

Optimizing LinkedIn

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LinkedIn

- Business oriented social networking service
- Enables you to find professional opportunities, business deals and new ventures
- Stay connected with past and present co-workers
- Build your professional identity online

- ▶ LinkedIn has approximately 400 million users
- ▶ The website is available in 24 different languages
 - ▶ Revenue of about 2.21 billion dollars
- ▶ Revenue come from selling access to information about users to recruiters and sales professionals

LinkedIn & Businesses

- ▶ Allow business to create a company profile to raise brand awareness
- ▶ Promote career opportunities, and educate potential customers on products and services.
- ▶ Develop a robust follower community
- ▶ Generate business leads and strengthen current customer relationships by sharing valuable and rich content via company updates



Starbucks

Retail
10,001+ employees

656,613 followers [Follow](#)

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How You're Connected



16 second-degree connections
64,866 Employees on LinkedIn

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Careers



Interested in Starbucks?
Learn about our company and culture.
300 jobs posted

[Learn more](#)

Grow Your Career By Following Starbucks



You



Starbucks

Sarah-Angie, get the latest on Starbucks Jobs, News & more!

[+ Follow](#)

By bringing people together over coffee, Starbucks has become one of the world's best-known and best-loved companies. We purchase, roast and serve award-winning coffee. We also offer Italian-style espresso beverages, cold blended beverages, delicious food, premium teas and selected compact discs through our retail stores. Working at Starbucks is a lot like working with your friends. When you work here, you're not an "employee" – we call ourselves "partners" because we believe in shared common goals and mutual success. We're dedicated to serving ethically sourced coffee, caring for the environment and giving back to the communities where we do business.

Starbucks is an equal opportunity employer of all qualified individuals, including minorities, women, veterans and individuals with disabilities.

Specialties
Coffee, Food, Juice, Tea

Website <http://www.starbucks.com/careers>
Industry Retail
Type Public Company

Headquarters 2401 Utah Ave S Seattle, WA 98134 United States
Company Size 10,001+ employees
Founded 1971

[See less](#)

Recent Updates

Starbucks We're excited for the next 100k Opportunities event, coming up in LA! Help us spread the word and create success for this nation's youth.



Los Angeles - 100,000 Opportunities

100kopportunities.org · Are you between 16 and 24? Do you need help finding a job or getting into school? These companies want to hire you! #StartSomewhere | #100kOpportunities

Like (314) · Comment (4) · Share · 5 days ago

[Lisa Hampton, Mary Lee +312](#)

[See previous comments](#)

[Echo Ye Linto Hook](#) 4 days ago

[Leda Cavallini Bodini](#) I love starbucks... I would like go there, but... I can't. ☹️ 2 days ago

[Add a comment...](#)

Starbucks A new job, a plan for college, and optimism for the road ahead. Check out Mychal's story who was hired on the spot at the last 100,000 Opportunities event in Arizona and will be taking advantage of Starbucks College Achievement Plan as well! Read... more



Mychal's Story: Finding Opportunity as a Teavana Partner

news.starbucks.com · Hired on the spot at the 100,000 Opportunities Initiative hiring fair in Arizona, a Teavana partner continues to thrive.

Like (210) · Comment (7) · Share · 21 hours ago

[Timothy Padden, Adisa Feratovic +208](#)

[See previous comments](#)

[Robyn Elton](#) What a great story!! 14 hours ago

Starbucks Current U.S. Armed Forces and veterans can now use Starbucks College Achievement Plan benefit for their families! <http://sbux.co/1KbKYBj>



Veteran's Daughter to Receive His Starbucks College Benefit

sbux.co · Starbucks extended the tuition reimbursement benefit to a spouse or child of current members of the U.S. Armed Forces and veterans. Meet a veteran who will gift his tuition benefit to his teen daughter.

Like (439) · Comment (16) · Share · 6 days ago

Hawanya Miller, Mehmet Emin Haras +437

See previous comments

 **Dave Richeson** Outstanding on the part of Starbucks.....makes me want to drink more coffee!!
5 days ago

 **CHRISTIAN MARTÍNEZ LACRUZ** When a company decides to do these kind of activities it is the best possibility to know more about it. There are companies that destine part of the benefits to do good actions. A small action can be a huge benefit for someone.
4 days ago

Add a comment...

Starbucks New digital music experience with Spotify gives you one more reason to register your Starbucks card <http://sbux.co/1VrSitj>



New Era of Music Debuts at Starbucks with Spotify

sbux.co · Over 7,500 company-operated Starbucks stores in the U.S. are integrated with leading streaming service Spotify through the world-class Starbucks Mobile App.

Like (311) · Comment (6) · Share · 7 days ago

Holly Billington-Ferrer, Pasapriya Ragunathan +309

See previous comments

 **Gitanjali Harry** awesome. will love it.
7 days ago

 **Nada Bourisly Chartered MCIPD** New Era of streaming music- where is this business future heading?
6 days ago

Starbucks Mobile payment is just one of the ways we are innovating - Mobile App now in Brazil <http://sbux.co/1PwbckB>



Starbucks Launches Mobile App in Brazil

sbux.co · Starbucks Mobile App, which includes mobile payment, allows customers in Brazil to pay for in-store purchases with their smartphones.

Like (295) · Comment (3) · Share · 10 days ago

Jessika Swallow, Ben Jamison +293

See previous comments

 **Concord PR Girl™** Oh meow Evening, morning, afternoon, hellos hi etc Mum and Dad!! Someone keeps using a ruler to spank my service animal when I keep telling them to as stop. Perhaps the gates of heaven have opens for reaching and touching? I really like cannons, guns and marshals. Rolling around in snow last night was great.
9 days ago

 **Kimo Kekahuna** Japan had this 10 years ago... How about getting rid of tipping and making costs even money .. How about using organic milk?
9 days ago

Add a comment...

Starbucks Among the Starbucks partners (employees) fanning out to volunteer for community service projects on Martin Luther King Jr. Day, Spencer Bowen is likely the only one who has been rewarded for past good deeds with a series of ceremonial sheep dinners.



The Many Ways Starbucks Partners Volunteer on MLK Day

ow.ly · Whether delivering coats to kids in Kyrgyzstan or making meals for military families, Starbucks partner Spencer Bowen finds a way to assist people in need.

Like (360) · Comment (4) · Share · 13 days ago

Mary Lee, casey villacana +358

See previous comments

 **Christopher Berube** I did a some repainting and yard work when I was a store manager for Starbucks in Miami. Loved every minute of it.
12 days ago

 **Kimo Kekahuna** Stop your deal with Monsanto

Advantages of LinkedIn

- ▶ Give businesses more exposure
- ▶ Allow individuals to look/ apply for jobs directly through company's page
- ▶ Allow people to be up-to-date with news from specific industries
- ▶ The amount of information available about a particular company and individuals associated with it
- ▶ Give users a chance to demonstrate their knowledge and skills

Disadvantages of LinkedIn

- ▶ The investment of time required to use it most effectively
- ▶ Privacy concerns
- ▶ Your reputation
- ▶ Users use LinkedIn as an advertising megaphone

Recommendations

- ▶ Companies should set up their page correctly and optimized for the latest layout, featuring a compelling and high-quality banner image
- ▶ Add "Company Specialties" (keywords) to help your company get found for specific terms.
- ▶ Add "banners" to your product page and link to special interior pages of your website.
- ▶ Add a video to your product page
- ▶ Create targeted LinkedIn Showcase Pages

L'Oréal & their Showcase Page

- ▶ L'Oréal has multiples entities under one name, by using LinkedIn Showcase Pages it allowed them to segment contents to spotlight a specific brand or product.
L'Oréal owns different brand such as Lancôme, Yves Saint Laurent and by creating different showcase pages for each, they are able to engage and share relevant content with each of their specific target audiences.
- ▶ Coca-Cola, IBM, HP all have great LinkedIn profiles

L'Oréal
Cosmetics
10,001+ employees

800,035 followers [Follow](#)

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The world leader in beauty, L'Oréal is present in 130 countries on five continents.

Our 32 international brands include Kiehl's, Lancôme, Giorgio Armani Beauty, Yves Saint Laurent

[See more](#)

Recent Updates

L'Oréal Quote of the Week is from our founder Eugène Schueller, a driven and inspiring pioneer. Discover how he built the world's biggest beauty company here: <https://lnkd.in/dqUzFCr>



How You're Connected



13 second-degree connections

55,004 Employees on LinkedIn

[See all](#)

Careers



Interested in L'Oréal?

Learn about our company and culture.

373 jobs posted

[Learn more](#)

L'Oréal Showcase Pages

L'Oréal
Cosmetics
10,001+ employees

Lancôme
61,942 followers
[+ Follow](#)

Kiehl's Since 1851
40,689 followers
[+ Follow](#)

Yves Saint Laurent

L'Oréal Showcase Pages

- Lancôme**
61,942 followers
[+ Follow](#)
- Kiehl's Since 1851**
40,689 followers
[+ Follow](#)
- Yves Saint Laurent Beauty**
31,477 followers
[+ Follow](#)
- Redken**
19,544 followers
[+ Follow](#)

L'Oréal Showcase Pages

- Maybelline**
18,859 followers
[+ Follow](#)
- L'Oréal: Discover The Professional Products Division**
8,138 followers
[+ Follow](#)
- The Sounds of L'Oréal**
5,901 followers
[+ Follow](#)
- SoftSheen-Carson**
2,394 followers
[+ Follow](#)

► Create your own industry LinkedIn Group, and join other relevant groups.

Create a group based on a relevant industry-related topic, and become a LinkedIn Group administrator.

This group can be used to establish themselves as a thought leader in their industry, grow a community of advocates, generate new marketing content ideas, and even generate new leads. You and executives from your business should also consider joining other relevant groups and participating in discussions to exhibit thought leadership in your industry.

▶ Use LinkedIn to generate leads

To get the most out of LinkedIn for lead generation, promote and share links to blog posts and landing pages in your Company Status Updates, where appropriate in LinkedIn Groups, on your Showcase Pages etc.

- ▶ Publish Company Status Updates for all followers to see
- ▶ Use LinkedIn Pulse to keep track of industry news.

Pulse is an awesome section of LinkedIn where you can discover popular articles and trending content tailored to your interests.

- ▶ LinkedIn's targeting options, which enable you to target your status updates to specific users
- ▶ Experiment with LinkedIn Ads and Sponsored Updates.

If your company is looking to complement their LinkedIn marketing efforts with some paid advertising, LinkedIn Ads are a smart choice. One of the biggest benefits of LinkedIn advertising is that LinkedIn's PPC ads let you target specific job titles, job functions, industries, or company size, to name a few

- ▶ Recruit new talent via LinkedIn Careers

- ▶ **Add the Company Follow and LinkedIn share buttons to your website/content.**

Promote your company's LinkedIn presence and help grow the reach of your Company Page by adding the Company Follow button to your website. Also consider adding the LinkedIn Share button to your various content assets like blog posts, emails, and landing pages to extend the reach of your content to LinkedIn users.

► **Analyze your LinkedIn marketing performance with the Analytics tab on your Company Page.**

Use the Analytics tab for Company Pages to evaluate the performance of your Company Page. This tab offers data about the effectiveness of your page's status updates, engagement, and reach, as well as information about your page's followers -- demographics, where they came from, how your following has grown over time, how your data compares to other companies, etc.

References

- ▶ <http://www.cision.com/us/2013/09/pros-and-cons-of-linkedin-for-business/>
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- ▶ https://www.linkedin.com/static?key=what_is_linkedin&trk=hb_what
- ▶ <http://blog.hubspot.com/marketing/companies-rocking-linkedin-company-pages>
- ▶ https://help.linkedin.com/app/answers/detail/a_id/1164/~/groups---getting-started



Thank you !

