



GROW YOUR BUSINESS WITH LINKEDIN

CENTURY 21 Fusion - Present by Kent Braaten

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- LinkedIn gets around 250 million unique visitors per month
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 - Facebook gets around 1.5 billion unique visitors per month
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 - Based on these statistics, most realtors find it hard to justify *any* of their social media outreach resources on LinkedIn
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Why is LinkedIn so amazing for Realtors?

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1. LinkedIn is the best social media site for lead generation
 2. People use LinkedIn to Network with, learn from, and vet other professionals

Basic LinkedIn Networking: Degrees of Connections

People who join your network are called connections. There are three degrees of connections that matter on LinkedIn:

- 1 First Degree Connections - *People already in your network*
- 2 Second Degree Connections - *People that are already in your first degree connections network*
- 3 Third Degree Connections - *People in your second degree connections network*



Setting up your profile to get more leads

- Upload a professional headshot
- Choose a cover photo that works well with your headshot
- Make good use of your headline
- Write a compelling summary
- Fill in your work experience, skills, education, and accomplishments
- Reach out to colleagues and former clients for recommendations and endorsements



Building your network on LinkedIn

Allow LinkedIn to connect with your email contacts

While it may not be the most personal way to build our your network, it's quick, efficient, and automatic.

Once your contacts accept your invitation to connect from your contact list, send them a quick message to thank them for connecting, or re introduce yourself if you haven't spoken in a while.



Building your network on LinkedIn

Join local LinkedIn Real Estate or professional groups

The type and number of groups that LinkedIn gives you the opportunity to join is based on your qualifications and network.

You can also search for groups by putting local keywords into the search bar at the top of your LinkedIn homepage.



Building your network on LinkedIn

Use LinkedIn's "People You May Know" Feature

By default, LinkedIn will show you a list of second degree connections you can add to your network. To use this feature, go to your LinkedIn homepage, click on "My Network" and start connecting with second degree connections in the "People You may Know" section.



Building your network on LinkedIn

Add a Public Profile Badge to Your Website & Email Signature

Another great way to build up your network is to add LinkedIn public profile badges that you can add to your website, email signature and other documents.



Advanced LinkedIn Networking

- Connect with agents in other cities to build a referral network
- Have a new listing? Try circle prospecting with LinkedIn
- You are more likely to get a response right after someone posts on LinkedIn
- Make good use of your headline, which displays right below your name



Advanced LinkedIn Networking

- Try using LinkedIn Pulse
- Stay ahead of new large businesses coming to Saskatoon
- Write about stories from your past and lessons learned
- Create content

The Bottom Line

LinkedIn can be an amazing lead source. If you want more leads:

- 1 Take the time to create a great profile
- 2 Reach out to as many people as possible to build out your network
- 3 Once you have a large network, publish informative or entertaining articles and turn your connections into clients!



**Thank
You**

