



Let's Connect



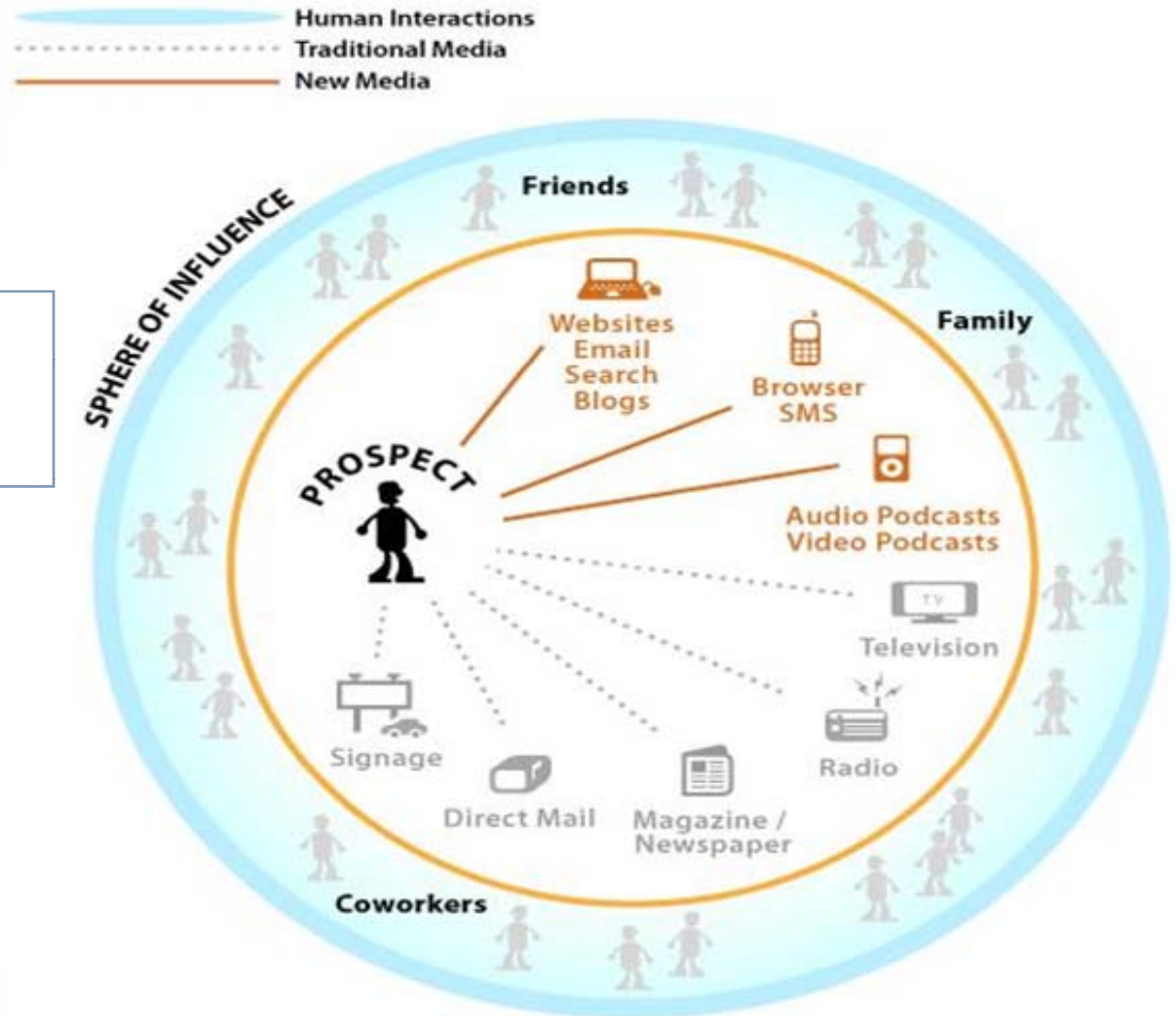
LinkedIn for Business





Our Sphere of Influence

How do people make buying decisions?





Build Credibility

**How is Credibility
Built?**





Lead Generation & Prospecting

When People Search...

They Find YOU!

LinkedIn Home Profile Contacts Groups Jobs Inbox People

Advanced People Search Reference Search Saved Searches

Keywords: Title:

First Name:

Last Name: Company:

Location:

Country:

School:

Postal Code:

Within:

Industries: All Industries
 Accounting
 Airlines/Aviation
 Alternative Dispute Resolution
 Alternative Medicine

Groups: All Your Groups
 TopLinked.com (Open Networkers)
 Search Engine Land
 WSI We Simplify the Internet
 WSI: We Simplify the Internet

Relationship: All LinkedIn Members
 1st Connections
 2nd Connections
 Group Members
 3rd + Everyone Else

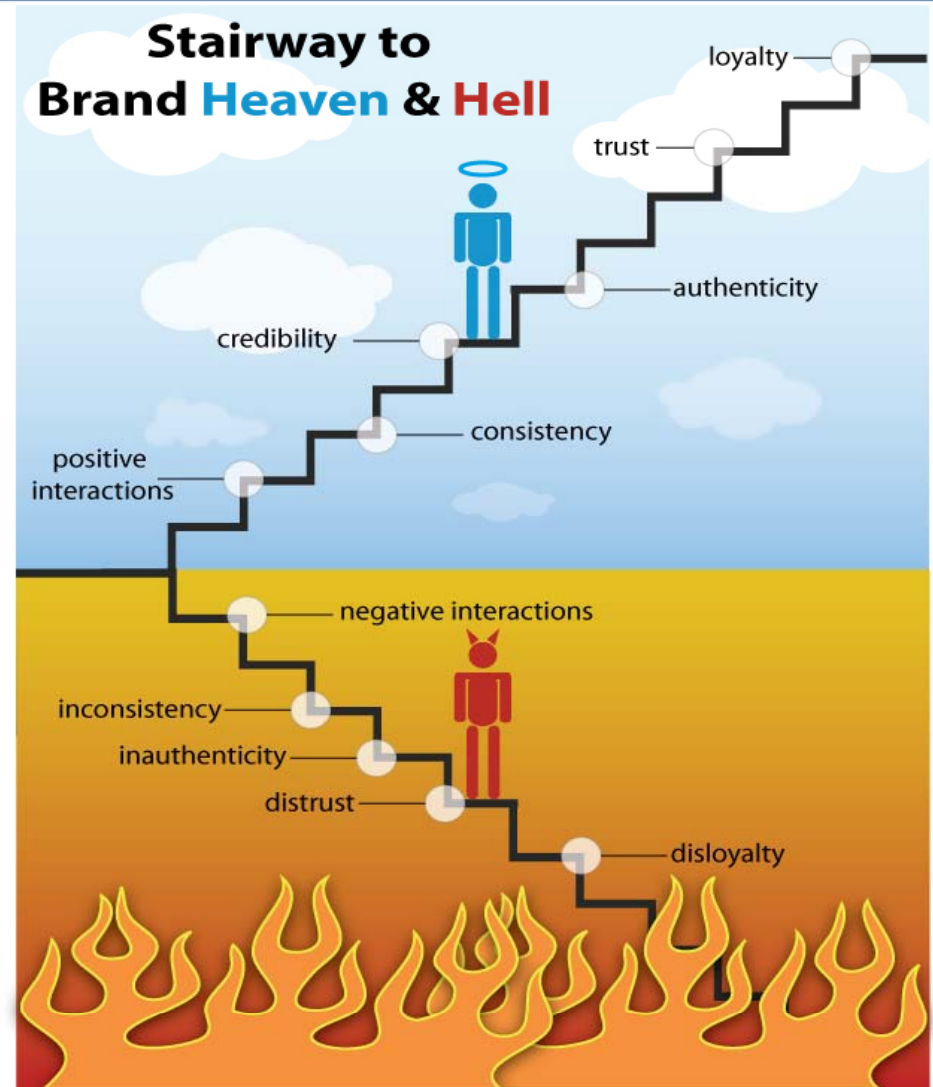
Language: All Languages
 English
 Spanish
 German
 French
 Others

Sort By: Views:

Positive Interactions

or

Brand Reputation Destruction



© David // Armano darmano.typepad.com

Interest over time


Forecast News headlines

[How can I see numbers?](#)



* The last value on the graph is based on partial data and may change. [Learn more](#)

 [Embed this chart](#)

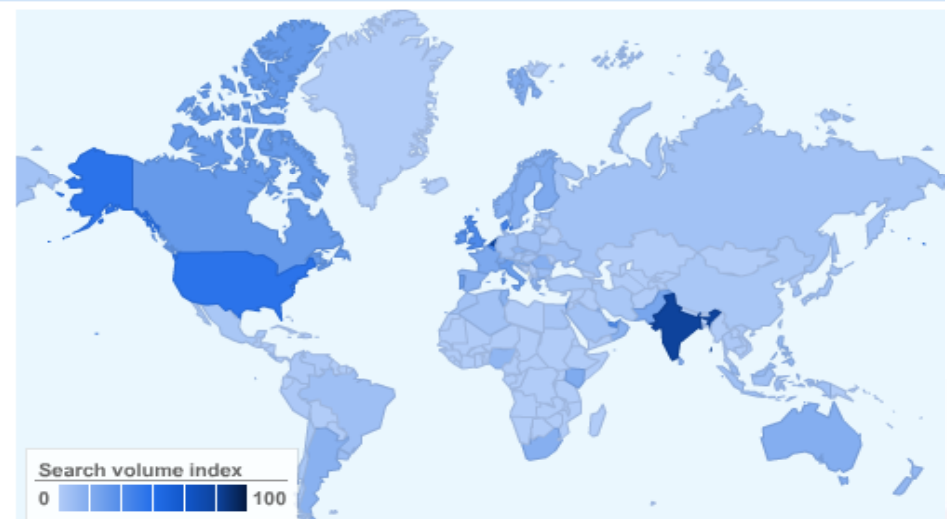
 See worldwide top rising searches by clearing the search terms

- A** [LinkedIn Quick Tip: Integrate LinkedIn With Outlook](#)
- B** [LinkedIn and Twitter link up](#)
- C** [Are there any other great networking sites besides Twitter, LinkedIn and Facebook?](#)
- D** [Employers Prefer Facebook over LinkedIn when Researching Job Candidates While 45 of them use social networks as part of the background check](#)
- E** [LinkedIn connects with ex-Yahoo exec as new CEO](#)
- F** [LinkedIn connects with investors for \\$22.7 million](#)
- G** [VCs betting LinkedIn worth \\$1 billion](#)

Regional interest

[Region](#) [City](#)

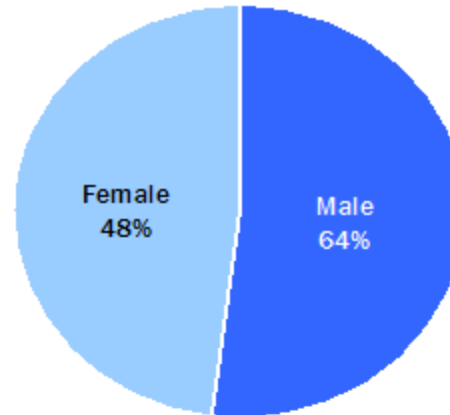
1.	India	<div style="width: 100%;"></div>
2.	Netherlands	<div style="width: 95%;"></div>
3.	United States	<div style="width: 75%;"></div>
4.	Singapore	<div style="width: 60%;"></div>
5.	Belgium	<div style="width: 55%;"></div>
6.	Denmark	<div style="width: 50%;"></div>
7.	United Kingdom	<div style="width: 45%;"></div>
8.	United Arab Emirates	<div style="width: 40%;"></div>
9.	Ireland	<div style="width: 35%;"></div>
10.	Hong Kong	<div style="width: 30%;"></div>



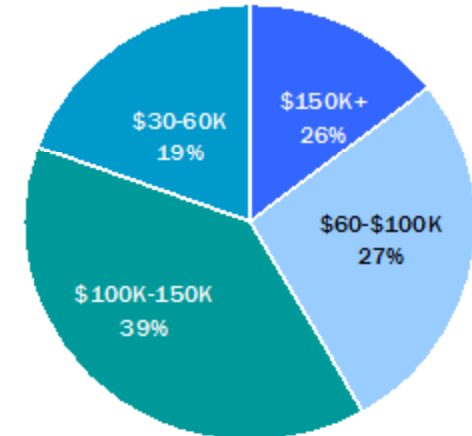


- 60 Million Members
- Average Age = 41
- Average Household Income = \$110,000
- 95% of Users College Educated
 - 37% hold Graduate Degrees
- 49% Business Decision Makers
- Job Titles:
 - C-Level Executives = 7.9%
 - EVP/SVP = 6.5%
 - Senior Management = 16%
 - Middle Management = 18%

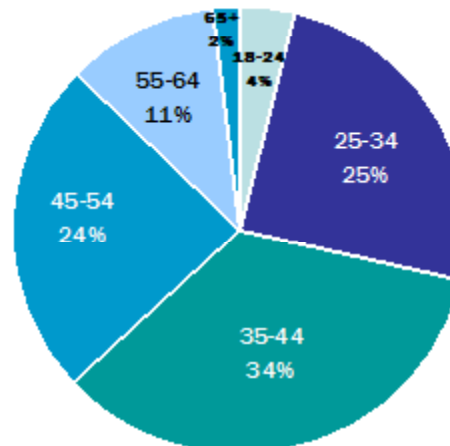
Gender



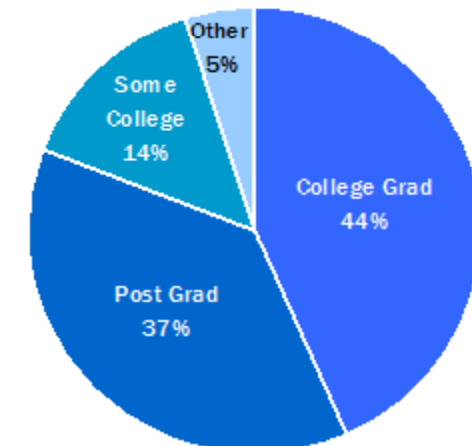
Household Income



Age



Education



<http://www.quantcast.com/linkedin.com#demographic>



Build Incredible Profile

LinkedIn People Jobs Answers Companies

Account & Settings | Help | Sign Out | Language

Explore People Search: Engineer at IBM - Internet - Senior Consultant

Search People

Search

Advanced

- 100% Profile Completeness
- Set Public Profile Settings
- Edit Contact Settings
- Be Interesting!

Home

Company Groups

LinkedIn

User Groups

Friends of LinkedIn

'09 Grads

Communications Team

See all »

Profile

Edit My Profile

View My Profile

Recommendations

Contacts

Inbox (264)

Compose Message

Received (264)

Sent

Archived

Applications

Reading List by Amazon

Events

My Travel

Company Buzz

Blog Link

Huddle Workspaces

Box.net Files

LinkedIn Polls

Add Connections

Profile Edit Public Profile Settings

[Edit My Profile](#) [View My Profile](#)

Krista Canfield you in

Career Expert and Spokesperson for LinkedIn

San Francisco Bay Area | Public Relations and Communications

Krista Canfield Wondering if LinkedIn will go IPO? You ought to read this BusinessWeek piece w/ CEO Reid Hoffman's thoughts on the matter: <http://is.gd/lhc8> 39 minutes ago

100% profile completeness

<p>Current</p> <ul style="list-style-type: none"> Career Expert and Spokesperson at LinkedIn <p>Past</p> <ul style="list-style-type: none"> Senior Account Executive at Horn Group On-Air News Reporter at KDLT (An NBC Affiliate) News Intern at WSTM Channel 3 (An NBC Affiliate) <p>Education</p> <ul style="list-style-type: none"> Syracuse University Westhill High School <p>Recommendations 40 people have recommended Krista</p> <p>Connections 500+ connections</p> <p>Websites</p> <ul style="list-style-type: none"> Hot News About LinkedIn New LinkedIn Products Want to work @LI? Let me know! <p>Public Profile http://www.linkedin.com/in/kristacanfield</p>	<p>Send a message</p> <p>Add Krista to your network</p> <p>Forward this profile to a connection</p> <p>Ads by LinkedIn Members</p> <p>MS Clinical Research Mgmt Earn your MS CRM Online Degree at Arizona State University www.investinyoureducation.com From: John Penrod</p> <p>MS Construction Online Master the Construction Industry Arizona State University Degree www.investinyoureducation.com From: John Penrod What's this?</p> <p>Krista's Connections (500+)</p> <p>Emily Klover Client Services Manager at WebEx</p> <p>Kathleen O'Boyle Vice President, Corp Comm at RightNow Technologies</p> <p>Vamshi Sriperumbudur VP, Marketing</p> <p style="text-align: right;">See all Connections »</p> <p><small>Note: Currently your connections are allowed to view your connections list. [Edit]</small></p> <p>Groups you share with Krista:</p> <ul style="list-style-type: none"> Syracuse Alumni of Northern California Media Summit New York Link Sheraton Syracuse University Alumni Network
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Krista Canfield

Career Expert and Spokesperson for LinkedIn

Krista Wondering if LinkedIn will go IPO? You ought to read this BusinessWeek piece w/ CEO Reid Hoffman's thoughts on the matter: <http://is.gd/lhc8> 39 minutes ago [Edit]



Search Profiles & Find Prospects

Advanced People Search

Reference Search

Saved Searches

Keywords:

First Name:

Last Name:

Location:

Country:

Postal Code: [Lookup](#)

Within:

Company:

School:

Industries:

- Graphic Design
- Health, Wellness and Fitness
- Higher Education
- Hospital & Health Care
- Hospitality

Groups:

- All Your Groups
- TopLinked.com (Open Networkers)
- Search Engine Land
- WSI We Simplify the Internet
- WSI: We Simplify the Internet

Relationship:

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

Language:

- All Languages
- English
- Spanish
- German
- French
- Others

Sort By:

Views:


Search



Become Expert & Trusted Resource

Answers

[Answers Home](#) [Advanced Answers Search](#) [My Q&A](#) [Ask a Question](#) [Answer Questions](#)

 [Get insights from target customers and industry experts using LinkedIn Polls. Learn More.](#)

Ask a Question

Thousands of professionals are available to give you an answer.

[Next](#)


Answer Questions

Recommended categories for you:

- Viral Marketing
- Search Marketing
- Career Management
- Using LinkedIn

Featured Category

Small Business

Sponsored by: 

My Q&A

You have 0 open questions.

[Ask a question now.](#)

[» View all your questions & answers](#)

Browse

- Administration
- Business Operations
- Business Travel
- Career and Education
- Conferences and Event Planning
- Finance and Accounting
- Financial Markets
- Government and Non-Profit
- Hiring and Human Resources
- International
- Law and Legal
- ...

New Questions From Your Network

- Q. How do you organize your emails and documents?**
1 answer | Asked by Sally Abolrous (2nd) | 22 minutes ago in Interface Design
- Q. Help me write an article on US employers**
1 answer | Asked by Mayank Shyam (PMP) (2nd) | 27 minutes ago in Using LinkedIn, Project Management
- Q. Blogging for career management or job search?**
3 answers | Asked by Peter Newfield (2nd) | 32 minutes ago in Job Search
- Q. Value of your time**
1 answer | Asked by Sanjeev Himachali, GPHR (2nd) | 36 minutes ago in Ethics, Mentoring



Social and Interactive

Inbox

Action items: Invitations (15), Introductions (7), See all messages »

Network Updates

Gregg Towsley Vote! What Questions Do Your Want Answered for the LinkedIn Webinar? http://bit.ly/LinkedIn_poll
#in 10 days ago

STATUS UPDATES



Michael Kelly RT @atomicobject: Two more of my favorite mugs arrived <http://bit.ly/cVS1bl> #CSS
30 minutes ago from Twitter · Reply privately · Add comment



Seham Y. El Behissy You can close your eyes to things you don't to see, but you can't close your heart to things you don't want to f
54 minutes ago from Twitter · Reply privately · Add comment



Joshua Aycocock Warm Up Day #1 <http://bit.ly/dgHQmq>
1 hour ago from Twitter · Reply privately · Add comment

RECOMMENDATIONS



Victor Liu was recommended by **Rich Thomas**, "I would like to personally recommend Victor and his company, WebAdvanced with the highest regard. Th..."
3 hours ago · Read more



Mike Mena was recommended by **Frank Loffa**, "Mike was a terrific addition to the team at Newhall Laboratories in his Public Relations role. His c..."
His c...

LinkedIn Network Updates

Aug 26 - Sep 2

[See more updates »](#)

FEATURED UPDATES

PROFILE
Scott Parker has updated their profile (Honors)
Breanne Budd has updated their profile (Expertise)

CONNECTIONS
Zafar Hussaini is now connected to **Gere Zaino**
Guy Lipof is now connected to **Jeremy Wadley**

NEW CONTACTS ON LINKEDIN

Aranesi
David C
Terence

Groups

[My Groups](#) [Following](#) [Groups Directory](#) [Create a Group](#)

Create a Group

Logo: Your logo will appear in the Group...

Today

STATUS UPDATES (4)

Paul Goldenberg [LION] is currently open to new Talent Acquisition/CRM & Sr. Recruiting positions in LA or national, w/ partial virtual flexibility. Reply privately · Add comment
1 hour ago

Michael Kelly is looking for attendees and people with ERs for the September IWST: <http://www.iwst2009.com/calendar.html>
Reply privately · Add comment
2 hours ago

Lee Scott You have to buy and read this book. The Social Media Bible - The Business Executive's Guide to Social Media <http://ow.ly/nJ8n> Reply privately · Add comment
3 hours ago



Client Case Study



Business Challenge

- Find Media Advertisers
- Build Business Partner Relations
- Grow Smart2BeGreen Reach w/ Joint Publication Ventures

Proposed Solution

- Utilize LinkedIn Profile Search For Prospecting
- Answer Questions & Join Groups
- Connect with Potential Advertisers

Results

- Solidified 3-6 Potential Leads/Month
- Joined 15 Groups – Distribute RSS Data Feed
- Over 116 Connections
- LinkedIn was added as a Top 10 Website Traffic Source

Bill Gueringer Smart2BeGreen ^{1st}

President at Smart2BeGreen - Your Guide to Green Living
Greater Los Angeles Area | Environmental Services



Bill Gueringer Smart2BeGreen Hand Sanitizer Spray could contain harmful chemicals.
Learn more...<http://bit.ly/naturalhandsanitizer> 5 months ago

Current

- President at Smart2BeG
- President at JAG Media

Education

- University of California, Lo

Connections

116 connections

Websites

- Green Living Tips
- My Company
- Green Living Newsletter

Public Profile

<http://www.linkedin.com/in/s>

Groups and Associations

Guide To Green Living Publications

Green & Sustainability Innovators & Innovation Network

Lift Off: Green

The-Green-Group.com

Sustainability

Linked: Energy (Energy industry expertise)

CSR

CleanTech

Green

Clean Green Guy - Online Deal Marketplace for Green Deals and Investments

Lift Off: The Start Up Accelerator

GreenBiz.com -- Green Business Professionals



Summary & Questions





Remember!!

Download the Whitepaper at:

www.getwsipowered.com/Linkedin

Our Next Webinar is on March 25, 2010

“ Facebook and You in the New Millennium”