



# Maximizing LinkedIn for Sales and Social Media Marketing: An Unofficial, Practical Guide to Selling & Developing B2B Business on LinkedIn

By Neal Schaffer

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**Maximizing LinkedIn for Sales and Social Media Marketing: An Unofficial, Practical Guide to Selling & Developing B2B Business on LinkedIn** By Neal Schaffer

Neal Schaffer helped revolutionize the way professionals utilize LinkedIn with his award-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.

Thought LinkedIn was just for job seekers? Think again. LinkedIn is the most important destination for your sales and social media marketing efforts if your company is selling products and services to other businesses. When looking at LinkedIn's extensive functionality from a sales and marketing perspective as presented in this book, you'll soon understand how you can create new business from your LinkedIn activities.

After reading this book you'll learn how to master the LinkedIn platform to develop business, including how to:

- Create a sales-oriented profile and connections policy to attract more leads
- Become an industry thought leader by establishing your own community within the lucrative LinkedIn demographic
- Set up your LinkedIn Companies Page to improve your reputation--and drive more traffic to your website
- Optimize your LinkedIn presence as part of your social media optimization efforts.
- and much more.

This practical guide, supplemented by more than 15 case studies, will teach you and your employees everything you need to know on how to successfully develop leads and business on LinkedIn.

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### Editorial Review

#### Review

"The definitive guide for B2B sales & marketing professionals to generate real business on LinkedIn." - *Jon Ferrara, founder and CEO of the social CRM platform Nimble*

"Neal Schaffer is an important voice in the social business movement today. His deep understanding of how LinkedIn operates as a business tool is invaluable." - *Beverly Macy, CEO, Gravity Summit and coauthor of The Power of Realtime Social Media Marketing*

"For the vast majority of sales & business development professionals out there, LinkedIn is a largely untapped resource... Neal Schaffer props up the ladder and hands you the bucket.... Read it, learn it, and start driving business through LinkedIn!" - *Jason Falls, SocialMediaExplorer.com, coauthor of No Bullshit Social Media*

"Neal Schaffer puts together a step-by-step way for any business of any size to attract and retain customers by leveraging LinkedIn. Leave out the guess work and grab this gem!" - *Joe Pulizzi, Founder, Content Marketing Institute and coauthor of Get Content Get Customers*

"Schaffer's second book is a friendly, yet detailed, tutorial peppered with gems of insight into LinkedIn functionality and etiquette....everything managers and staffers need to start, plan and execute a sales and marketing strategy using LinkedIn." - *Kirkus Discoveries*

#### About the Author

Neal Schaffer is recognized as a leader in helping businesses and professionals embrace and strategically leverage the potential of social media. An author, speaker, and social media strategy consultant, Neal has appeared in the Wall Street Journal, Bloomberg Business Week, Yahoo!, and the American Express Open Forum. A graduate of Amherst College, he is also fluent in Chinese and Japanese and currently resides in Irvine, California, where he proudly serves on the marketing committee for the United Way of Orange County. Neal's first book, "Windmill Networking: Maximizing LinkedIn," was a recipient of multiple industry awards and continues to be one of the best-selling books in its genre. 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 social media strategy consulting practice, Neal has led social media strategy creation, educational workshops, and implementation coaching for a range of B2B and B2C companies including a Fortune 50 software company, a multi-billion dollar nutritional supplements enterprise, and a popular Mexican-American musician. Neal is also a frequent social media conference speaker and is passionate about educating his audience with concrete takeaways and compelling, customized content to help them truly maximize social media. Neal has spoken at nearly 100 events worldwide.

### Users Review

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**Damon Smith:**

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**Jeremy Reed:**

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