



# 12 COSTLY MISTAKES B2B PROFESSIONALS ARE MAKING ON LINKEDIN

## *& What You Can Do About It*

In 2012 we wrote our first report on the **12 most common and costly mistakes professionals are making on LinkedIn and what to do about it**. At that time, technology sales and marketing professionals were – by far – the most active users of LinkedIn as a business tool. When we revisited the topic in early 2016, technology companies still comprise the largest group of active users; however other B2B industries, such as hospital and health care, construction, education management, and accounting and other professional services are far more visible. Additionally, we see executives, subject matter experts and other non-sales or marketing professionals becoming increasingly active.

Not surprisingly, we found significantly more providers of complex products and services attempting to take advantage of this powerful B2B network; but several of the same mistakes are still made; and new ones have come to light.

This report addresses each of those costly mistakes. Instead of spending time telling you why these mistakes are happening, we focused our efforts on showing you how you can avoid them.

### **WHY SHOULD YOU LISTEN TO US?**

The information revealed in this report is not mere theory. It is based on over six years of focusing specifically on LinkedIn, working with B2B companies to engage prospects, generate leads and establish thought leadership positions with the use of high quality content. You can find out more about our clients [here](#).

We have developed and continue to refine a repeatable process that draws high quality results from this still largely misunderstood network. What worked six years ago may not be as effective today. We have counseled hundreds of company owners, marketers, sales and business development teams; and our results speak for themselves.

[The Conversion Company Client Results.](#)

In this report we share some of the secrets of LinkedIn. Read it all. **There is no sales pitch included – just an opportunity to get even more information for free.**

**Now let's get to it.**



## ► Costly LinkedIn Mistake #1

# Underestimating the Importance of LinkedIn to the B2B Buyer

*Despite considerable 3rd party research uncovering the significant role LinkedIn now plays in buyers' decision-making processes across nearly every industry, many vendors and service providers continue to view LinkedIn as something to dabble in. Sales people use it merely as a research tool; marketers play around with it when they have some extra time or they relegate it to an entry-level social media person; executives and subject matter experts aren't willing or don't have the time.*

### WHY THIS IS A MISTAKE

B2B buyers are taking LinkedIn seriously. Here are a few statistics from the research we just mentioned:

- 84% of C-level/vice president executives use social media to support purchase decisions. (source: IDC)
- 81% of B2B decision makers use LinkedIn for direct conversations with individuals ([source](#)).
- 59.9% of professional services buyers use social media to evaluate a vendor. 70% of those prefer LinkedIn ([source](#)).
- 84% of social buyers make purchases for their entire company, business unit, or multiple departments. Only 56% of buyers who don't use social have that level of purchasing influence ([source](#)).

- Buyers with larger budgets are more likely to use social media ([source](#)).
- 54% of sales people have closed a deal as a result of social media ([source](#)).

### WHAT YOU CAN DO ABOUT IT

If you haven't yet included LinkedIn on your list of primary sales, marketing and communications channels, now is the time to do so. There are hundreds of books, blogs and forums (including LinkedIn's own) that will teach you the mechanical basics of how to do things on LinkedIn.

Reading this paper thoroughly will help you move beyond the mechanics and take a more strategic and results-producing approach. Knowledge of B2B sales and marketing and the buying process will ensure you connect with buyers and move them along toward the sale.



## ► Costly LinkedIn Mistake #2

# Treating LinkedIn Just Like Facebook

*“Social Media” gets lumped into one big category by everyone from research firms and industry analysts to authors, teachers and social media experts themselves. As a result, B2B marketers – and everyone else – tend to approach various social media in much the same way. They focus on creating posts, updating statuses, and getting followers, likes and shares.*

### WHY THIS DOESN'T WORK

Every social media network has its own strengths, its own personality, its own “rules” of communication. Twitter forces the short-form post. Pinterest is for photos. But there’s an even more fundamental difference that separates LinkedIn from the other biggies in the pack.

**Facebook and Twitter are platforms.**

**LinkedIn is a community.** Facebook and Twitter are billboards. LinkedIn is a club meeting.

B2B buyers may be members of Twitter, Facebook, Google+ and even Pinterest, but they use LinkedIn differently. They’re visiting LinkedIn in every stage of the buying process (Source: comScore and Forrester) looking for peers and experts to help them learn about their current business problems and available solutions. They are validating information they’ve received from other sources.

Status updates and blog auto-posts aren’t going to get you into the decision-making conversation – no matter how many followers you have.



## WHAT YOU CAN DO ABOUT IT

- **Take LinkedIn out of a general social media category and develop it on its own.** With the right strategy and program management you'll find LinkedIn can be one of the best – if not *the* best – channel for lead generation, prospect development and thought leadership positioning. Treat LinkedIn as the serious business tool it is.
- **Focus on establishing on-going relationships and building two-way communication.** People who don't really know what they're doing on LinkedIn tend to use it as a newsfeed – blasting out blog articles as if they were press releases. This is not the way to engage potential buyers and get them to interact with you. Reach out to people as individuals. Get to know them. Help them solve their problems.
- **Customize content and messages for the audience.** Most major buying decisions are made by a committee these days. It is not unheard of for a complex decision to include as many as 25 buyers. The average is 5.4 ([source](#)). They all have different jobs with different concerns and hot buttons.
- **Create your own community.** In the right situation, LinkedIn groups can be a unique and powerful way to engage with your prospective buyers, partners and influencers. Unfortunately, mainstream LinkedIn groups are suffering these days because of increasing spam and auto-posted blog articles that offer no value. Still, if you have a very focused niche currently not being served by existing groups and are willing to allocate resources to carefully moderate it, a custom group can be a great opportunity for you to provide value and your prospects to get to know you.
- **Work toward taking the discussion offline.** No complex B2B product or service is actually going to be sold on LinkedIn – or any other social media. View LinkedIn as one part of a multi-step process. Connect, engage, develop the relationship and then move to a call or online chat.
- **Treat it like you would any other business activity.** People are looking on LinkedIn for what you represent on a business level. If you wouldn't send your clients an email promoting your opinion about the next election or photos of your recent vacation, don't post it on LinkedIn.



## ► Costly LinkedIn Mistake #3

# Incomplete or Resume-Based Profiles

*LinkedIn profile mistakes headed our original list in 2012, and – despite the onslaught of “how to” articles that have now been written - the LinkedIn profile is still a critical weakness marketing, sales, subject matter experts and executive teams need to address before any other changes can be truly effective.*

### WHAT'S WRONG WITH MOST PROFILES

LinkedIn profiles tend to fall into one of two categories: those that are woefully incomplete or those that are basically an online resume. Profiles in the second category are extremely common among people who are seriously pursuing LinkedIn as a business tool. This is because, true to LinkedIn's origin as a job-hunting network, the LinkedIn profile wizard still focuses on the creation of a resume.

### WHY THIS DOESN'T WORK

Profiles are the first place potential buyers and influencers go to learn something about you and to decide if it's worth it to connect with you or to pay attention to anything you say or do. A marketing or sales target audience really doesn't care what your job titles or sales and marketing achievements have been. They especially don't want to be reminded that *selling them something is your top priority!*

### WHAT YOU CAN DO

To be a good marketing and sales tool, your resume needs to emphasize why prospects would want to give you the time of day. What can you do to help them solve their problems or do their job better? What results have you delivered to or for people like them in the past?



[Get a free copy of our LinkedIn Profile Guide here.](#)



## ► Costly LinkedIn Mistake #4

# Settling for Brand Maintenance

*Most of what B2B marketers are doing on LinkedIn today is still simple brand maintenance – getting the name out there, having a presence, being responsive to customer / prospect requests. Brand maintenance is something every marketer should be doing, but it isn't enough.*

### WHY BRAND MAINTENANCE ALONE DOESN'T CUT IT

A marketer in brand maintenance mode has an organized LinkedIn effort that includes posting regular updates to personal profiles and company pages, making comments in groups, starting occasional discussions and possibly rallying all of their employees to bring their networks into the effort.

As a result of these efforts, marketers point to a growing number of connections and followers. But this is not enough. While relevant connections and followers are good to have, this alone doesn't put opportunities in the sales pipeline.

### WHAT YOU CAN DO

Smart marketers are realizing that LinkedIn is much more than a place to simply be. It's the world's most powerful B2B network and, if designed and implemented properly, LinkedIn programs contribute to the sales effort in consistent, direct and measurable ways.

- Set tough objectives for your program. Forget the vanity metrics and focus on results that interest folks in the boardroom.
- Actively seek to grow your network with relevant individuals. Emphasize relevance over numbers.
- Emphasize one-on-one communication. Establish a nurturing program where connections here from you with valuable information on a regular basis.
- Get your sales team involved. LinkedIn is currently one of very few places (the other being conferences) where buyers are willing to engage with vendors early in the buying process. [Read about how sales professionals can generate more leads on LinkedIn.](#)
- Dedicate enough time and resources. The universal existence of books, articles and programs touting “LinkedIn in 30 Minutes a Day” has led to most marketers underestimating the amount of time and effort it takes to implement a successful LinkedIn program. [Read this article to get a more realistic view.](#)



## ► Costly LinkedIn Mistake #5

# Acting Like a Salesperson

*For B2B sales and business development people LinkedIn is rapidly replacing offline events (trade shows, conferences), email and cold calling as their most effective prospecting method. However, many are going about it the wrong way. The typical approach looks like this: 1) identify a potential buyer. 2) Send an invitation to connect. 3) When the connection is made, ask for a phone call.*

With the increased availability of InMail (where LinkedIn members purchase the ability to send messages to people they are not connected to), the issue of spam in the LinkedIn inbox has reached an unfortunate level rivaling that of email.

### **WHY THESE APPROACHES DON'T WORK**

Buyers are open to connecting and engaging with vendors on LinkedIn but not for the purpose of being sold to. They are looking for help in understanding their problems and potential solutions. Just as in the offline world, they are not going to commit to a phone call without being solidly convinced it's in their best interest to do so. Nor do they enjoy receiving canned messages that are not applicable to them.

### **WHAT YOU CAN DO**

Unlike with cold calling, your first communication after a connection or via InMail is not your only chance to get an appointment. Show your value first. Ask questions. Point the prospect to content (yours and others) that may help them solve a problem. Work your way to the appointment over a series of messages. Be patient! The prospect knows you have a solution to sell. If they want to move more quickly toward a call, they'll tell you.

You can align the content you share in your messages with the actions they're taking on LinkedIn. Notice the discussions they are commenting on or liking. Then provide them with similar, relevant content. LinkedIn's Sales Navigator makes it easy to keep up with what your prospects are doing on the platform.



## ► Costly LinkedIn Mistake #6

# Impatience

*With the rise of consultants touting “LinkedIn in several minutes a day” and overestimating the speed at which a complex sale moves, B2B product and services providers can’t really be blamed for approaching LinkedIn with the expectation that little time is needed and results will follow immediately. As a result, they fail to set aside appropriate resources and push too hard to get leads into the hands of the sales team.*

### WHY A LINKEDIN PROGRAM CAN’T BE RUSHED

Social media – including LinkedIn – will not short cut the B2B buying process. It is a new and critical communication channel for reaching buyers. It will allow you to reach buyers earlier in the buying process and to help prospects self-educate in a way that puts you in the best light. But, a decision process that takes six or nine or 18 months and involves multiple decision makers is not suddenly going to change.

We know from experience confirmed by independent research that 73% of all B2B leads are not sales-ready ([source](#)). That means when buyers first come into contact with your company, most are not yet ready to talk to a salesperson. You must still make the effort to help buyers come to know, like and trust you. This only happens over time.

### WHAT YOU CAN DO

Before committing to a LinkedIn program, understand what goes into building a good foundation, designing a solid program and implementing it. Successful LinkedIn programs take set up and planning before implementation can begin. Profiles must be updated and polished, content must be collected or created, research is needed to start identifying the best potential new customers and clients, messages must be carefully crafted.

Be aware also that claims of spending 15 to 30 minutes a day on social media are simply not realistic. In fact, 96% of sales professionals who use social selling spend an average of six hours per week on the site ([source](#)). The marketing and subject matter expert programs The Conversion Company runs for clients require an average 5 to 7 hours per week to implement. This means you must be willing to devote a significant amount of time – or hire someone to do it for you.



## ► Costly LinkedIn Mistake #7

# Neglecting Your Personal Brand

*The vast majority of B2B companies with active LinkedIn programs focus mainly on posting updates to the company page. They may have also been convinced to run advertising or pay for sponsored updates. It does not occur to them that their focus is misplaced. Then they wonder why they aren't seeing any revenue-related results.*

### WHY A COMPANY PAGE AND ADVERTISING IS NOT ENOUGH

Unlike some other social media networks, such as Facebook or Pinterest, people come to LinkedIn to connect with other people – not so much to connect with brands. Personal profile pages account for substantially more traffic on LinkedIn than do company pages. People who are considering working with you – potential customers, clients, employees, investors, partners, etc. – turn to personal profiles to get a sense of you as well as the company. This is even more important for companies who sell a service.

### WHAT YOU SHOULD DO

**Polish your profile.** Not surprisingly, a strong personal brand begins with a complete and polished LinkedIn profile. We covered this topic in Mistake #3. As a reminder, you can access a free copy of our LinkedIn Profile Guide [here](#).

**Expand your network strategically.** Being connected to the right people provides multiple benefits. You can use LinkedIn to send messages to your direct connections; they will receive notifications each time you post a status update, article or new content to

your profile; through your direct connections, you get exposure to a far broader network; and those who view your profile will judge you by the company you keep.

**Publish status updates.** Regular status updates not only help keep you top of mind with your network, they are an opportunity to provide or point to valuable information that helps position you as someone in the know. Keep them short.

**Publish to the content platform.** LinkedIn allows its members to publish long form articles that can then be seen by other members. This is an excellent way to showcase your expertise and gain exposure to a broader audience.

**Participate in selected LinkedIn groups.** While many broad-interest LinkedIn groups are struggling to recapture lost value, some still provide a good exchange of questions, answers and discussions. This is especially true in groups whose members are outside the technology industry or sales and marketing fields. By contributing helpful comments to discussions in these groups, you will further your position as an expert. (See Mistake #8 to guide your use of groups.)



## ► Costly LinkedIn Mistake #8

# Misusing Groups

*There are two common practices that can be considered a misuse of LinkedIn groups. One is selecting the wrong groups; the second is failing to follow proper etiquette.*

### SELECTING THE WRONG GROUPS

At the time of this writing, there are over 2 million groups on LinkedIn, and most professionals naturally gravitate toward groups geared to their responsibilities. For example, sales and marketing people tend to join sales or marketing groups. LinkedIn also encourages us to join our college alumni groups, former employer alumni groups, and local networking groups (similar to a Chamber of Commerce).

### WHY THIS DOESN'T WORK

Unless you're selling to sales and marketing people, it is unlikely that you'll find your prospects in a sales and marketing group. The same goes for alumni groups and local networkers. To reach your prospects, you need to be in the groups that interest them – whether that's supply chain automation, financial management, C-level challenges, litigation issues or whatever problem you can address.

### WHAT YOU CAN DO

LinkedIn has increased the number of groups it allows members to join. At last count it was somewhere around 100. With over 2 million groups on LinkedIn, you will have no problem

finding 100 that make sense to join; however it would be difficult to become an active member of that many groups. Choose your groups wisely.

- Pick a couple of active sales and marketing groups and let these be your eyes and ears to what's going on in those disciplines. We highly recommend the [Social Media for B2B Marketing and Sales](#) group, which is, we admit, moderated by us.
- Find and join groups that are likely to include your prospects. These may be industry specific, job specific or problem specific.
- Monitor the groups to understand what issues are being discussed. Then jump in and comment where you can add value. Don't just say "great topic" or "very interesting". Participate – give your own insight – and, whatever you do, don't use a discussion to sell your products or services.
- Reach out and connect to group members you believe you can help. When you do post a discussion, make sure it's more than just a blog article; and return to the discussion regularly to respond to legitimate comments.



## ► Costly LinkedIn Mistake #9

# Incorrect Use of Content

*Considering the popularity of content marketing, we see a surprising number of B2B companies failing to make good use of it on LinkedIn. In some cases, that means gating too much valuable content behind forms in an attempt to force prospects to provide contact information. In others it means using only product or solution-focused content that does not help prospects understand or solve their problems. In still others it means using no content at all.*

### WHY THIS IS A MISTAKE

LinkedIn is a network of personal relationships forged between individuals who are able to help each other. That often requires providing value and proving your expertise with no strings attached. When you're attempting to establish relationships online, it's tough to do that without content.

Buyers have repeatedly told researchers that they are willing to connect with vendors on LinkedIn, but they don't want to be sold to. When you put a form in front of content you're asking that buyer to trust you up front. Buyers in every industry know that all too often filling out the form means they will be inundated with emails and phone calls. If you haven't provided value in the past, they're not likely to be willing to do this.

For professional services firms – where buyers select providers based on reputation and expertise – failing to use LinkedIn to showcase and distribute content can result in opportunity loss.

### WHAT YOU CAN DO

If you already have high value, educational content – a blog, white papers, reports, published articles, presentations or webinars for example, it may be simply a matter of using that content for LinkedIn. If not, unless you are already well-known or work in an industry where LinkedIn use is still a novelty, you're going to find it hard to connect and engage.

- Showcase key content on your profile and/or those of subject matter experts in your firm.
- Publish high level, newsworthy or forward-thinking articles to the LinkedIn Pulse content platform.
- Update your company page regularly with links to your content.
- Create and post topic-related discussions in relevant LinkedIn groups. Where allowed, provide a link to the content where readers can go to learn more.



## ► Costly LinkedIn Mistake #10

# Not making it easy for all employees to participate

*Many B2B companies, whether from fear of losing control of the message or simply not understanding how social media scales, confine LinkedIn program participation to sales, marketing or communication professionals. Some argue that personal profiles are owned by the employee and therefore cannot – or should not – be used for company benefit. This approach deprives both company and employee of an opportunity for substantially increased reach and visibility.*

### WHY THIS IS A MISTAKE

As we discussed previously, individuals rule on LinkedIn. And, with more than 430 million members, and growing at two members every second, the network would be impossibly chaotic if it were open for everyone to see everyone else and their activities. Instead LinkedIn limits the activity you see to a more manageable number of people based on, among other things, the number of people who are connected to your connections. You could expand the number of people you can see and who see your posts by buying a more expensive LinkedIn membership, but you could get greater exposure by welcoming your employees to take part in the program.

### HOW TO DO IT

Some people argue that employees do not want employers involved at all with their personal LinkedIn profiles. With rare exception over the past six years, we find that employees are eager to participate and, in turn, receive the support they need to become thought leaders. By adding an Employee Advocacy component to your LinkedIn program and making participation

easy and voluntary, you're likely to find employees quite willing to help you spread the word. Here's what you can do:

- Provide some basic training for interested employees to help them overcome any fear of doing something wrong (and to prevent that from actually happening).
- Encourage employees to complete their personal profiles and include your company's branding in templates they can easily use. If you have writers on staff or contract, allow them to help those who lack strong writing skills.
- Make it a no-brainer for them to post status updates by providing lists of suggested updates.
- Let them know the schedule on which you will be posting company page updates so they can "like" and share.
- Make sure you provide general guidelines in a formal social media policy.

► [Read more about Employee Advocacy Programs.](#)



## ► Costly LinkedIn Mistake #11

# Not involving your entire ecosystem

*Just as some companies are making a costly mistake by not involving non-sales and marketing employees in a LinkedIn program, many companies are missing an opportunity by not involving their partners, or their broader ecosystem, and enabling them to take advantage of the network.*

### WHY THIS IS A MISTAKE

Partners want their vendors to supply them with new business leads and other opportunities to make their businesses more successful. Vendors want to increase their reach to new markets and new customers – they also want to maintain control of their branding. LinkedIn offers a powerful platform for doing exactly that. Not providing partners with the resources to implement or participate in a LinkedIn Program is a missed chance to make your partners happy, help them sell more of your products and services, strengthen and spread your access to end users and even get an edge on your competitors.

### WHAT YOU CAN DO

Programs that support a Partner ecosystem require different thinking on the part of the vendor, and the first question you'll need to address is how do you run a program like this in a uniform way. Do you just give the

partner the money and let them create their own program (with some guidelines) or do you run it on their behalf? Regardless of which approach you choose, it's best to start with a pilot program. Test it and refine it before you make it broadly available.

- **Determine your strategy.** LinkedIn programs work best when they are focused on a particular product line (think new product introduction) or vertical market. They also require the availability of high quality, educational content, especially for the research stage of the buying process.
- **Select partners.** As with any partner marketing program, you'll want to select the best partners for your test; and you'll be looking for business maturity, ability to execute, and deep or specialized expertise on whatever you're selling. Unless you're going to manage the entire program for them, you'll also need partners with a marketing department and openness to



using social media. Naturally, you don't want to offer the same program to partners who compete with each other.

- **Don't overcrowd the program.** This goes with partner selection – you want to go for coverage, but don't do that and dilute the program at the same time. Think about the geography – how can it best be served, and by which partners.
- **Provide support.** LinkedIn lead generation programs require more actions than simply creating a company page and posting status updates. Partners will need content – articles, white papers, reports, webinars, videos, etc. – and may need help with profile makeovers and training to understand how to best use LinkedIn.

▶ For more on testing a LinkedIn program, read [how to run a social selling pilot program](#).

A LinkedIn lead generation program for your partners may not be the easiest program you've ever run, but it could be among the most effective. By allowing and encouraging partners to take advantage of social media communication channels, you open them up to a whole new method of generating leads and awareness, and expanding your own visibility.



## ► Costly LinkedIn Mistake #12

# Operating Without a Plan

*All of the mistakes we've covered up to this point can be avoided or minimized simply by having a solid LinkedIn plan. However, even in 2016, well-planned strategies and programs are still a rare bird.*

In the rush to be a part of the world's largest online business-to-business network, more and more members - especially sales and marketing people - are brushing off dormant profiles and jumping into high gear without much more thought than reading a few how-to articles from self-proclaimed experts. Social media managers rush to build company pages but focus on the number of updates instead of the reasons for posting. Few are taking the time to think through exactly what they or their company wants to accomplish.

### WHY THIS DOESN'T WORK

LinkedIn is just like any other business program. To be successful it needs objectives, target audiences, a strategy to meet those objectives and a way of knowing whether or not the program is successful.

Without a plan, companies are not in control. They wander around trying this and that, never knowing what worked or why, unable to repeat rare successes or to identify and maximize opportunities.

### HOW TO DEVELOP A LINKEDIN PLAN

Keep it simple. Complex planning can be an excuse for not taking action, or it could end up making the program difficult to implement and administer. Start by asking yourself the following questions:

1. What are our objectives? Why are we investing time and effort on LinkedIn?
2. Who is our target audience(s)?
3. What problems do they have that we can help solve?
4. How are we unique from our competitors?
5. What actions do we want prospects to take?
6. What content will we use to help move them through their decision-making process?
7. Who will be involved in our LinkedIn program? Marketing people, sales people, subject matter experts, executives and others.
8. How will we measure success?



## ► BONUS Mistake

# Stopping at LinkedIn

*In 2012, when we wrote the first edition of this report, we could find little to no business reason for B2B companies to focus resources on social media platforms outside of LinkedIn. Our advice was to put up company pages on other major social networks (Facebook and Google +) and use those pages to drive people to LinkedIn.*

### WHY THIS MAY NOT BE ENOUGH

For most B2B companies, LinkedIn is still the critical social media network and the one most likely to produce the best results. However, the social media ecosystem is dynamic; and in 2016 we find good justification for testing the waters beyond LinkedIn. In particular, Twitter is proving itself to be a valuable complement to LinkedIn for some industries.

### WHAT YOU CAN DO

Once you have a solid LinkedIn program up and running effectively, take a look at Twitter.

If you are unsure whether your industry would benefit from a Twitter program, you will want to research whether your target audience is active on Twitter. You can do this easily

by searching for competitors on Twitter and then looking for hashtags that relate to your industry. If you see a good amount of chatter around hashtags and a steady stream of tweets from competitors, you need to be on Twitter.

To get started with a Twitter program, you will need to set up a Twitter account and start tweeting. It's not rocket science, but it does help if you have someone on your team—or on contract—who is fluent in Twitter. This will help you avoid wasting valuable time and resources on learning how to use Twitter and focus on using it effectively from the start.

For more about how to start a Twitter program, read about [these nine steps to using Twitter with a LinkedIn social selling program](#).

## About The Conversion Company

The Conversion Company is dedicated to helping other B2B firms with complex offerings embrace and utilize social media as a serious business tool. We think social media can and should be integrated throughout the organization just as any other communication channel would be.

Since 2010 we have been working with technology, professional services, construction firms, individual subject matter experts and others to enhance online visibility, strengthen thought leadership and make it easy for our clients to attract and engage with the right target audiences – from new business to new partners to employees, investors and influencers. Maybe we can help you too.

## Ask about our social media marketing programs

We provide both strategic planning and managed social media services. We can help you attract the right buyers, increase awareness and grow your bottom line.

For more information, call us at 919-246-9936 or email [hello@theconversioncompany.com](mailto:hello@theconversioncompany.com)

To get started on your own, download our LinkedIn Profile Guide - **First Impressions:** [The B2B professional's guide to looking good on Social Media](#)

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