

LINKEDIN NETWORK MARKETING SOLUTIONS

For Job Seekers and Entrepreneurs

with

LAKRISHA
DAVIS



WHAT YOU'LL LEARN

- Why LinkedIn is the most powerful tool for professional networking
- About how LinkedIn saved my business and my job search
- How to create a killer LinkedIn profile
- How to use search engine optimization to increase your visibility
- Ways to successfully grow your network
- Formulas to unlock new clients or job opportunities from your extended network



47%

FACT:

Only 47% of marketers say they are actively using LinkedIn vs. 90% who use Facebook

OPPORTUNITY:

Today, there are over 3 million businesses on LinkedIn--
-where business is usually the focus.

3M

420M

NETWORK = NETWORTH

LinkedIn users have access to a network of easily over 420 million professionals around the world, and the site is growing daily.



THE PROFILE

- You need to build a killer profile that'll make you stand above the crowd, and differentiate you from people who bring similar value as you
- Your profile is the first meeting of your brand to your key audience. You should have these 2 goals:
 - Search engine optimize (SEO) your profile with the keywords and content that'll increase your visibility to your target audience; and
 - Send a unique branding message that aligns with your career/business goals.



SEARCH ENGINE OPTIMIZATION

1 Project

Owner | Professional LinkedIn Trainer and Career Development Coach | Résumé Writing to Beat the ATS | Executive Resume Writing | Strategic Planning | Brand Development | Business Formation | Professional Networking | Mastering the Interview

Featured Skills & Endorsements

Onboarding · 99+



Endorsed by Sam Siebu, MBA, MS, SPHR and 5 others who are highly skilled at this



Endorsed by 33 of Qiara's colleagues at Memorial Hermann Health System

Employee Relations · 95



Endorsed by Cheryl Henderson and 7 others who are highly skilled at this



Endorsed by 33 of Qiara's colleagues at Memorial Hermann Health System



GROW YOUR NETWORK

- Special-interest groups
 - You'll have access to all members in the group and can send them an InMail just as your LinkedIn connections.
 - LinkedIn allows you to join up to 50 of these groups.
 - Groups that are beneficial to you
- Making Posts
 - To increase your visibility
 - Set a goal to do this 2-3 times a day, and you'll instantly notice more profile views, connection requests, and people wanting to learn more about your background.



LEADS GENERATION

- Advanced Search
 - Search job titles/companies/industries/geographic locations/keywords
 - Use a connection request formula to successfully create meaningful relationships with these individuals.
 - Aim to send 7-10 requests per day
- Special-interest groups
 - You'll have access to all members in the group and can send them an InMail just as your LinkedIn connections
 - Unlock warm introductions
 - Send weekly announcements



New Member Details and 13 Job-Search Strategies

Hi Lakrisha,

Welcome to the Career Coaching & Job Strategies Community for Job Seekers!

First, here is a free copy of the 13 Secrets Every Job Seeker Should Know (when searching for their dream job) with techniques to help increase your job-search success.

Get free access here: <http://bit.ly/lakrishadavis-13things>.

Second, here are additional details.

This is what the group is intended for:

1. **SHARE** - Your successes and failures. Tell the group where you're at in your job search, what you've been doing, your struggles, or anything that will help you become successful.
2. **COLLABORATE** – Everyone here wants to learn and hear what you have to add.
3. **OFFER or ASK** – For help. Lots of members are willing to share their personal time to contribute to your goals. Just ask.

See you around.

Sincerely,

Lakrisha
Career Coach, Success Mentor, Speaker



THAT'S A WRAP!



LAKRISHADAVIS

BOOK A CALL WITH ME

bit.ly/lakrishacall

ASK A QUESTION

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VISIT MY WEBSITE

www.lakrishadavis.com