

THE MISSING LINKS OF

Linked  :

UNDERSTANDING SOCIAL MEDIA'S
MOST UNDERAPPRECIATED PLATFORM

PRESENTED BY ANTHONY JULIANO



IS MISUNDERSTOOD

SEARCH ENGINE OPTIMIZATION
AND RECRUITING



IT'S ALL ABOUT OPTIMIZING YOUR PROFILE
AND RECRUITING STRATEGIES

**IT'S FOR ANYONE WHO DEPENDS
UPON B2B RELATIONSHIPS**

**OPTIMIZING YOUR PROFILE AND MAKING
CONNECTIONS ARE JUST THE START**

HOW
Linked 
IS DIFFERENT



**IS A NICHE
NETWORK**

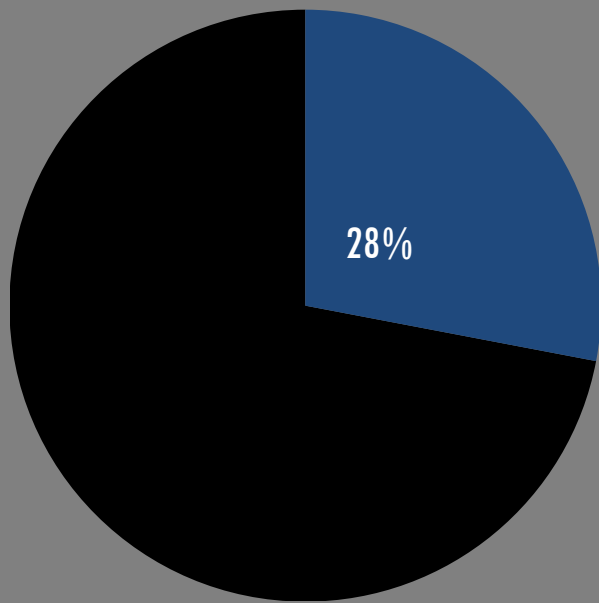


“LINKEDIN IS NOT A SERVICE THAT ENABLES YOU TO PASS THE TIME; IT’S A SERVICE THAT ENABLES YOU TO SAVE TIME. AND THAT GOES BACK TO OUR MISSION, WHICH IS TO CONNECT THE WORLD’S PROFESSIONALS TO MAKE THEM MORE PRODUCTIVE AND SUCCESSFUL.”

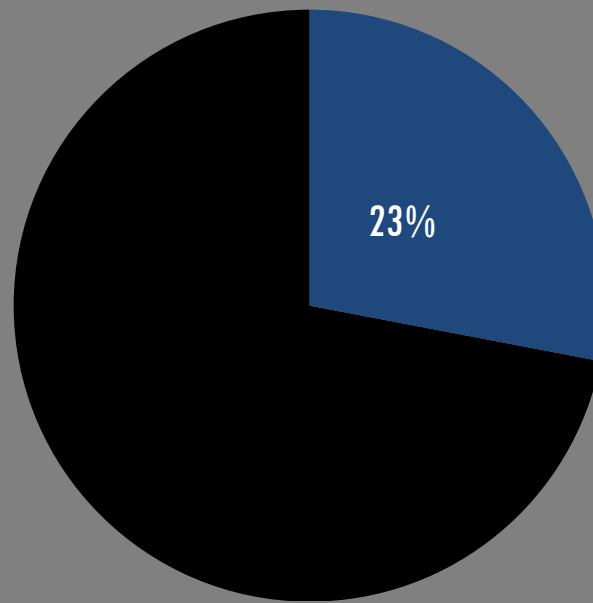
THE
Linked 
AUDIENCE IS...

A MINORITY OF THE U.S. POPULATION

% OF U.S. ADULT INTERNET
USERS ON LINKEDIN



% U.S. ADULT POPULATION
OVERALL ON LINKEDIN

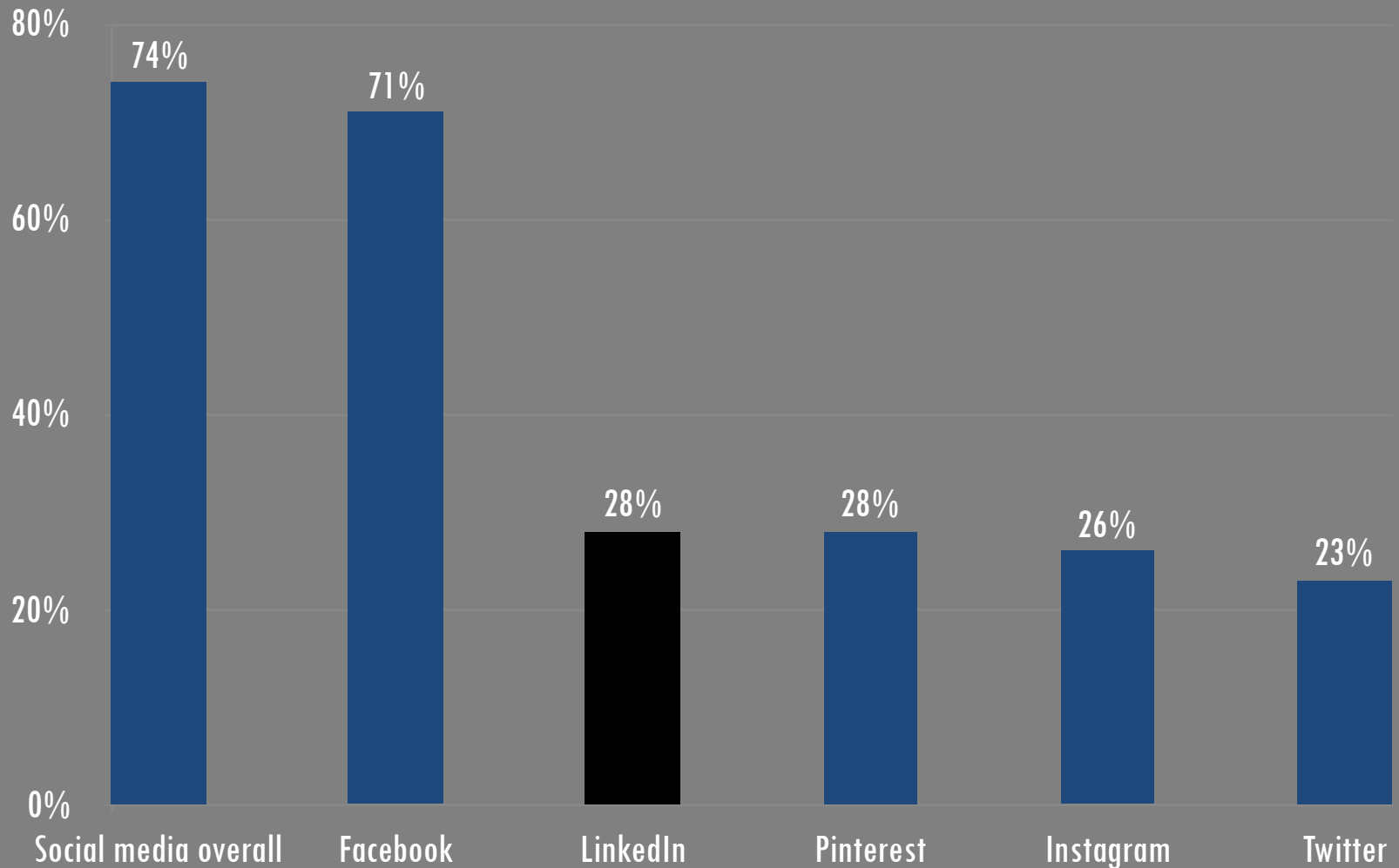


PEW RESEARCH CENTER, 2014 DATA



IT'S NOT UNUSUAL

% OF ONLINE ADULTS WHO USE...



A man in a dark suit and glasses is walking from left to right in the foreground. The background is a wall with a grid of small square tiles. A large, dark, curved architectural element is visible behind the man.

OLDER

**THE ONLY PLATFORM WHERE
THOSE AGES 30-64 ARE MORE
LIKELY TO BE USERS THAN
THOSE AGES 18-29.**

PEW RESEARCH CENTER, 2014 DATA



**BETTER
EDUCATED**

**COLLEGE GRADUATES CONTINUE
TO DOMINATE USE OF THE SITE.
FULLY 50% USE LINKEDIN**

PEW RESEARCH CENTER, 2014 DATA



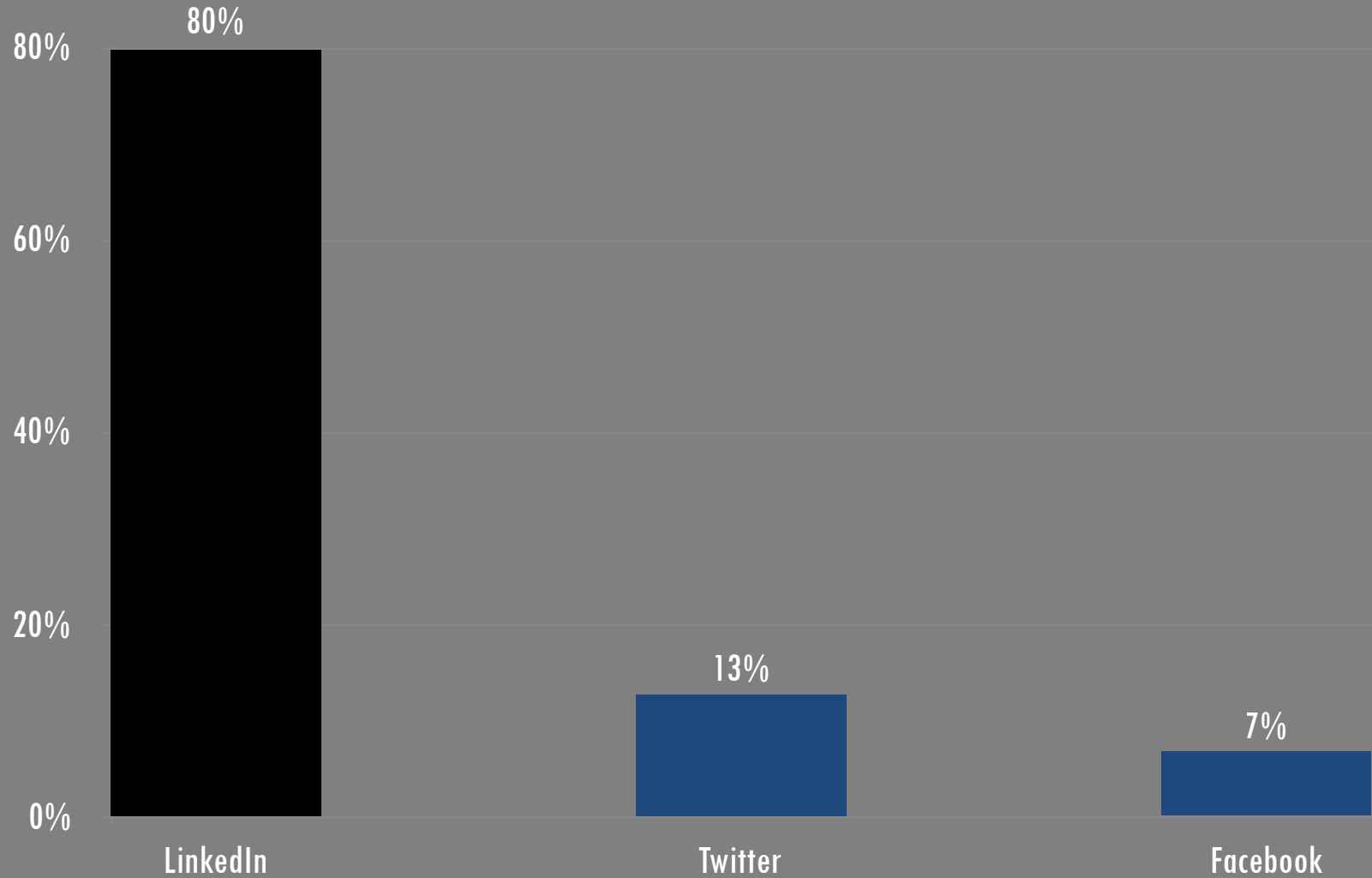
MORE AFFLUENT

AMONG THE MAJOR SOCIAL NETWORKS, LINKEDIN STANDS OUT FOR HAVING A LARGER PROPORTION OF HIGH-EARNING USERS AND A LOWER PROPORTION OF LOW-EARNING USERS

WHY CONSUMER BRANDS SHOULDN'T
OVERLOOK THE POWER OF LINKEDIN ADS, 2015

NO CONTEST ON B2B LEAD GENERATION

% OF B2B LEAD GENERATED AMONG SOCIAL MEDIA PLATFORMS





**IS MORE ABOUT RELATIONSHIPS
BETWEEN PEOPLE THAN
RELATIONSHIPS BETWEEN
PEOPLE & ORGANIZATIONS**



Recruiting For A College? - Prospects are always on their mobile phones. Advertise where they look! [Read More »](#)

Edit Background



Anthony Juliano, MA, MBA

Marketing and Social Media Strategist | Speaker | Teacher and Trainer | Writer

Fort Wayne, Indiana Area | Marketing and Advertising

- Current Asher Agency, IPFW, Indiana Tech
- Previous Barnes & Thornburg LLP, Parkview Health, Parkview Huntington Hospital
- Education Indiana Institute of Technology

View profile as

500+ connections

<https://www.linkedin.com/in/anthonyjuliano>

Contact Info

Add a section to your profile – be discovered for your next career step.



Language

This can help you find a new job, get a promotion, or transfer overseas.

Add language



Volunteering Opportunities

Non-profit organizations could be looking for someone like you.

Add volunteering opportunities

View More

Posts

+ Write a new post

View stats

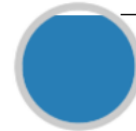
Published by Anthony (15)

See more



Profile Strength

All-Star



More is More.



See results

Who's Viewed Your Profile

15 Your profile has been viewed by 15 people in the past 3 days.

1 Your rank for profile views moved down by 1% in the past 15 days.

Unlock the full list with LinkedIn Premium

Notify your network?

Yes, publish an update to my network about my profile changes.





Asher Agency

848 followers

Follow



Home



Asher Agency employees



Anthony Juliano, MA, MBA

Vice President of Marketing and Social Media...

54 Employees on LinkedIn

[See how you're connected](#)

Ads By LinkedIn Members



The Source for Lighting

For all your lighting needs try BulbAmerica for the best pricing & service.



Big Data for Finance

Join senior finance executives who use Big Data to improve processes



Get Your Customers Found

Become a Reseller and Offer Local

Asher Agency is a full-service advertising, marketing and public relations agency specializing in the successful development of marketing and advertising campaigns for government, consumer, economic development, corporate, retail and education-related initiatives.

The Asher team provides public and private sector clients throughout the Midwest with media planning and buying, special events, creative services, graphic design, comprehensive research and strategic thinking.

Asher Agency began 40 years ago with a staff of one, serving three accounts. Today, Asher has offices all across the country. We are the largest media-buying agency in Indiana, serving more than 40 clients. Asher's reputation is a result of providing visionary long-term client planning, dedicated customer service and award-winning creative.

Asher Agency is a member of the American Association of Advertising Agencies, the Public Relations Society of America and the Advertising Federation of Fort Wayne.

THE INDIVIDUAL PROFILE IS GENERALLY WHERE THE ACTION IS

- RELATIONSHIPS ARE BUILT PERSON-TO-PERSON, NOT PERSON-TO-ORGANIZATION (EVEN B2B)



**“CONTENT SHARED BY EMPLOYEES...
GETS EIGHT TIMES MORE
ENGAGEMENT THAN CONTENT
SHARED BY BRAND CHANNELS.”**

THE INDIVIDUAL PROFILE IS GENERALLY WHERE THE ACTION IS

- RELATIONSHIPS ARE BUILT PERSON-TO-PERSON, NOT PERSON-TO-ORGANIZATION (EVEN B2B)
- MANY EMPLOYEES HAVE MORE CONNECTIONS THAN THE COMPANY HAS FOLLOWERS



Asher Agency

Marketing and Advertising
51-200 employees

1,122 followers

✓ Following



Edit



Home

Analytics

Notifications



Your connections

1,819 members

**CONSIDER THE
CUMULATIVE EFFECT AMONG ALL
YOUR EMPLOYEES**

**THE KEY TO SUCCESS:
UNDERSTAND EVERYONE'S ROLE
AND
LEVERAGE THE STRENGTHS OF YOUR
COLLECTIVE & INDIVIDUAL PRESENCES**

THE MISSING LINKS OF

Linked  **in**

**HAVE A SPECIFIC
GOAL**

**MAKE YOUR EFFORTS
FUTURE FACING**

**SHARE
STATUS UPDATES/
CONTENT**

**LEVERAGE
ADVANCED
SEARCH**

**HAVE A SPECIFIC
GOAL**

WHAT'S YOUR GOAL?

- CONNECTING WITH SPECIFIC PEOPLE?
- BUILDING A REFERRAL BASE?
- BEING SEEN AS A RESOURCE?
- TOP-OF-MIND AWARENESS IN A NICHE?
- INCREASED LEADS?
- IT SHOULD **NOT** BE NUMBER OF CONNECTIONS

**MAKE YOUR EFFORTS
FUTURE FACING**

**PEOPLE DON'T CARE WHAT
YOU DID 20,10, OR EVEN
5 YEARS AGO...
UNLESS IT HELPS THEM
SOLVE A PROBLEM
TODAY**

THE EQUATION:

**WHO DO YOU HELP
(STATED EXPLICITLY OR IMPLICITLY)
+ WHAT DO YOU DO?**

WHERE SHOULD YOU DO THIS?

- HEADLINE (YOU DON'T HAVE TO USE YOUR JOB TITLE)
- SUMMARY
- SKILLS
- EXPERIENCE
- WHEN SHARING CONTENT IN GROUPS (OR ANYWHERE ELSE)
- EVERYWHERE YOU CAN!

SHARE
**STATUS UPDATES/
CONTENT**

**YOUR PROFILE IS JUST ONE WAY TO TELL
YOUR STORY—AND IT MAY
NOT EVEN BE THE BEST WAY**

**STATUS UPDATES ALLOW YOU TO STAY
TOP-OF-MIND WITH YOUR CONNECTIONS**



Anthony Juliano, MA, MBA
Marketing and Social Media Strategist | Spea...

In [your profile](#)

8 pe
pa

▼3% pr

“ Share an update

📷 Upload a photo

What's on your mind?

Share with: Public



Nick Harter, MBA

In honor of Small Business Saturday, here are 3 steps to help make a successful transition from small business ownership to retirement:



Don't Bank on Your Business to Fund Retirement | Northwestern Mutual

u.nm.com · Small business owners often forego developing a formal retirement savings plan and assume that when the time comes, the sale of their business and its assets will fund their retirement.

Like · Comment · Share · 20h ago



Travis Piepho Founder and President at Prospectr

Buyer legends, like personas, make it easy to sell to your customer – here's how to create them <http://buff.ly/1F7pnn2>



How to Create Buyer Legends

ducttapemarketing.com · In Buyer Legends, Eisenberg emphasizes a critical component in building personas - or what he calls legends - and that's data.

Like · Comment · Share · 20h ago



Christopher (Chris) Kelly via Shah Karim



Like · Comment · Share · 22h ago



Jeff Weiner

Cracked iPhone 6 screen. Was heading in for replacement until reading this. Now tempted to go for 6+. Thoughts?



Yes, You Should Get The iPhone 6 Plus Instead Of The iPhone 6

businessinsider.com · In a break from its usual pattern, Apple...

Like (115) · Comment (56) · Share · 22h ago

👤 Leesa Charlotte, Katie Walsh and 113 others

GOOD STATUS UPDATES: EXAMPLES

- WHAT YOU'RE WORKING ON
- CONTENT YOU'VE CREATED
- NEWS ABOUT YOUR COMPANY
- INDUSTRY NEWS THAT'S RELEVANT TO YOUR AUDIENCE
- ADVICE/OPINION
- QUESTIONS
- EVENTS
- JOBS



Anthony Juliano, MA, MBA
Marketing and Social Media Strategist | Spea...

[Improve your profile](#)

8 people viewed your profile in the past 3 days

▼3% profile rank in the past 7 days



“ Share an update

Upload a photo

Publish a post

What's on your mind?

Share with: Public



Share

LINKEDIN PULSE

LinkedIn Pulse interface showing an article titled "Why I deactivated my Facebook account" by Anthony Juliano, MA, MBA. The article has 41,323 views, 388 Likes, and 166 Comments. The main image shows a Facebook login screen with the text "Facebook helps you connect and the people in your life." Below the image, the article text begins: "Earlier this year, I did something I've been thinking about for a long time: I deactivated my Facebook account. My motivation wasn't anything dramatic; it was more of an experiment to see if I would miss Facebook — or wonder why I hadn't deactivated it sooner." The text continues: "To be clear, 'deactivating' a Facebook account doesn't equate to permanently deleting it. When your account is deactivated you are, in effect, invisible. While you retain your Facebook friends, they can't post on your page, tag you in posts"

**LEVERAGE
ADVANCED
SEARCH**

SEARCH

1,042,126 results

Save search

Advanced

1st Connections 2nd Connections Group Members

Ads

People

Jobs

Keywords

First Name

Last Name

Title

Company

School

Location

Located in or near:

Country

United States

Postal Code

Advanced People Search

Reset Close

Relationship

- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

Location

Current Company

Industry

Past Company

School

Profile Language

Groups

- 2013 YLNI Leadership Institute
- Advertising Federation of Fort Wayne
- Arizona Business Networking Group
- Arizona Jobs
- Bishop Fenwick High School, Peabody MA

Years of Experience

Function

Seniority Level

Interested In

Company Size

Fortune

When Joined

Thomas Steiner
Business Advisor at Indiana Small Business Development Center
* 8 shared connections * Similar * 478

Rik Dragon
Author of McGraw-Hill's "Social Marketing" * CEO DragonSearch
* Speaker * Kred Top 50 Marketing Blogger
* Greater New York City Area * Marketing and Advertising
* 1 shared connections * Similar * 460

President, Aptera Software, Inc.
Fort Wayne, Indiana Area * Computer Software
* 213 shared connections * Similar * 500+

People

Jobs

Keywords

meeting planner

First Name

Last Name

Title

Company

School

Location

Anywhere

Search Reset

Advanced People Search

Relationship

- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

Location

Current Company

Industry

Past Company

School

Profile Language

Nonprofit Interests

Upgrade to access multiple

- Groups
- Linked Strategies
- Social Media Today
- IPFW Students and Alumni
- IPFW Continuing Studies Faculty
- Parkview Health Alumni
- Indiana Institute of Technology
- Years of Experience
- Function
- Seniority Level
- Interested In
- Company Size
- When Joined

10 results for meeting planner

1st Connections ×

Reset



Kim (Gonzalez) Murphy 1st

Director of Communications & Client Relations; Corporate Event
Planner; Marketing Communications

Fort Wayne, Indiana Area • Marketing and Advertising

▶ 93 shared connections • Similar • 👤 500+

Message ▼



Sherris Johnson, CMP 1st

Certified Meeting Professional

Indianapolis, Indiana Area • Events Services

▶ 37 shared connections • Similar • 👤 500+

Message ▼

Summary: ..., grantwriting, group travel, meeting and event management...
organizations. Specialties: Certified Meeting...

People

Jobs

Keywords

meeting planner

First Name

Last Name

Title

Company

School

Location

Located in or near:

Country

United States

Postal Code

48204 [Lookup](#)

Within

25 mi (40 km) [Search](#) [Reset](#)

Advanced People Search

[Reset](#) [Close](#)

Relationship

- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

Location

Current Company

Industry

Past Company

School

Profile Language

Nonprofit Interests

[Upgrade to access multiple](#)

Groups

- Linked Strategies
- Social Media Today
- IPFW Students and Alumni
- IPFW Continuing Studies Faculty
- Parkview Health Alumni
- Indiana Institute of Technology

Years of Experience

Function

Seniority Level

Interested In

Company Size

When Joined

Search

Advanced >

All

People

More...

Keywords

meeting planner

First Name

Last Name

Title

Company

School

Location

Located in or near:

Country

United States

Postal Code

46204

Within

25 mi (40 km)

Relationship

All


1st Connections


2nd Connections


51 results for meeting planner


2nd Connections


Some search results have been filtered to improve relevance.
[Show all results](#)


 **Jennifer Schwartz** ^{2nd}
 Event & Meeting Planner at Independent Welding Distributors Cooperative
 Indianapolis, Indiana Area • Hospital & Health Care
 6 shared connections • Similar
 Current: Event & Meeting Planner at Independent Welding Distributors C...


 **Ashley Leavelle Fleener** ^{2nd}
 Meeting Planner at Sigma Theta Tau International
 Indianapolis, Indiana Area • Events Services
 5 shared connections • Similar
 Current: Meeting Planner at The Honor Society of Nursing, Sigma Theta ...

 **Ilea Baier** ^{2nd}
 Part-Time Meeting Planner at The World Heart Games
 Indianapolis, Indiana Area • Hospitality
 2 shared connections • Similar
 Current: Meeting Planner at The World Heart Games

 **Erika DeMoss** ^{2nd}
 Meeting and Event Planner at Faegre Baker Daniels LLP
 Indianapolis, Indiana Area • Events Services
 2 shared connections • Similar
 Current: Meeting and Event Planner at Faegre Baker Daniels LLP

 **Kelley Mann** ^{2nd}
 Meeting and Event Planner at Faegre Baker Daniels LLP
 Indianapolis, Indiana Area • Events Services
 1 shared connection • Similar
 Current: Meeting and Event Planner at Faegre Baker Daniels LLP

 **Laura Gilbert** ^{2nd}
 Meeting and Event Planner at Indiana Hospital Association
 Indianapolis, Indiana Area • Leisure, Travel & Tourism
 1 shared connection • Similar
 Current: Meeting and Event Planner at Indiana Hospital Association

 **Holly Wegeng** ^{2nd}
 Business Support Specialist – Meeting and Event Planner at Endress+Hauser Group
 Indianapolis, Indiana Area • Events Services
 1 shared connection • Similar
 Current: Business Support Specialist – Meeting and Event Planner at En...

(51)

6 results



Connections of Jennifer Schwartz

1st Connections

Reset



Gerry Dick 1st

Creator and Host at Inside Indiana Business with Gerry Dick

Indianapolis, Indiana Area • Media Production

▶ 120 shared connections • Similar • 1k 500+

Message



Tony Sullivan in 1st

Owner at Premier Speed Networking

Indianapolis, Indiana Area • Professional Training & Coaching

▶ 309 shared connections • Similar • 1k 500+

Message

Current: LinkedIn and Social Media Consultant at Linking Indiana, Linked...

Owner at Premier Speed Networking

Past: Program Director at Indiana Department of Environmental Manag...

Marketing Director at Simply Brilliant Communications



David Pruett 1st

Executive Director at Brookdale Senior Living

Indianapolis, Indiana Area • Hospital & Health Care

▶ 3 shared connections • Similar • 1k 500+

Message



Jake Pickett 1st

Marketing Manager at Sweetwater

Fort Wayne, Indiana Area • Marketing and Advertising

▶ 117 shared connections • Similar • 1k 500+

Message



Matthew Nickols 1st

Founder & CEO MarketSnare

Greater Chicago Area • Internet

▶ 147 shared connections • Similar • 1k 500+

Message



Craig Sterler 1st

Owner, Sterler Productions, Inc.

Indianapolis, Indiana Area • Events Services

▶ 45 shared connections • Similar • 1k 500+

Message

A COUPLE TAKEAWAYS

- THE STRONGER YOUR NETWORK, THE MORE EFFECTIVE ADVANCED SEARCH BECOMES, BUT...
- IT'S VITAL THAT YOUR 1ST DEGREE CONNECTIONS BE PEOPLE YOU KNOW

**HAVE A SPECIFIC
GOAL**

**MAKE YOUR EFFORTS
FUTURE FACING**

**SHARE
STATUS UPDATES/
CONTENT**

**LEVERAGE ADVANCED
SEARCH**

LEVERAGING THE POWER OF

Linked  **in**

MASTER CLASS

PRESENTED BY ANTHONY JULIANO

JUNE 7, 6 - 9 P.M.

\$89/PERSON

RESERVE:

AJJULIANO@GMAIL.COM

QUESTIONS?

THANKS!

AJJULIANO@GMAIL.COM
(260) 615-3426