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## **What's the point of LinkedIn?**

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### **Luan Wise**



Luan has 15 years' experience in business-to-business (B2B) marketing across agency, client-side and consultancy roles. She supports consultants, start-ups, SMEs and corporates who are looking to get marketing plans in shape, kick-start use of social media and/or get websites performing better.

Luan is vice chair for the Chartered Institute of Marketing (CIM) South West board and trustee for the Communication, Advertising & Marketing (CAM) Education Foundation. She is author of Relax! It's Only Social Media (available from Amazon) and Social Media Marketing ROI (an online learning course for Lynda.com, LinkedIn's online education company).