



GREY MOUSE PUBLICATIONS

# Leveraging LinkedIn



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# Chapter 1:

# Introduction

LinkedIn isn't just for helping you recruit top talent or finding your dream job, but is a powerful means of organic B2B marketing. You can of course leverage paid marketing on LinkedIn, but even with paid marketing every business needs to invest in building their organic presence. Just as with other social media platforms, LinkedIn is a global site—which is an effective means of growing your business well beyond your local service area. While B2B marketing is the most effective, don't discount LinkedIn for B2C.

### **The Numbers Are Impressive**

LinkedIn is a site dedicated to professional so the mindset when joining, posting, searching, and networking is quite unique when compared to Facebook or Twitter. While the site may not be as saturated, that is something you can use to your advantage. Users join and log in for professional purposes, meaning you have a built-in captive audience. Just take a look at some of the stats.