

The Network Effect: How B2B Marketers Can Put LinkedIn To Work



The Changing Dynamics of Business



***“Opportunity doesn’t knock.
It chirps, buzzes, pings, and vibrates.”***

Major Marketers Leading The Shift To Online

LinkedIn

People | Jobs | Ar

- Home
- Profile
- Contacts
 - Connections
 - Imported Contacts
 - Network Statistics
- Inbox (15)
- Groups

Add Connections

"There is a much heavier emphasis on online. We are shifting from more traditional advertising, heavy event, and collateral to more interactive."

Forward this profile Flag this photo

Eduardo Conrado 3

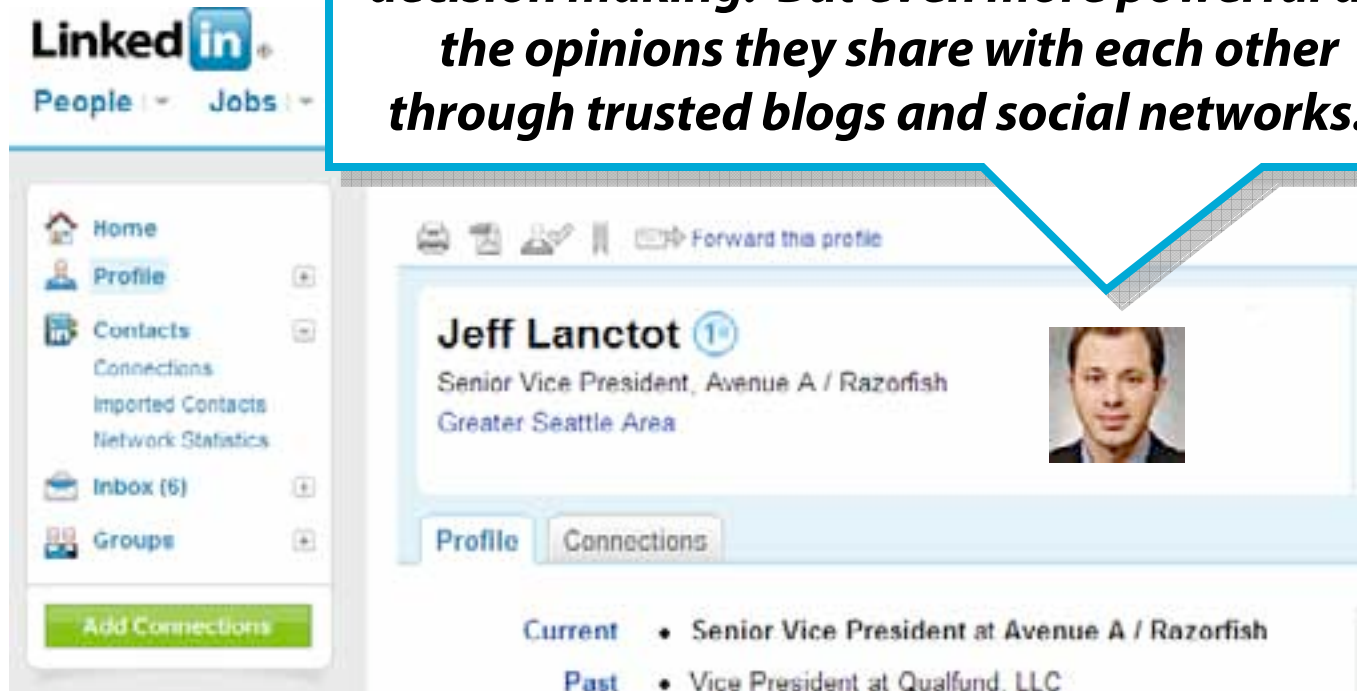
Corporate Vice President- Global Marketing and Communications Motorola
Greater Chicago Area



Current • Corporate Vice President- Global Marketing and Communications at Motorola

Community Is Impacting Decision-Making

“For many consumers, an engaging advertisement still powerfully influences their decision making. But even more powerful are the opinions they share with each other through trusted blogs and social networks.”



The image shows a screenshot of a LinkedIn profile for Jeff Lancot. The profile is for a Senior Vice President at Avenue A / Razorfish in the Greater Seattle Area. The profile includes a navigation menu on the left with options like Home, Profile, Contacts, and Groups. The main content area shows the profile name, title, and location, along with a photo of Jeff Lancot. Below the profile information, there are tabs for Profile and Connections, and a list of current and past positions.

LinkedIn
People | Jobs

Home
Profile
Contacts
Connections
Imported Contacts
Network Statistics
Inbox (5)
Groups
Add Connections

Forward this profile

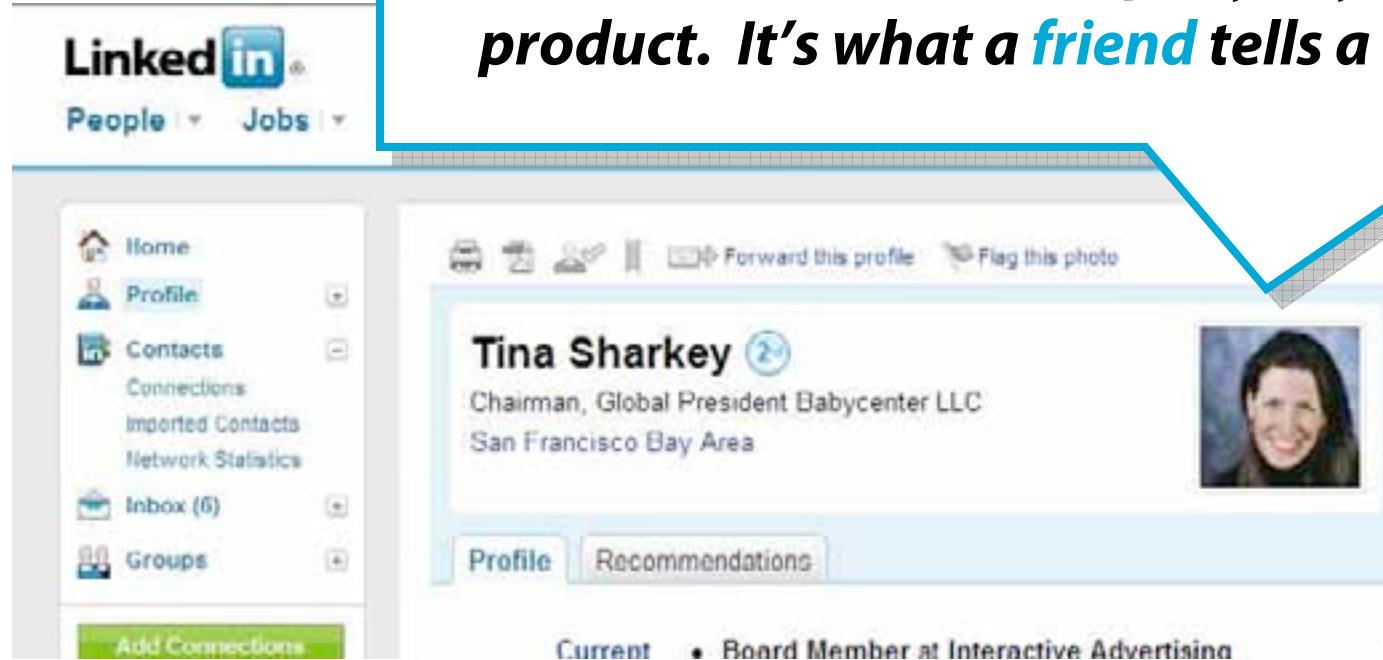
Jeff Lancot 1^o
Senior Vice President, Avenue A / Razorfish
Greater Seattle Area

Profile Connections

Current • Senior Vice President at Avenue A / Razorfish
Past • Vice President at Qualfund, LLC

Our Customers Own Our Brands

*“A brand isn’t what a company says about its product. It’s what a **friend** tells a **friend**.”*



Community Is Impacting B2B

*“Business-to-business companies are, if anything, **more vulnerable** to these trends. Their customers have every reason to band together and rate the company’s services, to join groups like ITtoolbox, to help each other out on LinkedIn Answers.”*

LinkedIn

People | Jobs | Answers | Service Providers

- Home
- Profile
 - Edit My Profile
 - View My Profile
- Contacts
 - Connections
 - Imported Contacts
 - Network Statistics
- Inbox (5)
 - Messages (1)
 - InMail (2)
 - Introductions (1)

Forward this profile | Flag this photo

Charlene Li

Vice President and Principal Analyst at Forrester Research
San Francisco Bay Area



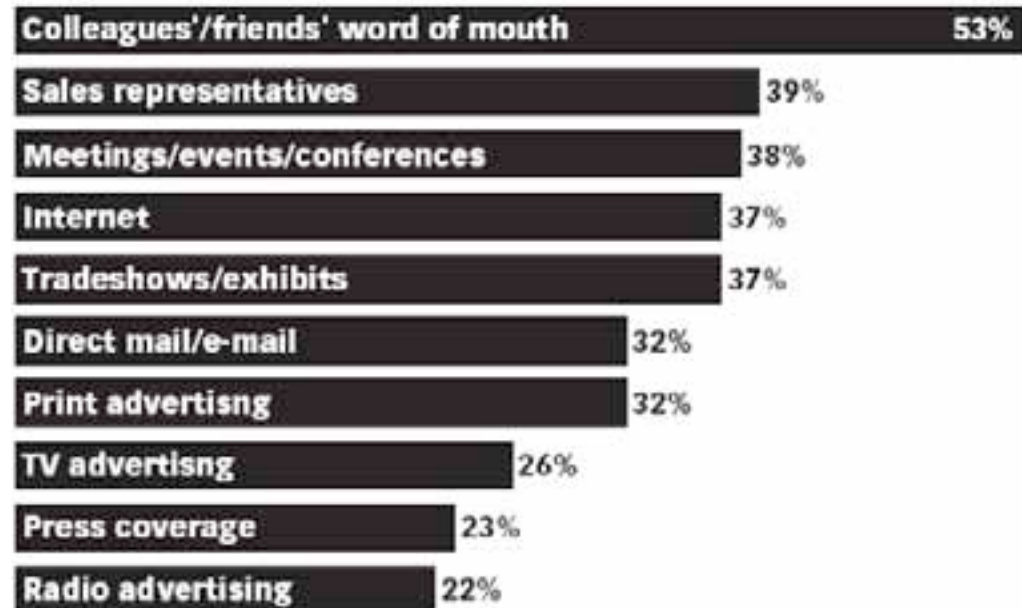
Profile | Q&A | Messages

Current • Principal Analyst at Forrester Research



Word of Mouth Matters

Influences on Work-Related Purchases of US Business Decision-Makers, April 2007 (% of respondents)



com) n=288

Source: Jack Morton Worldwide, "Driving Word-of-Mouth Advocacy among Business Executives" conducted by Keller Fay Group, May 2007

083961

www.eMarketer.com

Small Businesses Rely On Their Connections

Select Sources from which US Small-Business Owners Receive Advice about Technology, 2007 (% of respondents)



Note: n=252

Source: Microsoft conducted by KRC Research as cited in press release, June 21, 2007

085331

www.eMarketer.com

Social Networks Will Help Small Business Go Global

“Social networks will fuel borderless commerce.

Online and offline social networks will help remove soft trade barriers, such as language and cultural differences.

These networks will introduce small businesses to new markets and facilitate cross-border trade.”

- *Intuit Future of Small Business Report*

Small Businesses Are Connecting With Social Networks

*“...there is growing evidence to support claims that some **social networking services can be a powerful professional ally to businesses — in particular, independent entrepreneurs and smaller companies**, for whom each new personal connection is a significant business building block.”*



Professionals Taking To Social Media

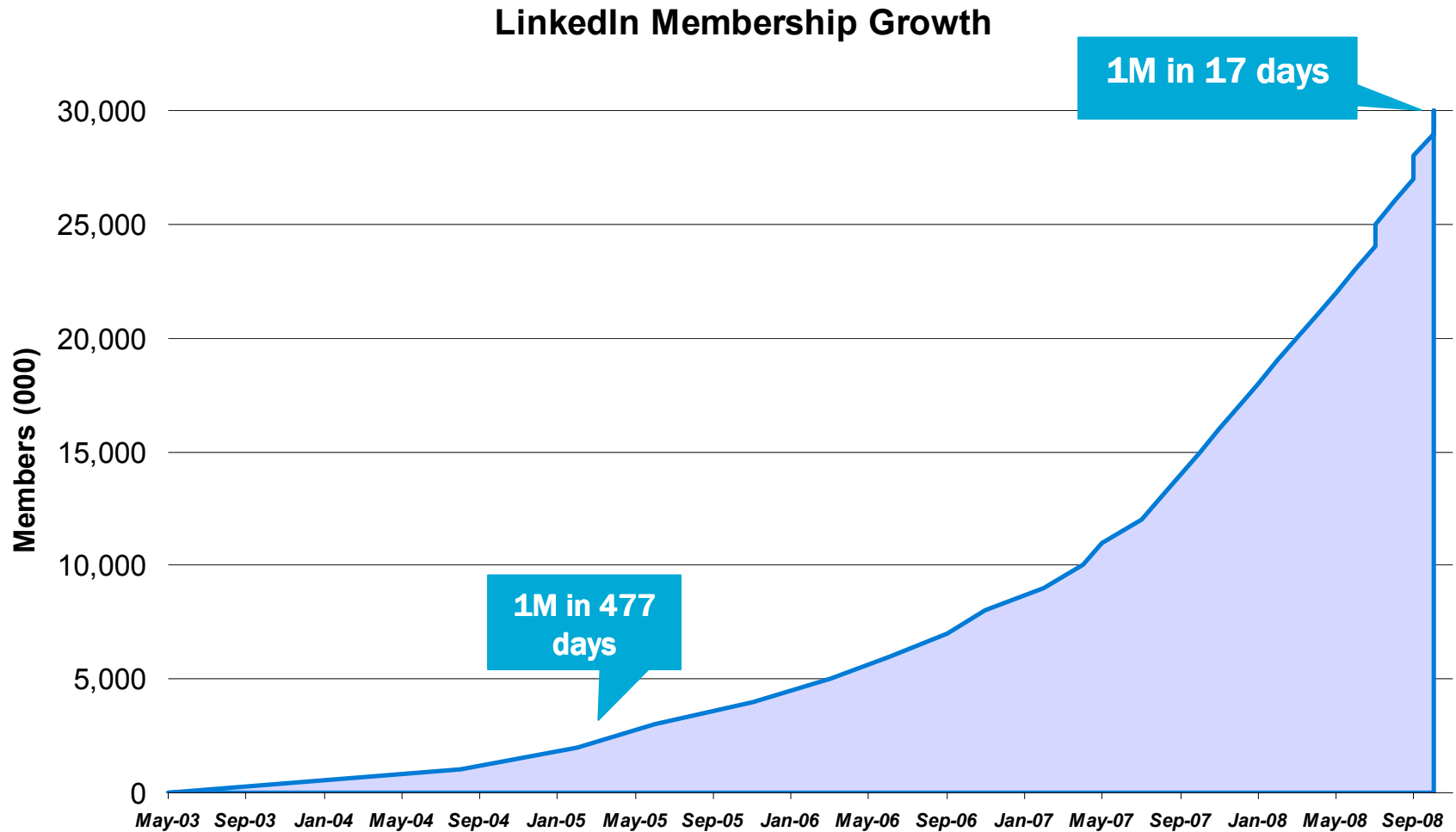
Table 1: Top 10 Fastest Growing Social Networking Sites for September 2008 (U.S., Home and Work)

Site	Sept-07 UA (000)	Sept-08 UA (000)	YOY Growth
Twitter.com	533*	2,359	343%
Tagged.com	898	3,857	330%
Ning	842*	2,955	251%
LinkedIn	4,075	11,924	193%
Last.fm	850	1,879	121%
Facebook	18,090	39,003	116%
MyYearbook	1,422	3,056	115%
Bebo	1,299	2,418	86%
Multiply	592	941	59%
Reunion.com	4,845	7,601	57%

Source: Nielsen Online

* These web sites do not meet minimum sample size standards. Projected and average measures for these sites may exhibit large changes month-to-month as a result.

30 Million Member Professionals And Growing



The LinkedIn Professional At A Glance



Average Age 42
Household Income \$109,382
Male 60%

	Comp	Index	Rank
HHI \$100K+	52%	205	1
Traveled for Business in the last 3 months	29%	285	1
College Grad/Post Grad	80.1%	152	3

Source: @plan Fall 2008

The LinkedIn Audience: The New Influencers

A **Younger**, More **Affluent**, More **Influential** And Harder-To-Find Audience Than The Leading Business Sites

Property	Average Age	Average HHI	% Comp Business Decision Makers	% Comp That Read Business Magazine Last 30 Days	Reach of Business Decision Makers
LinkedIn	42	\$109,382	46%	29%	3,191,000
WSJ.com	48	\$101,800	41%	43%	2,246,000
Forbes.com	47	\$93,650	36%	48%	3,121,000
BusinessWeek.com	47	\$95,619	42%	53%	1,392,000

Source: @plan Fall 2008

Business Decision Makers

- Job Titles:
 - C-Level Executives 7.8%
 - EVP/SVP 6.5%
 - Senior Management: 16%
 - Middle Management: 18%

- 50% Are Business Decision Makers In Their Companies
 - Computer Software DM/Influencer: 32%
 - Computer Hardware DM/Influencer: 22%
 - Business Consulting Services: 18%
 - IT Consulting DM/Influencer: 17%
 - Office Supplies DM/Influencer: 17%
 - Business Equipment DM/Influencer: 20%
 - Printing DM/Influencer: 12%
 - Travel Services DM/Influencer: 12%

- Purchased in The Last Year For Their Business:
 - Computer Hardware 30%
 - Software 22%



Source: @plan Summer 2008

Business Leaders Get Social

- 50% of Business Leaders Believe That Social Media Is Not A Passing Fad And Needs to Be Studied and Evaluated
- 75% of Business Executives Said They Plan To Add Social Media Strategies To Their Marketing Plans
- But How?

Source: TNS

5 Ways B2B Marketers Can Put LinkedIn To Work

- 1. Leverage your best asset: your own people

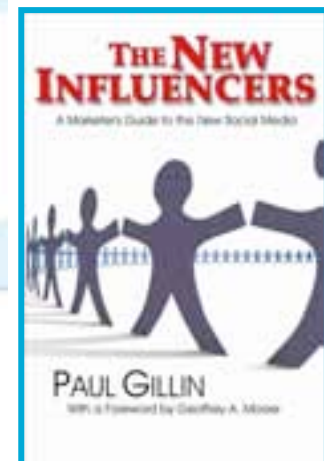
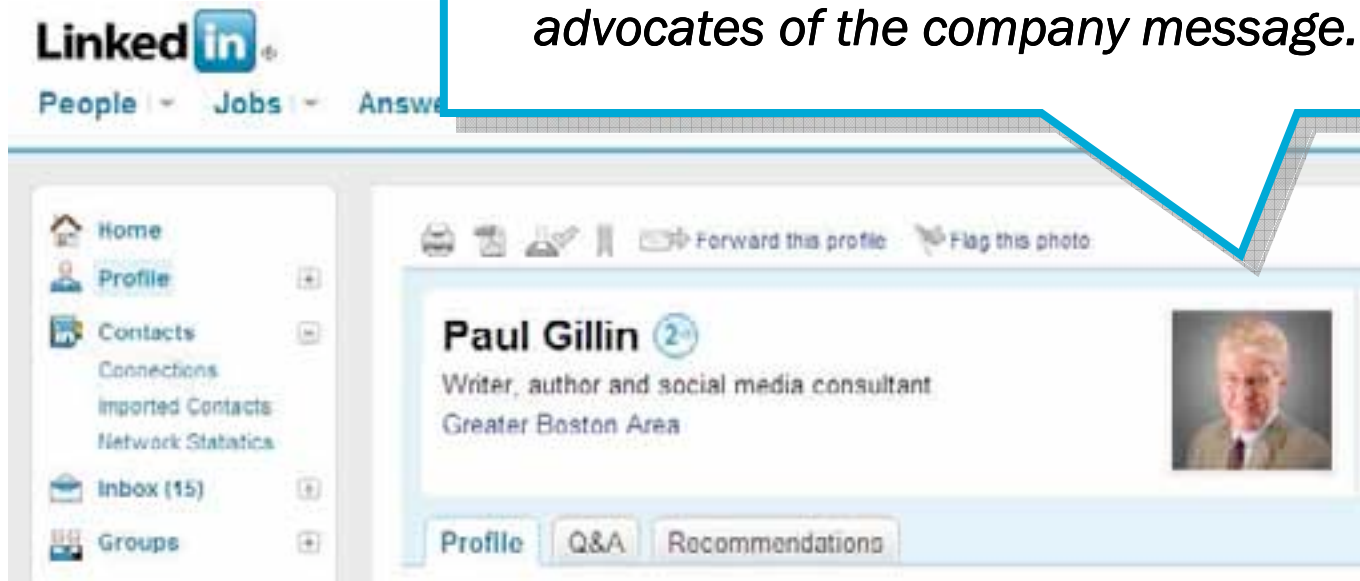
Social Media: Surfacing The People In Your Company

“With the human faces coming forward due to social media tools, the opportunity for employees to build real human relationships can be **the most natural bridges for prospects to become customers.”**

Jermiah Owyang, Senior Analyst, Forrester Research, May 2008

Leverage Your Best Asset: Your People

“B-to-b marketers are finding that employees can be powerful and persuasive advocates of the company message.”



Employees Are Part of the Company Brand

From IBM's Social Computing Guidelines

(<http://www.ibm.com/blogs/zz/en/guidelines.html>)

Be thoughtful about how you present yourself in online social networks. The lines between public and private, personal and professional are blurred in online social networks. **By virtue of identifying yourself as an IBMer within a social network, you are now connected to your colleagues, managers and even IBM's clients.** You should ensure that content associated with you is consistent with your work at IBM. If you have joined IBM recently, be sure to update your social profiles to reflect IBM's guidelines.

“Brand Pages” Are Fine. “People Pages” Are Better.

- Your Employees’ Profiles Are Part of Your Brand
- You, your CEO, your product people, your salespeople, your engineers should all have profiles.
- Customers increasingly want to know *who* they’re doing business with:
 - Who’s managing my account?
 - How am I connected to this person?
 - What experience do they have with this type of project?
 - Who have they done business with in the past?
 - Who recommends this person?
 - What types of Answers does this person provide?
- Consider developing some brand guidelines for your employee’s profiles:
 - How to describe their current roles
 - How to communicate their prior experiences
 - How to participate in Answers and Groups

People Make The Difference

The image shows a LinkedIn search interface. At the top, a search bar contains the text "microsoft crm" and a "Search" button. A callout box above the search bar says "Search For Information on a Vendor". Below the search bar, the "People" section is active, showing search filters: "Advanced People Search", "Name Search", and "Reference Search". A callout box on the left says "Results In My Network". The search results show two profiles:

- Michael Ferreira**, Managing Director, Idea Builders Inc. (Certified Microsoft Partner). His profile includes a callout box on the right with a list:
 1. How Am I Connected
 2. Who Recommends This Person
 3. How Many Contacts
- Sergio Pinheiro, MCSD, MCSE+1, MCDBA, MCBSS:CRM**, General Manager & Lead Software Architect @ dot.insight technologies, Microsoft Gold Certified Partner. A callout box on the left says "Microsoft Certified Trainer".

The LinkedIn Application Platform

- Employees can now use LinkedIn Applications to better connect with and serve customers:
 - Share presentations
 - Collaborate on projects
 - Showcase blog feeds
 - Share travel plans
 - Track company buzz

Featured Applications

LinkedIn Applications enable you to enrich your profile, share and collaborate with your network, and get the key insights that help you be more effective. Applications are added to your homepage and profile enabling you to control who gets access to what information.

 Box.net Files By Box.net Add the Box.net Files application to manage all your important files online. Box.net lets you share content on your profile, and collaborate with friends and colleagues.	 SlideShare Presentations By SlideShare Inc. SlideShare is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.
 WordPress By WordPress Connect your actual files with the WordPress LinkedIn Application. With the WordPress App, you can sync your WordPress blog posts with your LinkedIn profile, keeping everyone you know in the know.	 My Travel By TripIt, Inc. See where your LinkedIn network is traveling and when you will be in the same city as your colleagues. Share your upcoming trips, current location, and travel plans with your network.
 Huddle Workspaces By Huddle Inc. Huddle gives you private, secure online workspaces packed with simple yet powerful project collaboration and sharing tools for working with your connections.	 Google Presentation By Google Present yourself and your work. Upload a PPT or use Google's online application to embed a presentation on your profile.
 Blog Link By WordPress With Blog Link, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link feeds you, and your professional network, blog content.	 Company Buzz By LinkedIn Ever wonder what people are saying about your company? Company Buzz shows you the hottest activity associated with your company. View feeds, trends and tag key words. Customize your topics and share with your members.
 Reading List by Amazon By Amazon Extend your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.	

- Home
- Company Groups
- User Groups
- Profile
- Contacts
- Inbox (14)
- Applications

People

Go back to Home Page

Gary Slack

Chairman & Chief Experience Officer, Slack Barshinger
Greater Chicago Area Marketing and Advertising



Gary Slack is working on lifting turnout at BMA's Nov. 6 lunch with LinkedIn's Patrick Crane from 310 to 400+. 3 days ago

- Send a message
- Recommend this person
- Forward this profile to a connection
- Search for references

Flag profile photo as...

Ads by LinkedIn Members

IT Architecture Workshop
2 days of practical EA, MDA, SOA for Managing Risk. San Francisco
usa.icmgworld.com

From: Sunil Dutt Jha What's this?

- Current**
 - Chairman & Chief Experience Officer at Slack Barshinger
- Past**
 - Sr. Vice President & General Manager at Doremus & Co./Chicago
 - Sr. Vice President, Group Account Director at Porter Novelli
 - Vice President, Account Director at Porter Novelli

- Education**
 - Dartmouth College
 - Albuquerque Academy

Recommendations 5 people have recommended Gary

Connections 446 connections

- Websites**
 - My Company
 - My Blog
 - My Portfolio

Public Profile http://www.linkedin.com/in/garyslack

How you're connected to Gary



Gary's Connections (446)

- Shared (4)
- Jennifer (McCaffrey) Howard**
Head of B2B Markets, Central Region at Google
- Mark Ailsworth**
Director, Midwest Sales at Undertone Networks - Current CIMA President
- Susan Bratton susan at personallifemedia . com**
Personal Life Media, Inc.

Summary

A Chicago business leader active in civic, professional and cultural organizations whose business-to-business marketing consulting and communications firm advises and serves a wide array of growth-oriented clients in a multitude of industries and fields.



Steve Patrizi

Add Connections

luncheon:
http://b2bchicago.org/event/event_id=152
3 hours ago [[Edit](#)]

last year as vice chair of the Economic Club of Chicago, I am continuing to serve on its board of directors.

I am involved in other professional marketing groups and serve on the boards of the Joffrey Ballet and the Chicago Society for Science and Technology. I also serve on the annual fund committee of the Ravinia Festival and the President's Circle Steering Committee of the Chicago Botanic Garden.

Specialties

Branding
Demand generation
Business marketing

Gary Slack's Presentations



[ANA LinkedIn Presentations](#)

[Presentations](#)

3 views, 0 comments

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Recent Poll Questions

WordPress

Written By All Of Us | A Slack Barshinger Blog



Guerilla Billboarding 1 day ago

Harris Bank's "We're Here to Help" branding campaign, courtesy of Element 79 Partners, just keeps getting better and better—and, by now, must be giving fits to other national and local banks in the Chicagoland area. Who would have thunk a traditionally very conservative bank like Harris would be so dramatically outshining its banking brethren creatively with its increasingly [. .]

Scott Ablin, PCM, CBC

Sr. Director, Marketing at DestinationFox, V.P., B2B Division at American Marketing Association, Chicago Chapter

Stuart Alzenberg, CEM

Stuizenberg@comcast.net / Highly Experienced Exhibition/Events Marketing, Operations and Sales Professional

[See all Connections](#)

Groups you share with Gary:



B2B Online Marketing

Gary Recommends (3)

Suzanne Martin, Senior Director, Global Marketing Strategy & Operations, Motorola

As president-elect of the Business Marketing...

Michael Bloom, Partner, Group Account Director, Slack Barshinger

The youngest of our 12 partners, Michael comes to...

Ian Heller, Sr. VP, Marketing & Merchandising, Newark Electronics

Ian is one of the brightest, savest and most...

[See all Recommendations](#)

Viewers of this profile also viewed...

Michael Bloom

Group Account Director, Partner at Slack Barshinger

Ron Klingensmith

VP Creative Director, Partner at Slack Barshinger

Don Barshinger

Freelance business-to-business writer

Andy Sernovitz

Author, "Word of Mouth Marketing", Blog

Guernia subboarding 1 day ago

Harris Bank's "We're Here to Help" branding campaign, courtesy of Element 79 Partners, just keeps getting better and better—and, by now, must be giving fits to other national and local banks in the Chicagoland area. Who would have thunk a traditionally very conservative bank like Harris would be so dramatically outshining its banking brethren creatively with its increasingly [...]

Honda's musical road 4 days ago

In Lancaster, CA there's a road that uses rumble strips to make music. Check out Ad Age's 3-Minute Videocast of it or click the link above for a homegrown YouTube video. Rumor has it the city has paved the original site over, but is looking to recreate it in a location away from annoyed residents. [...]

LinkedIn Applications Launches into Beta 5 days ago

LinkedIn took the next step in their evolution today by introducing applications. Watching how Facebook and MySpace have dropped the ball in a few areas (privacy, spamming, copyright issues), LinkedIn is being very cautious in their rollout of 10 new applications. You won't see any zombies or vampires on LinkedIn applications - this is strictly [...]

Succeeding Globally 21 days ago

Wayneville morning I attended a terrific event set on by the Executives' Club

My Travel

 Today, Gary is in Grand Rapids, MI

Upcoming Trips

Grand Rapids, MI Nov 3 - Nov 4

Dallas, TX Nov 19 - Nov 20

SPONSORED BY



Organize your travel
What's this?



BlogLink powered by TypePad

Written By All Of Us | A Slack Barshinger Blog

Ron Klingensmith

VP Creative Director, Partner at Slack Barshinger

Don Barshinger

Freelance business-to-business writer

Andy Sernovitz

Author: "Word of Mouth Marketing", Blog: "Damn, I Wish I..."

Steve Johnson

VP, Director of Client Services at Chempetitive Group

Rich Dettmer

Director of Digital Strategy, Partner at Slack Barshinger

Jay Fiore

Vice President, Partner, General Manager at Slack Barshinger

John Challenger

CEO at Challenger, Gray & Christmas

Ronald May

Owner, The May Report and Online Media Specialist

Marc Blumer

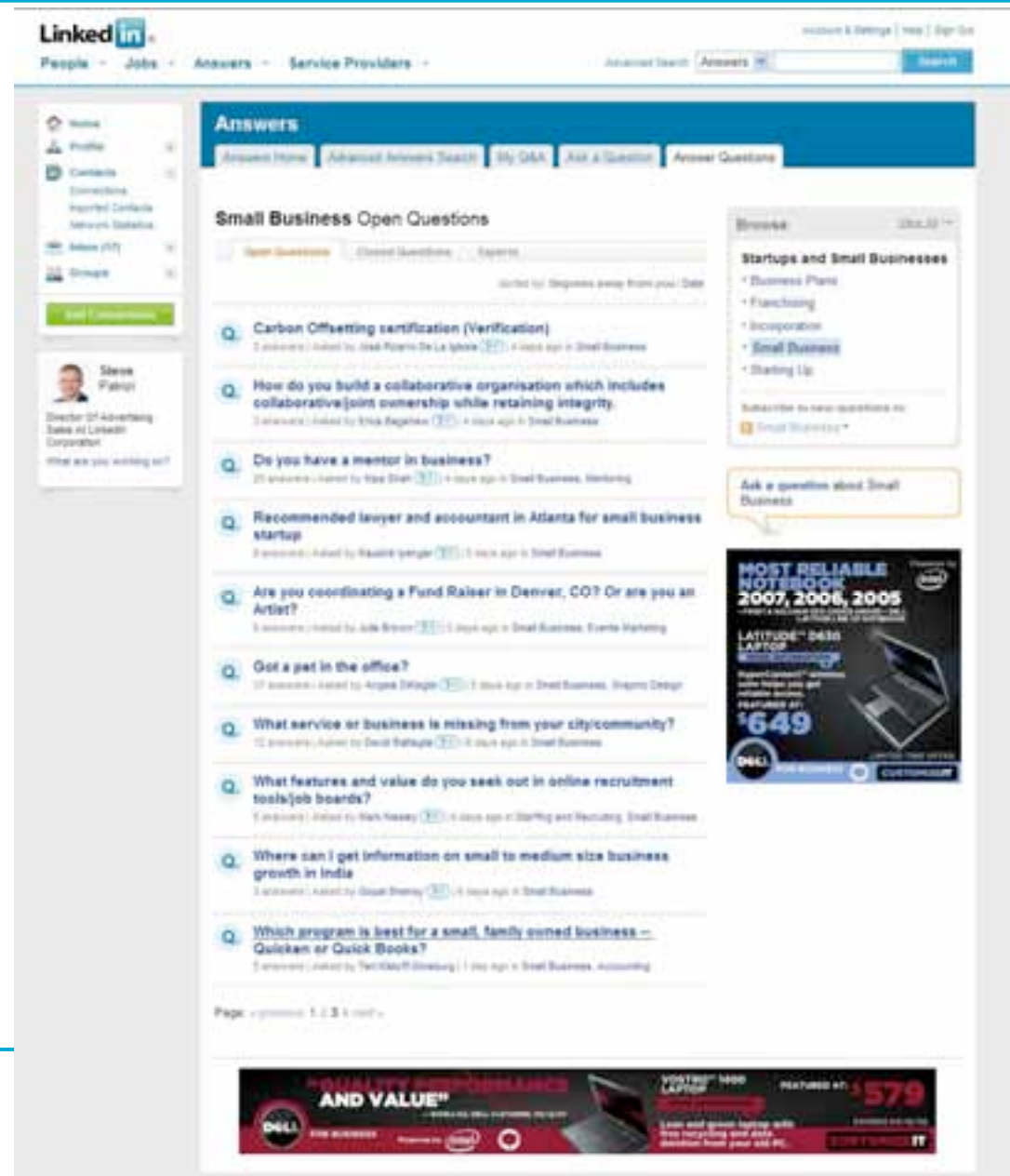
Senior Marketing Strategist at Slack Barshinger

5 Ways B2B Marketers Can Put LinkedIn To Work

- 1. Leverage your best asset: your own people
- 2. Listen to – and learn from – your customers

Listen To The Conversation in LinkedIn Answers

- Platform to solicit advice from peers
- Full Transparency
- Members earn expertise
- Is your company being discussed? “Microsoft” Has Appeared In Questions Asked On Answers:
 - 1,284 times in the past 180 days
 - 462 times in the last 60 days
 - 215 times in the last 30 days



The screenshot shows the LinkedIn Answers interface. The top navigation bar includes 'People', 'Jobs', 'Answers', and 'Service Providers'. The main content area is titled 'ANSWERS' and features a search bar and filters. Below this, there's a section for 'Small Business Open Questions' with a list of questions and their respective answers. The questions include topics like 'Carbon Offsetting certification', 'How do you build a collaborative organisation', 'Do you have a mentor in business?', 'Recommended lawyer and accountant in Atlanta for small business startup', 'Are you coordinating a Fund Raiser in Denver, CO? Or are you an Artist?', 'Got a pet in the office?', 'What service or business is missing from your city/community?', 'What features and value do you seek out in online recruitment tools/job boards?', 'Where can I get information on small to medium size business growth in India', and 'Which program is best for a small, family owned business -- Quicken or Quick Books?'. On the right side, there's a sidebar with a 'Browse' section for 'Startups and Small Businesses' and a 'Ask a question about Small Business' button. At the bottom, there are two promotional banners for Dell Latitude laptops, one for a \$649 model and another for a \$579 model.

Find Your Experts

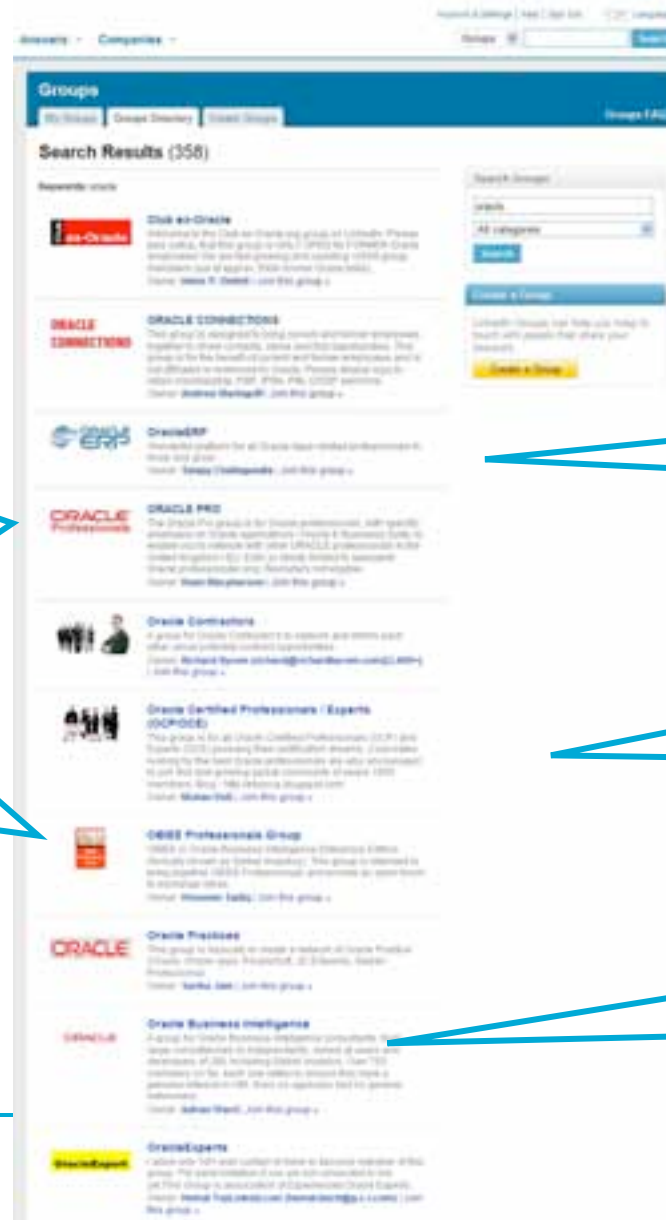
- “Expertise” is earned by providing “best answers”
- Determined by the member who asked the question
- Expertise is displayed on your profile as well as in the Answers area
- Identify the Experts in your industry and follow them!

The screenshot shows the LinkedIn Answers interface for the category 'Startups and Small Businesses Experts'. The page is titled 'Answers' and has navigation tabs for 'Answers Home', 'Advanced Answers Search', 'My Q&A', 'Ask a Question', and 'Answer Questions'. Below the title, there are tabs for 'Open Questions', 'Closed Questions', and 'Experts'. The page is sorted by 'Degrees away from you | Expertise'. A table lists several experts with their names, titles, and the number of best answers they have provided in this category. To the right, there is a 'Browse' section with a dropdown menu set to 'View All' and a list of sub-categories: 'Business Plans', 'Franchising', 'Incorporation', 'Small Business', and 'Starting Up'. Below this, there is a button to 'Ask a question about Startups and Small Businesses'.

Experts	No. of Best Answers (in this category)
Brian MacLeod (20) - see all my answers Marketing, Business, Web, Startup, Strategy - Hire me! - -----> See more in my Specialties section ★ Best Answers in: Starting Up (14), Business Plans (1), Small Business (7)	22
Devesh Dwivedi - MBA (20) - see all my answers Let's grow together... ★ Best Answers in: Starting Up (18), Small Business (1), Business Plans (2)	20
Richard Stump (20) - see all my answers Experienced entrepreneur, executive & advisor ★ Best Answers in: Starting Up (12), Small Business (4), Business Plans (2)	19
David Nason (20) - see all my answers CTO at Conenza, Inc. ★ Best Answers in: Small Business (7), Starting Up (8), Franchising (2)	15
Sheilah Etheridge (20) - see all my answers Owner, SME Management, Business Management and Accounting Consultant ★ Best Answers in: Small Business (6), Starting Up (4), Business Plans (3)	15

Groups On LinkedIn

- Over 300,000 User-created Groups on LinkedIn
- Over 350 related to Oracle



Oracle Professionals
2,056 members

Oracle Professionals
Group
1,240 members

Oracle ERP
3,011 members

Oracle Certified Professionals
1,872 members

Oracle Business
Intelligence
1,274 members

Groups Add Value To Your Employee Profiles

- Consider setting up “customer groups” to keep your employees connected to their customers
- Set up “Accreditation Groups” with badges for employees and partners to set up on their profiles
- Set up “Presidents Club”-type groups and let your people display them on their pages

LinkedIn Survey Services

Types of surveys delivered

Current Offerings

- Custom research surveys
- Omnibus surveys
- Longitudinal tracker surveys
- Survey with follow up phone interviews

Future Offerings

- Qualitative sample
- Online discussions/focus groups
- Custom confidence indicators

Research competencies

LinkedIn will provide

- Sample targeting and balancing
- Survey programming
- Survey cleaning
- Incentive delivery
- Appending profile data

LinkedIn not will provide

- Research design
- Survey results analysis

5 Ways B2B Marketers Can Put LinkedIn To Work

- 1. Leverage your best asset: your own people
- 2. Listen to – and learn from – your customers
- 3. Target and engage your customers

Profile-based Targeting

- Target segments of customers based on user-supplied profile data
- Profile data provides higher level of targeting accuracy than “registration” data
- Target seniority, profession, industry, company size, geography

Geography

Seniority

Industry

Profession

Company Size

The image shows a screenshot of a LinkedIn profile for Dan Nye, CEO of LinkedIn. The profile is displayed on a desktop browser. The profile header includes the name 'Dan Nye', his title 'LinkedIn CEO', and his location 'San Francisco Bay Area'. Below the header, there are sections for 'About', 'Experience', 'Education', 'Recommendations', 'Connections', and 'Public Profile'. The 'Experience' section is highlighted with a blue callout box labeled 'Company Size'. The 'Education' section is highlighted with a blue callout box labeled 'Profession'. The 'Recommendations' section is highlighted with a blue callout box labeled 'Seniority'. The 'Connections' section is highlighted with a blue callout box labeled 'Industry'. The 'Public Profile' section is highlighted with a blue callout box labeled 'Geography'. The profile also includes a 'Summary' section with a brief bio and a 'Questions & Answers' section with a question about competitive pricing.

UnitedHealthcare

The screenshot shows the LinkedIn homepage for a user named Steve Flannery. The top navigation bar includes the LinkedIn logo, navigation links for People, Jobs, Answers, and Service Providers, and a search bar. The main content area is divided into three columns:

- Left Column:** A sidebar with navigation links for Home, Profile, Company, and Messages. Below this is a profile card for Steve Flannery, Director of Advertising Sales at UnitedHealthcare, with a note that he will be out on vacation from April 26 to April 28.
- Middle Column:** The main content area, starting with a header about LinkedIn's recent features. It includes an 'Inbox' section with several messages, a 'LinkedIn News' section with articles about business and technology, and a 'Network Updates' section listing recent connections.
- Right Column:** A 'People you may know' section with a few suggestions, a large red promotional banner for UnitedHealthcare advertising its services to small businesses, and a 'Profile Views' section showing that the user's profile has been viewed by 20+ people in the last 5 days.

Microsoft Office Live

The screenshot shows a LinkedIn profile page for Steve Patrizi, Director of Advertising Sales at LinkedIn Corporation. The page layout includes a left-hand navigation menu with options like Home, Company Groups, User Groups, Profile, Contacts, and Inbox. The main content area is divided into three sections: 'Inbox' with a list of messages (e.g., 'Invitation to connect' from Ken Wilson Shaw), 'LinkedIn News' with articles like 'Measuring the Power of Words' and 'Introduction to Blogs and Blogging', and 'Network Updates' showing recent connections and activity. A right-hand sidebar features a 'Designers Needed' advertisement for Office Live Small Business, 'Profile Views' statistics, and 'Answers' to questions related to internal marketing and advertising.

Dell

The screenshot shows a LinkedIn profile page for Steve Patrizi. The top navigation bar includes the LinkedIn logo, account settings, and search options. The main content area is divided into several sections:

- Inbox:** A list of messages including invitations to connect from RJ Higgins, James Stephens, Srihar Kumar, Raymond Shanahan, and Ahmed Bahaa, as well as a LinkedIn Advertising notification.
- Network Updates:** A section titled "CONNECTION UPDATES (0)" listing recent connections such as Neil Dewitt, David Rowe, Chris Little, Debra Aho Williamsen, and Dan Nye.
- News Discussions:** A section titled "NEWS DISCUSSIONS (1)" featuring a discussion by Mario Sundar about Facebook Connect Wordpress Plugin Leaked.
- People you may know:** A list of suggested connections including Alan Osetek, Paul Kadin, and Julie Shumaker.
- Advertisement:** A large banner for the TV show "Dell Presents: We Mean Business" on A&E, premiering on September 6th at 10 PM/9c. The banner features the show's cast and logos for Dell and Intel.
- Profile Activity:** A section titled "Who's viewed my profile?" showing that the profile has been viewed by 13 people in the last 7 days.
- Answers:** A section titled "Answers | Internal Marketing" with questions about job descriptions and Woopra.

On the left sidebar, navigation options include Home, Company Groups, My Groups, Profile, Contacts, and Inbox. The profile card for Steve Patrizi is visible at the bottom left, showing his job title as "Leads Advertising Sales And Operations At LinkedIn Corporation" and a note that he says LinkedIn has 270 members.

LinkedIn Account & Settings | Help | Sign Out | Language

People · Jobs · Answers · Companies

Advanced Search People Search

Profile

[Edit My Profile](#) [View My Profile](#) [Edit Public Profile Settings](#)

Steve Patrizi

Leads Advertising Sales And Operations At LinkedIn Corporation
San Francisco Bay Area · Marketing and Advertising

Steve Patrizi is proud that LinkedIn helped this person start a successful business: <http://tinyurl.com/r4jwyyw> 1 day ago

Current	<ul style="list-style-type: none">Director of Advertising Sales at LinkedIn
Past	<ul style="list-style-type: none">Manager - Northern California, Microsoft Digital Advertising Solutions at MicrosoftDirector of Advertising Sales, Western Region at The Wall Street Journal OnlineAdvertising Sales Director at Dow Jones & Company
Education	<ul style="list-style-type: none">Rutgers, The State University of New Jersey-New Brunswick
Recommendations	26 people have recommended Steve
Connections	500+ connections
Websites	<ul style="list-style-type: none">Work At LinkedInAdvertise On LinkedInWhat's New At LinkedIn
Public Profile	http://www.linkedin.com/in/stevepatrizi

Summary
Steve Patrizi leads the advertising sales and operations organization for

Send a message
Add Steve to your network
Forward this profile to a contact

Advertisement: DON'T BE THAT GUY. Intel® Centrino® 2 processor technology. Intel's best performing notebook technology. Designed for the longest possible battery life. Up to 5X better wireless performance. [Learn More](#)

Steve's Connections (500+)
Anne Steele (Fortune) Hinshaw
Corporate Sales Recruiter at Salesforce.com
Jennifer (McCahey) Howard
Head of B2B Markets, Central Region at Google
Natalie (Petersen) Diekmann
Business Development Manager

HP

The screenshot shows a LinkedIn inbox page. At the top, there's a navigation bar with 'Account & Settings | Help | Sign Out' and a language selector. Below that, there are tabs for 'People', 'Jobs', 'Answers', and 'Companies'. A search bar is present with the text 'Advanced Search People' and a 'Search' button.

The main content area is divided into three columns:

- Left Column (Navigation):** Includes links for Home, Company Groups, User Groups, Profile, Contacts, and Inbox (12). The 'Inbox' section is expanded to show 'Compose Message', 'Messages (2)', 'Drafts (2)', 'Invitations (3)', 'Profile', 'QA', 'Jobs', and 'Recommendations'. A 'New Connections' button is also visible.
- Middle Column (Inbox and Network Updates):**
 - Inbox:** A table of messages with columns for sender, subject, time, and actions. Messages include: 'Gimena Pena RE: Join my network on LinkedIn', 'Rick Haelig Rutgers Professional...', 'Tomoyuki Shimada Invitation to connect', 'Mark Tartatt Linked in representation...', and 'Donovan Moore Invitation to connect'.
 - Network Updates:** A section titled 'CONNECTION UPDATES (10)' listing new connections: 'Raj Hilgers is now connected to Kathryn Olson...', 'Grant Wickes is now connected to Cheryl Watson and Barbara Callaghan', 'Mario Sundar is now connected to Daniel Manuel', 'Arvind Rajan is now connected to Florina Xhabija', and 'Neil Drewitt is now connected to Kang Tu (Kang.Tu@floyd.com), Nick Wakefield and Thorsten Notte'.
- Right Column (Promotions and Activity):**
 - People you may know:** A list of suggested connections including Rob Danielson, Sarah Fairchild, and Ricky Engelberg.
 - HP Insight Power Manager:** An advertisement for HP's power management software, featuring the HP logo and Intel logo.
 - Who's viewed my profile?:** A notification stating 'Your profile has been viewed by 3 people in the last 4 days...'.
 - Activity:** A section titled 'Answers: Internet Marketing' with questions like 'Who are the most connected bloggers and socially networked people?' and 'What is the best source for newsletter best practices?'.

FedEx

The screenshot shows a LinkedIn inbox page. At the top, there is a navigation bar with the LinkedIn logo, account settings, help, sign out, and language options. Below this is a search bar with a dropdown menu set to 'Search People' and a search button. The main content area is divided into three sections: 'Inbox', 'Network Updates', and 'People you may know'. The 'Inbox' section contains a list of messages, including one from Mark Tarbutt and several invitation to connect messages. The 'Network Updates' section shows a 'CORRECTION UPDATES (3)' section with several connection announcements. The 'People you may know' section lists three potential connections: Cristina Huole, Fred Aun, and Barack Obama. A large purple advertisement for FedEx Mobile is positioned on the right side of the page, featuring the text '00%' and 'Your stress level knowing you can track your shipments with FedEx Mobile'.

LinkedIn

Account & Settings | Help | Sign Out | Language

People | Jobs | Answers | Companies

Advanced Search People Search

Get fast rewards with double points at Best Western.

Inbox

Mark Tarbutt	RE: Linked In...	Oct 13	take action
Stefan Apitz	Invitation to connect	Oct 13	take action
Tomoyuki Shimada	Invitation to connect	Oct 3	take action
Donovan Moom	Invitation to connect	Sep 30	take action
Mitch McKinnon	Scarborough Research ...	Sep 24	archive

Network Updates

Today

CORRECTION UPDATES (3)

- Neil Drewitt is now connected to Devon Dudgeon, Anton Kopytov, and 12 other people
- Colin Crawford is now connected to Rich Vancil and Michael Herrera
- Krista Canfield is now connected to Christopher G. Lynch, Jim Brady, and 1 other person
- Gerard Corbett is now connected to Mike Stramaglio, John Fenzel, and 4 other people
- Jae Zuccaro is now connected to Chris Olexa and Juliet Settlemier Ivey

Show more

People you may know

- Cristina Huole (De Partes)**
Marketing and PR Director Europe at LinkedIn
invite | X
- Fred Aun**
Writing and Editing Professional
invite | X
- Barack Obama**
US Senator, Presidential Candidate
invite | X

See more

00%

Your stress level knowing you can track your shipments with FedEx Mobile

FedEx

GET STARTED

Bank of America Building Community

LinkedIn Account & Settings | Help | Sign Out

People - Jobs - Answers - Service Providers - Advanced Search People Search

✓ Your status was updated.

Home Profile Edit My Profile View My Profile Contacts Connections Imported Contacts Network Statistics Inbox (28) Messages (8) Notifications (15) Introductions (3) Invitations (1) Profiles (7) Q&A Jobs (7) Recommendations My Groups My Groups Group Directory Create a Group Add Connections

Steve Patzo
Director of Advertising Sales at LinkedIn Corporation
Steve will be traveling to NYC on Tuesday 1 second ago | Edit Status |

Connections
We join 1,013,280+ professionals

113,726 New People in your network since March 8.

11 Views of your profile in the last 2

Find 8,000+ Marketing Jobs Paying Over \$100,000. Search Now!

Inbox

LinkedIn Marketing...	1hr 3	archive
RE: Job Referral for...	1hr 3	archive
RE: Job Referral for...	1hr 7	archive
LinkedIn Job Opening	1hr 22	take action +

LinkedIn News

Read Read Company Other Companies Industry

- Is Google Bashing Finally Peaking? [Linking News](#) share
- Microsoft: Internet Explorer 8 beta launched [Australia IT](#) share
- Microsoft unveils web tool betas [Silicon.com](#) share
- Books, CDs, IT services? [Tara Moore](#) share
- Sony joins WW7 to make music free [Gardner-Whitard](#) share

See more news >

Network Updates

Today

- Toby Trevarthen asked a question: [Are you looking for some recommendations on working with a selling engine or companies that specialize in...](#)
- Allen Stern is now connected to David Bessi
- Amalia Cardenas is now connected to Denise Leone

Status updates (4)

- Den Hye is in Mountain View this week.
- Angie Has LOVES LinkedIn!
- Paddy Bevanment Taitton is glad it's daylight savings time!

See more Status updates >

Be part of the

smallbusiness online community

Learn. Connect. Grow.

powered by Bank of America

Profile Views
Your profile has been viewed by 11 people in the last 3 days. In the last week, you've appeared in search results 258 times. [See more >](#)

Answers: Internet Marketing (1) | 8

- Q: With Yahoo and Ask laying off, will these staffers be absorbed?
- Q: Do you have any experience using Social Bookmarking as part of a marketing strategy?
- Q: Jiggs: How to spread the word about it's fantastic usability? :)

[See more >](#)

Answers: Advertising (1) | 8

- Q: Has marketing moved well beyond the 4 Ps? Or is still ok to reference those with consideration for recent marketing tools?
- Q: How would you develop pricing strategy for advertising or product placement within a PC-based 3-D simulation that is a professional...

Intuit

LinkedIn Account & Settings | Help | Sign Out | Language

People - Jobs - Answers - Companies

Advanced Search People Search

CSC delivers global business & technology solutions.

Inbox

Ian Molina	Invitation to connect	09/25	late action +
Wes Thompson	Invitation to connect	09/24	late action +
Neil Budde	LinkedIn ad network	09/24	late action +
Bob Heyman	RE: Hi Steve	09/23	archive
Joe Zuccaro	RE: Steve's status...	09/23	late action +

Network Updates

Today

PROFILE UPDATES (1)

Dean Harris became CMO at Igh (formerly Intuit) in July 2008

CONNECTION UPDATES (7)

Lindsay Wong is now connected to Margret Wax Horwitz and Lee Buflak

Michael McAfee is now connected to Bonnie Chan

Mike Rogers is now connected to David Needle

Bill Crane is now connected to Sandra Vaughan

Jennifer Lopez is now connected to Erica Milanese

Show more...

LINKEDIN UPDATES (1)

Wade Burgess, Scott Roberts and Taylor Singletary commented on "LinkedIn vs. Facebook: Is the "Boring" Underdog Poised to Beat Its Flashy Competitor?" - CIO.com - Business Technology Leadership from CIO Magazine

"Money quote: "Indeed, LinkedIn looks more like a corporate intranet homepage rather than a..." Show more

Dax Nye recommends reading "LinkedIn vs. Facebook: Is the "Boring" Underdog Poised to Beat Its Flashy Competitor?" - CIO.com - Business Technology Leadership from CIO Magazine. [Save](#)

Reid Hoffman Started a discussion on "How business-like is your business portrait?" from The Marketing Mix | official blog of the Marketing Mentor community

People you may know

Jessie Ashe
Vice President of Business Development

Jason Goodman
Founder & Managing Director - Adson

Fred Aun
Writing and Editing Professional

See more

intuit

Intuit® QuickBooks® Enterprise Solutions

- Incredible ease of use
- Fast implementation
- Very cost-effective

Free Your Business

Who's viewed my profile?

Your profile has been viewed by 17 people in the last 4 days. In the last 90 days, you have appeared in search results 15 times.

Answers | Journal | Blogging

Q: New Media Chicks: What's the Secret Handshake?

Q: breakdown the marketing life cycle (from what message is coming to actual campaign) into high level 4-5 components and associate the

Intuit – Sponsored Poll

The screenshot shows a LinkedIn profile page with a sponsored poll. The poll is titled "How are you managing your business finances during the credit squeeze?" and has five options: "I'm not...hoping the cash just comes", "Relying on my accountant", "Using pen and paper", "By building spreadsheets", and "Using accounting software". The poll is sponsored by Intuit. Below the poll, there are sections for "Who's viewed my profile?" and "Answers | Shared thinking".

LinkedIn Account & Settings | Help | Sign Out | Language

People Jobs Answers Companies

Advanced Search People Search

Keep your network up-to-date by setting your status today.

Inbox

Alex Carey	Invitation to connect	Aug 28	take action
Erica Statuto	Invitation to connect	Aug 28	take action
Jame Stephens	RE: Invitation to connect on LinkedIn	August 27	archive
Jan Tao	Thank You	Aug 27	take action
Sibhat Kumar	Invitation to connect	Aug 27	take action

Network Updates

CONNECTOR UPDATES (7)

- Brette DiStasio is now connected to Lisa Vanni
- Jon Darke is now connected to Fabrice Grinda, Renee Bludgett, Dennis Colon, and 5 other people
- Stacy Byrne is now connected to Ron Dospie, Gregg Boot and Amy Harris (Checkman)
- Juliana Tsai is now connected to Jeff Sokolowski
- Stephanie Nelson Thout is now connected to Colin Vvach

RECOMMENDATIONS (4)

- Krista Canfield was recommended by Joyce Solars, "Last semester Krista participated as a panelist for a Web 2.0 event I organized for the University of..." [Read more](#)
- Krista Canfield was recommended by David Stevens, "Krista taught at the San Jose Silicon Valley Chamber 101. It is a monthly series that is designed to..." [Read more](#)
- Krista Canfield was recommended by Mitchell Friedman, "Krista is a passionate and articulate spokesperson for LinkedIn. Her representation of the company is..." [Read more](#)

NEWS DISCUSSIONS (6)

LINKEDIN

Jan Gracita and Steve Gans commented on "Can Hollywood Help..."

People you may know

- julie shumaker**
SVP, Global Sales & CRM Games Group at DuPont Fusions, Inc.
- Christos Fotiadis**
Software Platform Migration visionary
- David Smith**
Leading Advertising & Public Relations Firm

LinkedIn Polls

How are you managing your business finances during the credit squeeze?

- I'm not...hoping the cash just comes
- Relying on my accountant
- Using pen and paper
- By building spreadsheets
- Using accounting software

[Vote](#) Sponsored by **INTUIT**

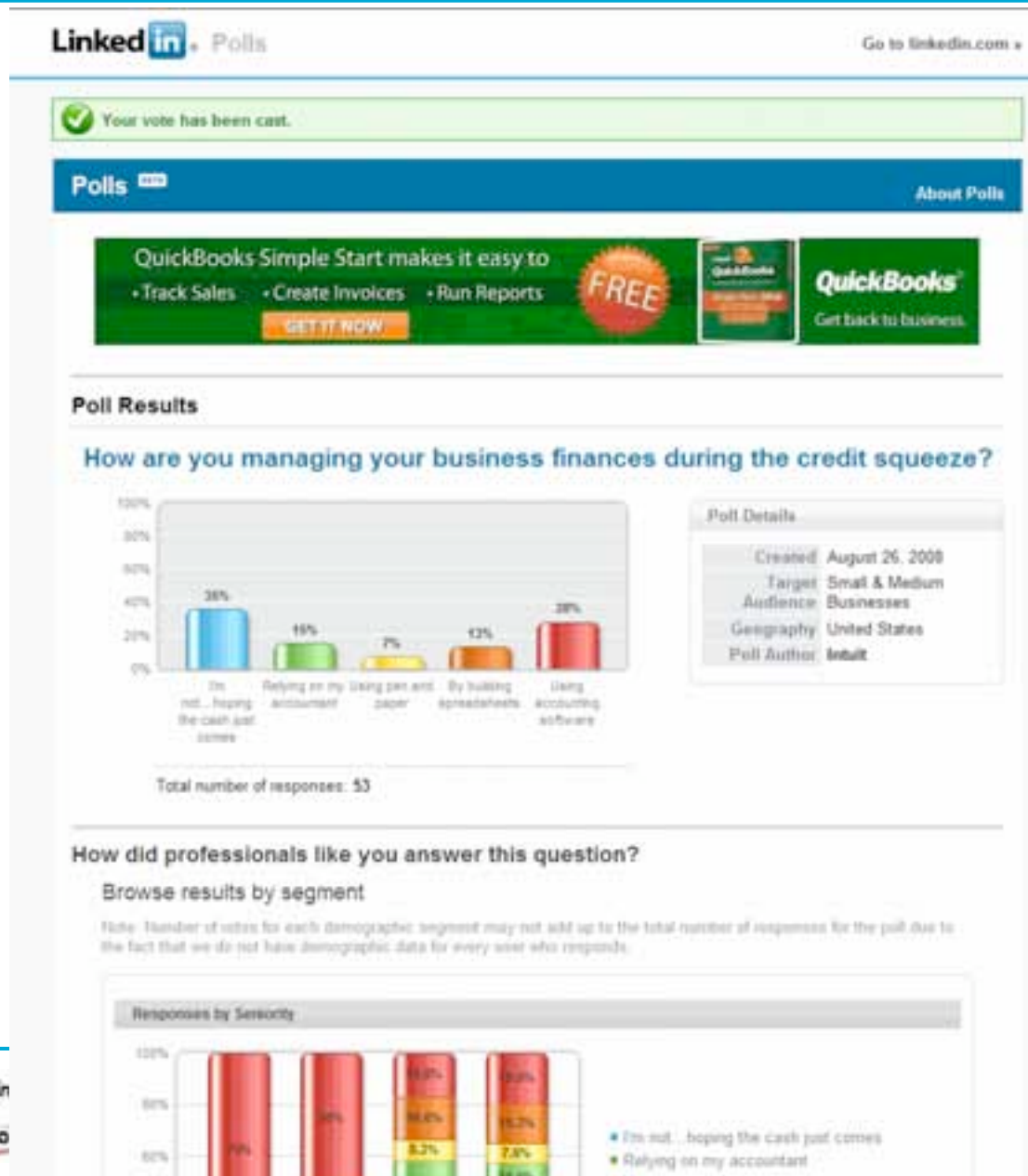
Who's viewed my profile?

Your profile has been viewed by 10 people in the last 5 days. In the last 2 days you have appeared in search results 27 times.

Answers | Shared thinking

Q: What else can I do to my web site? They are coming in but not buying?

Detailed Poll Results + Relevant Messaging

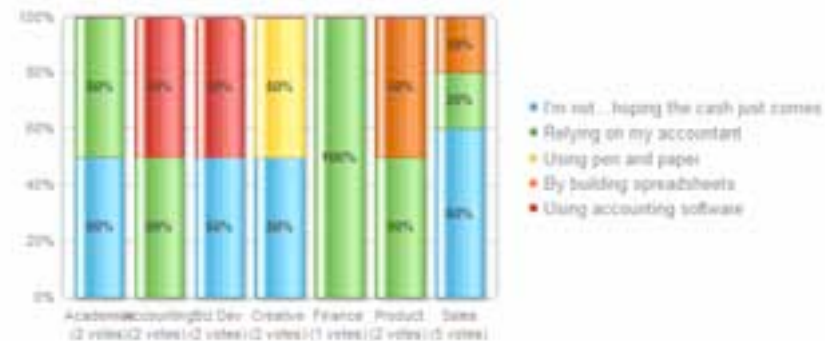


Detailed Poll Results + Relevant Messaging

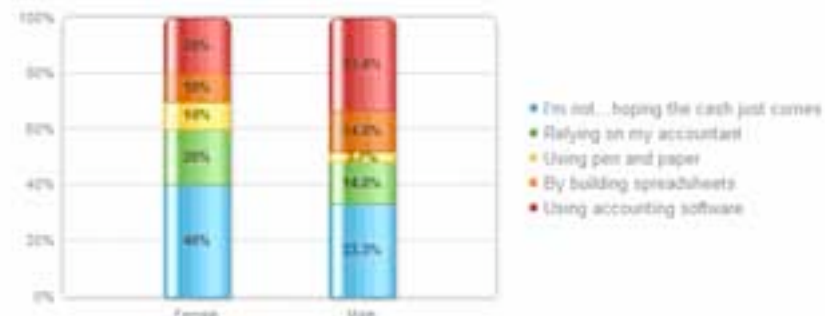
Responses by Security



Responses by Job Function



Responses by Gender




Direct Ads

LinkedIn DirectAds beta Welcome, Steve Patrizi | Help & FAQ | Sign out

Create New Ad [Go back to Dashboard](#)

1 Plan Ad 2 Set Up Ad 3 Review & Billing

1. Plan Your Ad

 As a Premium Account holder, you get a 50% discount (reflected below)

3. Select target audience

Show ad to all U.S. LinkedIn Members

Target specific members (select up to 2 categories):

- Company Size** (add \$1.50 per 1000 impressions)

Select:	<input type="checkbox"/> Self-employed	<input type="checkbox"/> 201-500
	<input type="checkbox"/> 1-10	<input type="checkbox"/> 501-1000
	<input type="checkbox"/> 11-50	<input type="checkbox"/> 1001-5000
	<input type="checkbox"/> 51-200	<input type="checkbox"/> 5001-10000
		<input checked="" type="checkbox"/> 10001+
- Job Function (add \$1.50 per 1000 impressions)
- Industry (add \$1.50 per 1000 impressions)
- Seniority** (add \$3.00 per 1000 impressions)

Select:	<input type="checkbox"/> Individual Contributor	<input checked="" type="checkbox"/> Vice President
	<input checked="" type="checkbox"/> Manager	<input checked="" type="checkbox"/> Chief X Officer
	<input checked="" type="checkbox"/> Director	<input type="checkbox"/> Owner
- Gender (add \$1.50 per 1000 impressions)
- Age (add \$1.50 per 1000 impressions)
- Geography (add \$1.50 per 1000 impressions)

Your Selected Audience:
982,537
LinkedIn Members

Audience Narrowed by:
Company Size: 10001+
Job Function: All
Industry: All
Seniority: Chief X Officer, Director, and 2 more
Gender: All
Age: All
Geography: All

Price \$9.50
for 1,000 impressions

Direct Ads

LinkedIn DirectAds beta Welcome, Steve Patrizi | Help & FAQ | Sign out

Create New Ad [Go back to Dashboard](#)

1 Plan Ad 2 **Set Up Ad** 3 Review & Billing

2. Setup Your Ad

Headline:

Ad Line 1:

Ad Line 2:

URL we show: http://

URL we go to: http://

Ad Name:
Not shown to viewers of your ad

Ad Preview:

Ads by LinkedIn Members

[Advertise on LinkedIn](#)
Deliver Your Message
To Over 1M BDMs
advertising.linkedin.com

From: Steve Patrizi Share this

Click on Ad Preview to test your URL.

[Go Back](#) [Next Step](#) or [Cancel](#)

The LinkedIn Audience Network

- Target segments of LinkedIn professionals across the web
- Layer frequency or extend reach
- Publishers enjoy more targeted advertising against their unsold inventory

5 Ways B2B Marketers Can Put LinkedIn To Work

- 1. Leverage your best asset: your own people
- 2. Listen to – and learn from – your customers
- 3. Target and engage your customers
- 4. Join the conversation and add value

Microsoft Provides Answers To LinkedIn Members

The screenshot shows the LinkedIn 'Answers' section for the question 'Meet the new Windows Server 2008'. The page is divided into several sections:

- Information Technology Questions From Your Network:** A list of five questions related to Windows Server 2008, such as 'Does anyone have experience as a business or personal user of the Fusion 5 VOP telephone service?' and 'Volunteers Needed to create industry certification for Software Security'.
- Information Technology Experts:** A list of five experts with their names, titles, and the number of answers they have provided. For example, Denis Cassen (Engineer) has 1 answer, David Nelson (CIO at Conecta, Inc.) has 32 answers, and Markel Etheridge (Senior CRM Management) has 14 answers.
- Answers:** A section where users can post their responses to the questions.
- Related Content:** A sidebar on the right featuring a 'Still need answers? Try these top TechNet listings:' section with links to 'IT Manager Webcast Application Platform: Using KPIs to...', 'How to defragment Exchange databases', and 'Resources: IIS 6.0 Security - TechNet Magazine, Winter 2005'. Below this is a 'Windows Server 2008' banner.

Still need answers?
Try these top **TechNet** listings:

- [IT Manager Webcast Application Platform: Using KPIs to...](#)
- [How to defragment Exchange databases](#)
- [Resources: IIS 6.0 Security - TechNet Magazine, Winter 2005](#)

Windows Server 2008



HEROES



Marriott Sponsors The Tript Application

LinkedIn Account & Settings | Help | Sign Out | Language

People | Jobs | Answers | Companies | Search People

My Travel [FAQ](#) | [Feedback](#) | [Browse Web Applications](#)

Welcome, Steve
 You're in San Francisco, CA
 You've traveled 5,211 mi to 3 cities. You've visited New York, NY

[Summary](#) | [Add trips](#) | [Share travel plans](#) | [Contact Tript](#) | [Settings](#)

Your upcoming trips

November 2008
 Chicago, IL Nov 4 - Nov 7
 Los Angeles, CA Nov 13 - Nov 14
 New York, NY Nov 18 - Nov 21

December 2008
 New York, NY Dec 2 - Dec 3

Who's close to you

In Chicago, IL

- Jennifer (Sk) Caffrey, Howard Nov 4 - Nov 7 2008
- Stark Altschuld Nov 4 - Nov 7 2008
- Cheryl Baker Nov 4 - Nov 7 2008
- Elka Booker Nov 4 - Nov 7 2008
- Michael Burke Nov 4 - Nov 7 2008
- Sean Cheaney Nov 4 - Nov 7 2008

See all matches in Chicago, IL...

In Los Angeles, CA

- Trudie (Patricia) Dralman Nov 13 - Nov 14 2008
- Jennifer (Jill) Pirock Nov 13 - Nov 14 2008
- Marilee Adair Nov 13 - Nov 14 2008
- Gustavo Alvarado Nov 13 - Nov 14 2008
- Moran Avash Nov 13 - Nov 14 2008
- Carlos Barrio Nov 13 - Nov 14 2008

See all matches in Los Angeles, CA...
 See matches in 2 other cities...

Your travel stats

You're in 3rd place for number of countries visited

	Year to Date	Lifetime
1. Colin C Crawford	5	5
2. Jack Yi Chiu	3	9
3. Dale Durrell	1	3
4. Steve Pucci	1	1

Advertisement: Marriott COURTYARD Summit. It's a new stay. Stay Connected with FREE WiFi. I need that extra touch.

Southwest Airlines Starts The Conversation

LinkedIn

Account & Settings | Help | Sign Out

People - Jobs - Answers - Service Providers -

Advanced Search People Search

Your status was updated.

Home Profile Edit My Profile View My Profile Contacts Connections Imported Contacts Network Statistics Inbox (28) Messages (8) InMail (16) Introductions (3) Invitations (1) Profiles (7) Q&A Jobs (7) Recommendations My Groups My Groups Group Directory Create a Group Add Connections

Steve Patzo
Director of Advertising Sales at LinkedIn Corporation
Steve will be traveling to NYC on Tuesday 1 second ago | Edit Status |

111 Connections
We join to 1,013,280+ professionals

113,226 New People
in your network since March 6.

11 Views
of your profile in the last 2

Find 8,000+ Marketing Jobs Paying Over \$100,000. Search Now!

Inbox

LinkedIn Marketing...	1hr 3	archive
RE: Job Referral for...	1hr 3	archive
RE: Job Referral for...	1hr 7	archive
LinkedIn Job Opening	1hr 22	take action +

LinkedIn News

Read Read Company Other Companies Industry

- Is Google Bashing Finally Peaking? [bookmark](#) share
- Microsoft: Internet Explorer 8 beta launched [bookmark](#) share
- Microsoft unveils web tool betas [bookmark](#) share
- Books, CDs, IT services? [bookmark](#) share
- Sony joins WW7 to make music free [bookmark](#) share

See more news >

Network Updates

Today

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Status updates (4)

- Den Hye is in Mountain View this week.
- Angie Has LOVES LinkedIn!
- Paddy Bevanment Taitton is glad it's daylight savings time!

See more Status updates >

Gary Kelly, CEO of Southwest Airlines, asks:
How can an airline make you more productive?

Answer his question now

Profile views
Your profile has been viewed by 11 people in the last 3 days. In the last week, you've appeared in search results 258 times.

Answers: Common Marketing

- Q: With Yahoo and Ask laying off, will these staffers be absorbed?
- Q: Do you have any experience using Social Bookmarking as part of a marketing strategy?
- Q: Jiggs: How to spread the word about it's fantastic usability? :)

See more >

Answers: Advertising

- Q: Has marketing moved well beyond the 4 Ps? Or is still ok to reference those with consideration for recent marketing tools?
- Q: How would you develop pricing strategy for advertising or product placement within a PC-based 3-D simulation that is a professional...

Southwest Airlines Starts The Conversation

- 137 Answers - in 7 Days

Gary Kelly, CEO of Southwest Airlines™, asks:

Q. How can an airline make...

2. Irene Koehler
Improving Employee Performance, Reducing Employer Risk

Hi Gary,
Thanks for the question and the opportunity for all of us to give (seemingly) direct feedback and requests.

3. Mike Rizzo
Information Technology and Services Professional
see all my answers

Gary,
Great use of LinkedIn. First, I LUV your airline. I recently had a fantastic experience out of Houston Hobby.
My flight was delayed back to Los Angeles last night. I went up to a random gate and asked about my flight status. The person was extremely helpful and was able to not only tell me the new departure time but WHY the flight was delayed. Our interaction was about 1 to 2 minutes maximum.
I have flown many, many segments on Southwest over the past 5-10 years of business and personal travel. The new boarding procedures (really, an updated version of the old boarding cards if you think about it) are AMAZING -- there are no more cattle calls and everyone can relax in their seats until they call your boarding group.
The key things I would like which is echoed by many:
In the airport:
* Free Wi-Fi
* Cell phone/laptop recharging areas
On the plane:
* In-seat power outlets
* Just a little more room to use a laptop -- I know it's a tough balance between leg room and capacity
Keep up the great work and amazing attention to customers!
Mike
posted 2 months ago | Flag answer as...

Thanks for asking for our input.
Regards,
Irene

agement should be...
atures and...
ot 95% of the time...
merican and United...
first, feeling like...
nd was being...
ed, much has...
d then decide what...
se, literally. Your...
ur advertisers...
if they listen -- good

5 Ways B2B Marketers Can Put LinkedIn To Work

- 1. Leverage your best asset: your own people
- 2. Listen to – and learn from – your customers
- 3. Target and engage your customers
- 4. Join the conversation and add value
- 5. Experiment

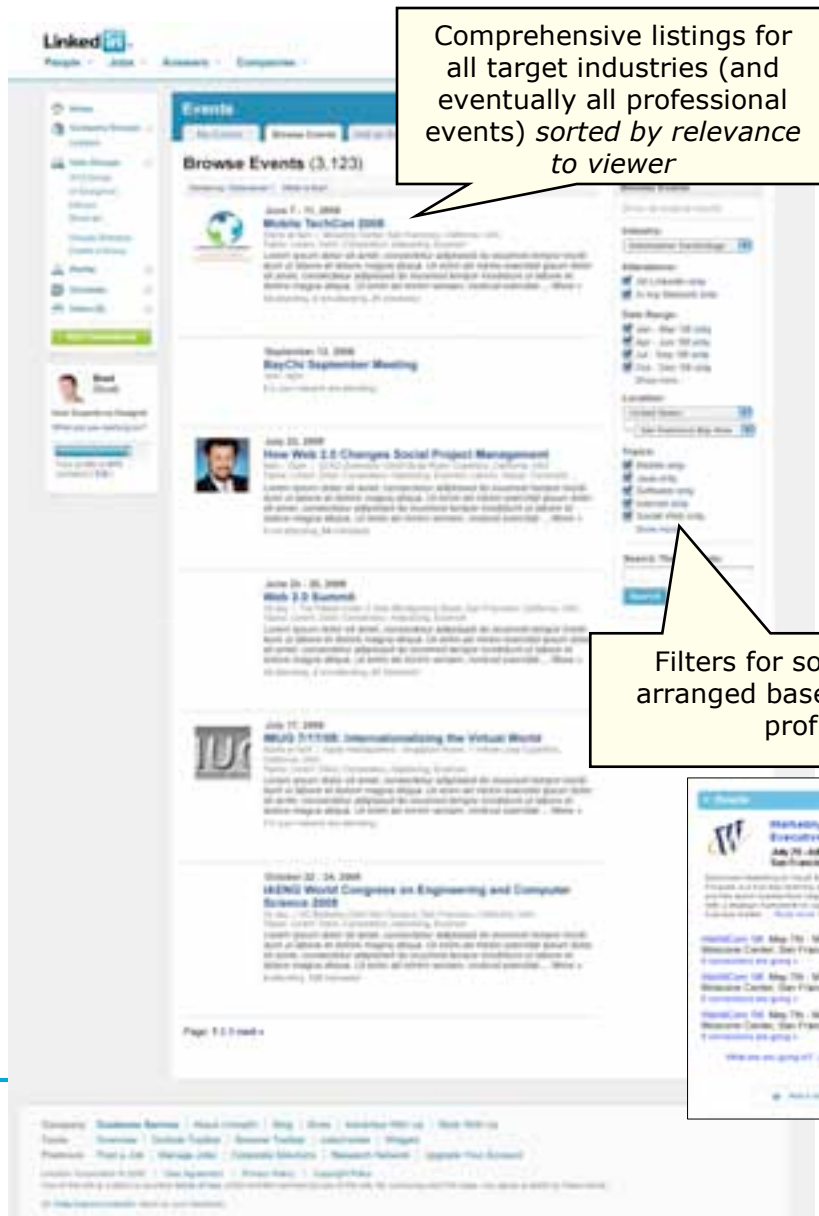
5 Ways B2B Marketers Can Put LinkedIn To Work

- 1. Leverage your best asset: your own people
- 2. Listen to – and learn from – your customers
- 3. Target and engage your customers
- 4. Join the conversation and add value
- 5. Experiment
- BONUS: A sneak peak...

LinkedIn Events

1. Find

- Browse events by Industry, Location Topic,
- Search Events by Name/Keyword

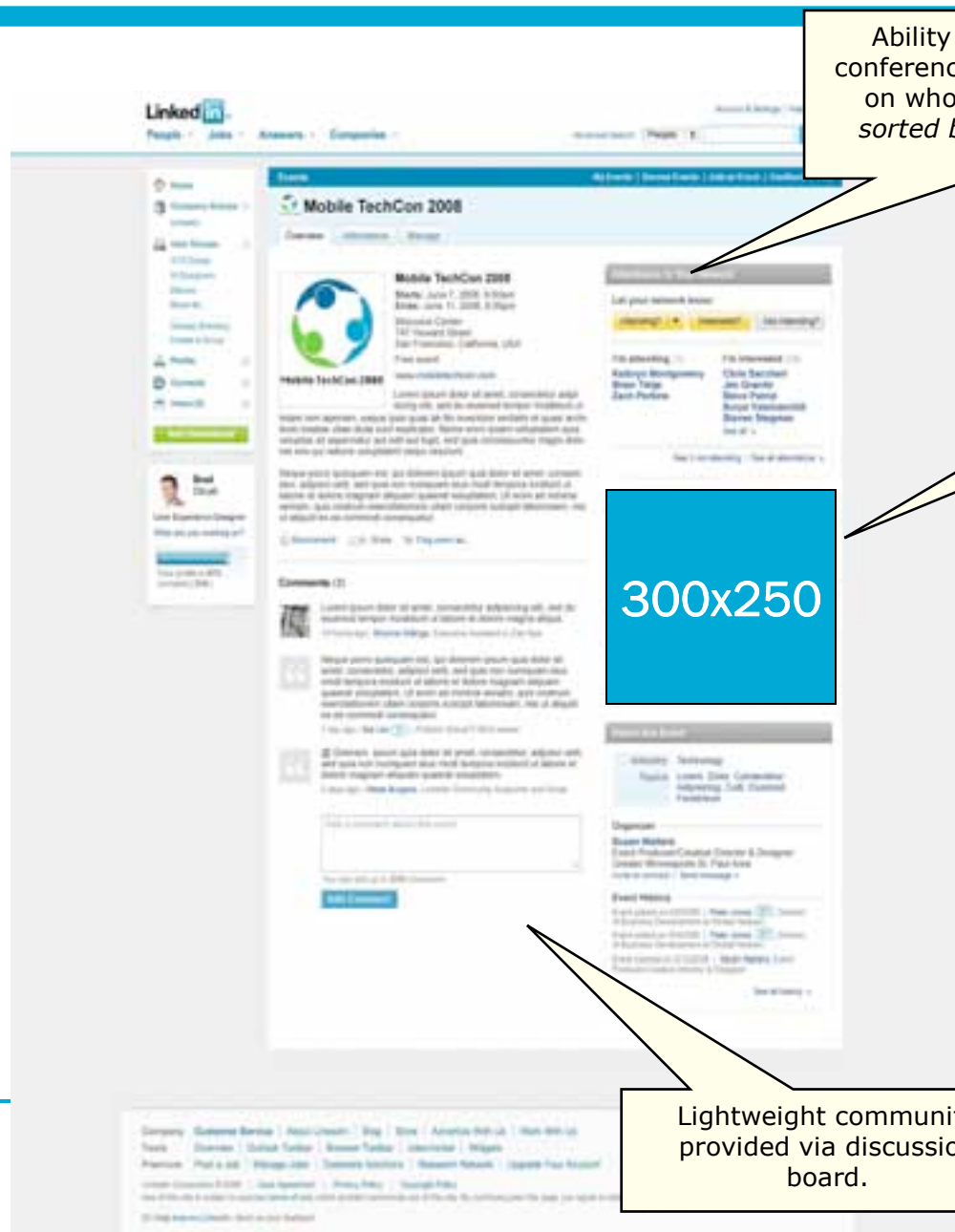


Comprehensive listings for all target industries (and eventually all professional events) sorted by relevance to viewer

Filters for sorting, also arranged based on user's profile

Recommendations are based on event details, including attendance, and user's profiles.

Events Application Functionality



Ability to decide what conference to attend based on who's participating, sorted by connection to viewer

Ad on Event Profile Page

300x250

Lightweight community provided via discussion board.

2. Commit

- Indicating interest in attending triggers the viral cycle
- Information about attendee makes listing more useful

Events Application Functionality

3. Promote



All important viral triggers, including who's attending, who's speaking, who's considering and calls to action.

Recommended events, based on profile data

- Network Updates get users attention on LinkedIn Homepage
- Events module will promote targeted recommendations

Thank You!

www.linkedin.com/in/stevepatrizi