

Hello OIGP!

Tom Wharton, Chair of the Marketing Committee and esteemed member of this Skyrocket team, has built over 1,700 followers on LinkedIn. It didn't happen overnight, but rather by intentionally sharing content about Transition, Leadership, and Coaching that he disseminates several days a week. In an 8-minute video, Tom shows you simple steps to promote both your local business and OIGP.

Did you know?

LinkedIn is the premier social media site on the Web with 400 million members. It's the best place to establish your credibility as an expert in your field.

What can I do?

1. Make sure your LinkedIn Profile includes your title as "Partner – OI Global Partners" as well as the title you hold in your local firm, and that contact info is right at the top.
2. Watch Tom's video <http://screencast-o-matic.com/watch/cDVIDghCa1>
3. Subscribe to SmartBrief.com – it's free — to have articles delivered to your email inbox everyday. Share the best ones with your LinkedIn or other networks.
4. Try using Hootsuite.com to streamline the process.

Why?

Reposting or sharing business-related articles on LinkedIn is a great way to increase your credibility and raise awareness of both your local firm and the OI Global Partners brand. And it's FREE.

Do you have any questions about how to market your business or raise awareness of your brand? Ask by replying to this email.

Socially yours,

The Marketing Committee

Tom Wharton
Chris Medici
Courtney Farris
Claudia Gentner
