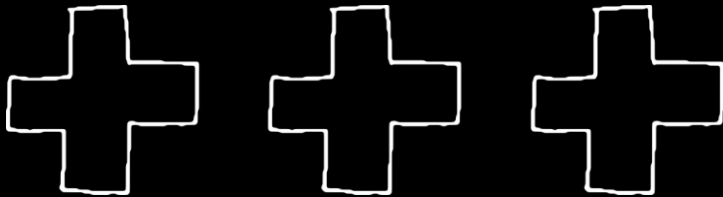


Making LinkedIn work for your bodyshop



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Let's assume you have an account. If not then go to '**Get Started with Social Media**' under the Tactics section of Marketing in MaxMeyer Plus to guide you through creating an account. Once you have signed up to LinkedIn, follow the tips below to increase your chances of making it really work for you.

1. Ensure your profile is complete- The more people can see of you and your background the more they are likely to connect with you and recommend you.
2. Have a picture – The use of the company logo or Bodyshop manager is recommended.
3. Join Groups – Have a voice, and listen to the Accident Repair Industry. You don't have to contribute, but it helps you if you do.
4. Type the word Bodyshop into the search box – You may be amazed at how many groups there are and then look at the members. Are these people you would like to connect with?
5. Follow conversations & read the topics - Find out about what's going on today in your industry.
6. Get LinkedIn on your phone – It's much easier to use when you have a few minutes.
7. Spend a few minutes once a week growing your connections by doing 2 things:
 1. Go to your connections and look at their connections. Then invite people you may be able to help or ones who may be able to help you.
 2. Go to reconnect on your mobile phone LinkedIn- This is a very quick way of connecting people LinkedIn suggests will suit you. (It uses your profile and matches people to you).
8. Have a look at the LinkedIn learning centre on the web – Access it through Google.
9. Ask your customers and suppliers if they are on LinkedIn, if they are then ask to connect. It will help build relationships.
10. Use it. The more you use it the more you will get out of it. Just spend a few minutes every other day.

