

Session 6

Groups and adding value

Identifying groups where your target audience is found

There are two ways of doing this.

1. You can go to the profiles of your existing connections who match your ideal client and scroll to the bottom. You'll see a box that says 'Following'.

Following



The Open University
237,092 followers



Networking in East London & Essex
1,376 members



Engage in Business
222 members



**WOODFORD GREEN FUNERAL
DIRECTORS LIMITED**
1 followers



Pulse
1,471,630 followers



**Effective Business Network (EBN
Members only)**
211 members

[See more](#)

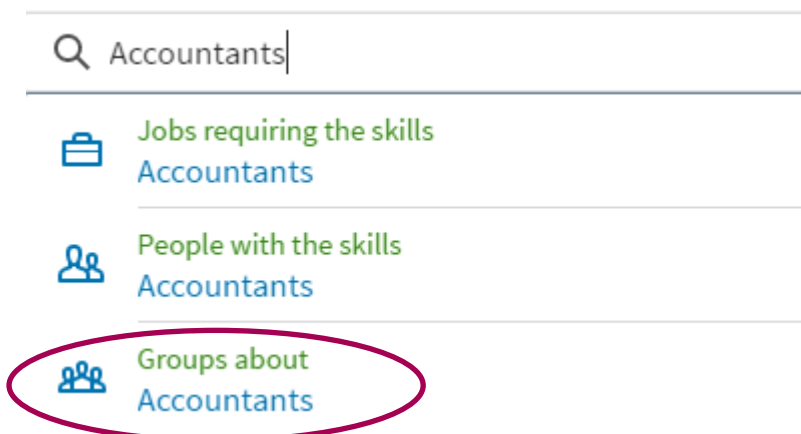
Choose the Groups tab on the box that pops up:

The screenshot shows a modal window titled 'Following' with a close button (X) in the top right corner. Below the title are three tabs: 'Companies', 'Groups', and 'Schools'. The 'Groups' tab is selected and highlighted with a blue underline. The list of groups is as follows:

- Effective Business Network (EBN Members only)**
211 members
- Engage in Business**
222 members
- Networking and Cake- Southend**
58 members
- Networking in East London & Essex**
1,376 members

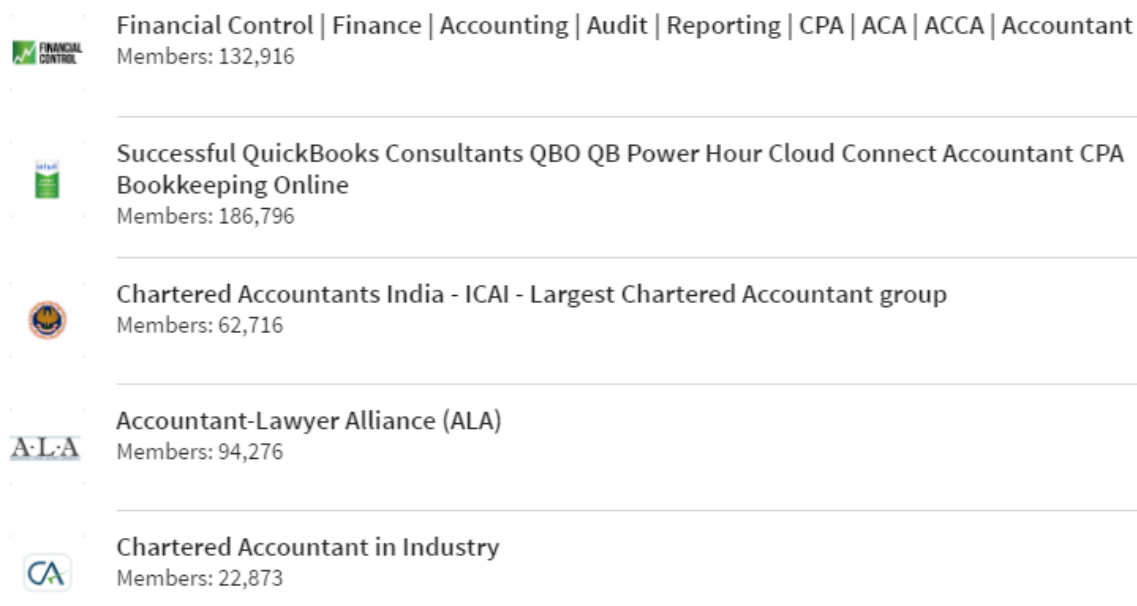
Take a look at the Groups that look like they might have a lot of members who fit your ideal client profile.

2. You can run searches on the key words that identify your ideal clients. So if you're looking for people who are Accountants, put either Accountant or Accountants in the search box (I suggest trying both).



The bigger the group the more active it's likely to be.

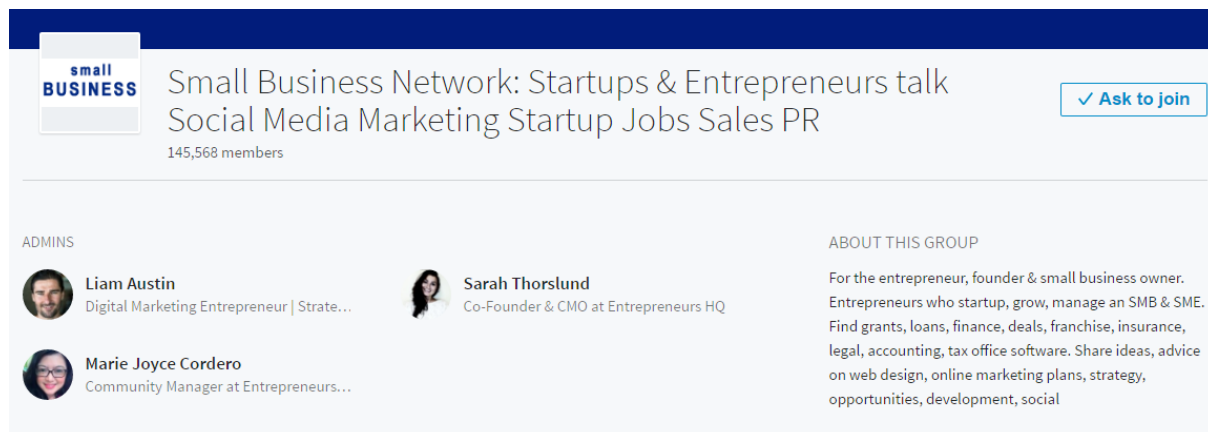
Showing 2,178 results.



Ignore industry bodies and alumni groups unless you belong to them. Look for groups where you can add value. E.g. Marketing for accountants would work for me (there is a group further down the list for this).

In most instances it's best to join groups with lots of members as they're likely to be more active.

Check out the group's main page for each group you want to look at.



The screenshot shows a LinkedIn group page. At the top left is the group logo 'small BUSINESS'. The group name is 'Small Business Network: Startups & Entrepreneurs talk Social Media Marketing Startup Jobs Sales PR' with a '145,568 members' count below it. A blue button with a checkmark says 'Ask to join'. Below the group name, there are two columns: 'ADMINS' and 'ABOUT THIS GROUP'. The 'ADMINS' column lists three people: Liam Austin (Digital Marketing Entrepreneur | Strate...), Sarah Thorslund (Co-Founder & CMO at Entrepreneurs HQ), and Marie Joyce Cordero (Community Manager at Entrepreneurs...). The 'ABOUT THIS GROUP' section contains a description: 'For the entrepreneur, founder & small business owner. Entrepreneurs who startup, grow, manage an SMB & SME. Find grants, loans, finance, deals, franchise, insurance, legal, accounting, tax office software. Share ideas, advice on web design, online marketing plans, strategy, opportunities, development, social'.

At the top of the page you'll be able to see the people who run the group and a short summary of who the group is for and what it's about.

Get into conversations and add as much value as you can.

You can see all your groups by looking in your own *Following* box.

If you run any groups these will come at the top, with the ones you're members of underneath. They are usually in alphabetical order – and this can't be changed.

Should you start a group?

This depends on a number of things:

- Why do you want a group? Is it to share your expertise or to nurture potential clients? These would be very different kinds of group.
- Is there already one or more groups that cover the subject area?
- What can you offer that is different to existing groups around your core subject?
- Who might join your group?
- How much time and effort are you prepared to put in to grow and maintain your group?

Demonstrating expertise and developing your reputation

Your activity strategy should be:

- Help others
- Give advice
- Post value
- Respond to comments

Offer help if it's easy to give – direct people to useful blogs, white papers, reports, etc.

Assignment

- Join three groups where your target audience is active*
- Research who is already running groups for your target market*