

# Building Digital Relationships

*How to effectively build meaningful connections  
and expand your professional network on LinkedIn*





## EDITOR'S NOTE

### Let's talk about LinkedIn.

You probably already know LinkedIn is the world's biggest business network.

Odds are, you have an account already, and, if you're like most people, you added your work colleagues, school friends, and maybe a few clients or recruiters to your network.

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# INSIDE THE LINKEDIN KITCHEN

This is great, but you might be missing the big picture: Connections are everything.

In today's business world, your success at work depends on your professional network.

Think about it. You connect with people all the time. You call on real-life friends and colleagues for help, support, or advice every day. You think nothing of contacting a business to see if they can help you with a problem or buy something from you.

Building a network of personal and professional connections is the most important thing you can do for your career or business. And LinkedIn is the best place to make and nurture professional relationships.

But when it comes to building connections, LinkedIn rewards behavior differently than other social media platforms.

# BEYOND THE MEAT MARKET

Instagram, Twitter, and Facebook all place emphasis on 'likes,' promoting a kind of social media influencer position. But LinkedIn rewards genuine conversation in their online community.

LinkedIn's algorithm accomplishes this by boosting the content of users with high engagement rates. An engagement is a Like, Comment, Share, or other interaction.



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# **ABOUT COURSEWORX**

**CoursWorx is an online community for Validation and Regulatory Compliance Professionals working in FDA-regulated industries.**

**With over 12,000 LinkedIn members, CoursWorx provides expanded networking and learning opportunities no matter what your location, industry (pharma, medical device or biotech), or compliance interests may be.**

# HERE'S MY SECRET

I'll tell you a secret, it only takes two engagements for your content to start showing up in somebody else's feed and vice versa, even if they are not a part of your network.

This is how I built CoursWorx using LinkedIn.



# CROSSING THE LINE

Your personalized message worked, and LinkedIn notifies you that the person you've admired—but never actually met—accepted your request.

You've successfully crossed the line between "follower" and "connection," but now what should you do?



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# Meaningful Connections

*In my experience, professional connections trumps almost all other means of adding value to a LinkedIn relationship. After all, pretty much everyone is there to network or job search.*

When you offer to make an intro, you're demonstrating the strength of your network and the idea that this new connection would be wise to contact you if he's looking to meet great people.

So, don't just fawn over the other person in your messages (no matter how impressive he or she is). Share your ideas too—you'll be adding value and building your reputation.

I've been really fortunate to build meaningful connections over LinkedIn that have helped me grow my skills—but it didn't just happen. I had to put the work in so new people would want to stay in touch with me.

There are lots of other strategies so both you and your newest connection can benefit from each other's talents and skills for years to come.



# Pay Attention

I find the best way to genuinely build a relationship and open doors of opportunity is to pay attention to the people you want to connect with.

These individuals are sharing content. They're liking things.

They're commenting on things, and they're creating original content and posting.

Pay attention. If they share an article, read it. And then once you read it, comment on it. If they've liked something, go find out why and ways to engage with sincerity.

Another creative way to take advantage of this opportunity is to actually create content that references your prospective connection. If you find something that they have shared that's interesting, mention it in a post.

A banner for CoursWorx featuring a smiling woman in the foreground and blurred figures of other people in the background. The text 'CoursWorx' is in white on a teal background, with the tagline 'Where Compliance Connects' below it. A red button with white text and a right-pointing arrow says 'LEARN MORE'.



## Have an outreach strategy for building connections

It's much more effective to take a strategic approach to making connections on LinkedIn.

Base your outreach strategy on achieving measurable goals. For example, you could set a goal that you'd like to add 20 first-degree contacts with potential customers in your sector.

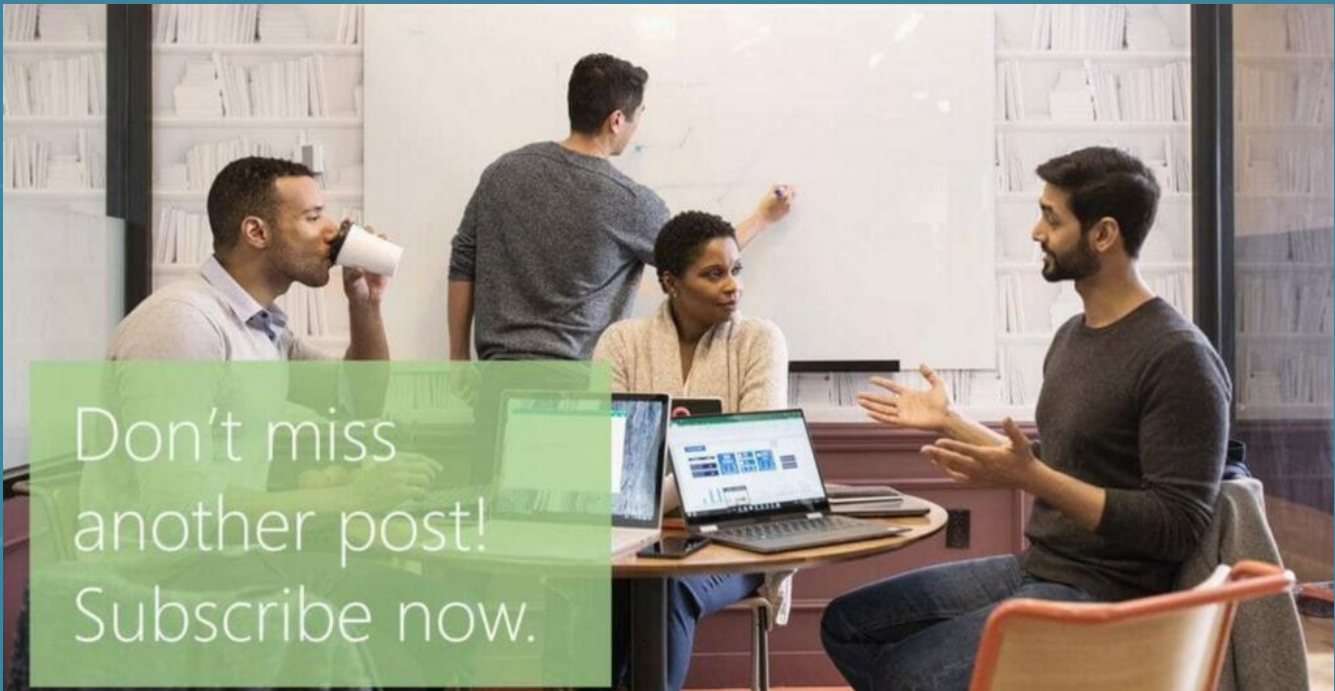
Your outreach strategy can be standalone or part of your content marketing or social media marketing strategy.

Part of your strategy should focus on how you will scale and manage your outreach activity when it becomes too large and complex to handle manually.

For most businesses, that means turning to LinkedIn automation tools. LinkedIn is a treasure trove of opportunities waiting to be discovered.

It's not just a digital resume or a job board; it's a thriving ecosystem where professionals from diverse backgrounds come together to connect, share, and thrive.

Whether you're a seasoned LinkedIn user or just getting started, mastering the art of networking on this platform can be a game-changer for your career.



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Once you've built a network of connections on LinkedIn, the next step is to engage with them in a way that fosters meaningful relationships and adds value.

One of the best ways to build connections is to participate in groups.

Engage in discussions within LinkedIn groups related to your industry or interests and share your expertise, answer questions, and connect with group members.

You can also initiate conversations and showcase your knowledge just by asking questions.

As you add new connections and your professional network on LinkedIn grows, it will be more likely that your LinkedIn profile will appear in more search results.

You'll also appear more often in other members' feeds when you share new content or posts, significantly boosting your social media marketing efforts.

You could see more incoming LinkedIn connection requests that drive lead generation and sales growth.

Also, as your visibility increases on the platform, a lot more key LinkedIn members will see you, not just in your industry but across the LinkedIn network.

This broad exposure will expose you to connections and opportunities beyond your sector and marketplace.