

6 Steps to Adding **BILLIONS** of LinkedIn Followers

@garrettpauley

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6 Steps to Adding BILLIONS of LinkedIn Followers

1. Email campaign tool
2. Email addresses
3. Create your messages
4. Involvement from your college
5. Update social media
6. Measure success

Choose an email campaign tool



MailChimp

iContact
Email Marketing Simplified™

verticalresponse
Marketing. Just Like That.



Constant
Contact®

GetResponse
Email Marketing. Solved.

campaigner®



Campaign Monitor



Campaign Monitor

Clients Billing Customize Account Settings

Help Logout

College of Business, ILLINOIS Communications Office

Overview Campaigns Automation Lists & Subscribers

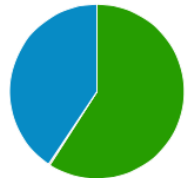
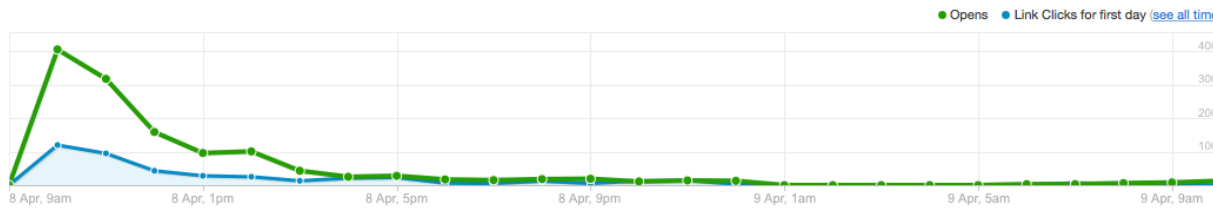
Templates Client Settings

Campaigns > 2015 Grad Campaign - Message 1

2015 Grad Campaign - Message 1

Sent on 8 Apr 2015 to 1,452 unique subscribers in [List Imported for 2015 Grad Campaign - Message 1](#)

View Share Campaign Export Report



- 858 **Unique opens**
1,614 total opens to date
- 4 **Bounced**
0.28% couldn't be delivered
- 590 **Not Opened**
Open rates are *only estimates*

- 59.25% of all recipients **opened so far**
- 31% **clicked a link** (266 people)
- 0.07% **unsubscribed** (1 person)
- 0 people marked it as spam (0%)
- 0 **shares** across Facebook, Twitter & email

Most popular links (full report)

CLICKS

https://illinois.edu/tb/sec/9458582	289
https://www.linkedin.com/grp/home?gid=46006	147
https://illinois.edu/tb/sec/1805376	113
https://business.illinois.edu/alumni/	1
https://business.illinois.edu/development/	1

Top countries (full report)

OPENS

United States of America	933
China	5
India	2
Korea South	1
Turkey	1

Campaign Reports

- Snapshot**
Summary of campaign results to date.
- Recipient Activity**
Who opened and clicked, etc.
- Link Activity & Overlay**
Which links were popular, who clicked.
- Social Sharing & Forwards**
Who shared with friends.
- Worldview**
Real-time map of campaign activity.
- Opens & Clicks Over Time**
When did subscribers open and click.
- Email Client Usage**
Which email clients are being used.
- Bounce Summary**
Who didn't receive this and why.

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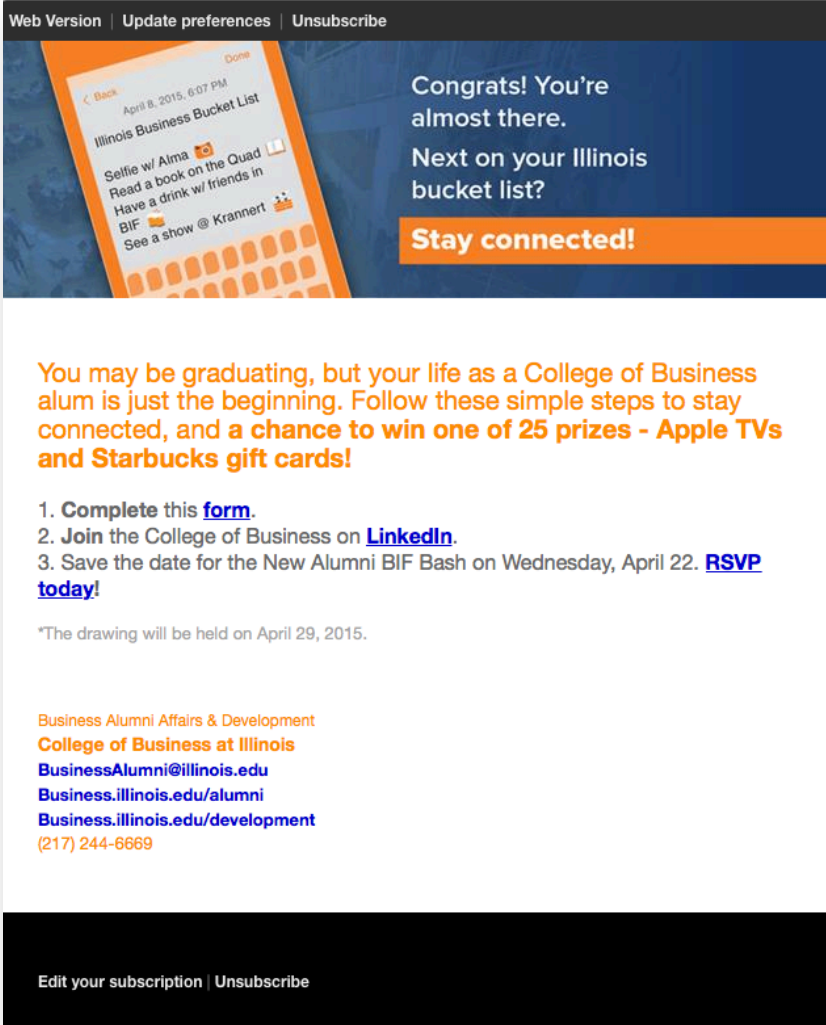
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Creating your message

- Congratulate them
- Keep it simple
- Give them FREE stuff

Apple products
Starbucks
Alcohol



Web Version | Update preferences | Unsubscribe

Congrats! You're almost there.
Next on your Illinois bucket list?

Stay connected!

You may be graduating, but your life as a College of Business alum is just the beginning. Follow these simple steps to stay connected, and a chance to win one of 25 prizes - Apple TVs and Starbucks gift cards!

1. Complete this [form](#).
2. Join the College of Business on [LinkedIn](#).
3. Save the date for the New Alumni BIF Bash on Wednesday, April 22. [RSVP today!](#)

*The drawing will be held on April 29, 2015.

Business Alumni Affairs & Development
College of Business at Illinois
BusinessAlumni@illinois.edu
Business.illinois.edu/alumni
Business.illinois.edu/development
(217) 244-6689

Edit your subscription | Unsubscribe

Involve your College

- Communications
- Advancement/
Giving
- Alumni Affairs
- Department heads
- Faculty
- Student advisors





























Update Social Media

- Graduation photos
- Graduate profiles
- Alumni news and information
- Awards and recognition
- How to stay connected?



Measure success

<u>Email</u>	<u>Recipients</u>	<u>Opened</u>	<u>Click %</u>
1	1,459	59.25%	30.89%
2A	94	82.98%	48.72%
2B	1,459	53.6%	24.84%
3	1,552	59.7%	15.66%
4	980	52.91%	25.68%
5	1,552	71.57%	12.07%

 <p>Jim Doty <small>2nd</small> Principal at Doty Consulting, Orange County, California Area Follow Jim · Send message · Connect</p>	 <p>Nate Adams <small>2nd</small> Director - Corporate Development & Strategy, Greater Chicago Area Follow Nate · Send message · Connect</p>	 <p>Kimberly Rogers <small>2nd</small> Business Development Officer at Louisiana Economic Development, Baton Rouge Area Follow Kimberly · Send message · Connect</p>
 <p>Kunal Shah <small>2nd</small> Manager at KPMG, Greater Chicago Area Follow Kunal · Send message · Connect</p>	 <p>Leslie Lopez Espinoza <small>2nd</small> Business Development U.S. at Topitop, Greater New York City Area Follow Leslie · Send message · Connect</p>	 <p>Devna Sharma <small>2nd</small> MBA Candidate (Class of 2016), University of Illinois Urbana Champaign, U Illinois Area Follow Devna · Send message · Connect</p>
 <p>Kristen Lisa <small>2nd</small> Public Relations Manager, Enterprise, Embedded & Semi-Custom (EESC) Communications AMD, Austin, Texas Area Follow Kristen · Send message · Connect</p>	 <p>Kevin Frerichs <small>2nd</small> Grants & Contracts Specialist at University of Illinois, Urbana-Champaign, Illinois Area Follow Kevin · Send message · Connect</p>	 <p>Michael Rossi, CPSM, C.P.M. <small>2nd</small> Sourcing Manager at McDonald's Corporation, Greater Chicago Area Follow Michael · Send message · Connect</p>
 <p>Rahul Kalsi <small>2nd</small> Lobbyist at John J. Millner & Associates, Inc., Greater Chicago Area Follow Rahul · Send message · Connect</p>	 <p>Joelle Geddie <small>2nd</small> Experienced Financial Analyst, Chattanooga, Tennessee Area Follow Joelle · Send message · Connect</p>	 <p>David A. Dieter, PE <small>2nd</small> Business Development Manager at Curtiss-Wright, Greater Chicago Area Follow David A. · Send message · Connect</p>
 <p>Aaron Symanski <small>2nd</small> CTO, COO at Apervita, Inc., Greater Chicago Area Follow Aaron · Send message · Connect</p>	 <p>Lucas McIntosh <small>2nd</small> Utility Consultant & Project Mgr, PE, Kansas City, Missouri Area Follow Lucas · Send message · Connect</p>	 <p>Matt Wilson <small>2nd</small> Associate Vice President, Alumni Relations at University of Illinois Alumni Association, Champaign, Illinois Area Follow Matt · Send message · Connect</p>
 <p>Judy-Chenjie Ju <small>2nd</small> Financial Officer at Harlem Lofts Inc, Greater New York City Area Follow Judy-Chenjie · Send message · Connect</p>	 <p>Tim Muenstermann, MBA <small>2nd</small> President at Digital Fleet, LLC., Greater Chicago Area Follow Tim · Send message · Connect</p>	 <p>Sean T. O'Kelly <small>2nd</small> Management Consultant Enterprise Architect Project Manager Business Development Manager Chicago Area Follow Sean T. · Send message · Connect</p>
 <p>Erinn Katz <small>2nd</small> at US Bank, Greater Chicago Area Follow Erinn · Send message · Connect</p>	 <p>Randall Dykema, CPA, MST <small>2nd</small> Senior Tax Accountant at Habif, Arogeti & Wynne, LLP, Greater Atlanta Area Follow Randall · Send message · Connect</p>	 <p>David Gilmartin <small>2nd</small> Experienced Corporate Counsel, Greater Chicago Area Follow David · Send message · Connect</p>
 <p>Mary Fiske <small>2nd</small> Senior HR Operations Specialist, Greater Chicago Area Follow Mary · Send message · Connect</p>	 <p>Wren Davis <small>2nd</small> Consultant at Liberty Mutual Insurance, Urbana-Champaign, Illinois Area Follow Wren · Send message · Connect</p>	 <p>Shivani Mishra <small>2nd</small> Senior Product Marketing Associate at athenahealth, Greater Boston Area Follow Shivani · Send message · Connect</p>
 <p>Brad Foster <small>2nd</small> Director of Advancement at University of Illinois at Urbana-Champaign, Greater Chicago Area Follow Brad · Send message · Connect</p>	 <p>Monica Widyasurya, CPA <small>2nd</small> Lead Financial Analyst at IBM Corporation, Greater Chicago Area Follow Monica · Send message · Connect</p>	

Measure success

- Collected permanent e-mail addresses for 702 (44.6%) graduating students
- During the campaign (April 18 through May 8), 193 new members joined us on LinkedIn
- 354 students attended the event in the BIF Commons

Who benefits:

- Development/Advancement/Giving
- Alumni Affairs
- College communications



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#IAmIllinoisBusiness

College of Business
Anna Wong

Garrett Pauley
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