



WWW



# Softscribe Teaming & Training

LinkedIn Monetization: *Build Networks, Join Groups, Recommendations*

**OWLISH  
COMMUNICATIONS™**  
COMMAND YOUR BRAND™



# Agenda

## Build Relationship Equity through LinkedIn Etiquette

1

*Build and Manage Your Network of Connections*

2

*Join LinkedIn Groups*

3

*Recommendations*



# What is your Return on Investment (ROI) in using LinkedIn?



=



# Attach value to the time you spend on LinkedIn:

$$\text{ROI} = \text{ROT}$$

Where T = TIME =



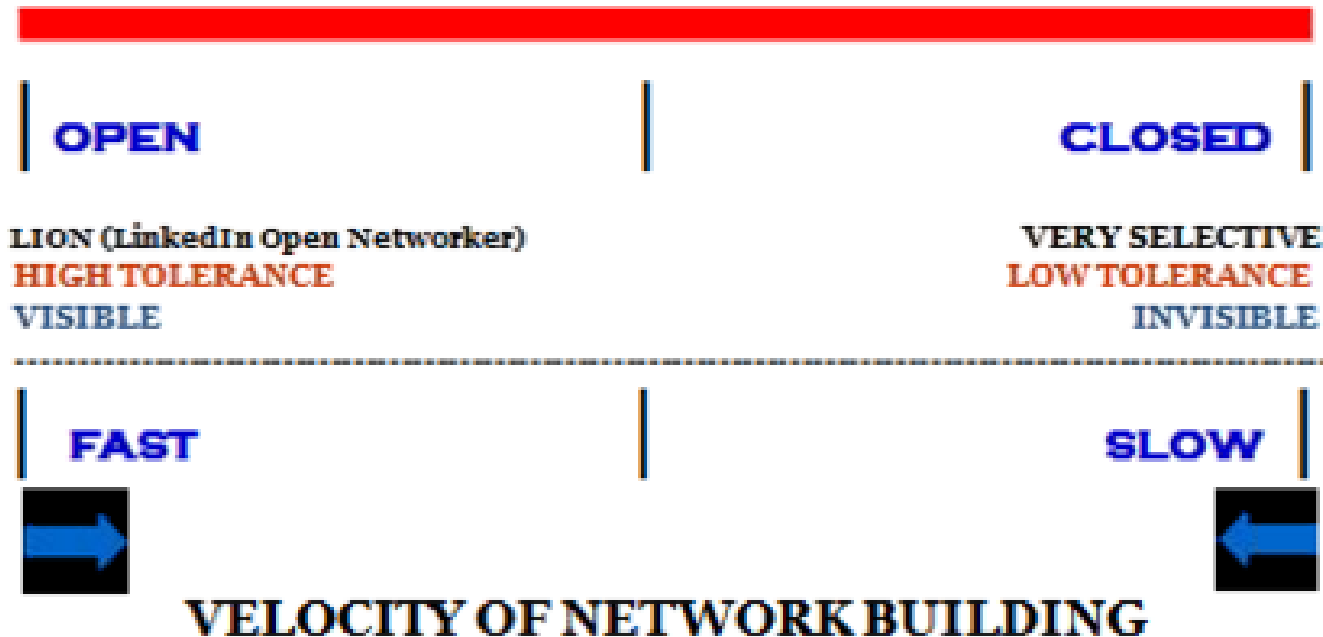
Build and Manage Your Network of Connections

# Define YOUR Rules of Engagement



# Build and Manage Your Network of Connections

## THE CONNECTION CONTINUUM Where Do you Stand?



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**Personalize each Invitation & Acceptance. They are the two most important touch points on LinkedIn.**



Build and Manage Your Network of Connections

# Conversion: From LinkedIn Connection to Qualified Lead





Build and Manage Your Network of Connections

# Communicate with Integrity & Purpose



Build and Manage Your Network of Connections

# Grow your Network Organically and via LinkedIn Channels



# Nurture your Network and Create Value



Build and Manage Your Network of Connections

# Build Equity into Each LinkedIn Relationship



# QUESTIONS ON LINKEDIN NETWORK BUILDING?



# Leveraging the LinkedIn Groups



# Join LinkedIn Groups

Home Profile Contacts Groups Jobs Inbox **60** Companies News More

Groups Search...



**hotels**

**Hotel Industry Professionals Worldwide**

Discussions Members Promotions Jobs Search More...

[+ Start a discussion](#)

1 of 20 [Next »](#)



Harish  
[Stop Following](#)

## Introduce Yourself to Group Members

Hi Everyone,

Thanks for the overwhelming response to my first message to the group members.

Many of you have requested to initiate a discussion wherein everyone introduces oneself and things are taken ahead from there. As one of the group member wrote "It's nice to see new members coming on board.. and when they introduce themselves.. you see if there is any common interests and then it progresses to business potentials", I would request you to please introduce yourself. It will really be great to hear your story, the way you have come up in business, partnerships you are looking for, potentials you would want to exploit, dreams you want to achieve, ambitions for which you would keep striving, your days of struggle and of course the moments of success.

To begin with, here is a little introduction to myself: I am MBA from Asia's premiere communication management institute Mudra Institute of Communications Ahmedabad (MICA). After that, I worked for 3 years in media industry in India in marketing function at Zoom (a fashion & lifestyle television channel by Times Group – India's largest media house), Radio City (a FM radio channel backed by Venture Capitalists firm IVF) and Zapak.com (India's largest online gaming company by Reliance). Having worked for 3 years, I started Green Rootz which is a recruitment consulting company. My immediate future plans include setting up e-commerce website around two propositions - gifting & celebrations and travel & leisure and in the long run, I would want to venture into entertainment production & education sector. If you are in this part of the world, i.e. Mumbai (India), do buzz me and I will be glad to meet. Thats about me.

Over to you now. The group members would be glad to read about you.

Harish Jain  
To add me to your network, click on the link below:  
<http://www.linkedin.com/in/harishjain>  
Email: [harishj@greenrootz.com](mailto:harishj@greenrootz.com)  
June 17, 2009

## Updates: Last 7 Days



**Marion Hughes** started a discussion:  
[This looks to be a very interesting webinar....](#)

10 minutes ago • [Like](#) • [Add comment](#)



**Luca Ramenghi** started a discussion:  
[GM looking for a new challenge worldwide](#)

23 minutes ago • [Like](#) • [Add comment](#)



**Netti Fulton** and 2 more commented on:  
[The Top 6 LinkedIn Mistakes People Make](#)


39 minutes ago • [10 comments](#)

[See all updates »](#)


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 **SOFTSCRIBE**

# Join LinkedIn Groups


**hotels**  Hotel Industry Professionals Worldwide

Discussions **Members** Promotions Jobs Search More... Share group


 Start a discussion or share something with the group...  
Maximum length is 200 characters.  
[Attach a link](#) [Share](#)


[My Activity](#)

### Most Popular Discussions

 **Introduce Yourself to Group Members**  
Hi Everyone,  
Thanks for the overwhelming response to my first message to the group members.  
Many of you have requested to initiate ...  
posted June 17, 2009


**Darren Hayes** 1 hour ago • Hi everyone. I'm involved in an Irish start up called dingadeal.com. We specialize in getting the best hotel deals possible for groups. ... »

 [Like](#) [Comment](#) [Follow](#) [More](#) See all 4,070 comments »


 **The Top 6 LinkedIn Mistakes People Make**  
LinkedIn can be a very powerful tool in developing and enhancing your career or helping you build your business. There are, however, ...  
posted 3 days ago

**Darren Hayes** 1 hour ago • Thanks Carol, very interesting. Particularly like the last tip about focusing more on results in your profile.


#### Manager's Choice

 **Introduce Yourself to Group Members**  
Harish Jain [See all »](#)

15 minutes ago • [Like](#) (311)

 **Mukesh Talwar** started a discussion: **Garde Manger(CDP) Urgently required for 5\* deluxe hotel in New Delhi**  
32 minutes ago • [Like](#) • [Add comment](#)

[See all updates »](#)



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Learn more about our treasury management solutions. ▶

**Bank of America Merrill Lynch**



# Join LinkedIn Groups

hotels

Hotel Industry Professionals Worldwide

Discussions

Members

Promotions

Jobs

Search

More...

Share group

## Search members

Search for names or keywords to find specific members of this group.

Search

[Advanced Search](#)

## New Members: Last 7 Days

GROUP

**Jo Holmes**, Front office manager  
Darlington, United Kingdom

GROUP

**Linda Jenkins**, Partner at Vacations-Abroad.com  
Greater Atlanta Area

GROUP

**lawrence wells**, --  
United States

GROUP

**roderik brock**, Business Unit Manager at Bonnet Benelux  
Gent Area, Belgium

GROUP

## Members (60,059)

Sorted by: most relevant

Showing 1 - 20 of 60,059



**Julie Squires** (YOU)

CEO, SOFTSCRIBE, INC. • High Technology Communications • Digital Marketing • Public Relations • Social Media Marketing, Greater Atlanta Area  
406 followers | [See activity](#) »



**Harish Jain** (1st)

Founder at Green Rootz (Media & Entertainment Recruitment) & Co-Founder at GiftAnyone.com, Mumbai Area, India  
500+ followers | [Stop following](#) | [See activity](#) »



**Mark Payne** (1st)

Project Director | Five Star Global, United Kingdom  
362 followers | [Stop following](#) | [See activity](#) »



**Carol Covell** (1st)

Music Professional, Richmond, Virginia Area  
500+ followers | [Stop following](#) | [See activity](#) »



**Dan Marcec** (1st)

Executive Editor, Hotels Group, Greater Atlanta Area  
230 followers | [Stop following](#) | [See activity](#) »

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 **SOFTSCRIBE**

# Join LinkedIn Groups

**hotels** Hotel Industry Professionals Worldwide

Discussions Members **Promotions** Jobs Search More... [+ Post a promotion](#)

Member search »

All Promotions

My Promotions

My Comments

My Followed Promotions

## Recent Activity



**Lisa Embree**

With the trust that has now been established a marketer is more easily able to promote to people. This increase in marketing effectiveness results in decreasing promotional efforts and in many cases costs as well! Quite...



[Customer Relationship Marketing - A Guide to What's Important](#) marketguidepro.com

With the trust that has now been established a marketer is more easily able to promote to people. This increase in marketing effectiveness results in

2 hours ago · Like · Comment · Share Link · Flag



**Rafia Mirza**



[Boost Conversions – Segment Your Audience](#) sem-seo-resources.com

One of the major aspects of maximizing conversion rate is to make your marketing campaigns relevant to the audience. However, it should be always taken care that audience comes from numerous sources and a good marketer is...

3 hours ago · Like · Comment · Share Link · Flag



**Mukesh Talwar** Food and Beverage Vacancies in Leading 5\* hotels in India.

[http://soeg.in/placement\\_services\\_post\\_your\\_resume.html](http://soeg.in/placement_services_post_your_resume.html)

Restaurant / Banquet Manager- 25K -30 K Jaipur Asst Restaurant Manager- Negotiable-Udaipur Captains 12K- 15K Jaipur Hostess 11K- 15K Delhi Waiter 7K- 8K Goa Waitress 8K - 10K Delhi Steward 10K Jaipur If you or any friends...

5 hours ago · Like · Comment · Flag



**Anil H Bhatia** TravelCarma's New Website Launched.... ([www.travelcarma.com](http://www.travelcarma.com))

We are excited to announce the launch of our new website of TravelCarma – [www.travelcarma.com](http://www.travelcarma.com). The new website has a refreshing new look-n-feel, user-friendly navigation, and it effectively highlights our solutions/services,...

6 hours ago · Like · Comment · Flag

# Join LinkedIn Groups

hotels

Hotel Industry Professionals Worldwide

Discussions

Members

Promotions

Jobs

Search

More...

Start a discussion

ota

Search

Member search »

All Discussions

Manager's Choice

Discussions I've Started

Discussions I've Joined

Discussions I'm Following

Pending Submissions

Send me an email for each new discussion

Search Results (67)



Mike

Stop Following



Mike Amaral 2nd

Experienced Hospitality Executive  
Greater Atlanta Area

View profile | Send message | Invite to connect

See more »



Follow Matt



emaxhotelmarketing.com

There has been a lot of buzz recently about OTA pricing appearing on Google Maps. At least one vendor has introduced a related pay-per-click advertising product and the resulting PR campaign seems to have stirred up quite a commotion. The truth is this is not a significant issue for hotels. Here are 3 reasons why an individual property should not spend any time worrying about this.

posted 4 months ago

Like Comment Follow More ▾

See more »



Follow Patrick



Hotel Brand Hijacking by OTA, it should be banned ...

xotels.com

OTA are hijacking hotel brand names by SEM advertising on their trademark and keywords in search engines. These PPC piracy practices have to stop!

# Join LinkedIn Groups

hotels

Hotel Industry Professionals Worldwide

Discussions Members Promotions Jobs Search More...

Share group

The Hotels LinkedIn Group allows its members to network with other Professionals. The group shares best practices, tips, techniques and helping each other with employment and career opportunities across (China, India etc) Europe, Africa, Australia etc.

- Updates
- My Activity
- My Settings
- Subgroups
- Group Profile

## Group Members in Your Network



**Harish Jain**

Founder at Green Rootz (Media & Entertainment Recruitment) & Co-Founder at GiftAnyone.com

1st



**Mark Payne**

Project Director | Five Star Global

1st



**Carol Covell**

Music Professional

1st



**Dan Marcec**

Executive Editor, Hotels Group

1st



**Toni McQuilken**

Experienced Editor and Writer

1st



**Jason Freed**

News Editor-Americas at Hotel News Now

1st

## About this Group

Created: April 20, 2008

Type: Networking Group

Members: 60,059

Owner: **Harish Jain**

Website: <http://www.linkedin.com/in/harishjain>

## Similar Groups



**Marriott**

Members: 5,203

Join



**Hospitality Vacancies Worldwide (H V W)**

Members: 5,545

Activity: Discussions 6 · Jobs 2

Join



**Hotel General Managers**

Members: 4,796

Activity: Discussions 2 · Jobs 2

Join

See more »

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SOFTSCRIBE

# Join LinkedIn Groups

## Hotel Technologies & Software

### Hotel Technologies & Software

Discussions Members Promotions Jobs Search More...

Start a discussion • Group rules

« Previous 12 of 20 Next »



Jason  
Stop Following

Will Google Maps be a game-changer in marketing hotel rooms?  
I'm wondering if there are any CRS or booking engines who are already in talks with Google to deliver ARI information. Will this help hoteliers battle high OTA commissions or will Google be just another expensive distribution channel?

Google will change your distribution strategy [hotelnewsnow.com](http://hotelnewsnow.com)

The search-engine giant is taking steps that could have major implications on the hotel industry and the way rooms are marketed and distributed. Let's take a closer look.  
5 months ago

Like Comment Stop Following Flag More

3 comments



Julie Squires • Jason, you shared a keen insight in your article "Google will change your hotel's distribution strategy" <http://ow.ly/3WJD2> ; I hope hoteliers will weigh in. Transparency can be a great leveler in the digital age and a lively dialog that surfaces Google's true intentions can make a positive impact in our industry. Will we soon be saying "Long Live Yahoo and Bing?"

5 months ago



Andrew Travers • I would be more worried that Google may tell the truth for the members of the general public ... the hotel website states within a short distance of

### Updates: Last 7 Days



16 people have joined the group, including Samuil Mihov, Yogesh Bhatt and Annuza Chan

52 minutes ago



Steven Namaseevayum and 1 more commented on: What are the best HSI solutions available in Middle East?

1 hour ago • 10 comments



Glisha Gleetus commented on: COMPANY DIRECTORY - A list for members to highlight their companies and the services they provide including web site address.

1 hour ago • Like (21) • Comment (278)

See all updates »

Build and Manage Your Network of Connections

# QUESTIONS ON LINKEDIN GROUPS?



# Create Trust & Heighten Credibility with LinkedIn Recommendations



# LinkedIn Recommendations

Grants for Women - You may qualify for grants to get your degree! Request free info here.



## Julie Squires

CEO, SOFTSCRIBE, INC. • High Technology Communications • Digital Marketing • Public Relations • Social Media Marketing  
Greater Atlanta Area | Public Relations and Communications

Improve your Profile Edit profile

Ask for recommendations  
Create your profile in another language

Julie Squires "10 reasons PR pros should use video " <http://ow.ly/60fV4> Thanks Julie @JunctionCreativ

1 hour ago • Like • Comment • See all activity

### Ads by LinkedIn Members



**Successful Women Network**  
Apply to the Cambridge Who's Who network for Successful Women.



**Master PR Concentration**  
Advance in Public Relations with a PR Focused Master's Degree Online.



**Women Business Owners**  
Join Who's Who now at no charge and get maximum exposure for your business!

Current CEO at **Softscribe Inc.**  
Past Public Relations & Marketing Executive at Upstart Communications  
Public Relations & Marketing Executive at Hi-Tech Public Relations  
Director of Communications / Sales Manager at LBH R & D Electronic Motor Corporation  
[see all](#)

Education Art Center College of Design  
The University of Texas at Austin  
University of California, Berkeley

Recommendations 4 people have recommended Julie

Connections 407 connections

Websites Softscribe Inc.  
Softscribe Inc. Blog  
Softscribe Inc. RSS Feed

Twitter Juliesquires

Public Profile <http://www.linkedin.com/in/juliesquires>

Share

PDF

Print

### Julie's Activity edit

Julie Squires recommends **Tammy Farley**, "I have worked with Tammy closely for over five years helping The Rainmaker Group grow through target..."

49 minutes ago • Read more

Julie Squires "10 reasons PR pros should use video " <http://ow.ly/60fV4> Thanks Julie @JunctionCreativ

1 hour ago • Like • Comment



# LinkedIn Recommendations

## Recommendations For Julie

CEO

Softscribe Inc. 

"Among the many valuable lessons that Julie Squires has taught me is to operate within my wellness. These words, which have stuck with me since our original conversation, seem to take on more significance each day. Julie is my valued client, confidante and collaborator. I am empowered by her wisdom (an owl knows how to sense wisdom in others!), encouraged by her words, and warmed by her cordiality. There is a flow, a rhythm to Julie's business style that draws me in and keeps me engaged. I'm honored to work with someone who is so focused on the greater good and operates with such a sense of dignity and humanity. I universally recommend Julie Squires and look forward to a long-standing strategic partnership with Softscribe, Inc." *March 6, 2011*

 **JD GERSHBEIN**, *Founder & CEO, OWLISH COMMUNICATIONS*  
was with another company when working with Julie at Softscribe Inc.


"Julie is a consummate professional and a pleasure to work with. Her attention to detail and business acumen are first rate. Julie is always pleasant and always brought in all the tasks that we worked on together on time and within budget." *October 13, 2010*

 **Ira Grossman**, *Chief Enterprise Architect, National Oceanic and Atmospheric Administration*  
was with another company when working with Julie at Softscribe Inc.

"I had the pleasure of working with Julie over a number of years while I was building up a market for a new enterprise software solution and Julie handled our PR and Marketing needs on behalf of Sofscribe.

During that time Julie showed true leadership and willingness to engage both with our strategic needs and those of our current and prospective customers. She also contributed genuinely forward-thinking ideas, based on her extensive experience of new media. To give an indication, a couple of years ago Julie developed a future communications strategy that encompassed many of the the B2B media/channels that are commonplace now but which weren't then.

I value Julie's opinion and would welcome the opportunity to work with Julie again and would not hesitate to recommend her work." *September 29, 2010*

 **Dom Beveridge**, *Senior Account Manager, Services Industries, JDA Software Inc*  
was with another company when working with Julie at Softscribe Inc.

"Working with Julie has been a tremendous asset to our company. Based upon the services she has provided we are well known in the hospitality industry and have a great balance of on-line and print information about our company and the services we provide. It is truly a pleasure working with Julie." *September 29, 2010*

Top qualities: Great Results, Personable, High Integrity

 **Jill Wilder**,  
hired Julie as a Public Relations in 2000

# Write Recommendations with the Intention to Sell your Connection



# Request Recommendations with Diplomacy



## LinkedIn Recommendations

# Live Up to your Recommendations in the Real World



## LinkedIn Recommendations

# Better Meetings, Deeper Engagements...



## MORE BUSINESS!



# LinkedIn Bonus Tip #1

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 60 Companies News More

People Search..

1

- Julie Squires
- Settings
- Sign Out

Add Connections

Advanced

2



Julie Squires

Member since: October 26, 2007

PRIMARY EMAIL [Change](#)  
jksquires@mindspring.com

PAYMENT  
• [View purchase history](#)

PASSWORD [Change](#)

ACCOUNT TYPE: Basic  
• [Premium features tour](#)  
• [Compare account types](#)

GET MORE WHEN YOU UPGRADE!  
• More communication options  
• Enhanced search tools

[Upgrade](#)



Profile



Email Preferences



Groups, Companies & Applications



Account

## PRIVACY CONTROLS

[Manage Social Advertising](#)

Turn on/off enhanced advertising

## SETTINGS

[Change your profile photo & visibility »](#)

[Show/hide profile photos of other members](#)

[Customize the updates you see on your home page](#)

[Select your language](#)

3

## Manage Social Advertising

LinkedIn may sometimes pair an advertiser's message with social content from LinkedIn's network in order to make the ad more relevant. When LinkedIn members recommend people and services, follow companies, or take other actions, their name/photo may show up in related ads shown to you. Conversely, when you take these actions on LinkedIn, your name/photo may show up in related ads shown to LinkedIn members. By providing social context, we make it easy for our members to learn about products and services that the LinkedIn network is interacting with.

LinkedIn may use my name, photo in social advertising.

[Save](#)

or [Cancel](#)

Uncheck this box

**The best times to post LinkedIn Status Updates are:**

**SUNDAY NIGHTS**

**WEDNESDAY NIGHTS**

**The greatest periods of LinkedIn usage are Monday and Thursday mornings.**



# QUESTIONS?



# THANK YOU!

To access this presentation, please visit

<http://www.softscribeinc.com/marketing-snacks>

CONNECT WITH JD:



<http://www.linkedin.com/in/jdgershbein>

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Tel: 847.651.8989