



The LA Chapter of AITP brings you

Leveraging LinkedIn for Marketing: Building your Brand

Thursday, July 13, 2017

Networking @ 6:00 pm Program @ 7:00pm Networking 8:00 pm

Join AITP-LA for an in-depth presentation on using LinkedIn, the largest social media site for business. This degree of separation-based network is fast-becoming the premiere platform for marketing business and professional services.

Did you know that two new users join LinkedIn every second? Or that having a professional profile photo makes you 36x more likely to be contacted? The buying process has changed in major ways due to online innovation – and LinkedIn is in the middle of it all.

Our presenter for the evening:

Justin Womack

Online marketing expert, co-founder of LinkedIn Mastery Course

Justin will provide an anatomy of a LinkedIn profile and provide insights into how to optimize your LinkedIn presence for maximum impact professionally. This includes many dimensions:

- **Types of LinkedIn accounts and benefits:** Free services, LinkedIn Professional, LinkedIn Sales Navigator.
- **LinkedIn as an SEO platform:** Optimizing keywords you want to be known for, and how to visualize profile keyword data with a Word Cloud. Keyword research tools like SEMrush, Google Keyword Planner, and GlassDoor.
- **Components of your profile:** Photo, background photo, summary and experience, skills and endorsements. Recommendations as social proof. LinkedIn symbols. Creating a Company page.
- **Content marketing with LinkedIn:** Determining what content is actively trending, and writing articles to increase engagement. Positioning yourself as a thought leader. Automating LinkedIn posting. Using LinkedIn Groups and the concept of inbound marketing.
- **Prospecting with LinkedIn:** Connecting with LinkedIn Open Networkers (L.I.O.N.s). Using LinkedIn Sales Navigator.
- **Influencer Marketing:** What it is and why it matters.

- **Other Online Marketing tools:** Tools which complement your efforts with LinkedIn; social media marketing and advertising.

Be prepared with questions, as a **Q&A session will follow the presentation.**

Bring your business cards to take advantage of this major networking opportunity.

RESERVATIONS: You'll need to sign up in advance. **Sign up by July 9th. No walk-ins will be accepted.** Use this link:

<https://www.eventbrite.com/e/leveraging-linkedin-for-marketing-tickets-35613137854>

PRICE: the program is free for members, \$15 for non-members.

LOCATION: WeWork PlayaVista -- 12655 W Jefferson Blvd, Los Angeles 90066 - [\(310\) 683-4716](tel:3106834716)

CONTACT INFO:

AITP-LA can be accessed at www.aitp-la.org, and the LinkedIn Group is "AITP-LA..."

For more information, contact Mitchell Matsumura at 310-561-0755.

MARK YOUR CALENDAR FOR AITP-LA COMING EVENTS:

September 28th -- **Peter Coffee Annual Forecast** – a tech visionary sharing latest innovations across the marketplace: Technology trends for Data Analytics, Social Media, Mobile Communications, Cloud Computing

October 13-14 – **Southland Technology Conference** – at Long Beach Hilton. Five tracks, keynotes, CPUs. Go to: <http://www.sotecconference.com>

November 16 – **Chief Technology Officers on Technology Trends.** Joint meeting with So Cal Tech Council and the CTO Forum.

ABOUT OUR SPEAKER

Justin Womack is an online marketing expert, speaker, sales professional, and avid learner. Earning a Bachelor of Science degree in Biopsychology from UCSB in 2006, Justin has long studied the psychology of consumer decision-making related to business and marketing.

Justin has worked in the insurance and film industries, and has worked for two prominent seminar leaders in California in online marketing, webinar creation, and eCommerce. He has hosted workshops and spoken for organizations like SCORE, WEV, and the Ventura Chamber of Commerce. He has also run his own seminars where he and his team sell high-end marketing packages from the stage.

Justin is a Certified Partner with Infusionsoft, he runs an internet marketing and seminar consulting business known as Coaching Biz Mastery, and he is the co-founder of **LinkedIn Mastery Course** which is a digital curriculum teaching business owners how to prospect for clients using LinkedIn. More can be found at

About AITP-LA

Association of Information Technology Professionals LA (AITP-LA) meets in West LA with a focus on keeping members abreast of trends and best practices in managing technology, and provides strong networking opportunities.

AITP-LA is about technology – bringing experts in their field to share cutting-edge ideas with members. Helping members connect the dots, take the next steps, grow in their ability to apply technologies to competitive advantage.

AITP-LA is part of a national organization that provides leadership, professional development, certification and personal growth opportunities to IT managers and technologists. The core of the AITP experience is the chapter network, with 400 professional and student chapters throughout the country.

