

The Missing Link



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About Levi

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Strategic Marketing

Outline

- Why LinkedIn?
 - Tools
 - Activities
 - 15 minute plan
 - 1 hour plan
 - > 1 hour plan
 - Large Scale Strategy
 - Q&A
-

Why LinkedIn?

VS. Traditional Recruiting

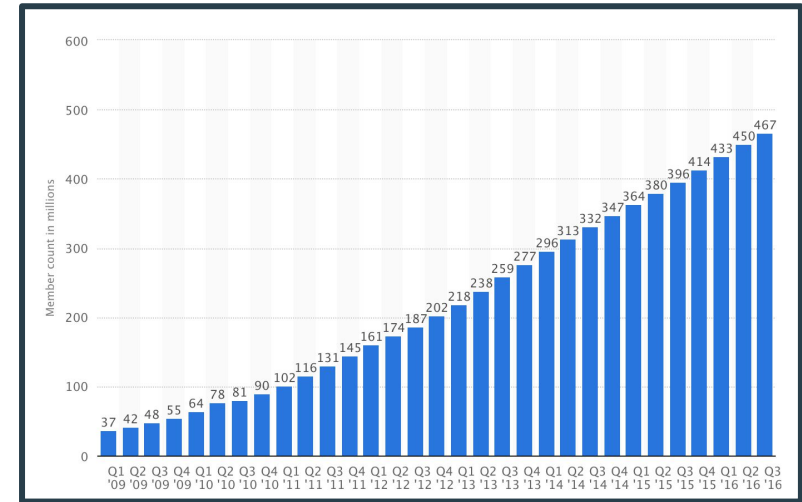
- Traditional recruiting involves a smaller pool of candidates
 - Fewer opportunities to grow in diversity,
- With LinkedIn, you have access to **530 million users**, including over **50 million students** and early career professionals
- LinkedIn is designed with tools to narrow the top of the funnel down to the right candidates

9 in 10 enrolled students have used the Internet to research higher education institutions

Why LinkedIn? (cont.)

VS. Other Marketing Channels

- LinkedIn users possess a unique economic and behavioral mindset
 - Intentional (goal-minded) conversation
 - #1 incentive to attend college: career advancement
 - 87 percent of *business recruiters* use LinkedIn
- Growth: LinkedIn's user base has grown to over 530 million users
- Users' education/work experience offers more accurate information than other networks



Tools

Company Pages

This is where your University's brand is managed by individual LinkedIn users to display the background, job applications, and employees as well as provide informative and/or interesting updates

Showcase Pages

Has become a popular way for schools to promote specific programs and departments. Showcase pages function as a sublet of Company Page, but with all the same functionality

Messaging

Personal messaging within LinkedIn to communicate with students, staff, and prospects in your network

Tools (cont.)

Groups

Forming groups based on areas of *commonality* can provide an opportunity for your current students and alumni to keep in contact

Ex: Fields of Study, Career Interests, University Clubs & Activities, or On-Campus Housing

Advertising

- *Display Ads* | utilize LinkedIn's display network for your custom image and video advertisements; conversions feed into a sophisticated lead generation platform
- *Sponsored Content* | create an update targeting specific audiences based on demographics, education, skills, groups, and more
- *InMail* | sponsored messages to users not currently in your network

Activities

Effective LinkedIn management activities

- Personal Profile: Keep your profile informative, up-to-date, and aesthetically appealing
- Network Interaction: Actively send messages to prospects, and look for/add connections
- Group building & interaction: Form groups that tie together students and alumni, invite members to join, and regularly share content that is valuable to group members (insights, news, event information)
- Updates
 - Personal Profile: share updates about events you attend, students you interact with, interesting aspects of your job...etc.
 - Showcase Page: share updates about activities the org. Is involved with, success stories, important or interesting news, related informative content...etc.

15 Minute Plan

If you have 15 minutes a day to spend on LinkedIn, how do you use that time?

1. Optimize your personal profile
2. Grow your network
3. Message prospects or connections to those prospects

72% of prospects develop their “**short list**” (3 schools)
before they reach out to a school representative

1 Hour Plan

If you have 1 hour a day to spend on LinkedIn, how do you use that time?

1. *Optimize your personal profile*
2. *Grow your network*
3. *Message prospects or connections to those prospects*
4. Share profile and page updates
 - a. Length of update depends on importance
 - b. Content calendar
5. Group building & interaction
6. Work towards publishing articles

> 1 Hour Plan

If your time spent on LinkedIn proving to be a valuable investment, the next step is to use their advertising platform. However, I **strongly suggest** that you consider outsourcing this work to your marketing team or an agency.

- *Optimize your personal profile*
- *Grow your network*
- *Message prospects or connections to those prospects*
- *Share profile and page updates*
 - *Length of update depends on importance*
 - *Content calendar*
- *Group building & interaction*
- *Work towards publishing articles*
- Advertising
 - Requires **time** parallel to the amount of ad spend

Large Scale Strategy

Audiences & Content

- Parents, teachers, and coaches of prospective high school students (anyone of influence)
 - Proof of strong employment numbers upon graduation, university/program highlights
- College students or early career professionals
 - *Proof of strong employment numbers upon graduation*
- Businesses & organizations looking for new talent
 - Translate skills learned in university/program to their impact within a respective industry
 - Essentially, how is education vital to the economy?

Organization

- University - Company Page
 - Department - Showcase Page
 - Faculty - Personal Profile

Sources

- <https://resources.workable.com/tutorial/recruiting-linkedin>
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- https://www.washingtonpost.com/news/rampage/wp/2015/02/17/why-do-americans-go-to-college-first-and-foremost-they-want-better-jobs/?noredirect=on&utm_term=.92a921850e49

Questions & Answers

