

Event Strategy Solutions

by
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3 Types Of LinkedIn Groups To Grow Your Business

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Of all the social media networks, I have found LinkedIn to be the most effective for my marketing. While some swear by Facebook or Twitter, **LinkedIn by far drives the most traffic** to my website.

I have created some wonderful connections, made new friends and received speaking opportunities all from my LinkedIn activities.

Some compare **LinkedIn** to a Chamber of Commerce networking meeting, **Twitter** to a cocktail party and Facebook to the backyard barbeque. I enjoy parties and barbeques as much as the next person, but somehow they aren't as successful for growing my business.

Groups are the best place on LinkedIn to connect with like minded professionals, colleagues and prospects. You can join up to 50 groups on LinkedIn, although that many groups are hard to keep up with.

Depending on your business model, you can join location based groups, groups of your professional peers where you can learn the latest and greatest in your industry or even groups where you can share and learn specific marketing strategies.

There are affinity groups like alumni groups for every university, as well as any just about anything you may have in common with others.

However, here are 3 group types most valuable for **growing your business and get more attention for your events**:

Location Based Groups

Location based groups are great for **creating relationships with local business owners** and professionals in your geographical area. If you provide services that are location based, it is important to interact in groups like that.

It is almost like having the local chamber of commerce on your computer, but much larger. If you are offering **local workshops**, these groups are a great place to spread the word.

Professional Peer Groups

Just about **every profession** or niche has a group especially for them. I belong to several groups for event professionals and it keeps me up to date with the industry news and trends.

If I need a hotel or other venue in a state I am not familiar with, I can ask for suggestions and have a myriad of recommendations to choose from in minutes.

Other wonderful groups in this category are **Kathleen Gage's Coaches and Consultants for New Horizons** and **Jeannette Koczela's Professional Life Coaches Network**.

Marketing Strategy Groups

I call them marketing strategies, but they are more like specialty groups. You can find groups for speaking tips like **Susan Levin's Speaker Services** and online visibility, like **Denise Wakeman's Online Visibility Boost for Entrepreneurs**.

There is even a brand new group called **Seminar Marketing: Plan, Promote and Profit from Workshops and Seminars**.

Ok, this is a shameless plug, since this is my brand new group. It is the place where, seminar leaders, workshop hosts, authors, speakers, coaches and other experts share their **tips and best practices on how to grow your business through workshops and seminars**.

Whether you are a veteran seminar leader or are interested in getting started with hosting your own events, you will benefit from joining this group. So become a [group member](#), **join in the conversation, share your experiences, find out what works now or ask your questions**.

Check it out at

<http://www.linkedin.com/groups?about=&gid=4083477>

Daphne Bousquet, CMP uses her 20+ years of event planning experience to create profitable event strategies and implementation for coaches, entrepreneurs, speakers and self employed professionals that want to grow their businesses with [workshops and seminars](#). She is the creator of the *How To Get The Butts In The Seats Of Your Next Workshop Or Seminar System*, a unique digital course that teaches you how to fill your events with your ideal audience.