



# LinkedIn

## 5 Reasons Why You Should Use It

### Why Should I Use LinkedIn

If you're reading this, you would probably have a LinkedIn account already or have received invitations to connect via LinkedIn and unsure what you should do next. You are probably questioning what are the benefits (if any at all) of being on LinkedIn. Here are 10 reasons why you should use LinkedIn and why it has risen to be the most powerful business social media platform in the world.

#### 1. If you're in business, someone who is unsure about you, will check you out

Regardless of whether you are selling directly to the end user or to businesses, people want to buy from the person they are comfortable with and is confident about their offering.

#### 2. Your brand

This is your opportunity to promote yourself for what you are good at and want to be known for. Furthermore, for someone searching for a person that fits specific skills, industry or professional experience, LinkedIn is where they will find you.

#### 3. Trust and reputation

With LinkedIn, you are able to have recommendations from others visible for all to view at any time. Recommendations are highly credible as it links the recommendation to the recommender and can only be generated by them. So the likelihood of these recommendations being fabricated are very low.

#### 4. Get found and get a job

LinkedIn has very much become a playground for employers and recruitment agencies. Did you know that over 90% of recruiters will scan your LinkedIn profile as part of the recruitment process? LinkedIn is very effective as a tool for searching talents and tracking the movements of potential candidates. So if you're an employee, you cannot ignore fast becoming a compulsory platform for you.

#### 5. Nurture and generate leads

LinkedIn can generate you leads. In a research conducted in 2014, 80% of all social media business to business leads are from LinkedIn.

*We get asked the question multiple times a week, so in short, Try LinkedIn out, add your friends, colleagues and meet the new business people that can really help your business network grow as you grow your business.*