Building a Brand and Professional Networking

Ed Steinberg
LinkedIn Overview

- **General LinkedIn Network**
  - LinkedIn membership is now more than 48M+ professionals
  - 1M+ new members every month
  - 133 Countries
  - 150 industries

- **The Company**
  - Founded 2003, HQ in Mountain View, CA
  - Offices in San Francisco, Omaha, New York, Chicago, Atlanta, London
  - 325+ employees

- **LinkedIn Corporate Solutions**
  - Offers exclusive products and services designed specifically for your corporate staffing department
  - 700+ Corporate Customers
The network is affluent, tech-savvy, and influential

Unique Audience Composition by Household Income (USD)

- Household Income:
  - 80% over $75k
  - Average = $139k

- Age Range:
  - 25-54  84%

- College educated:
  - 90%

- Small business owners:
  - 900k+

- Senior Executives:
  - 60%

Source: Nielson @plan Fall/Winter 2008
Professionals network to...

Strengthen Professional Relationships
- Connect with colleagues, classmates, & clients
- Maintain and grow your professional network

Share Business Knowledge
- Ask & answer business related questions
- Send (receive) messages to (from) industry experts

Build your Personal Brand
- Publish professional profile to Google
- Showcase endorsements from colleagues

Hire & Search for Jobs
- Find & hire qualified, passive candidates
- Discover job opportunities posted by your network
Are You Keeping Up?

Ed Steinberg - LinkedIn
View Ed Steinberg's professional profile on LinkedIn. "Philadelphia Interactive Marketing Association, NPower Pennsylvania, The George Washington Alumni ...
www.linkedin.com/pub/ed-steinberg/0/286/831 - Cached - Similar

Ed Steinberg - Directory
View Professionals named Ed Steinberg on LinkedIn. Millions of professionals ...

susan steinberg - Directory
Sue Steinberg, Special Education Teacher at New Milford Board of Ed ...

Kryste Ferguson - LinkedIn
Answer past doc's questions regarding life in Philadelphia and career ...

More results from linkedin.com »

LinkedIn Recruiter - Recruitment solution to find top passive talent
October 9 | Philadelphia Marriott Downtown Hotel. "dHR Partnership 2009 Annual Summit »
Ed Steinberg, LinkedIn Senior Relationship Manager, discusses how ...
talent.linkedin.com/recruiter/ - Cached - Similar

LinkedIn Employer Advertising - Employment Branding
October 9 | Philadelphia Marriott Downtown Hotel. "dHR Partnership 2009 Annual Summit »
Ed Steinberg, LinkedIn Senior Relationship Manager, discusses how ...
talent.linkedin.com/advertising/ - Cached - Similar

Show more results from talent.linkedin.com
Ed Steinberg
Senior Relationship Manager at LinkedIn
Greater Philadelphia Area
Staffing and Recruiting

Ed is looking forward to Employer Branding meetings and training for key clients in New Jersey this week.

Current
- Senior Relationship Manager at LinkedIn

Past
- Sales Manager at LinkedIn
- Vice President, Human Resources at SterChip
- Vice President Recruiting and Retention at Synergy

Education
- The George Washington University

Recommended
39 people have recommended you

Connections
500+ connections

Websites
- My Company
- LinkedIn Corporate Solutions

Public Profile
http://www.linkedin.com/in/edwardsteinberg

Summary
Providing unique recruiting solutions for employers that improve the quality of their hires while improving their productivity and effectiveness. Leveraging my knowledge of staffing to help other organizations utilize the LinkedIn network of over 34 million members to meet their hiring goals.

Hilton Garden Inn
HGI makes it easy to Work Smart on the road

Hi, Ed

- Forward your profile to a connection
- Edit Contact Settings
- Create your profile in another language

100% profile completeness

Ed's Activity

Today
- Ed Steinberg is now connected to Will Farkouch and Theresa Sjostedt

2 hours ago

Wednesday
- Ed Steinberg is now connected to Pedro Vells

2 days ago
- Ed Steinberg is looking forward to Employer Branding meetings and training for key clients in New Jersey this week.

2 days ago
Get Advice

My Q&A: My Questions

What process did you go through in naming your last business, book, venture or large project?
25 answers | 2 days ago in Starting Up, Freelancing and Contracting | Closed in 5 days

13 new answers:
- Laura McNair: “For a large project, I suggest your title contain key words that...”
- Ian Forbes: “I love naming books, articles, even chapters of books etc., and...”
- Marshall England: “If the domain name was available.”
- Mike Bowles: “when I’ve worked on names for my companies there were a couple...”
- Amy Bernhardt-Moore: “Hi, April. The Ulster County Board of Realtors recently started...”
- Scott Frutchey: “The simplest name tells your audience what your company, book,...”
- Ed Gundrum: “I wanted a short, concise name for the company and this was hard...”
- C.B. Leflar: “I will agree with several posters here, I feel the overall focus...”
- Bill Kizer: “When we started our last business we wanted something different...”
- Craig Tedeton: “I was naming the parent LLC of a business idea of mine and only...”
- Robert Treleven: “I searched terms related to things that are important to me...”
- Julie Hall: “I try to organize my ideas and thoughts into themes that could...”
- Severin Sorensen, CPP: “The French have a proverb, ‘That which is understood, can be...’”

Back by Popular Demand (this is the 2nd running of this question, ppl asked to bring it back). 6 Word Memoirs. Can you summarize your life in six words? Mine: Live life, laugh loads, love always.
15 answers | 8 days ago in Communication and Public Speaking, Resume Writing | Closed | Rate Answers
Hi, I just wanted to drop you guys a line and tell you about a great story. I had been out of work in the contract furniture industry from March of 2008 till October 2008. I had worked diligently to find a job using several of the free job search sites and several of the fee-based search sites. I ended up, in the middle of October, discussing coffee with a networking friend of mine and she said that I really needed to get into my LinkedIn site and get it updated. She said that was one of the ways she thought I might be able to find a job. I followed her advice and really started updating my site and asking for recommendations. Well, just a week later I was contacted by someone that saw me in LinkedIn about a contract furniture sales job in the Charlotte, NC area. It is the middle of November and I am moving into my second week of work at Office Environments.

I just wanted to thank you all for the system you have set up. Your system helped me to find the job that I am in today and now I know that I will be using LinkedIn to work towards new accounts and to help others to get LinkedIn with others ...

Thank you so much

Mark
Discussions: Recent Activity (22)

**Celebrate National Intellectual and Developmental Disabilities Awareness Month with Mosaic**
Posted 21 hours ago by Brittany Ryba, Marketing Specialist at Mosaic
Follow | Move to Jobs | Add comment

What impact will the new stimulus package have on the HVAC companies and homeowners when they could get 30% back in a tax credit?
Posted 1 day ago by Brian Bredesor, Sales Engineer at Standard Heating and Air Conditioning
Follow | Move to Jobs | Add comment

The First-Time Home buyer tax credit of $8,000...Will It have an impact?
Posted 6 days ago by Robert Webusch, Operations Director at NP Dodge Real Estate
Follow | Move to Jobs | 2 comments

We are looking for awards to give to our employees. Any recommendation on a company here in town that sells or makes employee awards?
Posted 3 months ago by Kristy Gotshall, Director of Professional Services at Jetics
Follow | Move to Jobs | 2 comments

What is the greatest challenge your business faces in the next 12 months?
Posted 1 month ago by April Kelly, Service Leader, Team Builder, Visionary
Follow | Move to Jobs | 2 comments
Announce, Announce, Announce

Events

Browse Events (6)

Delivering Value in Today’s Economy with Microsoft Office SharePoint Server 2007

MAR 25

Georgetown Club, Omaha, NE, US

Please join HCQNN and Microsoft for cocktails and appetizers on Wednesday, March 25th as we discuss the values of Microsoft Office SharePoint Server 2007 in today's tough economy.

3 Attending | Share this event

Sustainable Enterprise Conference 2009

MAR 24

Tue. March 24 to Tue. March 24, 2009
Dana College, Blair, NE, US

1 Attending | Share this event

Midlands Venture Forum

MAR 20

Fri. March 20 to Fri. March 20, 2009
Security National Bank, Omaha, NE, US

"Maximizing the Value in Social Networking Sites" Come and learn how to use LinkedIn and other social networking sites to maximize your social network, search for experts, build your brand and research your competition. April Kelly, Director of the Omaha Center for LinkedIn, will teach you about...

1 Attending | I'm presenting | Share this event
Applications

Tip: Add more to your professional profile by adding applications from our featured partners.

Reading List by Amazon [Remove]

WordPress [Remove]

Create Your Brand Blog [edit]

What’s in a Name? 1 day ago
If I were to say to you “tastes great, less filling” you would probably have visions of an alcoholic beverage. If I referred to a Gecko you may start thinking about an insurance company. Slogans and animals have become common advertising elements for many household brands. Remember who used the Lizards? I bring this to your […]

Status? 4 days ago
Have you discovered the status update section on LinkedIn? This is by far the best free marketing vehicle I have seen in a long time. All you need is a little creativity and a concise statement. Add it in your status field, hit enter and you are off and running. This update will also show up with […]

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Enrich Your Personal Brand

Featured Applications

LinkedIn Applications enable you to enrich your profile, share and collaborate with your network, and get the key insights that help you be more effective. Applications are added to your homepage and profile enabling you to control who gets access to what information.

**Reading List by Amazon**
by Amazon
Extend your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.

**Box.net Files**
by Box.net
Add the Box.net Files application to manage all your important files online. Box.net lets you share content on your profile, and collaborate with friends and colleagues.

**Company Buzz**
by LinkedIn
Ever wonder what people are saying about your company? Company Buzz shows you the Twitter activity associated with your company. View tweets, trends, and top keywords. Customize your topics and share with your coworkers.

**WordPress**
by WordPress
Connect your virtual lives with the WordPress LinkedIn Application. With the WordPress App, you can sync your WordPress blog posts with your LinkedIn profile, keeping everyone you know in the know.

**Blog Link**
by SiteAparat
With Blog Link, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link helps you, and your professional network, stay connected.

**SlideShare Presentations**
by SlideShare Inc.
SlideShare is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.

**Google Presentation**
by Google

**My Travel**
by TripIt, Inc.
Topic: LinkedIn

"Spearphishing at LinkedIn"...chuckle...

No one moderates the #salesforce boards + they have a huge linkedin network http://gsnap.com/541

djkear about 2 hours ago share

Ramping up my linkedin profile today.
Stay tuned... http://www.linkedin.com/in/cross4c

ScottCross about 2 hours ago share

@webmetricsguru tells me my linkedin policy is "Every Endorsement is a Link" - opposite of the old google policy. Thanks. #smjnc

howardgr about 2 hours ago share

@johnjamieson Hey there. I'm on twitter, Facebook, LinkedIn, the top 3 for me. Am on many others, but they've died quietly with yours :)

witter about 2 hours ago share

Using LinkedIn to maximize your job search - http://fox.ly/1880

LinkedInTips about 2 hours ago share

@agallon2002 You need a picture for Twitter. Go ahead and add it to your LinkedIn account too for your online personal brand.

mpjthomas about 2 hours ago share

@mnheadhunter Thank you for hosting a VERY educational webinar on LinkedIn. Your knowledge is much appreciated! Will a replay be available?

requirements about 2 hours ago share
What’s Next

- Answer Questions – When you find a question you can answer from someone senior in a company you might want to do business with, write a high value response

- Join Groups – Join where potential clients in your industry gather – you can gain new leads as well as find others likely to help you with referrals

- Make clear what you offer /See what others have to offer – Search for events that may interest you. Ensure you use Events to announce your event and attract attention.

- Enrich your profile and personal brand by using the many applications offered.

- Take notice of what people are saying about you and/or your company – Use Company Buzz

- Send April Kelly your success stories!
Thank you for your time.

Ed Steinberg
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