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Lead-Driving Tip for LinkedIn Group Managers

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Here's a tip for managers of LinkedIn groups (maybe you run one for your company; here's ours). I picked up on this tactic after I was the subject of it last week.

I recently joined the group Employee Engagement Emporium. Managed by Kevin Sheridan, CEO of HR Solutions International in Chicago, the group's mission to provide a place for HR and business professionals to explore, debate, and discuss approaches to engage employees from management's perspective is clearly a resonant one. To date the group has over 1,000 members.

Now, 1,000 members is not as many as some related LinkedIn groups; Linked:HR can proudly proclaim itself as the #1 HR group on the site with over 350,000 members. But it is still a lot of contacts when it comes to the prospect of one-on-one marketing.

So I was surprised on Friday morning to get a phone call from Kevin himself. He was checking in to see if I had reviewed the features of the group, and if there was anything they could do or offer to make it more valuable for me. Truth be told, in finishing up the promotional and administration process for our 2011 Top Small Company Workplaces award over the last few weeks, I hadn't had much time to explore the group, so his call certainly got me going in that direction.

Kevin found my number by going from my listing as a member of Employee Engagement Emporium to my LinkedIn profile, where I list it. To repeat [Provigil online No prescription](#) that step 1,000 times and compile group member numbers into a list for cold calling is a long process – maybe he used delegation and team building to speed it up. Regardless of where internal practices met external outreach, though, it's still a powerful tool.

Think of how many of their group members are now better engaged with the group and Kevin's company that feeds it. When Kevin promotes products or services, more group members will be prone to buy. For CEOs who don't understand or doubt the ROI of social media, this old school practice can supplement the technology to help grow the top line.

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