

# NEWS / ARTICLE

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## Why LinkedIn should be relevant to YOUR business!



Article from Andy Wooles, WSI Marketing

**Firstly, what is it? LinkedIn is an online network of more than 30 million experienced professionals from around the world, representing over 150 industry sectors. Many view LinkedIn as 'Facebook for Professionals'.**

Membership is free. When you join LinkedIn, you create a personal profile that summarises your professional skill and achievements. Your profile helps you find and be found by former colleagues, clients, and partners. You can add more connections by inviting your trusted business contacts to join LinkedIn and connect to you.

Your LinkedIn network consists of your connections, your connections' connections, and the people they know, linking you to thousands of qualified professionals.

So how could LinkedIn help you and your business?

- Increase your visibility online and that of your company. It can become an online extension of normal business networking – including giving and receiving testimonials and recommendations.
- Find potential partners, service providers, subject experts, and clients who come with recommendations.
- Interact with other professionals in your field of expertise by joining LinkedIn Groups. Exchange advice and ideas through the online discussion areas and LinkedIn Answers
- Assist with Recruitment, whether searching for a new employee or a new career.

In the current tight economic climate, LinkedIn can be a powerful weapon to add to your armoury of business tools to improve the effectiveness of your business, and its overall profitability.

So get involved – become a member of LinkedIn today – and join your fellow members online in thebestof Chester Business Community group.

For further guidance and assistance in making LinkedIn, Facebook and other social media work effectively for your business, contact Andy Wooles at WSI today. As internet marketing consultants, WSI offer a diverse range of tools and services to benefit local businesses.

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