

DIGITAL
by Emma

win

DIY Guide on LinkedIn

Delivered by Emma Gribben,
Digital By Emma
Wednesday 7th April 2021

Agenda

- Overview of the LinkedIn platform
- How the newsfeed works
- How to optimise your personal profile
- How to set up a Corporate Page
- LinkedIn Events
- LinkedIn Live Streaming
- LinkedIn Stories
- How to build and develop your network using LinkedIn

Your Trainer Today



Emma Gribben | Owner, Digital by Emma

- Digital marketing consultant, mentor and trainer
- Working with start-ups, SMEs, brands and agencies across NI, ROI, UK and Europe,
- Offer solutions for digital strategy, social media, content marketing, email marketing, and influencer marketing.
- Training partner to Google and Facebook

Any Questions?





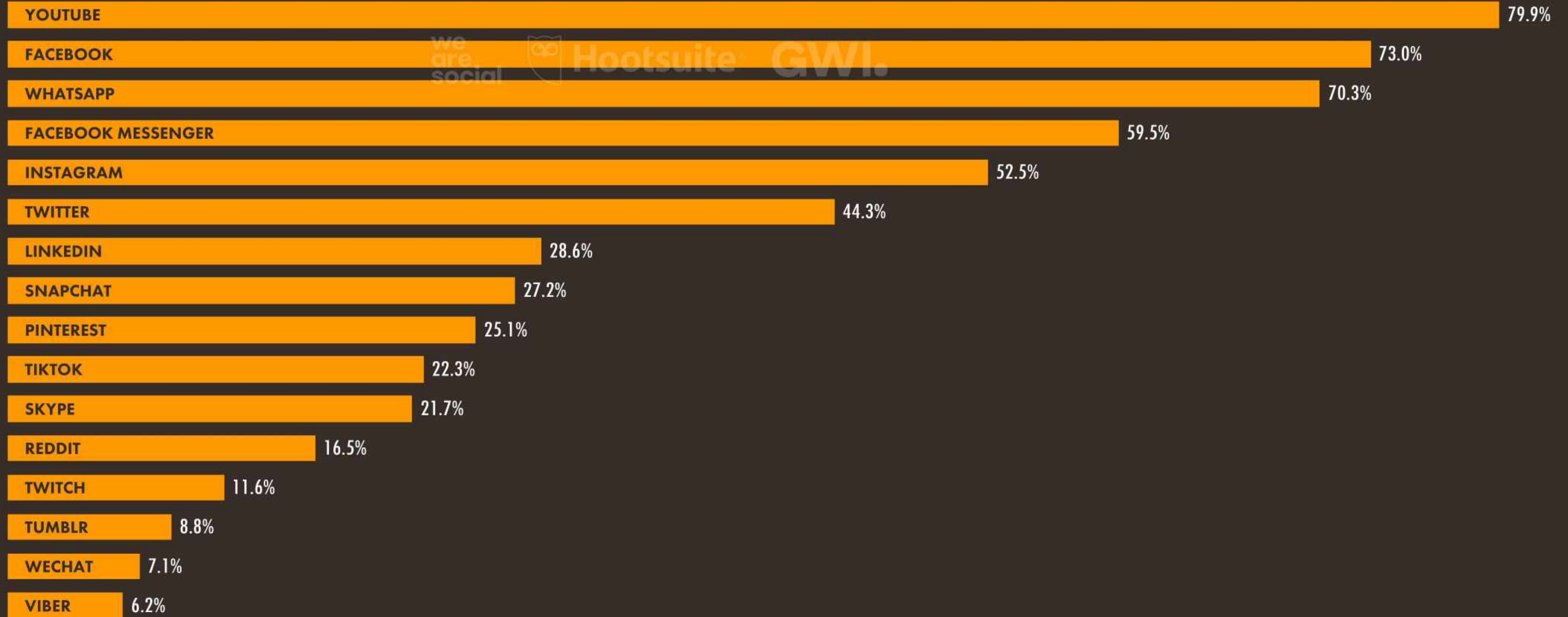
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



THE UNITED KINGDOM



JAN
2021

LINKEDIN: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



POTENTIAL AUDIENCE*
THAT LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN



30.00
MILLION

LINKEDIN'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 18+



55.8%

QUARTER-ON-
QUARTER CHANGE
IN LINKEDIN'S
ADVERTISING REACH



+3.4%
+1.0 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



42.9%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*

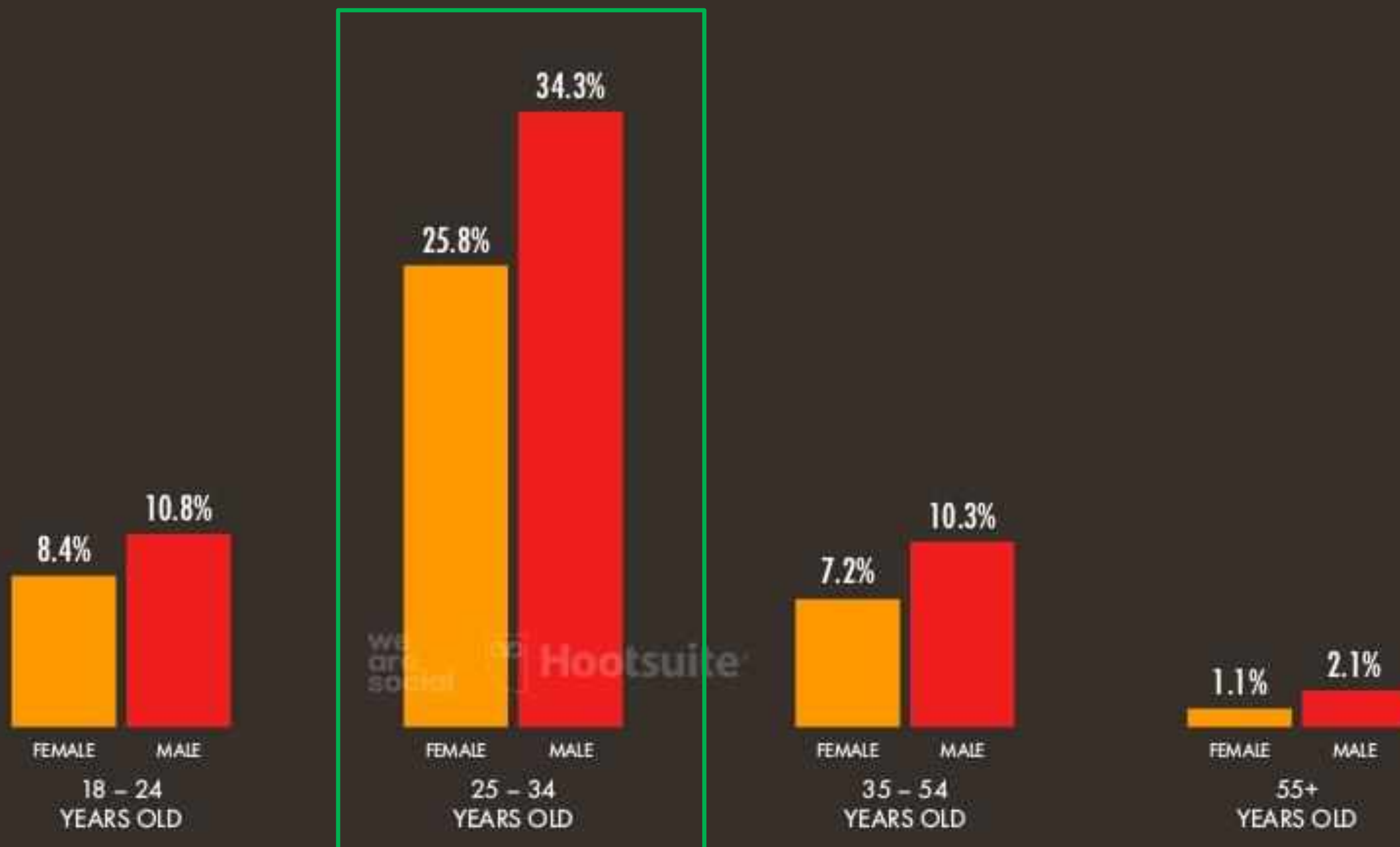


57.1%

JAN
2021

PROFILE OF LINKEDIN'S ADVERTISING AUDIENCE

SHARE OF LINKEDIN'S GLOBAL ADVERTISING AUDIENCE* BY AGE GROUP AND GENDER*




SOURCE: EXTRAPOLATIONS OF DATA PUBLISHED IN LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021), BASED ON SHARE OF AVAILABLE DATA FOR GENDER AND AGE GROUP.
***ADVISORY:** DATA ON THIS CHART REPRESENT LINKEDIN'S ADVERTISING AUDIENCE ONLY, AND MAY NOT CORRELATE WITH RESPECTIVE SHARES OF TOTAL MEMBERS OR ACTIVE USERS.
✦ COMPARABILITY ADVISORY: BASE CHANGES.

LinkedIn Content

Boost productivity today - Give your employees a productivity boost by looking after their wellbeing. Ad ...

PREMIUM






Emma Gribben
Commercial Director at Alchemy Digital Training | Digital Marketing Consultant | Google Squared Online Expert Speaker

Who viewed your profile **543**
Views of your post **496**


See all Premium features





My items

My pages (7)

-  **ConveyorTek**
Page notifications **11**
-  **Alchemy Digital Training**
Page notifications **15**
-  **Digital By Emma**
Page notifications **0**


See all my pages

 Start a post

 Photo  Video  Event  Write article

Sort by: Recent ▾

Gerard Graham FCIQB likes this ...

 **Neil McShane** • 2nd
Director at commercial property consultancy @inpriouk
6h • 🌐

Would be great to see Belfast follow suit.



Cork to permanently pedestrianise 17 streets for outdoor dining
irishtimes.com • 2 min read

LinkedIn News

- **We're losing our trust in tech**
6d ago • 4,642 readers
- **Office return plans spark 'anxiety'**
3h ago • 78,864 readers
- **Are 'workcations' a good idea?**
6d ago • 14,980 readers
- **Do you 'heart' using emoji at work?**
1h ago • 14,424 readers
- **Bringing WFH life to the office**
1h ago • 66,130 readers

Show more ▾

Today's most viewed courses

1. **The Six Morning Habits of High Perform...**
Pete Mockaitis | How to Be Awesome at Your J...
2. **Speaking Confidently and Effectively**
Pete Mockaitis | How to Be Awesome at Your J...
3. **Building Resilience**
Tatiana Kolovou

Show more on LinkedIn Learning →

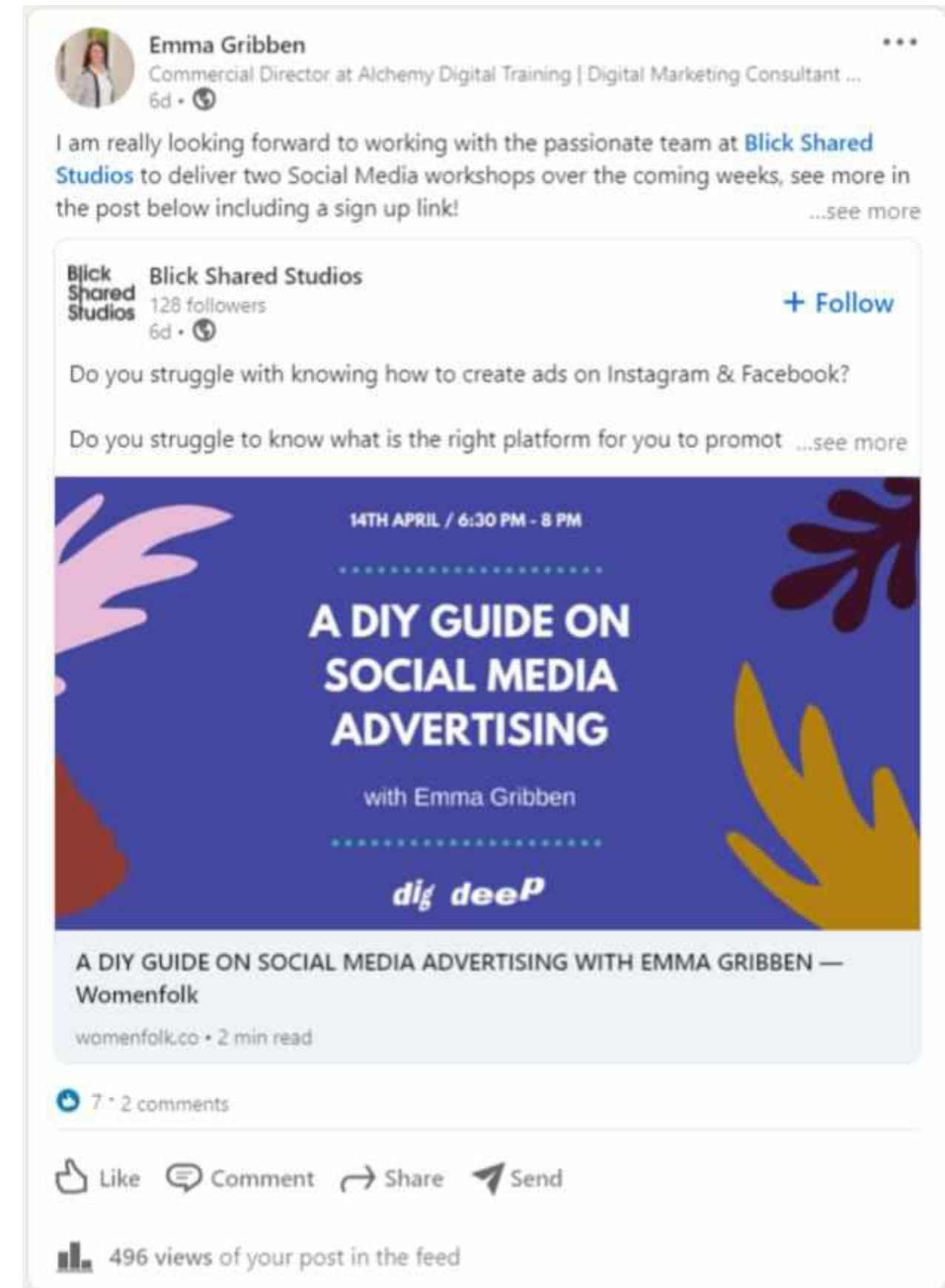
Ad ...

Ready for your next opportunity?

LinkedIn Content

Showcase your knowledge through status updates

Sharing information and opinion pieces can help other professionals to be better informed and could even help them to do their jobs better. In return they will appreciate you sharing your knowledge and see you as a trusted and well informed professional.



Emma Gribben
Commercial Director at Alchemy Digital Training | Digital Marketing Consultant ...
6d • 🌐

I am really looking forward to working with the passionate team at [Blick Shared Studios](#) to deliver two Social Media workshops over the coming weeks, see more in the post below including a sign up link! ...see more

Blick Shared Studios
128 followers
6d • 🌐 [+ Follow](#)

Do you struggle with knowing how to create ads on Instagram & Facebook?
Do you struggle to know what is the right platform for you to promot ...see more

14TH APRIL / 6:30 PM - 8 PM

A DIY GUIDE ON SOCIAL MEDIA ADVERTISING
with Emma Gribben

dig deep

A DIY GUIDE ON SOCIAL MEDIA ADVERTISING WITH EMMA GRIBBEN —
Womenfolk
womenfolk.co • 2 min read

7 • 2 comments

Like Comment Share Send

496 views of your post in the feed

LinkedIn Content

The image shows a LinkedIn profile page for Emma Gribben. The profile header includes her name, title (Commercial Director at Alchemy Digital Training), and a list of skills (Digital Marketing Consultant, Google Squared Online Expert Speaker). The page features a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. A search bar is located at the top left. The main content area displays a post by Simon Harper, a Freelance eCommerce & Website Designer, who is 1st in a series. His post discusses a negative advertising campaign for Wix, mentioning potential trademark infringement and the Wix support center's response. The Wix logo is prominently displayed below the text. To the right of the post, there are sections for LinkedIn News (with articles like 'Don't let new tech force you out') and Today's most viewed courses (listing 'The Six Morning Habits of High Performers'). The left sidebar shows Emma's profile statistics (538 profile views, 494 post views) and a list of pages she manages, including ConveyorTek, Alchemy Digital Training, and Digital By Emma.

Navigation Bar: Home, My Network, Jobs, Messaging, Notifications, Me, Work, Advertise

Search Bar: Search

Profile Header: Emma Gribben, Commercial Director at Alchemy Digital Training | Digital Marketing Consultant | Google Squared Online Expert Speaker

Post by Simon Harper: 1st • 16m • It just keeps getting worse for this Wix campaign. Potential Trademark infringement, they don't highlight any of their "new" features or their biggest flaw....The Wix support center states: Your Wix site and all of its conten ...see more

Wix Logo: WIX

LinkedIn News:

- Don't let new tech force you out (7d ago • 2,470 readers)
- Are 'workcations' a good idea? (5d ago • 11,840 readers)
- Using a job offer to get a pay rise (7d ago • 6,626 readers)
- Two-dose vaccine protects for months (5d ago • 4,976 readers)
- Bringing WFH life to the office (10h ago • 60,902 readers)

Today's most viewed courses:

- The Six Morning Habits of High Performers (Pete Mockaitis | How to Be Awesome at Your J...)
- Body Language for Authentic Leaders... (Erica Dhawan)
- Speaking Confidently and Effectively (Pete Mockaitis | How to Be Awesome at Your J...)

My pages (7):

- ConveyorTek (Page notifications: 11)
- Alchemy Digital Training (Page notifications: 15)
- Digital By Emma (Page notifications: 0)

Who viewed your profile: 538

Views of your post: 494

See all Premium features

My items

Wix's Negative Advertising Campaign Falls Flat with WordPress Developers and Professionals

Ready for your next opportunity?

LinkedIn Content

The image shows a screenshot of the LinkedIn website. A 'Create a post' modal window is open in the center, allowing a user to create a new post. The modal includes a profile picture of Emma Gribben, a dropdown menu for the author (Emma Gribben), and a dropdown for the audience (Anyone). The main text area contains the prompt 'What do you want to talk about?' and a green 'G' icon for adding a video. Below the text area are options to 'Add hashtag' and a row of icons for adding content (text, image, video, document) and a dropdown for the audience (Anyone). A 'Post' button is located to the right of the content icons. At the bottom of the modal, there are four buttons: 'Celebrate an occasion', 'Share that you're hiring', 'Find an expert', and 'Offer help'. The background shows the LinkedIn profile of Emma Gribben, a Commercial Director at Alchemy Digital Training, and a news feed with articles like 'Don't let new tech force you out' and 'Wix's Negative Advertising Campaign Falls Flat with WordPress Developers and Professionals'.

LinkedIn Content

The image shows a screenshot of a LinkedIn profile page for Emma Gribben, with a modal dialog box open in the center. The dialog box is titled "Who can comment on your post?" and contains three options: "Anyone" (selected), "Connections only", and "No one". The "Anyone" option is selected with a green radio button. The "Connections only" option is unselected with a white radio button. The "No one" option is unselected with a white radio button. At the bottom of the dialog box, there are "Back" and "Save" buttons. The background shows the LinkedIn profile page for Emma Gribben, including her profile picture, name, job title, and a post by Wix. The post is titled "Wix's Negative Advertising Campaign Falls Flat with WordPress Developers and Professionals" and has 2 comments. The post is from wix.com and is 3 minutes old. The post content is partially obscured by the dialog box. The background also shows the LinkedIn navigation bar with icons for Home, Notifications, Messages, and Jobs, and the LinkedIn logo in the top left corner.

Who can comment on your post?

- Anyone**
Anyone can comment
- Connections only**
Connections who can view can also comment
- No one**
No one can comment

Back Save

Emma Gribben
Commercial Director at Alchemy Digital Training | Digital Marketing Consultant | Google Squared Online Expert Speaker

Who viewed your profile 538
Views of your post 494

See all Premium features

My items

My pages (7)

- ConveyorTek
Page visitors 68
- Alchemy Digital Training
Page visitors 20
- Digital By Emma
Page visitors 9

Wix's Negative Advertising Campaign Falls Flat with WordPress Developers and Professionals
wix.com • 3 min read
2 comments

In my opinion... I wonder... Thanks for posting... Very useful

Like Comment Share Send

LinkedIn News

- Don't let new tech force you out
7d ago • 2,470 readers
- Are 'workcations' a good idea?
5d ago • 11,840 readers
- Using a job offer to get a pay rise
7d ago • 6,626 readers
- Two-dose vaccine protects for months
5d ago • 4,976 readers
- Bringing WFH life to the office
10h ago • 60,902 readers

Show more

Today's most viewed courses

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Pete Mockaitis | How to Be Awesome at Your Job
- Body Language for Authentic Leaders
Erica Dhawan
- Speaking Confidently and Effectively
Pete Mockaitis | How to Be Awesome at Your Job

Show more on LinkedIn Learning →

Ready for your next opportunity?

LinkedIn Content



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Advertise

Publishing menu

Normal

B

I

U



Publish



Headline

 Write here. Add images or a video for visual impact.

LinkedIn Content



Like



Celebrate



Support



Love



Insightful



Curious

Gymshark
94,157 followers
23h • Edited •

+ Follow

React with the one you relate to the most...

WHO ARE YOU ON ZOOM?



THE ONE WITH THE CUTE PETS



THE ONE ON MUTE



THE ONE WITH ALL THE SNACKS



THE ONE WITH A NEW BACKGROUND EVERY 5 MINUTES



THE TECH OBSESSED ONE



THE ONE WHO LOOKS LIKE A DJ



Like Comment Share Send

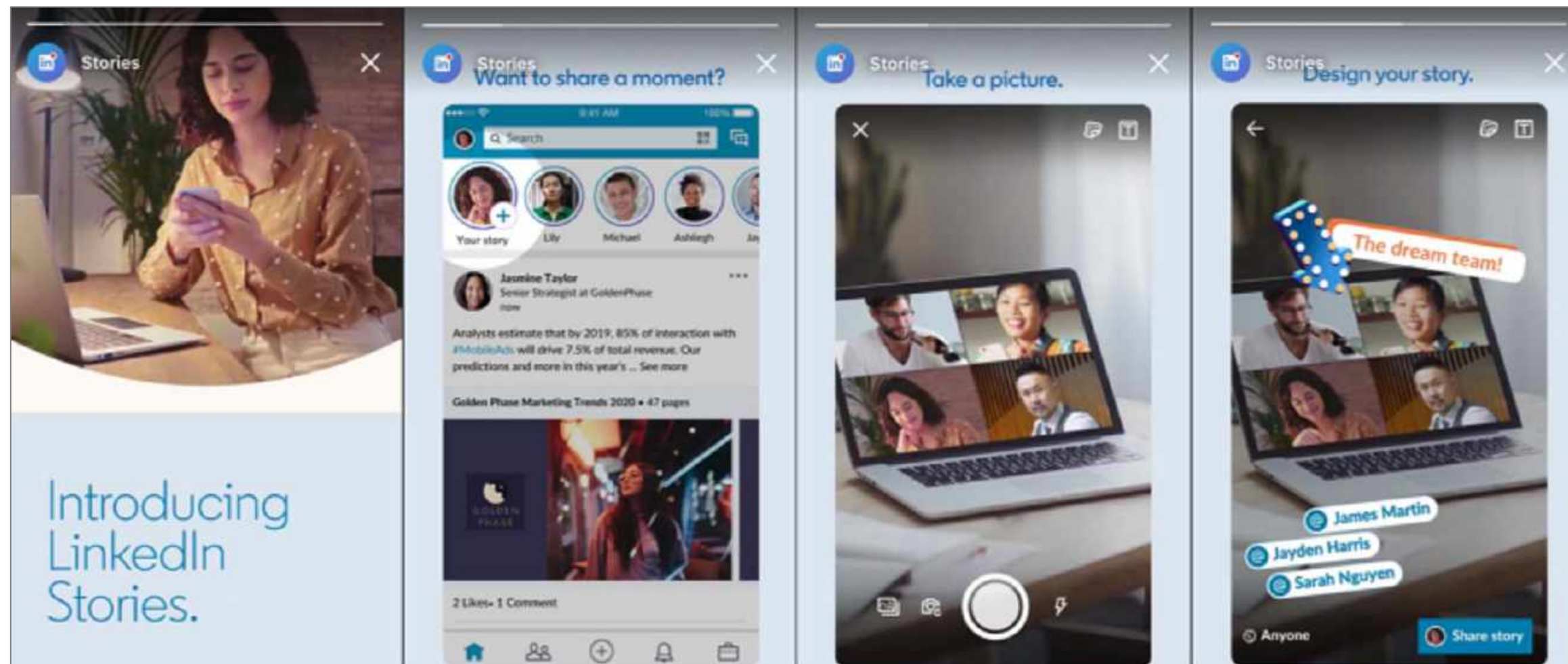
LinkedIn Content



Step by step guide here:

<https://blog.linkedin.com/2020/may/12/tapping-into-the-power-of-your-professional-network-with-polls>

LinkedIn Content



LinkedIn Live Streaming

The image shows a screenshot of a LinkedIn post from the company 'Keywords Studios'. The post is a video thumbnail for a live conversation. The video content features a dark blue background with white text and a loading spinner. The text reads: 'Keywords STUDIOS', 'LinkedIn Live Conversation With Yago Sagrado Communications Specialist At Keywords Localization', and 'GOING LIVE SHORTLY...'. The post header shows the company name 'Keywords Studios' with 67,015 followers and a '+ Follow' button. The post description says 'LinkedIn Live Conversation with Yago Sagrado García, Communications Specialist at Keywords Localization.' and shows engagement metrics: 86 likes, 42 comments, and 1,092 views. The bottom of the post has a comment input field and a share button.

LinkedIn Live Conversation With Yago Sagrado
Communications Specialist
At Keywords Localization
GOING LIVE SHORTLY...

Keywords Studios
67,015 followers
19h • Edited •

LinkedIn Live Conversation with Yago Sagrado García,
Communications Specialist at Keywords Localization.
...see more

86 • 42 comments • 1,092 Views

LinkedIn Live Conversation with Yago Sagrado, Communications Specialist at Keywords Localization

Share

Add a comment...

LinkedIn Live Streaming

LinkedIn Live is not available to everyone, you need to apply to use it:

<https://www.linkedin.com/help/linkedin/answer/100225/broadcast-with-the-linkedin-live-feature>

According to LinkedIn, the review process takes into account:

- Video and overall content creation history
- Audience size and engagement history
- Member or Page account has been in good standing
- Two Factor Authentication (2FA) enabled in account settings
- Broadcasters also need to use a compatible third-party streaming tool in order to host a LinkedIn Live.

LinkedIn Events

The image shows a screenshot of the LinkedIn 'Create event' modal form. The background is a blurred view of a LinkedIn profile for Emma Gribben, Commercial Director at Alchem. The modal form is titled 'Create event' and includes the following fields and options:

- Event image:** A large orange-toned image placeholder with a circular crop icon in the top right.
- Event logo:** A smaller blue-toned logo placeholder with a circular crop icon in the bottom right.
- Organizer:** A dropdown menu with 'ConveyorTek' selected. Below it, a note states: 'Attending page admins will be shown in the event attendee list.'
- Details section:**
 - Event name:** A text input field with a character count of '0/75'.
 - Timezone:** A dropdown menu with '(UTC+01:00) Dublin, Edinburgh, Lisbon, London' selected.
 - Start date:** A date picker set to '4/7/2021'.
 - Start time:** A time picker set to '10:00'.
 - End date:** A date picker set to '4/7/2021'.
 - End time:** A time picker set to '11:00'.
- Agreement:** A checkbox area with the text 'You agree to LinkedIn's [terms and conditions](#) for events.'
- Create button:** A grey button labeled 'Create'.

LinkedIn Events

The screenshot shows the LinkedIn Events page layout. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. Below this is a search bar and a 'Manage my network' section showing 3,135 connections. An advertisement for Emma from the Bank of England is displayed. The main content area is titled 'Online events for you' and features a grid of six event cards. Each card includes a header image, title, date and time, host information, and a 'View' button. The events include a webinar from Amazon, a leadership bootcamp, an email marketing expo, a game-based learning live session, a marketing analytics summit, and a productivity tips session. At the bottom, there is a section for 'People you may know from Avado' with profile cards for several individuals. The footer contains links for About, Accessibility, Help Center, Privacy & Terms, Ad Choices, Advertising, Business Services, and the LinkedIn app download link.

in Search

Home My Network Jobs Messaging Notifications Me Work Advertise

Manage my network

Connections 3,135

Show more

Ad

Get the latest jobs and industry news

Emma, explore relevant opportunities with Bank of England

Follow

Add personal contacts

We'll periodically import and store your contacts to help you and others connect. You choose who to connect to and who to invite. [Learn more](#)

emmagribben27@hotmail.com

Continue

More options

About Accessibility Help Center Privacy & Terms Ad Choices Advertising Business Services Get the LinkedIn app More

LinkedIn Corporation © 2021

Online events for you See all

amazon Product Management Events

Webinar: How to Build & Execute Successful Roadmap... Sun, Apr 18, 7:30 PM

Lucy McMullan and 10,340 other attendees

View

LEADERSHIP & INNOVATION

Leadership & Innovation in Changing Times - Bootcamp Thu, Apr 22, 10:00 AM

Aisling Bremner, Caitlin McGarry and 2 other connections...

View

Learn Email

Email Marketing Expo 2021 Sat, Apr 10 - Sun, Apr 11

361 attendees

View

Game Based Learning & Gamification Live Online... Sat, Apr 17 - Sat, May 1

265 attendees

View

MARKETING ANALYTICS SUMMIT

Marketing Analytics Summit Livestream 2021 Mon, May 10 - Thu, May 13

1,843 attendees

View

Advanced tips & tricks - Skyrocket your Productivity... Tue, Apr 13, 5:00 PM

Denis English, Cheryl Loane and 1 other connection attending

View

People you may know from Avado See all


Jacob Boateng

Messaging


LinkedIn Company Page




LinkedIn Company Page

 Alchemy Digital Training Admin view View as member

[Home](#) [Content](#) [New](#) [Analytics](#) [Activity](#) Admin tools



DIGITAL MARKETING TRAINING FOR ONLINE SUCCESS






Alchemy Digital Training
Marketing & Advertising · Belfast, Down · 336 followers

Digital Marketing Training for Online Success

[Edit Page](#) [Share Page](#)



Analytics
Last 30 day activity

21	Unique visitors	▲ 90%
1	New followers	→ 0%
79	Post impressions	▲ 216%
2	Custom button clicks	→ 0%

[Start a post](#)   


Updates Filter by: Page updates


Posted by Niamh Taylor (Digital Marketing Consultant) FCIM · 6/30/2020
• [Sponsor now](#)


 **Alchemy Digital Training**
226 followers
4 hrs · Edited · 


We still have some availability for today's FREE cyber security lunchtime webinar @

Invite Connections To Follow ×

100/100 credits available 

 **Jill Robb**
CMO, Digital Passionista, Speaker... [Invite](#)

 **Joanne Jennings**
FCIM Marketing and Communications... [Invite](#)

 **Paul Haslam**

LinkedIn Company Page

Company Page

1. Why should you have a business page?
2. What should you post?
3. How often should you post on the corporate page?
4. What are competitors up to?

The screenshot shows a LinkedIn company page for Alchemy Digital Training. The page header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. Below the header, there is a banner for "DIGITAL MARKETING TRAINING FOR ONLINE SUCCESS" with a photo of people in a meeting. The company name "Alchemy Digital Training" is displayed, along with its industry "Marketing & Advertising" and location "Belfast, Down" and "123 followers". A "Contact us" button is visible. The main content area shows a post from Alchemy Digital Training, dated 11h, featuring a purple background with a megaphone icon and text about "Women in Business NI". The post includes interaction options like "Like", "Comment", and "Share". To the right, there are promoted posts for "Business Platinum Card" and "For Marketing Consultants". Below the main post, there are similar pages like "Digital Twenty Four" and "Women in Business NI". At the bottom, there is a section for "2020 Marketing Strategy Trend - Lifecycle Marketing" with a link and a small bar chart showing metrics like REACH, ACT, CONVERT, and ENGAGE.

Building Your Network



Find & Connect

Use LinkedIn Search to find the people you wish to connect with

Look at their profile for things in common to humanise the request

Send a request but always include a message, especially if you have never met the person



Find & Connect



in women in business ni

Home My Network Jobs Messaging

People Jobs Content More People filters Connections Locations Current companies

For Marketing Consultants - Free online training shows you how to get £400 an hour cli

Showing 4,077 results

- Roseann Kelly MBE** - 1st
CEO Women in Business NI
Belfast, United Kingdom
Current: CEO at Women in Business NI
Martin Rice, Lydia McClelland, and 685 other shared connections
[Message](#)
- WomenintoBusiness NI** - 2nd
Owner, Women into Business NI
Belfast, United Kingdom
Current: Organisation Name at Women into Business NI
Lydia McClelland, Colby Graham FSM FSI, and 31 other shared connections
[Connect](#)
- Lesley McGrogan** - 1st
Head of Business at Women in Business NI
United Kingdom
Current: Head of Programmes at Women in Business NI
Lydia McClelland, Colby Graham FSM FSI, and 209 other shared connections
[Message](#)

Company results for women in business ni 24 results [See all](#)

- Women in Business NI**
Non-profit Organization Manage...
1-10 employees
[Unfollow](#)
- WOMEN IN BUSINESS NI LTD**
[Follow](#)
- Heatons Group**
Retail
1,001-5,000 employees
[Follow](#)

- Clare Gallagher** - 2nd
Head of Membership at Women in Business NI
Belfast, United Kingdom
Past: Commercial Executive at The SSE Arena, Belfast ... for attracting new business interacting with many local companies and develop good business-to-business.
Lydia McClelland, Colby Graham FSM FSI, and 300 other shared connections
[Connect](#)
- Belinda O'Neill Adv Dip** - 1st
Bank Manager | Owner- Be Inspired To Be | Non- Executive Director | Past Chamber Presi...
Belfast, United Kingdom
Current: Mentor 2018/2019 at Women in Business NI
Lydia McClelland, Garry MacDonald, and 166 other shared connections
[Message](#)

LinkedIn Profile Optimisation





Search



Home



My Network



Jobs



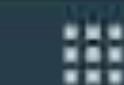
Messaging



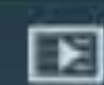
Notifications



Me



Work



Learning

LinkedIn Profile Optimisation



Add profile section

More...

Emma Gribben

Commercial Director at Alchemy Digital Training | Digital Marketing Consultant | Google Squared Online Expert Speaker

Belfast, United Kingdom · [500+ connections](#) · [Contact info](#)

Alchemy Digital Training

University of Ulster

About

DANI Awards Young Digital Person of The Year 2018 |

I am a global digital marketer with over 9 years' experience gained throughout the UK, Ireland and Dubai. I p... see more

ncierge & 1200+ airport lounges. Terms apply. Ad ...

Edit public profile & URL

Add profile in another language

Promoted



For Marketing Consultants

Free online training shows you how to get £400 an hour clients



Business Platinum Card

Exclusive travel benefits: Concierge & 1200+ airport lounges. Terms apply.



Discover Perkbox Today

It's time to focus on Employee-Experience and reward your staff!

Add new skills with these courses



Working with Difficult People

Viewers: 152,977



Body Language for Women

Viewers: 250,149

Optimise Your LinkedIn

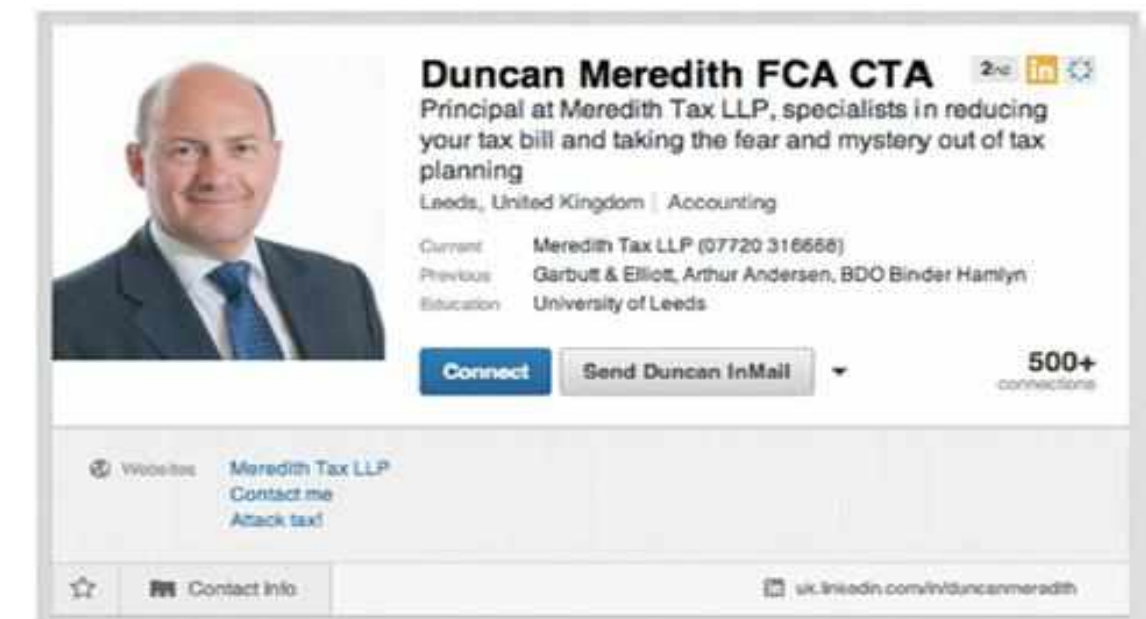
- ✓ Optimised profiles will rank much higher within LinkedIn searches
- ✓ Keyword optimised profiles will be found much easier
- ✓ Get more visibility on Google
- ✓ Build your professional image and reputation with a completed and frequently updated profile
- ✓ A complete profile is more likely to receive opportunities through LinkedIn



Optimise Your LinkedIn

Profile Checklist:

- Updated image / cover image / title
- Suitable details around past and present roles – **KEYWORDS!**
- Direct line phone number in your business name
- If you have qualification letters after your name include those also



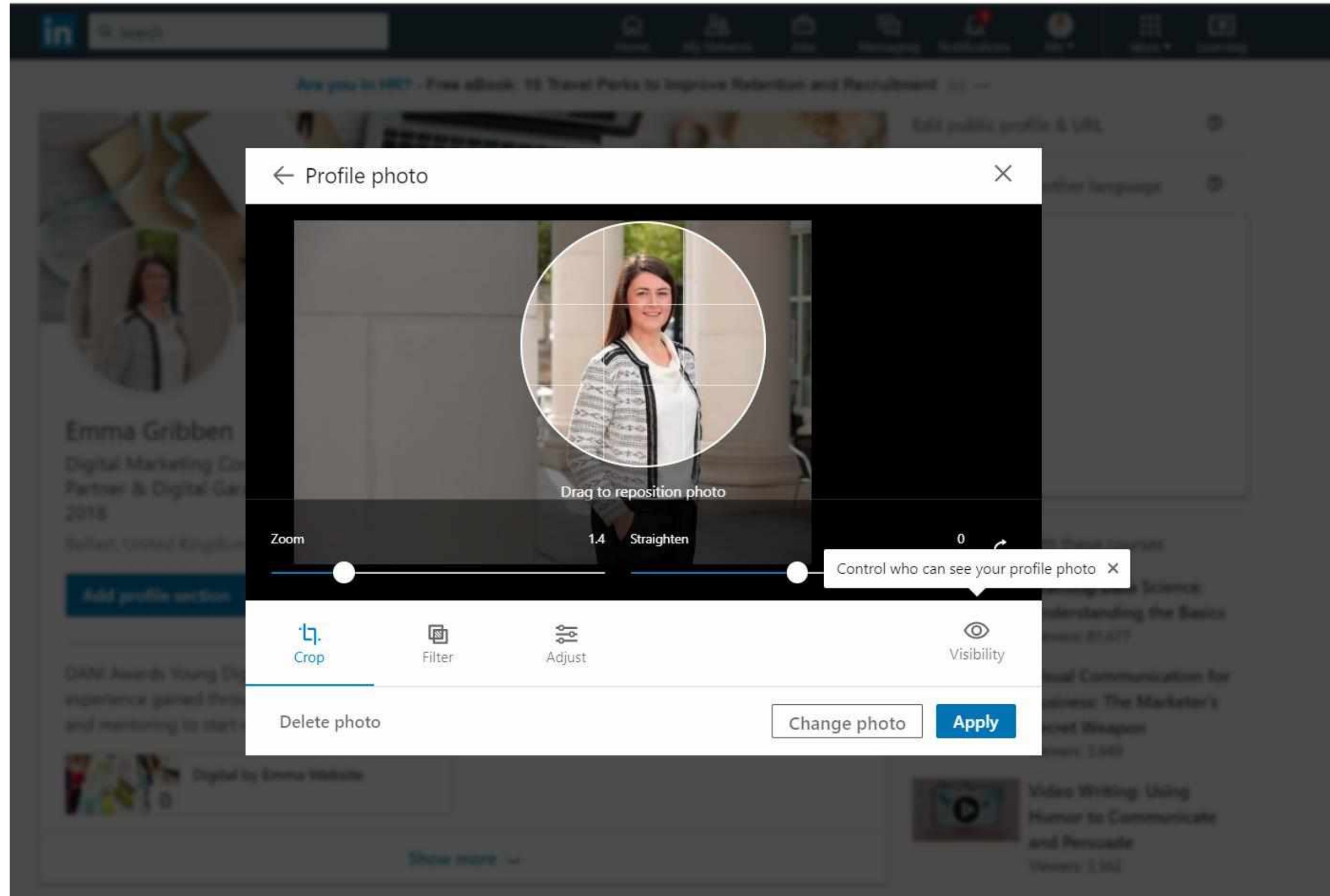
Optimise Your LinkedIn

Use a professional image

Adding a professional profile image can generate 14 times more profile views. It also builds trust and your business connections will recognise you!



Optimise Your LinkedIn



Optimise Your LinkedIn



Marie McCarthy • 1st
Print Manager at The Smart Group
(Ireland)



James Brennan • 1st
Account Director at The Smart Group
(Ireland)



Paul Armstrong • 2nd
Account Director at The Smart Group
(Ireland)



Tom Ryan • 1st
Managing Director at The Smart
Group (Ireland)



Sandra Collier • 2nd
Marketing Manager at The Smart
Group (Ireland)

Optimise Your LinkedIn

Create a personalised background photo for your LinkedIn profile

You can add some personality to your LinkedIn profile by adding a background photo to your profile.

LinkedIn specifies that your photo must be a JPG, PNG, or GIF file under 8MG in size and should have a resolution of 1400 x 425 pixels for the best look.



Are You a Freelancer? - Build trust and win more customers with Google stars and rating seal. Free! Ad ...



Emma Gribben

Digital Marketing Consultant | Google Digital Academy Partner & Digital Garage Trainer | Young Digital Person of 2018

Belfast, United Kingdom

- Digital By Emma
- University of Ulster
- See contact info
- See connections (500+)

Add profile section More...

DANI Awards Young Digital Person of The Year 2018 I am a global digital marketer with over 8 years' experience gained throughout the UK, Ireland and Dubai. I provide digital marketing consultancy, training and mentoring to start-ups, SMEs, brands, agencies and charities. I can provide the following services f...



Show more

Your Dashboard

Private to you

All Star

889 Who viewed your profile	199 Post views	179 Search appearances
--------------------------------	-------------------	---------------------------

Career Advice Participate in the career advice platform: Off Give back and help those who can benefit from your experience

Edit public profile & URL Add profile in another language

Get the latest jobs and industry news

Emma, explore relevant opportunities with Ark

Follow

People Also Viewed

- Sinead McCloskey • 1st Digital Channels Senior Consultant at Danske Bank
- Nicola Cully • 2nd Marketing & Communications Manager
- Victoria McAdoo • 1st Helping Brands Turn Website Visitors into Customers | Digital Marketing Manager
- Paul Haslam • 1st Managing Director & Co-Founder, Web Bureau - Ireland's Digital Agency of the Year 2016/17
- Cara Marks • 2nd Business Director at Hays
- Leeanne Nuttall-Lowe • 1st Digital Marketing and Communications Expert
- Claire McCabe • 1st Digital Marketing Manager at Titanic Belfast
- Jamie Robinson • 1st

Edit intro



First Name * Last Name *

[Add former name](#)

Headline *

Current Position *

[Add new position](#)

Education *

[Add new education](#)

Show above education in my intro

Country/Region * ZIP code

Locations within this area

Industry *

Contact info

[Save](#)

Optimise Your LinkedIn

Customise your public profile URL

Make your personal profile more professional and easier to share by customising your LinkedIn public profile URL. Instead of a URL with a lot of numbers at the end, it will look professional and clean.



Are You a Freelancer? - Build trust and win more customers with Google stars and rating seal. Free! Ad ...



Emma Gribben

Digital Marketing Consultant | Google Digital Academy Partner & Digital Garage Trainer | Young Digital Person of 2018

Belfast, United Kingdom

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Show more

Edit public profile & URL

Add profile in another language

Get the latest jobs and industry news

Emma, explore relevant opportunities with Ark

Follow

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- Sinead McCloskey • 1st
Digital Channels Senior Consultant at Danske Bank
- Nicola Cully • 2nd
Marketing & Communications Manager
- Victoria McAdoo • 1st
Helping Brands Turn Website Visitors into Customers | Digital Marketing Manager
- Paul Haslam • 1st
Managing Director & Co-Founder, Web Bureau - Ireland's Digital Agency of the Year 2016/17
- Cara Marks • 2nd
Business Director at Hays
- Leeanne Nuttall-Lowe • 1st
Digital Marketing and Communications Expert
- Claire McCabe • 1st
Digital Marketing Manager at Titanic Belfast
- Jamie Robinson • 1st

Your Dashboard

Private to you

All Star

889 Who viewed your profile	199 Post views	179 Search appearances
--------------------------------	-------------------	---------------------------

Career Advice Participate in the career advice platform: Off Give back and help those who can benefit from your experience



Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



Emma Gribben
Digital Marketing Consultant | Google Digital Academy Partner & Digital Garage Trainer | Young Digital Person of 2018
Belfast, United Kingdom | Internet

500+ connections

- Current: Digital By Emma, Google, AVADO
- Previous: IRISH TV, sps:digital, Icons Festival Ltd.
- Recommendations: 11 people have recommended **Emma Gribben**
- Websites: Digital By Emma Website

Emma Gribben's Posts & Activity



Social Media for Retailers
May 3, 2016

With 91% of retailers using two or more Social Media channels - retail businesses both small and large really need to be fully taking advantage of Social Media and the opportunities which it provides...

See all activity

Emma Gribben liked this



The future is here?? Are we ready to embrace this type of...

Google showed off its Assistant having a humanlike conversation with someone at a hair salon and a...

Emma Gribben shared



Reportedly Snapchat will begin to test unskippable 6-second...

[See more](#)

Summary

DANI Awards Young Digital Person of The Year 2018

I am a global digital marketer with over 8 years' experience gained throughout the UK, Ireland and Dubai. I provide digital marketing consultancy, training and mentoring to start-ups, SMEs, brands, agencies and charities.

Edit URL

Personalize the URL for your profile.

www.linkedin.com/in/emmagribben

Edit Content

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

Edit Visibility

You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

Your profile's public visibility



Basic (required)

Name, number of connections, industry, and region

Profile Photo

Your connections
Only LinkedIn members directly connected to you.

Your network
Only LinkedIn members connected up to three degrees away from you.

All LinkedIn Members

Public
All LinkedIn members, and others who find you via search engines and other services

Headline Show

Websites Show

Posts & Activities Show

Summary Show

Current Experience Show

Optimise Your LinkedIn

Update your contact information for people to get in touch

Update your contact details including:

- Website
- Contact Number
- Email
- Twitter handle



Are You a Freelancer? - Build trust and win more customers with Google stars and rating seal. Free! Ad ...



Emma Gribben

Digital Marketing Consultant | Google Digital Academy Partner & Digital Garage Trainer | Young Digital Person of 2018

Belfast, United Kingdom

Add profile section More...

- Digital By Emma
- University of Ulster
- See contact info**
- See connections (500+)

DANI Awards Young Digital Person of The Year 2018 I am a global digital marketer with over 8 years' experience gained throughout the UK, Ireland and Dubai. I provide digital marketing consultancy, training and mentoring to start-ups, SMEs, brands, agencies and charities. I can provide the following services f...



Show more

Your Dashboard

Private to you

All Star

889 Who viewed your profile	199 Post views	179 Search appearances
--------------------------------	-------------------	---------------------------

Career Advice Participate in the career advice platform: Off Give back and help those who can benefit from your experience

- Edit public profile & URL
- Add profile in another language

Get the latest jobs and industry news

Emma, explore relevant opportunities with Ark

Follow

People Also Viewed

- Sinead McCloskey • 1st Digital Channels Senior Consultant at Danske Bank
- Nicola Cully • 2nd Marketing & Communications Manager
- Victoria McAdoo • 1st Helping Brands Turn Website Visitors into Customers | Digital Marketing Manager
- Paul Haslam • 1st Managing Director & Co-Founder, Web Bureau - Ireland's Digital Agency of the Year 2016/17
- Cara Marks • 2nd Business Director at Hays
- Leeanne Nuttall-Lowe • 1st Digital Marketing and Communications Expert
- Claire McCabe • 1st Digital Marketing Manager at Titanic Belfast
- Jamie Robinson • 1st

Non Execs Needed! - Experienced In Marketing? Share Your Expertise & Earn a 6 Figure Salary



Emma Gribben

Digital Marketing Consultant | Growth Partner & Digital Garage Trainer | 2018 Belfast, United Kingdom

Add profile section

DANI Awards Young Digital Person of experience gained throughout the UK and mentoring to start-ups, SMEs, br



Emma Gribben

Contact Info

- Your Profile [linkedin.com/in/emmagribben](https://www.linkedin.com/in/emmagribben)
- Website [digitalbyemma.com](https://www.digitalbyemma.com) (Digital By Emma Website)
- Phone 07752680807 (Home)
- Email emma@digitalbyemma.com
- Twitter [emma_gribben](https://twitter.com/emma_gribben)

Edit public profile & URL

Add profile in another language

Get the latest jobs and industry news

Emma, explore relevant opportunities with The Rank Group plc

Follow

People Also Viewed

Sinead McCloskey - 1st Digital Channels Senior Consultant at Danske Bank

Nicola Cully - 2nd Marketing & Communications Manager

Victoria McAdoo - 1st Helping Brands Turn Website Visitors into Customers | Digital Marketing Manager

Paul Haslam - 1st Managing Director & Co-Founder, Web Bureau - Ireland's Digital Agency of the Year 2016/17

Cara Marks - 2nd Business Director at Hays

Leeanne Nuttall-Lowe - 1st Digital Marketing and Communications Expert

Claire McCabe - 1st Digital Marketing Manager at Titanic Belfast

Jamie Robinson - 1st

Your Dashboard

Private to you

889 Who viewed your profile

200 Post views

179 Search appearances

Career Advice

Participate in the career advice platform or Give back and help those who can benefit from your experience

Optimise Your LinkedIn

Search engine optimise your profile

You can optimise your LinkedIn profile to get found by people searching LinkedIn for key terms you want to get found for. Add these keywords to various sections of your profile such as your headline or in your summary.

- Title, Current & Previous Experiences
- Website URL
- Summary
- Work Experiences
- Skills & Endorsements



Optimise Your LinkedIn

Show more examples of your work

LinkedIn allows you to add a variety of media such as videos, images, documents, links, and presentations to the Summary, Education, and Experience sections of your LinkedIn profile. This enables you to showcase different projects and provide samples of your work.



Emma Gribben
Digital Marketing Consultant | Google Digital Academy Partner & Digital Garage Trainer | Young Digital Person of 2018

Add profile section More...

Experience



Digital Marketing Consultant | Social Media Manager | Digital Marketing Trainer | Content Marketing

Digital By Emma
Apr 2015 – Present • 3 yrs 2 mos
United Kingdom & Ireland

I am a global digital marketing consultant, trainer and mentor with over 8 years' experience. I work directly with clients around the globe on digital marketing projects having trained brands such as Pandora, Vodafone and Electrolux. As a digital marketing trainer for Google on their Digital Academy in Europe and Digital Garage in the UK, I have worked with a wide range of brands, agencies and start-ups.

Previous project partners have included Virgin Media and Ulster Bank where I collaborated with their events and marketing teams to deliver digital marketing events.

I work with local councils, enterprise bodies and charities to mentor start ups and SMEs across all areas of digital.

I can provide expert digital marketing services including:

- Digital strategies,
- Website analysis and design advice,
- Social media consultancy,
- Content marketing,
- Email marketing,
- Digital training

I enjoy working with real people to implement real digital marketing strategies to help achieve real business goals. If you want to explore how digital marketing can help you achieve your business goals I'd be more than happy to have a chat and see how we can get you there.

Get in touch:
W: www.digitalbyemma.com
E: hello@digitalbyemma.com
Tel: +44 7752680807

Media (2)



Emerald Law Website Re-Design



Digital Marketing Training for 2018

Edit experience

Company *
Digital By Emma

Location
United Kingdom & Ireland

From *
April Present
2015


I currently work here
 Update my industry
 Update my headline

Description
I am a global digital marketing consultant, trainer and mentor with over 8 years' experience.
I work directly with clients around the globe on digital marketing projects having trained brands such as Pandora, Vodafone and Electrolux. As a digital marketing trainer for Google on their Digital Academy in Europe and Digital Garage in the UK, I have worked with a wide range of brands,


Media
Add or link to external documents, photos, sites, videos, and presentations.

[Upload](#) [Link](#)

[Supported formats](#)



Emerald Law Website Re-Design



Digital Marketing Training for 2018

Off **Share with network**
If enabled, your network may be notified of this job change and work anniversaries. [Learn what's shared](#)

[Delete](#) [Save](#)

Optimise Your LinkedIn

Add Meaningful Detail About Your Role (Current and Past)

Update your LinkedIn profile with necessary information about your current role such as:

- Your title
- Your responsibilities
- Day to day activities
- The size of team you manage
- Opportunities you are looking into
- Projects completed in that role to date
- How people can get in touch with you



Optimise Your LinkedIn

Include Your Education

Update your LinkedIn profile with information around:

- your high school or college,
- University experience,
- Post Graduate experience,
- on the job qualifications,
- voluntary qualifications,
- accreditations



Optimise Your LinkedIn

Add Projects to Your Profile

Include any major or meaningful projects completed in your role. Give:

- the project title,
- the context of the project i.e. why the project took place,
- project KPIs,
- your role in that project,
- the size of the project team,
- how long it took,
- what you did to add value,
- the results of the project and positive outcomes



Optimise Your LinkedIn

Add Honours and Awards to Your Profile

Include any honours and awards you have achieved within your role such as Top Salesperson, Top Employee, Industry Awards, International Recognition etc.





Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Learning



Emma Gribben

Digital Marketing Consultant | Google Digital Academy Partner & Digital Garage Trainer | Young Digital Person of 2018

Add profile section

More...

3 Courses

Google Analytics Advanced • Google Analytics Fundamentals • Microsoft Excel Advanced

4 Honors & Awards

DANI Awards Best Young Digital Person of 2018

Apr 2018 • DANI Awards

Northern Ireland Rising Star - Top 40 Under 40, 2016

Mar 2016 • Business First

Recognised as a rising star within Northern Ireland by Business First in the Top 40 Under 40 publication.

View the full list here: https://issuu.com/gavinwalker90/docs/40_under_40_binder

Retail Excellence Website of the Year

Nov 2013 • Eircom Spiders

Linwoods Health Foods was named the Retail Excellence winner at the 2013 Eircom Spider Awards, just two months after launch. The website stood out amongst the competition because it is completely responsive across a range of devices and features individual e-stores for UK, Europe and US markets. Particular attention has been paid to the ongoing creation of new content to encourage users to engage, share experiences and submit recipes.

Leading the project, Linwood's Digital Marketing Executive Emma Gribben commented on the win: "We are absolutely delighted to pick up the award, especially as our website is just over two months old! To be recognised in the same category as successful e-retailers such as Littlewoods, Lifestyle Sports and Butlers Chocolates is a real honour and to win was just the icing on the cake.

'Best Visual Design' Highly Commended

Nov 2012 • DANI Awards

Power NI website www.powerni.co.uk received the accolade of 'Highly Commended' at the 2012 DANI Awards.



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Learning



Emma Gribben

Digital Marketing Consultant | Google Digital Academy Partner & Digital Garage Trainer | Young Digital Person of 2018

Add profile section

More...

Skills & Endorsements

Add a new skill

Social Media Marketing . 52

Endorsed by Dean Langasco and 5 others who are highly skilled at this

Endorsed by 2 of Emma's colleagues at Google

Digital Marketing . 48

Endorsed by Kathryn Pyper and 4 others who are highly skilled at this

Endorsed by 2 of Emma's colleagues at DMCC (Dubai Multi Commodities Centre)

Marketing . 41

Endorsed by Dean Langasco and 1 other who is highly skilled at this

Endorsed by 2 of Emma's colleagues at DMCC (Dubai Multi Commodities Centre)

Industry Knowledge

Online Advertising . 36

Email Marketing . 18

Digital Strategy . 13

Marketing Strategy . 13

SEO . 10

Market Research . 4

Campaign Management . 3

Press Releases . 2

CRM . 1

Brand Management . 1

Budget Management

Marketing Management

Sponsorship

Marketing Communications . 26

Social Media . 14

Advertising . 13

Online Marketing . 12

PPC . 7

Internal Communications . 3

E-commerce . 3

Strategy . 1

Copywriting . 1

Digital Media . 1

Blogging

Event Management

Content Management

Optimise Your LinkedIn

Gain recommendations

Once you connect with customers and when you are confident that they will give you a good review, ask them to review your project, material or brand if appropriate.





Search



Emma Gribben

Digital Marketing Consultant | Google Digital Academy Partner & Digital Garage Trainer | Young Digital Person of 2018

Add profile section

More...

Show more

Recommendations

Ask for a recommendation

Received (11)

Given (5)



Michael Hughes

eBay Education Specialist,
business trainer and mentor,
owner of PortstewART
Galleries and Irish Art Group.

March 6, 2018, Michael was a
client of Emma's

Emma is an inspirational digital marketer. Passionate about outcomes, driven by proven strategies, inspirational and aspirational. A delight to work with and learn from.



Kirsty Watson

Project Manager at
Craigavon Industrial
Development Organisation

December 21, 2017, Kirsty was a
client of Emma's

Emma is very professional, I approached her to deliver a workshop covering an introduction to digital marketing for business start ups. She came out to CIDO to discuss our requirements and planned the workshop contents with our audience in mind. she has a wealth of knowledge in digital marketing. The workshop she delivered was brilliant and we received excellent feedback from all who attended.

Show more

Accomplishments

9 Projects

Food and Drink • Marketing for EYBA Spring Conference "The Law of Attraction" • King Fisher - The Story of Rally Legend Bertie Fisher • DMCC Social Media Campaign #MyDMCC • Linwoods Digital Marketing Strategy - SEO • Linwoods Healthfoods Website Redesign • Google Online Marketing Challenge • NIE Energy Rebrand • Power NI Partnership with Tyrone GAA Club Championship

Messaging



LinkedIn Privacy



LinkedIn Privacy



LinkedIn Search

Home My Network Jobs Messaging Notifications Me Work Learning

Lynsey (Scrivener) Sweales • 1st
International Digital Marketing Transformation
Consultant/Expert/Trainer/Professional Speaker/Google
Partner & Trainer
Cambridge, United Kingdom

Message More...

SocialB - International Digital Marketing Agency Specialists
See contact info
500+ connections

People Also Viewed

- Dalia Courridge** • 2nd
Social Media & Marketing Consultant / Marketing Manager at Fakenham Racecourse / Founder of Norfolk Brides
- Nathan Lomax** • 2nd
Director at Quickfire Digital | Award Winning Digital Marketing Agency | BIMA 100 Rising Star 2017
- Louis Hilldrup-Boorman** • ...
Marketing Manager at Clapham & Collinge Solicitors based in Norwich with branch offices in North Walsham and Sheringham
- Ashley Spooner** • 2nd
Digital Marketing at BrandEx, DIG, Knifebox Digital Ltd. Social Media like you never imagined it could be.
- Rebecca White** • 3rd
CEO of Your Own Place
- Jess Shanahan** • 2nd
Journalist | PR | Motorsport Consultant

CEO of SocialB an international digital marketing agency who help national and global organisations through training, consultancy & implementation. Engaging Professional speaker & Trainer on digital marketing and digital transformation for conferences in the UK & internationally - sample of conference...

Show more

Emma, you're skilled in Social Media Marketing

You've both worked at Google
Want to endorse Lynsey for Social Media Marketing?

Skip Endorse


LinkedIn Privacy



The screenshot displays the LinkedIn desktop interface. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below the navigation bar, the main content area shows a user's profile for Emma Gribben, a Digital Marketing Consultant. The profile includes a header with the user's name and title, a section for 'Who's viewed your profile' (494), 'Views of your post' (283), and 'Your saved articles' (2). Below this is a section for 'Icons Festival' with 64 followers. The main feed shows a post by Lynsey Sweales, an International Digital Marketing Transformation Consultant, with 4 likes. A dropdown menu is open on the right side of the page, showing options for 'Settings & Privacy' (highlighted with a red box), 'Premium subscription settings', 'Help Center', 'Language', 'MANAGE', 'Posts & Activity', 'Job postings', 'Company: Icons Festival Ltd.', 'Company: Digital By Emma', and 'Sign out'.

LinkedIn Privacy



in Back to LinkedIn.com 

Account **Privacy** Ads Communications

[Edit your public profile](#) Change

Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your email address Change

Choose who can see your email address on your profile 1st degree

Who can see your connections Change

Choose who can see your list of connections Connections

Viewers of this profile also viewed Close

Choose whether or not this feature appears when people view your profile No

Should we display "Viewers of this profile also viewed" box on your Profile page?

No

Who can see your last name Change

Choose how you want your name to appear Full

Representing your organization and interests Change

Choose if we mention you with content about your employers or other content you publicly expressed an interest in Yes

Profile visibility off LinkedIn Change

Choose how your profile appears via partners' and other permitted services Yes

LinkedIn Privacy



Back to LinkedIn.com



Account

Privacy

Ads

Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

How others see your profile and network information

Edit your public profile

Choose how your profile appears to non-logged in members via search engines or permitted services

Change

Who can see your email address

Choose who can see your email address on your profile

Change

1st degree

Who can see your connections

Choose who can see your list of connections

Close

Connections

Members will still be able to see connections who endorse you and connections they share with you. (Don't want your endorsements visible? Just choose to opt out) [Learn more](#)

Your connections

Viewers of this profile also viewed

Choose whether or not this feature appears when people view your profile

Change

No

Who can see your last name

Choose how you want your name to appear

Change

Full

Representing your organization and interests

Choose if we mention you with content about your employers or other content you publicly expressed an interest in

Change

Yes

Profile visibility off LinkedIn

Choose how your profile appears via partners' and other permitted services

Change

Yes

LinkedIn Privacy



in Back to LinkedIn.com

Account **Privacy** Ads Communications

How others see your LinkedIn activity

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

Profile viewing options

Choose whether you're visible or viewing in private mode

Select what others see when you've viewed their profile

Your name and headline

Private profile characteristics

Private mode

Emma Gribben
Digital Marketing Consultant | Google Digital Academy Partner & Digital Garage Trainer | Young Digital Person of 2018
Belfast, United Kingdom | E-Learning

Advertising Specialist in the Marketing and Advertising industry from Belfast, United Kingdom

Anonymous LinkedIn Member

Close Full profile

LinkedIn Privacy



[Back to LinkedIn.com](#)



Account

Privacy

Ads

Communications

[Profile viewing options](#)

Choose whether you're visible or viewing in private mode

[Full profile](#)

How others see your profile and network information

Manage active status

[Change](#)

How others see your LinkedIn activity

Choose who can see when you are on LinkedIn

Sharing profile edits

[Close](#)

How LinkedIn uses your data

Choose whether your network is notified about profile changes

[Yes](#)

Job seeking preferences

Do you want to share your profile changes with your network? Your network may see when you change your profile, make recommendations, or follow companies.

Yes

Blocking and hiding

Notifying connections when you're in the news

[Change](#)

Choose whether we notify people in your network that you've been mentioned in an article or blog post.

[Yes](#)

Mentions by others

[Change](#)

Choose whether other members can mention you

[Yes](#)

How LinkedIn uses your data

Manage your data and activity

[Change](#)

Review the data that you've provided, and make changes if you'd like

LinkedIn Privacy



All LinkedIn Members

Public

All LinkedIn members, and others who find you via search engines and other services

Headline Show

Websites Show

Posts & Activities Show

Summary Show

Current Experience Show

Details Show

Past Experience Show

Details Show

Education Show

Details Show

Certifications Show

Languages Hide

Organizations Show

Recommendations Show

Groups Hide

LinkedIn Privacy



HOW TO USE FILMORAGO Screaming Fr...reaming Frog Facebook Momentum 35 All-Time B... Slide Decks Campaign UR...mos & Tools Learn Online ...Certification Invoicing Social Twenty Four Love website Blueprint: Catalog

linkedin.com

Back to LinkedIn.com

I was a judge for CIM Ireland 2013 marketing awards and DANI digital marketing awards in September 2015.

This is what I am known for in my career to date:

- Highly organised, systematic and thorough, eye for detail.
- Thinking outside the box and having a creative edge.
- Result and action driven problem-solver.
- Hands-on, solid work ethic and open communication style.
- Balancing strategy / innovation development with pragmatic execution.
- Strong project management skills.
- Attentive listener and keen observer; works effectively co-operatively and independently.
- A change agent – always challenging the status quo.

Specialties: Brand and identity development, online advertising (Search and display, geo and national - PPC, SEO, GDN, SEM), direct marketing, 360 holistic marketing campaigns, social media, promotions, NPD, packaging & POS design, budget management, event management, CSR.

I can be contacted at niamh@digitaltwentyfour.com
www.digitaltwentyfour.com

Niamh Taylor {Digital Marketing Consultant} FCIM'S Articles & Activity

[See all 9 articles](#) [See all activity](#)

Why winning awards isn't for...

I know what you're thinking. You're looking at the title, and you're shaking your head in disbelief, and you're thinking to yourself

Public Profile badge

Promote your profile by adding a badge to your blog, online resume, or website.

[Create a badge](#)

LinkedIn Privacy



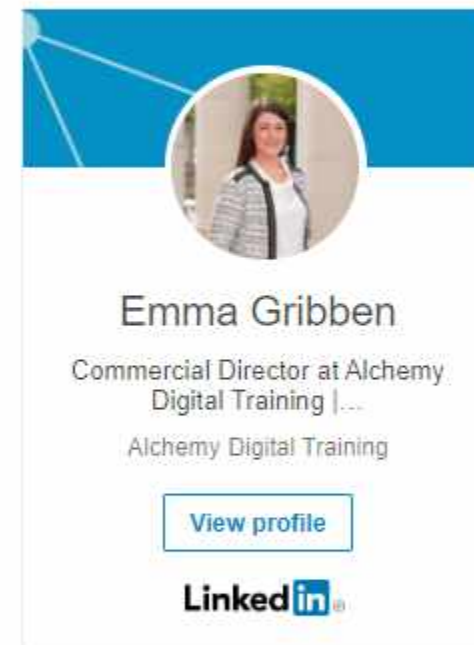
Badge 2

Proper for embedding in side bar of the page



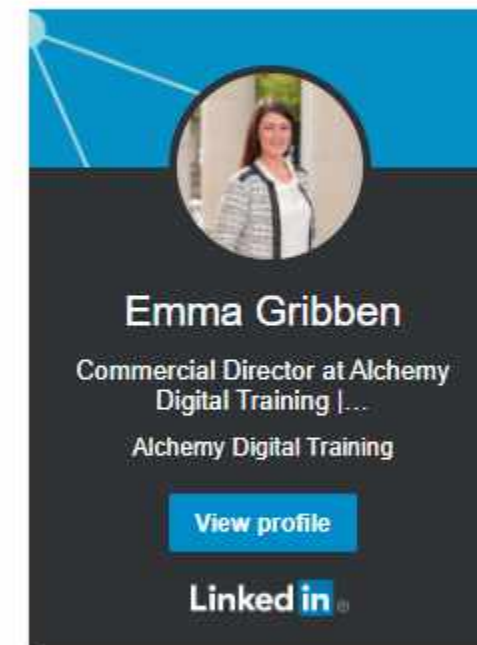
Size

Regular (250 pixel wide) ▾



```
<div class="LI-profile-badge" data-version="v1" data-size="medium" data-cs="3" data-kind="parent"></div>
```

[Copy the code](#)



```
<div class="LI-profile-badge" data-version="v1" data-size="medium" data-cs="3" data-kind="parent"></div>
```

[Copy the code](#)

LinkedIn Groups



LinkedIn Groups

Join relevant business groups

LinkedIn is best used as a networking tool where you can build connections and increase brand awareness so many others get to know who you are and what you do.



LinkedIn Groups

Join relevant business groups

- Join business groups that you know people in, or that are relevant to what you are focused on
- Get involved in discussions within these groups and start your own discussions where appropriate
- Share articles like your blog posts
- Gain visibility for your brand in addition to generating visits to the website and customer leads
- Easily connect with group members





PREMIUM

LinkedIn Premium

P: Attract the right audience with a full 90-days list of who viewed your profile

F: See the last 5 people who viewed your profile

P: Up your competitive edge and see the keywords people used to find you, as well as how they got to your profile.



LinkedIn Premium



Who viewed your profile

889 profile viewers in the past 90 days **+63%** since last week

Date	Profile Views
Feb 20	70
Mar 6	40
Mar 20	80
Apr 3	50
Apr 17	300
May 1	60
May 15	70

Hide trends

All profile viewers

- 3 work at Almac Group
- 12 work at Google
- 9 work at AVADO

6 people with the job title Recruiter

Get more views by updating your profile with the latest information

[Update profile](#)

Mairead Ryan • MSc • 2nd Sales & Digital Marketing Expert. Airarabia/British Airways/one...

Patrick Cutliffe and 2 others

[Connect](#)

Jakub Zaborski • 1st Final Year Law Student | Irish-American Scholar | Social Medi...

Can introduce you to 3 people at Linklaters

[Message](#)

Use LinkedIn ads to separate from the competition

Start off with \$50 in free ad credits

[Request \\$50 credit](#)

About Help Center Privacy & Terms Advertising Business Services

LinkedIn Premium



Premium Career features

Candidates with Premium Career get hired an average of 2X as fast.



Direct messaging to recruiters

Reach out directly to any recruiter or job poster with 3 InMail credits



Featured Applicant

Stand out to recruiters when you apply as a featured applicant



Online video courses

Get the most in-demand business, tech and creative skills taught by industry experts with LinkedIn Learning



Who's Viewed Your Profile

See who's viewed you in the last 90 days and how they found you



Applicant Insights

See how you compare to other candidates



Instant access to salary insights

See salary details when browsing jobs without sharing your personal data

Upgrade free for 1 month

No commitment for 1 month – cancel anytime
After your free month, pay as little as **£24.98*** / month

LinkedIn Premium



Premium Business features

Premium Business members get an average of **6X** more profile views.



15 InMail™ messages

Contact anyone on LinkedIn, even if you're not connected



Business Insights

Get deep insights into a company's growth and functional trends



Online video courses

Get the most in-demand business, tech and creative skills taught by industry experts with LinkedIn Learning



Who's Viewed Your Profile

See who's viewed you in the last 90 days and how they found you



Unlimited people browsing

View unlimited profiles from search results and suggested profiles - up to 3rd degree



Career Insights

See how you compare to other job applicants and get instant access to salary details

Upgrade free for 1 month

No commitment for 1 month - cancel anytime
After your free month, pay as little as **£39.99*** / month when billed annually

LinkedIn Premium



Sales Navigator Professional features

Top social selling professionals are 3X more likely to exceed quota.



20 InMail™ messages

Start meaningful conversations with prospects, even if you're not connected



Sales Insights

Get insights on your accounts and leads, like job changes, company growth, and more



Advanced Search with Lead Builder

Zero in on decision makers and create custom lead lists with advanced search filters



Who's Viewed Your Profile

See what prospects have been interested in you over the last 90 days



Unlimited people browsing

View unlimited profiles from search results and suggested profiles – up to 3rd degree



Lead recommendations and saved leads

Quickly discover the right people and save them to stay up to date

[Upgrade free for 1 month](#)

No commitment for 1 month – cancel anytime
After your free month, pay as little as **£49.99*** / month when billed annually

LinkedIn Premium



Recruiter Lite features

Join the thousands of businesses that are hiring with Recruiter Lite.



30 InMail™ messages

Contact anyone and save time with templates



Advanced Search

Zero-in on top talent with advanced search filters designed for recruiting



Smart Suggestions

Use dynamic suggestions as you search to uncover additional talent



Integrated hiring

Manage your whole candidate pool in one place



Who's Viewed Your Profile

See potential candidates who viewed you in the last 90 days



Unlimited people browsing

View unlimited profiles from search results and suggested profiles – up to 3rd degree



Automatic candidate tracking

Track candidates and open roles with Projects



Recruiting-specific design

The LinkedIn experience, enhanced for recruiting

[Upgrade free for 1 month](#)

No commitment for 1 month – cancel anytime
After your free month, pay as little as **£79.99*** / month when billed annually

Any Questions?



Thank You!

