

Why you network = Why you use LinkedIn!

Why we network...

Home

Profile

Contacts

Groups

Jobs

Inbox

Answers

Companies

Other Functions

To find a new employee for the team		✓		✓	✓				✓
To find out who supplies...			✓						✓
To find out what the competition is doing								✓	
Gain useful information			✓	✓	✓		✓	✓	
Get known by others		✓		✓				✓	✓
Get others to know what we do	✓	✓	✓	✓				✓	✓
Help others with their challenges	✓		✓	✓			✓		✓
Increase our knowledge			✓	✓	✓		✓	✓	
Introduce Jack to Jill			✓						✓
Make social and business friends			✓	✓			✓		✓
Marketing to all	✓	✓		✓		✓	✓	✓	✓
Meet key people and decision makers	✓	✓	✓	✓					
Raise your profile	✓	✓	✓	✓			✓		✓
Raise the company's profile								✓	✓
Reinforce relationships	✓		✓				✓		
Marketing different services to clients			✓	✓			✓		
Spot potential opportunities			✓	✓				✓	