Mark Lennox](#) | [3,927 members](#) | [Share](#) | [Join this group »](#)



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Dashboard tabs

There are the tabs found at the top of the LinkedIn page under the group name, which serve as pointers to the key areas of all groups.



Broken down these tabs accommodate the following:

Overview

Typically this is a picture frame of news and discussions, which allows you to see very quickly what might be of interest to you. Usually the attrition rate in this area is high so it is worth viewing checking once or twice a day. How swiftly this information changes is, however, dependant on activity levels within the group.

The overview page also allows you to see immediately activity for the past seven days, which includes: how many new members have joined (how many of these could be relevant to you?); the number of new discussions; and the number of news articles posted.

Discussions

This page highlights all the discussions that have ever taken place within the group, with the most recent usually being placed at the top. You can disseminate these discussions through the easy links on the right of this page and these compile: Most Comments; My Discussions; My Comments; My Followed Discussions. You can also start your own discussion here.

This page is an excellent way to keep abreast of topical subjects and ensures you do not miss out on any relevant (and irrelevant!) information.

News

Much like the discussions page, this area allows you to share relevant news. The main difference is the obvious way in which links can be attached to send readers to another place. This is great for circulating business news and, so, increasing SEO opportunities.

Jobs

Perfect if you are a recruiter or a jobseeker. This area is fast becoming one of the main reasons for joining LinkedIn and certainly a significant aspect of the group proposition. Here you can search for jobs and apply directly to whoever is advertising. Sometimes these are direct employers, more often they are recruitment agencies.



The mechanism behind this area is the same as discussions and news.

Updates

This is the definitive list of everything happening in the group. It is real time so worth checking regularly because it acts as a signpost to all activities.

Members

How many members are in the group and who are they? You can find out in this area. This is a directory of everyone you would probably like to connect with. Establish a good reason for doing so and you probably can!

Settings

Here you can select what you want to receive from group members and managers and how frequently you receive it. You can select where you want to receive, too. This is a very useful page, particularly if you are involved in a number of groups. Your inbox can become full very quickly if you are receiving daily digests from each of them.



Searching

LinkedIn allows you to search for people in the same way you might do via Facebook. Some might argue it is even easier. The search functions available are:

- Search by name and other distinguishing characteristics to quickly locate the person you are looking for
- Use the advanced search to target specific skill sets or find subject-matter experts
- Conduct reference searches on potential job candidates and business partners
- Quickly search your inbox for important messages and information
- Find the right jobs, knowledge, or groups to make you more productive

People Saved Searches

Advanced Search Tip: Get Search tips & shortcuts in our [Learning Center](#).

People Search | Reference Search

Keywords: First Name:

Location: Last Name:

Title: Industry: Accounting Airlines/Aviation Alternative Dispute Resolution Alternative Medicine Animation

Company: Groups: Online Marketing, Web Analytics, and E-commerce Group -- WebAnalysts.Info Networked Recruiter (34,197+ total network) 3rd Largest Recruiting and HR & 2nd Largest Agency Group Inbound Marketers - For Marketing Professionals Advertising Professional Pharmaceutical Marketing

School:

People Search

People Search in the search box lets you quickly find the person you are looking for by title, company, name, or other characteristics. Don't worry about knowing the full name or exact search term because a relevant keyword is sufficient. You can also quickly find one of your connections by typing their name and clicking on the suggestions that will be automatically generated.



Search Results:

Our improved search lets you easily find the right person you are looking for. You now have the option to search the entire LinkedIn membership, whether people are in your network or not. In addition, we've improved our search algorithms to provide you with the most relevant results.

Sorting Results:

Organize your results by clicking on the 'Sort by' link on the top of the results to sort by: Relevance (the most relevant match based on your keywords and network are shown first); Relationships (First degree, second degree and groups are shown first in that order); Relationship+Recommendations (the closest match that is one of your connections and has the most recommendations); and Keyword (the best match based solely on your query).

Viewing Results:

Clicking the 'view' link allows you to choose between a basic view, an expanded view, which includes details such as work history, and a customized view. Click on "Create your own view" to customize the results based on a rich selection of fields.

Hovering over a search result will give you options to message, recommend, or add the member as a connection. You can also see what you have 'in common' by clicking on the arrows next to shared connections and groups.

Saving Searches:

Clicking the 'save this search' option lets you save a search and run it again at a later time. You can also choose to receive reminders over email once new members in the network match your saved search criteria.

Just click on 'Saved Searches' on the top right hand corner and select one of your saved searches to run again.

Refining Searches:

Once you've entered in your search, you can further refine it with the options on the right side box: First Name, Last Name, Title, Company, School, and Location. There you can also opt to view members of your network only. Clicking the "Show more" button reveals further options including Industry, Groups, Language, Interests, and Join Date.

Advanced Search:

If you want to run an advanced search, click on the "Advanced" link next to the People Search box on the top right hand corner. Find the right person by entering options in the following fields:

- **Keyword:** Enter any keywords that you are looking for in the member's profile.
- **First Name:** Search for a member by first name.
- **Last Name:** Search for a member by last name.



- **Location:** Limit your search to members either in a particular area, or willing to travel there. Postcode search results show members in the surrounding area, not just that post code.
- **Title:** Search for members with a particular title. If you tick 'current titles only', only members who currently hold that title will be returned. If you tick 'past only', only members who used to hold that title in a previous position will be returned. Look at the advanced tips below to learn how to use Advanced Operators here.
- **Company:** Search for members at a particular company. If you tick 'current companies only', only members who are currently at that company will be returned. If you tick 'past only', only members who used to be at that company will be returned. Look at the advanced tips below to learn how to use Advanced Operators here.
- **School:** Search for members that are at or went to a particular school or university.
- **Industry:** Searches for members in one or more primary industries. You can select more than one industry at a time.
- **Groups:** Searches for members that belong to one or more of your groups.
- **Location:** Limit your search to members either in a particular area, or willing to travel there. Postcode search results show members in the surrounding area, not just that code.
- **Interested in:** Search for types of members you would like to find: all members, potential employees, consultants/contractors, entrepreneurs, hiring managers, industry experts, or deal-making contacts.
- **Joined:** Search for members who have joined LinkedIn within a specified period of time. This is perfect for a search that you will be running on a frequent basis, as it displays the more recent additions to LinkedIn who fit the criteria.
- **Sort by:**

Relationships and recommendations

- Shows results by degrees away and, within each degree, shows the most-recommended members first

Relationships

- Show the people "closest" to you first (your connections are first, then people connected to your connections, then their connections, then people in your groups and so on).

Relevance

- If you've entered a value in the top keywords field, this will return the member for whom that keyword or keywords are the most relevant.
- Once you've returned search results, use the refinement options in the 'Modify Your Search' section, and make changes without leaving the page.



Sending messages

Taking into account the four-tier network connection system (as defined in the connections section) you have various ways of linking up with people you identify:

If you are connected directly to someone you will have access to their personal or business email address. Communicating with them is the same as you would anyone else outside LinkedIn.

When contacting individuals you are not directly connected with, LinkedIn offers three options:

1. **Introductions:** This method allows you to send a message to your intended recipient via other connections. The clear advantage of this is that your message is free and will be delivered from someone who is most likely to be a known/trusted contact of the recipient. The negative aspect to this contact method is that it relies entirely on your contact to pass the message on. You can increase the efficiency of your introduction by including a personal message for the intended recipient and a separate comment for the first link to the introductory chain.
2. **Add to your network:** This method allows you to send a message directly to the intended recipient. However, you need to justify your reason for wanting to add to your network, since the premise of this option is to only connect if you know or trust the person. Justification is levelled in many ways but you must choose the one that best meets your knowledge of the person. The drop-down lists provided are easy to navigate.

- Colleague
- Classmate

Country:

State:

School:

If you can't find your school, please select "Other..."

- We've done business together
- Friend
- Groups & Associations
- Other
- I don't know Juan Jose



Warning

If you send messages through the 'add to network' channel and the recipient does not know you he may choose to suggest as such at his end. Five rebuffs and you will have your connection sanctions removed altogether for people not already connected to you.

To enhance your chances a positive response it is advisable to jot a short note explaining your reason for wishing to connect.

- In-mails:** This is a message, like an email, that can be delivered directly to any individual on LinkedIn that you find during a search. These messages carry a cost (detailed below), may be ignored by the recipient (making them rather speculative) and have a feedback system displayed as a star-rating of 1-5, with five being the best. Your rating is affected by the number of acceptances and rejections you receive. This ensures the level of In-mail spamming is kept to a minimum.

Compare Account Types

	Personal	Premium Business	Premium Business Plus	Premium Pro
Cost per Month/Year	FREE	\$24.95/month or \$249.50/year <i>(Get 2 months FREE)</i> Upgrade	\$49.95/month or \$499.50/year <i>(Get 2 months FREE)</i> Upgrade	\$499.95/month or \$4,999.50/year <i>(Get 2 months FREE)</i> Upgrade
Receive Requests for Introductions [?]	Unlimited	Unlimited	Unlimited	Unlimited
Send Requests for Introductions	5 at a time ¹	15 at a time ¹	25 at a time ¹	40 at a time ¹
Receive InMails™ [?]	Unlimited	Unlimited	Unlimited	Unlimited
Send InMails™	-	3 per month	10 per month	50 per month



Hints & tips

LinkedIn has lots of useful features, many of them discoverable over the course of time. Others are more blatant but sometimes when we're all so busy it is hard to see the wood for the trees. Here are a few pointers to make your LinkedIn experience more beneficial:

Tool bar

This is the parade of options at the top of LinkedIn. Hadn't noticed it before? You are not alone.

Check these out:

Companies

Never again will you need to purchase this year's directory to your industry sector. Everyone you will need to know to develop your company knowledge is here. Well, most of it.

The companies area is a comprehensive list of all companies listed on LinkedIn and you can search within a multitude of industry sectors, making it easy to gather, extrapolate and, if you so wish, disseminate information. As an example there are more than 3,000 companies listed within marketing and advertising. Advanced searches are possible to narrow the list down to key words, location, company size and related industry sectors.

This is a great service for recruiters, jobseekers and anyone undertaking research.

Jobs

This space is fairly evident. Companies can post jobs. Jobseekers can search for jobs. A warning for both parties though: this area is becoming more and more popular. Whilst LinkedIn may not have envisaged their original idea morphing into a job board, it is fast becoming that way. Whilst on the surface this would seem a good idea, consider how many applicants there are likely to be on a site containing millions of people.

If you do want to use the jobs function then make sure you engage with the Job insider toolkit. Amongst other functions this area allows you to:

- ✓ See your connections at any hiring company
- ✓ Request an introduction to the hiring manager

Additional toolbars are found at the foot of your LinkedIn page.




Answers – Q&A

LinkedIn Answers lets you tap the knowledge of your professional network. Here you can get a fast and accurate answer to your business question and, conversely, you can help your connections and share your knowledge with your network, thus joining in the spirit of LinkedIn as well as promoting your brand and building credibility and, of course, massaging your ego by showing how much stuff you really know!

Answers


[Answers Home](#) [Advanced Answers Search](#) [My Q&A](#) [Ask a Question](#) [Answer Questions](#)

 [Get insights from target customers and industry experts using LinkedIn Polls. Learn More.](#)

Ask a Question


Get answers from your connections and experts in your network.

Answer Questions

 Answer questions and become an expert.
[Learn more.](#)

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- Law and Legal

New Questions From Your Network

Q. Chrysler sale to Fiat OK'd
0 answers | Asked by Khaliph Young (2nd) | 22 minutes ago in Manufacturing, Advertising

Q. Who or What are the resources available on Internet where we can chat with "Live Internet Search & Research Experts" at free-of-cost or at a fee..?
0 answers | Asked by Nawal Kumar Roongta Chairman - www.diamondsworld.com (2nd) | 34 minutes ago in Computers and Software

Q. I am a Business Networking Researcher & Infoscientist spent 39 years and discovered innovative things which will produce more happiness and money to LinkedIn and its users. How can I convey

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Useful links

LinkedIn Personal Trainer – <http://linkedinpersonaltrainer.com>

Only Marketing Jobs LinkedIn Group - <http://www.linkedin.com/groupRegistration?gid=1780141>

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Compiled and produced by Simon Lewis, for and on behalf of [Only Marketing Jobs](#)

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