

LinkedIn Tip #1: *Establishing Yourself as a Subject Matter Expert*

Why would you want to devote precious time to answering user questions on LinkedIn? Expertise status on this valuable (and FREE) social marketing tool is visible on your profile and lets people know how many questions you have responded to that earned a “best answer” rating. This goes a long way in establishing credibility for both you and your business. A few guidelines to achieving such accolades from other LinkedIn users are to:

- 1) Answer questions in a field where you are competent
- 2) Keep your answer objective and avoid using a sales pitch for your product or service and
- 3) Provide useful links in your answer to applicable articles or resources that will help the user confirm the validity of your answer.

To do this, click on “Answers” at the top left part of the page. There will be five tabs that open under the “Answers” header. Select the tab on the extreme right: “Answer Questions.” The subsequent page will propose to you a series of questions for which you may have answers based on your profile, but if they are not applicable then you can browse the categories on the right and select an area in which you would like to comment. Good Luck! - Direct comments or questions to Dave Gowel at davidg@clearlycreative.net



LinkedIn Tip #2: *LinkedIn Targeted Advertising: ~1500 Impressions for \$25*

One of the many ways LinkedIn is changing the way we do business is based in their incredibly vast database of user-populated information. You can tap into this wealth of demographic data to focus your advertising on your target market using zip code, business size, job title, and several other criteria stored by each

LinkedIn user. You can whittle down the 12.5 million U.S. LinkedIn users to those who you actually want to see your ads. To do this, look at the bottom of any LinkedIn page and click on "Advertise With Us." Then, look at the lower right portion of the screen and click on “Start Advertising Now,” under “LinkedIn DirectAds.” From this point forward, follow the steps provided by LinkedIn to reduce the 12.5 million U.S. users in the database to those whom you actually want your ads to target. Keep in mind that you will only be able to use two of the criteria that are available to target your advertising so your options will be grayed out once two are selected. You will then be prompted to create your ad using the following guidelines: 25 characters in your title line, 35 characters in each of the two Ad Lines, 35 characters in the visible URL and as many that will be required in the landing page. Happy Advertising! Direct comments or questions to Dave Gowel at davidg@clearlycreative.net

A screenshot of a LinkedIn advertisement. The background is light blue. At the top, it says "Ads by LinkedIn Members" in a smaller font. Below that, the main headline is "Social Media Marketing" in a larger, bold font. Underneath, it says "Cut costs using social media tools to market your business. Call now!" followed by the website "www.clearlycreative.net". At the bottom left, it says "From: David Gowel" and at the bottom right, there is a link "What's this?".

Ads by LinkedIn Members

Social Media Marketing

Cut costs using social media tools to market your business. Call now!
www.clearlycreative.net

From: David Gowel [What's this?](#)