

What's Up Wednesday Host Craig Mackay^{FCMC}

ROCK YOUR LINKEDIN

Guest Speaker:
Jeff Nelson, CMC, MBA

cameo appearances from
Desi Nikolova and Laura McArthur

January 12, 2022 12:30 pm ET



A HIGHER LEVEL of
management consulting
ONTARIO



Un NIVEAU SUPÉRIEUR
de conseil en management
ONTARIO

Meet our Speakers

Jeff Nelson
MBA, CMC



President of Anduro Marketing

20 years experience in Digital Marketing

Taught at the University of Calgary SAIT Polytechnic, and Mount Royal University

Jeff specializes in setting up systems to measure the performance of marketing campaigns

Cameo Presentation
Events



Desislava Nikolova
CMC

President of Toronto Association of Systems and Software quality

ICMCO Council Member at Large

Chair of the CMC CATALYST 2022 Conference Team

IT executive who drives the implementation of strategic IT roadmaps and enterprise solutions

Cameo Presentation
Recruiting and HR



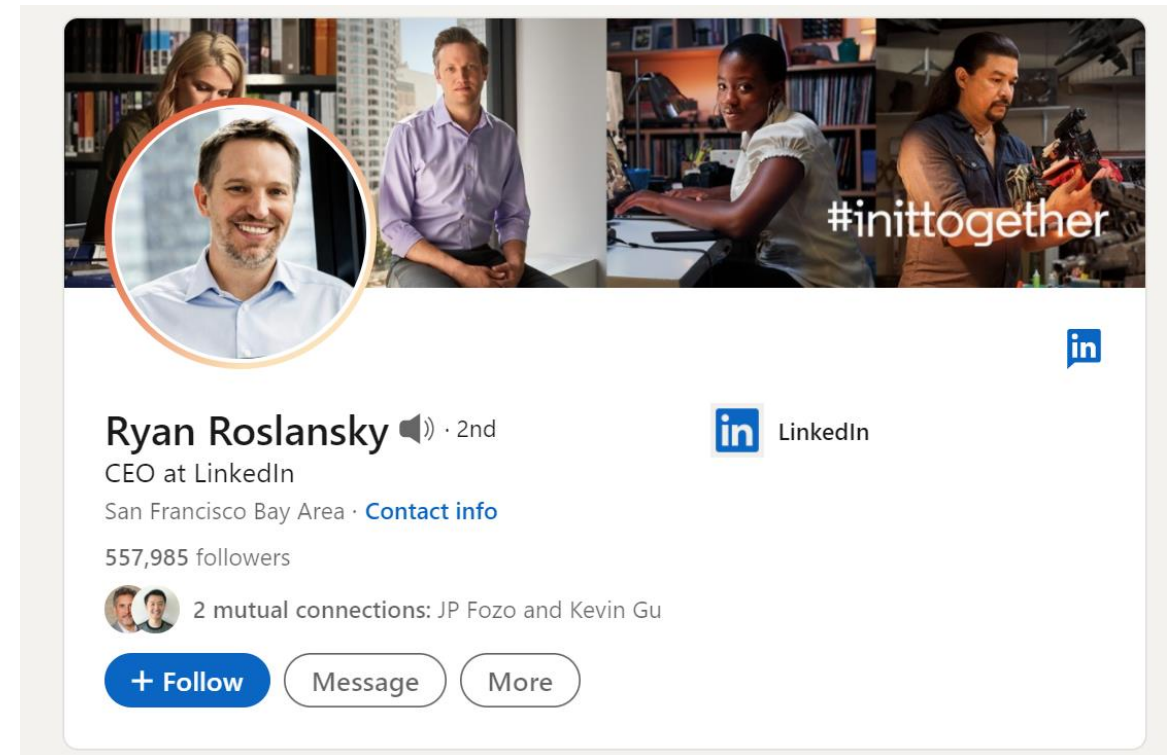
Laura McArthur

Human Resources Consultant
Brown Consulting Group

Laura has been assisting clients in a wide range of industries with their recruitment needs since 2014

LinkedIn Checklist

- Personalized URL
- Degrees and/or Accreditation beside your name
- Professional Headshot
- Background image
- Contact Info
- Audio Name Recognition
- Connections
- Update Employment, Education and Clubs
- Recent posts
- Follow Organizations of Interest
- Premium LinkedIn Membership



LinkedIn Checklist | POLL

- Personalized URL
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- Recent posts
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- Premium LinkedIn Membership

Answer Poll Question: How many have you done

a) Have done a few of these (1-4)

b) Have done half of these (5-8)

c) Have done all or most these to your profile (9-11)

d) Have not done any (none)

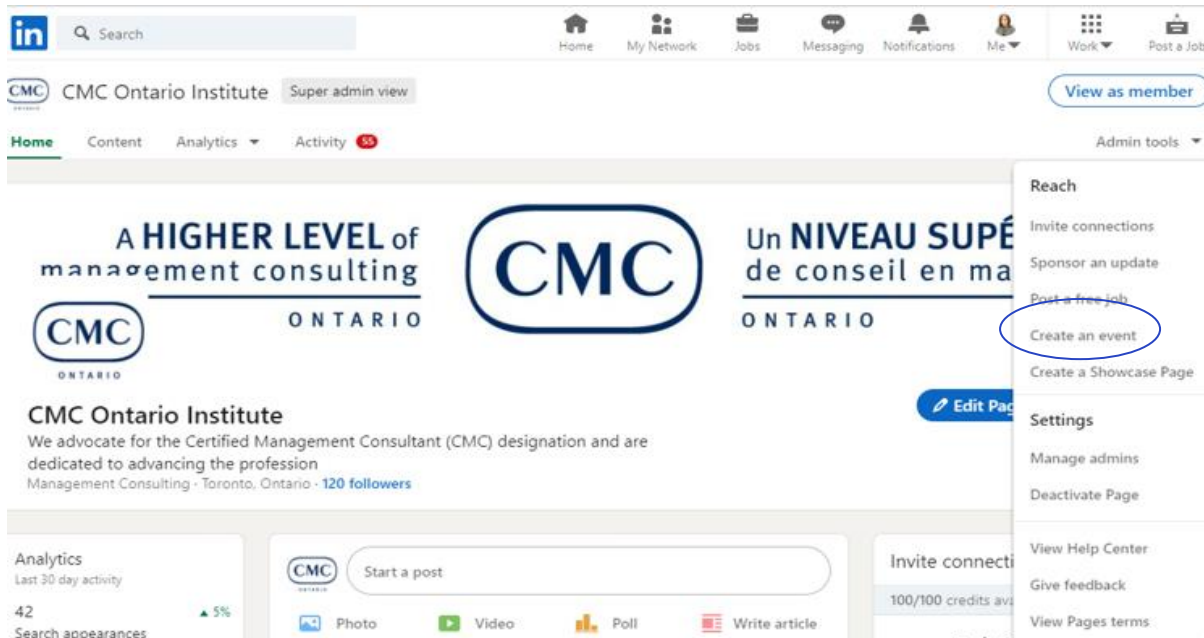


Rock your Events

Desislava Nikolova, CMC



How to use LinkedIn Events to Promote Online or In-person



•What is the LinkedIn Events Feature?

- The feature allows you to create an event on LinkedIn
- You can create an event from your personal profile or company page
- One of the advantages of creating the event on your page is it allows you to bring in a third party
- You can invite someone external to become a page admin so they can manage your event for you.
- This is a good option if you're hosting a larger event and partnering with an outside team.
- When you create an event on your company page or share an event to your company page that you created from your profile, you have the opportunity to sponsor that post.

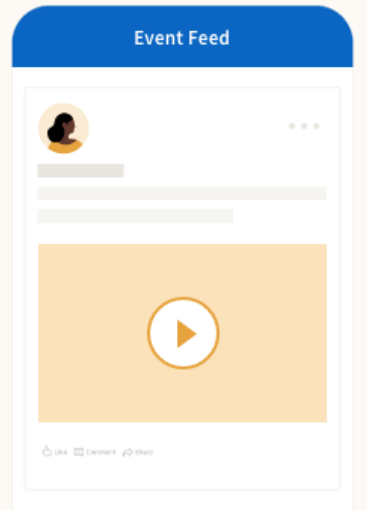
Here are a few points to keep in mind when creating your event as from your Company page:

- Any page admin can create the event as your page.
- As a page admin, you can only invite your 1st-degree connections to the event. If you have multiple admins, each person can invite their own connections.
- You can't invite followers of your page unless they're connected to one of the page admins via their personal profile.

Source: [How to Use LinkedIn Events to Promote Online or In-Person Events : Social Media Examiner](#)

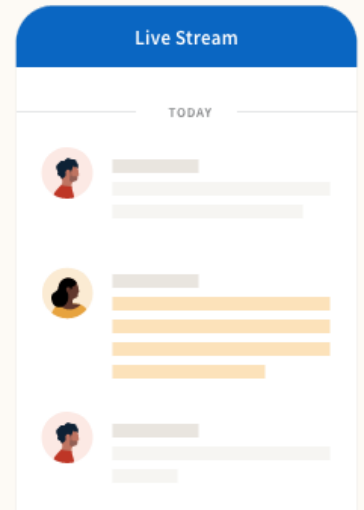
Engage your Audience before, during and after

LinkedIn Events come with tools to engage your audience at all points in the events lifecycle.



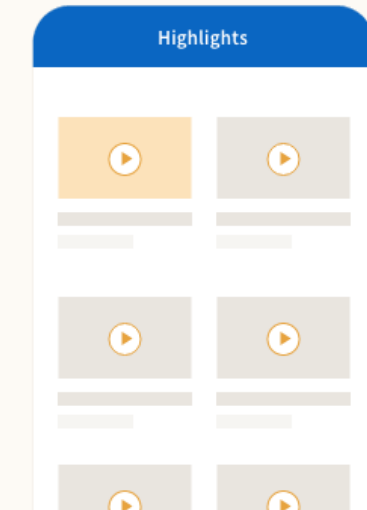
Before the event

- Attendees receive a confirmation email, as well as reminder emails and notifications



During the event

- Interact with attendees in the comments of your LinkedIn Live stream



After the event

- Showcase stream highlights on your Page's "Videos" tab

Source: [Learn about LinkedIn Events | LinkedIn Marketing Solutions](#)

Questions & Answers



Rock your LinkedIn

Jeff Nelson, CMC, MBA



Using LinkedIn Effectively

Using LinkedIn to find new prospects

1. Why LinkedIn? Why Now?
2. Moving from Lurking to Engaging
3. Profile Spotlight: Afshin Vafadar (personal brand)
4. Tips and Tricks:
 - Post
 - Like, Comment, Share
 - Prospect (filtering)
 - Give

WHY LINKEDIN? WHY NOW?

LinkedIn is the best social channel for business professionals.

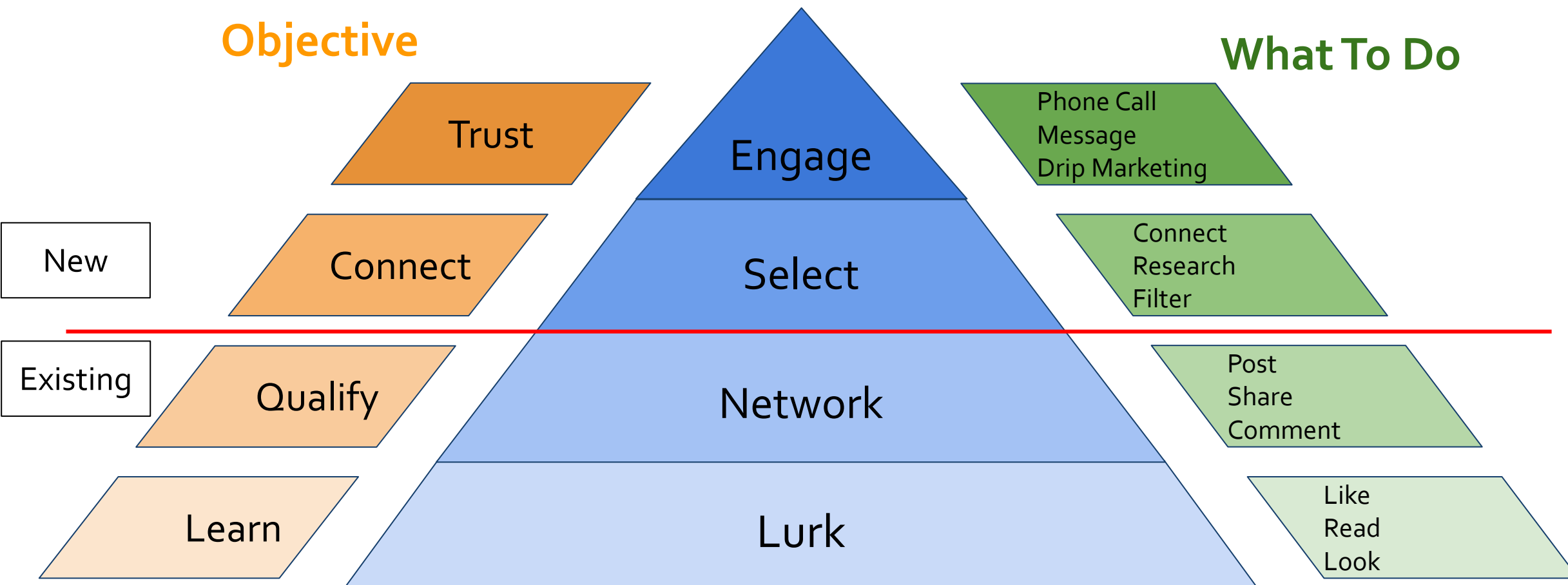
- Pandemic is pushing people online - fewer networking events
- Microsoft bought LinkedIn - new features are being added
- Few alternatives for prospecting people online - it is a trusted source
- Number of people on LinkedIn - 800 million

**HANDS
DOWN**

MOVING UP

Objective

What To Do



COMPLETE YOUR PROFILE

The image shows a LinkedIn profile for Afshin Vafadar. The profile includes a circular profile picture of a man in a white shirt, a banner image with three panels (a bagpipe band, and two views of a rocky coastline), and a bio section. Annotations with red arrows point to specific elements: a red box around the profile picture with the text 'Add Audio Button? (not critical)', a red box around the banner image with the text 'Company Brand or Personal Focus?', and a red box around the bio section with the text 'Providing services Marketing Consulting and Brand Consulting See all details'. The bio section also includes the text 'Afshin Vafadar · 1st', a speaker icon, 'Business Development, Certified Management Consultant (CMC)', 'Riverview, New Brunswick, Canada · Contact info', '500+ connections', '9 mutual connections: Amir Rahimi Nejad, Keith Riley, and 7 others', 'Message', and 'More'. The bio also lists 'Biopolynet Inc.' and 'University of Tehran'.

Company Brand or Personal Focus?

Add Audio Button? (not critical)

Providing services
Marketing Consulting and Brand Consulting
[See all details](#)

Used with permission

<https://www.linkedin.com/in/vafadar/>

ABOUT - BE UNIQUE



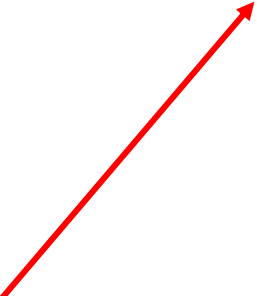
About

A results-driven, self-motivated, and resourceful senior manager with a proven ability to develop and strengthen management teams in order to maximize company profitability and efficiency. Possessing excellent communication skills and able to establish sustainable and profitable relationships with clients, suppliers, and beneficiaries.

- Comprehensive understanding of financial management principles.
- Strong leadership skills in board governance, new business development.
- Entrepreneurial with commercial acumen and excellent management skills.
- A motivated team player who is results-driven.
- Results-oriented with a positive outlook and a clear focus on high quality and business profit.



Good place to add your contact information



This section should be interesting and unique.

► Set up a meeting with me >>><https://calendly.com/folsongroup-tina/30min>

Website: 📍 <https://www.thefolsongroup.com>

Call: ☎ 917.648.8151

Email: tina@thefolsongroup.com

<https://www.linkedin.com/in/vafadar/>

FEATURE FEATURED

Featured 



What do you think about this news?
Bill Gates Wants Us to Eat 100% Synthetic Beef. He Has a Point.
popularmechanics.com • 5 min read

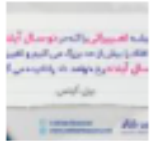
 15 • 1 comment

<https://www.linkedin.com/in/vafadar/>

BE ACTIVE

Activity

7,143 followers



#quotes #quoteoftheday #quotesdaily #market #marketingresearch #marketfor...

Afshin shared this
3 Reactions



#quotes #quoteoftheday #quotesdaily #market #marketingresearch #mark...

Afshin shared this
10 Reactions



#quotes #quoteoftheday #quotesdaily #market #marketingresearch #marketfor...

Afshin shared this
8 Reactions



از موفقیت‌های کوچک فردی تا موفقیت‌های بزرگ سازمانی همگی نیازمند برنامه ریزی...

Afshin shared this
17 Reactions

[See all activity](#)

Afshin's Activity

All activity

Articles

Posts

Documents

ADD ARTICLES

Does “Branding” Widens Gap among Social-economic Classes?

Published on May 28, 2015

I think about it!!

Year	# of Billionaires			Net worth Status		
	Number of billionaires	Comparing with previous year	Comparing with base year (2000)	Group's combined net worth	Comparing with previous year	Comparing with base year (2000)
2014	1,645	15%	250%	\$6.4 trillion	19%	613%
2013	1,426	16%	203%	\$5.4 trillion	17%	501%
2012	1,226	1%	161%	\$4.6 trillion	2%	412%
2011	1,210	20%	157%	\$4.5 trillion	25%	401%
2010	1,011	27%	115%	\$3.6 trillion	50%	301%
2009	793	-30%	69%	\$2.4 trillion	-45%	167%
2008	1,125	19%	139%	\$4.4 trillion	26%	390%
2007	946	19%	101%	\$3.5 trillion	35%	290%
2006	793	15%	69%	\$2.6 trillion	18%	190%
2005	691	18%	47%	\$2.2 trillion	16%	145%
2004	587	23%	25%	\$1.9 trillion	36%	112%
2003	476	-4%	1%	\$1.4 trillion	-7%	56%
2002	497	-8%	6%	\$1.5 trillion	-17%	67%
2001	538	14%	14%	\$1.8 trillion	100%	100%
2000	470	-	-	\$898 billion	-	-
Average	896	11%			20%	

Source: www.forbes.com



Afshin Vafadar

Business Development, Certified Management Consultant (CMC)

5 articles

✓ Following

<https://www.linkedin.com/pulse/does-branding-widens-gap-among-social-economic-classes-afshin-vafadar/>

Add articles but keep your expectations low.

Posts generate more views and interaction.

ALWAYS BE POSTING

- Image
- Video
- Unique
- Relevant
- Valuable
- Interesting

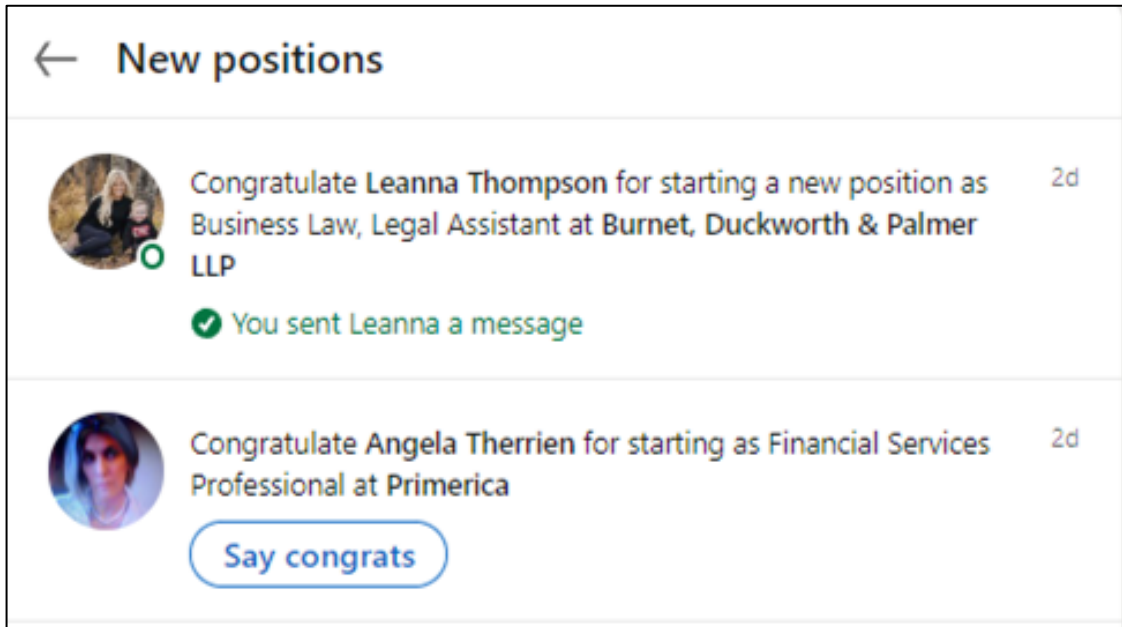
be interesting

INTERACT - NOTIFICATIONS

1) New Positions

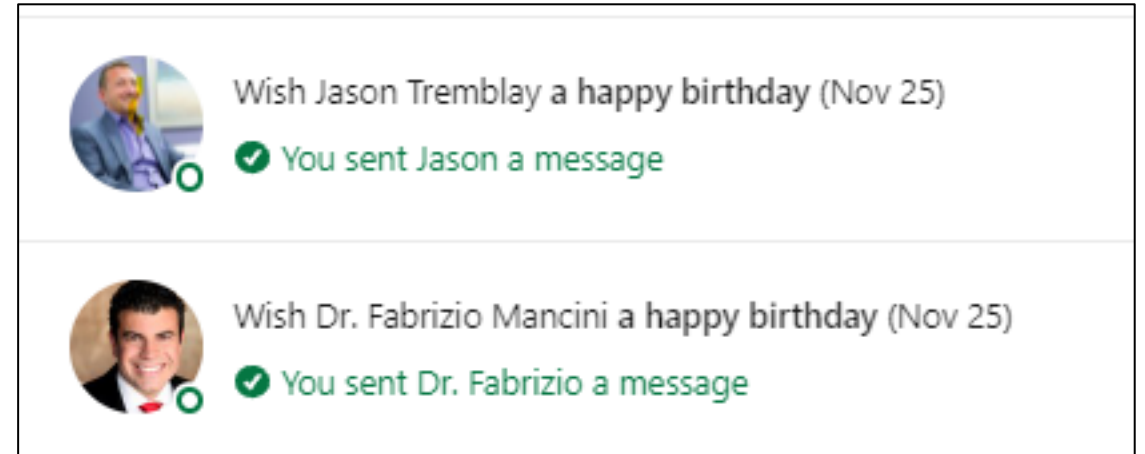


Notification card showing a group of profile pictures on the left and the text "Congratulate Leanna Thompson and 3 others for starting new positions" in the center. On the right side, there is a "2d" timestamp and a three-dot menu icon.



A list of notifications under the heading "New positions" with a back arrow on the left. The first notification is for Leanna Thompson, stating "Congratulate Leanna Thompson for starting a new position as Business Law, Legal Assistant at Burnet, Duckworth & Palmer LLP". It includes a profile picture, a "2d" timestamp, and a green checkmark with the text "You sent Leanna a message". The second notification is for Angela Therrien, stating "Congratulate Angela Therrien for starting as Financial Services Professional at Primerica". It includes a profile picture, a "2d" timestamp, and a blue button labeled "Say congrats".

2) Birthdays



A list of birthday notifications. The first notification is for Jason Tremblay, stating "Wish Jason Tremblay a happy birthday (Nov 25)". It includes a profile picture, a green checkmark, and the text "You sent Jason a message". The second notification is for Dr. Fabrizio Mancini, stating "Wish Dr. Fabrizio Mancini a happy birthday (Nov 25)". It includes a profile picture, a green checkmark, and the text "You sent Dr. Fabrizio a message".

CONNECT - CMC MEMBERS

ANDURO
MARKETING

Membership
to me ▾

1) Top of Email

6:02 AM (4 hours ago) ☆ ↶

2) Bottom of Email

Weekly Report - December 6 - December 12



Jeff Nelson

Items requiring action

🔔 67 new alerts

✉ 1 new message

📅 5 upcoming events

👉 Start engaging!

Newest Members

Weiwu Chen

Thomas Richey

Hayder B. Fadhlaoui

Vaibhav Gaur

3) Connect on
LinkedIn

Weiwu(Oliver) Chen · 3rd

MEng in Civil Engineering

Toronto, Ontario, Canada · [Contact info](#)

34 connections

🔒 Message

More

➔ Share profile in a message

📄 Save to PDF

+ Follow

🗳 Pending

🚩 Report / Block

CONNECT TO 2nds

Jeff Nelson, MBA, CMC
CEO. I help CEO's analyze marketing data to improve ROI of marketing invest...
2w • 🔒

Fresh Start Recovery Centre is auctioning a variety of art pieces and experiences. Weasel Tail Enterprises is offering an event as one of the items. See: <https://lnkd.in/eZKhxKgc> ...see more



Brad Gaulin, P.Eng., MBA and 6 others

Like Comment Share Send

568 views of your post in the feed

Reactions

All 7 👍 4 ❤️ 1 🙌 1 🎉 1

- Stephanie Jager · 1st**
Owner of Stephanie Jager Creative
- Raquel Hirsch · 1st**
*Founder, Lead Consultant at GoDemandGeneration Inc.
- Pholoso Blessing Mosweu · 1st**
Marketing Admin Graduate -University of Botswana|| Marketing Intern at Maranyane
- Brad Gaulin, P.Eng., MBA · 1st**
Co-Founder at MExit Inc.
- Real Voices · 1st**
Advocacy for Equity | Justice | A better and more just world | Product development | Data Analysis | Digitalization
- Jerald Blackstock · 2nd**
Fine Artist at Fine Art

PROSPECT

- Start by filtering on characteristics
- Connect with or without a message
- Send an motivating message or ask a question
 - Start with something that you have in common
 - In the next message include a call to action
- In most cases, the goal is to engage off LinkedIn
 - Phone call
 - Email

Filter









Connect

Motivate

Engage

SEARCH WITH FILTERS

Manage my network


-  Connections 11,087
-  Contacts 15,489
-  People I Follow 25
-  Groups 41
-  Events 37
-  Pages 170
-  Newsletters 3
-  Hashtags 3

Show less ^

11,087 Connections

Sort by: Recently added ▾

[Search with filters](#)

 **Philipp Schoeffmann**
CEO at The Fam Fund + Founder of Online Entrepreneurs | Awarded Founder & Advisor | 20y Digital Marketing Veteran with a Focus on Social Impact | Host, Speaker
Connected 47 minutes ago

[Message](#) ...

FILTER TO FIND

The screenshot shows the LinkedIn search interface. At the top, there is a search bar with the LinkedIn logo and a search icon. Below the search bar, there are navigation icons for Home, My Network, Jobs, and Messaging. The search filters are highlighted with a red box and include: People, 2nd (1), Greater Calgary Metropolitan Area (1), and Keywords (1). Below the filters, there is a search bar with the text 'Current compa'. The search results are displayed below the filters, showing 'About 3,300 results'. The first result is 'Adam Keeling - 2nd', a Project Engineer in Calgary, AB. A red arrow points to the 'Title' field in the search filter dropdown, which is set to 'Engineer'. Other results include 'Nsikak (Nsi) Udott, P.Eng., MBA - 2nd' and 'Mark Czechowsky - 2nd'. The search filter dropdown also includes fields for First name, Last name, Company, and School, and buttons for 'Reset' and 'Show results'.

- People
- 2nd degree
- Calgary
- Title: Engineer

- 3,300 prospects

CONNECT TO YOUR CRM - Leadjet

- Chrome browser
- Leadjet Extension
- Integration with some manual tasks
- Copper CRM

Other CRMs:

- Salesforce
- Pipedrive
- HubSpot
- Others

<https://www.leadjet.io/>

The screenshot shows a LinkedIn profile for Afshin Vafadar. The profile includes a header with the name and company (Biopolynet Inc.), a bio, and a list of mutual connections. A red box highlights the 'Go to Copper profile' link in the 'More' menu. Below the profile, a Leadjet extension overlay is visible, showing contact information for a lead named Jeff Nelson. The extension includes fields for email, phone, and tags, along with a 'Find email & phone' button. A red arrow points from the top right of the browser window to the Leadjet extension.

GIVE

It takes time and effort ...

STAY IN TOUCH WITH PROSPECTS

Engage on LinkedIn

- Read posts and interact
- Share contact with others
- Help them with something



Viola Hutchinson Olah shared a post: Your Google My Business listing is the no. 1 ranking factor for your local business. Attend my Free presentation next Thursday (Dec. 9...

Send Link to Calendar:

- Time for a call
- Zoom, Meet, Teams

www.anduro.com/jeff

Invite to Subscribe

- Via Message
- Via email

www.anduro.com/

Add to Marketing Automation:

- Drip marketing

anduro.com/revenues-have-plateaued-now-what

DO'S AND DON'TS

- ✓ Get a **professional photographer** - Your headshot should be current, professional and fill most of the frame
- ✓ **Personalize** connection requests
- ✓ **Respond** to messages within a reasonable time (48 hours)
- ✓ Join **groups** and comment
- ✓ **Introduce** people to others
- ✓ **Engage** in conversations
- ✓ Use **hashtags and keywords** in your profile and posts

www.tricycle-europe.com/the-ultimate-guide-for-linkedin-hashtags/

- STOP Remember, LinkedIn is not Facebook. Do **NOT** post personal posts of your cat or your family vacation
- STOP Do **NOT** refer to yourself in the 3rd person in your profile
- STOP Do **NOT** solicit connections with “spammy” impersonal messages
- STOP Do **NOT** export your connection list to your email database. This is actually illegal in Canada.
- STOP Do **NOT** send messages with, “I viewed your profile...”
- STOP Do **NOT** criticize or leave negative comments



Rock Your Team

Laura McArthur, Brown Consulting Group, Human Resources Advisory



LinkedIn Talent Solutions

Three Different Approaches

1. The free option -
New “I’m Hiring” feature
2. The paid option -
Sponsoring a Job Post
3. A Social Media option that
also drives traffic to your
company’s website

General Information (for options 1-2)

- Choose your company name from the list, this ensures that it shows up on your business page
- When you select the location LinkedIn immediately searches for how many individuals in your area have similar job titles
- Once your job is posted you can view it by clicking the “post a job” option from your home screen, or by clicking the “Me” arrow below your profile picture

Option 1 - I am Hiring

Share that you're hiring



0/2 complete



Create a free job post and get the #Hiring frame on your profile to reach qualified candidates.

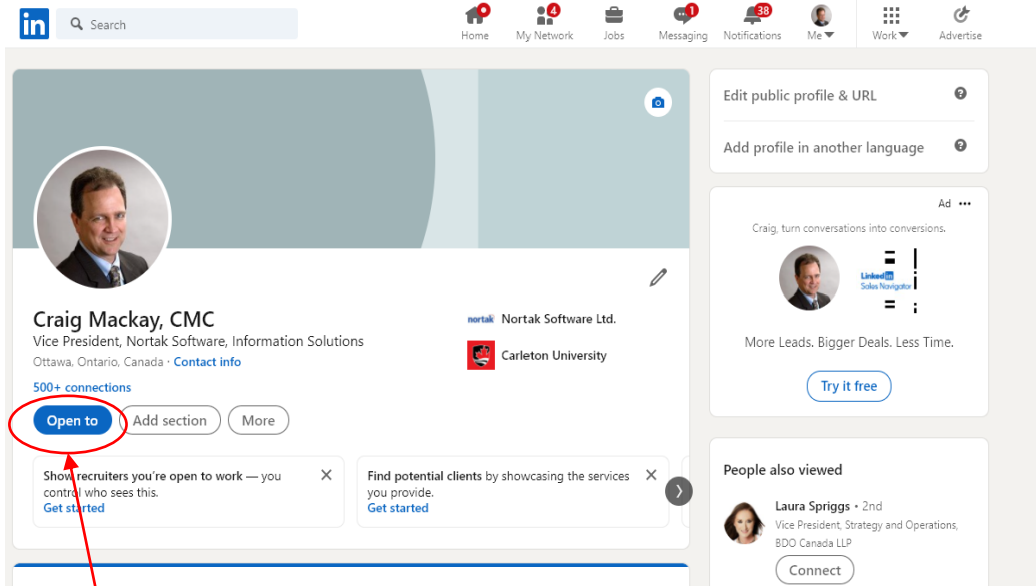
Create free job post

- Your job post will appear in search results within the platform
- You will be notified whenever you receive a new applicant
- Collect, filter, and manage applicants right in the platform
- #hiring badge will be placed on your profile picture

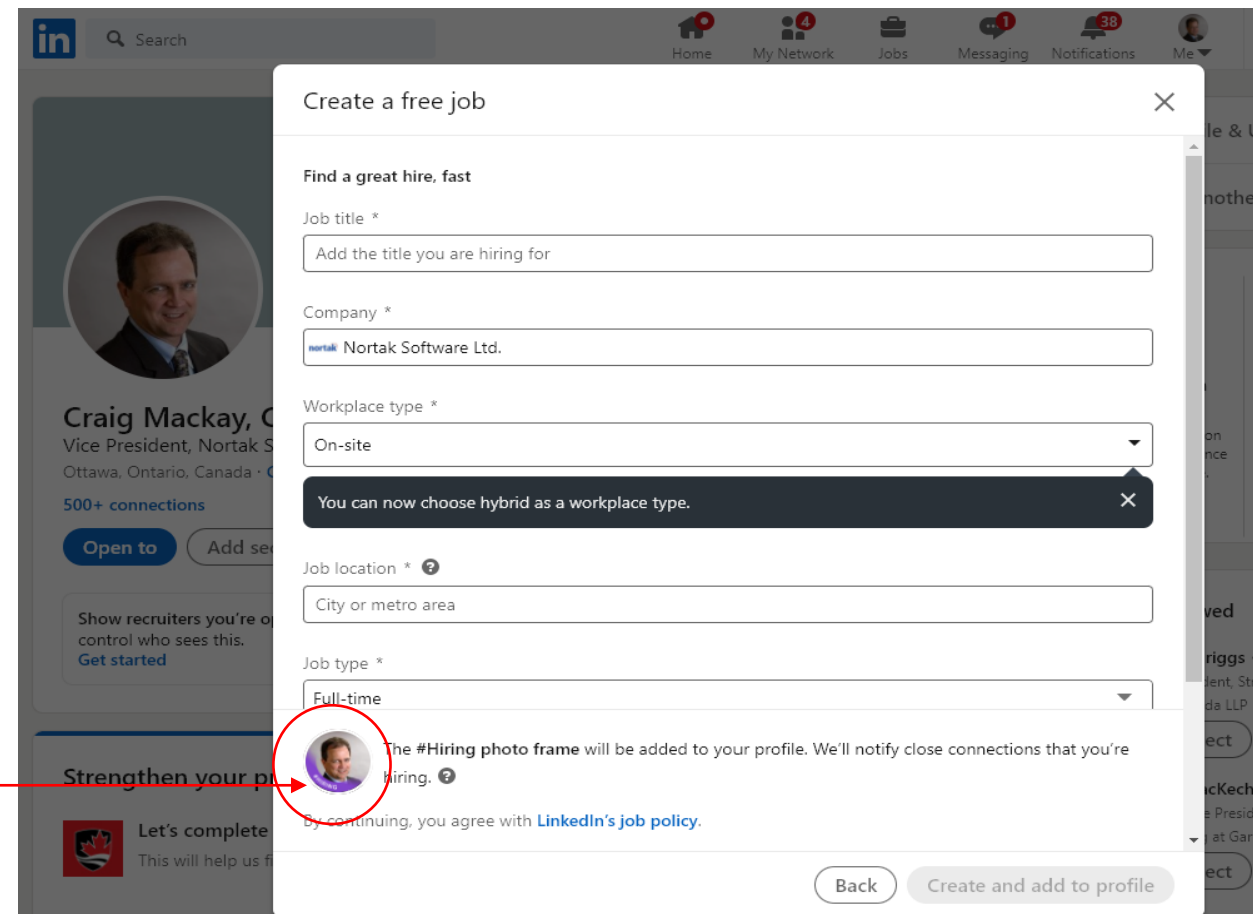
How to use LinkedIn for Recruiting and HR

I am Hiring activation:

- In your Personal or Corporate profile page click Open To blue button, then select Hiring
- If you have more than one company or division within that profile select the appropriate one



- Create a free job listing
- The #Hiring photo frame will be added to your profile



Option 2 - Sponsoring your job post

- LinkedIn estimates applicants based on the performance of similar job posts and will estimate a daily budget
- The daily budget controls the amount of promotion your job post will receive
- When you sponsor your post, it will appear at the top of search results and job recommendation lists
- LinkedIn will send you a notification when a qualified candidate applies to your job
- Allows you to use the Video Intro feature to invite applicants to submit a video submission

Option 3 – Sharing from your site

 **Brown Consulting Group**
301 followers
9mo · 

Our client has a great career opportunity available, visit us at
<https://lnkd.in/eV4NTSS> to learn more!

...see more




**we're
hiring!**

We are looking for a Support Specialist to join the
Med-El team. The ideal candidate is friendly, patient and
has excellent customer service and communication skills.

To learn more and apply please visit
www.brownconsulting.ca/support-specialist/

- Post your job on your company website and create a banner or poster with your company's branding and a message such as "We're hiring!"
- Create a post on your business page in LinkedIn so it's shared in your feed
- Use hashtags in order to reach your target audience

Questions & Answers

Wrap Up

Contact info:

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Laura McArthur

Brown Consulting Group

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Desi Nikolova

Professional Services and Solutions Delivery Leader Canada at Philips

<https://ca.linkedin.com/in/nikolovadesislava>

WHAT'S UP WEDNESDAY 2022



February 9: **The Power of Meeting in Circles**
with guest speakers Wes Paterson and David Restoule

March 9: **Women of CMC Consulting Panel**



April 13: **Green Economy** guest speaker: Dr. Yannick Beaudoin,
Director of Innovation and Well-Being Economies
from the David Suzuki Foundation

May 2022 **CATALYST 2022 – Reimagine the Future of Consulting**



June 8: **Equity, Diversity and Inclusivity**

