



Marketing &
Business Strategies

eTourism Summit - 2015

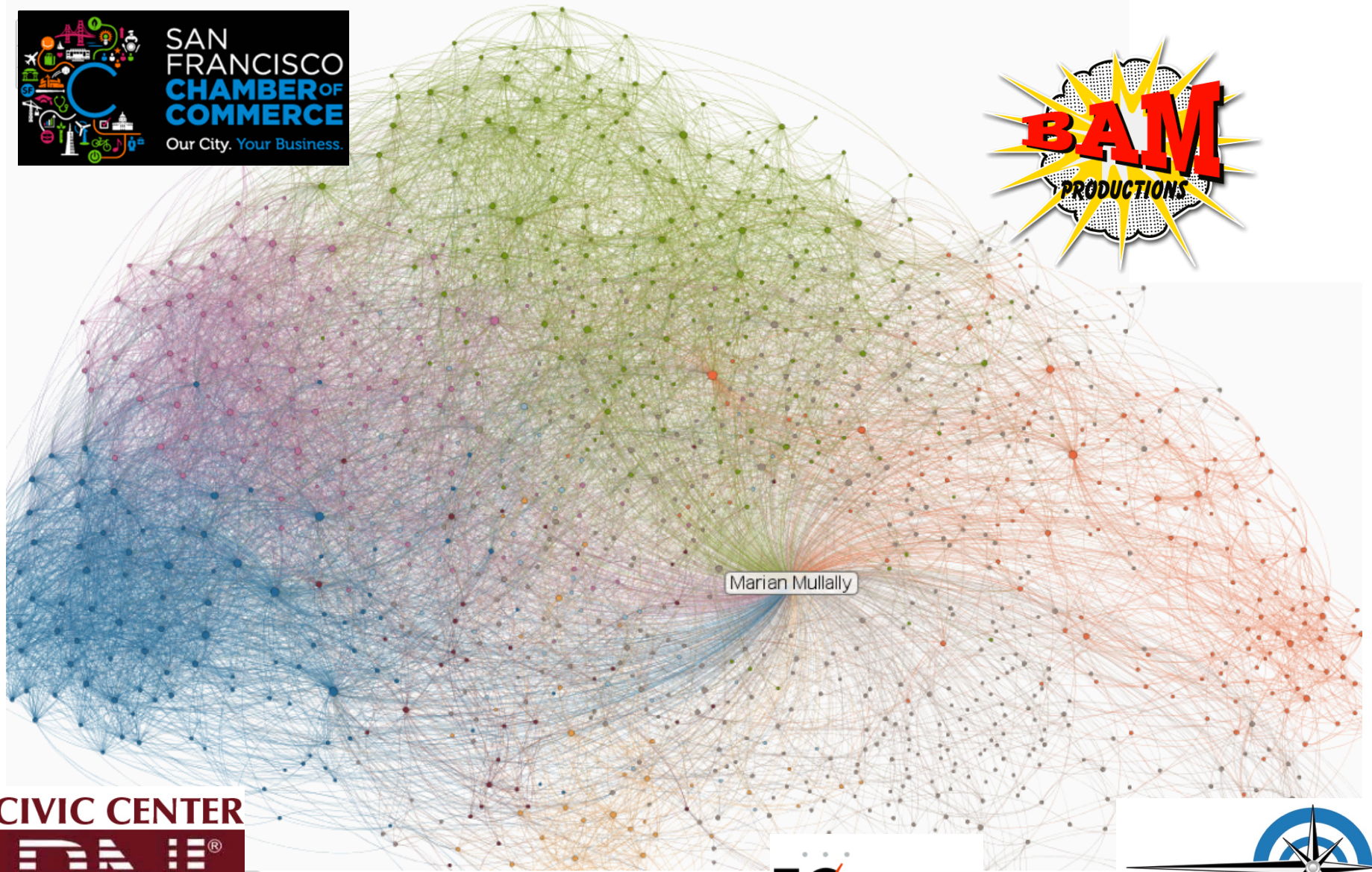
How to Become an Thought Leader Using LinkedIn



Presentation Outline

- Showcase your business offerings
 - Choose the Right Keywords
 - Request Recommendations
 - Link to Your Media
- Build your following
 - Capture Your Target Audience
 - Ask for Introductions
- Stay top of mind with your network
 - Engage Your Audience Through Posts
 - Use Strategic Messaging
 - Get Involved in the Right Groups
 - Join the MCM Rainmaker Network





How We're Connected

How You're Connected



You



Laurie Jo Miller Farr 1st

Tourism Consultant | Content & Featur...
Ask Laurie Jo Miller about Jake

• Connected on LinkedIn



Jake 2nd

Send Jake InMail



Laurie Jo Miller Farr 1st

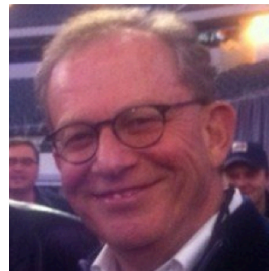
Tourism Consultant | Content & Feature Writer
San Francisco, California | Hospitality

Current Hotel \ Destination marketing, Lifestyle & Travel Writer
Previous Bective Leslie Marsh, Hamptons International, M Management
Education London Hotel School, Senior Lecturer

Send a message

Endorse

500+
connections



Jake Steinman 2nd

Founder, thetouroperator.com, NAJ Group
Sausalito, California | Online Media

Current Founder, thetouroperator.com, NAJ Group
Previous ETourism Summit, NAJ Summit, City Sports Magazine
Education University of Nebraska-Lincoln

Connect

Send Jake InMail

500+
connections



Publish Articles



Marian Mullally 1st PREMIUM
Marketing and Business Strategist | Social Media Trainer | LinkedIn Specialist | Community Builder | www.mcmktg.com
Seattle, Washington | Marketing and Advertising

Current MCM, Marketing and Business Strategies
Previous BNI Civic Center Chapter, San Francisco Chamber of Commerce, BAM Productions
Education Santa Clara University

[Send a message](#)

500+ connections

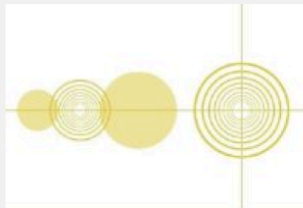
<https://www.linkedin.com/in/marianmullally>

Contact Info

Posts

Published by Marian

1,821
followers

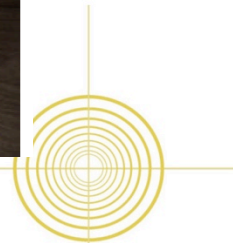


MCM Newsletter and Tips: It's A Good Time To Be...
July 29, 2015

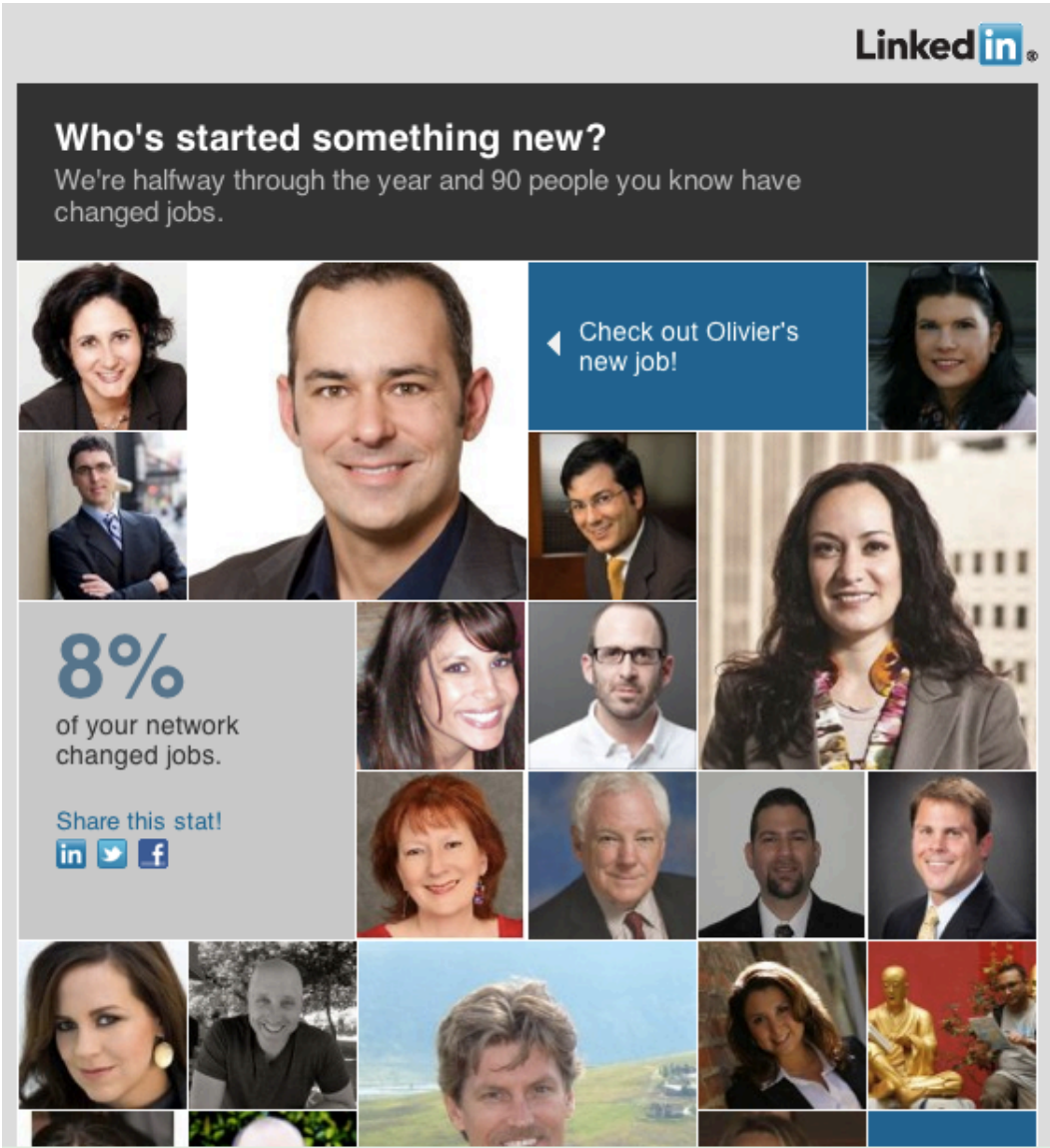


THE MARKETING SKILLS HANDBOOK
A Deep Dive into Today's Most In-Demand Marketing Roles
LinkedIn + HubSpot
Downloaded report by LinkedIn & HubSpot

Download eBook



Stay In Touch With Your Network



LinkedIn

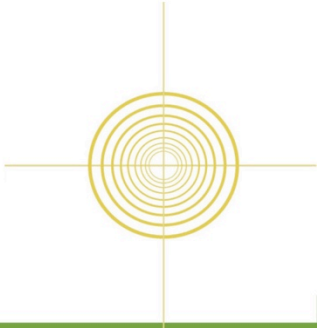
Who's started something new?
We're halfway through the year and 90 people you know have changed jobs.

Check out Olivier's new job!

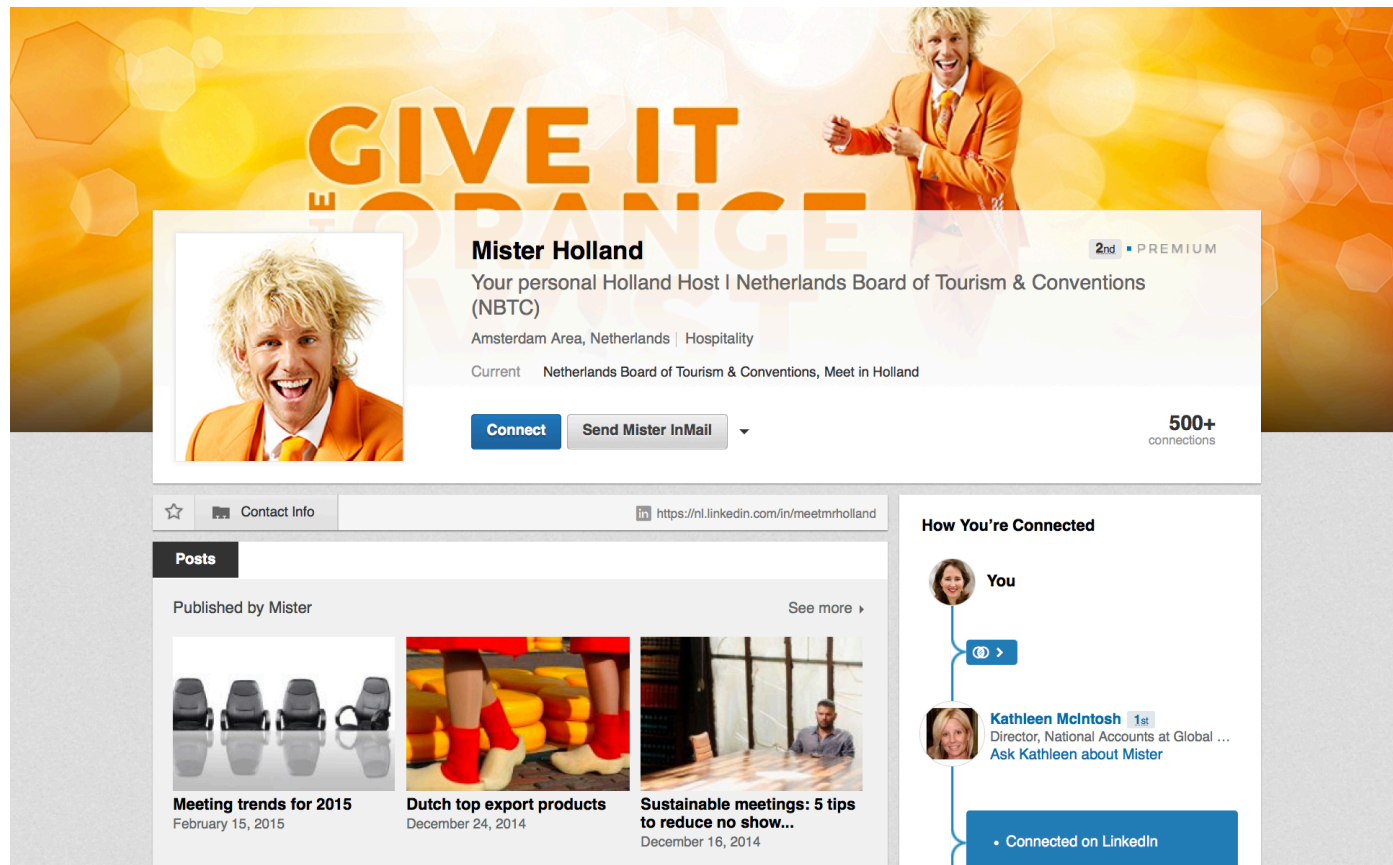
8%
of your network changed jobs.

Share this stat!
[in](#) [t](#) [f](#)

The notification banner features a grid of 20 profile pictures of network members. A blue callout box points to a specific member's profile. A statistics box on the left provides context on job changes within the network and includes social sharing options for LinkedIn, Twitter, and Facebook.



Your Employees Are the Face of Your Brand



GIVE IT THE ORANGE




Mister Holland 2nd • PREMIUM
Your personal Holland Host | Netherlands Board of Tourism & Conventions (NBTC)
Amsterdam Area, Netherlands | Hospitality
Current Netherlands Board of Tourism & Conventions, Meet in Holland

[Connect](#) [Send Mister InMail](#) 500+ connections

Contact Info <https://nl.linkedin.com/in/meetmtholland>

Posts

Published by Mister [See more >](#)

-  **Meeting trends for 2015**
February 15, 2015
-  **Dutch top export products**
December 24, 2014
-  **Sustainable meetings: 5 tips to reduce no show...**
December 16, 2014

How You're Connected

- You** [See more >](#)
- Kathleen McIntosh** 1st
Director, National Accounts at Global ...
[Ask Kathleen about Mister](#)

• Connected on LinkedIn









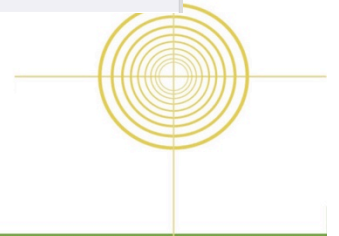
How People Are Finding You



Who's Viewed Your Profile?

Viewers ▾

 <p>Elizabeth Brumfield · 1st Talent Manager at Simplicity Consulting Today</p> <p>Message</p>	 <p>William Kubicek · 2nd  VP Sales at Main Sequence Technology, Inc./PCRecruiter Yesterday</p> <p>Connect</p>	 <p>Someone at San Francisco State University Yesterday</p> <p>Search</p>	 <p>Vanessa Tye · 2nd  Co-Owner and Event Manager at Canada Marketing Summit Entrepreneur Speaker Small 2d ago</p> <p>Connect</p>
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Personal PR Check

Google Search Your Name



Google Jake Steinman eTourism Summit

Web News Images Shopping Videos More Search tools

About 890 results (0.52 seconds)


eTourism Summit | See Tomorrow
www.etourismsummit.com/
What is eTourism Summit? eTOURISM SUMMIT fuses the travel industry with Silicon Valley. Not only ... A word from Jake Steinman, Founder and CEO. "What a ... You've visited this page 4 times. Last visit: 10/15/15

Jake Steinman | eTourism Summit
www.etourismsummit.com/tag/jake-steinman/
Blog · Contact Us · Register. | Tag. Jake Steinman. © Copyright 2015, eTourism Summit. About eTourism | Accommodations | Agenda | Contact Us.

eTourism Summit Confirms Presenters From Greece ...
www.etourismsummit.com/.../etourism-summit-confirms-presenters-from-...
Aug 3, 2015 - ... the "See Tomorrow" travel industry conference for digital marketers of ... discuss the challenges they face every day," said Jake Steinman, ...

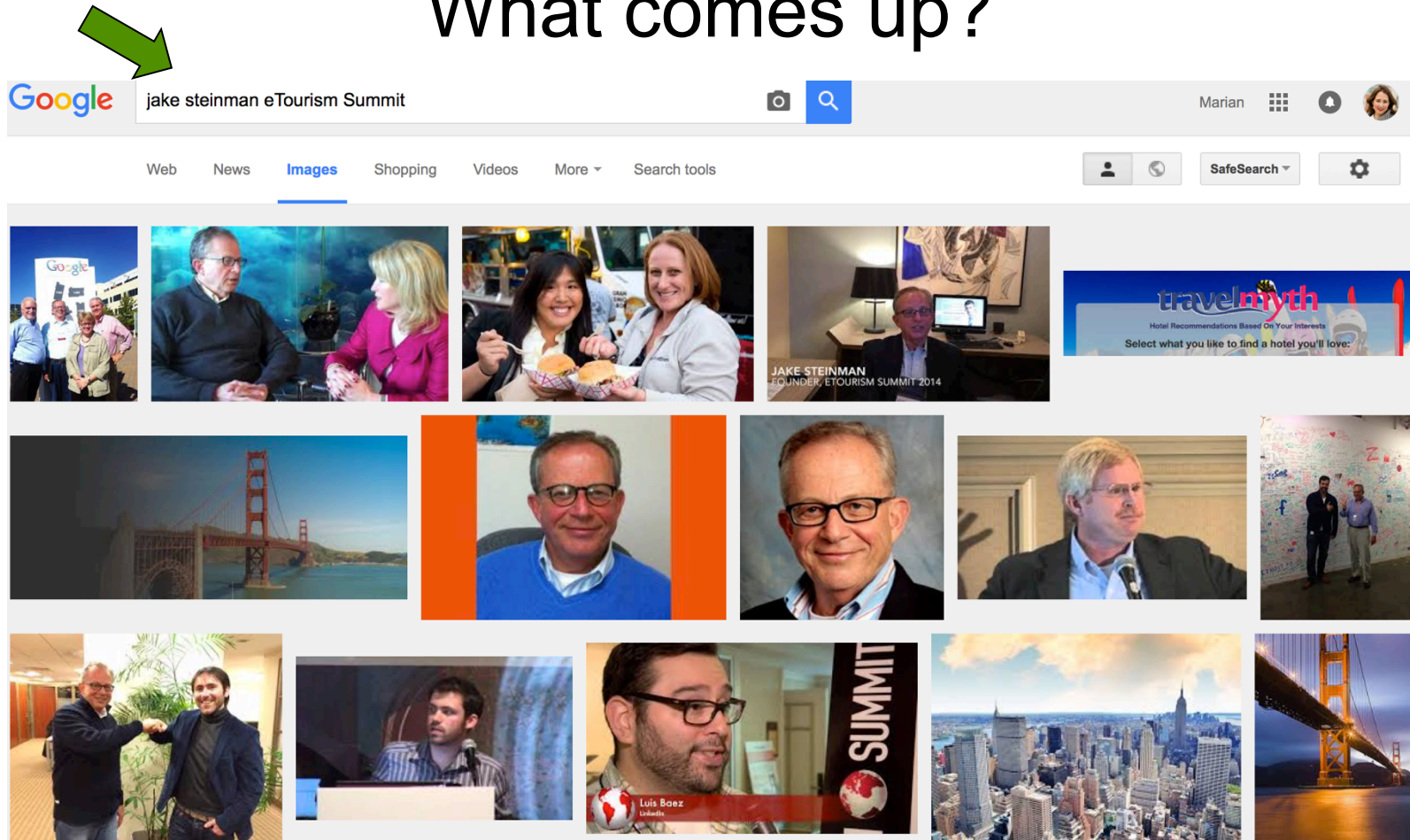
DigMe - The Digital Media Travel Summit DigMe Summit
www.digmesummit.com/
The Digital Media Travel Summit. ... between agencies and clients, says Jake Steinman, founder of eTourism Summit and its spinoff conference, DigMe Summit.

eTourism Summit 2013 - YouTube
www.youtube.com/watch?v=2JvxYGqL7K4
Jun 5, 2013 - Uploaded by Jake Steinman
Scenes from the 13th Annual eTourism Summit in 2012. ...
eTourism Summit 2013. Jake Steinman ...



Search Google “Images”

What comes up?

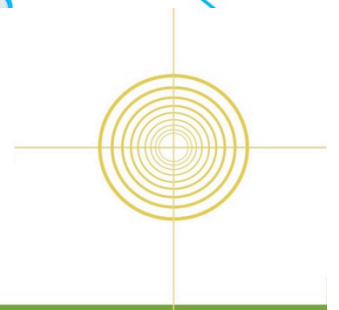
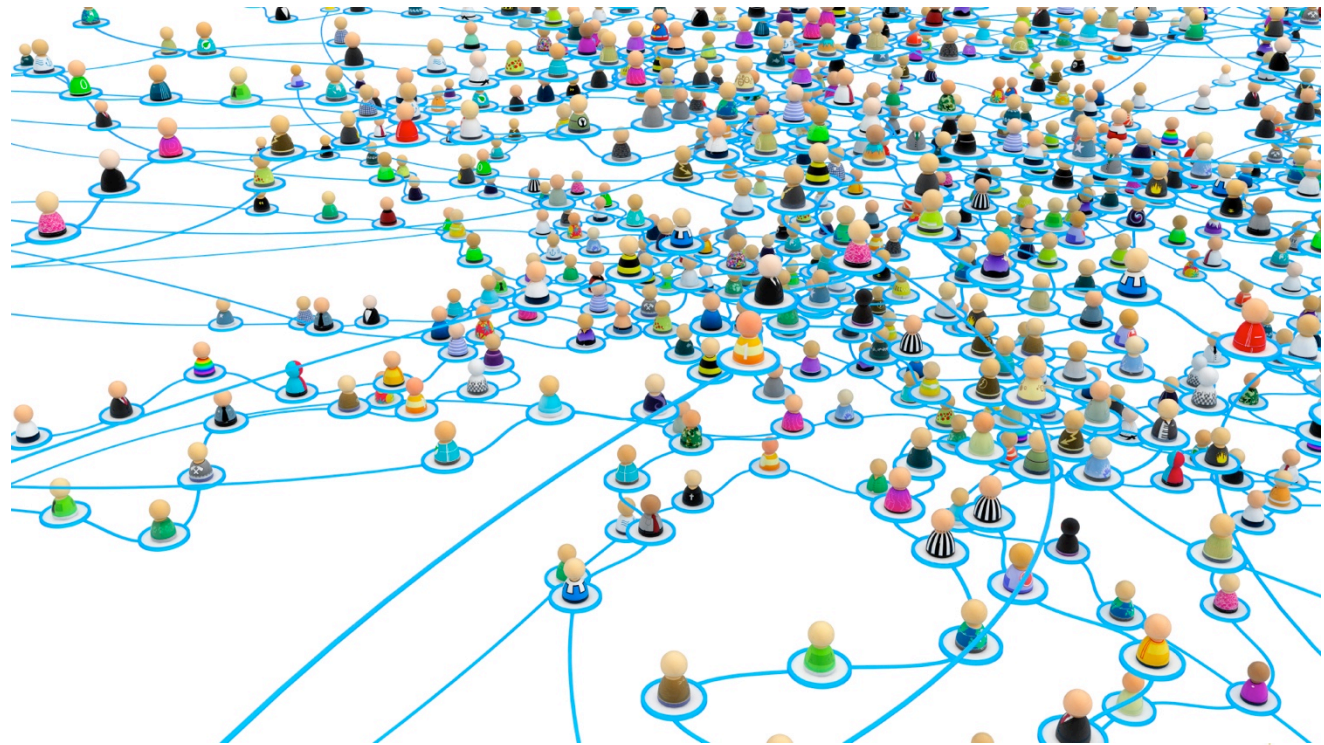


LinkedIn is One of the Largest Databases in the World

380 million + members in over 200 countries and territories around the globe.

Two new members join per second.

Most importantly, LinkedIn helps you establish relevancy with your network.



Optimize Your Profile & Represent Your Personal Brand Through Keywords



Keywords - Search View

Search 1,319 results for Meeting Planner OR DMC OR eTourism

Advanced >

San Francisco Bay Area x Reset

Some search results have been filtered to improve relevance.
[Show all results](#)

Keywords
Meeting Planner OR DMC

Relationship

- All
- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

Location

Anywhere

Search Reset

Melanie Guillen 2nd
Senior Meeting Planner at Kaiser Permanente
San Francisco Bay Area • Hospital & Health Care
5 shared connections • Similar
Current: Senior Meeting Planner at Kaiser Permanente
...National Corporate Meeting Services, managing... from consulting to full meeting management. L...

Jody Brandes, CMP 2nd
President at Meeting Professionals International, Northern California Chapter
San Francisco Bay Area • Hospitality
7 shared connections • Similar
Current: Senior Meeting Planner at Genentech

Donna West 2nd
Program Manager with extensive experience in Finance & Meeting Management seeking opportunities
San Francisco Bay Area • Information Technology and Services
2 shared connections • Similar
Current: Program Planner and Founder, Fun Trips & Meetings USA & Euro...
Focus: Adds the personal touch to online tourism... meeting planning.

Meredith Kurahara 2nd
Senior Meeting Planner at Genentech
San Francisco Bay Area • Biotechnology
3 shared connections • Similar
Current: Sr Meeting Planner at Genentech

Marcia Cosenza 2nd
Senior Meeting Planner at Kaiser Permanente
San Francisco Bay Area • Hospital & Health Care
4 shared connections • Similar
Past: Corporate Meeting & Event Planner at Franklin Templeton Invest...
Managed all meeting specifications, logistics, travel, transportation, budgets, invoice...

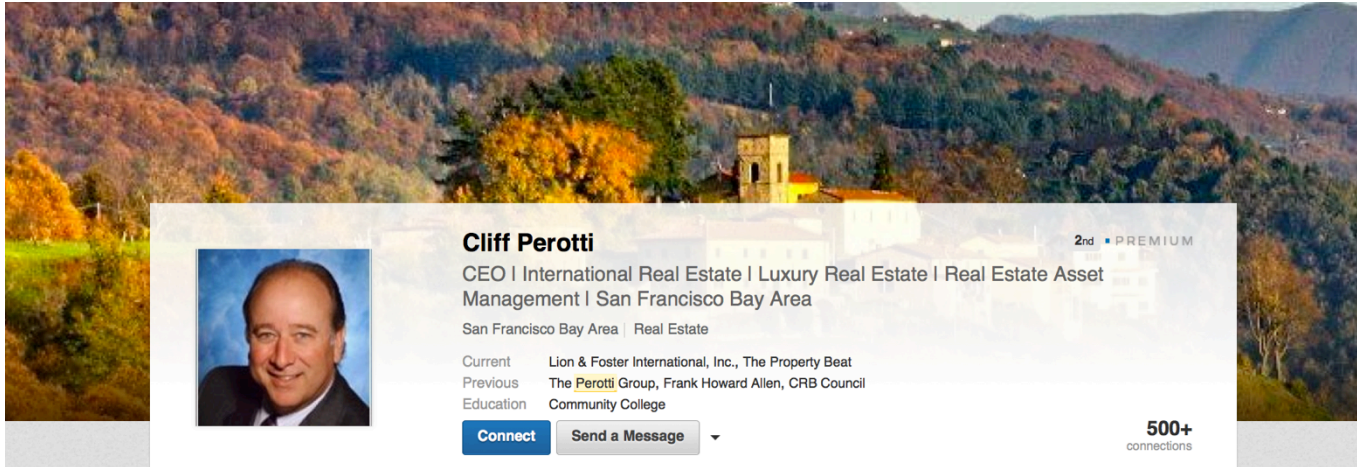


Spandex Rule

- Just because you can, doesn't mean you should.



Key Word Sample



Cliff Perotti 2nd • PREMIUM
CEO | International Real Estate | Luxury Real Estate | Real Estate Asset Management | San Francisco Bay Area
San Francisco Bay Area | Real Estate

Current Lion & Foster International, Inc., The Property Beat
Previous The Perotti Group, Frank Howard Allen, CRB Council
Education Community College

[Connect](#) [Send a Message](#) 500+ connections



Experience

CEO | Managing Broker

Lion & Foster International, Inc.

January 2013 – Present (2 years 6 months) | San Francisco Bay Area


Oversee all operations of this international luxury lifestyle real estate brokerage.



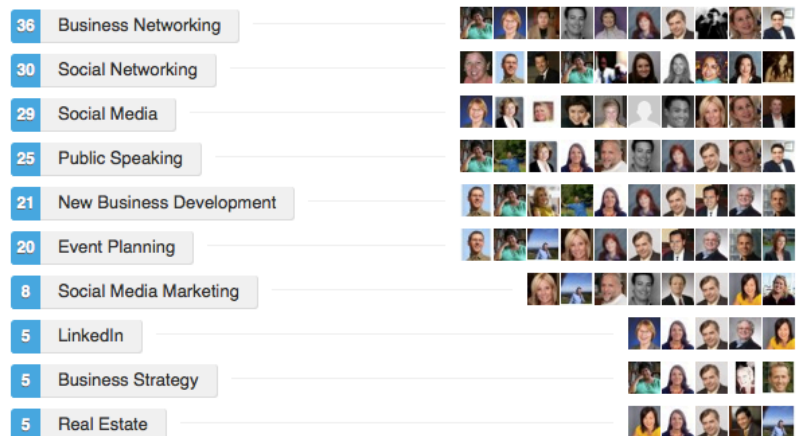
International Real Estate Sales | International Real Estate Investing | International Real Estate Buyer Representation | U.S. Real Estate Sales | U.S. Real Estate Sales | Real Estate Homes | Real Estate Brokerage | Real Estate Training | Real Estate Leadership | Real Estate Author | Real Estate Top Producer | Real Estate C-Level Executive | Real Estate Brokerage Development | Real Estate Brokerage Consulting | Real Estate Consulting | Real Estate Investments | Real Estate Buyer Representation | Real Estate Seller Representation | Real Estate Company Operations | International Real Estate for Buyers | International Real Estate for Sellers | Real Estate Development | Real Estate Investors | Real Estate Syndication | Real Estate Finance | Real Estate Analysis | Real Estate Evaluations | Real Estate Lender Negotiation | Real Estate Loan Modification Expertise | Bay Area Real Estate | Northern California Real Estate | San Francisco Real Estate | Marin County Real Estate | Sonoma Real Estate | Wine Country Real Estate | Resource for Real Estate Consumers | Real Estate Network of Real Estate Services | Real Estate Guru | Real Estate Expert | Real Estate Witness | Forensic Real Estate Analysis | Real Estate Project Management | Real Estate Reporter | Real Estate Recruiting Expert | Real Estate Real Estate Leadership Training | International Real Estate Speaker | International Real Estate Trainer | International Real Estate Consulting | Real Estate Development Consulting | Real Estate Marketing in the U.S. | Real Estate Acquisition Services | International Real Estate Buying Services | International Real Estate Marketing Services | Real Estate Broker Consulting | Real Estate Advisor | Real Estate Master | Certified Real Estate Specialist



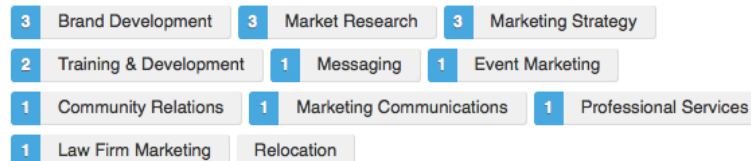
Members who list skills on their LinkedIn profiles receive an average of **13 times more** profile views than those who don't...

 SKILLS & EXPERTISE

Top 10



More Skills & Expertise



Engage Your Audience Through Media



Publish a Long Form Post



The Rescue Squad

An indispensable resource for convention center and association event planners and corporate meeting planners.

Trivia for Event & Meeting Planners as well as Business Professionals



Mister Holland

Your personal Holland Host | Netherlands Board of Tourism & Conventions (NBTC)

5 handy apps for meeting planners!

Nov 1, 2014 | 244 views | 20 Likes | 0 Comments | [in](#) [f](#) [t](#)

Apps can be a great tool for meeting planners. It gives you a great overview of RSVP's, to do's and can combine different communication platforms. I have collected a few of my favourite apps.



Patricia Fripp

Executive Speech Coach | President at FrippVT

7 Money and Time Saving Tips for Corporate Meeting Planners



Kathleen McIntosh

Director, National Accounts at Global Cynergies - Worldwide Hotel & Venue Selection

Following

Enjoy your next meeting at one of NYC top rooftop terraces overlooking the energy of the city!

Follow



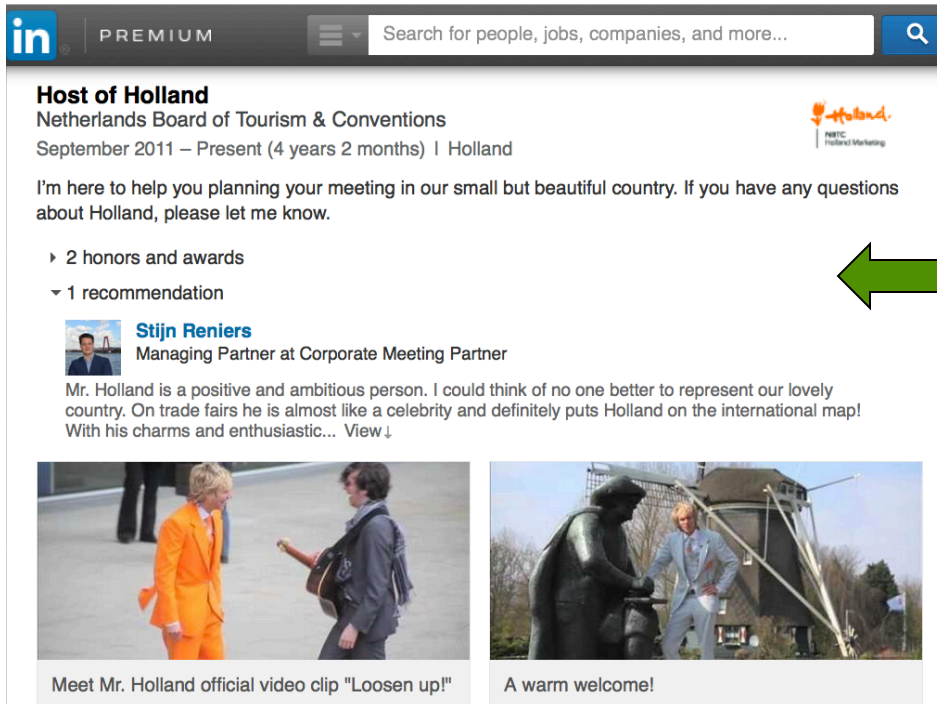
Randy Burge

Associate Vice President for Content Strategy at Stamats

Follow

Using Native Advertising to Engage Meeting Planners


“Add Some Orange” Campaign Linked as Media on LinkedIn




Host of Holland
Netherlands Board of Tourism & Conventions
September 2011 – Present (4 years 2 months) | Holland


I'm here to help you planning your meeting in our small but beautiful country. If you have any questions about Holland, please let me know.


- ▶ 2 honors and awards
- ▼ 1 recommendation

 **Stijn Reniers**
Managing Partner at Corporate Meeting Partner


Mr. Holland is a positive and ambitious person. I could think of no one better to represent our lovely country. On trade fairs he is almost like a celebrity and definitely puts Holland on the international map! With his charms and enthusiastic... View ↓


Meet Mr. Holland official video clip "Loosen up!"




A warm welcome!



YouTube mister holland convention and tourism



Meet Mr. Holland - Netherlands Board of Tourism & Convention - ICCA Best Marketing Award #ICCA12

 ICCAWORLD  131

460 views



Drip Market Through Profile Updates

Notify your network?

Yes, publish an update to my network about my profile changes.





Just for fun...finish this sentence: You know you're an Event Planner when...

9 months ago

[Follow Heather](#)

Like

Comment

Follow

Flag

[More ▾](#)

[Lauren Bourgoyne](#), [Luana Tomassini](#) and 121 others like this

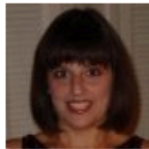
650 comments • [Jump to most recent comments](#)



[Follow Vishal](#)

Vishal Parikh • 1. You are always applauded for your good management.....
2. You can make enviroment lively and not ashamed of doing things kid's way....

9 months ago



[Follow Carol Ann](#)

Carol Ann Lafferty • You can't actually be a GUEST anymore - you have to dissect what they did, where it was sourced, how did they make that, and more....

9 months ago



[Follow Rennette](#)

Rennette Grace • You become the "Simon Cowell" of meetings and events, judging every aspect as to whether or not it meets the standards that you are used to setting for your own meetings and events.

9 months ago



[Follow Frédéric](#)


Frédéric De Backer • ...you dont have to do anything at home..

9 months ago




Sample Update

“ Share an update Upload media Publish a post

 **E. Sarraille**
Director of Sales, West at Revinate 1h

World Series Trophies visit Revinate SF office. Go Giants



Ask For Recommendations



Best Practices When Asking for Recommendations

Recommendations

Ask to be recommended Manage

Principal

MCM, Marketing and Business Strategies



Maureen McEvoy

ProVisors, SF Bay Area Regional Development Director

“ I have had the pleasure of knowing Marian Mullally for almost 8 wonderful years now and am pleased to be able to write this recommendation for her. When we worked together at the Chamber, Marian was an invaluable source of inspiration for me when it came to meeting people who would ultimately become Chamber members. Now, these many years later, she is still connecting me... [more](#) ”

November 27, 2012, Maureen was with another company when working with Marian at MCM, Marketing and Business Strategies



Phil Wiseman

President, Unique Products & Promotions, Inc. (UPP, Inc.) | Products Beyond The Ordinary | www.uppst.com

“ After seeing Marian's LinkedIn presentation to our BNI Chapter, I was motivated to publicize some of the great work I've done on behalf of my client's through posting recommendations to my LinkedIn profile. Marian was able to show me how to request a recommendation functionally and more importantly some of the subtleties of when and how to best make a request so that the... [more](#) ”

May 14, 2012, Phil was Marian's client



Mark Kroese

President at Axon VR

“ Marian helped our company unlock the potential of Linked In, and put us on a path to achieving greater business results. Marian began with a sensible and sequential overview of Linked In's capabilities, and then went deep on a few key areas of interest to our company. Marian's training session was the best two hours I've spent in a long time. We'll definitely use her... [more](#) ”

November 5, 2014, Mark was Marian's client



Lydia Jones

Regional Marketing Manager

“ Marian Mullally gave an insightful presentation to the Small Business Issues Forum at the San Francisco Chamber of Commerce May 2nd. Marian led the forum "Networking with LinkedIn"- an overview of how to utilize LinkedIn for your business.



Get Involved In Groups



Manage 1



Engage in 3-4



















Join many – up to 50



How To Select the Right Groups

 **Your Groups** 51 groups [Take a tour](#) 

 We're working on upgrades to make your groups simpler and more relevant. [Learn more.](#) 

 MCM Rainmaker Network 18	 Legal Marketing Association - Bay Area Chapter 18	 Pow.wow Network 5	 BNI Civic Center Chapter - San Francisco 5	 BNI (Business Network International) USA 8	 Santa Clara University & Alumni Association (Official) 8
 San Francisco Chamber of Commerce 1	 BAIA network 1	 Women in Sports and Events (WISE) 1	 The Luxury Marketing Council of San Francisco 1	 Wingtip 5	 Singularity University 5
 California Life Sciences Association (CLSA) 1	 TED: Ideas Worth Spreading - Unofficial 33	 Social Media and Event Technology for Event Planners... 2	 Event Planning & Event Management - the 1st Group fo... 27	 Western Pension & Benefits Council - Seattle Chapter 16	 Linked:Seattle 4



Join the MCM Rainmaker Network Group



MCM Rainmaker Network

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[Jobs](#)

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Group Profile

Welcome to the MCM Rainmaker Network, a LinkedIn group for the participants of the "Networking with LinkedIn" training and event series where participants are coming together to learn hard-core tactics for how to leverage LinkedIn for their branding and business development initiatives, network in person and online, share best practices, and implement work in real time. Through a series of written, online and group discussion exercises, we're able to help you find the clarity, support and resources you need to hit your goals at an accelerated rate.

Our mission is accomplished through your success! The MCM Rainmaker Network LinkedIn group provides a platform to continue to strengthen and develop relationships, share key information, tell us what works, and share wins and success stories.





Marketing &
Business Strategies

Thank you

Marian Mullally

MCM, Marketing and Business Strategies

P. +1 415 225 8997 | **E.** marian@mcmmtg.com | **W.**

www.mcmmtg.com | **L.** www.linkedin.com/in/marianmullally

LinkedIn Group. MCM Rainmaker Network

