



LinkedIn Marketing Workbook: How to Use LinkedIn for Business

Jason McDonald Ph.D.

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LinkedIn Marketing Workbook 2016

How to Use LinkedIn for Business

A best-selling LinkedIn marketing book from a best-selling author on Internet marketing: Jason McDonald

LinkedIn is the world's largest business-to-business social media, with over 350 million users and climbing. Your customers are on LinkedIn, your competitors are on LinkedIn, your business connections are on LinkedIn, and people are even in 'learning mode' about your industry on LinkedIn. Small businesses and large businesses - especially those that sell business-to-business - can leverage LinkedIn for amazing free marketing opportunities

If you know how... you can market on LinkedIn effectively

With up-to-date information on how to market via LinkedIn, the LinkedIn Marketing Workbook includes

- **SOCIAL MEDIA MARKETING** - an easy explanation of what social media marketing really is, and how to "think" about social media marketing.
- **LINKEDIN MARKETING STEP-BY-STEP** - an explanation of how LinkedIn works as a marketing tool, how to research your competition on LinkedIn, how to set up and optimize your personal profile (and that of your employees) on LinkedIn as well as set up and use a business LinkedIn page, and more.
- **POSTING STRATEGY** - creating great content is the first step, and knowing how to post it is the second. The **LINKEDIN MARKETING WORKBOOK** explains how to find other people's content to share and how to create your own content, both at the profile and page level.
- **FREE LINKEDIN TOOLS** - this book **INCLUDES** access to the online companion, **SOCIAL MEDIA MARKETING Toolbook**. To access the tools: 1) buy the book, 2) register your copy **PURSUANT** to the instructions in the book, 3) you will then be able to access the **FREE** LinkedIn tools.

LinkedIn Marketing Worksheets

This isn't a fancy book. This isn't a pie-in-the-sky book. This is a practical hands-on book, with links not only to free tools but to step-by-step worksheets. By the end of the book, you'll have a LinkedIn marketing plan ready for yourself, your employees, and your business. Other great books like 'LinkedIn for Dummies,' 'LinkedIn Marketing,' or 'LinkedIn an Hour a Day' are great, but they don't have the kind of hands-on, practical worksheets that the **LINKEDIN MARKETING WORKBOOK** offers, plus access to free LinkedIn tools. So consider 'LinkedIn for Dummies,' and other books on 'LinkedIn for business' and you'll be back.

Got questions? Just Google Jason McDonald and send him an email - he's happy to help.

About the Author

Author Jason McDonald has been active on the Internet since 1994 and has taught SEO, AdWords, and Social Media since 2009 – online, at Stanford University Continuing Studies, at both AcademyX and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate trainings across these United States. His passion is to take complex marketing topics such as social media marketing and make them easy-to-understand for small business owners and marketers. His style is practical, hands-on, and fun. He received his Ph.D. in 1992 from the University of California, Berkeley, and his B.A. from Harvard University in 1985. When he's not surfing the Internet, Jason can be found being trained by his black Lab, Buddy, across the highways and byways of the San Francisco Bay Area.

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