



# Effective Networking Strategies Using LinkedIn

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# About Robin Tucker

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Wilson  
Consulting  
LLC

Get Connected



Wilson Consulting, LLC. is a "Resource Connection" consultancy connecting people with information and opportunities.

Robin Wilson Tucker,  
President/CEO

<https://wilsonconsultingllc.info>

Robin Wilson Tucker, the President and CEO of Wilson Consulting, LLC.

- Wilson Consulting, LLC., is a "Resource Connection" Consultancy providing professionals with information and possibilities.
- 20+ years of Professional Networking experience.
- Transforming business professionals through the power of LinkedIn
- Specializes in LinkedIn profile optimization, FB business/professional profiles, resume review and professional networking strategy development.
- Robin is in various business professional groups including, National Black MBA Association, National Society Black Engineers, Business Network International, Institute of International Education and Society Women Engineers.

# Who Do You Know?

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**NETWORKING IS THE NO. 1  
UNWRITTEN RULE OF  
SUCCESS IN BUSINESS.**

SALLIE KRAWCHECK

# Who Do You Know?

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There are 2 main buckets of connections, professional and social.

- Leverage professional/organization networks & social media.
- If you are a member of any professional or social organizations, that's an automatic network.
- If you do not have a LinkedIn account, create one **ASAP**. This is one of the main tools for business/professional networking success.



# What Is Your Why?

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Networking is  
not collecting  
contacts.

Networking is  
about planting  
relationships.

What's in it for you and the people to whom you will connect?

- Networking should be **strategic and intentional.**
- Identify and research key connections. Utilize LinkedIn.
- Assess if the relationship will add value. Be clear about the purpose.
- Invest your time building quality connections that will be a WIN/WIN for all parties involved.

# Expand Your Network



<https://www.lifehack.org/articles/work/10-business-networking-tips-grow-your-professional-network.html>

# Networking is Relational (Not Transactional)

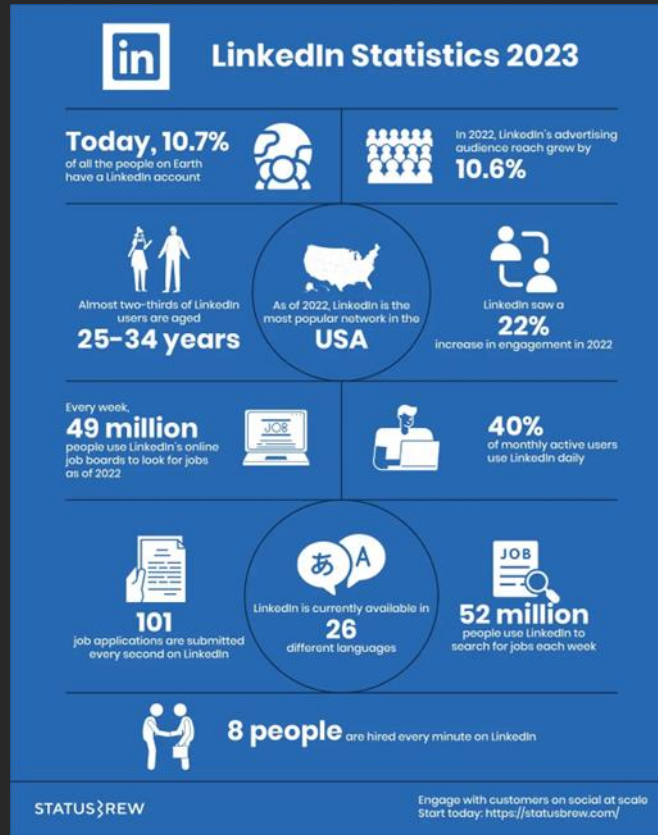
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- Relational Networking is connecting with a person. The focus is on us, rather than me (you). Smart networking is based on mutual benefits
- Transactional networking is more random with no thought or intentionality. Aggressive and self centered. What are you willing to give?
- A relational approach is a time investment. Valuable benefits.

# The Power of LinkedIn

## Networking on "Steroids"





# LinkedIn Utilization

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LinkedIn is a Powerful Platform (and it's FREE)

- It is the worlds largest professional network.
- LinkedIn is also used to organize offline events, join groups, write articles, publish job postings, promote businesses, find customers, post photos and videos, and more.
- It's preferred for site companies, recruiters and job seekers.
- It has a learning platform (Premium subscription) available with hundreds of types of content.
- The algorithm behind LinkedIn works like FB.
- LinkedIn profile optimization is critical.

# LinkedIn Networking Strategies

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- Read the room (or the profile).. Understand your client base and competition.
- Understand how to find and build shared connections (i.e. 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> level).
- Know the LinkedIn limits on connections/searches weekly (free account)..no more than 100/week.
- Adding images, video, etc. to posts. Utilize the “featured” section to highlight key posts, accomplishments, etc.
- New feature! LinkedIn profile audio (mobile device only).
- Eye-catching cover photo, profile photo, headline and about section.
- Leverage endorsements and recommendations.
- Use comments, post, like and share valuable content often (2 to 3 times as week) to create engagement.

# LinkedIn Networking Strategies

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- Use #hashtags when posting or sharing.
- Join or create LinkedIn Groups.
- Engage in News Feeds, create polls and events.
- Follow Influencers.
- Use String searches.
- What's the difference between LinkedIn "Followers" vs. "Connections"?
- Create your LinkedIn QR code when networking in person to make connections

# LinkedIn Networking Strategies



The screenshot shows a LinkedIn profile for Wilson Consulting LLC Memphis. The profile banner features a woman's profile picture and the text "Networking is the No. 1 unwritten of success in business." The profile name is "Wilson Consulting LLC Memphis (They/Them)" with a description: "Transforming companies/business professionals to maximize their on-line visibility & network | LinkedIn Specialist | Profile Development #BusinessConsulting #ProfessionalNetworking #LinkedInOptimization #resumereview". The location is "Memphis, Tennessee, United States" and the website is "https://www.wilsonconsultingllc.info/". The profile has 577 followers and 467 connections. The "More" button is circled in yellow with an arrow pointing to it and the text "Click 'more' to connect". The "Edit public profile & URL" button is circled in yellow with an arrow pointing to it and the text "Click 'edit url' to change Add profile in another language". The "edit" button for the profile picture is circled in yellow with an arrow pointing to it and the text "Click 'edit' to add audio recording (mobile)".

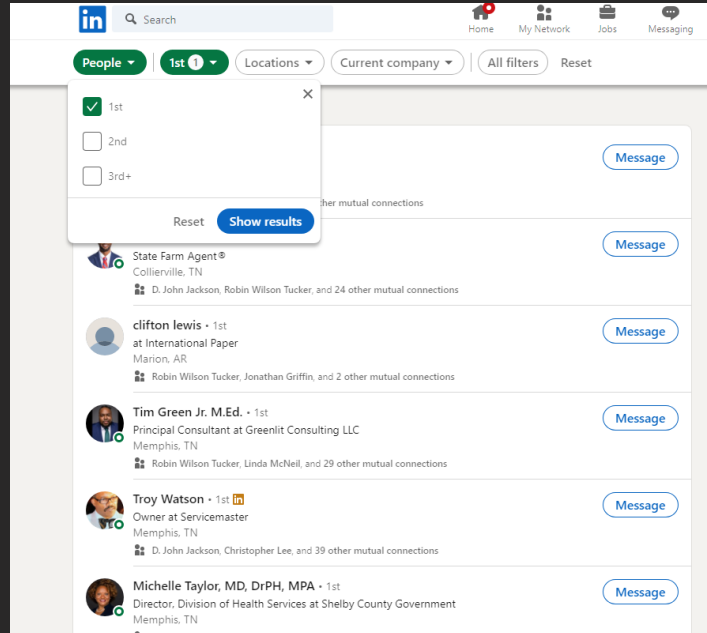
Annotations on the screenshot:

- Click "edit url" to change Add profile in another language
- Click "edit" to add audio recording (mobile)
- Click "+" profile picture
- Click "more" to connect



# LinkedIn Networking Strategies

Sort your connections by level, location, company, etc.



# LinkedIn Networking Strategies

The featured section allows you to highlight key posts, media, videos, etc.



Featured

Post

Why I Lead!!!

A video thumbnail with a green background. On the left, it says "The Greater You Leadership Series" and "I LEAD...". Below that, it says "Amplifying the voice of women leaders for Women's Month". On the right, there is a photo of a woman speaking. A play button icon is overlaid on the video.

1

Post

Looking forward to delivering this LinkedIn presentation...

A thumbnail showing several US dollar bills fanned out.

**Effective Networking Strategies using LinkedIn**

11/17/22. 12:00 p.m. CDT

2

Post

Thanks to those of you who attended the Building your...

A thumbnail showing a grid of many small video call windows, representing a virtual meeting.


14


1 comment


# LinkedIn Networking Strategies


The skills section allows you to highlight areas of key focus.



Skills Demonstrate skills + 

Building Connections  
 4 endorsements

Professional Networking  
 3 endorsements

Relationship Development  
 2 endorsements

Show all 9 skills →

# LinkedIn Networking Strategies

Asking/Giving recommendations are a free way to receive client/customer reviews and advertisement



## Recommendations

Received Given



**Trenika McCoy, DHA** · 1st

Healthcare Innovation | Performance Management | Operational Improvement | Strategic Planning | HEDIS & Stars | Healthcare Management

I highly recommend Wilson Consulting LLC. Robin is patient and professional. During our one on one, she provided tips and tricks I didn't know and took the time to answer my questions. She has a wealth of knowledge and is willing to share. Thank you, Robin!



**Ivenetta Smith** · 1st

Asset Visibility Management Lead

I received great tips on expanding my virtual presence in LinkedIn from Wilson Consulting LLC Memphis.



**Arina Jackson, M.S.** · 1st

Passionate about creating opportunities to enhance patient lives through science & technology.

Wilson Consulting is a valuable investment if you are looking to enhance your professional presence online or actively seeking a job position within a certain industry.

Robin Wilson Tucker specifically assisted me with improving my resume and LinkedIn profile. I am ...see more

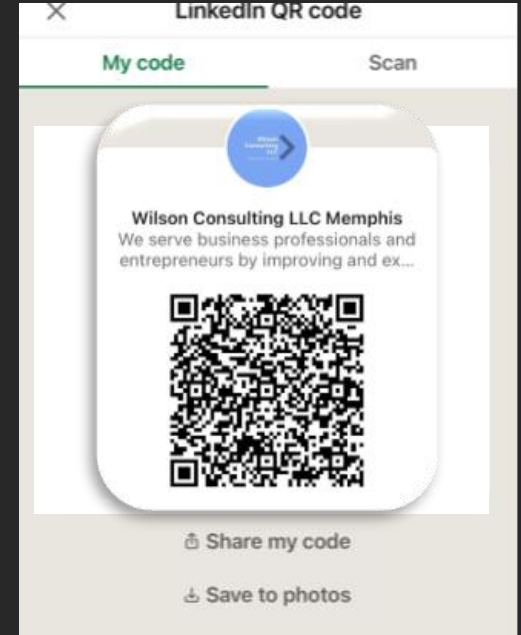
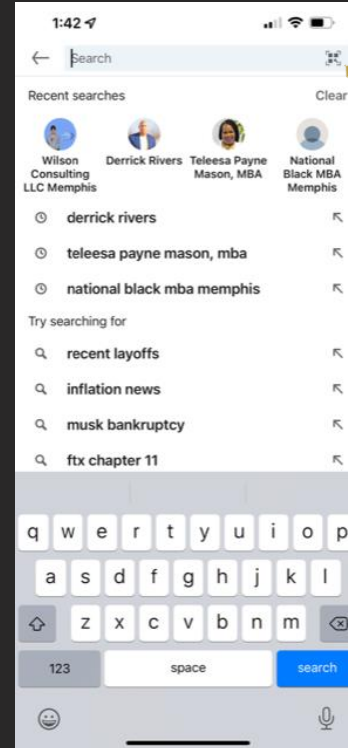
Show all 10 received →



# LinkedIn Networking Strategies



Use the LinkedIn QR code to connect in person (mobile)



# LinkedIn Networking Strategies

The Boolean search is a structured search process that allows the user to insert words or phrases such as AND, OR, and NOT to limit, broaden, and define the search results.



A screenshot of the LinkedIn search interface. At the top, the search bar contains the Boolean string: "(\*social selling trainer\* OR \*sales coach\*"). A yellow oval highlights this string, with a yellow arrow pointing to it from the text "Boolean String = 'social selling trainer' OR 'sales coach'" located above the search bar. Below the search bar, there are filter buttons for "People", "Connections 2", "Locations", and "Current company", along with "All filters" and "Reset". The search results show three profiles, each with a "Connect" button. The first profile is a Sales Executive/Radical Remission/3x Cancer Thriver/Speaker/Writer/Author Transforming L... in Arvada, CO. The second profile is a Sales Coach &amp; Speaker at Just The Tips Coaching, Author of Englewood, CO. The third profile is a Motivational Speaker/Best Selling Author... in Charlotte Metro. At the bottom right, there is a small box indicating "1,024 = 693".

# Follow up is Critical

1. Make the email/message more about them than you.
3. Focus on the value you offer.
4. Express an interest in learning about them.
5. Use brevity.
6. Focus on the right goal.



[https://www.linkedin.com/pulse/6-best-tips-how-follow-up-after-connecting-linkedin/?src=aff-ref&trk=aff-ir\\_progid%3D8005\\_partid%3D10078\\_sid%3D\\_adid%3D449670&clickid=2oqzb3zxJxyNWsi1AtW2YzX7UkDSCozxTwRczA0&mcid=6851962469594763264&irgwc=1](https://www.linkedin.com/pulse/6-best-tips-how-follow-up-after-connecting-linkedin/?src=aff-ref&trk=aff-ir_progid%3D8005_partid%3D10078_sid%3D_adid%3D449670&clickid=2oqzb3zxJxyNWsi1AtW2YzX7UkDSCozxTwRczA0&mcid=6851962469594763264&irgwc=1)

# Follow up is Critical

An example of a follow-up LinkedIn email

Thank you for connecting, Mike! From my experience, LinkedIn is the best for meeting great professionals like you, finding amazing opportunities and sharing connections and resources. I endorsed some of your skills to help you rank higher in the LinkedIn Search Engine (free SEO, you are welcome!).

I looked at your profile carefully. If you are considering leveraging LinkedIn to be successful in your job search or finding clients, I would suggest that you continue adding content and keywords to your profile and grow your network in your target industry to have access to more opportunities and people.

Check out my profile for inspiration and feel free to steal my special characters for artistic emphasis (just copy and paste). Welcome to my network!

Kindly,

Kathleen


Q & A


# THANK YOU!



WILSON CONSULTING, LLC

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## Social Media

- Facebook: WilsonConsultingMemphis
- Twitter: @WilsonConsult1
- IG: @wilson\_consultllc
- LinkedIn: <https://www.linkedin.com/in/wilson-consulting-llc-memphis/>