

Hello OIGP,

Today's suggestion is very simple, but it can be very effective.

## *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 and to engage other business people.

## *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. Invite your customers, prospects, staff and even candidates to join the OI Global Partners LinkedIn Group:
  - a. Here's a [video to show you how](#).



- b. Or send an email blast to urge them to join and embed this icon which points to the Group.
  - c. Engage in the Group conversation!

## *Why?*

Group members will see our regular blog posts as well as comments you make. By connecting them to high quality content and engaging them in the conversation, you will reinforce the OI Global Partners brand.

*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  
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