eTourism Summit - 2015
How to Become an Thought Leader
Using LinkedIn
Presentation Outline

• Showcase your business offerings
  – Choose the Right Keywords
  – Request Recommendations
  – Link to Your Media

• Build your following
  – Capture Your Target Audience
  – Ask for Introductions

• Stay top of mind with your network
  – Engage Your Audience Through Posts
  – Use Strategic Messaging
  – Get Involved in the Right Groups
  – Join the MCM Rainmaker Network
How You’re Connected

You

Laurie Jo Miller Farr
Tourism Consultant | Content & Feature Writer
San Francisco, California | Hospitality

Current: Hotel & Destination marketing, Lifestyle & Travel Writer
Previous: Bective Leslie Marsh, Hamptons International, M Management
Education: London Hotel School, Senior Lecturer

Send a message | Endorse

500+ connections

Laurie Jo Miller Farr 1st

Connected on LinkedIn

Jake Steinman
Founder, thetouroperator.com, NAJ Group
Sausalito, California | Online Media

Current: Founder, thetouroperator.com, NAJ Group
Previous: ETourism Summit, NAJ Summit, City Sports Magazine
Education: University of Nebraska-Lincoln

Connect | Send Jake InMail

500+ connections

Send Jake InMail
Publish Articles
Stay In Touch With Your Network

Who's started something new?
We're halfway through the year and 90 people you know have changed jobs.

8% of your network changed jobs.

Share this stat!

Check out Olivier's new job!
Your Employees Are the Face of Your Brand
How People Are Finding You
Who’s Viewed Your Profile?

Elizabeth Brumfield · 1st
Talent Manager at Simplicity Consulting
Today

William Kubicek · 2nd
VP Sales at Main Sequence Technology, Inc./PQRecruiter
Yesterday

Someone at San Francisco State University
Yesterday

Vanessa Tye · 2nd
Co-Owner and Event Manager at Canada Marketing Summit | Entrepreneur | Speaker | Small
2d ago
Personal PR Check
Google Search Your Name
Search Google “Images”
What comes up?
LinkedIn is One of the Largest Databases in the World

380 million + members in over 200 countries and territories around the globe.

Two new members join per second.

Most importantly, LinkedIn helps you establish relevancy with your network.
Optimize Your Profile & Represent Your Personal Brand Through Keywords
Keywords - Search View
Spandex Rule

• Just because you can, doesn’t mean you should.
Key Word Sample
Members who list skills on their LinkedIn profiles receive an average of **13 times more** profile views than those who don’t...

### SKILLS & EXPERTISE

#### Top 10

<table>
<thead>
<tr>
<th>Rank</th>
<th>Skill</th>
</tr>
</thead>
<tbody>
<tr>
<td>36</td>
<td>Business Networking</td>
</tr>
<tr>
<td>30</td>
<td>Social Networking</td>
</tr>
<tr>
<td>29</td>
<td>Social Media</td>
</tr>
<tr>
<td>25</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>21</td>
<td>New Business Development</td>
</tr>
<tr>
<td>20</td>
<td>Event Planning</td>
</tr>
<tr>
<td>8</td>
<td>Social Media Marketing</td>
</tr>
<tr>
<td>5</td>
<td>LinkedIn</td>
</tr>
<tr>
<td>5</td>
<td>Business Strategy</td>
</tr>
<tr>
<td>5</td>
<td>Real Estate</td>
</tr>
</tbody>
</table>

#### More Skills & Expertise

<table>
<thead>
<tr>
<th>Rank</th>
<th>Skill</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Brand Development</td>
</tr>
<tr>
<td>3</td>
<td>Market Research</td>
</tr>
<tr>
<td>3</td>
<td>Marketing Strategy</td>
</tr>
<tr>
<td>2</td>
<td>Training &amp; Development</td>
</tr>
<tr>
<td>1</td>
<td>Messaging</td>
</tr>
<tr>
<td>1</td>
<td>Event Marketing</td>
</tr>
<tr>
<td>1</td>
<td>Community Relations</td>
</tr>
<tr>
<td>1</td>
<td>Marketing Communications</td>
</tr>
<tr>
<td>1</td>
<td>Professional Services</td>
</tr>
<tr>
<td>1</td>
<td>Law Firm Marketing</td>
</tr>
<tr>
<td>1</td>
<td>Relocation</td>
</tr>
</tbody>
</table>
Engage Your Audience Through Media
Publish a Long Form Post

Trivia for Event & Meeting Planners as well as Business Professionals

Enjoy your next meeting at one of NYC top rooftop terraces overlooking the energy of the city!

5 handy apps for meeting planners!

Apps can be a great tool for meeting planners. It gives you a great overview of RSVPs, to do’s and can combine different communication platforms. I have collected a few of my favourite apps.

7 Money and Time Saving Tips for Corporate Meeting Planners

Using Native Advertising to Engage Meeting Planners
“Add Some Orange” Campaign
Linked as Media on LinkedIn
Drip Market Through Profile Updates

Notify your network?

Yes, publish an update to my network about my profile changes.
Just for fun...finish this sentence: You know you're an Event Planner when...

9 months ago

Follow Heather

Like  Comment  Follow  Flag  More

Lauren Bourgoyno, Luana Tomassini and 121 others like this

650 comments  Jump to most recent comments

Vishal Parikh • 1. You are always applauded for your good management....
2. You can make environment lively and not ashamed of doing things kids way....

9 months ago

Follow Vishal

Carol Ann Lafferty • You can't actually be a GUEST anymore - you have to dissect what they did, where it was sourced, how did they make that, and more....

9 months ago

Follow Carol Ann

Rennette Grace • You become the "Simon Cowell" of meetings and events, judging every aspect as to whether or not it meets the standards that you are used to setting for your own meetings and events.

9 months ago

Follow Rennette

Frédéric De Backer • ...you dont have to do anything at home..

9 months ago

Follow Frédéric
Sample Update

E. Sarraille
Director of Sales, West at Revinate

World Series Trophies visit Revinate SF office. Go Giants
Ask For Recommendations
Best Practices When Asking for Recommendations

Recommendations

Principal
MCM, Marketing and Business Strategies

Maureen McEvoy
ProVisors, SF Bay Area Regional Development Director

I have had the pleasure of knowing Marian Mullally for almost 8 wonderful years now and am pleased to be able to write this recommendation for her. When we worked together at the Chamber, Marian was an invaluable source of inspiration for me when it came to meeting people who would ultimately become Chamber members. Now, these many years later, she is still connecting me... more

November 27, 2012, Maureen was with another company when working with Marian at MCM, Marketing and Business Strategies

Phil Wiseman
President, Unique Products & Promotions, Inc. (UPP, Inc.) | Products Beyond The Ordinary | www.uppsf.com

After seeing Marian’s LinkedIn presentation to our BNI Chapter, I was motivated to publicize some of the great work I’ve done on behalf of my clients through posting recommendations to my LinkedIn profile. Marian was able to show me how to request a recommendation functionally and more importantly some of the subtleties of when and how to best make a request so that the... more

May 14, 2012, Phil was Marian’s client

Mark Kroese
President at Aon VR

Marian helped our company unlock the potential of LinkedIn, and put us on a path to achieving greater business results. Marian began with a sensible and sequential overview of LinkedIn’s capabilities, and then went deep on a few key areas of interest to our company. Marian’s training session was the best two hours I’ve spent in a long time. We’ll definitely use her... more

November 5, 2014, Mark was Marian’s client

Lydia Jones
Regional Marketing Manager

Marian Mullally gave an insightful presentation to the Small Business Issues Forum at the San Francisco Chamber of Commerce May 2nd. Marian led the forum “Networking with LinkedIn” an overview of how to utilize LinkedIn for your business.
Get Involved In Groups

Manage 1
Engage in 3-4
Join many – up to 50
How To Select the Right Groups
Join the MCM Rainmaker Network Group

Welcome to the MCM Rainmaker Network, a LinkedIn group for the participants of the "Networking with LinkedIn" training and event series where participants are coming together to learn hard-core tactics for how to leverage LinkedIn for their branding and business development initiatives, network in person and online, share best practices, and implement work in real time. Through a series of written, online, and group discussion exercises, we’re able to help you find the clarity, support, and resources you need to hit your goals at an accelerated rate.

Our mission is accomplished through your success! The MCM Rainmaker Network LinkedIn group provides a platform to continue to strengthen and develop relationships, share key information, tell us what works, and share wins and success stories.
Thank you

Marian Mullally
MCM, Marketing and Business Strategies
P. +1 415 225 8997 | E. marian@mcmktg.com | W. www.mcmktg.com | L. www.linkedin.com/in/marianmullally
LinkedIn Group. MCM Rainmaker Network