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Improving Your LinkedIn Presence by [Anuj Singh](#)

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LinkedIn has emerged as one of the greatest professional networking sites. It has over 100 million users and still counting. You can find jobs and business opportunities on LinkedIn. It has made our professional lives much easier. You can make connections with millions of users across the globe. It helps you establish your business as a well-known brand.

How does it work?

LinkedIn also works as any other social networking site. To get started, you need is to sign up and create your profile. You can add links to your blogs and other relevant websites. You can include other social media accounts. Another added feature is, you can integrate your LinkedIn account with your existing email account. This will help you get connected with the people you already know.

Once you are done with creating profile, you can start making connections now. Search for similar interest groups or businesses in your industry niche. With LinkedIn you can connect with professionals rather than connecting with friends. Groups organize discussions. It will enable users to participate in the discussions and to make connections. In these discussions and forums, internet marketers also offer business opportunities and jobs. You can get many opportunities for businesses and employment.

How is it beneficial?

LinkedIn is a huge network of professionals and offers benefits for internet marketers and businesses, some of them are:

â€¢ It keeps you up to date about the recent industry trends. Also you get to know whatâ€™s going on in the industry. For instance, breaking news, new product launches and latest developments.

â€¢ You can easily build connections with other professionals similar to your business or that comes under your industry niche.

â€¢ You can discuss anything related to your business or industry with your group.

â€¢ You can showcase your business, products and services on LinkedIn. You can connect with the top professionals and business associates.

â€¢ You get great business opportunities for future on LinkedIn.

â€¢ You can also hire experts and talented freelancers on LinkedIn. You can also outsource your work.

â€¢ On LinkedIn you can not only find business opportunities for yourself but also you can help others to find jobs.

If you are a start up, LinkedIn is the place where you can find likeminded people. You can make connections with similar businesses. For details please visit <http://www.kpmrs.com>

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