

“LINKEDIN: A PLATFORM FOR SALES PROMOTION”

Project Report submitted in partial fulfilment of the requirements for the
award of the Degree of

MASTER OF BUSINESS ADMINISTRATION
of
BENGALURU CITY UNIVERSITY



By
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AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES

Affiliated to Bengaluru City University

2020–2022

DECLARATION BY THE STUDENT

I hereby declare that “**LINKEDIN: A PLATFORM FOR SALES PROMOTION**” is the result of the project work carried out by me under the **guidance of Abdul Rizwan Shariff** in partial fulfillment for the award of Master’s Degree in Business Administration by Bengaluru City University.

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other University or Institute for the award of any other degree or Diploma or Certificate.

Place: Bengaluru

Name: Nasir Pasha

Date:

Register Number: MB206234

GUIDE CERTIFICATE

This is to certify that the Project Report “**LINKEDIN: A PLATFORM FOR SALES PROMOTION**” Submitted by **Nasir Pasha, Reg.no: MB206234** to Bengaluru City University, Bengaluru for the award of Degree of MASTER OF BUSINESS ADMINISTRATION is a record of work carried out by him under my guidance.

Place: Bengaluru

Date:

Signature: Abdul Rizwan Shariff

CERTIFICATE OF HEAD OF THE DEPARTMENT

This is to certify that this Mini Project Report is submitted by **Nasir Pasha** is an original work of students and is submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration of Bengaluru City University** under the guidance of **Prof. Abdul Rizwan Shariff**. This report has not submitted earlier either to this University / Institution for the fulfilment of the requirement of the course study.

Place: Bangalore

Date:

Prof. DEEPAK SINGH M.C

Associate Prof. And HOD

Plagiarism Check Report

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CHAPTER 1

INTRODUCTION

“LinkedIn: A Platform For Sales Promotion”

Introduction

LinkedIn is an American business and work - situated internet-based help that works through sites and portable applications. Dispatched on May 5, 2003, the stage is principally utilized for proficient systems administration and profession improvement, and permits work searchers to post their CVs and managers to post positions. Starting at 2015, the majority of the organization's income came from offering admittance to data about its individuals to selection representatives and deals professionals. Since December 2016, it has been a completely possessed auxiliary of Microsoft. As of September 2021, LinkedIn has 774+ million enlisted individuals from more than 200 nations and regions.

LinkedIn permits individuals (the two specialists and managers) to make profiles and “interface” with one another in an internet based informal community which might address genuine expert connections. Individuals can welcome anybody (whether or not a current part) to turn into a “association”. LinkedIn can likewise be utilized to put together disconnected occasions, join gatherings, compose articles, distribute work postings, post photographs and recordings, and then some.

Established in Mountain View, California, LinkedIn is right now settled in Sunnyvale, California, with 33 worldwide workplaces in Omaha, Chicago, Los Angeles, New York, Washington, D.C., São Paulo, London, Dublin, Amsterdam, Graz, Milan, Paris, Munich, Madrid, Stockholm, Singapore, Hong Kong, Beijing, Shanghai, Tokyo, Melbourne, Sydney, Toronto, Bangalore, Gurgaon, Mumbai, New Delhi, Kuala Lumpur, and Dubai. In May 2020, the organization had around 20,500 representatives.

LinkedIn’s President is Ryan Roslansky. Jeff Weiner, beforehand President of LinkedIn, is presently the Chief Executive. Reid Hoffman, originator of LinkedIn, is Director of the Board. It was supported by Sequoia Capital, Greylock, Bain Capital Ventures, Bessemer Adventure

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Accomplices and the European Organizers Fund. LinkedIn arrived at productivity in Walk 2006. Through January 2011, the organization had gotten a sum of \$103 million of venture.

As indicated by the New York Times, US secondary school understudies are presently making LinkedIn profiles to incorporate with their school applications. Situated in the US, the site is, starting at 2013, accessible in 24 dialects.

LinkedIn petitioned for a first sale of stock in January 2011 and exchanged its first offers on May 19, 2011, under the NYSE image “LNKD”.

Establishing to 2002

The organization was established in December 2002 by Reid Hoffman and the establishing colleagues from PayPal and Socialnet.com (Allen Blue, Eric Ly, Jean-Luc Vaillant, Lee Howler, Konstantin Guericke, Stephen Beitzel, David Eves, Ian McNish, Yan Pujante, Chris Saccheri). In late 2003, Sequoia Capital drove the Series A interest in the company.[citation needed] In August 2004, LinkedIn arrived at 1 million users. In Walk 2006, LinkedIn accomplished its first month of profitability. In April 2007, LinkedIn arrived at 10 million users. In February 2008, LinkedIn dispatched a versatile form of the site.

In June 2008, Sequoia Capital, Greylock Accomplices, and other funding firms bought a 5% stake in the organization for \$53 million, giving the organization a post-cash valuation of around \$1 billion. In November 2009, LinkedIn opened its office in Mumbai and before long in Sydney, as it began its Asia-Pacific group extension. In 2010, LinkedIn opened a Worldwide Base camp in Dublin, Ireland, received a \$20 million venture from Tiger Worldwide Administration LLC at a valuation of roughly \$2 billion, announced its first obtaining, Spook and further developed its 1% premium membership ratio. In October of that year, Silicon Valley Insider positioned the organization No. 10 on its Best 100 Rundown of most significant start-ups' December, the organization was esteemed at \$1.575 billion in private markets. LinkedIn began its India tasks in

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2009 and a significant piece of the primary year was committed to understanding experts in India and instructing individuals to use LinkedIn for vocation improvement.

2011 to introduce.

LinkedIn petitioned for a first sale of stock in January 2011. The organization exchanged its first offers on May 19, 2011, under the NYSE image “LNKD”, at \$45 per share. Portions of LinkedIn rose as much as 171% on their first day of exchange on the New York Stock Trade and shut at \$94.25, over 109% above Initial public offering cost. Not long after the Initial public offering, the site’s fundamental framework was overhauled to permit sped up modification discharge cycles. In 2011, LinkedIn procured \$154.6 million in publicizing income alone, astounding Twitter, which acquired \$139.5 million. LinkedIn’s final quarter 2011, profit took off in light of the organization’s expansion in achievement in the online media world. By this point, LinkedIn had around 2,100 full-time workers contrasted with the 500 that it had in 2010.

In April 2014, LinkedIn declared that it had rented 222 Second Road, a 26-story working under development in San Francisco’s Soma locale, to oblige up to 2,500 of its representatives, with the rent covering 10 years. The objective was to join all San Francisco-based staff (1,250 as of January 2016) in one building, bringing deals and advertising workers along with the innovative work team. They began to move in Spring 2016. In February 2016, following a profit report, LinkedIn’s portions dropped 43.6% inside a solitary day, down to \$108.38 per share. LinkedIn lost \$10 billion of its market capitalization that day.

In 2016, admittance to LinkedIn was obstructed by Russian experts for rebelliousness with the 2015 public enactment that requires online media organizations to store residents’ very own information on servers situated in Russia.

On June 13, 2016, Microsoft declared that it would gain LinkedIn for \$196 an offer, a complete worth of \$26.2 billion and the biggest securing made by Microsoft to date. The securing would be an all-cash, obligation financed exchange. Microsoft would permit LinkedIn to “hold its unmistakable image, culture and freedom”, with Weiner to stay as President, who might then

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answer to Microsoft Chief Satya Nadella. Examiners accepted Microsoft saw the chance to incorporate LinkedIn with its Office item suite to assist better with coordinating the expert organization framework with its items. The arrangement was finished on December 8, 2016.

In late 2016, LinkedIn reported an arranged increment of 200 new situations in its Dublin office, which would bring the complete representative build up to 1,200.

Starting at 2017, 94% of B2B advertisers use LinkedIn to disperse content.

Before long LinkedIn’s securing by Microsoft, on January 19, 2017, LinkedIn’s new work area form was introduced. The new form was intended to make the client experience consistent across portable and work area. A portion of the progressions were made by the criticism got from the recently dispatched versatile application. Highlights that were not intensely utilized were eliminated. For instance, the contact labelling and sifting highlights are not upheld any longer.

Following the dispatch of the new (UI), a few clients, whined about the missing highlights which were there in the more established form, gradualness, and bugs in it. The issues were looked by both free and premium clients, and with both the work area form and the portable rendition of the site.

In 2019, LinkedIn dispatched all around the world the component Just getting started that empowers specialists to be found on the platform. LinkedIn Occasions was dispatched around the same time.

In June 2020, Jeff Weiner ventured down as Chief and become leader administrator following 11 years in the job. Ryan Roslansky moved forward as Chief from his past position as the senior VP of item.

In late July 2020, LinkedIn declared it laid off 960 representatives, around 6% of complete labour force, from the ability obtaining and worldwide outreach groups. In an email to all workers, Chief Ryan Roslansky said the slices were because of impacts of the worldwide Coronavirus pandemic.

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In April 2021, Cyber News guaranteed that 500 million LinkedIn’s records have released on the web. Notwithstanding, LinkedIn expressed that “We have explored a supposed arrangement of LinkedIn information that has been posted available to be purchased not really set in stone that it is really a collection of information from various sites and organizations”.

In June 2021, Privacy Sharks guaranteed that in excess of 700 million LinkedIn records was on special on a programmer forum.[53][54] LinkedIn later expressed that this isn’t a break, yet scratched information which is additionally an infringement of their Terms of Administration.

Microsoft finished LinkedIn activities in China in October 2021.

Membership

Starting at 2015, LinkedIn had in excess of 400 million individuals in north of 200 nations and territories. It is fundamentally in front of its rivals Video (50 million as of 2013)and XING (11 million starting at 2016). In 2011, its enrolment developed by around two new individuals each second. In 2020, LinkedIn’s participation developed to north of 690 million LinkedIn members. As of September 2021, LinkedIn has 774+ million enlisted individuals from more than 200 nations and domains.

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Need for the study

LinkedIn has become one of the most popular and profitable social networking sites on the internet today. It was created in 2003 as a networking site for professionals to connect virtually, without having to be in the same physical location. Since going public in May 2011, LinkedIn has incorporated many new features, such as a Newsfeed, user content, and the ability to follow professionals, improving user engagement and time spent on the site. The network currently has over 260 million users in over 200 countries (Smith, 2014). LinkedIn has many capabilities that facilitate the type of networking that college students must engage in to find internships, jobs and make professional connections. Users post an equivalent to a resume on the site, including specific skills they possess. The website uses statistical techniques to connect or link users with potential contacts and relevant groups (Albrecht, 2011). A new feature of the site is the original content generated by high profile business leaders, called “Influencers”, such as Richard Branson, Bill Gates and Ariana Huffington.

Unlike on Facebook and other social media sites, LinkedIn users can feel comfortable linking to people who are casual acquaintances or new contacts and not worry about people viewing personal information or personal pictures, aside from a profile picture, since these are not the type of content users post on the site. From a branding perspective, LinkedIn offers users the opportunity to create a professional profile and sculpt it in a manner that is attractive to employers and also take advantage of endorsements and recommendations by colleagues, professors and supervisors. Unlike a resume, formatting is never an issue because LinkedIn uses forms that the user can fill out and then post to one’s profile with a standard format.

A public profile is viewable by potential employers, connections, colleagues and other students. Recruiters are now using LinkedIn to recruit and review qualified candidates, and users can apply to jobs through LinkedIn, Streamlining the traditional processes. The more connections and the bigger your network are, the better chance that a connection is in a position to help you find your next job or grow your career. Many companies have LinkedIn profiles with valuable information on the company which is important when you get an interview. This is a good place

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to find out what the company is doing in the news, see where their offices are located, the number of employees, the industries they are in, jobs they are hiring for, and other valuable information – all in one place. Also, since the information is posted directly by the company, viewers know it is accurate and up to date. LinkedIn's filters allow users to identify the companies where members of their network are working, which can be very useful in facilitating referrals and making introductions. You can easily target people in and out of your network that work for a company that you wish to intern or work for. It is always better to get your resume into someone's hand that can make sure your resume gets to the right person and is noticed. Also, if your contact knows you, he/she can put in a good word and act as your advocate for getting the position. A direct referral is a more effective way of getting a job than applying through a company's website to a generic mailbox that may get hundreds of resumes a day. You can easily target people in and out of your network that work for a company you wish to intern or work for. It is always better to get your resume into someone's hand that can make sure your resume gets to the right person and gets noticed. Also, if your contact knows you, he/she can put in a good word and act as your advocate for getting the position. A direct referral is a more effective way of getting a job than applying through a company's website to a generic mailbox that may get hundreds of resumes a day.

In most Google searches, a person's LinkedIn profile comes up at the top of the search, which is significant for students in terms of their own branding and SEO (Search Engine Optimization). This helps push other items down the page, such as other social media pages or web posts that may not be as favourable from a professional standpoint. If your LinkedIn profile comes up first, this gives a good first impression and it is always important to make a good first impression. By incorporating a LinkedIn workshop into Marketing and Business classes and encouraging students to proactively create their online professional identity using this social network as a tool, it makes them more conscious of the importance of cultivating a positive brand image and communicating in a professional manner.

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When creating professional profiles on LinkedIn, students are free to include valuable experience that might not fit on the recommended one-page traditional resume. LinkedIn allows users to easily add many organizations, job titles and skills acquired, and it calculates the amount of time spent at each job, including sending newsfeed messages to users when they reach a work anniversary. A user can also give full job descriptions and include all projects worked on or any other significant details. The key to getting your resume noticed, especially when submitting through an online application portal, is making a connection with the reviewer. This can be done by having something in common, like a college attended or a common place of employment. Since LinkedIn profiles allow for unlimited number of jobs and details, it increases the probability of making connections with the reviewers and other individuals with influence on hiring decisions. The more connections and endorsements a user have, the more valuable a candidate appears to current and future employers. It can serve as validation and confirmation of the person’s background. In certain careers like sales, a large LinkedIn network can be particularly valuable in terms of establishing leads and creating revenue-driving relationships, as each connection is a potential client.

Since LinkedIn has become the premier social media site for professionals, most employers will search for a job candidate on LinkedIn, and it might actually leave a negative impression if a job candidate does not have a LinkedIn profile. In this digital age, business students and graduates do not want to appear behind the times and have it been a first impression. In addition, a recent Pearson study on this topic (Seaman & Tinti-Kane, 2013) found that LinkedIn is the most commonly used social network by university faculty,

CHAPTER 2

RESEARCH DESIGN AND METHODOLOGY

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METHODOLOGY

Title of the project: “LINKEDIN: A PLATFORM FOR SALES PROMOTION ”

Research planning

This study is based on descriptive study and empirical study, descriptive study is used for identifying patterns of recorded communication from past and present data, systematic collection of data from texts, oral and visual and web content is utilized for this research. The qualitative research is used to obtain data from open ended and conversational communication to help An Analyse LINKEDIN: A PLATFORM FOR SALES PROMOTION

Data collection

For this research data collection is done on the basis of data collection, documents reviewed and careful study on the research which has already been conducted.

Secondary data

The data was collected from secondary sources LINKEDIN: A PLATFORM FOR SALES PROMOTION was extracted from Secondary source, like as – internet, newspaper, TV channels, journals, magazine etc.

Limitation of the Study

- 1) In this study based only on secondary data, which might give biased opinions.
- 2) Secondary data collected for the study may be in accurate or outdated.

CHAPTER 3
STRENGTH, WEAKNESS, OPPORTUNITIES
AND CHALLENGES
(SWOC ANALYSIS)

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SWOC

SWOC analysis of LinkedIn analyses the brand by its strengths, weaknesses, opportunities & challenges. In LinkedIn SWOC Analysis, the strengths and weaknesses are the internal factors whereas opportunities and challenges are the external factors.

SWOC Analysis is a proven management framework which enables a brand like LinkedIn to benchmark its business & performance as compared to the competitors. LinkedIn is one of the leading brands in the media & entertainment sector.

LinkedIn Strengths

Below are the Strengths in the SWOC Analysis of LinkedIn:

1. LinkedIn is known for credible professional accounts including companies, professionals & aspirants.
2. LinkedIn is very popular brand amongst corporates giving huge potential for employees and helps building career.
3. Its main features help in effective filtering of searches, finding business contacts & connecting with them.
4. Detailing of every LinkedIn profile is very crisp and covers almost all aspects of one's professional career.
5. Professionals looking for career growth & employment are very active on the platform.
6. LinkedIn is a very useful, and powerful, tool to promote your brand.
7. Highlights your professionalism & trusted professional site.
8. LinkedIn has more than 500 million active users worldwide.
9. More than 11000 people are employed with the brand.

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10. LinkedIn has a strong backing of its parent brand Microsoft.
11. Acquisition of SlideShare, Lynda, Connectifier have strengthened its product offering
12. Credible professional accounts.
13. Popular brand amongst corporates giving huge potential for connections.
14. Features help in effective filtering of searches.
15. Detailing of profile is very effective.
16. Professionals looking for career growth seem to be an active part.
17. Useful, and powerful, tool to promote your brand.
18. Highlights your professionalism & trusted professional site.

LinkedIn Weaknesses

Here are the weaknesses in the LinkedIn SWOC Analysis:

1. Allegations against the company for invasion of privacy through email has hurt its brand image.
2. Difficult options for communicating directly.
3. Prone to unverified or fake profiles.
4. Very low user engagement on the platform.
5. Heavy dependency on online recruitment for income.
6. Fake profiles & alleged data leaks have hurt LinkedIn in the past

LinkedIn Opportunities

Following are the Opportunities in LinkedIn SWOC Analysis:

1. Expanding globally specially in the emerging economies can be a huge boost for LinkedIn.

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2. Integration with voice & audio call software's can help the platform in increasing professional connections.
3. The advertising is set to increase with corporates realizing the B2B reach of LinkedIn.
4. Expanding globally specially in the emerging economies.
5. Integrate with IM/Skype to provide better communication.
6. Integrate with telephone operators to increase reach.
7. Partnership with mobile operators to increase reach.

LinkedIn Challenges

The challenges in the SWOC Analysis of LinkedIn are as mentioned:

1. Government regulations for maintaining privacy can hurt LinkedIn.
2. New upcoming professional networking websites.
3. Government regulations for maintaining privacy.
4. New upcoming professional networking websites.
5. Facebook which is on an acquiring spree may in future come up with a strong competition brand.
6. Fake accounts and hacking instances.
7. Fake accounts and data leaks can be an issue which affect LinkedIn's business operations.

CONCLUSION

LinkedIn has been growing rapidly across the board, but competition in the social media space is rampant. And other competitors like Monster are still sticking around to keep the online recruitment business more competitive. LinkedIn’s ability to grow users across the globe, and stimulate those users, will be crucial for the company’s long-term prospects. However, in the near future there is no visible threat to the dominance of LinkedIn as the preferred professional connection platform.

CHAPTER 4

OUTCOME OF THE STUDY

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Outcome Come Of The Study:

1. You can tap into its powerful job board

What are the benefits of LinkedIn? You'll find a number of reasons in this list, but let's start at square one: As a job seeker, you can search its robust job board — and even apply to jobs — through the networking platform.

Search jobs by keywords and location. Even if you're not actively seeking new employment, you can set job alerts based on your career interests to regularly receive email updates and stay in the loop.

You can also be sneaky about it. If you're connected with co-workers and managers, turn on your “I'm interested” button, which will let recruiters and potential employers know you're open to hearing about new opportunities. LinkedIn will hide this open invitation from folks at your current company.

With LinkedIn's premium account, you can access even more information about job openings. Send direct messages to recruiters and hiring managers, see how you compare to other applicants via insights, and even gain instant access to salary insights. While LinkedIn Premium is free for the first month, it's not absolutely necessary if you don't want to splurge on the \$29.99 monthly fee.

2. You can build your brand

Just like companies build their brands, it's important for you to build your professional brand online. How do you stand out from others in your industry? What makes you marketable? Why should someone pay you six figures.

Personal websites are great for this, but they often come with extra costs — and hours and hours of building and finessing. LinkedIn is a simple way to put your name on the professional map. Upload a professional profile picture and write a powerful LinkedIn summary that emphasizes your strengths and showcases your personality. When recruiters, employers, co-workers, and managers peruse your profile, they should

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be able to gain a strong understanding of who you are and what skills you bring to the table.

3. It can help rank your name on Google

Chances are, if you apply to a job, one of the first things an employer or human resources manager will do is Google your name. Even emailing a new client could result in a Google sweep of your name.

If you’ve never Googled yourself, now’s the time. What pops up on the first page of results.

Here’s another benefit of LinkedIn: Ranking on Google’s first page can be difficult, but LinkedIn is a well-known and powerful network — and Google’s into it. Because of that, it’s typically easier to get your LinkedIn page to rank on Google versus your homemade website or online portfolio. If your LinkedIn profile is the first thing a prospective employer will see, then maybe it’s time to get one ... or edit your existing one to stand out among the crowd.

4. It maintains your rolodex of contacts

Remember that awesome young professional you met at that conference three years ago? Or that friend of a friend who was interested in freelancing for your company. Honestly, probably not. Rather than stuffing their business cards in your desk drawer or adding their email addresses to your outdated address book, add these folks to your professional network on LinkedIn when you meet them. Keep them in your connections so one day you can reconnect when the time’s right.

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5. You can research companies and its employees

Sure, if you're applying for jobs, you can access openings from other job boards; there are plenty of those out there. However, LinkedIn offers other perks.

These days, many companies maintain their own LinkedIn pages where they'll update company information, share company news and insight, and showcase current employees. If the company knows what it's doing, you should get a good, solid feel for its culture and its people to make sure it's a fit for you before diving into the interview process or accepting a job.

6. It can help you tap into industry news

Like other social networking sites, LinkedIn aggregates a timeline when you log in. There, you'll find news updates from your connections, your groups, and your company. It's both fun and wise to keep tabs on industry trends and reports.

7. Network, network, network

Can we emphasize this enough? LinkedIn is such an important networking tool for professionals.

Even if you're an introvert and hate networking events, you can still foster meaningful LinkedIn connections. Through LinkedIn, you can build a relationship with mutual connections, folks in your field, and even your greatest role models.

CHAPTER 5
EXPERIENCE, LEARNING AND
CONCLUSION

LEARNING & EXPERIENCE:

1. To build a strong network of professional contacts

Getting ahead in any career is as much about who you know, as it is about what you know. Start by connecting with your peers and your university lecturers, then branch out into the industry that you want to work in. You never know when a connection will come in handy and the bigger your network, the more chance you have of being referred to a job role.

2. To get job alerts

While LinkedIn is about much more than just searching for jobs, it is still incredibly useful when it comes to finding your next position – which makes LinkedIn particularly useful for students. You can program LinkedIn to send you job alerts for certain companies, industries or specific job titles, so that you’ll never miss out on a great opportunity again.

3. Let the companies find you

These days, when you apply for a job, your prospective employer will no doubt conduct an internet search into you. Students often get a bad rap over their social media presence, so by having a LinkedIn account as a student, you can show an entirely different (and more professional!) side to yourself. Having a LinkedIn account allow companies to find you with ease and, most importantly, to find the information that you want them to find.

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4. Prepare for interviews

Interviews are always nerve-wracking but by having an account on LinkedIn, you can conduct your own research into the company, and the employer, so that you can go into your interview feeling as prepared as possible.

5. To prove your dedication

Having a LinkedIn account as a student proves that you are dedicated to pursuing a career. By being specific in your summary and connecting with people in the field that you'd like to end up in, you prove that you're putting in the time and effort required to succeed in your chosen career.

6. Gain exposure to Hiring Managers and Recruiters

93% of recruiters use LinkedIn to research and recruit candidates. LinkedIn allows you to have an online personal brand which makes you visible to key decision makers and recruiters. This means when your name is put into a search engine such as google, you have an online personal brand and you are appearing in search results. It's for this reason you need to make sure you treat your LinkedIn profile in a similar way to your CV and you ensure what is on the profile is selling you in the best way possible.

7. Demonstrate your knowledge, credibility and leadership expertise

Having a LinkedIn profile helps build trust with employers and recruiters as they can see your recommendations and connections and evidence of where you have added value.

8. Use LinkedIn as a research tool

Having a LinkedIn account also means that you can use the site to research companies, interviewers, recruiters, and hiring managers — this is helpful before

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submitting applications and researching who’s interviewing you and conducting interview research.

9. LinkedIn has a great job board

New opportunities exist throughout the LinkedIn site that may not exist on traditional job boards. You can directly apply for roles using LinkedIn apply, save job searches, as well as flagging to recruiters that you are open to hearing about opportunities.

10. You can gain social proof for your skills and talents

Let others recommend and endorse you for your skills and past work. When others recommend or endorse you, anyone who sees your profile can see these and it shows you have other experts backing up your claims to have certain skills. This is very powerful in making connections. You can build your credibility through the endorsements and testimonials that LinkedIn allows your contacts to leave on your profile.

11. Follow Companies

LinkedIn is a brilliant tool for researching organisations and people that work at them. You can use this to target people within your network that work for organisations that you really want to work for.

12. Join LinkedIn Groups

Groups are a brilliant way to meet people with similar professional interests and expand your network from other graduates to professionals already working in your industry. Groups allow you to take part in discussions. This is a great way to exhibit your knowledge on topics related to your industry, ask questions and start conversations with key people in key organisations.

CONCLUSION

There is no doubt that LinkedIn is a fast-growing global professional network that can be a valuable tool for Business people and students, whether or not they are actively seeking a job. With two new users joining the Network every second, a presence in over 200 countries, and a reputation as one of the most Successful start-ups in recent years, it makes sense that business faculty discuss LinkedIn in their classrooms. By Familiarizing students with LinkedIn and encouraging them to create strong professional profiles, it can help Students differentiate and market themselves and grow their networks, which is a must in today’s competitive job environment. This alone may not persuade professors to use LinkedIn in the classroom, which is why this article emphasizes how LinkedIn can also be used to help elaborate on business and marketing topics and concepts to easily fit it into the course syllabus. Going forward, the authors plan to create a LinkedIn group for business educators, in addition to a blog, in order to share best practices and teaching tips on incorporating social media tools and LinkedIn Into college-level courses. In addition, more empirical studies using survey data or outcomes-related data would be Useful to measure the actual and perceived impacts of LinkedIn use over time for students during and following their time in school.

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WEEKLY PROGRESS REPORT

WORK DONE DIARY

Week	Work Carried Out	Signature of student	Signature of faculty guide
1	Introduction, Statement of problem,& Need and relevance of study,		
2	Research methods, Objective & limitation of the study.		
3	SWOC Analysis, Outcomes of the study.		
4	Experience and learning, Suggestions, Conclusion		