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book written by Neal

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Media Marketing □ is the  
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follow-up to his first  
book □ Understanding,  
Leveraging, &



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Maximizing LinkedIn

Before I share with you my review of the book, a little background may be in order.

Maximizing LinkedIn  
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Media Marketing ...

Tweak your profile for sales. With a few quick changes, you can turn your LinkedIn profile into a prospecting

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machine. Because the folks you've engaged with through groups and direct outreach will most likely visit your profile to learn more about you, it only makes sense to optimize your profile to impress prospects.

5 Effective Ways to Use  
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Prospecting ...

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Adding rich media like  
videos and  
presentations: You'll  
maximize your exposure  
on LinkedIn and better  
showcase your story.

Sales tip #2: Efficiently  
connect with the people  
that matter LinkedIn...

Developing B2b  
Top 10 Sales Tips and  
Tricks | LinkedIn Sales  
Solutions

Sales 8 Easy Ways to

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LinkedIn is a powerful  
professional social  
media tool that allows  
you to stand out from  
your competitors.

8 Effective Ways to  
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Inc.com

At a recent career event,  
a LinkedIn software

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engineer, LinkedIn  
product manager, and  
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for Sales and Social  
Media Marketing: An  
Unofficial, Practical

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Guide to Selling and  
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Practical Guide  
Maximizing LinkedIn  
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Media Marketing ...  
The book Maximizing  
LinkedIn for Sales and  
Social Media Marketing  
helps you to improve

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your actions on  
LinkedIn. This is the  
second book by Neal  
Schaffer about

LinkedIn. His first book  
Windmill Networking:  
Understanding,  
Leveraging &

Maximizing LinkedIn  
(aff) is more for when  
you are just starting on  
LinkedIn. The subtitel  
of this book is "An

Unofficial, Step-by-Step

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Guide to Creating &  
Implementing Your  
LinkedIn Brand

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Media Marketing  
Unofficial  
Practical Guide  
To Selling  
Developing B2B  
Business On  
LinkedIn  
Here's the three-step  
process for making the  
most of LinkedIn - from  
building a stellar profile  
to developing a strategy  
for using LinkedIn to  
advance you career and



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deliver greater value to  
your ...

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Social Media  
The Ultimate Guide To  
Maximizing LinkedIn  
For Career Success  
How To Maximize  
LinkedIn's Value With  
Sales Navigator Your  
sales team is on the right  
track -- they are most  
likely already using  
LinkedIn to find and  
engage with prospects to

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drive new business. But what if you could take their results to the next level? In this guide, we teach you how to use Sales Navigator to: ...

How To Best Use Sales Navigator | LinkedIn Sales Solutions  
Neal Schaffer helped revolutionize the way professionals utilize LinkedIn with his award-

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winning book Windmill

Networking:

Understanding,

Leveraging &

Maximizing LinkedIn.

He now does the same

to enlighten companies

how to develop business

on LinkedIn with

Maximizing LinkedIn

for Sales and Social

Media Marketing.

## LinkedIn

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for Sales and Social  
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In 2011, Neal will  
publish his second book,

"Maximizing LinkedIn  
for Sales and Social  
Media Marketing," and

is currently working on  
his third book,

tentatively titled  
"Windmill Networking:  
Maximizing Twitter."

As President of

Windmills Marketing, a

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social media strategy  
consulting practice,  
Neal has led social  
media strategy creation  
...

Unofficial  
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Practical Guide  
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Media Marketing ...

Being successful at  
selling means setting  
high goals, staying  
focused and winning  
over your most

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important prospect:  
yourself. Here are three  
strategies to help you  
make the most of every  
sale.

How to Maximize Every  
Practical Guide  
Sales Opportunity

By changing up your ad  
copy often and using  
LinkedIn's targeting  
tools effectively, you  
can increase your CTR  
to figures like 0.10%.

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Depending on your budget, you might choose to increase the scope of your LinkedIn advertising efforts. The LinkedIn field sales team can sell you display ads that come in standard IAB unit sizes.

# Developing B2b Business On Linkedin

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*Page 31/32*

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