

The **Ismaili Professionals Network & Business Alliance (IPN&BA)** in collaboration with the **Ismaili Student Network (ISN)** presents:

How to Master LinkedIn



The Ismaili Professionals Network & Business Alliance (IPN & BA)

Launched in 2022, the Ismaili Professionals Network & Business Alliance builds bridges between Ismaili professionals and business owners across Europe so that they can collaborate and share valuable knowledge, resources and opportunities. We are cross-industry and to multi-faith family members.

Sign up: <http://www.ipnba.co.uk>

Join us on LinkedIn: <https://www.linkedin.com/company/ipnba/>



The Ismaili Student Network (ISN)

The Ismaili Student Network aims to unite Ismaili students, graduates and young professionals to create a sense of belonging within the jamat and facilitate opportunities to participate in social, cultural and expressive events, initiatives and activities.

By collaborating with other institutions within the jamat, the ISN looks to broaden its outreach and further enhance student involvement with other initiatives.

If you're aged 18-25 sign up to the network on The Ismaili App or for more information email info@isn.org.uk.





Taha Varvani

Why bother using LinkedIn?

Why bother using LinkedIn?



Taha Varvani

At a networking event, you might typically consider keeping in touch with another professional by exchanging...

- Email addresses
- Facebook / Instagram
- WhatsApp
- Exchanging business cards

Each of the options above have their own **advantages & disadvantages**

LinkedIn is a strong first line form of connection that enables organic & effortless collaboration for the future

Why bother using LinkedIn?

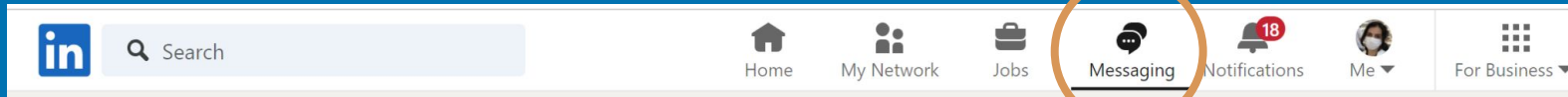


Taha Varvani

When connecting with someone on LinkedIn, at the touch of a button you have their:

- ★ Name
- ★ Face
- ★ Work experience
- ★ Educational background etc

Utilise the 'messaging' platform to organically keep in touch with people



Why bother using LinkedIn?



Taha Varvani

Keeping in touch **organically** will allow you to create a strong connection before you even need it → **successful collaboration** when the time comes

Other ways LinkedIn is different from other communication platforms...

- ★ You have increased control over your audience and personal data;
- ★ You can showcase your knowledge and experience at your own pace, no stress to post immediately, unlike the urgency with other social media platforms

Networking in Breakout Rooms

- ★ Take turns to specify your individual occupations
- ★ How did you get into your field?
- ★ How often do you use LinkedIn?
- ★ Why did you join today's event?
- ★ Where do you see yourself in the next 5 years?



Zaid Jaria

Tips on creating a strong profile

Tips on creating a strong profile



Zaid Jaria

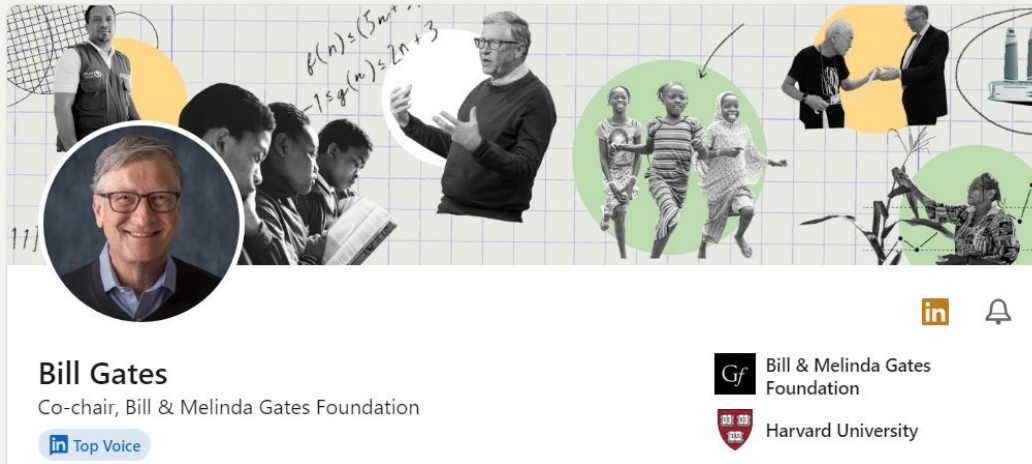
- First of all, a disclaimer: I am sharing just strategies and tricks that I used. It's a social media platform in the end, so it's possible that there are better tips and tricks out there.
- Let's come straight to the point!... It might sound objectifying but making a strong profile is very close to “selling” yourself as a professional.
- Our motives:
 - Getting the eyes of a potential recruiter/peer on the relevant sections.
 - Achieving the first motive :)
- Sit down and self-reflect on what “job role” would define you the best. Then surf around to see how people with the similar roles have developed their profile.

Elements of a profile



Zaid Jaria

- The following two cover the most amount of real estate of your linkedin profile:
 - Professional Headshot
 - A high-quality photo of just your face, that's related to your *profession*.
 - Compelling Headline
 - Something that covers your job title and your interests



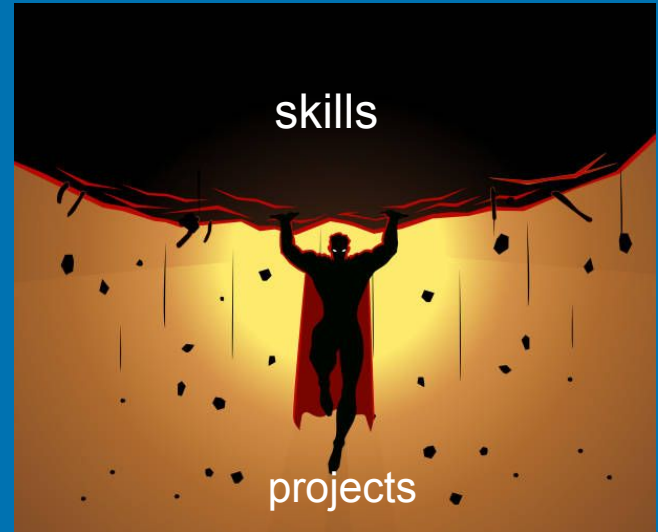
Elements of a profile



Zaid Jaria

*Reference: <https://www.linkedin.com/in/zaidjaria/>

- Detailed Summary
 - Aka the *About* section. Keep it concise and summarise all your achievements/skills.
- Accurate Experience Section and Skills
 - A good profile is also trustworthy. Hence, back your skills up with projects.
 - There should be a direct relation between your skills and projects. The more straightforward that relation is the more niche and focussed your profile appears to a recruiter.
- Active Engagement (through posts and comments)
 - I regret not doing it 😅





Sina Mirshahi

Why build connections and how to gain valuable ones

Why build connections and how to gain valuable ones

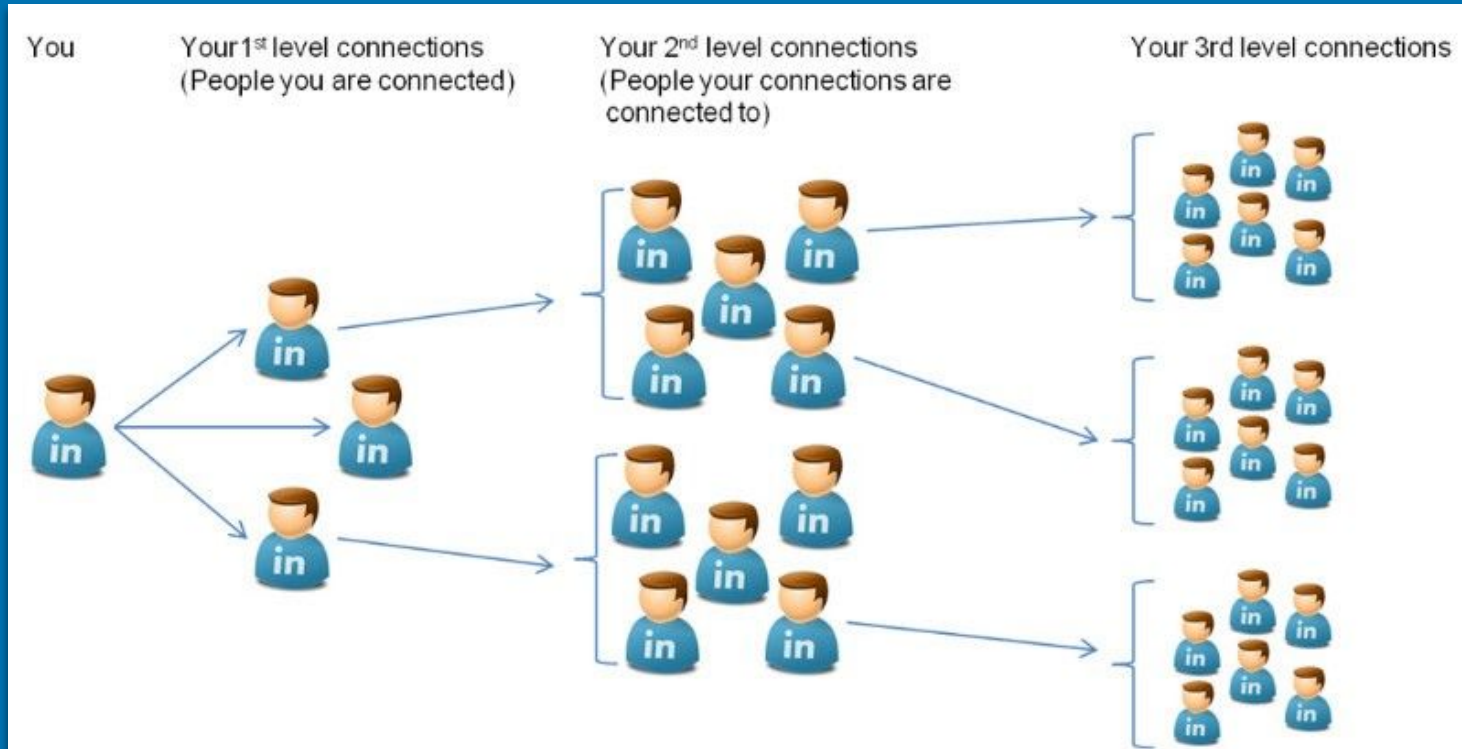


Sina Mirshahi

- Why having a strong network matters?
- Why must we build our **credibility** on LinkedIn?
- **Exercise Objective:** *To build a strong profile with the leading decision makers of your chosen industry.*
- **How to build your profile to attract the industries best?**
 - 1 — **Building trust through credibility**
 - ◆ Bio & Picture
 - ◆ Education // Sequence
 - ◆ Experience // Volunteering
 - ◆ Certifications // Online Courses
 - ◆ Ultimately **your network** marks your credibility.
 - 2 — **LinkedIn degree system (1st, 2nd & 3rd)**
 - 3 — **Search profiles and the “upstream hierarchy process”.**
 - **Industry Focus**
 - ◆ List and search through the top brand names
 - ◆ List and search through the top universities / research Institutions
 - ◆ Personal areas of interest
 - **Rule of 500**
 - ◆ “Refine your network of connections” // *Manually data processing i.e. from raw materials to gold.*
 - ◆ “Executives know executives” // *take over shift from companies to entire sectors*
 - ◆ “Upstream search profile” // *C-suite, VPs, Partner/Lead, Managing Director, NED, ED, SD, etc.*



Sina Mirshahi





Sina Mirshahi



[Redacted]  · 2nd

CEO at Google Cloud

Atherton, California, United States · [Contact info](#)

500+ connections



Google



Stanford University
Graduate School of
Business



Susan Kabani

LinkedIn as a marketing tool for your business



Search



662 profile viewers past 90 days

View all analytics →



Susan (Jaffer) Kabani

Co-Founder & CEO @ UGENIE HUBS | Building Engaging Membership Apps

Talks about #startup, #community, #membership, and #technology

London, England, United Kingdom · [Contact info](#)

12,490 followers · 500+ connections



UGENIE HUBS



Tulane University Law School

Open to

Add profile section

Add custom button

More

Providing services

Business Analytics, Enterprise Content Manage...

[Show details](#)

Share that you're hiring and attract qualified candidates.

[Get started](#)

Resources

Private to you

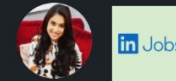
Profile language

English

Public profile & URL

www.linkedin.com/in/susankabaniugeniehubs

Post a job for free with LinkedIn Jobs.



Susan, find the people you want to interview

[Post a free job](#)

People also viewed



Luke Geoghegan · 1st

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Chief Executive Officer - 4C Group

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Messaging 1



Ugenie.io

Membership Management made simple

Technology, Information and Internet · London, N/A · 2,047 followers · 2-10 employees

Fahim & 1,472 other connections follow this page

[✓ Following](#)

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About

Ugenie is a private customisable membership platform where organisations can effectively engage, retain and monetise their communities. We make engagement simpler by providing business owners with a centralised hub to inform and retain their most valuable clients in a safe, private com ... see more

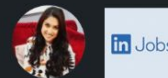
Contact info
[ugenie.io](https://www.ugenie.io)

Funding via Crunchbase
Seed
US\$ 142K
0 total investors

[Show all details](#) →

Ad ...

Post a job for free with LinkedIn Jobs.



Susan, find the people you want to interview

[Post a free job](#)

Pages people also viewed



GroYourBiz LTD
Business Consulting and Services
1,655 followers



Teresa & 113 other connections follow this page

[✓ Following](#)



Darwin - Brand Evolution Agency
Marketing Services
23 followers



Matt & 3 other connections follow this page

[✓ Following](#)



MHDS Consulting
Advertising Services
12 followers



Matt follows this page

Messaging 1



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Sales Nav



Ugenie.io

2,047 followers

+ Create

View as member

Feed

Activity 5

Analytics

Edit page

Events

Settings

Today's actions

Respond to a Page mention

Your Page was mentioned in a post. Join the conversation to increase awareness for your Page. [Respond](#)



Start a post



Media



Poll



Write article

Post ideas

Latest at your organization

Can you share stories about successful collaborations in internet publishing projects?

Page posts

Following

Hashtags

Employee posts

Sponsored

Filter admin posts by: All

Grow your followers



219/250 credits available

Build your audience and reach by inviting connections to follow your Page

Invite connections

Analytics

Last 30 day activity

79 Search appearances 0%

Last 7 days

89 Unique visitors 8.5%

14 New followers 0%

212 Post impressions 36.9%

Start a post

5 Custom button clicks 68.8%

Start a post

Start a post

Start a post



Susan Kabani

LinkedIn as a marketing tool for your business

Guide to setting it all up:

Identify your ICP - Ideal Customer Profile

Make sure your profile stands out and contains the right information.

Use Sales Navigator to find the right people, roles and companies to connect with

For Ugenie: 370k professional Coaches in the UK on LinkedIn & 210k Community Managers in the UK on LinkedIn

Use a platform like Octopus CRM to automate the connections and messages (<https://octopuscrm.io/>)

For Ugenie: Sent 30,000 connection requests with a connection rate of 12-.5-15%

Generated 5k LinkedIn 1st connections: Community Managers Membership Managers Coaches

Send timely and relevant follow-up messages to those who connect 9,400

For Ugenie's first LinkedIn campaign: response rate 15% with lead rate 2.5% (70 leads)

Generated potential revenue of £150k in leads which led to £15k in upfront revenue and £6k+ in ARR

Keep in mind, this takes time, patience and tweaking!

LinkedIn Objectives

Create a LinkedIn account and connect with Community Managers, Membership Managers & Coaches

**Source and import data into LinkedIn of Community Managers & Coaches to increase new connections
(Sources: PPH)**

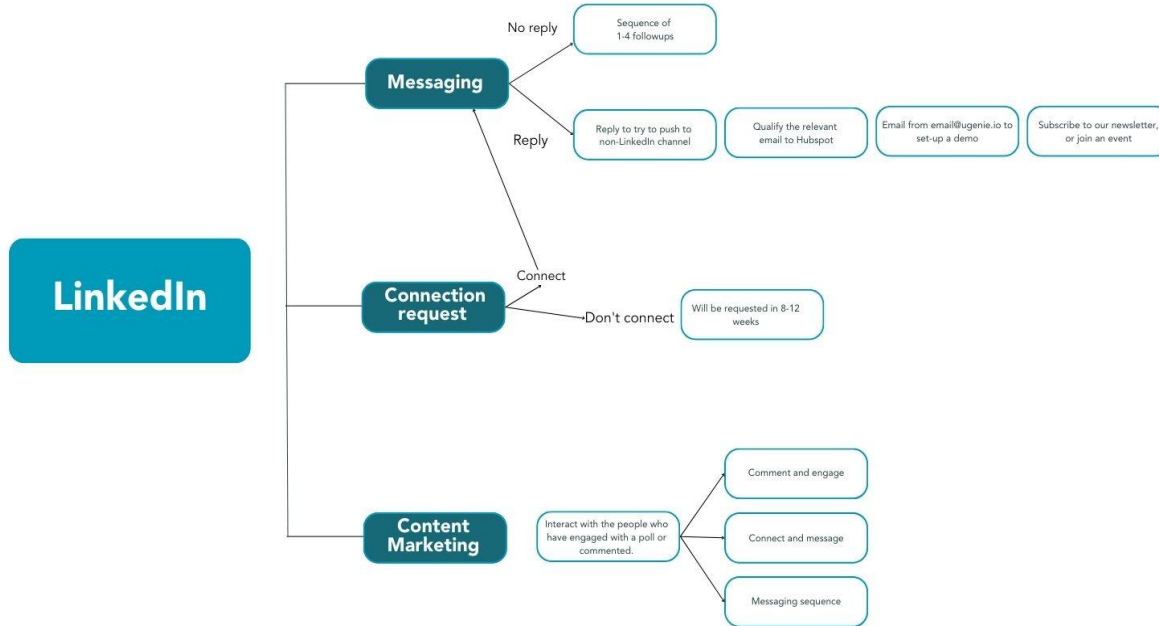
Create a messaging sequence to each new connection that is personalised and with educational content to nurture leads

Post regular content to increase Ugenie's brand awareness

Grow the followers on Ugenie's company LinkedIn page

LinkedIn as a marketing tool for your business

LinkedIn Strategy



LinkedIn as a marketing tool for your business

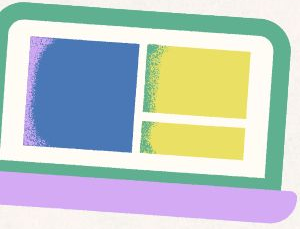


Susan Kabani

Things to keep in mind:

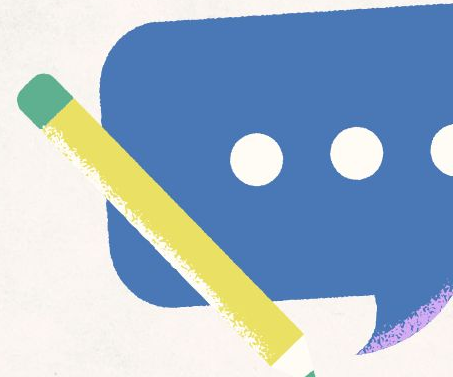
- This works for professionals too. Think about your industry and the job roles of the types of people you want to connect with.
 - Are you looking for a promotion? Do you want to network within your company?
 - Are you looking to move? Start to connect with people at target company.
- LinkedIn is always changing the rules. Keep up to date or you can risk losing your account.
- You can only connect with a certain amount of people a week/day before you will be banned.
- You don't have to buy a tool like Octopus CRM. You can do this manually, but be consistent and over time you will see results.
- Make sure you are connecting with relevant people based on the campaign you want to run.
 - Example: Ugenie versus Investors
- Use events and video as well.
- Long term nurturing: Make sure you are adding relevant content.
 - Someone may not immediately become a lead, but may watch your content and then reach out. We have had people reach out after 1 year!

QUESTIONS?

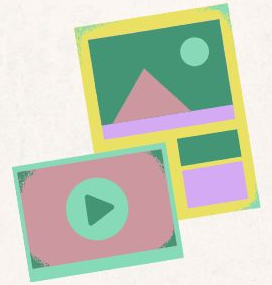


Finding Jobs & Recruiting on

LinkedIn



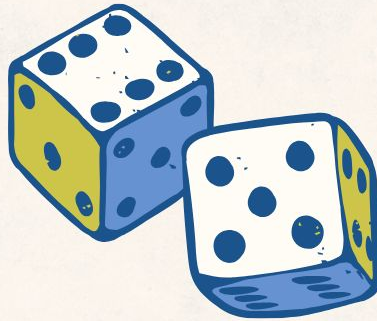
Outline



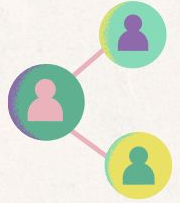
- ✓ About me
- ✓ Some Stats
- ✓ Profile x CV
- ✓ Real-estate
- ✓ Job Search
- ✓ Contact Searching
- ✓ Messaging
- ✓ Building a brand
- ✓ Q&A

Key Question:

How can you control the odds, give yourself the best chance and be bold?



Statistics



140

Job applications
submitted every second

50%

Of hirers on LinkedIn explicitly
use skills data to fill their roles

28M

People added #OpentoWork
frames to their profiles

61M

People using LinkedIn to
search for jobs each week

6

People hired every
minute on LinkedIn

Source: LinkedIn Official Website

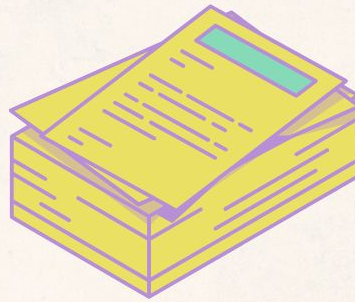
LinkedIn Profile + Your CV

- **Symbiotic relationship.** Employers love looking you up online.
- **Details MUST match:** dates, job titles, personal summary, responsibilities.



Consistency

- Design, bullet points. Keep everything uniform!
- Are you telling the same story? Posts and articles must be part of who you are.



Profile Real-Estate

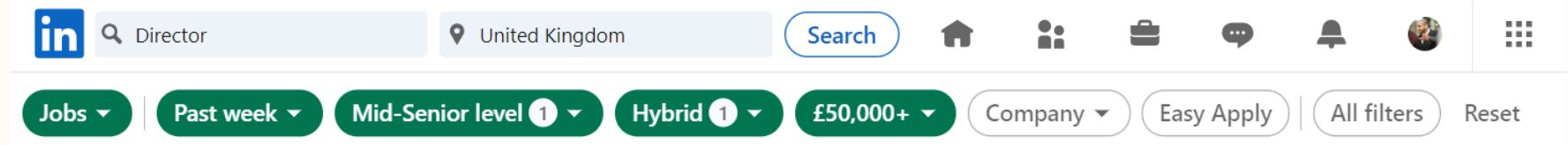
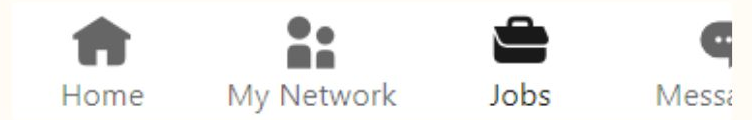


- **The basics.** Profile & cover photos, titles
- **Headline.** Who you are, and what you seek.

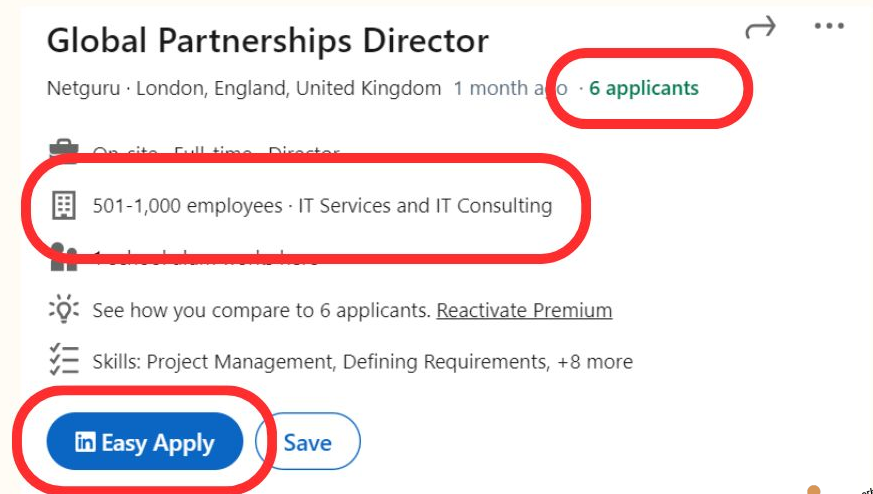
Global Head of Accounting at Northern Data AG | Finance in Cloud

- **Profile summary.** Tell your story and drop in keywords.
- **Attach media.** Your CV and Portfolio (if relevant).
- **Skills.** Keep them relevant.
- **Recommendations.** Ask your network for them.
- **Open to work settings.** Let recruiters find you!

Job search tool



- **Powerful job board.** Most office / professional jobs.
- **Filter.** Drill down and keep it relevant to you.
- **Put alerts on.** Beat the competition.
- **Research.** Company info.



Hiring Managers & Candidate Searching



A screenshot of the LinkedIn search interface. The search bar contains 'CTO'. Navigation icons for Home, My Network, Jobs, and Messaging are visible. Filter buttons include 'People', '2nd 1', 'United Kingdom 1', 'Current company', 'All filters', and 'Reset'. The results section shows 'About 11,000 results'.

- **Search for “People”.** One of the most powerful tools on LinkedIn.
- **Connect.** Be bold and reach out!

Messaging on LinkedIn



- **Connect requests** – ADD a short message.
- **Be creative and beat the bots.** Avoid automated messages.
- **Formal texting.** Not quite email, not quite text.
- **Volume game.** You can increase the quality with a proper search criteria and process.

Add a note to your invitation ✕

LinkedIn members are more likely to accept invitations that include a personal note.

Hi Susan, connecting to share a relevant opportunity in FinTech. Let's discuss?
Thanks, Ally

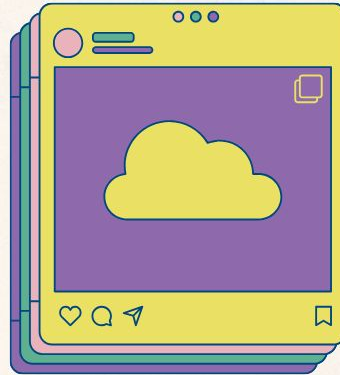
Add a note to your invitation ✕

LinkedIn members are more likely to accept invitations that include a personal note.

Hi Susan, connecting as we are both in the FinTech space. Let's explore a future collaboration and stay in touch. Thanks, Ally

Grow your Brand

Employers and Candidates: make sure your personality, interests and company culture comes through!





In summary...

- ★ Different social media platforms have different purposes → LinkedIn is a strong first line form of connection that enables organic & effortless collaboration for the future.
- ★ Focus on your key selling points (projects, skills) and showcase them correctly via your profile.
- ★ Build credibility with your network on LinkedIn and in the real world.
- ★ Identify the key target audience for a particular campaign, be consistent and make sure you stick to it. LinkedIn is a long-term investment.
- ★ Control your odds, give yourself the best chance and be bold.

Closing remarks

- Keep an eye out on our mailing list future events and updates from the membership
- Encourage friends, family and colleagues to join our network ipnba.co.uk
- Join us on LinkedIn: <https://www.linkedin.com/company/ipnba/>
- Contact us on contact@ipnba.co.uk if you are interested in joining the team or have any questions
- Look out for the AKF x ISN nation fundraiser in the Peak District: <https://survey.iiuk.org/index.php/341929?lang=en%F0%9F%A4%9D>

Thank you for coming!