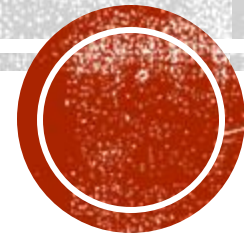


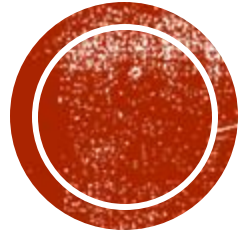
LINKED IN

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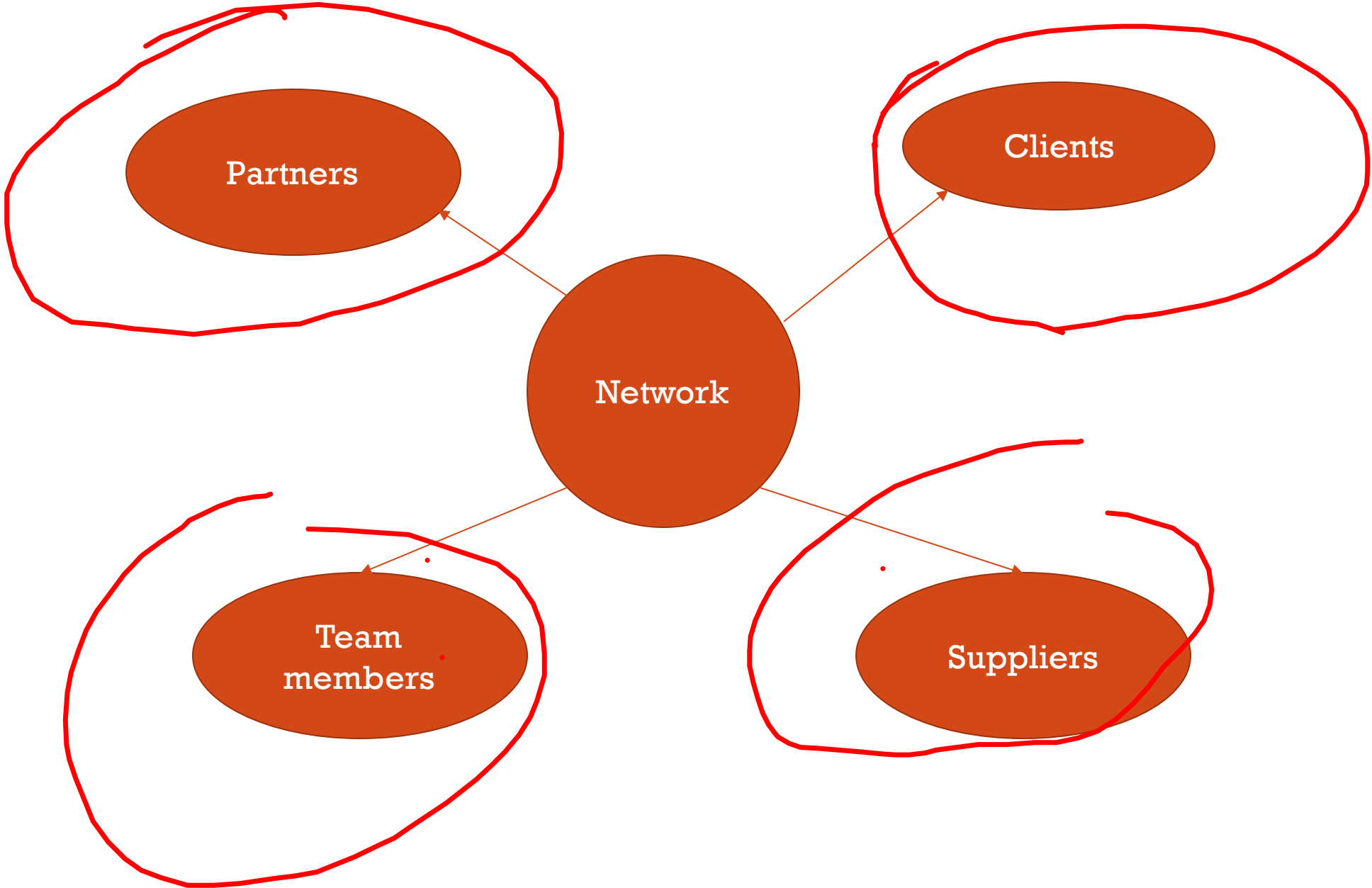
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**SOCIAL MEDIA IS ALL THE
MORE IMPORTANT!!**





DONT DO

- Bombarding of posts
- Direct selling
- Get into negative debates
- Accept unknown Invites
- Position yourself too high profile



HYGIENE

- Complete all aspects of your profile
- Put up a decent photograph
- Accept all open known invites regularly
- Invite people worth being connected and known
- Comment on relevant posts which you genuinely feel like
- Share relevant posts to your connects



FOR PEOPLE ALREADY REGULAR

- Include the website link of your company
- Upload details about your organization.. Possibly the presentations or profiles.
- Include links of your youtube intro if available
- Ask for testimonials or recommendation from your connects about your work
- Recommand your connects if requested for
- Join relevant LinkedIn Groups
- Write LinkedIn blogs on relevant topics
- Generate conversations within relevant audience



GENERATE BUSINESS

- Like and share relevant content
- Engage in already on conversation
- Show concern for your target audience with some solutions in your posts
- Generate relevant healthy debates within the audience
- Invite the audience for webinars to display capabilities
- Possibly engage one on one



TRY SOME LINKEDIN APPS

- Slide Share
- LinkedIn Learning
- LinkedIn elevate
- Sales Navigator
- Recruiter Lite
- Premium Business
- Premium Jobs



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