

LinkedIn to Success.....



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The age of technology has transformed the art of networking from business cards to v-cards and online networks. Social networking platforms like LinkedIn have made networking exponentially more dynamic and multi-dimensional. A business card gives you a name, title and contact information. LinkedIn provides a window to their background, business acumen and successes, and access to further connections.



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Social networking can be relatively easy. With a modest investment of time you can become actively involved and engaged, putting existing connections and expertise to work for you.

Developing a strong profile

A strong profile does wonders in establishing your presence and enticing people to seek you out. Key components of a strong profile include:

A key phrase or tagline. This provides a concise and accurate description of who you

elevate you and let you stand out in a crowd

New tools and technology. Embed PowerPoint presentations and video into your profile to allow prospects and other contacts to better get to know you and understand your capabilities.

Display contact information. At the bottom of your profile consider giving contact information, including email addresses.

Be current. LinkedIn profiles regularly appear on search engines. If you have expanded and/or shifted your expertise and it is not reflected in your profile, you're missing valuable opportunities.

Optimizing your LinkedIn participation

It is all about involvement. But remember, quality of connections and groups matters more than quantity.

Join groups. You only benefit from groups if you join them. Start with a few, targeting those that complement your knowledge, expertise and interests.

“When checking out LinkedIn Answers, keep an eye out for people that can help lead you to a new level.”

are. Avoid commoditizing what you do—commercial real estate broker. Use engaging and descriptive words—client focused, solutions-oriented commercial real estate consultant.

Specific descriptions and classifications of your expertise. Include specific product type and geographic diversification details to further

Share. Introduce yourself in a group and share that you are there to help; people don't like to feel they are being used for information to be a connection to someone else. Be genuine; it is easy to spot insincerity.

Extend your participation. Re-publish links to useful articles, blogs and presentations, give [turn to page 14](#)

For those who believe there is strength in numbers ...

...Alex Johnson, CCIM, has a Herculean LinkedIn network. The principal broker of Laurex Realty Advisors has 3,700 plus connections.

“I started when it was new,” Johnson said, adding that initially he was very proactive about building his network. “Sales is about getting to the right person in a company,” Johnson said. “I use LinkedIn to make connections with companies.”

One success story: connecting with the president of Dollar General who linked him with the real estate contact. Ultimately, Johnson completed a project with Dollar General. “It would not have happened without LinkedIn,” he concluded.

Another powerful tool on LinkedIn, for Johnson and any user, is the ability to recommend and be recommended. “I have a lot of recommendations. It makes me look really powerful,” Johnson said. “I could never pitch myself as well as others pitch me.”

David Liebman, J.D., SIOR, Colliers Bennett & Kahnweiler is one who believes the industry has been slow adopters of technology, adding “We are kind of old fashioned.”

But as an individual, and a firm, that is changing. His firm has hired a LinkedIn consultant to help members of the firm become more well-versed in the strengths and advantages of the powerful tool.

He praised the firm's principals for doing that in an effort to gain more marketing prowess. “I think it is the way marketing and networking are going,” Liebman said.

Liebman also has seen firsthand the benefits of LinkedIn, first making a connection that culminated in a deal and, more recently, researching people he was pitching as a means for establishing a connection, personally or professionally.

“LinkedIn is a wonderful way to make a connection,” he said.

Melissa Giovagnoli, the founder of Networkling, is one of the world's leading experts on the development of networks as a means of growing and accelerating brand loyalty and performance improvement inside and outside organizations. Networkling provides relationship marketing and management innovation programs to a wide variety of businesses.