

Using LinkedIn to Communicate and Advertise Your Services or Products

Fanny Nyayic



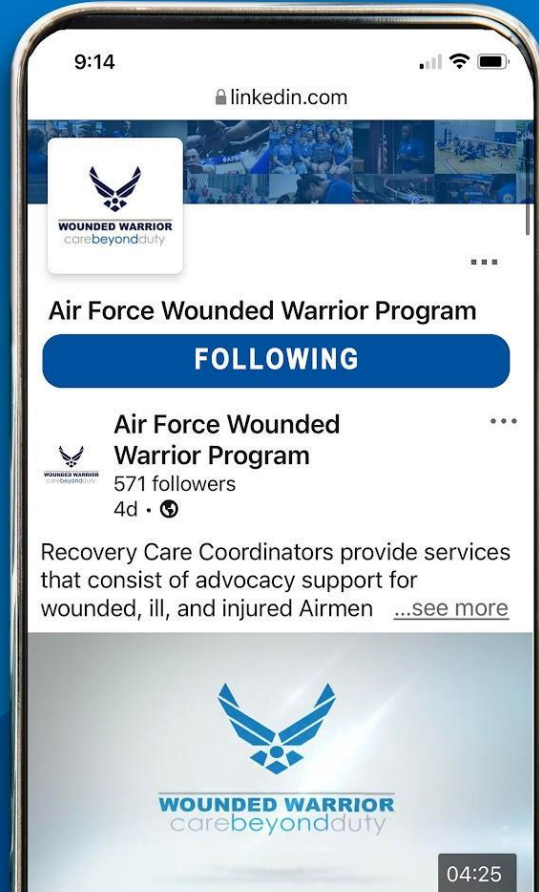
About Me

Hi, I'm Fanny

- Software Engineer
- Tech Writer
- Open Source Contributor
- Content Creator



What is LinkedIn ?



LinkedIn is a professional social networking platform that connects individuals and businesses worldwide.

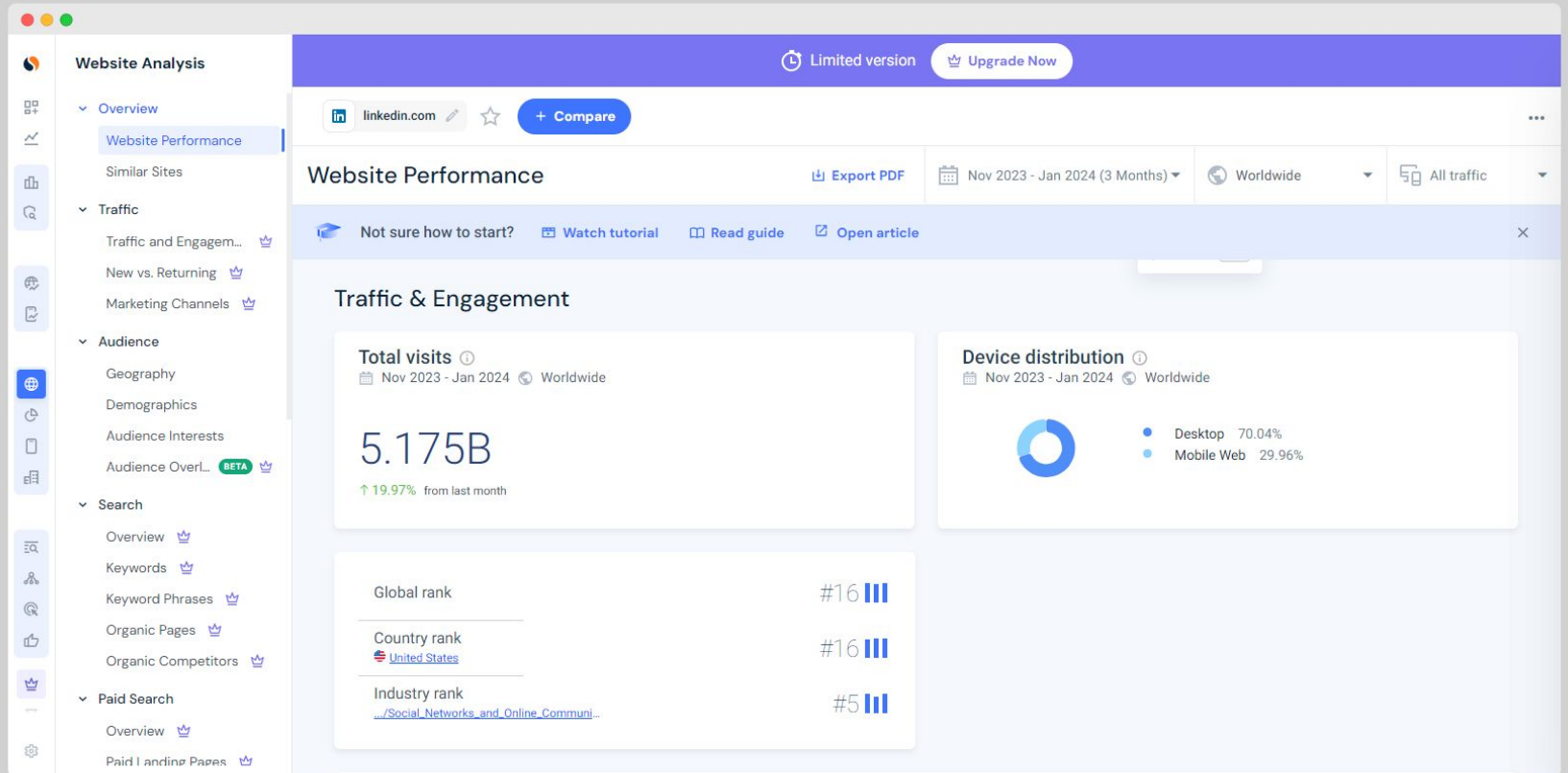
- Professional Networking
 - Professional Profiles
 - Business Pages
 - Content Sharing
 - Job Search & Recruitment
 - Groups & Communities
 - Advertising & Marketing
 - Analytics
- 

Why LinkedIn?

- Professional Networking Platform
- Global Reach and Diverse Audience
- Business-Focused Environment

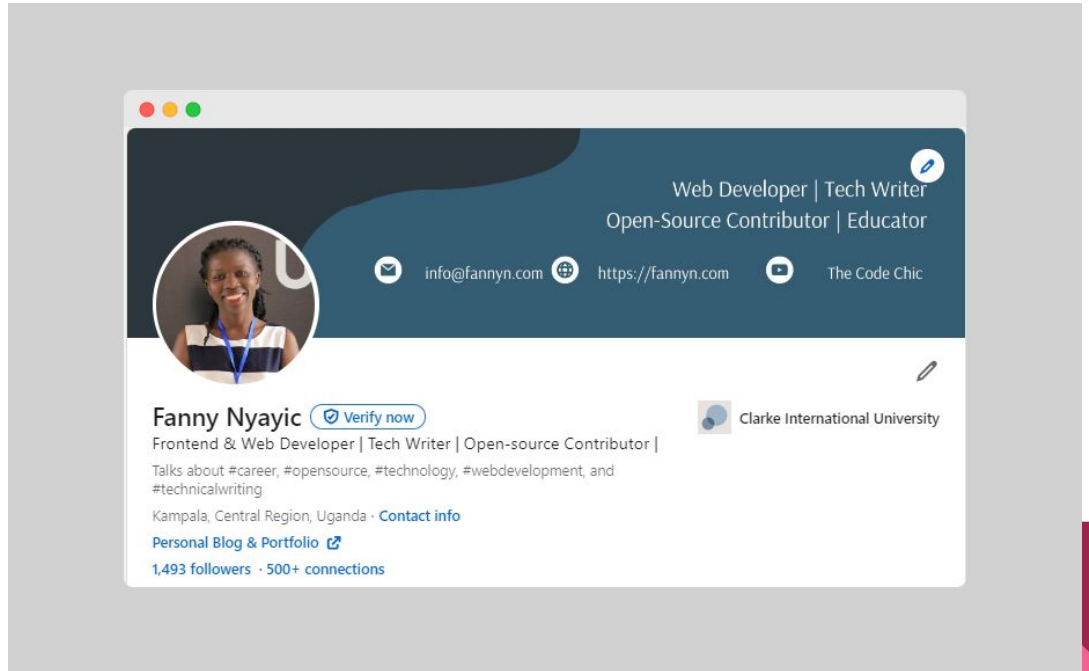


Statistics



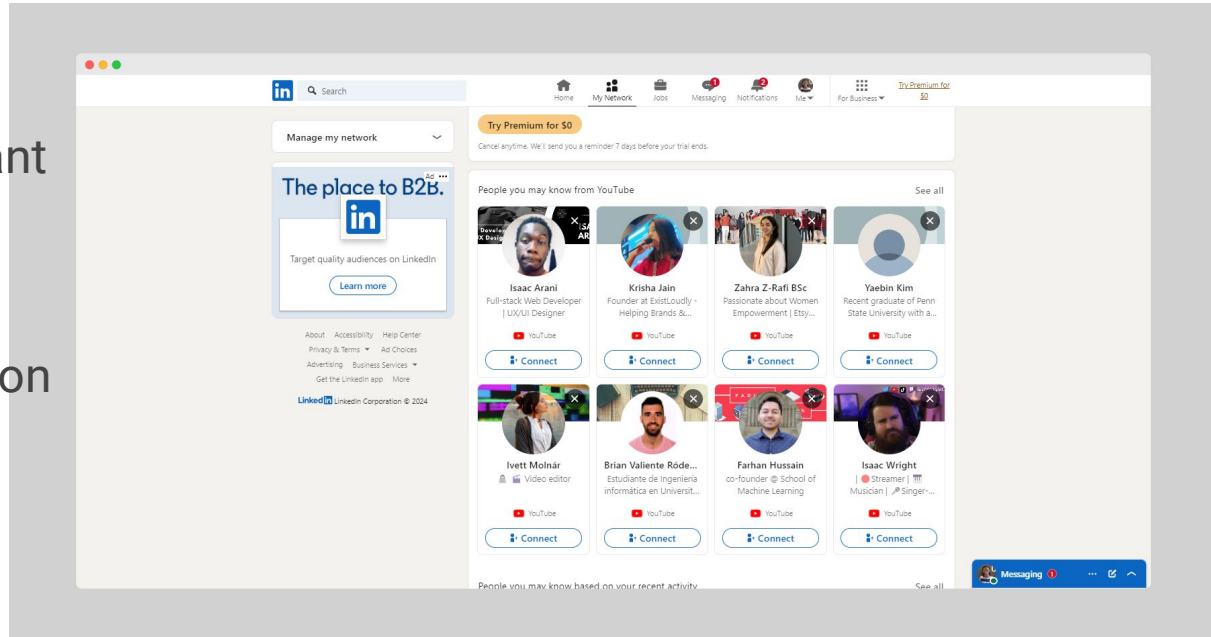
Creating a Strong LinkedIn Profile

- Professional Profile Picture
- Compelling Headline and Summary
- Highlighting Skills and Experience



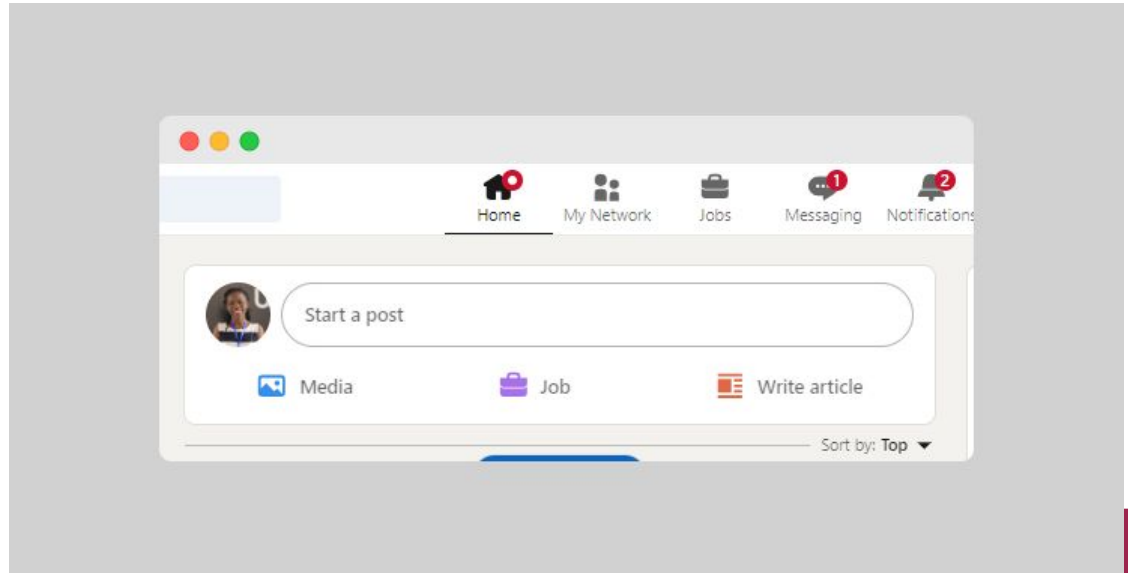
Building a Network

- Connecting with Relevant Professionals
- Engaging in Industry Groups
- Personalizing Connection Requests



Showcasing Your Products/Services

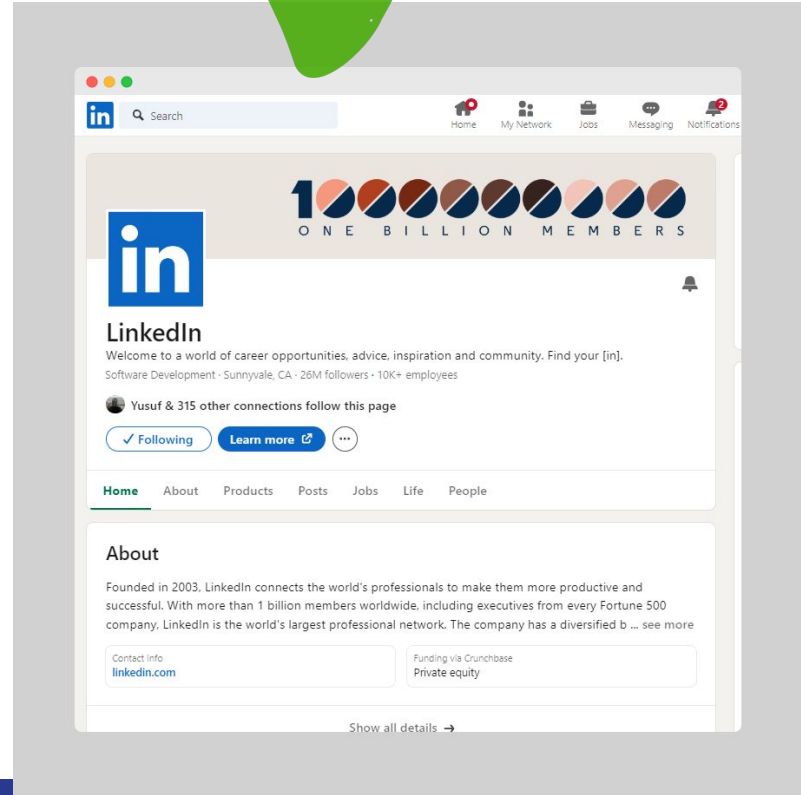
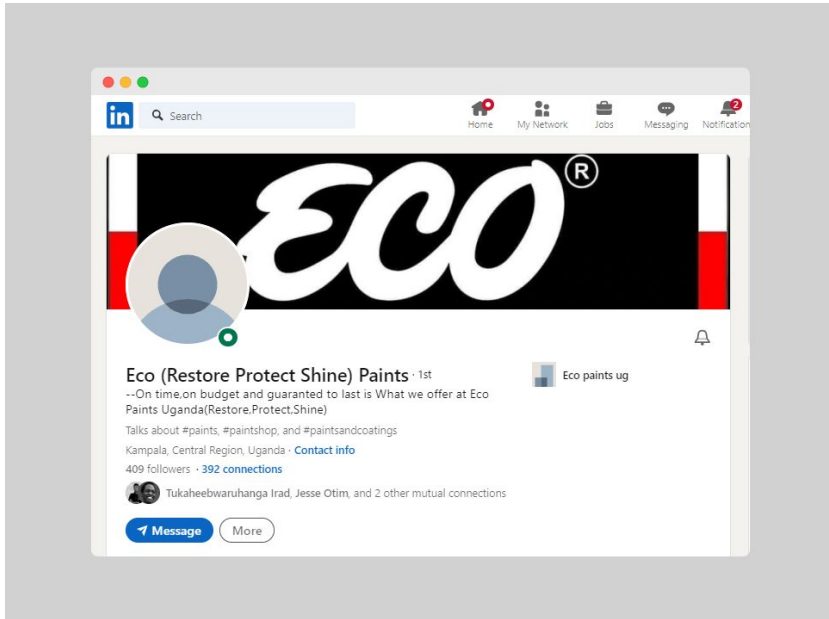
- Utilizing the "Featured" Section
- Sharing Rich Media Content (Images, Videos)
- Writing Engaging Posts and Articles



LinkedIn Pages for Businesses

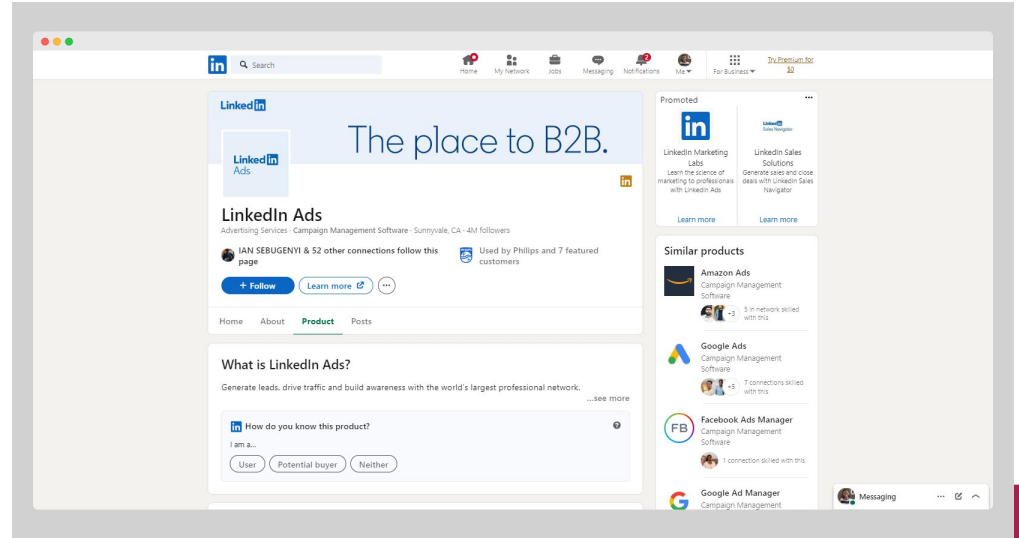
- Creating and Optimizing a LinkedIn Business Page
- Showcasing Products/Services
- Utilizing the Showcase Pages Feature





Sponsored Content and Advertising

- Targeted Advertising Options
- Sponsored Content for Increased Visibility
- Setting Advertising Budgets and Goals



LinkedIn Analytics

- Monitoring Performance with LinkedIn Analytics
- Understanding Impressions, Engagement, and Follower Growth
- Adapting Strategies Based on Data



Building Thought Leadership

- Publishing Articles on LinkedIn
- Participating in Industry Discussions
- Establishing Authority in Your Niche





You've been selected to answer: You're working on a software design project. How do you know which libraries to use?

19h



Recommendations and Endorsements

- Encouraging Clients and Colleagues to Provide Recommendations *Add profile*
- Validating Skills through Endorsements
- Enhancing Credibility and Trust



Engaging with Your Audience

- Responding to Comments and Messages
- Participating in Conversations
- Humanizing Your Brand

The word "ENGAGE" is displayed in large, colorful, 3D block letters. The letters are arranged in a row on a white reflective surface. The colors are: E (green), N (blue), G (green), A (orange), G (green), E (green). The letters have a slight shadow and are reflected on the surface below them. The background is a light gray gradient.

ENGAGE

Best Practices for LinkedIn Advertising

- A/B Testing Ad Copy and Imagery (comparing performances of content shown to random users)
- Targeting Specific Demographics
- Utilizing Call-to-Action Buttons



Challenges and Solutions

- Overcoming Common LinkedIn Advertising Challenges (High cost per click, few ad formats)
- Staying Updated on Platform Changes
- Seeking Professional Assistance When Needed
- LinkedIn [Ads Guide](#)



Recap of Key Points, Q&A

Get in Touch

- LinkedIn: Fanny Nyayic
- X: @fanny_codes
- YouTube: The Code Chic

