



# A MARKETER'S GUIDE TO LINKEDIN



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# INTRODUCTION

As a B2B networking platform, LinkedIn is primarily designed for members to interact as individuals, showcasing their skills and experience, and expanding their professional network.

However, with more than 600 million users worldwide, it's also an effective platform to amplify your brand's message and market your business.

LinkedIn has developed a more data-driven focus in terms of the content it surfaces for members and suggestions it makes for people, companies and hashtags to follow, Groups to join etc. It's also put more emphasis on members to put more thought into the content they post. This has had a particular impact on the way Groups operate; once it was possible to share to multiple Groups from a blog post or webpage with little or no context, but this scattergun approach has been removed, encouraging members to make a deliberate effort to visit the Group's page and engage in more meaningful conversations with other members.

This all equates to greater relevance and usefulness.

What sets LinkedIn apart from other platforms is that it's just as important to keep your personal profile fresh and relevant as your company's presence.

This is because, while your company can have its own page on which you can post and interact *as your brand*, whenever you interact elsewhere, ie, when you like, comment on or share posts on your timeline, other's articles or other company pages, this will be from you *as an individual*.

So first things first. Let's have a look at how you can optimise your own profile...

On your Profile page, only the first three lines of your summary are visible. These are followed by a 'show more' button. This means that, even though you have 2,000 characters to play with (120 characters for your headline), these first lines matter more than ever – so make sure you use them to grab readers' attention.

## THE HEADER SECTION OF YOUR PROFILE

- Use a good quality, professional-looking headshot.
- Add a personal background image that reflects the image you want to convey (1,584 x 396 px)
- Maximise your headline the first few lines of your personal summary to focus on your key strengths and/or achievements.
- Consider adding documents, videos, photos or links to other sites to showcase your work.

**BENCHMARK**  
SEARCH & DIGITAL CONFERENCE

POWERING THE NEXT GENERATION  
OF SEARCH & DIGITAL MARKETING

11.09.19  
Hilton Manchester Deansgate

**Chloe Brandrick**  
Senior Marketing & Content Executive  
Chester, United Kingdom

Click Consult  
Liverpool Hope University  
See contact info  
See connections (500+)

Add profile section More...

I'm an experienced copywriter and content marketer, passionate about using digital and social media marketing strategies to build brand influence. Digital Marketing, Copy Writing, SEO, Social Media, Content Marketing.

Profile summary with supporting media

## YOUR DASHBOARD SECTION

Private to you, this shows headline stats on your profile views, post views and weekly search appearances.

### Your Dashboard

*Private to you*

All Star

92 Who viewed your profile	72 Post views	160 Search appearances
-------------------------------	------------------	---------------------------

## ACTIVITY SUMMARY

This shows an overview of your posting activity, likes, shares and articles that you've published on LinkedIn's publishing platform (more about this later).

### Articles & activity

4,781 followers



#### The Future of Search: SEO & PPC

 **Daniel Marshall**  
Published on LinkedIn

Last week I read Sparktoro's article on Google's European Monopoly (& Shrinking Click Through Opportunities and it got me thinking about the future of Search Marketing. Firstly, the data highlighting Google's dominance in Search doesn't come as a surprise at all. 71.1% in the UK ...see more

 Like  Comment  Share



**The best kind of algorithm update.**  
"We've made an update. The update..."  
Daniel shared this



**Great to have a post up on Search Engine Watch with my 6 Tips for B2B...**  
Daniel shared this



**4 Essential SEO Strategies You Need to Focus on This Year**  
Daniel shared this

[See all activity](#)

Like your headline section, this is publicly visible. However, you can control which sections of your profile are visible to the public (apart from name, number of connections, industry, and region, which are mandatory).

## SKILLS AND ENDORSEMENTS

This section, which appears below your work history, Education and Certifications, is really important to pay attention to.

### Skills & Endorsements

✓ **Pay Per Click (PPC)** · 3



Endorsed by **Mark McGonigle** and 1 other mutual connection

✓ **Search Engine Optimization (SEO)** · 6



Endorsed by **Mark McGonigle** and 1 other mutual connection

✓ **Marketing** · 12



Endorsed by **Keith Docherty** and 3 other mutual connections



Endorsed by 4 of your colleagues at **Click Consult (Part of Ceuta Group)**

[Show more](#) ✓

According to [LinkedIn's data](#), people with at least five skills listed on their LinkedIn profile receive up to 17x more profile views. So one of the most important (yet seemingly undervalued) is to make the Endorsements section of your profile more data-driven and, therefore, more relevant.

Using a data-driven approach based on the information you add to your profile, LinkedIn highlights the Endorsements that matter most to the individual viewing your profile; they'll see Endorsements made by mutual Connections, colleagues, and people who are knowledgeable about a particular skill. This tailoring makes your profile more engaging to each person who views it and maximises the relevancy and value of the Endorsements you've earned.

In your Skills & Endorsements section, list your skills in order of the strengths you want to highlight as LinkedIn will use these to suggest Endorsements to your Connections.

## TIPS FOR SUCCESS WITH YOUR INDIVIDUAL PROFILE

**Visual impact** Your profile photo should be good quality and portray you in the light in which you'd like your professional network to see you. It's good to show some personality, but avoid suggestive poses or trying to appear too wacky. You can also upload a background banner image to help bolster your personal brand and differentiate your profile – ensure this is high-quality or it may appear pixelated.

**Use a variety of content** You can upload documents, photos, videos and presentations to demonstrate examples of your work and bring your achievements to life.

**Optimise with keywords** If you want to be found when LinkedIn users are searching for specific skills or specialisms, such as 'marketing', 'SEO', or 'project management', ensure you include these keywords liberally (but naturally) in your profile and, importantly, your headline.

**Recommendations and Endorsements** The best way to earn Recommendations and Endorsements for your skills is to remember the principle of reciprocity and provide them for other people first. These also count towards your keyword density.

**Share with care** As a B2B networking platform, LinkedIn demands greater transparency than the other social networks: your personal profile is based on the information about your career and achievements and you're encouraged to only create connections with people you know and trust. Never share anything you wouldn't want your boss, or any potential employer, to see and remember that LinkedIn's anti-spamming policy is strictly enforced.

# NAVIGATION

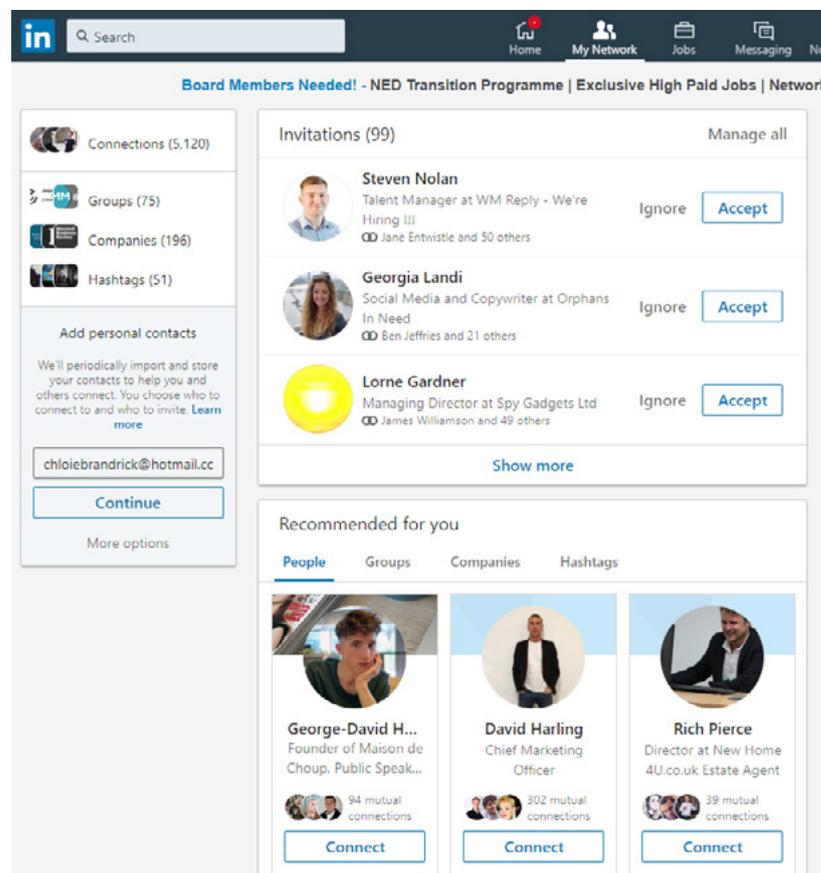


## 1. Home

- Your 'news feed'
- Summary of the views you've had on your profile and posts
- Summary of activity on any company pages you manage; activity in your Groups
- Ability to sort your feed according to your followed hashtags (see image below)
- Top professional news stories and conversations ('What people are talking about now' in the top right-hand corner – more on this feature further on)

## 2. My Network

- Connections and connection invitations; plus People, Groups, Companies and hashtags
- Summary of the Groups you're a member of, companies you're following and hashtags you're monitoring



### 3. Jobs

- To search for jobs or view suggested jobs you may be interested in

### 4. Messaging

- The number on the icon notifies you of the number of unread messages you have
- You'll also find you have a Messenger-style message box in the bottom right-hand corner

### 5. Notifications

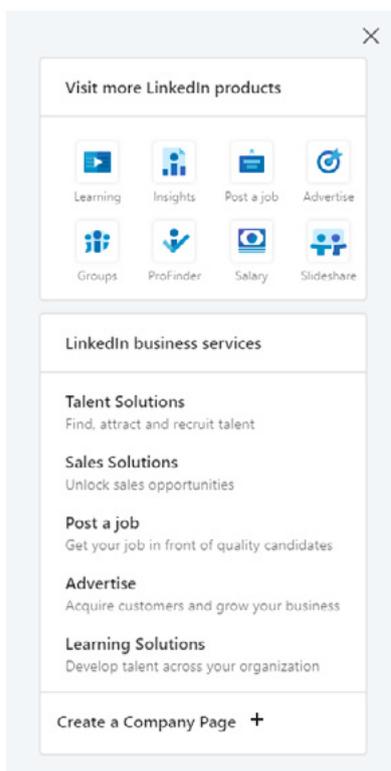
- Updates about you, such as when someone likes or comments on an article you share
- Updates about your connections, such as job changes, work anniversaries, birthdays, and more
- A number on the icon notifies you of pending notifications since your last visit

### 6. Me

- Your profile, activity, privacy settings and any pages you manage

### 7. Work

- A dropdown menu with options to select from, which change based on your account type and settings, many of which are Premium products (more on these later).



## 'WHAT PEOPLE ARE TALKING ABOUT NOW' FEATURE

When you click on one of the hashtags you're following on your home profile, a list of trending news stories appears next to your feed. These are the current top professional news and conversations of the day which feature the selected hashtag. These link to news 'clusters': news items and member comments that are selected and curated by LinkedIn's news editors, leveraging data on and off LinkedIn (most stories will link back to the original source (in the example below, The Guardian))

The screenshot shows a LinkedIn profile for Chloe Brandrick, Senior Marketing & Content Executive. The main content area is the hashtag page for #ecommerce, which is followed by 1,962 followers. Below the hashtag name is a 'Following' button and a 'Start a post' button. The main feed shows a post by Ian Rigby, a Digital & Creative Recruitment Partner at Gloss Recruitment, who is looking for an eCommerce Marketing Manager in Leeds. The post includes a link to a job listing and a photo of two men high-fiving in an office. To the right of the main feed is a sidebar titled 'What people are talking about now', which lists trending news stories related to the hashtag. The sidebar also includes a 'Show more' button and a job listing for Chloe Collinson, who is hiring. The bottom of the page shows navigation links for 'About', 'Help Center', and 'Privacy & Terms'.

There's no direct way to get your comments or conversations featured, but obviously you'll increase your chances if you focus on producing good quality posts, insightful comments and adding valuable, useful information.

## COMPANY PAGES

Your company page is essentially a profile for your company on which you can showcase your products, services, ethos, culture and search for talent.

The ideal company page will encapsulate the ethos of your brand, demonstrate your relevance to visitors who may be current or potential clients/customers or job applicants.

Here are some examples of brands doing this well:

**Nestlé**  
Food & Beverages · Vevey · 4,637,508 followers  
Enhancing quality of life and contributing to a healthier future

+ Follow Visit website

3 people from your school were hired here  
See all 175,510 employees on LinkedIn

**Home**  
About  
Jobs  
Life  
People

**Updates**

**Nestlé**  
4,637,508 followers  
6h

To mark the first anniversary of Ruby chocolate, Nestlé today launched KitKat Everyday Nuts and Cranberry in Japan <https://lnkd.in/gwum6tC> #kitkat #kitkatruby #rubylicious #rubychocolate

The 'It' chocolate: KitKat with Ruby chocolate one year on  
nestle.com

901 Likes · 17 Comments

Like Comment Share

**Nestlé Needs YOUTH**

Learn more

**Affiliated pages**

- Nestlé Insights**  
Food & Beverages  
35,654 followers
- Nestlé Needs YOUTH**  
Food & Beverages  
663 followers
- Nestlé Information Technology**  
Food & Beverages  
152 followers

See all affiliated pages

Nestlé uses its header image to demonstrate its philosophy of health and quality of life, which is then reinforced by the tagline underneath. The update at the top is visually appealing and relevant to an audience interested in the brand from an industry perspective.

B&Q’s page is clearly and boldly branded and its header emphasises longevity and heritage. The top post and the Careers tab underscore the ethos that its people are at the heart of its brand (more on employers’ tool later on).

### Objectives for your company page

The top four are:

- Brand awareness
- Lead generation
- Thought leadership
- Event registration

## What to share

- Company news – people-related posts do particularly well, especially if you tag in the individuals featured, such as the post below:



- Photos and video
- Blog content
- Webinars
- eBooks
- Visuals
- Whitepapers
- eBooks
- Case studies
- Industry articles – as above, tag in the authors and/or the company for greater exposure
- Helpful how-to content

### **Best practice**

- Company pages can show up in search engine results pages, so ensure yours is well-optimised using SEO principles
- Post 3-4x a day (depending on your industry and/or sector)
- Engage with followers via post comments
- Change cover image every six months (1536 by 768 px)
- Select compelling visuals
- Use hashtags! Previously frowned upon for a 'serious' platform, LinkedIn now automatically suggests hashtags to include in your posts; they are tappable and lead to search results so that you can discover other posts with the same hashtag. As you would expect, you can also search for a hashtag to see all public posts tagged with it.

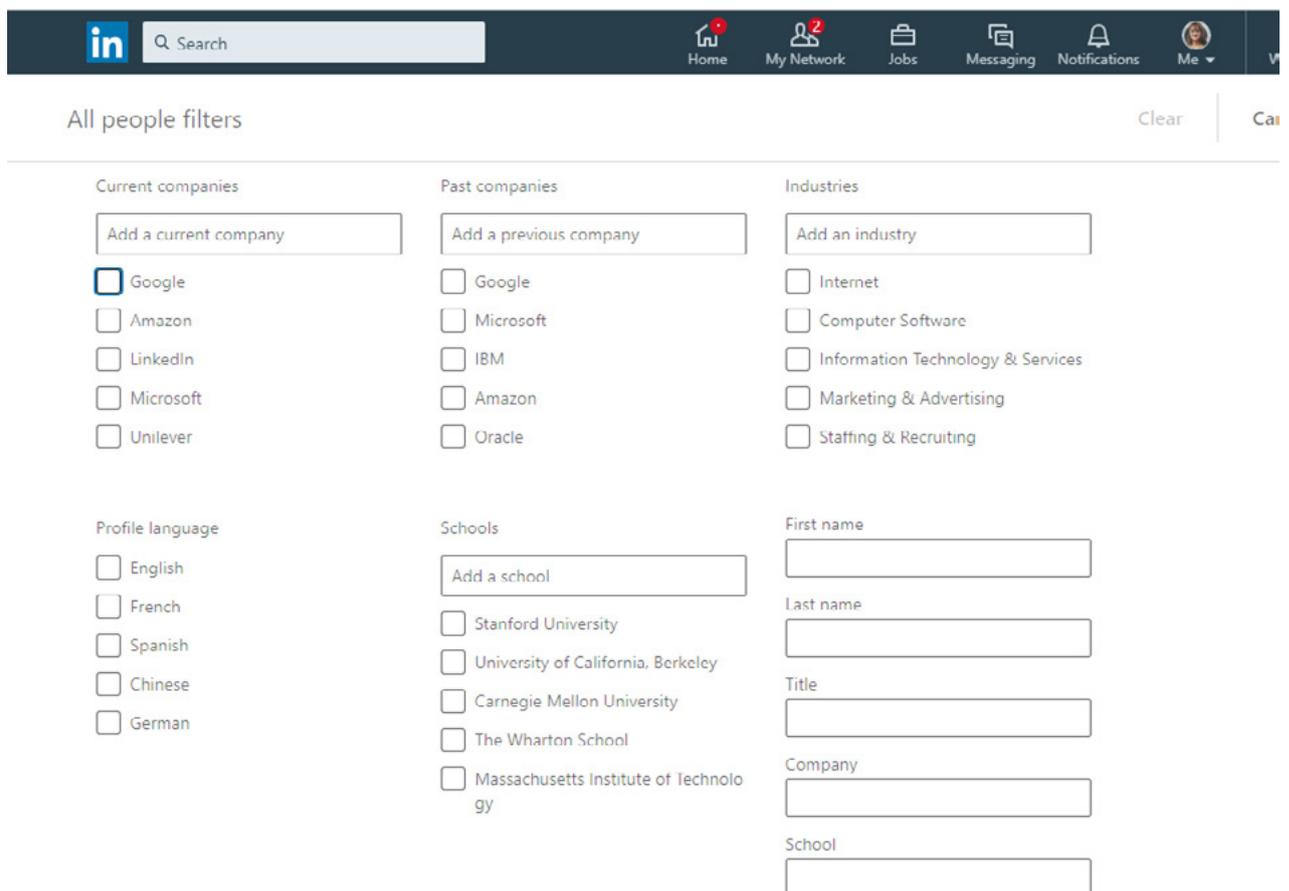
### **SHOWCASE PAGES**

Within your company page, Showcase Pages are extensions of your company page that allow you to highlight individual products, services or initiatives. Individuals can then choose to follow the aspects of your business that they're interested in and you can tailor the updates you share on specific showcase pages with those audience segments.

## SEARCHING

LinkedIn has a sophisticated search facility - there's a search box at the top of each page to help you find People, Jobs, Companies (current and past), Groups, Locations, and Schools. This means you can get more granular when searching for people using any or all of the remaining search options.

This feature is mainly useful for employers looking for candidates or vice versa, but also a great way to build up your connections and start conversations.



The image shows the LinkedIn search filters interface. At the top, there is a dark navigation bar with the LinkedIn logo, a search box, and icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below the navigation bar, the page title is "All people filters" with a "Clear" button and a "Can" button. The filters are organized into three columns:

- Current companies:** Includes an "Add a current company" input field and a list of checkboxes for Google, Amazon, LinkedIn, Microsoft, and Unilever.
- Past companies:** Includes an "Add a previous company" input field and a list of checkboxes for Google, Microsoft, IBM, Amazon, and Oracle.
- Industries:** Includes an "Add an industry" input field and a list of checkboxes for Internet, Computer Software, Information Technology & Services, Marketing & Advertising, and Staffing & Recruiting.

Below these columns, there are three more filter sections:

- Profile language:** Includes checkboxes for English, French, Spanish, Chinese, and German.
- Schools:** Includes an "Add a school" input field and a list of checkboxes for Stanford University, University of California, Berkeley, Carnegie Mellon University, The Wharton School, and Massachusetts Institute of Technology.
- Personal information:** Includes input fields for First name, Last name, Title, Company, and School.

# ANALYTICS

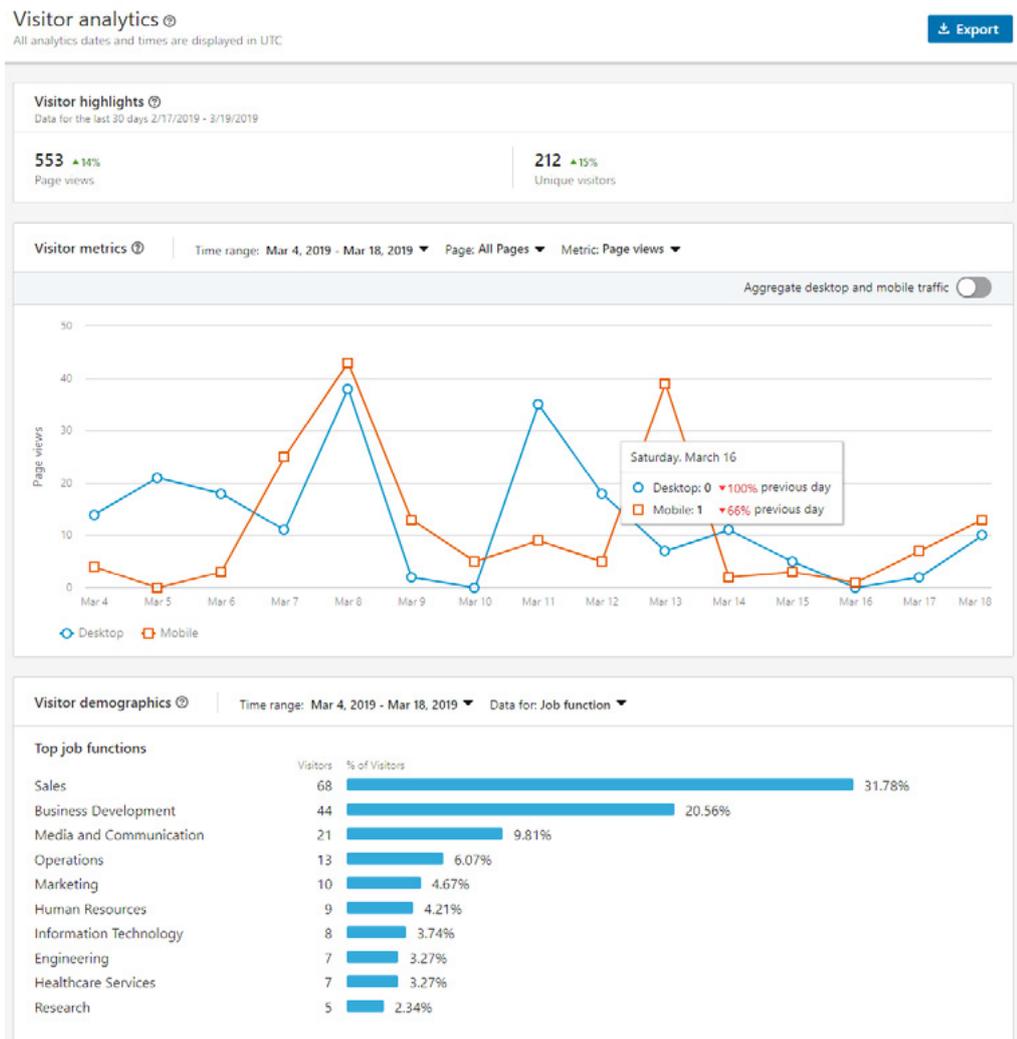
Company page admins can use LinkedIn’s analytics to gauge trends and engagement to figure out which sorts of updates actually gain traction, so you can do more of what works and less of what doesn’t.

## VISITOR ANALYTICS

This shows who’s engaging with your page, including unique visitors (ie, those who are new to your page).

It also breaks down the demographics of your visitors, which you can filter by: job function; location; seniority; industry or company size.

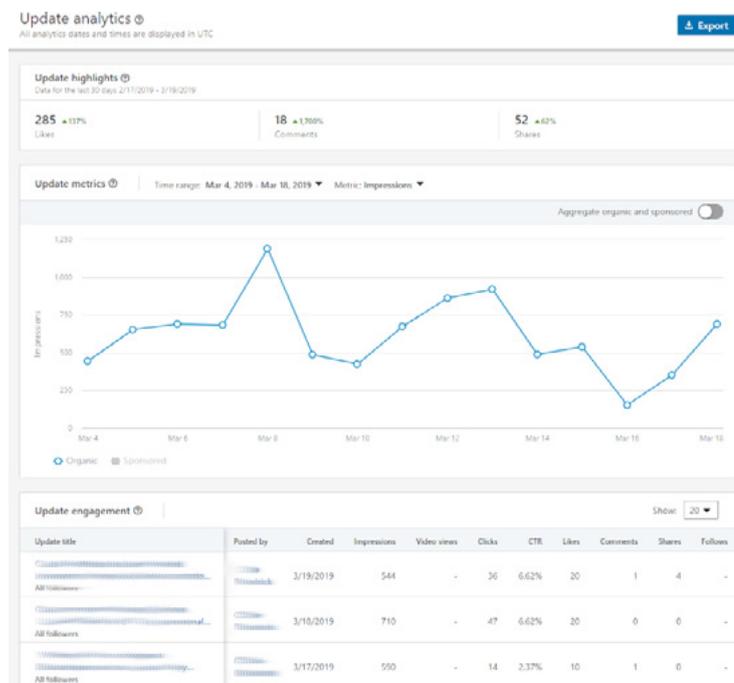
To grow your number of visitors, make sure that your LinkedIn profile is totally filled out in terms of your company details. Over time, this will help you pop up in organic search via Google as well as LinkedIn’s own company search feature.



## UPDATE ANALYTICS

- Highlights: displays the number of total likes, comments, and shares in the last 30 days and the percent of change from the previous 30 days.
- Metrics: you can view metrics according to a pre-defined or custom timeframe by clicking the time range dropdown icon. You can also toggle between: impressions; unique impressions; clicks; likes; comments & shares.
- Update engagement: this shows you detailed stats for individual page updates on your feed.

This information can tell you which company updates might make strong Sponsored Content by putting your best posts directly into the feeds of your prospects.



## FOLLOWER ANALYTICS

This provides insight into your audience on the platform. Here you'll see your total number of followers, audience demographics and trends in your follower growth. You can use this to tailor your strategy to engage current followers and attract new followers.

## ADVERTISING

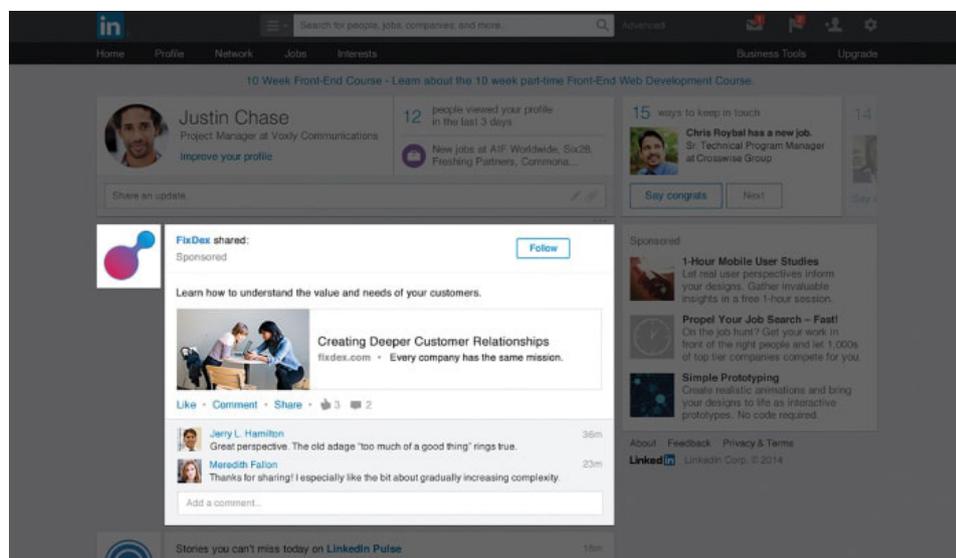
Pay-per-click (PPC) ad options on LinkedIn include Sponsored Content, Sponsored InMail and Text Ads, all of which you can manage via LinkedIn's Campaign Manager platform.

A valuable aspect of a paid LinkedIn campaign is the ability to turn on 'lead collection', allowing users to send you their contact info via a pre-filled lead gen form and ask to be contacted. It's similar to a contact form approach, but due to its tight integration with the platform, it's simple for the user and has a more secure feel to it – plus LinkedIn user profiles usually contain very detailed and up-to-date information compared with what people are likely to list about themselves on other social networking sites.

### SPONSORED CONTENT

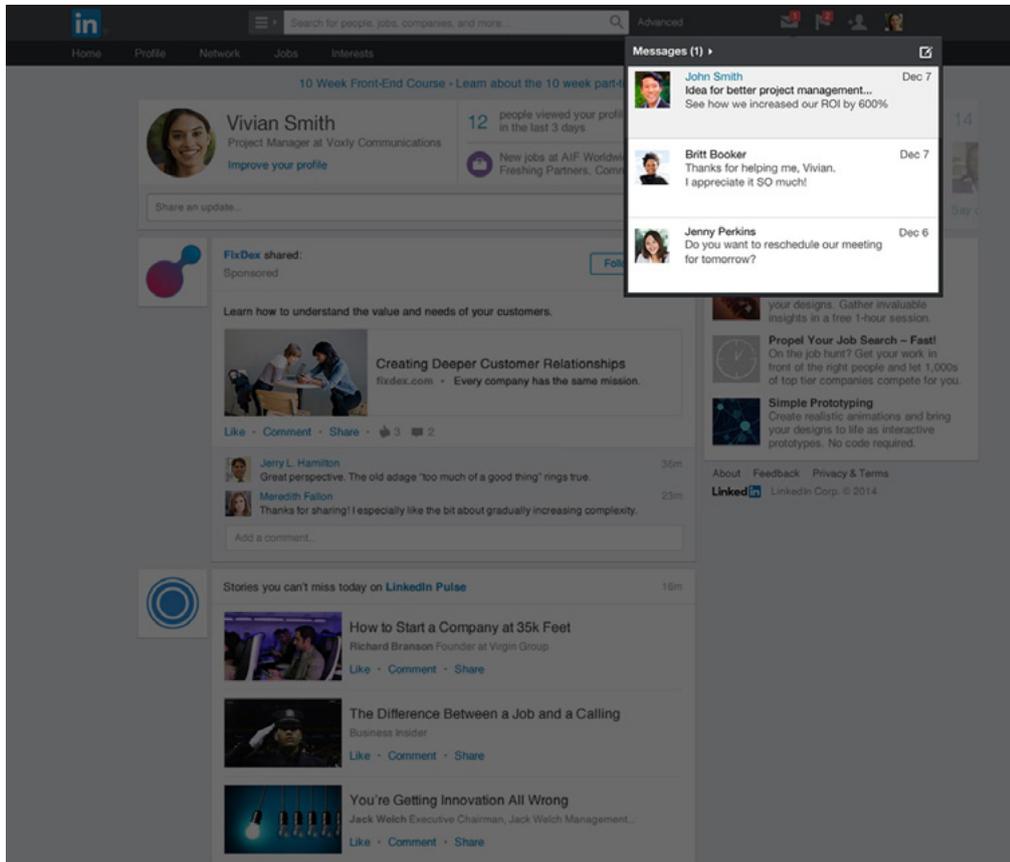
This is native advertising that appears directly in the LinkedIn feed of professionals you want to reach. It uses rich media to stand out in the feed, and you can test and optimise your campaigns in real time.

The ads can appear on a user's profile page, home page, inbox, search results or within group pages along with any text links or logo that you choose. You can link directly to your website or to your page. Sponsored content is especially effective for pushing any relevant industry content to help establish your brand's expertise and positioning.



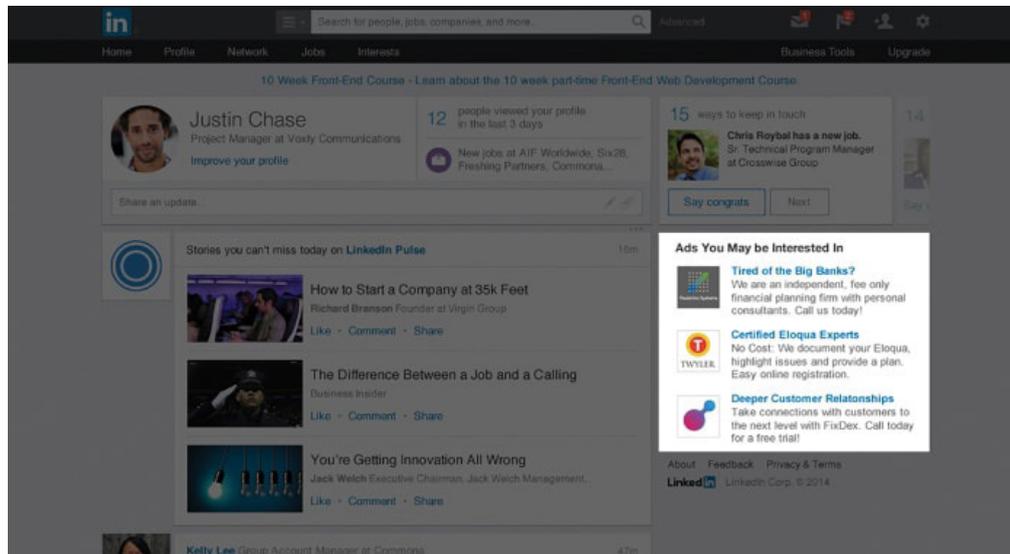
## SPONSORED INMAIL

Once the preserve of only the highest-spending businesses, this is now available to anyone and any business on the network. InMail is LinkedIn's email marketing solution allowing you to send direct messages to targeted personas, containing links to lead gen pages.



## TEXT ADS

These allow you to advertise to decision-makers across companies, target potential consumers on desktop devices across LinkedIn.com, and drive leads. They consist of a headline (25 characters), description (75 characters) and optional image, and can be set to cost per click (CPC) or cost per impression (CPM).



Dynamic Ads are also available, through account-managed advertising, which allows you to partner with a dedicated LinkedIn team to create exclusively placed, highly visible ads for premium audiences.

## TARGETING

As well as being able to target standard demographics, for example, 'women aged 25 – 34', we can increase the granularity of your targeting, for example, 'women aged 25-34 who have high disposable incomes'.

Targeting filters include: geography, company name, industry, company size, job title, job function, seniority, school, skills, age, gender and groups.

Another advantage of LinkedIn ads is the ability to target various demographics with ads that are tailored to their wants and needs – including using the most effective formats for them. Ads can be placed on a member's profile page, homepage, inbox, search results page or group pages.

To further extend your reach beyond LinkedIn, you can increase your brand visibility via the LinkedIn Audience Network – a collection of websites that partner with LinkedIn to display ads on their pages.

This allows you to use the same LinkedIn-specific targeting to reach professionals when they are visiting other high end media websites.

## USING CAMPAIGN MANAGER

This is where you manage and optimise your advertising on LinkedIn and includes several features designed to help you meet your advertising goals and includes:

- Dynamic visual reporting that recalculates and displays the data that matches your search and filter settings.
- A detailed breakout of the actions your Sponsored Content campaigns generate, including Clicks, Likes, Shares, Comments, and Follows.
- A detailed view of the demographic categories of LinkedIn members who click on your ads, available at the account, campaign, and creative level.



## EMPLOYER TOOLS

Employers can pay a daily rate to feature jobs and, to really make your employer brand stand out and help to attract the best talent, you can add a Life section (previously called Careers).

This provides “a preview of life at your company through photos, testimonials, employee-written content”. This is fully editable and allows employers to customise the way their culture is perceived, in a peer perspective format, targeted to audience they want to attract. It provides the opportunity to give a rounded and authentic picture to prospective candidates of what it’s like to work at your company and decide whether they’d be a good fit for your team before applying:

The modules include:

- Company photos
- Company leaders
- Custom spotlight modules
- Employee perspectives
- Culture insights

Check out how Lego Group has taken advantage of this new feature:

Check out how Lego Group has taken advantage of this new feature:

The screenshot displays the LinkedIn profile of the LEGO Group. At the top, there's a banner image of a LEGO factory floor with various minifigures and a forklift. Below the banner, the company name 'LEGO Group' is followed by 'Company page' and '50,000+ employees'. A navigation menu on the left includes Home, About, Jobs, and People. The main content area is divided into several sections:

- Discover LEGO Group:** Features a video titled 'Inside the LEGO Group' showing a man in a LEGO vest speaking.
- Inside the LEGO Group:** A list of key executives including Søren Knudsen (Senior Vice President, Americas), Loren I. Shuster (Chairman), Hellebø von Der Bull (CEO), and Jamie Brand (Design Manager, Europe).
- History of the LEGO Group:** A text-based section detailing the company's origins in 1932 and its philosophy of learning and development through play.
- The LEGO Group culture:** A section describing the company's values, such as 'strong global organization' and 'learning and development through play'.
- The LEGO Group's locations:** A world map highlighting the company's global presence in over 100 countries.
- Company photos:** A gallery of images showing the company's facilities, including a factory and a retail store.
- Employee perspectives:** A section featuring articles and photos of employees, such as 'Why collaboration is key to LEGO's future' and 'The LEGO Group's 'Candids' Awards'.
- Employee testimonials:** A section with quotes from employees like Troels Wasthø and Karra McCormack, highlighting the company's commitment to learning and development.

## PREMIUM ACCOUNTS

### SALES NAVIGATOR

This is an additional platform separate to standard LinkedIn which allows you to build a database of accounts and leads to monitor, engage with and approach with relevant business opportunities.

### LEAD BUILDER

Lead Builder is a tool that allows you to search for relevant business opportunities. The search features are extensive and you can target people in specific industries, with specific sized companies in a specific location.

Once you identify a person you save them as a lead, which then creates an account for their business and suggests other points of contact within the organisation. This allows you to see all the updates both the company and the person you identified as a prospect make on LinkedIn, giving you the opportunity to engage with them on issues they deem relevant.

### SOCIAL SELLING INDEX (SSI)

This measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily.

LinkedIn developed SSI by analysing how successful sales people use the platform to engage with prospects and improve their sales figures

**Your SSI measures your performance against four essential elements of social selling, helping you to keep on track.**

- Establish your professional brand – set up your profile correctly, use keywords, post relevant content etc
- Find the right people - use lead builder and search feature to identify and target relevant prospects etc
- Engage with insights – share and comment on relevant industry articles, post engaging content etc
- Build relationships – build your network by connecting with relevant decision makers and industry influencers

### **PREMIUM BUSINESS**

The first level of premium account that an individual can get on LinkedIn. It gives you the ability to view enhanced profiles, conduct unrestricted searches and InMail people, ie, send messages to individuals who are not connections (up to 25 per month). You also get enhanced LinkedIn analytics to see who has been viewing your profile.

LinkedIn says that premium members get six times more profile views and three times more connection requests.

This package is good for individuals that want more access to LinkedIn.

### **PREMIUM CAREER**

Essentially you get the same added extras as Premium Business; you can search more, see more people in search lists, and see more of who viewed your profile and use InMail.

You also get to appear at the top of the shortlist for any jobs that you apply for via LinkedIn and receive tailored recommendations on jobs posted, as well as insights on how you stack up against other applicants.

### **EXECUTIVE**

This is the most expensive Premium Plan, offering all the benefits of the Premium Business and Premium Career plans, with the advantage of an increased number of InMail messages allowed.

### **RECRUITER LITE**

More akin to Sales Navigator, this is a separate platform for recruiters to use that offers more in-depth searching options, the ability to shortlist jobs, make headhunting lists and manage and track your pipeline. The corporate package allows more search filters and more InMails to be sent.

## LINKEDIN'S PUBLISHING PLATFORM

You can also use LinkedIn as a publishing platform to publish your own posts. These will be shared with your Connections and Followers and will be searchable - a great way to showcase your knowledge and expertise.

### WHAT ARE THE BENEFITS?

According to LinkedIn, short-form content such as articles, images and stats helps you gain followers, while long-form content helps spread your ideas.

LinkedIn aims to position itself as a market leader in delivering not just relevant, but personalised, business news to its users, now aggregated from its own organic content as well as a wide range of online news sources and established influencers. It has previously stated that its goal is to be “the definitive professional publishing platform – where all professionals come to consume content and where publishers come to share their content”.

Content posted on this platform is searchable by keyword in LinkedIn's post search box. Plus, posts that are viewed enough times can get picked up by Pulse, the news app and content brand for LinkedIn. And when that happens, you can quickly grow views, comments and shares.

### Develop your professional reputation

Regularly publishing on the platform allows you to:

- Establish professional credibility and build influence
- Position yourself, and your business' brand, as an authority
- Expose your work to potential clients and key decision makers in your industry
- Develop relationships with your network by sparking discussion (and expand it by encouraging new Connections and Followers)
- Add weight to your existing LinkedIn profile by bringing to life the skills, achievements and experience you've listed
- Note that while you can currently only publish as an individual, not as a company, it's still possible to use it as an amplification platform for your brand's messages.

### **MASSIVE EXPOSURE & POWERFUL TARGETING CAPABILITIES**

Posting on LinkedIn allows you the potential to reach a professional audience of around 230 million in English speaking countries.

But what really sets LinkedIn apart from other social networks is user intent. While users generally spend less time on there overall than, say, Facebook or Twitter, that time is likely to be spent focused on a professional or business goal; they're actively looking for insights, advice or solutions to enhance their business or career (rather than, for example, stumbling across it on Twitter or you having to entice them to click on a link in your newsletter). That's in addition to the slice of audience who have already previously engaged with you by following or connecting with you.

According to HubSpot, LinkedIn generates a visitor-to-lead conversion rate of about 2.74%, which is around three times more than that generated by Facebook and Twitter.

### **IT'S FREE AND EFFECTIVE**

As well as the potential to bring your content to the attention of a relevant, receptive audience, the platform has an intuitive, easy-to-use interface, automatic promotion mechanism (your Connections and Followers are notified whenever you publish something new) and in-built analytics; plus your content will be searchable both within LinkedIn and search engines.

With LinkedIn's millions of users able to publish, there's potential for your voice to be lost in a sea of low value, low quality content, so it's vital you give yourself the best chance of success.

## THREE STEPS TO SUCCESS ON LINKEDIN'S PUBLISHING PLATFORM

Yes, LinkedIn posts are primarily for enhancing your professional reputation and increasing exposure for your brand, but you need to offer readers something of value. Demonstrate your industry knowledge and expertise by sharing your insights, observations and experiences.

### Topic ideas

- Suggest solutions to problems or barriers in your industry
- Give advice on how to be more successful or productive
- Talk about a failure or challenge you've faced at work and how you overcame it
- Explain a complex topic or subject in an innovative way that makes them easier to understand or puts it into context
- Use an item that's in the news as a springboard, giving your own perspective
- Take inspiration from discussions in your LinkedIn Groups
- Use a tool such BuzzSumo to research popular topics

### Style

- Write about what you know; be authentic (it's a cliché because it's so important). If you're having difficulty 'finding your voice', the chances are you're trying too hard
- Be helpful and transparent
- Go for an informal yet professional tone, like you might speak at an interview. Engage and resonate with your audience
- Just because you're writing for a professional audience doesn't mean you have to cram in lots of big words you'd never normally use or unnecessary jargon (unless of course it's relevant to your subject and target audience)
- Your posts don't need to be perfect, particularly if you're just starting out and finding your flow, just the best you can make them. It's better to post something slightly imperfect than spend so long deliberating you never end up publishing anything at all. You can always save your post as a draft and go back to it at a later time, or choose to edit or delete posts after publishing

## **OPTIMISE YOUR POSTS**

LinkedIn's publishing interface is really easy to use (what you see as you're writing is how the post will appear when live).

According to LinkedIn "readers are 14 times more likely to click on blogs that include a compelling image". The optimum size is 744 x 400 px

Headline Aim for 40-49 characters long and strike a balance between making it catchy and ensuring it's clear what your post is about.

Research has found that 'how to' and list posts perform better than those which pose a question, so bear this in mind when coming up with your headline.

Layout Follow web content best practice in terms of breaking up blocks of text with subheadings, bullet points, images, etc. People tend to scan a webpage before deciding whether to read on and long blocks of text can look daunting and off-putting.

Call to action What do you want your readers to do after they've finished reading your post? Aim to keep your readers engaged by encouraging discussion and interaction, which creates and grows relationships and build trust.

Keyword tags You can add keyword tags to each post so that LinkedIn can index your post correctly and effectively, and users can find it when they perform a relevant search. You're limited to 3 tags, so choose wisely.

## **MAXIMISE ENGAGEMENT**

The work doesn't stop after you after you've hit 'publish'. Your LinkedIn posts automatically appear in the newsfeeds of your Connections and Followers and become part of your profile, but there are other ways you can maximise engagement with your posts.

### **Within the LinkedIn community**

- Build a relationship with your audience by replying to comments
- Share in Groups (no more than 1 or 2 to avoid being perceived as spam)
- Respond to comments on your posts to build relationships (members can opt to follow you directly from your post)
- Comment on others' posts and participate in Group discussions without promoting your links to build your reputation as a trustworthy authority
- Tell the LinkedIn editorial team why your post is useful to its readers and it may be featured on Pulse by tweeting your headline and some context to Tip @LinkedInPulse (see example to the right)

### **USE LINKEDIN ANALYTICS**

Keep an eye on comments, likes and shares to monitor the success of your posts; identify which topics and styles are generating the most interest and interaction and do more of what's working. Also look at the times and dates that bring most success.

### **Other ideas for making the most of the platform**

- Share the links across other platforms and mediums
- Schedule/plan time for future posts. Perhaps make a note of ideas when inspiration strikes, wherever you are
- But don't post just for the sake of it, only if you have something meaningful to share or say; as with so many things, quality over quantity
- Don't neglect your own blog (remember the LinkedIn platform is essentially 'rented land')

## THE QUESTION OF DUPLICATION

Tempted to copy and paste posts from your personal site or company blog but worried about the implications of publishing duplicate content? The jury's out on what constitutes best practice on this one, but our SEO team agrees with the Social Media Examiner (as long as you're not infringing anyone's copyright):

*"...There is really nothing wrong with duplicate content. You are using LinkedIn for engagement and if you are not concerned with it showing up on page one in the SERPS then don't worry about duplicate content."*

However, if it offends every moral fibre of your being to re-use your previous blogs in their entirety, or want to add target the post more specifically to your LinkedIn audience, here are some suggestions:

Repurpose - A top content marketing strategy in its own right, this means taking material from your original post and presenting it in a new way. For example, turn a blog into a top tips feature or Q&A; or go into more depth on points you've highlighted in an infographic.

Promote with teaser text - Use LinkedIn to publish a brief intro to an older blog post, perhaps summarising the key points or bullet-pointing the takeaways that encourages people to read more and link back to your site. Craft a unique headline with your LinkedIn readers in mind.

# GET IN TOUCH WITH US TODAY

## ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO): and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Search Agency of the Year 2018, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

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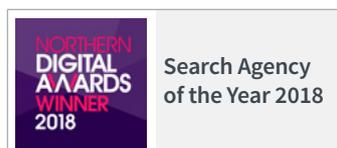
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