

How to create a



LINKEDIN CAMPAIGN

- ✓ Create a Strong Profile
- ✓ Identify Target
- ✓ Market
- ✓ Connect & Build
- ✓ Get Noticed
- ✓ Engage





**CREATE
A STRONG
PROFILE**



Search for people, jobs, companies, and more...



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Interests

Business Services

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Edit Background



Christina Rowe

Marketing Expert| Author|Speaker|Internet
Marketing|Branding & PR
Specialist|StandOutOnTheWeb.com

Miami/Fort Lauderdale Area | Marketing and Advertising

Current [www.standoutontheweb.com](#), [www.christinarowe.com](#),
Addiction 911 Podcast & Magazine, Stand Out! Media
Group

Previous [Level Up Networking Breakfasts](#)

[Add Education](#)

View profile as

500+
connections

[www.linkedin.com/in/christinarowe1/](#)

Contact Info

Add a section to your profile – be discovered for your next career step.



Education

Members with a school on their



Language

This can help you find a new job, get

Profile Strength



Expert



emma
FOR
AGENCIES

EMAIL AUTOMATION
FOR YOUR CLIENTS

Get your clients in the automation game
with *welcomes*, *birthdays*, *win-backs*,
nuture series and more.

Who's Viewed Your Profile

Founder of Stand Out! Media Group| Marketing Expert

www.standoutontheweb.com, www.christinarowe.com

June 2011 – Present (3 years 1 month) | Fort Lauderdale, Florida

► 1 project

 Add Description 



► ► ► Business Owners, Entrepreneurs, & Authors:



Video Intro for Christina Rowe: Author, Speaker, Internet Marketing & Branding Specialist



▼ 3 recommendations, including:



Cheryl Rubman, CDPE
Luxury Real Estate | Foreclosure | Short...

I had the pleasure on several occasions to attend Christina Rowe's Marketing Seminars. She is very knowledgeable and truly... [View↓](#)



Heidi Richards Mooney LinkedIn
Open Networker
Social Media/Internet Marketing/ Wordpr...

Christina Rowe is one of the most talented and amazing women I know. She is one of those people who raises her hand to help.... [View↓](#)

[1 more recommendation↓](#)



Stand Out! Media Group Portfolio



Fire Your Publicist! Top PR Media Contact Lists
Now Available to the Public



Christina Rowe and Barbara
Theodosiou Publicity



Stand Out! Online Club
Membership Site

Marketing

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3 Sexy Ways to Use
Popovers to Increase
Conversions

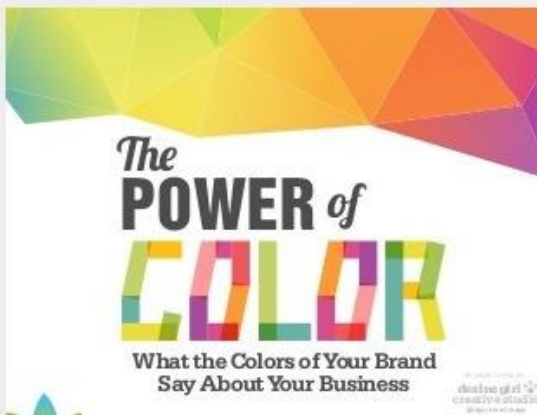
Presenter: Kath Pay



cloud.IQ

3 Sexy Ways to Use Popovers to Increase ...

1 day ago, 1,170 views



dezinestudio creative studio

The Power of Color in Branding

1 day ago, 1,916 views



Pardot

Why You Need to Get Personal With Your ...

1 day ago, 734 views

Start expanding your professional world!



- ☒ **Follow my LinkedIn contacts on SlideShare**
So you will find out when they post new content to SlideShare
- ☒ **Follow Slideshare company page on LinkedIn.com**
So you will find out new content about SlideShare on LinkedIn.com
- ☒ **Share my activity with my connections on LinkedIn.com**
 - ☒ Display my SlideShare uploads on LinkedIn.com
 - ☒ Display my SlideShare content likes on LinkedIn.com

Save Settings

Search

87,058 results for marketing expert

Advanced >

Some search results have been filtered to improve relevance.
[Show all results](#)

All

People

Jobs

Companies

Groups

Universities

Posts

Inbox

Relationship

☒ All

☐ 1st Connections (88)

☐ 2nd Connections (12976)

☐ Group Members (3234)

☐ 3rd + Everyone Else (72395)

Location

☒ All

☐ United States (37214)

☐ United Kingdom (4812)

☐ India (4398)

☐ Canada (3954)

☐ Greater New York Ci (2732)



Christina Rowe **you**

Marketing Expert | Author | Speaker | Internet **Marketing** | Branding & PR Specialist | StandOutOnTheWeb.com

Miami/Fort Lauderdale Area • Marketing and Advertising

[Similar](#) • [500+](#)

Edit



Evelin Pataki **2nd**

Media & **Marketing** Communication **Expert**

Miami/Fort Lauderdale Area • Marketing and Advertising

[4 shared connections](#) • [Similar](#)

Connect



Jobs for marketing expert



Volunteer: Social Media **Marketing Expert**
Human Health Project



Marketing Eloqua Expert
Measured RESULTS **Marketing**



Marketing Expert
ReachLocal



Marie Fernandez-Leon **2nd**

Executive Director at PackofDogs.org

Miami/Fort Lauderdale Area • Marketing and Advertising

[95 shared connections](#) • [Similar](#)

Connect

Current: Branding & **Marketing Expert** at Imagery Creative



**IDENTIFY
YOUR TARGET
MARKET**

ADDICTION 911



FALL 2014/
WINTER 2015
ISSUE 1

MAGAZINE

UNDERSTANDING ADDICTION

SURVIVING THE HOLIDAYS WITH AN ADDICT

TEEN HEROIN ADDICTION SWEEPS THE NATION

THE GUILT-RIDDEN ADDICT

CONFESSIONS FROM A CODEPENDENT

OBAMACARE & ADDICTION

BRAIN CHEMISTRY & ADDICTION

ARE YOU BEING EMOTIONALLY
ABUSED BY AN ADDICT?

MIXING ALCOHOL AND PILLS: A DEADLY HIGH

BREAKING THE CHAINS TO YOUR ADDICT

INTERVIEWS, ARTICLES,
RESOURCES & MORE!



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1st Connections x

2nd Connections x

Group Members x

People

Jobs

Keywords

First Name

Last Name

Title

Company

School

Location

Search

Reset

Advanced People Search

Relationship

- ☐ 1st Connections
- ☐ 2nd Connections
- ☐ Group Members
- ☐ 3rd + Everyone Else

Location

Current Company

Industry

Past Company

School

Profile Language

Nonprofit Interests

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Groups

- ☐ South Florida Business Owners Networkin...
- ☐ South Florida Business Mastermind Group
- ☐ South Florida Business Professionals
- ☐ South Florida Interactive Marketing Associ...
- ☐ Linked Local South Broward

Years of Experience

Function

Seniority Level

Interested In

Company Size

Fortune

When Joined

Reset Close

Feedback

All

Current: CEO - Crossfire Media at Crossfire Media

LENOVO® THINKPAD® T540p



addiction professionals



2



22



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☒ All

☐ 1st Connections (54)

☐ 2nd Connections (94)

☐ 3rd + Everyone Else (20)

Categories

☒ All

☐ Your groups (3)

☐ Open groups (70)

☐ Members only (45)

Languages

☒ All

☐ English (115)

+ Add

115 results for addiction professionals

Did you mean **addiction professional**?



Addiction Recovery Professionals

A networking opportunity for those who work in chemical dependency treatment, mental health treatment, or other holistic ...

Very Active: 189 discussions this month • 19,019 members

• 5,991 in your network • Similar

View



Addiction Treatment Professionals - Harm Reduction Group

This group is dedicated to the discussion of cutting edge, evidence based **addiction** treatments such as Cognitive ...

Very Active: 68 discussions this month • 2,275 members

• 544 in your network • Similar

View



NAADAC, The Association for Addiction Professionals

NAADAC is the premier global organization of **addiction** focused **professionals** who enhance the recovery of individuals, ...

1 discussion this month • 845 members

• 331 in your network • Similar

View



Addiction Recovery EXECUTIVES & MANAGEMENT Professionals

A discussion forum for EXECUTIVES & MANAGEMENT **professionals** in the **addiction** recovery field.

Active: 26 discussions this month • 1,225 members

• 732 in your network • Similar

View



Addiction Professional

This group is for readers of **Addiction** Professional magazine.

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LinkedIn Groups

Succeed

Powered by STAPLES



Join the conversation.

Join Group

Small Business Network

Featured Discussion:

Push Messaging can transform your business.

Feedback



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Florida Addiction Professionals

419 members



Discussions

Promotions

Members

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Will you be joining us for lunch on Wednesday? Ruth Chris needs a final headcount tomorrow...

Manager's Choice

[Christina Rowe](#)

Marketing Expert| Author|Speaker|Internet Marketing|Branding & PR
Specialist|StandOutOnTheWeb.com

Last chance to register for the Florida Addiction Professionals Networking & Referral Luncheon on Wednesday, Oct. 29th at Ruth Chris in...

Like (1) • Unfollow • 2 months ago



Start a discussion or share something with the group...

Popular

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Hello Members .A few rules about posting promotions and events. Please read...

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Specialist|StandOutOnTheWeb.com

Top Contributors in this Group



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Your group contribution level

Congrats! Regularly add great discussions and comments to stay a Top Contributor.



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**GET
NOTICED**



Get Famous Fast: 5 PR tips for Small Business Owners

June 25, 2014



1,398



47



2



Tweet

5



Like

18



+1

6



Share

111



Have you been overlooked PR as a viable marketing strategy for your business? Maybe you have thought about PR for your business but quickly dismissed the idea once you found out that most publicists charge several thousand dollars a month with no guarantee you will get any media placement?

PR is vital to your business because it can quickly establish you as an expert in your field. We live in a celebrity-obsessed culture and most

people naturally hold in higher regard people and businesses that appear positively in the press. Getting your business in the media gives it instant credibility and massive exposure that you could not get from most other marketing efforts.

If you would like to implement PR marketing into your business, you can do it on your own without hiring an expensive public relations firm. Although, if you do have the budget for a publicist, you will save hours of time and effort and be able to take advantage on your

Your Recent Posts



Are you afraid to take risks in your business?

June 24, 2014



7 Reasons why your Business Should be Sponsoring an Event

April 13, 2014

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Steve Smith
The #1 Reason Why Managers Fail

20,240 views



Dante St James
4 Things I Do That Make Me A Bad Manager

18,603 views



Deepak Chopra MD (official)
How to Choose the Version of Success That Fits You Best

Finally, put the logos of the shows and publications you have appeared on the main page of your website and gain instant credibility and trust with your website visitors.

[Christina Rowe](#) is the founder of Stand Out! Media Group and helps business owners and entrepreneurs create a unique brand and strong online presence, leverage social media to create legions of fans, utilize creative out-of-the box marketing strategies and techniques and use PR to attract media attention. Get Christina's Free Ebook, Stand Out! Online with 20 Super Cool Online Tools & Apps at www.standoutmediagroup.com

Featured on: Entrepreneurship & Small Business

Posted by:



Christina Rowe

9,125 Followers

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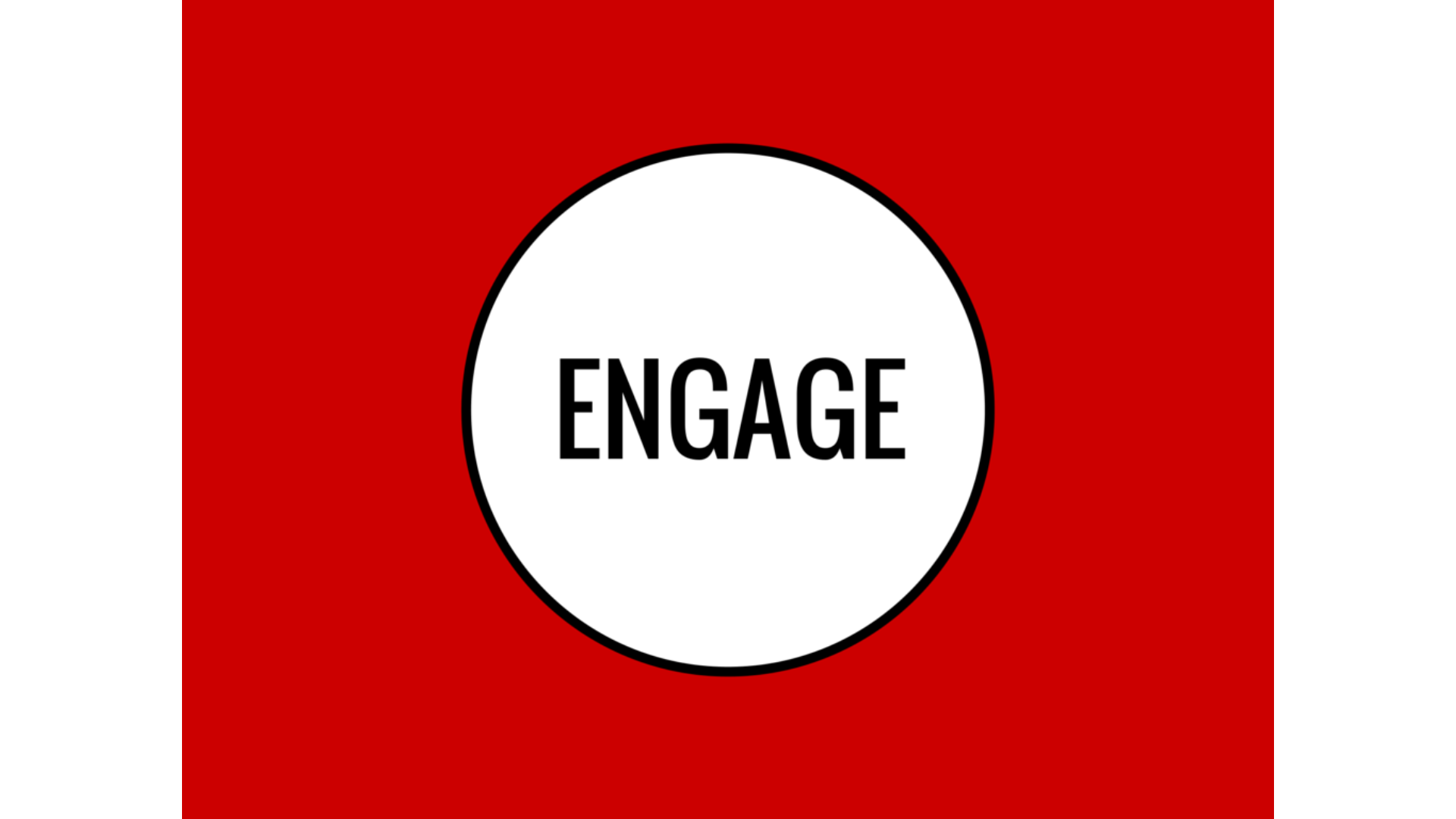
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LinkedIn Connected

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By LinkedIn Corporation

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Category: [Business](#)

Updated: Dec 11, 2014

Version: 2.3.1

Size: 15.9 MB

Languages: English, Spanish

Seller: LinkedIn Corporation

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Corporation

Rated 4+

Description

The new LinkedIn Connected app is a fast, easy, and smarter way to strengthen your professional relationships. Why is that important? Because most opportunities come from the people you already know, and fostering genuine relationships can help you be more successful. Connected gives you relevant updates about the people you know, so

[LinkedIn Connected Support](#) ▶ [Application License Agreement](#) ▶

[...More](#)

What's New in Version 2.3.1

Fixed a crash affecting users on iOS 8.0.*

iPhone Screenshot

Introducing a fast, easy, and smarter way to keep in touch.

Reach out when it matters - job changes, birthdays, & more.

2 of 5



Christina, welcome to
Connected!

We've got 15 updates for you today.





Donna Quagline's **birthday is today.**

You both know Frank Bianco and 506 others

Donna's interests include golf, pilates, attending trade shows, always learning new techniques and new products

Cancel

LinkedIn Message

Send



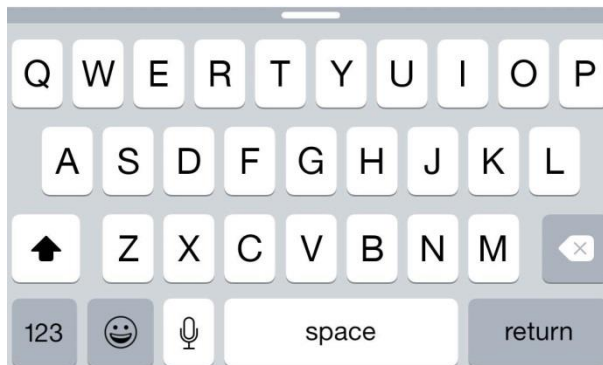
Subject

Happy Birthday

Happy Birthday Donna!

Christina

Sent via LinkedIn Connected.
<http://lnkd.in/connected-ios>





It's Marilyn Ocean's **work anniversary.**

Celebrating 13 years at MarilynOcean.com

You both know Dr. Sandra Landsman and 63 others

Cancel

Marilyn Ocean

Comment



Celebrating 13 years at MarilynOcean.com

Most recent comments



Jose del Rosario, MBA
Congratulations!



Congrats, Marilyn! 🎉

Recently Used





Connect with Todd Hoher,
Primary Therapist at A New
Start Inc.

Has been Primary Therapist at A New Start Inc.
8 months

You both know Renee' Brown and 187 others



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How Much Does Height Matter In Career Success?

Shane Snow on LinkedIn • The average American man is 5' 9". Women are closer to 5'4". The average 20th-century American president, on the other...
4d



Do You Need Passion More Than Money to Thrive as a Startup?

By Naomi Simson • 3d



Why I Began Working Before My Official Start Date at eBay

By Maynard Webb • 4d



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By Alex Wain • 1d

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Sunny Khachatryan has a new photo.



People You May Know



Joyann Levitt, Artist; Custom, one of a kind jewelry creations;
[Connect](#)



Calvin Smith, Business Development at UHS
[Connect](#)



Cheree Davila, Owner of Bright Future Recovery
[Connect](#)



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Bridget Locke 9
Therapist at Waters
Edge Recovery

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Sandy Koffman 2
--

Connect



Erick Cervantes 4
Training Manager at
Convey Health
Solutions

Connect



Christen Thompson 90
Substance Abuse
Counselor at Unity
Recovery Center

Connect



April Strong 5
Care Coordinator at
Recovery Associates
of the Palm Beaches



toni shorter 2
--



Jill Verbin 249
Principal at New
Foundations Living



Dr. Arnold Presley 500
Clinical Psychologist



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TINY FAMILY.
A SMALL
PRICE TAG.



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INTEL® CELERON®
PROCESSOR.

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▶ Replay

lenovo FOR
THOSE
WHO DO.



One Hour Private
LINKEDIN STRATEGY SESSION
with Christina Rowe

\$147



Today Only:
\$97

