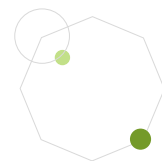




Power Up with LinkedIn

Lesley Anderson
Hedgerow Marketing Ltd



Myth Busting



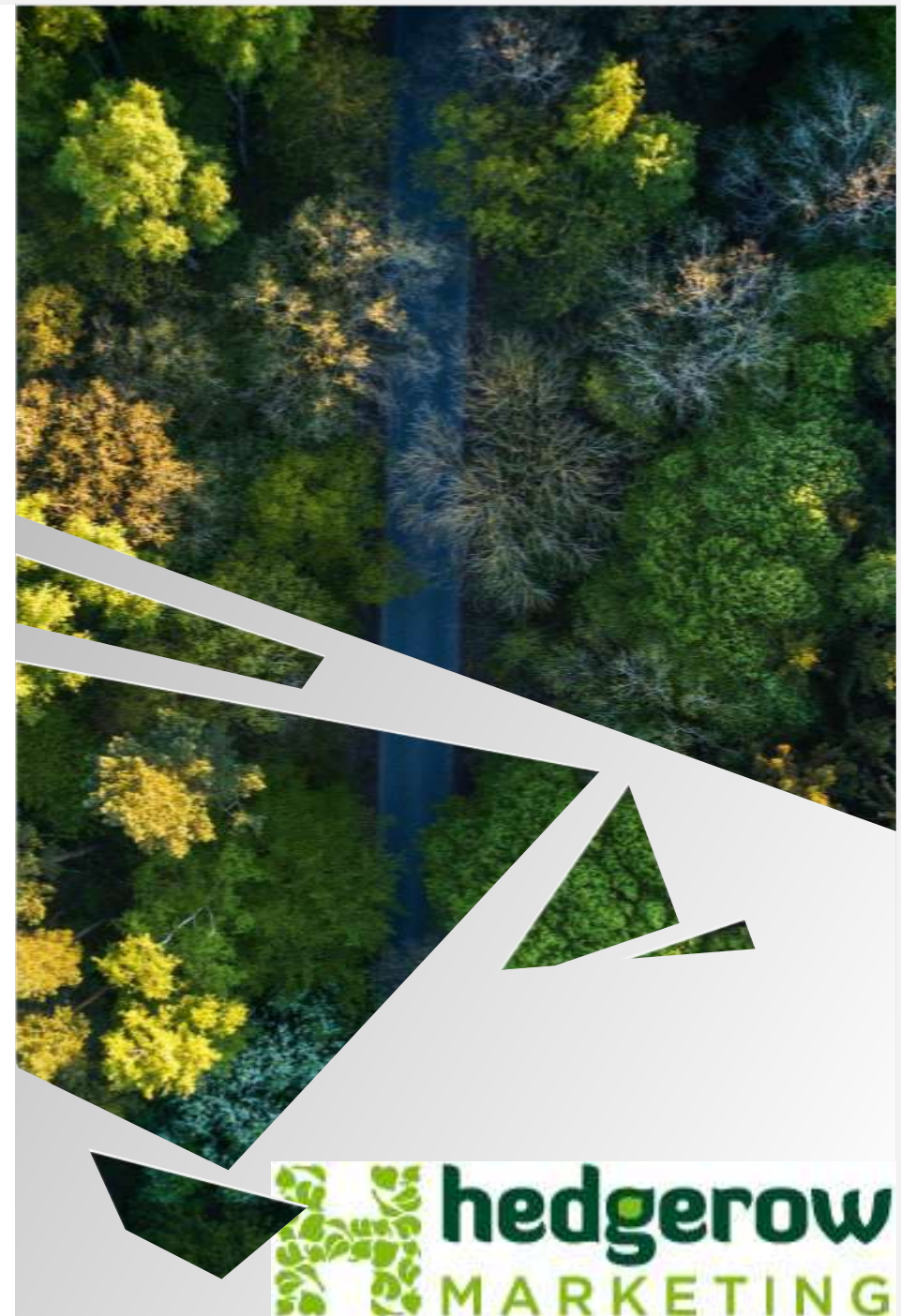
**It's like
Facebook
for
business**



**People
don't use it
very much**



**You need
to pay**



The LinkedIn World of Opportunities



Drive traffic to your website



Talk directly to your target market



Build a network around the world

Showcase your business

Take Control of your
PR

Build a Reputation

Promote Events

Recommendations





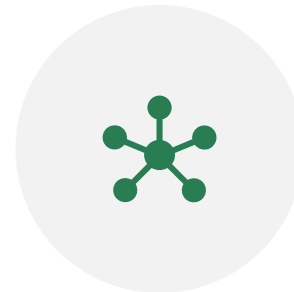
Essentials



Complete your Profile to get ALL STAR status



Optimise your Profile with KEYWORDS



Be ACTIVE

- **Post regularly**
- **Engage**
- **Connect**



Lesley Anderson

Marketing consultant and LinkedIn specialist ★ helping businesses find new clients

Exeter, United Kingdom · [500+ connections](#) · [Contact info](#)

Add profile section

More...



Hedgerow Marketing Ltd

University of Newcastle-upon-Tyne

About

I work with businesses in the South West to increase inbound enquiries through effective marketing strategies, social selling tactics, SEO, Google AdWords and PR. I run LinkedIn training courses for businesses and it's a pleasure to co-host LinkedIn Locals in Devon and Cornwall ... see more



Your Dashboard

Private to you

All Star

871

Who viewed your profile

1,527

Post views

191

Search appearances

Salary insights

See how your salary compares to others in the community

Articles & activity

4,831 followers [Manage followers](#)

Edit public profile & URL



Add profile in another language



Ad ...

Ready for your next opportunity?



LinkedIn Member, KFC UK & Ireland is hiring!

Follow

Add new skills with these courses, free for 24 hours



Advanced SEO: Developing an SEO-Friendly Website

Viewers: 28,410



Social Media for Nonprofits

Viewers: 15,020



Learning Integrated Content Marketing

Viewers: 4,253

[See my recommendations](#)





Tips for Success



Use your Mobile App



Allocate 10 minutes every day for 30 days

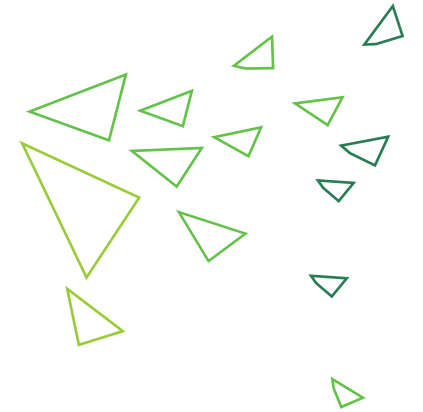


Create a calendar for posts



THANK YOU

Lesley Anderson
Hedgerow Marketing Ltd



Your Logo or Name Here

