

Small & Medium Businesses Embrace LinkedIn Profiles as Vibrant Element of Business Marketing

By C.B. Whittemore

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Kinnelon, NJ – LinkedIn is more than a place to post resumes for small and medium businesses. It's a vibrant social network for business professionals to broaden their and their companies' visibility online. Participation on an individual and company basis represents an important element of business marketing.

LinkedIn is a professional social network launched in 2003 with over 70 million members in 200 countries and all 7 continents. Given that its members are well-educated – close to ¾ of members have college degrees – and represent a multitude of businesses, including Fortune 500 companies, participation offers the means to gain valuable business perspective.

“Many small and medium businesses aren't taking full advantage of the rich resources available on LinkedIn,” says Christine B. Whittemore, chief simplifier of Simple Marketing Now, a marketing consultancy focused on helping organizations make their marketing work harder for them. “LinkedIn extends traditional in-person networking to additional dimensions: in time as you connect with people with whom you share professional history, geographically as you connect beyond your immediate vicinity and also exponentially as you establish connections beyond the immediate people you know.”

LinkedIn profiles are readily visible on search engines making them an important element of a small and medium business' overall marketing strategy. “It's important to fully complete your LinkedIn profile. As you do so, you should be deliberate about the key words to include so they coincide with ones relevant to your business' adds Whittemore.

For more information on how to use LinkedIn for business, read Whittemore's social media marketing series on LinkedIn basics <http://www.simplemarketingblog.com/2010/07/talkfloor-social-media-marketing-series.html> and LinkedIn advanced <http://www.simplemarketingblog.com/2010/09/linkedin-advanced-on-talkfloor-social.html> or contact her for information about one-on-one consultation sessions.

Chief simplifier Whittemore can be reached at Simple Marketing Now LLC via email at CBWhittemore@SimpleMarketingNow.com or by visiting <http://SimpleMarketingNow.com> and companion weblog & newsroom – Simple Marketing Blog.

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About Simple Marketing Now LLC: Simple Marketing Now, a marketing communications consultancy, helps organizations integrate social media and content marketing with traditional marketing to better connect with customers and improve business profitability. Simple Marketing Now helps business marketing work harder.

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Email [Click to contact author](#)

Phone 973-283-2424

Address 8 Sleepy Hollow Road

City/Town Kinnelon

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