

Name: \_\_\_\_\_

Phone: \_\_\_\_\_


# LinkedIn: Beyond the Profile

Maya Toussaint  
Customer Success Consultant  
LinkedIn Corp.  
*linkedin.com*

Rebecca Vertucci  
Senior Customer Success Consultant  
LinkedIn Corp.  
*linkedin.com*

Thursday, Oct. 29  
11 a.m.–12:30 p.m.





American Staffing Association

## LinkedIn: Beyond the Profile

Maya Toussaint

Customer Success Consultant


LinkedIn Talent Solutions

Rebecca Vertucci

Senior Customer Success Consultant

LinkedIn Talent Solutions

Thursday, Oct. 29, 11 a.m.–12:30 p.m.



1.5 CE

---

---

---

---

---


---

---


---

### Who Are We?

#### 2 Scoops of LinkedIn's Customer Success Organization




**Maya Toussaint**  
@MayaToussaint



**Rebecca Vertucci**  
@RebeccaVertucci

We inspire and empower customers to connect talent with opportunity, create business value, and become lifelong LinkedIn advocates



**CSO**  
#successdelivered

---

---

---

---

---

---

---

---





American Staffing Association

---

---

---

---

---

---

---

---

## Today's Agenda

Understand the Candidate Experience

Transform Your Brand

The Role of Mobile

Get the Most out of Search

Participate in Groups Effectively

Send Engaging InMails That Work

---

---

---

---

---

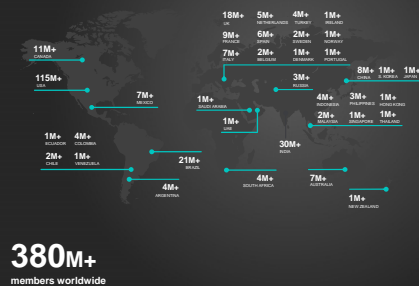
---

---

---

## LinkedIn:

*The world's largest professional network*



50% of unique visits  
now come from mobile



39M+ students  
LinkedIn's fastest  
growing demographic

---

---

---

---

---

---

---

---

## Vision

Create economic  
opportunity for every  
member of the global  
workforce

---

---

---

---

---

---

---

---

Mission

Connect the world's professionals to make them more productive and successful

---

---

---

---

---

---

---

What That Means to Us

Helping **You** Find & Hire LinkedIn Members FASTER

---

---

---

---

---

---

---

THE ECONOMIC GRAPH

The Vision: Connecting Talent with Opportunity at Massive Scale

Members  
313M — 3.8Billion

Companies  
5M — 70M

Jobs  
1M — 10M

Skills  
Identify every skill required to obtain these jobs

Schools  
15,000 Universities on LinkedIn

Updates  
Overlay professionally relevant knowledge for every individual member, company, and university

LinkedIn Economic Graph

Digitally represent and map the global economy

---

---

---

---

---

---

---

3



## Act Like a Recruiter, Think Like a Candidate

— Adaptation of Steve Harvey's  
*Act Like a Lady, Think Like a Man*

---

---

---

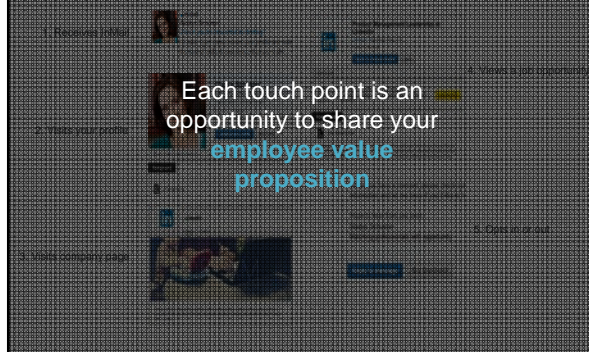
---

---

---

---

### Touch points along a prospect's journey



---

---

---

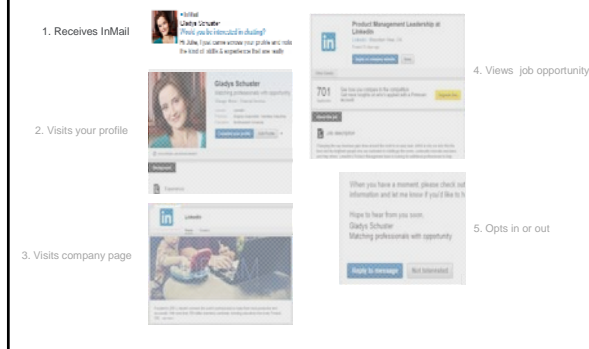
---

---

---

---

### Touch points along a prospect's journey



---

---

---

---

---

---

---

## Touch points along a prospect's journey

1. Receives InMail



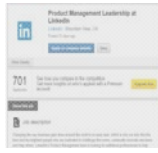
2. Visits your profile



3. Visits company page



4. Views job opportunity



5. Opts in or out




---

---

---

---

---

---

---

---

## Touch points along a prospect's journey

1. Receives InMail



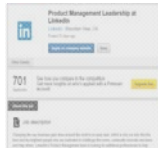
2. Visits your profile



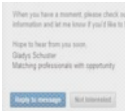
3. Visits company page



4. Views job opportunity



5. Opts in or out




---

---

---

---

---

---

---

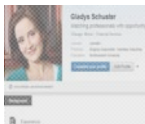
---

## Touch points along a prospect's journey

1. Receives InMail



2. Visits your profile



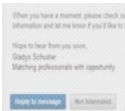
3. Visits company page



4. Views job opportunity



5. Opts in or out




---

---

---

---

---

---

---

---

## Touch points along a prospect's journey

1. Receives InMail



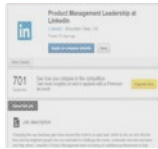
2. Visits your profile



3. Visits company page



4. Views job opportunity



5. Opts in or out



Each touch point is an  
opportunity to share your  
**Brand & Opportunities**

*What is a brand?*



---

---

---

---

---

---

---

**Definition:** A distinguishing symbol, mark, logo, name, word, or sentence or a combination of these items that companies use to distinguish their product from others in the market

---

---

---

---

---

---

---



---

---

---

---

---

---

---





## Act Like a Recruiter, Think Like a Marketer

— Adaptation of Steve Harvey's  
*Act Like a Lady, Think Like a Man*

---

---

---

---

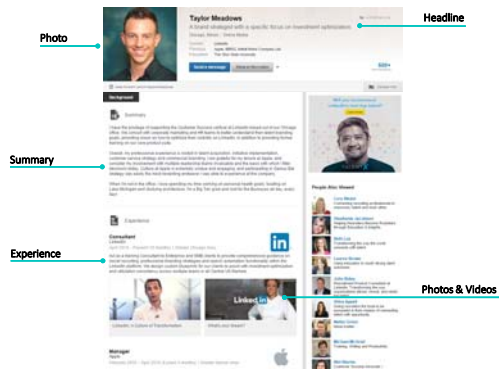
---

---

---

---

### Your Brand Starts with Your Profile



---

---

---

---

---

---

---

---

Jobs

Content

7x

More engagement  
with content vs. jobs

---

---

---

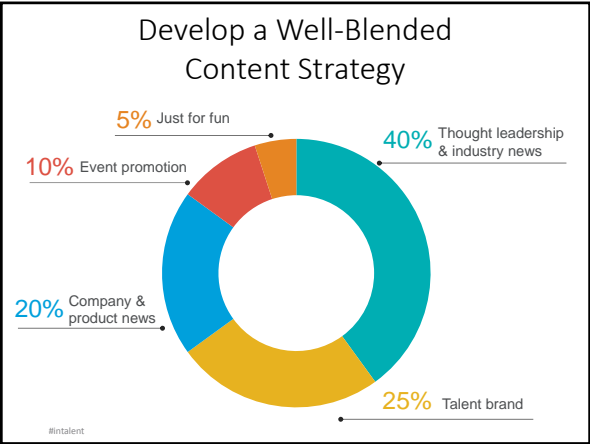
---

---

---

---

---



---

---

---

---

---

---

---

---

Status Updates: Company

**Perry Monaco**  
Some new features on LinkedIn.com you may not have discovered yet.

**The Latest LinkedIn Features You Should Start Using Today - Forbes**  
forbes.com • The folks at LinkedIn are busy. They are rolling out refinements and new features at an unprecedented rate. Staying on top of these opportunities is the key to staying on top of your online personal branding. If you want your...

Like (6) • Comment (1) • Share • 6h ago

Amy Koscinski, Ryan Giles and 4 others

Andy Sotly Thanks for sharing Perry  
4h ago

Add a comment...

---

---

---

---

---

---

---

---

Status Updates: Culture

**Douglas Tauro** likes:

**Brett Wallace Alex Wolin** and a new friend just seen in the LinkedIn NYC office courtesy of our engineering team

**Katherine Terhune** via Anne Beaurline  
#Q11

**Best Places to Work**  
glassdoor.com • Glassdoor's Employees' Choice Awards 2014 Glassdoor has announced our sixth annual Employees' Choice Awards, honoring the 50 Best Places to Work, and new for 2014, the 50 Best Medium-Sized Companies to Work For. Winners were...

Like • Comment • Share • 18h ago

---

---

---

---

---

---

---

---

## Status Updates: Jobs



**Maria Hardeman** shared a job:



**Bilingual Retirement Specialist**  
Lincoln Financial Group  
Newark, NJ

[View Job](#) • [More jobs at Lincoln Financial Group](#) • 1 hour ago

---

---

---

---

---

---

---

---

## Status Updates: Industry



**Sarah (Anderson) Curry**

Do you know how and when to delegate? <http://mkd.in/bcTRQjd>



**Do You Know How to Delegate?**

[blog.hubspot.com](http://blog.hubspot.com) • Are you delegating too much? Not

Jeff Becker likes:

**Sachin Rekhi** The CEO of a \$1 billion tech company is stepping down for the best possible reason <http://bit.ly/V0y0rh>

**The CEO of a \$1 billion tech company is stepping down for the best...**

[qs.com](http://qs.com) • The "work-life balance" question is something women in the workplace (even the Fortune 500 CEOs) get asked all the time, but male executives almost never hear it. Certainly Max Schireson, the CEO of...

Like (2) • Comment (1) • Share • 2h ago

Jeff Becker and Michael Lee

**Khurram Taj** Love it. He will work "full time, but 'normal full time' and not 'crazy full time'"

2h ago

Add a comment...

---

---

---

---

---

---

---

---

## Increase Visibility: Publishing Platform



**Maya Toussaint**  
Customer Success Advocate | Managing right an...

### Dancing To Get Through The

Jun 27, 2014 • 547 views • 30 Likes • 14 Comments

A few things you may not know about me

1. I love to dance
2. I love to laugh
3. I love Earth, Wind and Fire
4. I'm a foodie

I'm lucky to work in an office where some of us Vinyl records and cassettes (yes I said cassettes) certain occasions however, I can't help myself a instead of my usual seated shoulder shimmy.



**Rebecca Vertucci**  
Senior Product Manager

### 7 Tips All Job Seekers Should Consider

Aug 12, 2015 • 2,755 views • 228 Likes • 19 Comments

Before I started at LinkedIn I began my career in Recruiting and spent a few years in Career Services. At that time I worked day in and day out with candidates. Now in my role at LinkedIn I work every day with Recruiting teams helping them find candidates (like you!)

With over 10 years of experience in this field, I have learned a lot about what it is employers really want from candidates. There will never be a 'sure fire' way to land a job (or hire a candidate)... But some simple truths hold true that all Job Seekers should keep in mind during their search:

1. Your first impression now comes online. Before meetings, interviews and first handshakes, the majority of people go to LinkedIn or Google to search for each others online profiles. What does yours say about you? (Here is an article I wrote with tips for overall LinkedIn goodness).

---

---

---

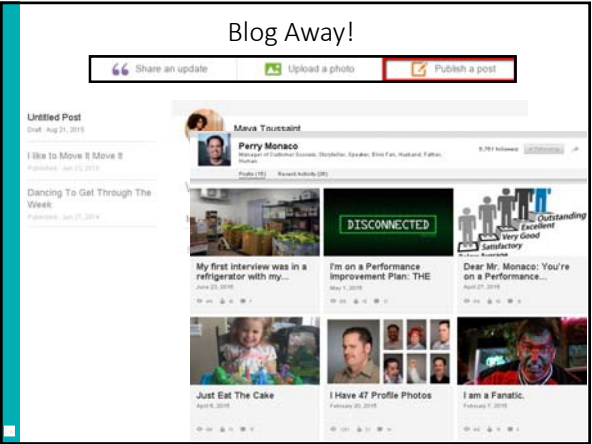
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

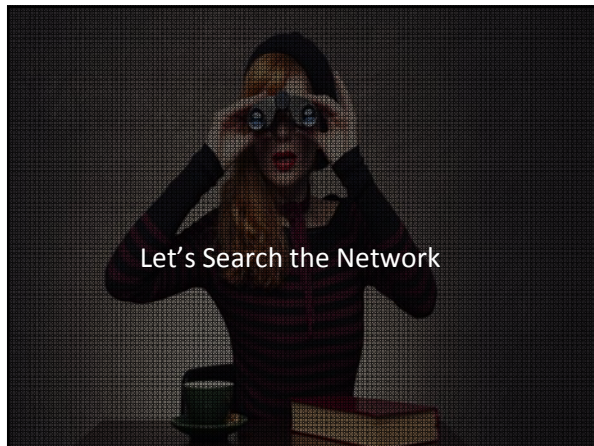
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

Active Candidate Recruiting IS Possible!

Boolean and Filters are your friends

Top Search Tips

Be Creative with Groups & Alumni Networks

Leverage candidate Profile Data for more insightful search criteria

---

---

---

---

---

---

---

---

Thoughtfully Engage Your Community

- ✓ Groups (50 and 50 sub-groups max)
- ✓ Think outside skills, job titles, industries and consider hobbies & affiliations
- ✓ Ask questions, engage in group discussions

---

---

---

---

---

---

---

---

Inspire Action with an Impactful InMail

---

---

---

---

---

---

---

---

## Top InMail Tips



**This is what I can do for you!**

A targeted approach makes the prospect feel special.

---

---

---

---

---

---

---

---

## Top InMail Tips



**Don't hide the hook.**

Let the prospect know right away what's great about your company and the opportunity.

---

---

---

---

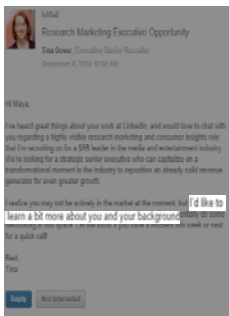
---

---

---

---

## Top InMail Tips



**Make it enticing to get back to you.**

InMail is just an initial contact, not the sales pitch or the prescreen.

---

---

---

---

---







---

---

---



## Strategic InMail Template Types

-  Let's connect!
-  Networking
-  Company followers
-  Expertise request
-  Groups & shared memberships
-  Referrals

---

---

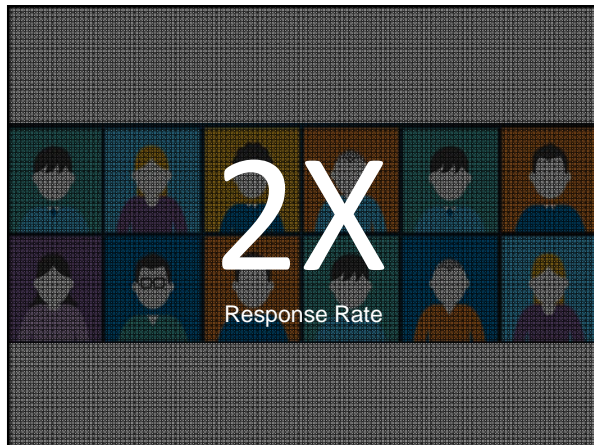
---

---

---

---

---



---

---

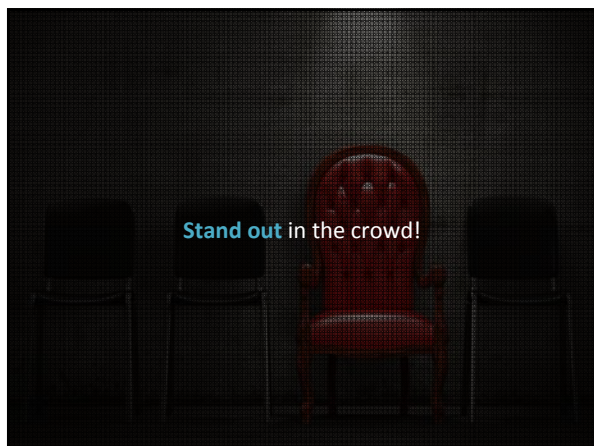
---

---

---

---

---



---

---

---

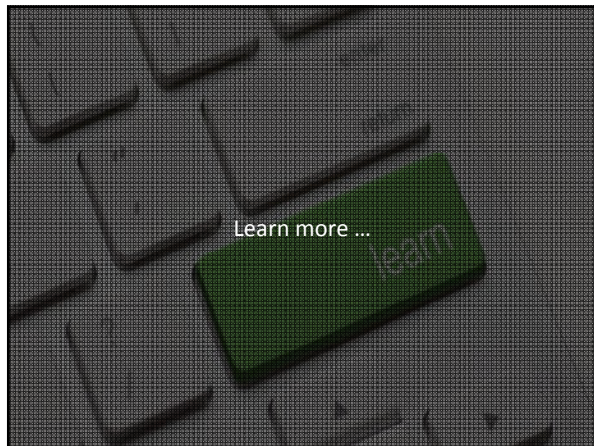
---

---

---

---






---

---

---

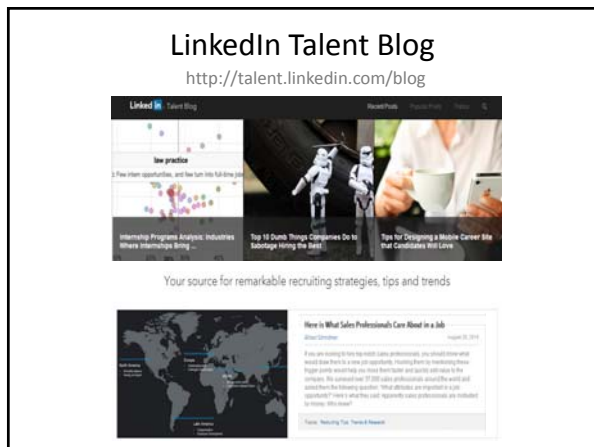
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

Digest of professional news  
you need to know



Over 400 resources in 14 languages ... and growing!



---

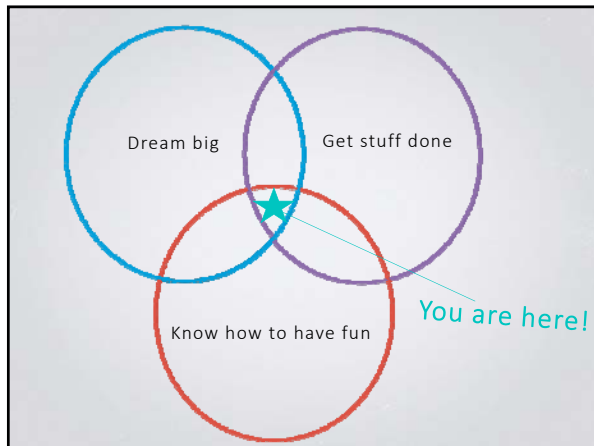
---

---

---

---

---



---

---

---

---

---

---

---



---

---

---

---

---

---

---



American Staffing Association

Thank you for attending this  
Staffing World 2015 workshop



Maya Toussaint  
Customer Success Consultant  
LinkedIn Talent Solutions



Rebecca Vertucci  
Senior Customer Success Consultant  
LinkedIn Talent Solutions

---

---

---

---

---

---

---