

E-LEADER

LINKS

DOMAIN

WEBSITE

MARKETING

OPTIM

RANKING

ENG

Linked in

DESIGN

CONTENT

WEB

Brigita Lazar Lunder, Msc., MBA

Prague, June 2015

Plan B+ SEARCH

ENGINE



BIZNIS
AKADEMIJA
Vijesti

Brigita Lazar Lunder, M. Sc., MBA
Director/Board Member/Intl. Mkt. Mng./Regional
Mng./COS USA, Germany, Australia /Habiltated

Edit post

First Linkedin Conference on Balkan - Montenegro

Apr 24, 2015

156

26

3



The world and the Customers have changed

What used to work does not work anymore



75%

B2B purchases
affect
social media



57%

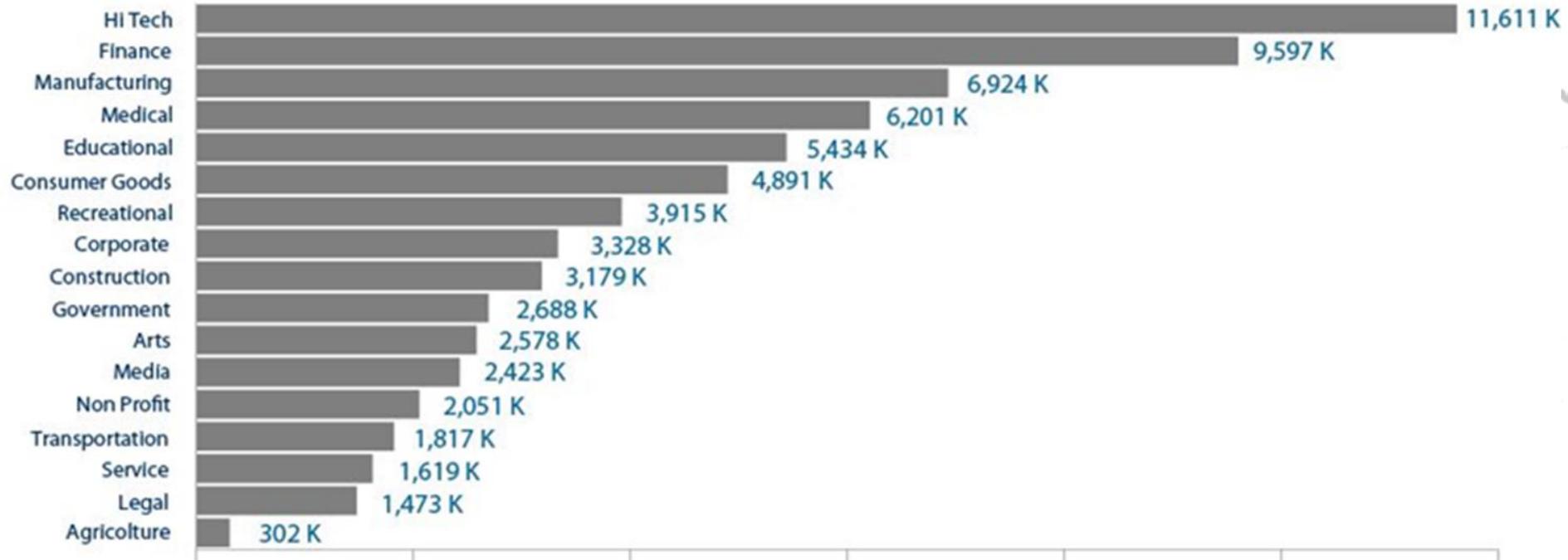
purchasing decision is
made before
the sales rep include



97%

"Cold calls" do not work
* 7% less every year
since
2010

Who Uses LinkedIn?



Industry in Numbers

www.LinkedinforBusiness.us

Why are professionals on LinkedIn?

Identity

Be the professional profile of record



Network

Connect all of the world's professionals



Knowledge

Be the definitive professional publishing platform



Why is LinkedIn B2B network King?

- **Facebook** No 1. Social Media
- for B2B best place to start is **LinkedIn**

LinkedIn

facebook



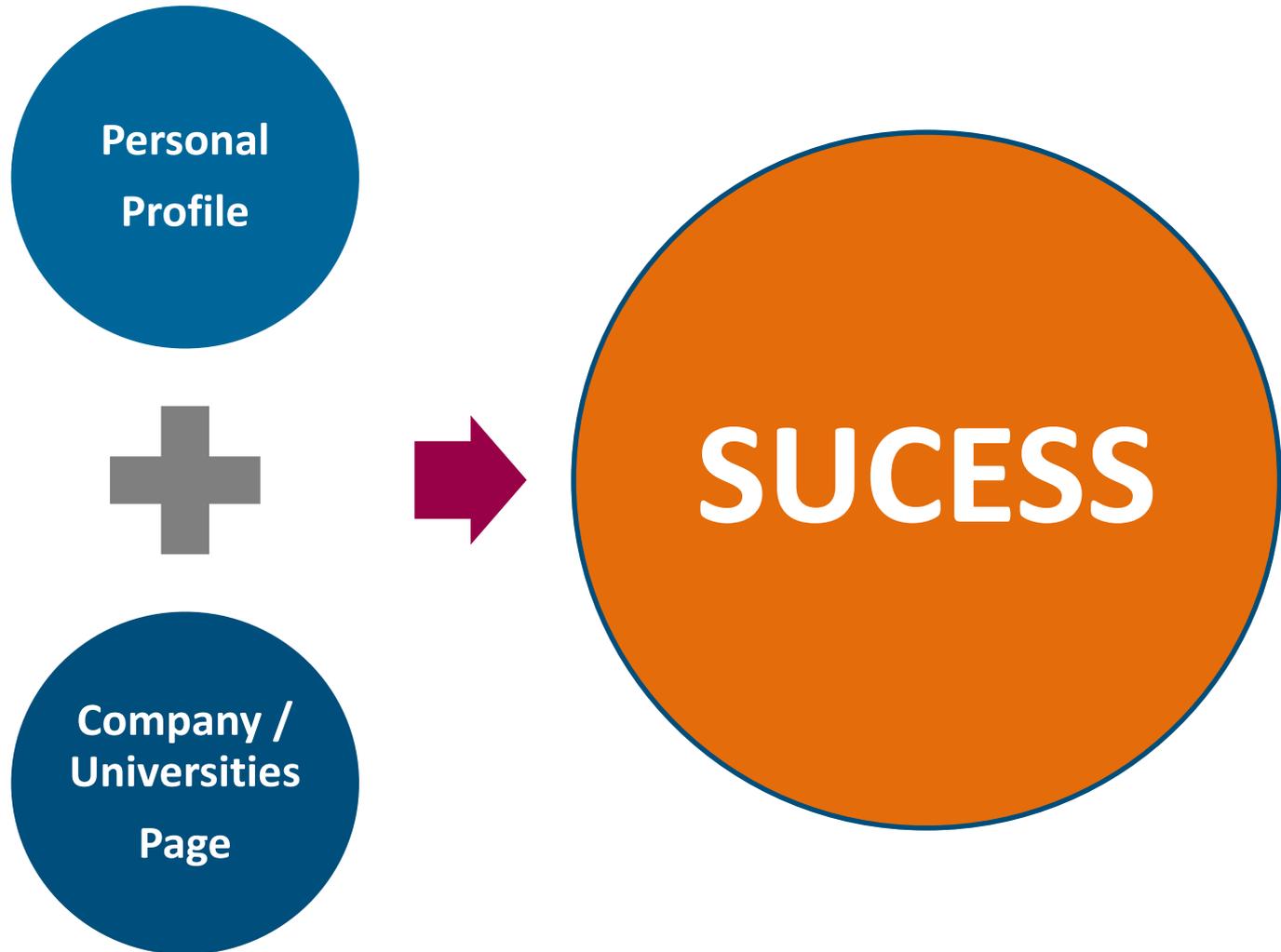
2013 TOP SALES & MARKETING SOCIAL MEDIA SITE

 LinkedIn	 Twitter	 Facebook	 Google+
			

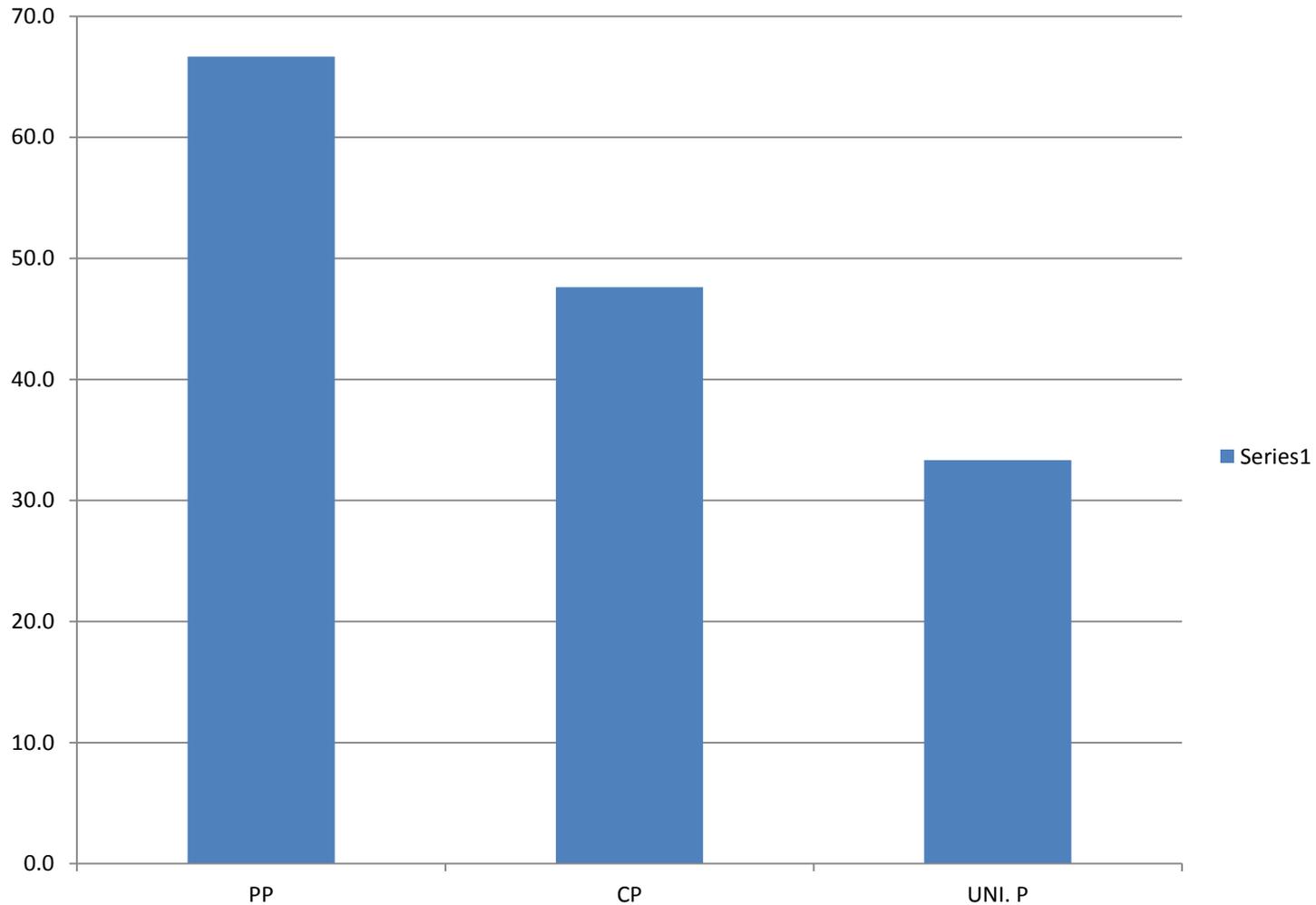
Sponsored By  Workbooks.com



Be There



Be There & YOU



Source: own research 2015



LinkedIn
YOUR DIGITAL
HANDSHAKE

Building a Great Profile:

1. Optimize & URL
2. Experience
3. References
4. Skills & Expertise
5. Endorsements
6. Networking 501 +
7. Groups
8. Update
9. Post
10. Projects, Publications, Content
11. Premium
- 12....



Beginner → **All-Star**

Profil #5: Experience

PREMIUM Search for people, jobs, companies, and more... Advanced 1 130 197

Home Profile Connections Education Jobs Interests Business Services Go to Recruiter



Mateja Vesel
 MBA Development M...
 Excellence Faculty of
 Slovenia

Current Center poslovn...
 Business Excel...
 Ljubljana

Previous Ekonomska fak...
 Education FELU

Send a message

Relationship Contact Info

Background

Experience

MBA programme manager
 Center poslovne odličnosti Ekonomske fakultete
 January 2014 – Present (1 year 5 months)

Project Manager
 Center for Business Excellence Faculty of Economics University of Ljubljana
 May 2012 – Present (3 years 1 month) | Ljubljana

Vodja projekta
 Ekonomska fakulteta v Ljubljani
 2012 – 2012 (less than a year)

Center poslovne odličnosti Ekonomske fakultete, Ljubljana
 Education Management

Follow

CPOEF je bil ustanovljen leta 2011. Njegovo delovanje zajema vsa področja sodelovanja...
[more](#)

5



- GF bei Quadrino Planen und Einrichten GmbH
- Klemen Žumer**
Head of Office at European Parliament in Slovenia
- Luigi Ceppatelli**
LIBERO PROFESSIONISTA
- Monika Lapanja**
Center of Business Excellence at Faculty of Economics, University of Ljubljana
- Nina Strozak**
Project Manager bei 360 decoro Holding GmbH, Lang+Lang GmbH
- Katarina Kotova**
--

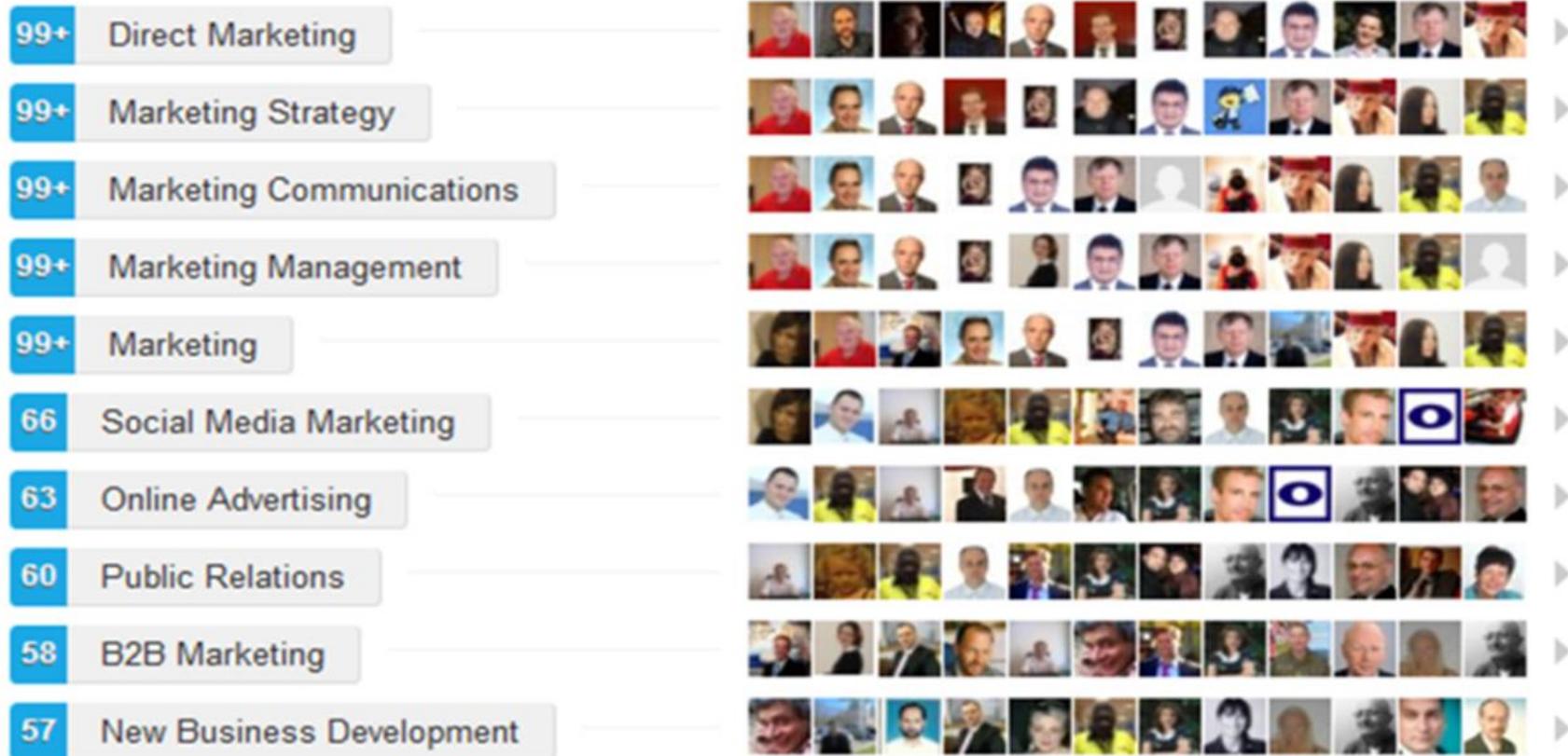
Promotion of University on Personal Profile Automation

Profil #6: Skills & Expertise



Skills & Expertise

Most endorsed for...



Brigita also knows about...



Profile #7: Networking → 501+

This is what your profile looks like to

Connections

Return to your profile



Brigita Lazar Lunder, M. Sc., MBA

1st PREMIUM

Director/Board Member/Intl. Mkt. Mng./Regional Mng./COS USA, Germany, Australia /Habilitation Lecturer/Top 1% /LION/18K+

Slovenia | Management Consulting

Current Plan B+, CASA, Mojo Video Marketing

Previous Slovenian Direct Marketing Association, Institute of Geodesy of Slovenia, Cankarjev dom Culture Centre

Education Faculty of Economics and Business Maribor

Send a message

View in Recruiter

500+ connections

https://si.linkedin.com/in/brigitalazarlunder

Contact info

Posts

View this profile in another language

Published by Brigita
See more

18,402 followers



Zakaj bi super uspešni prodajni profesionalci...
May 7, 2015



Svetovalna prodaja = h kupcem usmerjena prodaja
May 5, 2015



Magister farmacije m/ž - Nemčija, več d. mest.
May 4, 2015

Profil #8: Posts

Boost your stats with these tips



Write about what you know

Get inspiration from your professional life. Use LinkedIn as a sounding board - share your ideas, then get feedback to refine your topic or just have a friendly debate.



Remember your audience

LinkedIn has millions of executives, entrepreneurs, entry-level, and exiting workers - basically the working world in one place. Be conversational, but keep the conversation focused on the professional sphere.

The screenshot shows the top navigation bar with the LinkedIn logo, 'PREMIUM' status, a search bar, and notification counts (22, 50, 1). Below the navigation bar, the profile header for Brigita Lazar Lunder, M. Sc., is visible, including her title 'Director/Board Member/Intl. Mkt. Mng./Regio...' and a link to 'Your recent activity'. A red circle highlights a notification in the 'Recent activity' section: '1.1k views on your update "13. kongres slovenskih založnikov: kako izko..."'. Below the profile header, there are three buttons: 'Share an update', 'Upload a photo', and 'Publish a post'. On the right side, the 'People you may know' section is partially visible, showing profiles for Damijan Toth and Valter Skok.



Group Profile

Private group. To request membership, click Join and your request will be reviewed by the group manager.

National University, San Diego, California

About this Group

Created: December 30, 2008

Type: Other...

Members: 1,097

Owner: [rakesh muraharishetty](#)

Website: <http://www.nu.edu>

Group Members in Your Network



Paul Shillam, CPA, CMA, CGMA 2nd

Director of Accounting at Providence Health & Services



Kathleen Jo 2nd

Experienced Marketing Manager, Online Developer, and Web Analyst



Marilyn Magnin, MBA 2nd

Financial Consultant - Contract Role at PrideStaff Financial and Novation, Inc.



John Cline 2nd

Store Manager in Training at Radio Shack Corporation



Barry Seymour 2nd

Senior Applications Development Engineer at Goldrich & Kest Property Management



Marco Vásquez 2nd

Commercial Director at Grupo Mix Latinoamericano S.A.



Shawn Krogsgaard 2nd

Process Excellence and Change Enablement



Elizabeth Wilkins 2nd

Senior Manager, Talent Communications at Deloitte



Bob Doolittle 2nd

Keys: Excellent personal profile



Melonie Dodaro 1st

The media calls me Canada's #1 LinkedIn Expert ♦
Speaker: LinkedIn, Social Media, Social Selling, Influence Marketing
 Kelowna, British Columbia, Canada | Marketing and Advertising

Current Top Dog Social Media, Top Dog Social Media ♦ LinkedIn Trainer ♦ Social Media Trainer

Previous MindBody FX Weight Management Company Inc., LifeSuccess Perfect Weight, L A Weight Loss

Education Sheridan College

[Send a message](#)

500+
connections

Summary

When social media was just getting started I was searching for the best tools to promote my book and discovered social media as the perfect tool. Social media is a powerful platform for business, WHEN USED PROPERLY!

For years I studied everything I could about online marketing and SOCIAL MEDIA. Over time I became the "Go-To" leading authority on social media and opened my social media agency Top Dog Social Media. I've worked with the world's leading experts and have been dubbed by the media as Canada's #1 LINKEDIN EXPERT & social media strategist.

I'm passionate about helping my clients use social media marketing STRATEGICALLY. Those that want to learn about social media go to Google. Those who want RESULTS with social media...come to us.

Here's who we work with:

✓ BRANDS & BUSINESSES - Are you looking to maximize your online activities to increase visibility and profitability? We create custom SOCIAL MEDIA STRATEGIC PLANS that align with your goals. We can even do the implementation for you want to leave it to the experts!

✓ VP of SALES or SALES MANAGERS - Does your sales force ever struggle to achieve their sales goals? We can teach them highly effective SOCIAL SELLING techniques to generate warm leads, more sales & exceed their sales quota.

✓ PROFESSIONALS & ENTREPRENEURS - Would you like to build your personal brand, INFLUENCE, IMPACT & INCOME? We can help you to be seen as the #1 leading EXPERT in your niche and/or community in as little as 6 months!

✓ CONFERENCE & EVENT PLANNERS, ASSOCIATIONS & FRANCHISORS - Are you looking for a Keynote Speaker [Social media speaker, LinkedIn Speaker] that will educate & inspire your delegates on social media, social selling or influence marketing? I offer engaging & custom presentations to fit your audience!

► If you're interested in Social Media Marketing Services, Social Selling Training, LinkedIn Campaigns that produce massive results or having me speak at your event, email me at: info@TopDogSocialMedia.com





Official Czech name 'Vysoká škola ekonomická v Praze' (VŠE), also referred as University of Economics, Prague, is the leading university in the field of management and economics in the Czech Republic with more than 19.000 students currently enrolled, who are served by more than 700 academic staff and over 500 non-academic staff. VŠE has six faculties - five in Prague and one in Jindřichův Hradec (South Bohemia) - offering more than 70 bachelor, master and doctoral programs. VŠE is member of 'CEMS' and holds 'ECTS Label' and 'DS Label'

Specialties

finance, international relations, business administration, informatics, statistics, economics, public administration, management

Website

<http://www.vse.cz>

Industry

Higher Education

Type

Educational Institution

Headquarters

Vysoká škola ekonomická v Praze
nam. W. Churchilla 4 Prague 3 -
Zizkov, 130 67 Czech Republic

Company Size

1001-5000 employees

Founded

1953

How You're Connected



78 second-degree connections

592 Employees on LinkedIn

[See all](#) ▶

People Also Viewed

Charles
University in
Prague

Czech
Technical
University in
Prague

Vysoká škola
ekonomie a
managementu

Česká
spořitelna,
a.s.

Komerční
banka

ŠKODA AUTO
a.s.

[Home](#)

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world class research and distinguished teaching. Established in 2000, SMU's mission is to... [see more](#)

Recent Updates

SMU - Singapore Management University Most of us are not extremely self-motivated co-founders of multinational tech firms. Despite being dutiful and conscientious, we do need some carrots to motivate innovative behaviour. What does it take to create an incentive framework that supports ... [more](#)



How You're Connected



145 second-degree connections

2,375 Employees on LinkedIn

[See all](#)

SMU - Singapore Management University Showcase Page



SMU - Singapore...

Higher Education
501-1000 employees



SMU Executive...

264 followers
[+ Follow](#)

People Also Viewed



Keys: Upadtes & follower homepage

in PREMIUM Search for people, jobs, companies, and more... Advanced 12 28 6

Meetu Verma

Add a comment...

Aleš Zupančič, CFA
<https://lnkd.in/dasgC73>



New Goodyear Tires Harness Friction To Help Power Your Car
 popsci.com • Where the rubber meets the road, there's energy to be gained

Like • Comment • Share • 39m ago

MojeDelo

Uspešna in prodorna družba delujoča na področju trgovanja z energijo na nacionalni ravni išče Vodjo področja marketinga --> <http://bit.ly/1C28Gu4>



People You May Know

- Rok Kragelj**, Country Manager at Kaymu Slovenia at Rocket
[Connect](#)
- Ales Kuclar**, Consultant at ITeUM d.o.o.
[Connect](#)
- kotry azzedine**, Forscher bei Ecole Polytechnique
[Connect](#)

[See more »](#)

www.mojedelo.com

Mi1ijon evrov za slovensko podjetništvo

Pozdravljeni Linus,

ste danes že zavihali rokave in se počteno lotili dela?

Mi smo! Pripravili smo **sklad za slovensko podjetništvo v višini enega milijona evrov**, s katerim želimo slovenskim podjetnikom pomagati pri vsakodnevnomu poslovanju in jim olajšati pot do vrha. Podjetjem so zato na voljo **subvencije na izbrane storitve v vrednosti do 2000 €**, popolnoma brez vezave.

Ne zamudite te priložnosti in čim prej pokličite **040 40 40 10** ali obiščite **simobil.si/milijon**.

Želimo vam veliko poslovnih uspehov – tudi v naši družbi.

Vaš
Si.mobil

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Kliknite tu



**za razvoj slovenskega
podjetništva!**

Zagotovite si svojo subvencijo:
pokličite **040 40 40 10**
ali obiščite **simobil.si/milijon**.

Postanite eno izmed slovenskih
podjetij, ki jim bo Si.mobil
subvencioniral izbrane storitve
v vrednosti do 2000 €. Brez vezave!



Attract more followers

- Let your current clients know the value that you provide. Include your LinkedIn page in the company's communications, such as e-mail or blog, website.

The screenshot shows a LinkedIn article page for 'Entrepreneurs'. The article title is 'AppleCore Vs. Apple Corp: How One Man Is Slicing A Trademark Battle'. The author is Cheryl Conner. The article has 1.2k shares, 663 tweets, 263 LinkedIn shares, 2 Reddit shares, 125 Google+ shares, and 5.3k submissions. A red oval highlights the social sharing buttons on the left side of the article. Another red oval highlights the search bar and social media icons in the top right navigation bar. The page also features a 'High Quality MBA Program' banner at the top and a 'marketup' advertisement on the right.



INTRODUCING THE BEST LINKEDIN COMPANY PAGES OF 2014!



Dell



Evernote



Hootsuite



L'Oréal



Luxottica
Group



Marketo



The Nature
Conservancy



Procter &
Gamble



Tesla Motors



Wells Fargo



University of Economics, Prague

Czech Republic

Add to board

Suggest

131 interested in attending

Home

Notables

Students & Alumni

Recommendations

LinkedIn for Education



How you're connected



6 first-degree connections

4,661 second-degree connections

Notable alumni

< 1 /



Ondrej Bartos

Partner & Chairman of the Board at Credo Ventures

Finance & Accounting

1993 – 2000



See

Featured groups

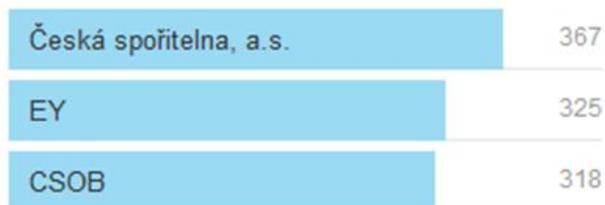
< 1 / 8

Faculty of Finance and Accounting / Fakulta financí a účetnictví...

370 members

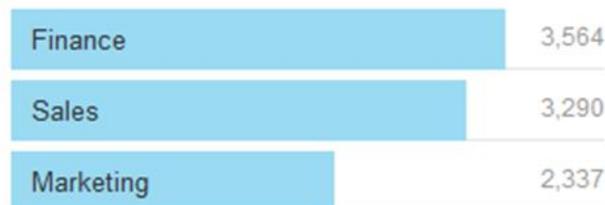
Explore Careers of 33,607+ Alumni

Where they work



more >

What they do



more >

General Information

The University of Economics, Prague (Vysoká škola ekonomická v Praze - VŠE), the largest public

Show more

Phone

420576038120

Institution Type

Public



University of Economics, Prague

3 Annoying errors (Social Media)

1. speak only about your products and services
2. not (share) with other
3. insensitive content about sensitive topics



Oops!



*Thanks for
liking!*

Brigita Lazar Lunder

b.lazarlunder@gmail.com