



LinkedIn for Business Owners Launched By Elise Rotatori

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On May 31, 2015, Connecticut based entrepreneur Elise Rotatori launched a new Facebook group: LinkedIn for Business Owners. This Facebook group gives Rotatori a platform to engage and collaborate with her audience for greater interaction. She is known for her ability to lead hundreds of entrepreneurs through the daunting task of optimizing their LinkedIn profiles in a matter of days. The end result is a professional profile that is searchable, informative and offers solutions to prospective clients.

LinkedIn for Business Owners enables Rotatori to impart her knowledge in a way that is easily accessible to others. She also supports other entrepreneurs such as Kim Fuller, an online Marketing Strategist and Coach, from Sydney, Australia. Fuller also runs a Facebook group providing marketing training and advice to small business owners to help them grow their business online. "Elise is a valued part of the marketing community and I can trust her to deliver incredible value and only the best advice to my members around the topic of LinkedIn," says Fuller. Fuller and Rotatori share one core value in particular: They both are dedicated to helping businesses grow, one business at a time.

Rotatori supports business owners from around the world on how to leverage LinkedIn to grow their

businesses by using it as a lead generation tool. Furthermore, LinkedIn for Business Owners provides an opportunity for entrepreneurs from all over the world to interact with each other, highlighting what works for them and what do they struggle with. You will find members from the United States, Canada, United Kingdom, Australia and throughout Europe in this group.

Elise Rotatori says, "Whether you are a seasoned business owner or just starting out, it is imperative that you have access to the right information at the right time. I love to teach and share my knowledge so this is a win-win for you and for me. I'll be sharing all my insights, strategies, and trainings with you!"

According to Rotatori, LinkedIn is an under-utilized lead generation business tool. During the first quarter of 2015, LinkedIn increased its members by 20% in the first quarter of that year. With that type of growth, businesses now have a global platform to reach a specific targeted audience in terms of lead generation, specifically for professional services. LinkedIn also provides entrepreneurs a source of highly detailed business intelligence. This data is used by entrepreneurs to assist them in making business decisions when it comes to their sales and marketing strategy. It also provides an opportunity to introduce people to new brands, which in turn help to build more trust and likeability for an overall brand. A trusted brand is a brand that sells, which is just one of the reasons why LinkedIn can be such an important tool for businesses.

Elise Rotatori was recently interviewed by Fox News, where she was able to explain the importance of building a reputation: "In order to increase your perceived value, you must position yourself as an authority to generate more leads, turn those leads into potential clients and scale your business. I help business owners execute their goals by using LinkedIn so their competition is left baffled at how they did it."

For valuable resources on LinkedIn, go to www.eliserotatori.com

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For more information about Rotatori Law Firm, contact the company here: Rotatori Law Firm Peter Rotatori, Illprotatori@therotatorilawfirm.com 2 Pomperaug Office, Suite 107, Southbury, Connecticut 06488

Rotatori Law Firm

Email: protatori@therotatorilawfirm.com

