



Business Growth 3 Ways

7 WAYS TO LEVERAGE LINKEDIN WHEN YOU TRAVEL

Traveling, whether for work or pleasure, provides many opportunities to use LinkedIn for your business.

Action Items

1. Search for connections that are located in the area that you are traveling to. Reach out to them to see if they are open to meeting up for coffee or lunch. Or, ask them to recommend a place to stay, restaurant, venue, etc.
2. Engage in conversation with the people you meet along the way; the person sitting next to you on the plane, the hotel staff, the retail clerk, the restaurant wait staff. Learn about the area and listen for opportunities to engage further. You never know where your next opportunity for business will come from. Gather their business cards to connect on LinkedIn later or open your mobile LinkedIn app to connect with them on the spot.
3. Give updates on LinkedIn. If you are traveling to a conference or visiting a client, there will be plenty of opportunities to capture a few photos and share them on LinkedIn. Keep the content relevant to your LinkedIn audience by sharing what you are learning at the conference or highlighting a client's success.
4. Use LinkedIn search to locate vendors in the area you are traveling to. Connect ahead of time so services will be ready when you arrive.
5. Search for LinkedIn groups located in the geographic area you are traveling to and begin engaging with locals before your trip. Ask questions, try to arrange a meetup with someone you'd like to do business with, see if they are hosting a networking event while you are in town.
6. If attending a conference, try to obtain a list of attendees prior to the event and work to connect with them on LinkedIn before the conference. Select a couple people you'd like to get to know and arrange to meetup during the conference. Even better, host a happy hour event and invite conference attendees to join you for a casual meetup with others.
7. Publish a long-form post on LinkedIn about your experience and key take-aways from the trip. Even if you are traveling for pleasure, consider how things you observe are related to your business. Share your thoughts and a couple photos on LinkedIn, like my friend Chris Rudolph did in a post about what digital marketers can learn from beach sunglass peddlers.
<https://www.linkedin.com/pulse/what-digital-marketers-can-learn-from-beach-sunglass-peddler-rudolph>

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