

LinkedIn Premium Playbook



Welcome to Premium!

LinkedIn is about establishing your professional brand, growing your network, and being great at what you do.

With Premium, you can take these goals to the next level so you can discover who's interested in you, find the right people, and reach them faster.

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Stand out and get found

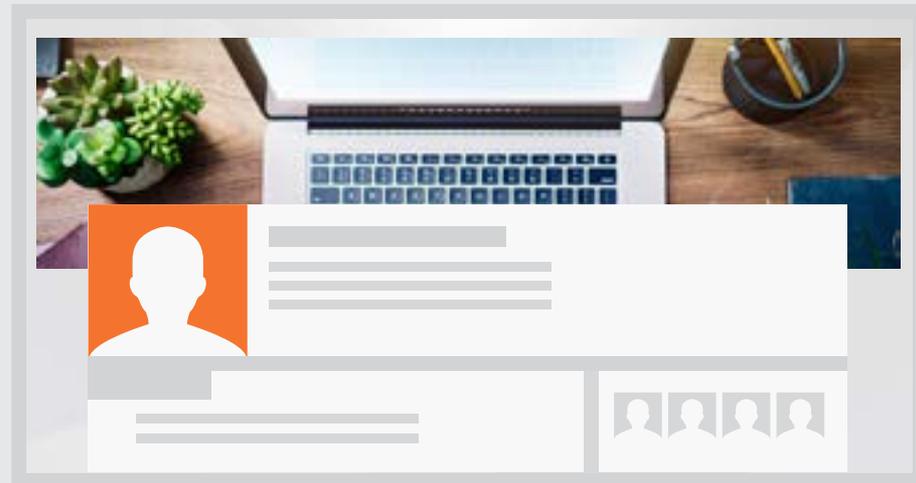
LinkedIn Premium now unlocks the power of YOU with features that allow you to stand out from the crowd and get found for the right opportunities. Track your progress with our tools so you can always look your professional best.



Look your best

Want to stand out on LinkedIn? As a Premium member, you can attract people's attention with a larger photo and one of many beautiful background images in our gallery - or upload one of your own.

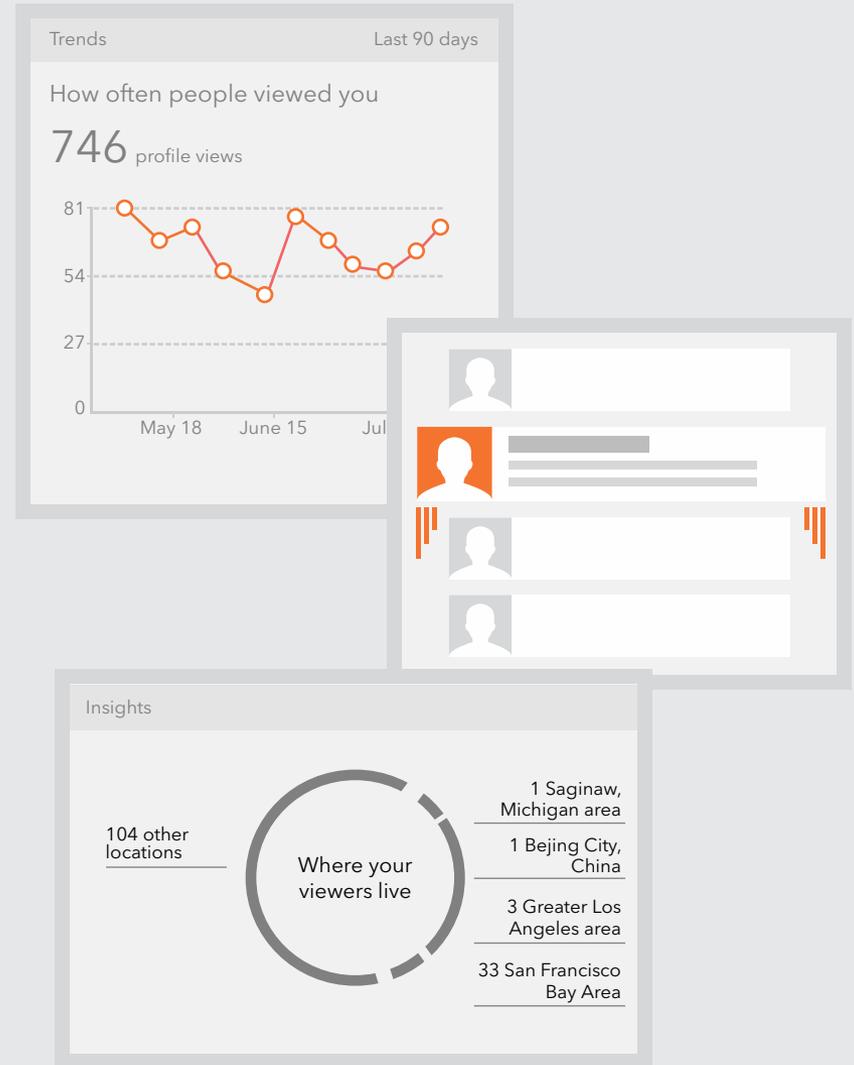
Also stand out in search results with a 2x larger search listing that features more of your profile summary.



Track your impact

Your Premium account gives you more visibility. Track your impact with a full 90-day list of Who's Viewed You and an expanded top 100 list for How Your Rank, which is a great way to see how your LinkedIn presence measures up against your peers.

Track your visibility with exclusive Premium insights to help your profile get noticed by the right people.



Tips for getting more opportunities

Follow these three tips to take full advantage of your Premium features and insights.



Be yourself

As you update and complete your profile to increase your chances of getting found, make sure that the images and descriptions you use are authentic and genuine. Don't try to be someone you're not.



Learn from your network

Use the "How You Rank" tool to identify top profiles in your network to gain inspiration for changes you can make to your own profile.

Make your updates and then track the impact it has on your ranking.



Don't be afraid to reach out

When someone who's viewed your profile seems interesting, consider sending a message to follow up.

It's a great way to capture new opportunities like job openings, sales prospects, and industry connections.

Find people faster

Searching doesn't have to feel like a full-time job. Now that you're Premium, you've got access to tools that help you search faster, more efficiently, and more successfully.



Zero in on the people you need

It's all about focus. Significantly cut down on the time needed to find the perfect candidate, prospect, client, or expert by using Premium search filters.

Finely tune your searches when you filter by years of experience, seniority level, job function, company size, groups, and more. Premium members get up to 8 additional search filters.

The upshot? You get fewer, better, and more targeted results.

How it works

First, find the **Advanced** link to the right of the search box at the top of any page. Once you've clicked through, all of your Premium filters have a gold LinkedIn logo next to them.



Be prepared with key information

Want to make a great first impression with new contacts? Before you reach out, take a look at their profile to gather some insight on their background, interests, and career path. You can use this info as a conversation starter.

Activity Feed

Background

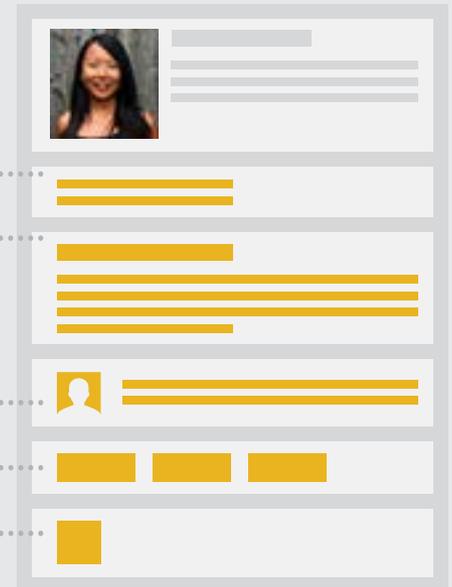
Experience, skills & expertise, education, honors & awards, projects, volunteering, organizations, additional info

Recommendations

Groups

Following

News, Companies, Influencers



Easily stay on top of your search

Once you've narrowed down your search to return people who fit your needs, there's no need to go back and search again every time you want to find new results.

Simply save your favorite searches, and we'll send you automatic alerts whenever new results appear.

Remember:

Members are always updating their profiles, and approximately two new people join LinkedIn every second, so search alerts help ensure you never miss out on someone you might be interested in.



"I have set up saved searches for the groups of people who typically buy my services and those skill sets of people I typically hire. After setting weekly alerts, LinkedIn sends me matches who I contact immediately and invite to meet. LinkedIn brings me dozens of new prospective employees and clients each and every week! It's magical and my network has grown immensely in a short time."

Eric Lambert

IT Staffing & Solutions Executive, Matrix

Premium search in action

Jamie Schwartz's organic food company is growing, and now she needs to hire a small team of people to handle increasing customer inquiries. She uses her Premium search filters to find senior-level candidates who currently work at small companies and are fellow members of professional organic groups.

Since she has limited time to spend looking for relevant profiles, Jamie also sets up a Premium search alert targeted at finding new members and students, so she'll be sure to catch entry-level candidates who may be interested in an internship.

The image shows a screenshot of the LinkedIn Premium search interface. On the left, there is a list of filters with the LinkedIn logo icon next to each category:

- Relationship
- Location
- Current company
- Industry
- Past company
- School
- Groups
 - American organic
 - Natural product industry
- Years of experience
- Function
- Seniority level
 - Senior
- Interested in
- Company size
 - 1-10
- Fortune
- When joined

On the right, there are active filters displayed in yellow boxes: "Senior", "Company size: 11-50", "American Organic", and "Natural Product Industry". Below these filters, a list of search results is shown, each with a profile picture icon and several horizontal bars representing different attributes of the candidate's profile.

Tips for success

Follow these three tips to search faster and more efficiently.



Target your ideal prospect

Whether you're selling, job-hunting, recruiting, or building your business, you've likely got an ideal target in mind.

Premium filters let you focus on reaching exactly who you need to find, whether they be experience executives, people who work at SMBs, or any other specific segment.



Find common ground

Try joining LinkedIn groups that are relevant to your target market. Then, you can use the "Group" search filter to find people who are members of those groups - and tailor your message accordingly.



Get alerted first

Use search alerts to be the first to know when members newly fit your professional needs, whether they have acquired a new skill, have an updated job function, make a move, etc.

Reach the right people

At its core, LinkedIn is all about people. Your Premium account gives you powerful tools to easily - and credibly - get in touch with the people you need on the world's largest professional network.



Reach out with InMail

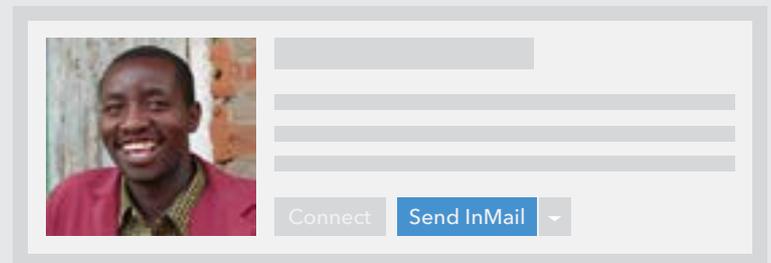
Want to get in contact with someone who's outside your network? InMail gives you the ability to reach out to any LinkedIn member, even if you're not connected.

There's no barrier to getting started—you don't need their email address, phone number, or any other specific contact information.

Whether your goal is to contact a sales prospect, industry expert, hiring manager, or someone else, InMail makes it easy.

How it works

When you're looking at someone's profile, simply click **Send InMail** to send a message directly to their inbox.

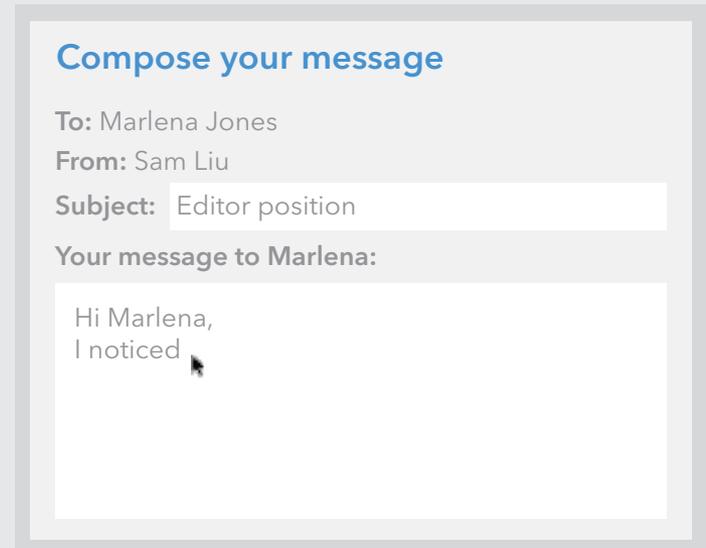


InMail messages receive a response 2x more often than cold calls

InMail in action

Sam Liu, a video editor for an online magazine, is interested in switching industries. He sees an opening for an editor job at a leading online gaming company and discovers that someone who went to his college works at that same company.

He sends her an **InMail** message explaining their connection and asks if she has some time available to give him some insights into her company's culture, values and hiring process. After getting the inside scoop from Marlana Jones, he is able to tailor his resume and cover letter to the company and position, increasing his chances of landing an interview.



Tips for success

Follow these three tips to create a compelling InMail.



Be engaging

Use your first message to start the conversation and pique interest. Your goal is to get a response, not to seal the deal.



Be concise

Keep it brief and to the point. You have only a few seconds to capture someone's attention and convey the value of your message.



Be personal

Customized **InMail** messages get a 50% higher response rate. Scan through the person's profile to reference any people or experiences you share in common, and be specific about why you're interested in them.

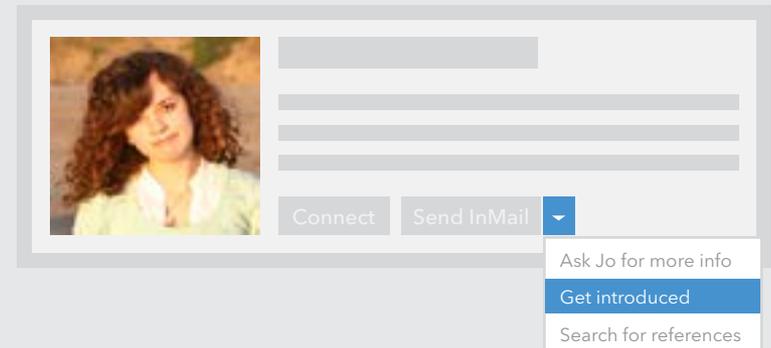
Leverage your network

See someone you'd like to contact, but you're not directly connected? Maybe one of your connections can help. If the person you're interested in is connected to someone you know—or even to someone your connection knows—try asking for an introduction.

Introductions offer a trustworthy way to reach out through people you know in common, turning a cold contact into a warm connection and increasing the chance of a response.

How it works

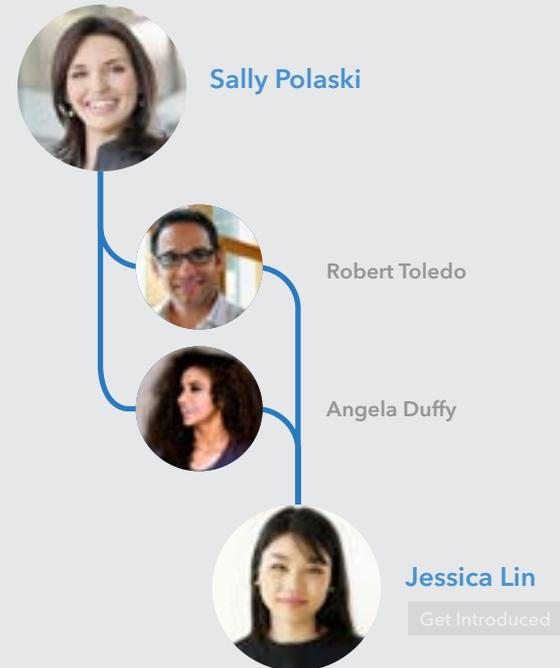
Near the top of a second-degree or third-degree connection's profile, find the **Get Introduced** option in the dropdown menu, next to **Send InMail**. You'll be able to choose a person you know who can introduce you, and craft a message asking them for an introduction.



Introductions in action

Sally Polaski is the founder of a flash sale website for urban moms. To grow her subscriber base, what she really needs is a partnership with some trendy, popular kids' clothing brands.

Sally identifies 5 people, including Jessica Lin, in her extended LinkedIn network who are decision-makers at the brands she'd like to work with. Then, instead of a cold call, she starts the conversation by asking for an introduction to Jessica through her connections—a more credible way to get in touch.



Go above and beyond

Follow these three tips for a successful introduction.



Be purposeful

Clearly explain why you're asking for the introduction.



Be specific

Remember that you're asking for a favor, so let the other person know exactly how you'll make good use of it.



Be respectful

Just in case the other person isn't comfortable making the introduction, provide an easy way for them to say no.

Get the most from LinkedIn

Beyond your Premium features, don't forget to make the most of LinkedIn's basic professional tools: perfect your profile, grow your network, and join the professional conversation.



Perfecting your profile

When was the last time you polished your profile? Keeping your profile fresh and up to date will help you get noticed, and it only takes a few minutes to make sure you've got all of these in place.



Profile photo

Make a great first impression with a professional-looking photo. The best are high-quality headshots with simple backgrounds.



Experience

Have you filled out descriptions for each of your positions? Include the achievements you're proudest of to highlight your skills and qualifications.



Education

Alumni often use LinkedIn to network and make contacts, so make sure you've added the names of any colleges and universities you've attended.



Volunteer experience

This is a great way to connect with others who share your passions. Plus, LinkedIn research found that 1 in 5 hiring managers has hired a candidate based in part on volunteer experience.



Skills & expertise

Adding skills and expertise makes it easy for your connections to endorse you for your strengths and knowledge, as well as helping you show up in relevant searches.



Recommendations

Ask some of your connections—like clients, coworkers, and business partners—to write recommendations of your work. When making the request, try reminding them of your past projects and accomplishments.

Growing your network

A larger network increases your chances of finding jobs, business opportunities, candidates, leads, and customers. Here are some of the easiest ways to make meaningful connections.



Add your email contacts

There's a good chance that a lot of people you know are already on LinkedIn. The easiest way to find and connect with them quickly is to search your email contacts.

To get started, find the **Add Connections** link at the top of your homepage. You can select as many or as few people as you'd like before sending invitations.



Find other people you may know

LinkedIn offers personalized recommendations of people we think you might want to connect with, based on what we know about you.

Once you click **People You May Know** in the top right of your homepage, you can keep exploring and discover more connections based on school, past jobs, and more.



Connect as soon as you meet

Make it a habit to actively connect on LinkedIn with new people you meet every day. There's no better time to add someone to your network than shortly after being introduced, when your meeting is fresh in their mind.

Connecting over LinkedIn is also a great way to continue to build a relationship with someone new.

Joining the professional conversation

Have you ever shared an interesting link with your network—or found out about something cool from an article on LinkedIn?

By participating in the discussions taking place throughout LinkedIn you can keep yourself top of mind with your connections and build your professional reputation among your peers. Check out some more ways to get insights and enhance your professional brand.

Discover groups relevant to your interests

Joining a LinkedIn group is a great way to meet like-minded people and have conversations about topics that matter to you.

Stay on top of industry news

At the top of your homepage, you'll see personalized recommendations of news we think you'll be interested in. This makes it easy to keep up with what's happening in your industry, so you'll always have a conversation starter at the ready.

Try sharing one of these articles to start a conversation and see what your network thinks!

Read big ideas from thought leaders

Looking for inspiration? LinkedIn Influencers are an exclusive group of thought leaders—from Richard Branson to Barack Obama—who publish original content on LinkedIn.

