



Mike Marko Publishes Post on the Disadvantages and Advantages of LinkedIn for Business

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Mike Marko with IM Consultant Services has announced the publication of his new informative post for business owners and marketers. He says that his article mainly focuses on the most important disadvantages and advantages of LinkedIn.

Marko reveals the fact that a lot of people are not actually making the most of LinkedIn. Take the fact that a lot of people know that LinkedIn can be used for distributing content, for example. But very few of them actually do it. In reality, only 3 million out of 500 million users distribute content every week on the platform. That is just 0.6% of all LinkedIn users, Marko asserts.

Marko enumerates the advantages of LinkedIn that can be of so much benefit to online businesses. The first on the list is that marketing through LinkedIn facilitates networking. That may be because most of the platform's users are professionals or business marketers. They are actually doing networking themselves.

This advantage that Marko notifies readers about is that many LinkedIn features make networking very easy. For instance, it can even show the degree of separation between marketers and a potential customer. He

adds that LinkedIn business profile shows mutual connections that marketers can use to establish new connections.

Marko also states that many LinkedIn users are those responsible for making decisions in their businesses. He says that using LinkedIn thus gives marketers access to the people pivotal to helping them build new partnerships.

Among the most important advantages that LinkedIn has is that it can improve a brand's credibility. Marko mentions that credibility in brands needs to be established right away. If not, consumers will never attempt to try the brand. Marko adds that a satisfactorily-made web page can help to establish credibility. It gives prospective clients an opportunity to talk to someone when they're searching for a particular brand.

He also mentions that a company page gives each staff member something to connect to in their individual profiles' Experience' data. That improves brand's credibility. To further improve credibility by using LinkedIn, marketers may request recommendations from people that have previous interactions with them. Marko goes on to say that if the people provide a recommendation that a marketer can publish, that's a good testimony of credibility.

The next important advantage that Marko describes is the fact that LinkedIn can help SEO. A company page can help a brand rank high in Google search. However, online marketers should keep in mind that their company page should be optimized for best results.

An optimized company page should be fully filled-out, have links to company site and blog, and use appropriate keywords. Marko also states that informative and powerful content can be a big benefit. The reason behind it is that because the content is indexed by search engines.

Marko recommends making sure content is high in quality and contains links to blogs and websites. This can greatly help direct traffic to a brand's website. He also discusses that it helps recruit a new talent. It has long been one of the great advantages of the platform.

The post also mentions that LinkedIn has a lot of professional users. The platform focuses too on their professional working experience in their public data. So, this makes researching professionals and employees easier for companies looking to recruit.

Also in this post is the fact that LinkedIn can generate leads in a lot of ways. Marketers can link to the site in their post or content. They can also link to the site on their company page. This can encourage visitors to check out the website and its offerings. Marko adds to his post that marketers can even tag posts in which their companies have been mentioned. In this way, users check out company profiles, which have links to the

website.

Marko mentions Showcase Pages in his article as well. These Showcase Pages let users display or show specific services or products that they want to promote. These pages give users an easy way to target a buyer persona or other clients. Marko says that all Showcase Pages are tied to a company page to avoid confusion over the brand that offers product or service.

After discussing the advantages of LinkedIn, Marko continues by tackling the disadvantages of LinkedIn marketing. Marko says that he thinks that there are more advantages of LinkedIn than disadvantages. In spite of that, he forges on by enumerating disadvantages business owners should know.

The first disadvantage that Marko mentions is that LinkedIn's not ideal for reaching younger customers. LinkedIn is focused in career networking, so the lower age range is higher than other platforms. It's not the place for reaching out to adolescents. Marko stresses that if the biggest part of a brand's audience is made up of teens who are not professionals yet, it's not a good platform for them.

Another thing is that premium accounts on this social networking site are a little costly, especially when payment is broken down into monthly installments. Marko advises readers to pay in an annual sum. It is more inexpensive in the long run.

IM Consultant Services provides businesses with broad services from search engine marketing, to website design, social media marketing strategies to reputation management and more. IMCS offers consultations to businesses so they can grow and expand their clientele. Those who are interested in learning more can get in touch with Marko and his team at IMCS via their official website.

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