

# The Sophisticated Marketer's Guide to

LinkedIn™



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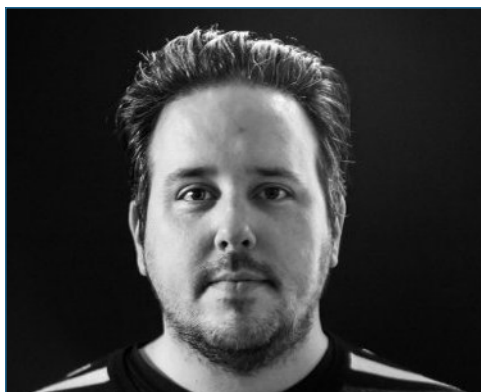
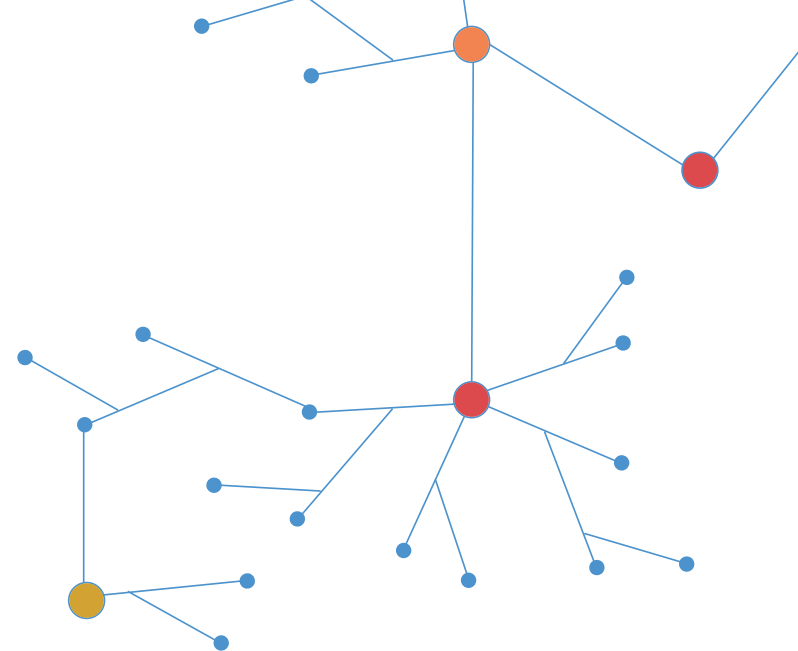


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# A Note to the SOPHISTICATED MARKETER



and executes them in a calculated hybrid of strategies. This type of marketer is grounded in timeless, Mad Men-era tactics and combines them with new, modern technology. What worked during the golden age of marketing still works today, but marketers need to adapt. Social media is their playground, content is their fuel, and platforms like LinkedIn are the new black.

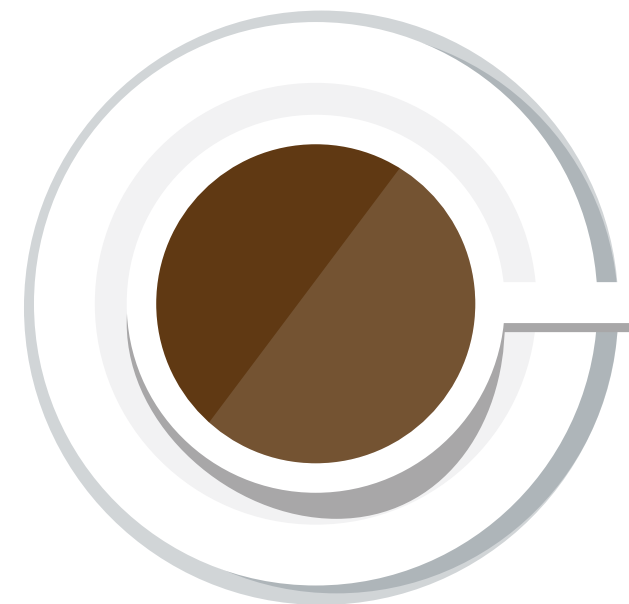
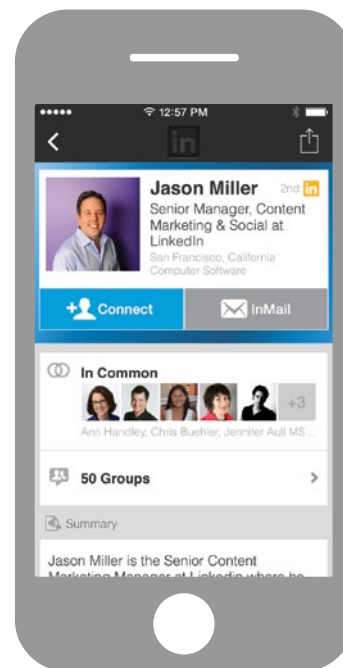
The one-two punch of social media and content marketing has become a vital part of any successfully integrated, full funnel marketing approach. Social media no longer lives in a silo but instead is a vital component of the success of many marketing campaigns. With content fueling your social marketing, we have arrived at the age of truly integrated marketing strategy, and it's being led by a new breed of sophisticated marketers.

The sophisticated marketer is someone who takes marketing techniques, both old and new,

This guide was written with you in mind, the sophisticated marketer. Everything you need to know about marketing on LinkedIn, written both strategically, and instructionally. It's your one-stop shop to the vast opportunities that await—increase awareness, influence perception, generate high quality leads, and ultimately drive revenue with LinkedIn.

Let's get started, shall we?

**Jason Miller**  
Senior Content Marketing Manager,  
LinkedIn Marketing Solutions







# Why should I be READING THIS GUIDE?

LinkedIn has products that impact every stage of your funnel. The goal of this guide is to provide the absolute best, most up-to-date, definitive guide for marketers to successfully use LinkedIn as part of their integrated approach to marketing.

This guide is a labor of love for us here at LinkedIn. We created it to be a one-stop shop for everything a marketer needs to know about getting the most value out of LinkedIn for themselves and their company. It's not just an instruction manual, but a strategic guide with lots of input from top thought leaders and LinkedIn marketing experts combined with the expertise of the LinkedIn Marketing Solutions team.

And it's all about how to truly tap into the potential and power of social media marketing. That's because social media marketing is no longer

a nice-to-have. It's a necessary part of a successful integrated marketing approach for driving awareness, leads, and ultimately revenue.

We call this the guide for *sophisticated* marketers because we feel it's time to take social media marketing to the next level, moving beyond theory to enlightened practice. It's time to get real results with your social marketing, and this is the guide that will help you.



## PART 1

# Why does my business NEED LINKEDIN?

These days in the business world, relationships matter more than ever. That's because people tune out irrelevant or promotional messages. But they do want to engage with companies that focus on sharing useful and relevant information and content. And the companies that inform and engage aren't just selling—they're building relationships.

LinkedIn members comprise the world's largest professional community—and they work in every size company. Consider that:

There were 100 million unique visitors per month in Q3' 2015.

Professionals are signing up to join LinkedIn at a rate of more than two new members per second.

There are more than 2 million unique publishers actively using the LinkedIn Share button on their sites to send content into the LinkedIn platform.

Plus, all these professionals are highly receptive to relationship building. They demonstrate this in what they do while on the network. Time on LinkedIn isn't simply spent. Time on LinkedIn is invested in professional development. And it's reflected in the growing number of visits to and time spent on LinkedIn.

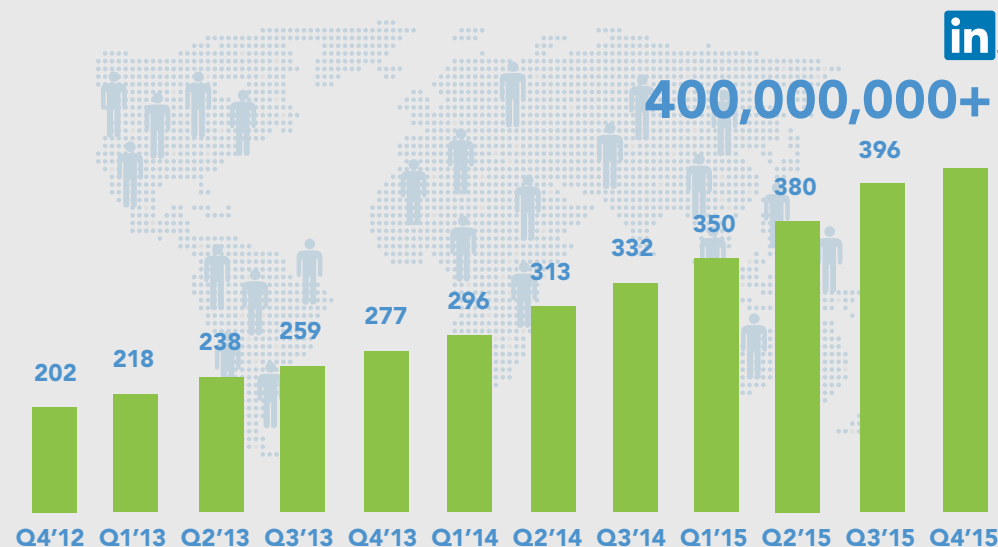
Our members' investment is born out of their professional mindset. The professional mindset is aspirational. In other words, members are thinking about how to achieve their ambitions and further their careers. As a result, our members are highly receptive to advertising, content, and experiences that can help make them more knowledgeable and, ultimately, more successful.



## Work is no longer a 9-5 activity

LinkedIn members are on our platform at all hours and days throughout the week. But depending on where they are and what they're doing, they may be accessing the platform from their desktops, tablets, or mobile devices. In fact, we see desktop usage spike during the day, tablet usage spike in the morning and evening, and mobile devices being used at all hours.

## THE WORLD'S LARGEST PROFESSIONAL NETWORK



Source: LinkedIn Press Release

## PART 1

LinkedIn is a platform enabling sophisticated marketers to forge relationships with these professionals. It's no wonder LinkedIn has quickly become the go-to content publishing platform for marketers. In fact, a survey of LinkedIn members found that LinkedIn is considered the most effective social network for delivering B2B content<sup>1</sup>. And research conducted by Investis IQ<sup>2</sup> found that LinkedIn is the number-one social network for driving traffic to corporate websites.

As a growing number of professionals spend more time reading news and keeping in touch with their network through LinkedIn, you have an unprecedented opportunity to build and cultivate relationships with professionals the world over. And these relationships can translate into revenues. Since 2010, the number of B2B and B2C marketers generating sales via LinkedIn has grown consistently. U.S.-based agencies rate LinkedIn as the most important social media platform for new business.

In fact, 50% of our members report they are more likely to buy from a company they engage with on LinkedIn. And a whopping 80 percent of LinkedIn members want to connect with companies—because those connections provide them opportunities to enhance their

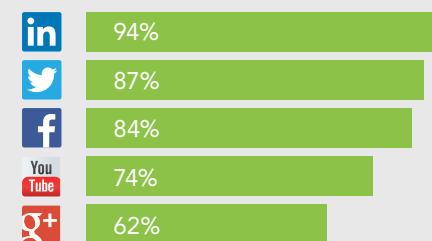
professional decision-making. All it takes is a sophisticated marketer who seizes the opportunity to engage them.

What do we mean by a sophisticated marketer? The idea of being a sophisticated marketer comes from the transition of social media marketing from pure theory to effective use. But marketers can't just "do" social. Now they need to produce results and actionable insights in order to prove the value of their efforts. Fortunately we no longer are forced to take a spray-and-pray approach to getting our message heard in the noisy world of social. The technology is in place that allows us to adopt a much more refined—sophisticated—approach, if you will, to social media marketing, using the world's largest professional network.

### LINKEDIN BY THE NUMBERS:

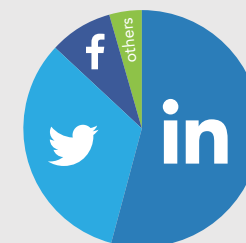
#### LINKEDIN IS THE #1 CHANNEL TO DISTRIBUTE CONTENT

Percentage of B2B marketers who use various social media sites to distribute content



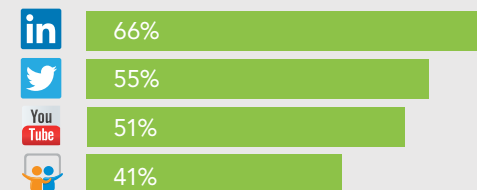
#### LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

90% of the social traffic was driven by the big three networks, with half of it coming from LinkedIn



#### LINKEDIN CONSIDERED MOST EFFECTIVE FOR B2B LEAD GEN

66% of social media B2B leads come from LinkedIn



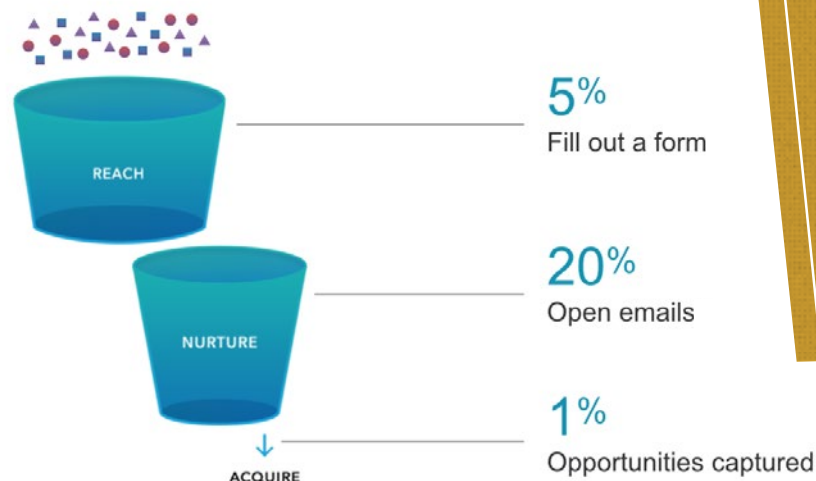
Sources: B2B Marketing 2016 Benchmarks, Budgets, and Trends—North America, Content Marketing Institute/ Marketing Profs.

# Laying the Foundation:

## TAP INTO THE ONLY FULL FUNNEL PROFESSIONAL PLATFORM

As a sophisticated marketer, grasp the reality of today's purchase process: buyers are up to 90% through the purchase process before they make direct contact with your sales team. That means the onus is on you to attract and engage these buyers by delivering content that helps them narrow down their options.

But to succeed, you must first drive the right people to your site. Even then, on average, only 5% will provide you their contact information. And on a great day, only 20% of those who do will open your email messages. In the end, you're likely only capturing 1% of all relevant opportunities—while the other 99% leak out the funnel.



### *In fact...*

Accurate targeting, based on authentic data, is the foundation of the LinkedIn platform. LinkedIn's targeting is highly accurate because it draws from actual profile data provided by and continually updated by our members. You can also target the 1st degree connections of specific members. And you can use their behavior on LinkedIn—like what Groups they join, and how much they share and comment—to inform targeting. You can use our targeting data to tailor your messages and content.

Plus, we have one of the most powerful ad networks available, featuring advertising for both ends of the funnel. That means you can use highly targeted, off-site display ads for direct response purposes and in-stream, native ads for branding. The combination of our quality audience and content marketing solutions paired with our unique targeting and nurturing solutions empowers marketers to reach the right audience with relevant content and realize better results.



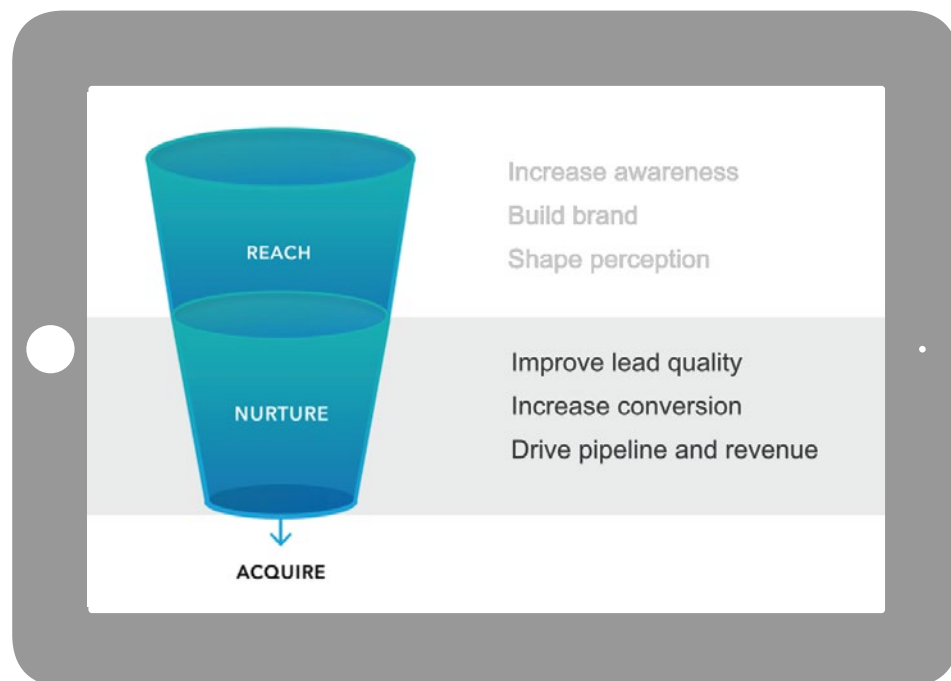
## PART 2

Your job is to plug this extremely leaky funnel. LinkedIn can help you do just that. Our solutions allow you to:

- Reach only the right people and generate enough interest to drive them to your site
- Establish an ongoing connection and provide the desired content at the exact right times—even when they are still anonymous prospects—to help buyers make their purchase decision

- Measure the effectiveness of multi-channel marketing programs—and improve your performance over time

The result? You can more effectively market throughout the buying cycle to eliminate all those leaks, generate significantly more opportunities and accelerate sales.



Our innovative products help marketers navigate the complex B2B buying process where multiple touchpoints influence every sale.

*"We're pretty experienced when it comes to email nurturing," Eisenberg shared. "When we started having the conversation about what could be done if you applied the same concepts from email marketing automation to other marketing channels, the vision and potential impact were quite exciting."*

Meagen Eisenberg, VP of Customer Marketing, DocuSign

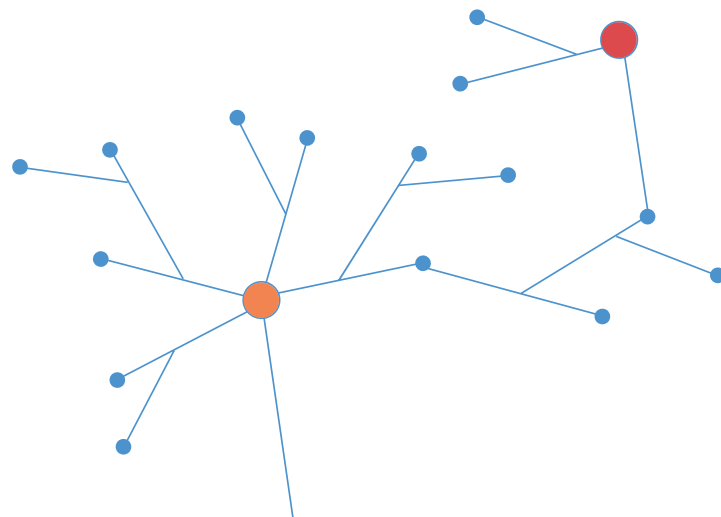


## PART 2

Perform branding and lead generation in tandem for ultimate effectiveness.

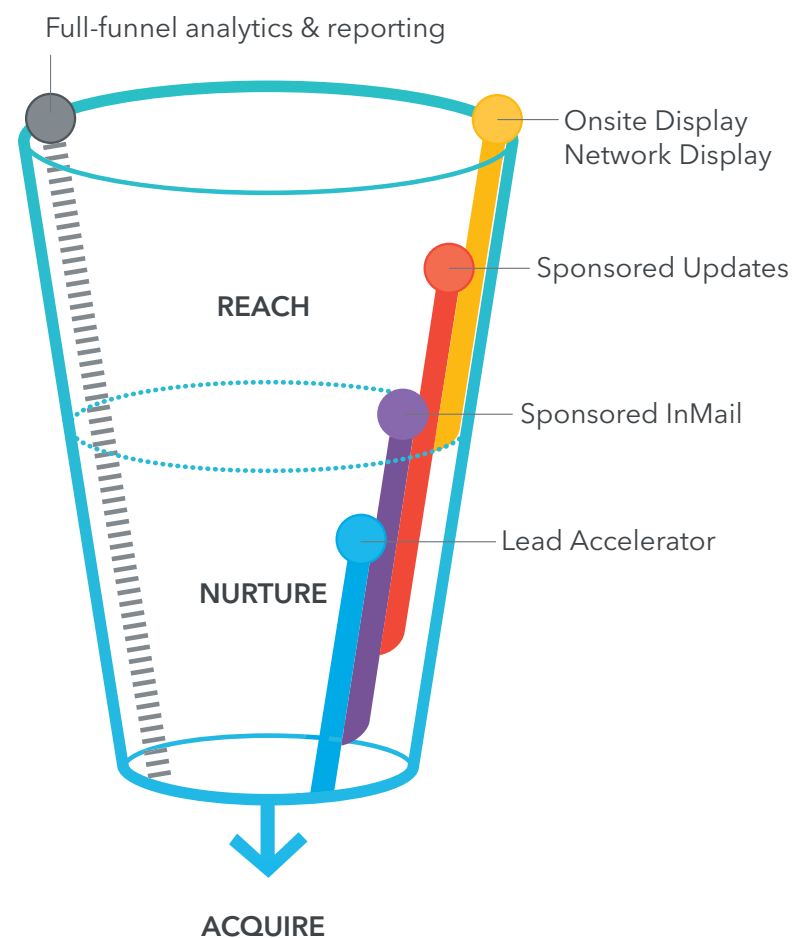
According to a survey of B2B marketers worldwide, branding and lead generation are top priorities. Some marketers approach branding, lead generation and nurturing as stand-alone activities. But when it comes to striking the right marketing mix, it's critical to balance all three. That's because strong branding paves the way for successful lead generation. After all, brand awareness is all about making prospective customers familiar with and knowledgeable of your brand. The goal is that they associate your brand with certain characteristics and qualities and recognize—and trust—your brand. Ideally, you want your brand to be seen as a trusted and credible authority on a chosen category, topic or issue. With that foundation in place, prospects are more open to responding to your ads, content and offers when you are trying to generate leads.

In fact, the most successful marketers take steps to ensure their branding, lead generation and nurturing strategies are working in lockstep. LinkedIn Marketing Solutions can help you address all three in an integrated way. Moreover, our solutions can help you improve effectiveness in all three areas. That's because we make it possible to reach and nurture all those anonymous prospects that have been slipping out of the funnel.



"LinkedIn is the only platform that the majority of B2B marketers consider to be effective."

Content Marketing Institute, 2014 Content Marketing Research Report



## PART 2: 6 WAYS TO TAP INTO THE POWER OF LINKEDIN

Now that you understand the power of marketing on LinkedIn, let us highlight six strategic marketing opportunities to better reach and nurture prospective buyers. We'll explore these in greater detail in Part 6 and 7:

### 1. ONSITE DISPLAY

With LinkedIn **Onsite Display**, you can *accurately target and put your brand in front of more than 347 million members on the LinkedIn network*, choosing from a variety of display formats. That includes everything from IAB standard formats to highly engaging native ones such as Spotlight Ads and Follow Company Ads. In fact, you can display ads on various LinkedIn pages, including profile pages, home pages, inbox, search results pages, and groups pages. By using extremely targeted and contextual ads in a quality professional context, you can reach and engage more possible buyers than ever before.

You can also take advantage of LinkedIn Text Ads. Paid for on a cost-per-click or cost-per-impression basis, these self-service ads allow you to display a text ad and small image. Just as with LinkedIn Onsite Display, you can get these ads in front of LinkedIn members of your choosing in prominent spots across our platform, for higher reach and engagement.

### 2. NETWORK DISPLAY

To complement the contextual targeting enabled by LinkedIn Onsite Display, take advantage of **LinkedIn Network Display Advertising** to reach a high-quality professional audience seeking insights and information. Designed to help you get in front of the *right audiences on a frequent basis*, this display advertising option allows you to reach prospects with accuracy and at scale as they consume information on LinkedIn and across the Web. This includes extending your reach across LinkedIn's network of 2500+ business publisher sites and beyond, targeting your audience through the Ad Exchanges, but always in a brand-safe environment. By frequently connecting with your target audience, you increase awareness and engagement.

### 3. SPONSORED UPDATES:

LinkedIn **Sponsored Updates** let you build brand credibility and educate more than 300 million of the world's professionals as they're consuming content in the LinkedIn feed on their desktops, tablets, and smartphones.

You're essentially capturing people's attention when they're most engaged reviewing information in their daily feed. This product makes it possible to achieve both upper funnel branding and awareness objectives, along with lower funnel, direct-response lead-related goals. You choose from a range of business demographic targeting options and set your own budget, with the flexibility to invest on a CPC or CPM basis. Through our Direct Sponsored Updates option, you can reach your target audience directly in LinkedIn's feed without publishing on your Company Page. That means you can personalize and A/B test your content ads to improve performance. And, you'll have access to campaign performance analytics to nimbly optimize and hit your goals.

### 4. SPONSORED INMAIL


As you venture into the lower half of the funnel where direct response goals reign supreme, **Sponsored InMail** provides the most direct way to engage your prospects on LinkedIn.

Sponsored InMail allows for professional, credible outreach and the ability to deliver targeted messages directly into prospective buyer inboxes, whether they are on their desktops or mobile devices—with your LinkedIn profile attached. Because your messages are only sent when members are active on LinkedIn, you break through the limits of traditional email marketing to realize 100% deliverability. By delivering the right content and personalized messages, you can get the attention of the highest-value audiences and drive more conversions and leads.

### 5. LEAD ACCELERATOR

Once all your other programs have done their jobs in the upper funnel, **LinkedIn Lead Accelerator** helps you get to the ultimate goal: lead conversions, pipeline contribution, and customer acquisition. Lead Accelerator gives you an entirely new way to nurture your prospects beyond the inbox.

## PART 2: 6 WAYS TO TAP INTO THE POWER OF LINKEDIN



This includes the 80% of known prospects who don't open your emails and the anonymous website visitors who haven't yet raised their hands, so to speak. Specifically, you can now reach your website visitors anywhere online, using a sequence of relevant ads and content based on site visitor profiles and online behaviors. This lets you nurture with purpose, connecting with your highest value audiences by offering relevant, helpful content long after they've left your website. When someone chooses to fill out your landing page form, they can do so in just two clicks using LinkedIn Lead Accelerator's Autofill capability. The result? You increase conversion rates and grow your funnel by leaps and bounds with a greater number of high-quality leads.

### 6. FULL FUNNEL ANALYTICS

With LinkedIn **Full Funnel Analytics**, you can measure—and improve—the impact of your programs. You can nimbly test and optimize the ad creative and nurture streams you've set up. Moreover, you gain clear visibility into a range reports and metrics to track the impact of your nurture programs.

### OTHER ORGANIC OPPORTUNITIES:

#### COMPANY PAGES:

The best relationships are rooted in great conversations—and your tool for starting those conversations is the Company Update on your Company Page. It's no wonder Company Pages have evolved from a nice-to-have to a need-to-have. Through a Company Page, you can market your business to the LinkedIn community, telling your company's story and giving customers and prospects a place to learn about your business, your employees, and your brand.

#### COMPANY UPDATES:

What resonates most with followers and drives engagement? When you communicate with them in a relevant and personal way. And through Company Updates, sent from your Company Page, you can drive engagement by tailoring your company status update to your followers' professional interests. Specifically, you can deliver highly targeted content into the feed of LinkedIn members, increasing their engagement with and loyalty to your brand.

### LINKEDIN APIs:

You can use LinkedIn's API to create custom branded experiences that allow members to engage using their LinkedIn login. This simplifies the need for them to enter additional data. Even more importantly, by using the API to access LinkedIn's rich data, you can tailor the user experience based on profile data and encourage virality by triggering your app to publish updates about a user's activity on site.

Extend the quality traffic of LinkedIn professionals to your own branded sites. Embedding calls-to-action in your creative on LinkedIn ensures the flow of influential, affluent and educated professionals to your own online properties.





## PART 2

# Ask the Expert:

## BRIAN CLARK



**Founder and CEO of  
Copyblogger Media**

**LI:** Do you regularly check your Pulse feed? If so, how do you use it?

**BC:** I've just started following the Marketing Strategies category on Pulse, and it's a treasure-trove of content all in one place. This has become a great resource not only for staying up to date on the latest ideas from others, but also fuels our own content sharing on other social networks.

**LI:** What's your best advice for writing a compelling company page update?

**BC:** Tell a story. And more importantly, relate that story back to your ideal prospect's problems or desires. Even if the story focuses on the founding, evolution, or growth of your company, make sure people understand that all of those great things happened because of the value you provide your audience, customers, and clients.

**LI:** How can a business best take advantage of LinkedIn for lead generation?

**BC:** LinkedIn, unlike Facebook and Twitter, is all about business. The mindset and intent are naturally more receptive to solving business problems than the kind of socializing and sharing that happens elsewhere.

That said, you still have to lead with value to generate qualified leads. LinkedIn's focus on content marketing has primed the audience to expect information and insight first, and

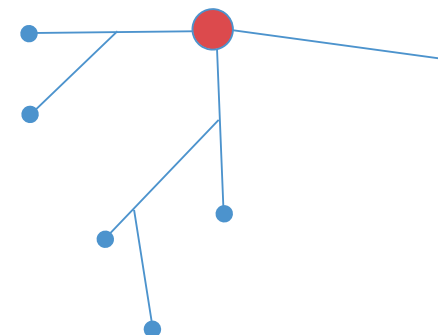
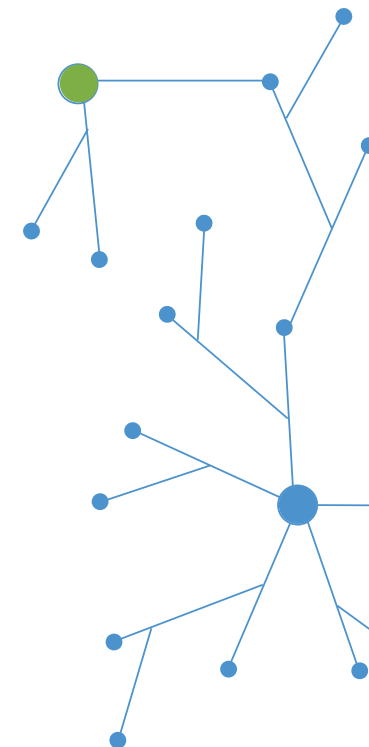
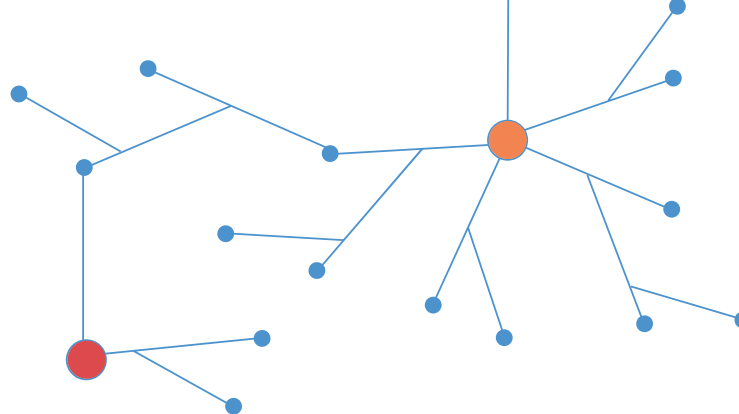
then a call to action that takes the relationship to the next level. For those who have been doing content marketing from their own sites for years, LinkedIn becomes an essential outpost for that content, mixed with in-person engagement.

**LI:** Where do you see LinkedIn in 5 years?

**BC:** LinkedIn appears to be all in on becoming a true media company. I've heard some grumblings from early LinkedIn fans that the company and site are losing the singular focus it started with, but I see it differently. A business education hub of the sort LinkedIn is building can only increase the value of the ecosystem.

**LI:** What's something that's not in your LinkedIn profile?

**BC:** I've made no mention of the fact that I used to practice law in my LinkedIn profile. Some people may still hold that against me. ;-)



## PART 3

# Optimizing YOUR PROFILE

Every day we see millions of professionals find others and get found through LinkedIn search.

Whether someone is searching for people, jobs, companies or groups, we provide the most relevant results based on your professional identity, your network, and how the people in your network engage with LinkedIn. Plus, one of the first steps many members take when receiving content from a company or another member is click through to the personal profile or Company Page to learn about the sender. That's why it's critical for you and your company to maintain complete and optimized profiles.

### How You Can Benefit from an Optimized Profile

As a marketer, you can use LinkedIn for networking and to further your profession. After all, these days very few people end up working for a single company their entire career. So whether you're actively seeking a new position or maximizing the job you are already in, it's wise to make sure your profile is set up for maximum exposure and engagement. In addition, adding rich media content

such as SlideShare presentations, videos, and infographics to your profile is a fantastic way to showcase visual assets to profile visitors.

### How Your Company Can Benefit from an Optimized Profile

It goes without saying that your company and all of its employees should optimize their LinkedIn profiles. After all, an optimized profile can boost the visibility of your company and its content in the search results—both on and off the network. That's because search engines like Google scour pages and URLs for keywords, and LinkedIn profiles offer many opportunities to embed keywords, such as within the LinkedIn URL, other URLs you list within your profile, job titles and descriptions, and content links you include. So if your company and its employees have optimized their profiles, you could very well gain an advantage when prospective customers are searching for companies, products and services like yours.

This infographic highlights all the opportunities for getting the most from your profile.



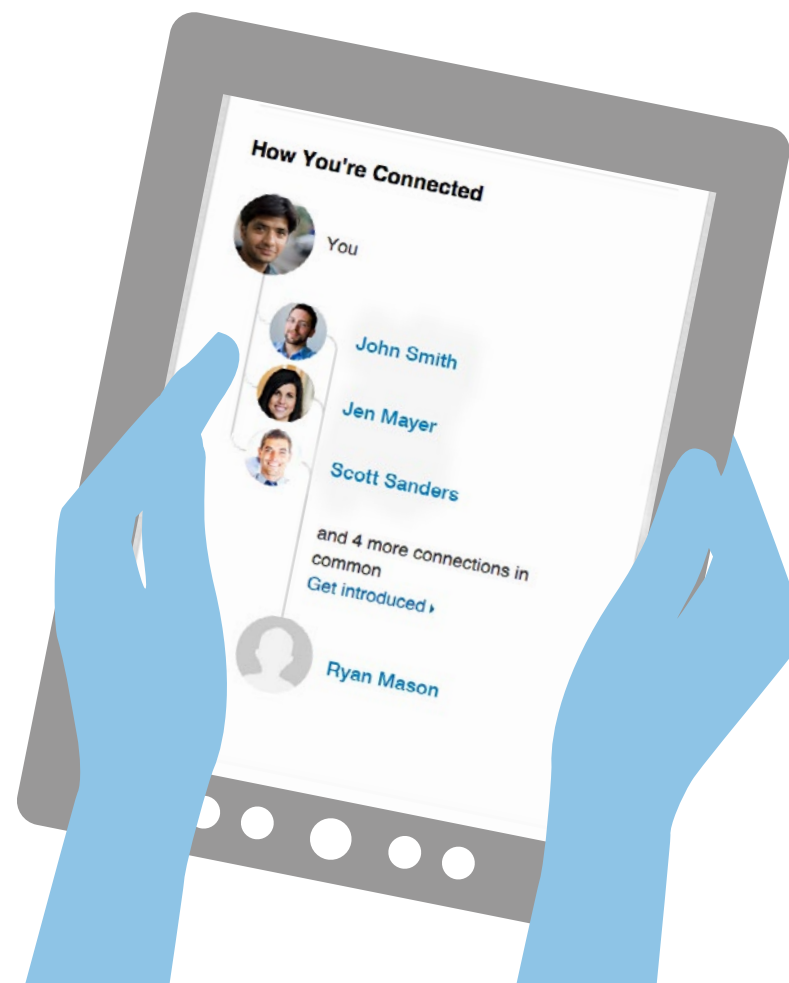
## PART 3

Here are five things you need to know about LinkedIn Search, as summarized by Stacy Donovan Zapar, the Most Connected Woman on LinkedIn:

1. When people search LinkedIn, the results are sorted by relevance, which takes into account the following:
  - 1st level connections with profiles that are 100% complete (or close to it) and have the most in-common connections/shared groups, ranked in descending order
  - 1st level connections with the fewest in-common connections/shared groups, ranked in descending order by profile completeness
  - 2nd level connections ranked in descending order by profile completeness
  - 3rd level connections ranked in descending order by profile completeness
  - Shared group members (outside of your network), ranked in descending order by profile completeness
  - Everyone else (those outside your network), ranked in descending order by profile completeness
2. Keywords in your name, headline, company name, job title and skills rank higher in the search results than keywords in other sections.
3. Using all fields and options available to you—like joining 50 LinkedIn groups—boosts your ranking.
4. Use a variety of keywords and terms in describing what you do and offer to show up in a variety of search results.
5. View LinkedIn search trends to see how many times you've shown up in search results and how many people have viewed your profile over the past three months—and then adjust your profile as needed.

## Reap the Rewards of Networking

Did you know... the size of your LinkedIn network and participation in LinkedIn Groups can significantly increase your visibility on the LinkedIn network?





## PART 3

# Ask the Expert:

## SHANE ATCHISON



CEO of POSSIBLE

**LI:** What factors are most important to you when considering advertising channels for your clients?

**SA:** Our top ones include audience concentration and relevance, segmentation and targeting functionality, and the ability to extend or amplify channel content across other owned and earned properties. We also leverage our social listening and marketing sciences technologies to identify opportunities for the brand within each channel and with each audience.

**LI:** What types of clients should be leveraging LinkedIn more than they currently are?

**SA:** I think that clients with investments in content are missing a massive opportunity to leverage their LinkedIn presence. They could use LinkedIn in combination with their owned properties to precisely target, share, and then realize return on their content investments. But for this, they need a comprehensive strategy that integrates the LinkedIn platform, their content, and their CRM efforts.

**LI:** What is the risk of a client not having a company presence on LinkedIn?

**SA:** The biggest risk, especially for B2B, is a loss of discoverability. LinkedIn is becoming the de facto starting point when searching for partners and evaluating solutions. A thoughtful LinkedIn presence is not only a great opportunity to increase your visibility as an individual. Corporations can also use it to turn both their workforce and followers into brand ambassadors.

**LI:** How are your clients' marketing objectives different on LinkedIn compared to other social networks? How does that impact your clients' content strategy?

**SA:** Most social networks only serve opportunities at the top of the funnel and provide limited ways to engage. You can tailor the LinkedIn platform to each client's marketing objectives and use it as part of a larger content strategy. The platform makes it easier for brands to serve audiences with content tailored to the individual—both in terms of depth and timing. This makes content smarter and relevant at scale. As a result, it can drive engagement lifecycles rather than one-off opportunities.

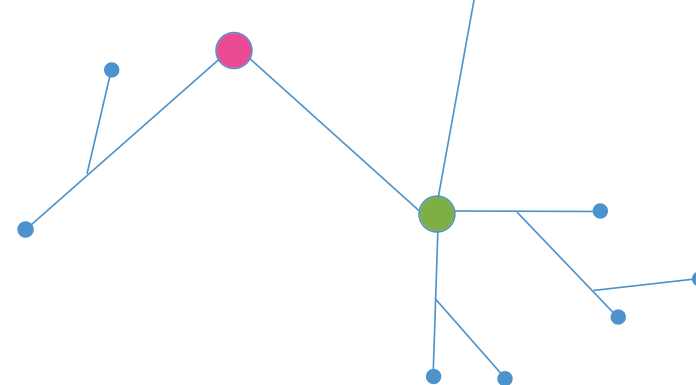
**LI:** How do you compare the audience targeting capability of LinkedIn with other social networks?

**SA:** There are three major ways LinkedIn data is better for targeting: Recency, authenticity, and standardization of data. Recency means that people tend to keep their LinkedIn in profiles up

to date—something they rarely do on other networks. Authenticity means that they are who they say they are. You can't put a fake job title up on LinkedIn. And the standardization of user generated data makes it easier to analyze and integrate the platform into your content strategy.

**LI:** How are marketers getting it wrong with LinkedIn?

**SA:** They think of it simply as a hiring, prospecting, or one-dimensional advertising platform. It's actually a versatile content platform with precise data that can be integrated into a variety of programs on and off the site. For example, B2C brands often miss the opportunity LinkedIn provides to enhance or expand distribution networks or channel partner communication plans. They also miss the opportunity to build programs around LinkedIn that leverage content to drive engagement lifecycles and stimulate organic community building. The platform's capabilities in this area are unmatched and underutilized.



## PART 4

# Expand your Network OF INFLUENCERS

In late 2012, we made it possible for any LinkedIn member to follow an exclusive group of Influencers on LinkedIn. From C-level executives and entrepreneurs to world leaders and philanthropists, these Influencers contribute unique business insights and spark thought-provoking discussions on a range of issues. Displayed via Pulse, the Influencers program is a source of truly original content. But more importantly, it's meant to inspire, inform and make you a better marketer.

The Influencer program numbers (as of Q1 2014) 500 of the most influential thought leaders, Posts that our Influencers write on LinkedIn garner on average more than 25k page views, more than 300 likes and 100 comments. And you can directly engage with any of these Influencers, either by "Liking" a post or jumping into a conversation about a post. Moreover, through threaded comments, you can reply to a post by an Influencer to start conversations and debates with others who are reading that post. You can mention other people to draw them into a discussion, and get notified when your comment has received a response.

*"It thrills me to see LinkedIn gaining ground as an interesting place to hang out. I've long held that LinkedIn is the dark horse of the social media platforms—or, at least, it's the workhorse of the bunch."*

*If Twitter is where you go to meet people you don't know and Facebook is where you go to talk with people you already know, then LinkedIn is where all of you can meet up to get stuff done together."*

Ann Handley, Author of *Content Rules*, Chief Content Officer at Marketing Profs

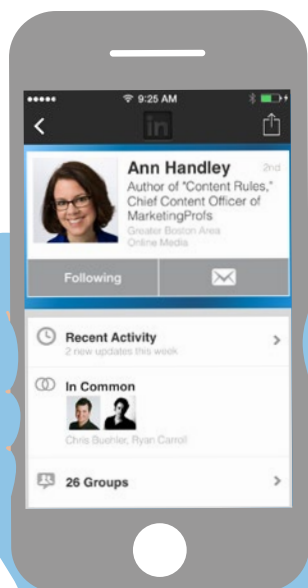


## PART 4

You can follow an Influencer without being connected to them.

In addition to joining in rich conversations, you will see which Influencers and topics are driving the most interest—perhaps sparking an idea of your own for a post or content asset. Plus the ability for LinkedIn members to like and share Influencer content lets you quickly find out

what the people in your network are reading and reacting to, helping you unearth new ideas. Want to broaden your horizons? Take advantage of discovery modules within LinkedIn to help you find more relevant content based on the people you're following and the posts you're reading.



## CONSIDER THESE EXAMPLES:

# 5,342,832

### LinkedIn FOLLOWERS

Bill Gates is an Influencer with over **5,342,832** followers. One of his posts garnered over **1.9M (1,938,420)** views, more than **11K (11,773)** thumbs up, and over **4000 (4343)** comments.



# 97,195

### LinkedIn FOLLOWERS

Joe Pulizzi, a speaker, entrepreneur, author, and founder of Content Marketing Institute has over **97,195** LinkedIn followers. One of his posts pulled in nearly **130K (138,825)** views, **800 (804)** thumbs up and over **200 (211)** comments. It's easy to be part of such a rich discussion!



## THE NUMBERS SPEAK FOR THEMSELVES:

The average Influencer post garners nearly

# 30,000 VIEWS



49% of Influencer followers are director-level and above

22% are entry-level professionals



## PART 4

# Ask the Expert:

## VIVEKA VON ROSEN



**LinkedIn Expert & Author:**  
*LinkedIn Marketing: An Hour a Day,*  
**International Keynote Speaker,**  
**Forbes Top 20 Most Influential**

**LI:** What type of content best connects with audiences on LinkedIn? Is there a specific type of content you prefer to consume on LinkedIn?

**VR:** That's kind of an apples or oranges type question when it comes to LinkedIn. I'm a fruit salad gal myself!

LinkedIn Influencers and Pulse: First of all, LinkedIn truly understands the importance of good content. Right now it's the only social media site to have its own blogging platform fueled by the world's thought leaders (LinkedIn Influencers.) These people, most of them household names (best-selling authors, Fortune 500 CEO's, Heads of State) create content specifically for LinkedIn. You can follow not only these Influencers, but also channels of content (thanks to the Pulse interface that LinkedIn purchased in 2013.) In fact, LinkedIn recently updated the Pulse app to interact more freely through the LinkedIn interface, so that your Pulse App on your iPad or iPhone will actually monitor what you do on LinkedIn and make suggestions for you. You can also very easily share this content through Pulse.

I think Pulse is a great place to find relevant business content to share not only on LinkedIn, but other social sites as well. When a client needs a good business article to post to their

Facebook page or Twitter-stream, I can often find something relevant on Pulse—quickly and easily. So Pulse gets more of my attention than any other RSS feed or news aggregator I use.

LinkedIn Update Mentions: As long as you are connected to a person, or follow a company, you can share their content and mention them in an update.

I wish I had the time to check on my homepage every hour and read all the updates from every one of my 29K+ connections, but I don't. (OK—and to be honest, I really wouldn't want to!) Chances are, you don't either. So I rely on LinkedIn Status Update mentions and LinkedIn's new(ish) Notifications tab to see what people are saying about me, what content of mine they are sharing and their comments on my updates. So while I don't listen to ALL updates, I listen to the ones that involve me in some way.

### Group Content

For (soft) market research, consider LinkedIn Groups. Groups are full of like-minded targeted audiences. Ask questions. Ask for help. Occasionally share an article you like. I love the content and interaction on some of my Groups and I know I can always go there to get quick answers to my questions and find out the latest and greatest in the sales world. It just takes some time to find these good groups. I recommend asking your network what groups they like and why. (For instance, I am a raving fan of Jill Konrath's Group: Fresh Sales Strategies because it always offers fabulous ingestible content).

**LI:** How do you make sure personal time spent on LinkedIn is productive? How does this differ from other social networks?

**VR:** LinkedIn is probably less likely than some of the other social sites to suck you into the rabbit hole of singing cats and surfing dog videos. But messages, updates, Groups and

## PART 4

# Ask the Expert:

## VIVEKA VON ROSEN



Pulse, can certainly suck you in. It's usually all good stuff and relevant to your business which means you might even spend more time there since it's "allowed." I recommend scheduling your LinkedIn (and other "social") time to make sure you have a start and stop time. I also suggest you create a checklist that covers everything you need to do on LinkedIn (monthly, weekly and daily).

**LI:** How are marketers getting it wrong with LinkedIn?

**VR:** Basically marketers do these three things wrong:

- Selling too much
- Not making use of the tools
- Not realizing its potential

### **Selling:**

I always tell people you will never sell your—um—stuff on LinkedIn. The likelihood of someone seeing an update you have posted on how you sell the best gadget and then buying

it is unlikely. LinkedIn is about creating relationships with people. Once you have established a connection and are moving from the "know" each other to the "like and trust" each other level of engagement—only then do you have a good chance of sharing your products and services with someone likely to purchase them. But these relationships take effort and nurturing. Establishing that sense of "like and trust" might seem like a lot of work, but the payoff can be monumental. Getting people to buy from you on LinkedIn means a time investment, but to me it is well worth it.

### **Tools:**

LinkedIn has so many cool little tools. My favorite is their "Sharing Bookmarklet". To find the Sharing Bookmarklet, you just come down to the "Tools" link and then on the right hand side click on the tab that says "Sharing Bookmarklet." Drag the Bookmarklet button up to your browser bar. Then no matter what web page you're on, all you have to do is

click on the 'share on LinkedIn' link and you can easily share that page.

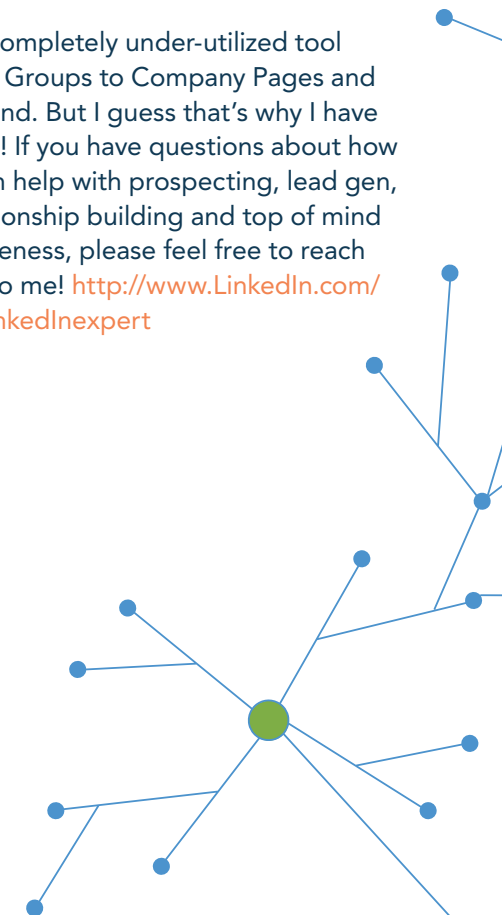
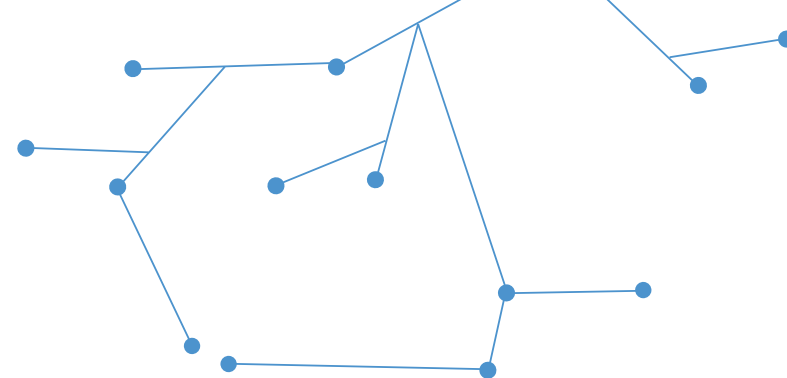
Not all websites are LinkedIn-centric. so if you find a website, blog post or article that doesn't have the LinkedIn share button, you can still share it by clicking on the "Share on LinkedIn" button. You can post the page as an update or as a tweet. You can post it to your Groups, by clicking the Group option and typing in the name of the LinkedIn Groups you wish to share the post with. You can even send it to an individual.

This is a very quick and easy way to post helpful, useful, and interesting content with your network. These updates will show up on your connection's homepage as well as in your profile under "activity."

### **Potential:**

Hopefully some of the things I have mentioned will open a few eyes to the potential of LinkedIn. There is just so much you can do with it. It

is a completely under-utilized tool from Groups to Company Pages and beyond. But I guess that's why I have a job! If you have questions about how it can help with prospecting, lead gen, relationship building and top of mind awareness, please feel free to reach out to me! <http://www.Linkedin.com/in/LinkedInexpert>



## PART 5

# Easily Keep your Finger ON THE PULSE

With all the news websites, blogs, and newsletters out there, staying in-the-know can be time consuming.

In fact, like most marketers, you probably find it's increasingly difficult to figure out what matters most when reading news across multiple sources. Millions of professionals invest their time on LinkedIn, staying on top of industry news through Pulse, the news app and content brand for LinkedIn.

Pulse offers a more relevant news experience with content tailored to your professional interests throughout LinkedIn. It's the main vehicle for our social news experience across web and mobile. And it's a key way for marketers to stay current on all the latest insights and trends.

### Access more relevant content

With the LinkedIn Pulse app, you can access full articles and rich graphics from a wealth of resources, through

our partnerships with more than 750 publishers, such as Harvard Business Review, TechCrunch, and Fast Company.

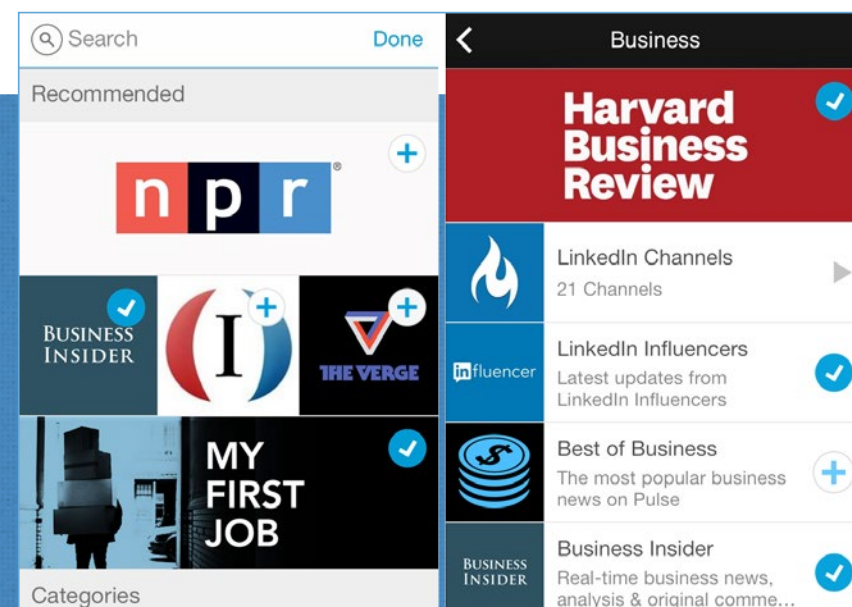
Pulse makes it possible to access tailored news based on your interests. Specifically, you as a marketer can easily leverage all the great business knowledge flowing through LinkedIn in the form of news, Influencer posts, industry updates, discussions, comments and more. And because you can customize content based on your preferences, you can zero in on what matters most to you. Think of Pulse as your daily "newspaper"—one that let's you stay up to speed whether you're on your desktop, mobile phone (Android or iOS), or tablet!

## Easily discover new professional content

We've not only improved the overall search functionality with faster auto-complete suggestions, but we've also made it easier for you to find "What's New" across timely world events and what's trending among professionals like you worldwide.



## LinkedIn Pulse





## PART 5

### Organize your daily reads

Lists in the Pulse app allow you to organize your channels into topics of your choice, such as Technology, Sports, Favorites, or Must Reads. Any Channels or Influencer content that you follow on LinkedIn.com will automatically sync with the Pulse app, and you can also add any blog or news feed via the robust search functionality on Pulse. As a result, you gain instant access to the most relevant and personalized news content that maps to your professional interests.

And here's a suggestion for a Channel to follow right away for fresh insights on marketing from LinkedIn

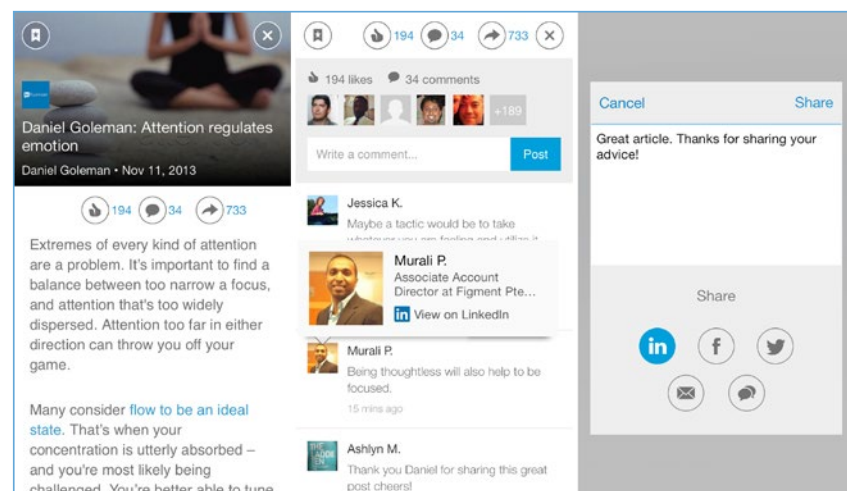
Influencers and top sources such as The Wall Street Journal, Ad Week, Mashable, and more: the Marketing Strategies channel [https://www.Linkedin.com/channels/marketing\\_strategies](https://www.Linkedin.com/channels/marketing_strategies)

### Share with your network

We've made it even easier for you to share news and insights from your Pulse app. With the new, enhanced social features—easily accessible within every piece of content at the top of the screen—you can see what other professionals are talking about and instantly like, comment or share an article with your professional network on LinkedIn.

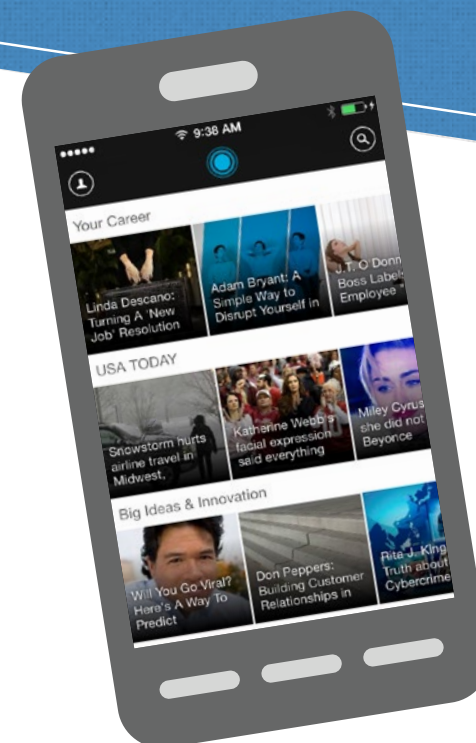
### Delivering Smart Recommendations

We display stories based on a proprietary algorithm that weighs your interests and the stories trending among professionals worldwide.



## Jumpstart your Pulse experience

When you download the new Pulse app on iOS or Android, you will be prompted to sign in using your LinkedIn profile. Once you've done this, we will automatically bring in the channels, Influencers and LinkedIn content you follow into your Pulse experience. Additionally, Pulse will offer personalized content recommendations that are customized to your LinkedIn preferences and professional interests.



# Ask the Expert:

## LEE ODDEN



**CEO @TopRank Online Marketing,  
Author: Optimize, Public Speaker:  
Integrated Search, Social,  
& Content Marketing**

**LI:** Do you regularly check your Pulse feed? If so, how do you use it?

**LO:** I check LinkedIn daily including the Pulse feed. I follow a number of the thought leaders and also look for the news stories my network is engaging with. The feed offers content that I can interact with through liking, commenting, sharing on LinkedIn or curating to our broader community.

**LI:** What's your best advice for writing a compelling company page update?

**LO:** This might seem like a cart and horse situation, but it's important to have an audience. Updating a company page to 2 followers vs. 200 just isn't the same. As with any other publishing platform, think of who your network is and what they're interested in. What do they expect? Giving people what they want in the form of useful content, tips and information about changes at your company is a great way to attract more followers and better engage those that you already have.

From a writing standpoint, write snappy, compelling titles. Check [ubersuggest.org](http://ubersuggest.org) for popular keywords and consider using specific phrases in the title and description, but only if they make sense and add value to the message. You can attract more followers to your company LinkedIn page through search on LinkedIn as well as organic search.

**LI:** How can a business take advantage of LinkedIn as part of a content marketing strategy?

**LO:** Content participation on any social network or web platform should be informed by a company's business and content marketing strategies. Are customers there and what are they doing? What are they interested in? What opportunities are there for the brand to be valuable to those prospective customers?

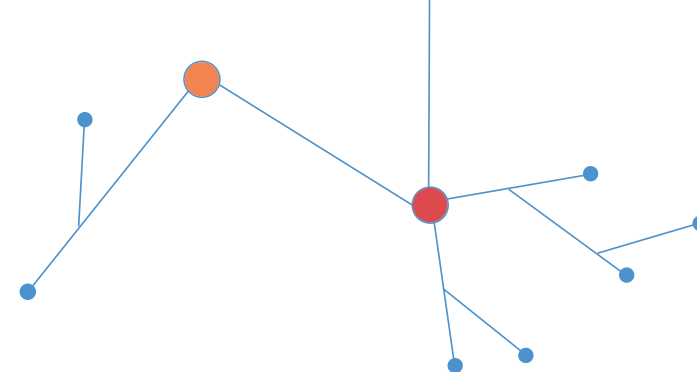
For most companies that sell into the business market, participating on LinkedIn should be a no-brainer. The specific way LinkedIn is used depends on the company, industry and product mix. It also depends on what kinds of opportunities there are to be "the best answer" on LinkedIn for the things customers are interested in.

### At a minimum:

1. Ensure executive LinkedIn profiles are filled out and optimized
2. Make sure the Company Page is robust.

3. Curate useful news as status updates and on the Company Page
4. Use LinkedIn as a follow up after meeting people online and especially at offline events where business cards are exchanged

Beyond that, LinkedIn's social network platform provides many opportunities to engage with prospects, support individual and brand thought leadership and connect with other groups like industry media and prospective employees. Whether it's targeted advertising or curating a mix of industry and company news on the brand page, companies that want to attract and engage other businesses need to be on LinkedIn.



## PART 6

# Expand your Targeted Reach: ADVERTISING ON LINKEDIN

By combining mass reach with accurate targeting, LinkedIn advertising solutions allow you to:

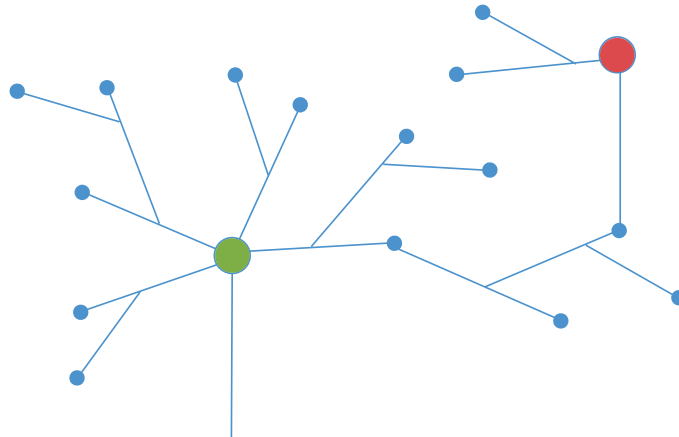
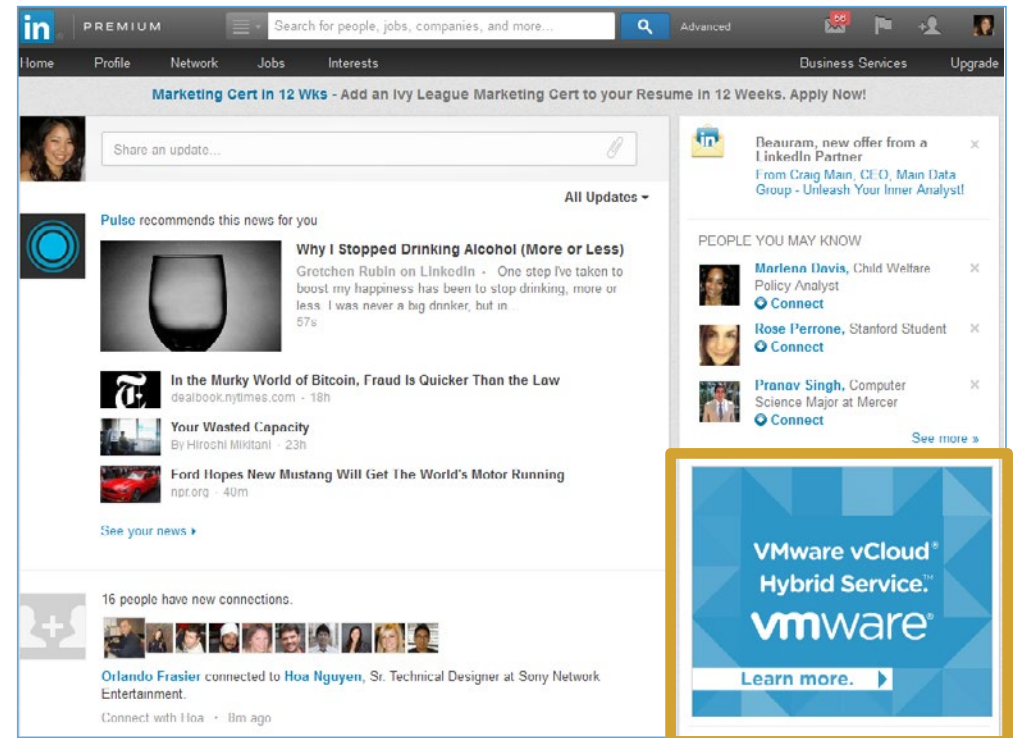
- Engage your target from among the most affluent, influential, and educated audience on social media
- Increase awareness, credibility and impact through the power of social proof
- Drive traffic and leads to your site

Here are the LinkedIn advertising solutions at your disposal to help you achieve those results:

- Display Ads
- Sponsored InMail

### LinkedIn Display Ads

Through LinkedIn Display Ads, you can reach a professional audience in a context where they actively seek advice and recommendations from brands and companies. All LinkedIn Display Ad formats leverage the unique depth of our member profile information, offering targeting by sector, job function, seniority, location and more: a targeted approach that drives engagement, relevance and response.





## PART 6

### Onsite Display for Awareness and Consideration at Scale

With LinkedIn Premium Display Ads, you can target the exact audience you want in a premium uncluttered environment. That makes it easier to use existing ad creative to drive brand awareness and consideration at scale among LinkedIn's audience.

Display Ads give you a fantastic share of voice. That's because, unlike other digital publishers, LinkedIn only serves two visual ads on a page at any one time. Combine this with our powerful targeting capabilities and it's a no-brainer.

Here's an example of how Cathay Pacific realized these benefits. The renowned airline wanted to increase brand awareness within its target market, so it identified LinkedIn members who belong to LinkedIn groups related to business travel in

Asia. It then targeted those members with Display Ads and Sponsored Polls. LinkedIn's accurate targeting resulted in 1,324 poll responses from business travelers and a total of 97 product recommendations. According to the international airline's Vice President Marketing Americas, the campaign was successful in spreading brand awareness and connecting with customers.



## Engage Professionals Often, Wherever They Travel Online

Keep the right professionals engaged across the entire Web through LinkedIn Network Display. Reach them with accuracy and scale on LinkedIn, business publisher sites, and beyond.



*"From a marketing standpoint, the targeting is unprecedented. For marketing campaigns, LinkedIn can identify who to send it to and when to send it but with precision we have never seen before. The success stories are still building, but we will see more B2B marketers drive success via LinkedIn over the next couple years."*

Craig Rosenberg, The Funnelholic [www.funnelholic.com](http://www.funnelholic.com)



## PART 6

# Ask the Expert:

## NEAL SCHAFFER



**Author, *Maximize Your Social, Trilingual Social Media Strategy & Social Business Coach, Consultant, Trainer & Speaker***

**LI:** What type of content best connects with audiences on LinkedIn? Is there a specific type of content you prefer to consume on LinkedIn?

**NS:** The content that best connects with audiences on LinkedIn is undoubtedly the type that makes us do our job better as well as invest in our professional brand. Without a doubt the recently added Influencer content is of the highest quality, but

there is other great content to be found in Network Updates as well as relevant Groups. It all comes down to content that is both relevant and timely—but deep as well.

**LI:** How do you make sure personal time spent on LinkedIn is productive? How does this differ from other social networks?

**NS:** I spend my personal time on LinkedIn 2 ways: 1) Keeping up-to-date and engaging with my network, and 2) Business intelligence looking for information on people, companies, or news in my industry. I limit my time and remain clear on my objectives.

**LI:** What recommendations do you have for marketers looking to connect with target audiences on LinkedIn?

**NS:** LinkedIn, like any other social network, is about people that are using social media for communication with others as well as information gathering. Professionals are not looking to be sold to, but they are

seeking out information that can help them do their jobs better. The best approach that I would recommend for marketers to connect with their target audience would look like a combination of the following:

- Establish robust profiles that make them discoverable in LinkedIn profile search.
- Share relevant content consistently from their personal profile.
- Reach out and connect with those from their target audience that they know but have yet to connect with.
- Proactively utilize their LinkedIn network for introductions to key people in their target audience, using LinkedIn Inmails when an introduction is not possible.
- Engage in relevant groups.
- Create a group to represent your company.

- Promote your LinkedIn Company Page, build up a follower base, and engage with them.
- Utilize the potential that Text Ads has to help precisely connect you with your target audience.

## PART 6

### Text Ads for Pay-Per-Click (PPC) Performance

Text Ads is a self-service advertising solution that allows you to place text ads on prominent pages across LinkedIn to reach LinkedIn's professional audience. Your text-based ad includes a headline, description, and can even feature a 50x50 image. You specify which LinkedIn members view your ads by selecting a target audience based

on characteristics like job title, job function, industry, geography, company size, company name, LinkedIn Group, and more. You can also control your advertising costs by setting a budget as low as \$10 per day and can choose to pay on a cost-per-click or impression basis—all without any contracts or commitments.

### HUBSPOT GENERATES QUALITY LEADS WITH ACCURATE TARGETING USING TEXT ADS

HubSpot creates marketing software that helps businesses grow web traffic, generate inbound leads, and convert leads into paying customers. The challenge for HubSpot was finding advertising venues with the right mix of marketing professionals who respond well to HubSpot's offers of free marketing materials.

HubSpot first experimented with ad campaigns on social networks other than LinkedIn, but the campaigns did not yield satisfactory results. "There's a lot of distraction on other social networks," Dan Slagen, the company's Head of Paid Marketing, says. "People are there for reasons besides improving

their businesses, or networking with other professionals." HubSpot also needed to accurately target its campaigns beyond simply just location, keywords, and interests, drilling down into specific professional attributes of its potential customers—a capability that other social networks do not provide.

Using LinkedIn Ads, HubSpot has been able to achieve clickthrough rates ranging from 0.1% to 0.3% with an average CPC of about \$3, "which is actually a fraction of the cost of paid search advertising," Slagen explains.

#### Ads You May Be Interested In



##### Get 5-15 Upfront Offers

Hired is the marketplace where tech companies compete for you. >



##### We're Top Developers

\$80/hour Top Software Engineers. Pay Only If Satisfied. >



##### Need sku descriptions?

Great product descriptions inform site visitors & turn them into buyers! >



##### Hiring iOS Developers!

You are in demand. Receive bids of up to 50k more than current salary. >



##### iOS Enterprise Strategy

Read our Mobile Strategy Roadmap >



##### Attn: Marketing Managers

Target quality leads with interest-based personas. Download our Free eBook! >

*"With Text Ads, we've been able to generate a clickthrough rate that is 60% higher than our average across other social networks—and at the same time, the quality of leads coming through LinkedIn is greater than through other social media channels."*

Dan Slagen, Co-Founder & CEO at SpeechBooth

## PART 6

### Sponsored InMail: Deliver Directly to Members' Inboxes

Using Sponsored InMail, you can reach high-value, targeted prospects on LinkedIn with attention-grabbing messages that speak directly to their interests. You can designate recipients by geography, job role, group membership, company size and other criteria.

These notifications are prominently displayed on the LinkedIn homepage and in members' inboxes for high visibility that cuts through the clutter. Discover a new way to increase the effectiveness of your email marketing effort and drive leads from LinkedIn. Reach members only when they are active on the LinkedIn site to boost engagement.

Sponsored InMail leverages the credibility of the LinkedIn platform so that, unlike conventional email campaigns, they are more likely to be opened, read and acted on.

#### Sponsored InMail is ideal for:

- Boosting conversions with targeted product and service promotions
- Promoting Content your audience wants to see, like infographics, white papers, and reports
- Personalizing invitations to events and conferences

The flexible format makes it simple to integrate content and messaging from across your LinkedIn ecosystem. Accurate targeting ensures you reach the members that matter most, from across our network of over 347 million professionals.

Send a personalized message directly to a member's inbox

Engage your key target audiences across desktop and mobile

Drive conversations by delivering personalized messages within the uncluttered LinkedIn inbox environment

*"With so many competitors going after the same customers, VistaVu knew it was time to rethink its strategy. Our goal was to break away from the crowd by really demonstrating our industry focus and unique value proposition. For us, it was about getting our message and differentiated product offerings to the right audience. Not only did we receive more leads, but the quality and the promise of the leads was unmatched."*

Nicole Baron, Marketing Manager, VistaVu Solutions.

## PART 6

### CEB reaches executives in transition with LinkedIn Sponsored InMails

CEB ([www.executiveboard.com](http://www.executiveboard.com)), the leading member-based advisory company, markets its research in human resources, information technology, and corporate innovation to a rarified group of highly senior executives. It was challenging to convince highly influential executives to take the time to check out some of the compelling thought-leadership materials that CEB offers.

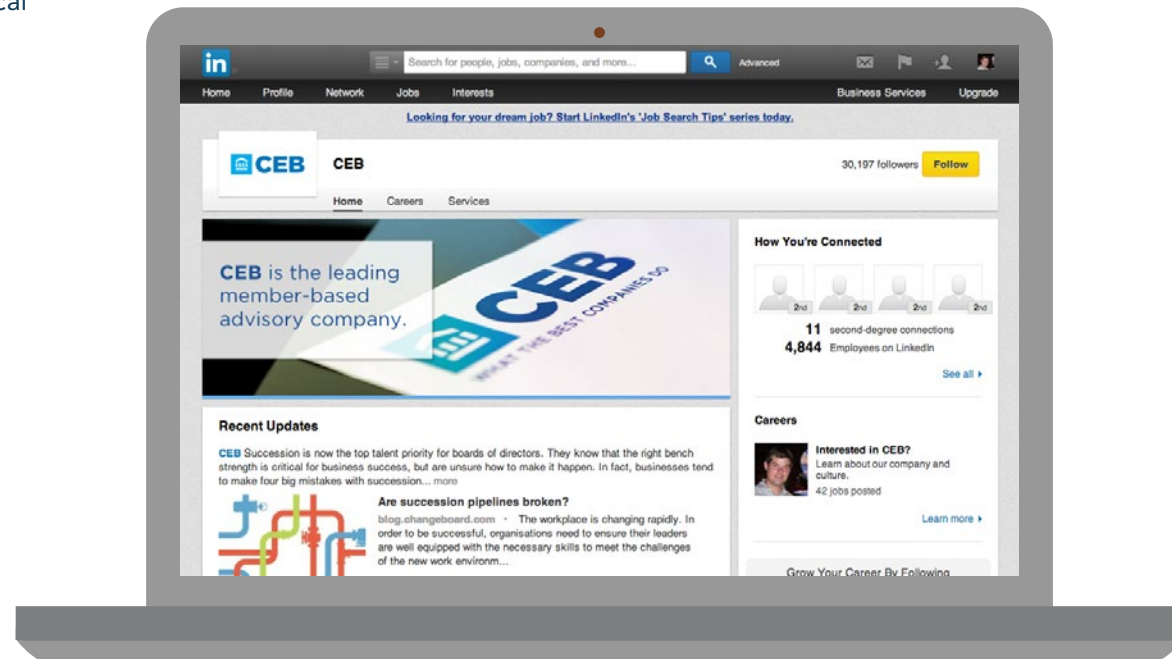
Rory Channer, Managing Director of Marketing for CEB, and his marketing colleagues knew that a defining moment for connecting with an executive about CEB services is during a period of transition. Using LinkedIn targeting capabilities, they chose to focus on executives in human resources and sales that had been promoted or added significant new responsibilities.

The title of CEB's InMail specifically addressed executive challenges: "How will you ensure long-term success in your new role?" The InMail went on to congratulate the LinkedIn member on his or her professional shift, invited them to try out CEB's Leadership Transition Service, and offered a free whitepaper on the hallmarks of successful leadership transitions.

The InMail campaign generated open rates that were four times the rate of CEB's typical online marketing campaigns, and twice the typical clickthrough rate.

*"Using LinkedIn's targeting to reach executives at the moment when the CEB pitch would be most relevant is the key to this campaign's success."*

Rory Channer, Managing Director of Marketing, CEB





## PART 6

# Ask the Expert:

## NATE STRICKER



Agency Lead, The Independents  
at AOL

LI: What types of clients should be leveraging LinkedIn more than they currently are?

NS: Because of the association of the content on LinkedIn, as well as with the audience that goes to the site, any category where a client is aiming to make headway from a leadership perspective. If you're looking to make a leadership statement and/or be seen curating a point of view with content, there is a lot of upside to the LinkedIn proposition.

LI: How do you compare the audience targeting capability of LinkedIn with other social networks?

NS: With LinkedIn, with content generation, there's an opportunity with native content to be a bit more surgical with the data you have, and the kind of content you deliver—the holy grail of the audience and the content equation together. I think that's definitely an area where there is opportunity because no one network is especially nailing it right now.

LI: How are marketers getting it wrong with LinkedIn?

NS: There's still some education required. LinkedIn is viewed as, even before being thought of as a media opportunity for advertisers, as a marketer's in-house PR firm—the PR mechanism, if you will. I think the first step is recognizing that it has quite a bit to offer from an advertising perspective. The second thing is that there are a lot of categories that could benefit from LinkedIn beyond

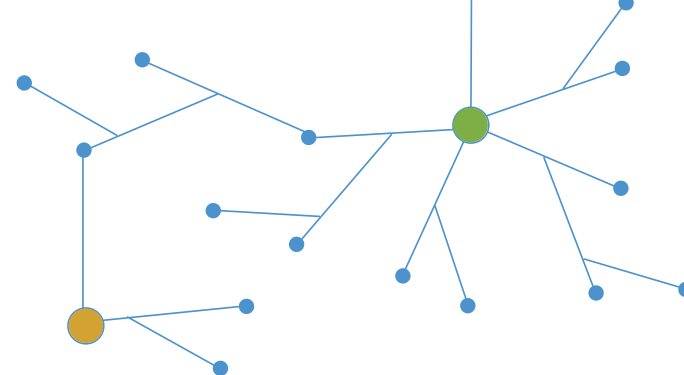
the obvious ones. It's not just an environment for the Wells Fargos and the Bank of Americas and the University of Phoenixes of the world, but has huge value for the GE's and the Geicos and the Chryslers, etc. I think that's a story that can be better flavored in the marketplace.

LI: How would you advise a marketer looking to create more "shareable" content? Are there specific strategies or specific tools that you would recommend?

NS: From a tool standpoint, a really good social listening service can cover a wide swath of sources. It can also provide access to other media, search trends and search behaviors so you have a rich tapestry to draw from in terms of what is relevant for consumers, particularly your target audience. Good listening is the first step. You're not going to create shareable content if what you're building is not relevant and intriguing to consumers. Sometimes it's a balance of what the advertiser wants

to get across versus the passions that ignite the interest of the consumer.

The second part is having compelling content that leverages things like sight, sound and motion that uses the listening platform to find topics that have a currency to them, and then finally making it easy to share so a user can choose to share in whichever platform they are most comfortable with.



# Nurture Leads Beyond the Inbox:

## LINKEDIN LEAD ACCELERATOR

When you successfully drive qualified prospects into the funnel, you're succeeding as a sophisticated marketer. But your job doesn't end there. You need to nurture those prospects until they're ready to talk to your sales reps. Nurturing is critical considering that buyers largely hold sales reps at bay until they're far down the path to purchase.

The sooner you can move those leads into sales' hands, the better. That means the pressure is on you to keep your target audience engaged and moving through the funnel. You do that by sharing relevant offers and content at the right time in the buying process.

### Relying Solely on Email to Nurture is Like Driving in First Gear

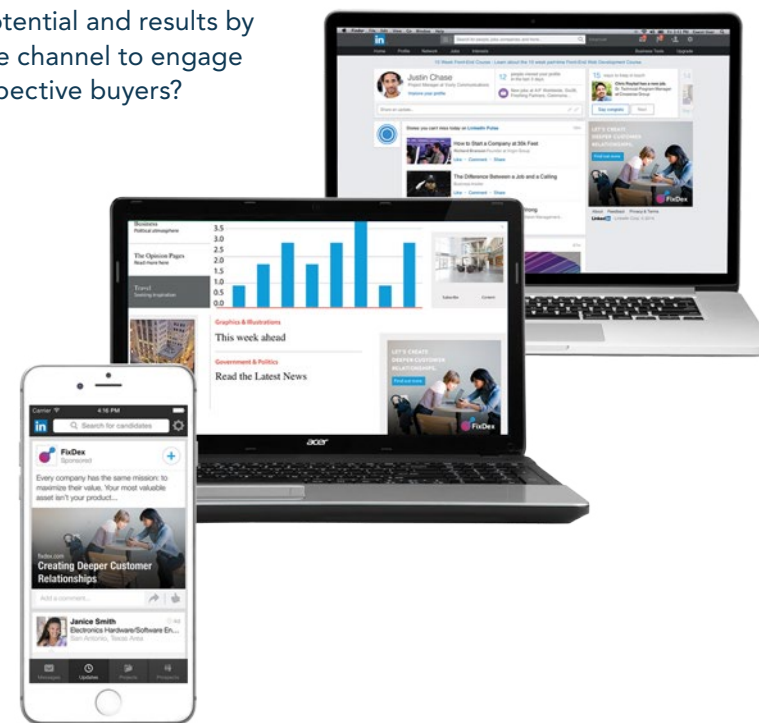
But if you're only using email to that end, you're essentially limiting your full reach and potential as a marketer. Email is certainly a proven channel for nurturing prospects that you've already engaged. But, as a nurturing channel, it's limited. Here's why.

First off, you can only interact with prospects via email once you've captured their contact details. What about all those prospects who haven't shared that information with you? Research finds that as many as 95% of the people who visit a B2B website never fill out a web form.

Plus, let's not forget that on a great day, only 20% of your database contacts will open your email messages. In the end, you only stand to engage with 1% of your website visitors at best since only 5% provide their contact information and only 20% of that 5% will open emails from you.

Why limit your potential and results by relying on a single channel to engage and nurture prospective buyers?

The average email open rate for most B2B marketers does not exceed 20 percent.



## PART 7

### Drive More High-Quality Leads Faster

With the majority of your prospects beyond your nurturing reach, you need to go beyond the inbox and take a multi-channel approach to reach them wherever they consume information online. That's where LinkedIn Lead Accelerator comes into play. Lead Accelerator makes it possible for you to seamlessly fold display and social advertising along with content marketing into your nurture programs. In other words, you can engage and nurture prospects anywhere online with relevant ads and content. But that's not all—we give you the data and insights that make it possible to improve your results over time.

A major advantage of Lead Accelerator over email-only nurture is the ability to nurture your anonymous prospects—all the website visitors who don't share their email addresses with you. Lead Accelerator enables you to nurture them with sequences of relevant content and

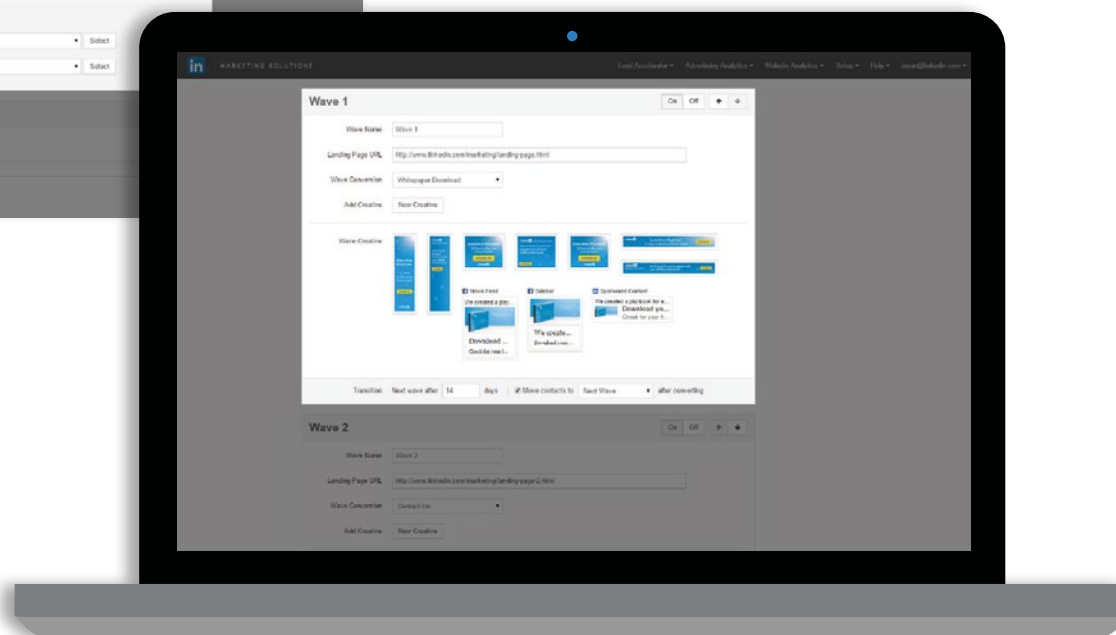
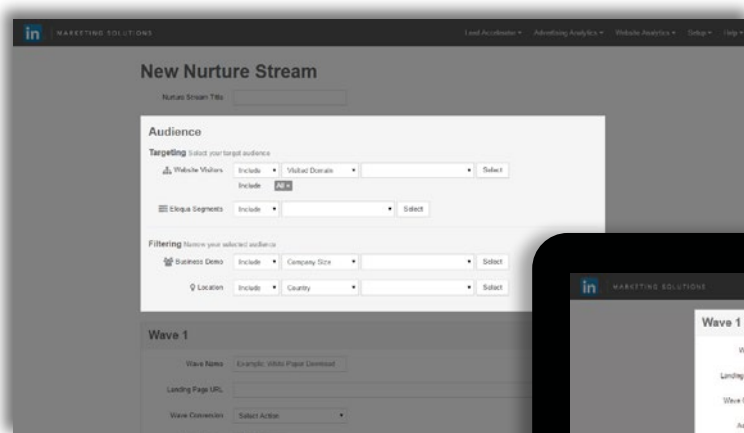
offers via display and social ads anywhere they go online, until they become known prospects. At the same time, you can nurture all known prospects wherever they go online, without being dependent on email. The result? You deliver a greater number of high-quality leads to your sales team faster than ever.

### What LinkedIn Lead Accelerator Empowers You to Do

Convert the 95% of anonymous web visitors who don't provide email addresses

Engage the 80% of known prospects who don't open your email

Evaluate the impact of your nurture programs



## PART 7

LinkedIn Lead Accelerator in Action: Here's how it works.

1. Identify and target your highest-value audiences, both anonymous and known. Segment your prospects according to:

- Interests—What pages are they visiting on your website?
- Engagement level—How deep are they exploring your site, and where on your site have they already converted?
- Demographic profile—Are they marketers or IT professionals? Do they work for an SMB or Fortune 500 company? Are they managers or executives? LinkedIn provides comprehensive data for over 330 million professionals globally so you can pinpoint your audience.

Don't forget to create segments of both known and anonymous prospects.

2. Sequence relevant messaging based on the profile and onsite behavior of your prospects via display and social ads, including LinkedIn Sponsored Updates. You can even integrate LinkedIn Lead Accelerator with the tools you use for your existing email nurture programs, such as Oracle Eloqua Marketing Automation.

3. Increase conversion rates with LinkedIn's Autofill capability, which allows site visitors to fill out forms with two simple clicks. This cuts down on the time needed to fill out your landing page forms. Plus, the quality of the data you capture is much higher since it's based on the visitor's own LinkedIn profile data.

4. Optimize your ad creative, targeting approach and nurture stream design through platform-supported A/B testing.

5. Measure program impact at every stage of the buying process through built-in reporting. Track and trend key performance indicators including actions and conversions, page views and visits per visitor, and more. You can even drill down to analyze performance of specific display and social ad creative and calls to action, and track which content and messaging resonates with different audience segments.

You can sequence your messaging to deliver the relevant information based on your target prospect's profile and online behavior.

### Amp Up Your Nurturing

By complementing LinkedIn Lead Accelerator with personalized Sponsored Updates and Sponsored InMail, you take your nurturing to even higher levels. With Sponsored Updates, you can engage your target audience directly within LinkedIn's feed. And with Sponsored InMail, you can send targeted messages to the inboxes of your target audience while they are active on LinkedIn. That means you increase the likelihood of catching your prospects' attention—and triggering action.



## PART 7

### LinkedIn Lead Accelerator: Case Studies

#### Cetera Financial Group Drives Nearly \$1 Million in New Business with LinkedIn Lead Accelerator

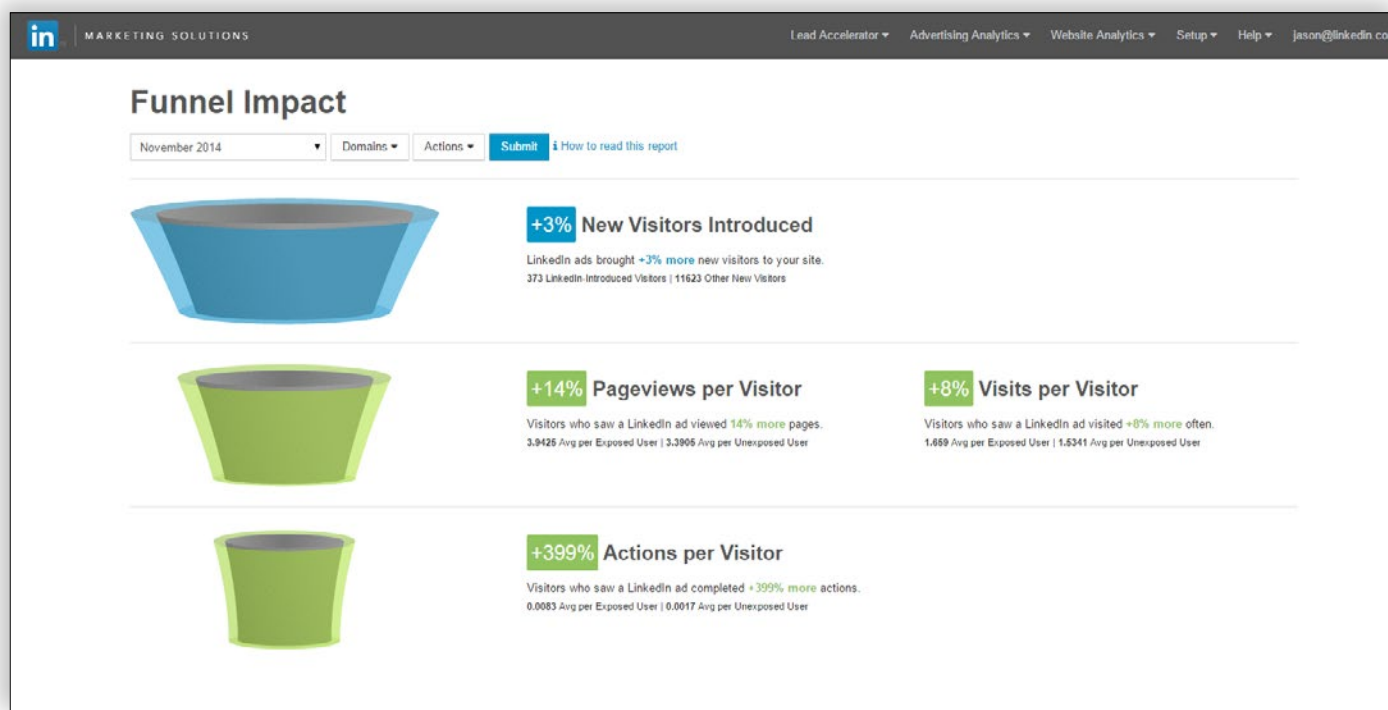
Cetera Financial Group, one of the nation's largest families of independently managed firms, wanted new and innovative ways to reach more of its target audience and drive engagement beyond email alone. Using LinkedIn Lead Accelerator, Cetera added display and social advertising to its existing email nurture campaign. Through LinkedIn Network Display alone, Cetera reached hundreds of thousands of finance professionals with display ads everywhere online.

Cetera also used LinkedIn Lead Accelerator to nurture its anonymous website visitors—those who hadn't yet submitted their email address to Cetera via a form completion. LinkedIn's Full Funnel Analytics showed Cetera the impact of its targeted display advertising efforts. In just three months, LinkedIn drove more than 900 new visitors in finance to the Cetera website and more than \$960,000 in new business.

#### Workfront Generates Over 640 Leads in Three Months at a Cost Well Below Target

Workfront, a provider of a cloud-based Enterprise Work Management Solution, finds on average that more than 96 percent of its website visitors leave without converting.

Using LinkedIn Lead Accelerator, Workfront nurtured prospects with waves of LinkedIn Sponsored Updates, Facebook Newsfeed, and Display Ads tied to nurture streams that were customized for different audience segments. Using LinkedIn's Full Funnel Analytics, Workfront saw that in just three months, it generated more than 640 leads via Lead Accelerator at a cost well below its cost-per-lead targets.



# Publish with a Purpose:

## CONTENT MARKETING ON LINKEDIN

Earlier we underscored the importance of delivering relevant content in order to build relationships with your targets. LinkedIn provides the following solutions for delivering relevant content to our members:

- Company Pages, Showcase Pages, Follow Company Ads and Company Updates
- Sponsored Updates
- SlideShare
- Content Ads
- LinkedIn Groups
- Publishing on LinkedIn
- Content Marketing Score
- Trending Content

**Company Pages, Showcase Pages, Follow Company Ads and Company Updates: Be Found and Connect with Those that Matter Most**

There are more than 2 million unique publishers actively using the LinkedIn Share button on their sites to send content into the LinkedIn platform. Company Pages are where you can catch the eye of prospective customers by featuring thought leadership content or anything else that would be relevant to your target audience, including links to your latest and greatest whitepapers, eBooks, case studies, and how-to content. By delivering useful and engaging content, you'll foster engagement and help your message spread faster. In fact, our research shows that Company Updates containing links can have up to 45% higher follower engagement than updates without links.

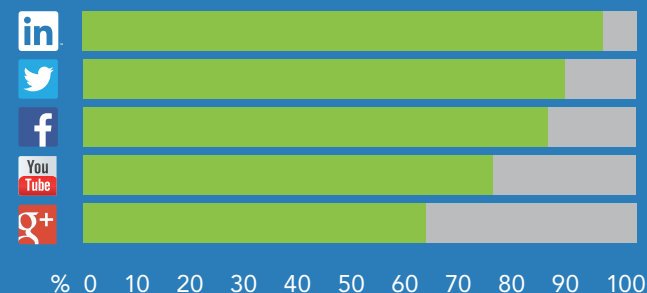
And remember—integration with common Social Media Management vendors including Adobe, Hootsuite™, Percolate, Salesforce, Shoutlet, Spredfast and Sprinklr make it easier for you to manage your Page and Company Updates.

### Mobilize your Employees to Amplify your Message

Best-in-class companies encourage their own employees to share content on LinkedIn with their networks, significantly increasing content reach. This is especially powerful for companies whose sales reps are connected to the right decision makers.

#### LINKEDIN: A KEY PLATFORM FOR B2B CONTENT DELIVERY

LinkedIn continues to be the #1 channel to distribute content



Source: B2B Marketing 2016 Benchmarks, Budgets, and Trends—North America, Content Marketing Institute/Marketing Profs

## PART 8

### Showcase Pages: Reach and Build a Relationship with Specific Audiences

Like many companies, yours likely considers many parts of its business to be important. And to give each its due attention, you likely have more than one “voice.” With Showcase Pages, you can build a presence and present a unique voice for every important part of your business. By creating dedicated pages for your more prominent brands, businesses, and initiatives using Showcase Pages, you can extend your LinkedIn presence.

In other words, you can create a distinct platform for each aspect of your business that has its own message to share with its own target audience. It’s a unique way to directly engage the right people in the right context. And just as with Company Pages, your administrators will be able to monitor performance through dedicated analytics tools within the Showcase Page experience.



### 5 steps to engaging followers on LinkedIn

1. Establish your presence

2. Attract followers

3. Engage followers

4. Amplify through the network

5. Analyze and refine

*“When I ran marketing at a mobile startup, we routinely compared the impact of each channel at each funnel stage. We plotted channels along two dimensions: volume of names and cost per lead. LinkedIn topped all other lead sources—across both dimensions and at every stage of the funnel. When it came to content distribution and lead generation, LinkedIn quickly became the first dollar budgeted each quarter.”*

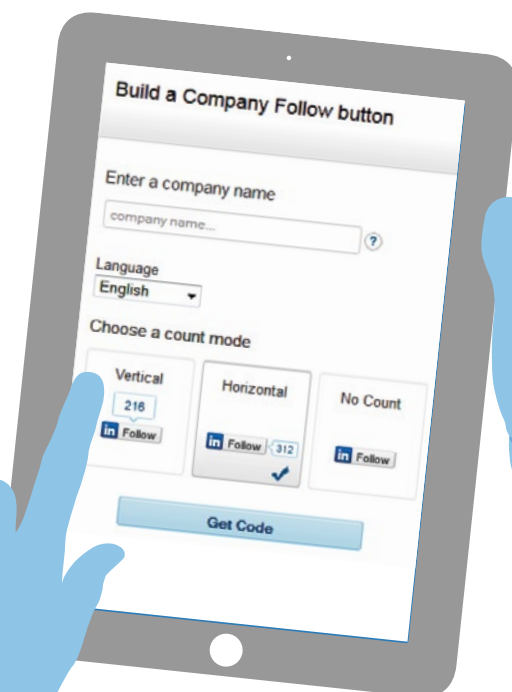
Joe Chernov – Former VP of Content at HubSpot,  
now VP of Marketing at InsightSquared

## PART 8

### Attract More Followers

The more the merrier on the social merry-go-round. Here are some simple, effective strategies for attracting more followers with your company updates:

- Engage your colleagues. A study by [BrightEdge](#) found that 9 out of the top 10 brands with the most followers on LinkedIn have at least 60% of their employees on LinkedIn.
- Cultivate a larger following with a multi-channel approach. Encourage your teammates to add a link to your company page in their email signatures. If needed, ask your designer for help creating a customized banner or button.
- Add a Follow button to your website. Your web team can pull code for a Follow button from [developer.linkedin.com](#) to add to your blog or website. This lets LinkedIn members follow your company with a single click.



### Did You Know:

There are more than 2 million unique publishers actively using the LinkedIn Share button on their sites to send content into the LinkedIn platform (Oct, 2014)

*"Content Marketing is the planning, creation, promotion, and measurement of content to a target audience with the goal of satisfying customers and affecting a business outcome. LinkedIn offers an incredibly useful platform for research, ideation and the amplification of content to specific interest groups from your target customers to the Influencers that inspire them to take action. LinkedIn is essential for achieving content marketing results."*

Lee Odden, CEO @TopRank Online Marketing, Author: *Optimize*, Public Speaker: Integrated Search, Social, and Content Marketing



## PART 8

### Company Updates: Engage Your Followers

LinkedIn Company Updates are a powerful way to reach and engage professionals with relevant content across multiple devices. They are sent from your Company Page and deliver targeted content into our members' feeds, increasing their engagement with your brand. But are your updates optimized? Keep the following best practices in mind when creating and posting your company page updates to dramatically increase engagement and overall reach.

1. Optimize introductions and headlines by thinking like a journalist, adding your point of view, asking thoughtful questions to involve your audience, and including a clear call to action.
2. Stand out in the feed by including a compelling image or some type of rich media.
3. Attract an audience by aligning your content to members' needs and interests by making it "snackable" and valuable.

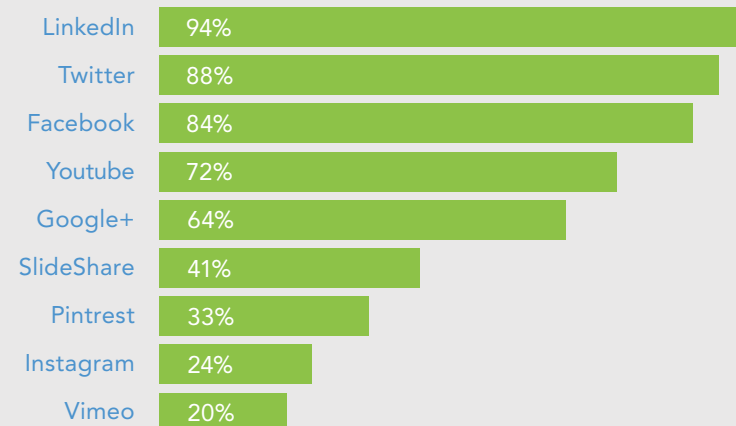
4. Keep your audience's attention by producing content consistently, responding to timely events, engaging members through comments, and continually refining your content strategy.
5. Extend your targeted reach beyond your Company Page followers by using Sponsored Updates to promote your best content.



### LINKEDIN BY THE NUMBERS:

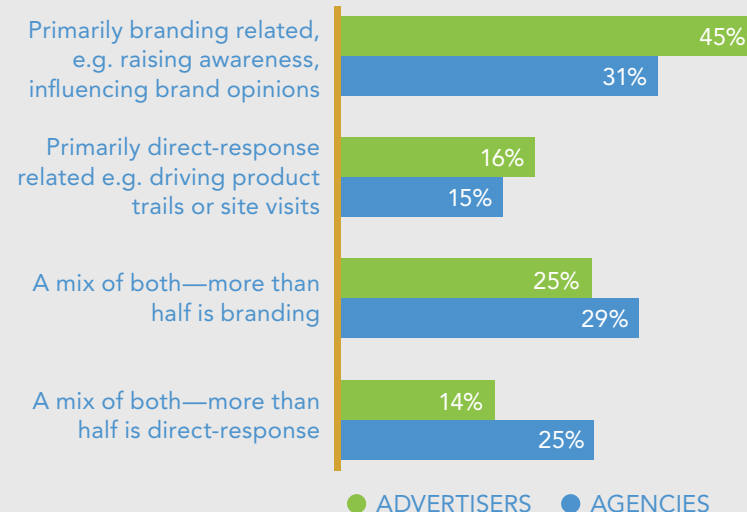
#### WHICH SOCIAL MEDIA PLATFORMS ARE ORGANIZATIONS USING TO DISTRIBUTE CONTENT?

LinkedIn is used most often to distribute professionally relevant content



#### 1 IN EVERY 3 INTERNET USER VISITS A BRAND'S SOCIAL MEDIA PAGE

Paid Social Media advertising objectives



Sources:  
B2B Marketing 2016 Benchmarks, Budgets, and Trends—North America, "Content Marketing gets Social," Unisphere research, 2013, N= 217 Nielsen, Paid Social Media Advertising Report, 2013. N = 500 U.S. digital marketing and media professionals The 2014 Professional Content Consumption Report, LinkedIn Report, Q214

## PART 8

### Follow the 4-1-1 Rule

The 4-1-1 Rule was coined by Tippingpoint Labs and Joe Pulizzi of the Content Marketing Institute. While it was originally created with Twitter in mind, it can successfully be applied to your company's content marketing strategy using LinkedIn.

#### The rule states:

"For every one self-serving tweet, you should retweet one relevant tweet and most importantly share four pieces of relevant content written by others."

It's basically saying to share the love. Instead of constantly bombarding your followers with demos, webinars, and whitepaper downloads, create a cadence of helpful insights relevant to your audience. Mix in a bit of industry thought leader content; news and trends are a great way to build relationships with prospects while keeping current customers in the know.

You'll authentically engage in conversations, build awareness, and interact with LinkedIn members without giving the impression that you're a self-centered know-it-all. It's all part of moving to the new marketing mindset of "always be helping" instead of the outdated "always be selling."

Consistent posting: Create an editorial calendar of updates within your company, and highlight relevant third-party material. Then share it with company followers. Building a cadence around the 4-1-1 rule will continually add value for your followers.

Sources: Tippingpoint Labs. [www.tippingpointlabs.com](http://www.tippingpointlabs.com)

*"Sell something, get a customer for a day. Help someone, get a customer for life."*

Jay Baer, Digital Marketing Strategist, Speaker, Author and President of Convince & Convert



4 New Tweets



1 Retweet



1 Self-serving Tweet

## PART 8

### Sponsored Updates: Content Marketing in the Professional Feed

Our members are already engaging with high-quality content from news sites, thought leaders, their connections, and brands. With Sponsored Updates, you can join the conversation and appear along with that content. You can publish Sponsored Updates with rich media and ensure relevance with robust targeting functionality. And that means you can reach the right people at the right time with your best articles, images, infographics, PDFs, presentations, and videos. Plus, Sponsored Updates are the only way to reach LinkedIn's mobile users at scale, since they appear in the feed on desktop, tablet, and smartphone.

#### Sponsored Updates are a powerful tool to:

- Raise awareness and shape perception. Send Sponsored Updates to your target audience to rapidly increase awareness and shape the perception of your brand, products, and services.
- Drive quality leads. Generate quality leads by sharing insights that professionals seek. Watch that content spread via the peer sharing that occurs naturally on LinkedIn.

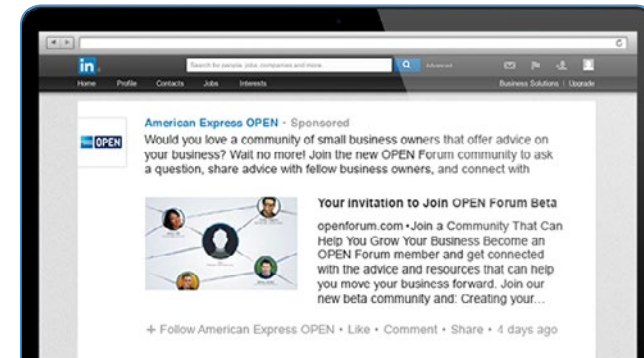
- Build relationships with the world's professionals. Publish your content with Sponsored Updates to create value and establish trust that sparks ongoing conversations and deeper customer relationships.

#### Targeting options

Sponsored Updates allow you to reach a targeted audience beyond your Company Page followers. You can define your audience using criteria such as location, company size, industry, job function, and seniority. Remember, there's always a tradeoff between targeting and audience size. If you target too specifically, your update may reach a very small audience.

#### Performance tracking

You can promote updates in 20 languages across the 200 countries and territories where we have members. And within a minute or two of publishing your update, you'll see impression and engagement metrics. And reporting on your post will be updated in near real time. That means you can track how well your posts hit the mark and fine-tune your strategy instantly.



## Think of Targeted and Sponsored Updates as native advertising

Sponsored updates are native to the browsing experience, incorporated directly into the member's feed so as not to interrupt the stream of content.



Bislr, now [Autopilot](#), a provider of marketing automation solutions, used Sponsored Updates to generate high-quality leads with a high conversion rate and at a lower cost. Plus, it generated additional brand awareness as a benefit of organic sharing.

#### Read Case Study



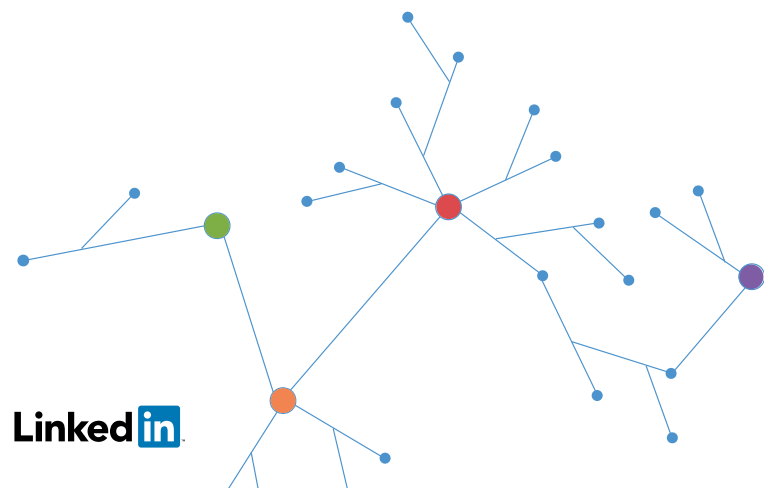
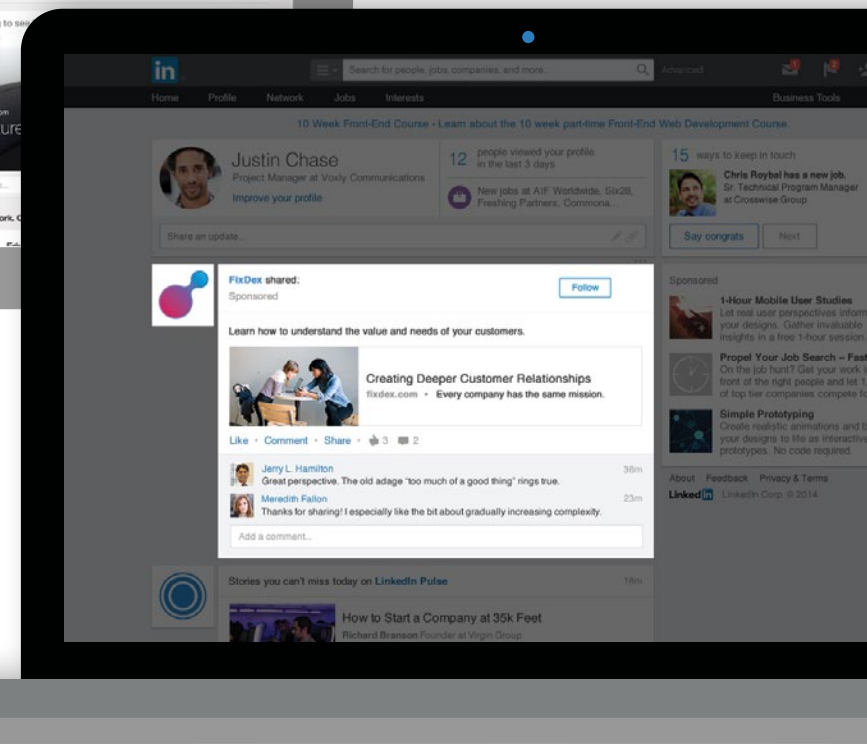
## PART 8

### How Sponsored Updates work

Getting a LinkedIn Company Page is the first step to using Sponsored Updates. All Sponsored Updates must first be created as organic Company Updates.

Similar to an ad unit, a Sponsored Update is sent to a member when they visit LinkedIn. Sponsored Updates are clearly distinguished from organic content to make sure our members can differentiate between organic and paid content. Currently, they are labeled as "Sponsored." Links in Sponsored Updates can drive traffic wherever you'd like, including your content portals, relevant news or articles, YouTube or SlideShare channels, whitepapers, and event registration forms.

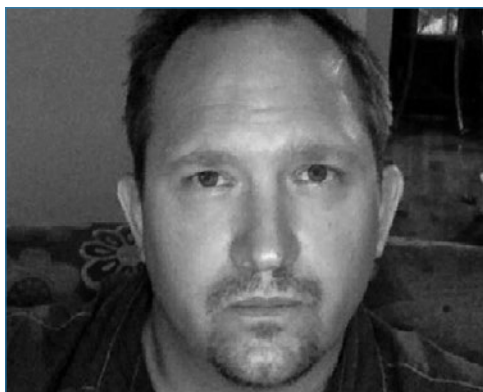
Sponsored Updates are purchased through a second-price auction. Here's how it works. Here's how it works: Each time there is an opportunity for a Sponsored Update to be shown, LinkedIn runs an auction to determine which update to show. For any given auction, there can be many bids from competing advertisers looking to reach that member. That means when you sponsor an update, your campaign enters an auction to determine whether it's shown to your target audience. Sponsored Update inventory is non-guaranteed, but you may adjust your bid and content to perform better in the auction.





# Ask the Expert:

## CHRIS D'ALESSANDRO



**Chief Digital Officer at  
LegalShield Official**

**LI:** What factors are most important to you when considering advertising channels for your clients?

**CD:** It all depends on the goals of the campaign or what we are trying to accomplish. My focus is on a global campaign that transcends the US and Europe so a lot of what we are doing is branding. We look at platforms as 'how can we best utilize our money to get in front of as many people as we can to convince them the Nissan is a

a brand for them.' Question number one is always, 'can we build the brand on this platform?'

**LI:** What types of clients should be leveraging LinkedIn more than they currently are?

**CD:** Any organization that needs to do a better job of getting the brand in front of affluent people or just the right professional people. LinkedIn is a great platform for targeting this type of audience. The other type of client that needs to be on LinkedIn is any organization that needs to recruit top talent.

**LI:** How do you compare the audience targeting capability of LinkedIn with other social networks?

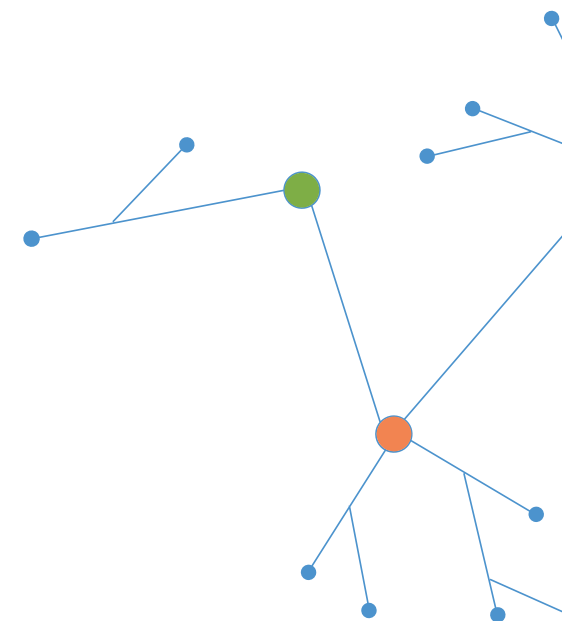
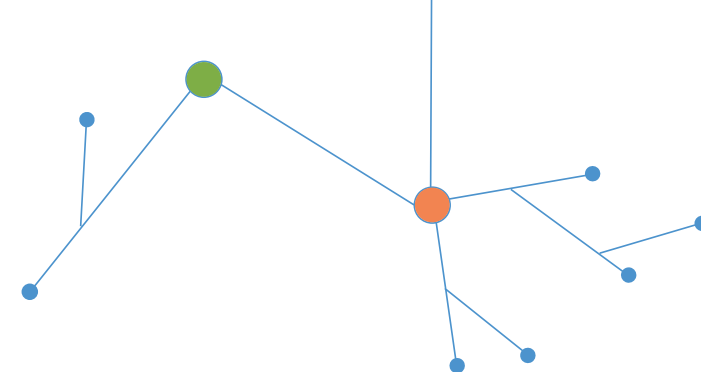
**CD:** The biggest thing that's come to our attention is we can trust the results from LinkedIn. People are less apt to elaborate on LinkedIn than they are on other social networks. Sometimes you don't know if you're

actually getting the person you're targeting, and my personal version of why I prefer LinkedIn over other social networks is because I know who I'm getting. I trust LinkedIn data not because other social networks are lying about their data, but rather because consumers are more apt to elaborate on other social networks.

**LI:** How are marketers getting it wrong with LinkedIn?

**CD:** They are seeing it as an advertising platform and they are not leveraging it as a content platform. Advertisers are trying to drive lower funnel activities instead of participating in the conversation. I see LinkedIn as a way to continue the dialogue in a way that naturally promotes the value proposition of the brand and I think many brands are still using it as an ad platform because most media buying agencies follow the path of least resistance and buy what is easy. Getting the creative and content development teams involved

makes it harder for them to buy. They can simply put an ad on the page instead of engaging the creative agency and building a plan that will be better in the long run.



## PART 8

### SlideShare: Tap into Visual Tendencies

We are all visual thinkers. In fact, 75% of the sensory neurons in our brains process visual information. Visual content can help set you apart from text-heavy competition, and SlideShare is the perfect channel for your visual content.

SlideShare is not just a repository for your slide presentations. It's a social channel where you can establish your brand as a thought leader and authority around topics and keywords.

#### Through SlideShare, you can:

- Share presentations, videos, infographics and other documents with your LinkedIn network
- Upload portfolios, conference talks, PDFs, marketing/sales presentations and more
- Embed videos in presentations and add audio to make a webinar

With more than 60 million monthly unique visitors and on an average day, nearly 4 million people visit SlideShare (just on desktop!) with 13,000 new pieces of content added. SlideShare is the world's largest professional content-sharing community. And that's something you can't afford to overlook.

### How to Use LinkedIn to Amplify SlideShare Content

1. Send Company Updates – SlideShare content displays directly within the LinkedIn feed
2. Sponsor your best content to extend its reach
3. Use SlideShare Content Ads to pull SlideShare content into 300x250 ad placements on LinkedIn

*"It's almost not fair to ask for my take on SlideShare. I consider it one of the top three 'plays' in my own content marketing efforts. I contribute to the SlideShare blog. I recommend it to every one of my clients and am hired often to write and design the presentations.*

*However, I'm biased for many reasons. Atop the list: SlideShare—and its integration with LinkedIn—accounts for a massive chunk of my website's traffic, has a lot to do with the authority I've gained in content marketing and copywriting for the web, and is helping to bring me all kinds of opportunities including new business, partnerships, and speaking engagements.*

*If you're not using SlideShare to distribute your content, you're missing out on, what, 60 million eyeball opportunities a month? And if you are, you know exactly how the service can align with your marketing goals."*

Barry Feldman, Feldman Creative



## PART 8

### Here Are Nine Tips to Help Ensure Content Domination on SlideShare:

1. Keep your presentations short and sweet: Between 10–30 slides is optimal
2. Be visual: Shoot for an average of 19 images in your 10–30 slides
3. Get to the point: Aim for an average of 24 words per slide
4. Be the authority on your topic: Choose a topic and own it
5. Focus on design and tell a story: Design your deck to pull the reader from one slide to the next
6. Rev up the SEO for each presentation: Include keyword-rich titles, descriptions and tags in order to give your presentations a fighting chance in the world of search engines as well as inside the SlideShare search results
7. Integrate your presentations into multiple channels: SlideShare easily embeds into landing pages and blogs and renders beautifully in Twitter
8. Repurpose your presentations: Slice and dice them into blog posts, infographics, webinars and videos
9. Make SlideShare part of every campaign: Add a SlideShare checkbox to your campaign checklist

If you don't have a SlideShare account, sign up from LinkedIn to share your presentations worldwide and drive more views and traffic.

### SlideShare Did You Know:

More than 15 million pieces of content uploaded to SlideShare (December 5, 2013)



*"In a recent conference, I was asked my opinion on what is the biggest opportunity in B2B Content Marketing? Without hesitation, I answered "SlideShare."*

Michael Brenner, Vice President of Marketing and Content Strategy at SAP, Speaker, Blogger and Social Business Marketing Leader, Head of Strategy, NewsCred

### HAVE I GOT A STORY FOR YOU!

A good story captivates an audience. Think about your favorite book, TV show or movie—the plot and way it is told hooks you in. Now what if every presentation you sat through—or gave—was that spell-binding?



## PART 8

### Content Ads: Enhance the Member Experience Without Interrupting It

On LinkedIn, our members are actively consuming and sharing information and insights. And you have an opportunity to share content with LinkedIn's professional audience using Content Ads.

Content Ads use images and video content that stand out above the fold on our uncluttered, clean LinkedIn page design. Use them to position your company as a thought leader and engage your audience with whitepapers, videos, brochures and other high-value content—without interrupting the user flow and by enhancing their member experience.

Our Content Ad unit delivers up to five different items of content via different tabs, including blog posts, case studies, whitepapers and video. Because the ads are RSS enabled, they update automatically whenever live content featured within them changes.

Content ads are extremely simple to create: you supply us with assets and content and we'll create your ad, including a preview for you to sign off on, within ten working days. You'll be able to leverage the depth of LinkedIn member profiles for accurate targeting of your ad, and get access to detailed analytics showing how members interact with each content tab.

#### Layout Examples

##### Layout 1 - Header and Footer

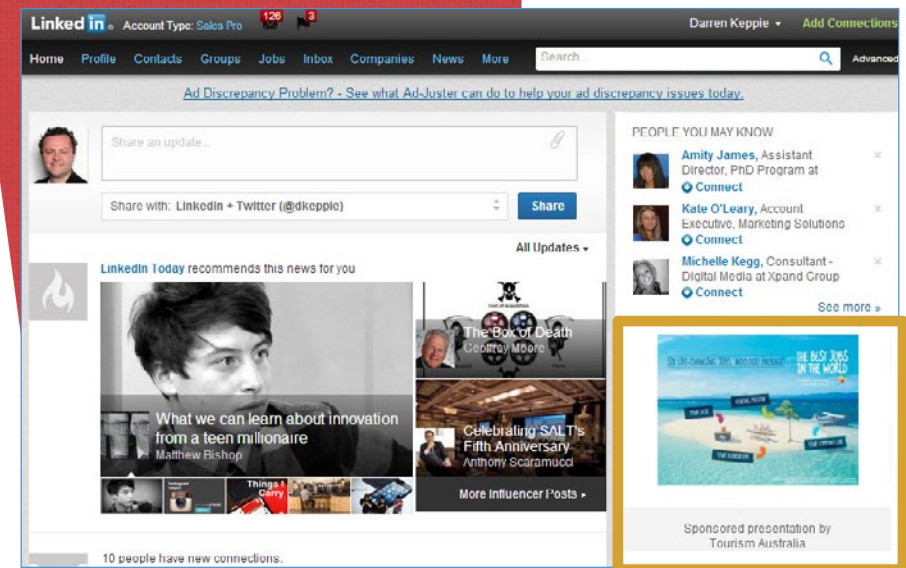


##### Layout 2 - Header only

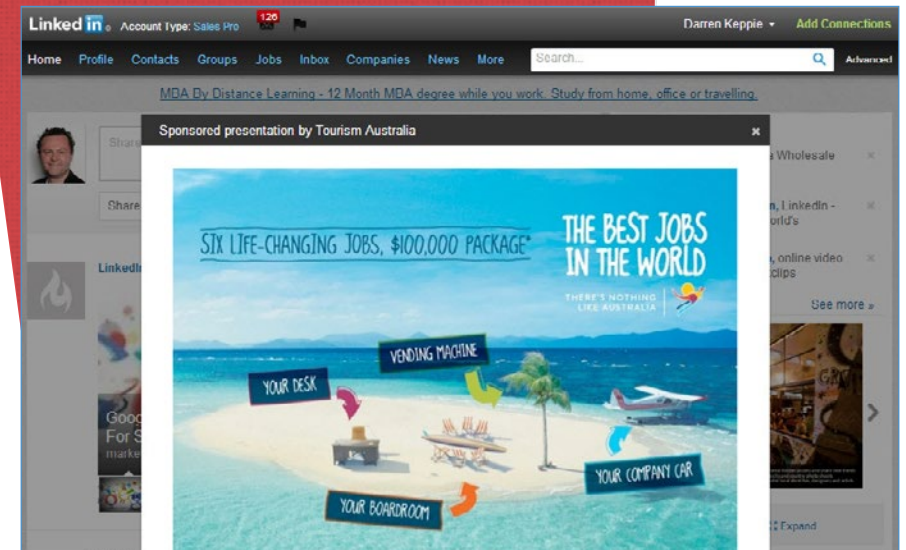


For ad specifications, visit <http://adspecs.liasset.com/category.php?category=Content+Ads>.

### STANDARD CONTENT AD



### STANDARD CONTENT AD ENLARGED





## PART 8

### SlideShare Content Ads: Enable Seamless Engagement

SlideShare Content Ads are the latest addition to LinkedIn's expanding Content Ads portfolio. Through the SlideShare Content Ad format, you can:

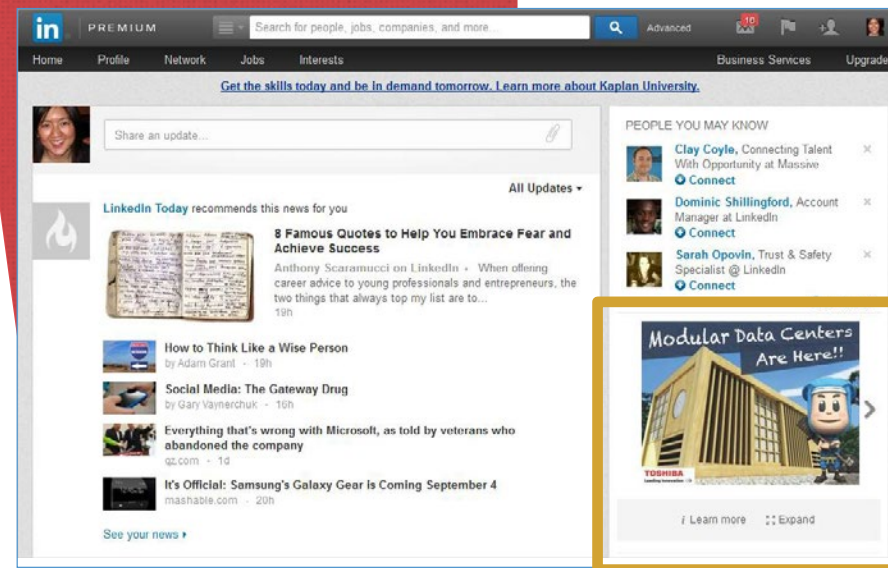
- Extend reach and discoverability of your SlideShare content
- Drive engagement by offering user value
- Demonstrate thought leadership and industry expertise

With SlideShare Content Ads, we combine SlideShare's rich, professionally relevant content with LinkedIn Marketing Solutions' unique targeting capabilities. SlideShare Content Ads give your content the reach it deserves, delivering in-depth presentations through a 300 x 250 ad unit that enables broad, flexible distribution.

Your audience can interact with the presentations in these ads just as they would on SlideShare itself, scrolling forwards and back, and choosing whether to expand the presentation or view it within the ad unit. Plus, you can embed a lead capture form in your presentation, which LinkedIn members can fill in and submit directly from the presentation. More importantly, they can do this without interrupting their LinkedIn session.

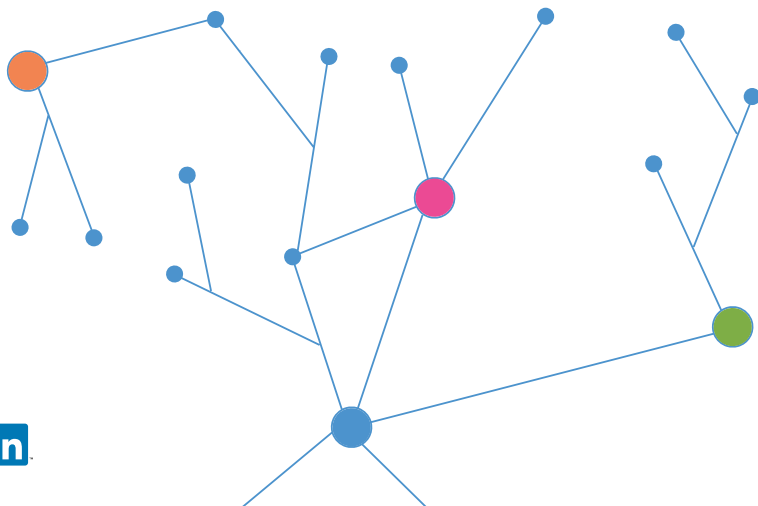
Furthermore, by combining detailed LinkedIn Analytics with SlideShare's content viewing metrics and lead-generation forms, we provide a uniquely in-depth view of engagement with your content marketing.

### SLIDESHARE CONTENT AD



*"SlideShare makes it easy to take what you've already got to a much wider audience. And—in stark contrast to most business' experiences with social media today—it delivers measurement based on real business activity, like leads."*

Todd Wheatland, Author of *The Marketer's Guide to SlideShare*,  
Head of Strategy, King Content



## PART 8

### LinkedIn APIs: Deepen Engagement, Share Content Network-Wide

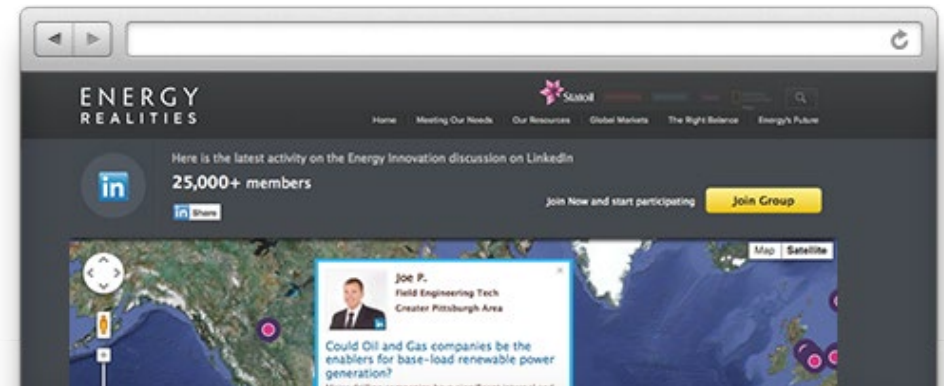
Leverage LinkedIn's professional audience and platform across your other digital channels with a range of full-fledged APIs and plug-ins that help deepen engagement with your audience and share content across our network. You can use LinkedIn's APIs to create custom branded experiences that allow members to sign in using their LinkedIn login. This eliminates the need for them to enter additional data. Even more importantly, by using the API to access LinkedIn's rich data, you can tailor the member experience based on profile data. You can also encourage your experience to go viral by triggering it to publish updates about a user's activities.

We offer developers powerful options to leverage our content and connections while keeping users on our site.

#### Here are just a few ways you can take advantage of our APIs:

- Invite members to sign up to your site using their LinkedIn login credentials
- Leverage select areas of the LinkedIn identity to deliver relevant content
- Plug LinkedIn feeds into your site
- Invite your users to share updates across the LinkedIn platform

To add a LinkedIn plugin to your site or app, visit [developer.linkedin.com](https://developer.linkedin.com) to generate the required code and add it to the source code of your site or app. The LinkedIn Certified Developer Program (CDP) makes it easy to engage developers certified to work with LinkedIn data, who are trained and supported by LinkedIn. We also offer options for working with a broader range of developers as well.



## StatOil Taps into LinkedIn API to Create a Content Hub

StatOil wanted to shift its image from a big oil company to a forward-thinking energy organization. They created a content hub called Energy Realities that helped them reach the right audience and amplify their content and social actions. Using a LinkedIn API, it created a content hub called Energy Realities that helped it reach the right audience and amplify its content and social actions.

[Read Case Study](#)

## PART 8

### LinkedIn Groups: Join the Conversation

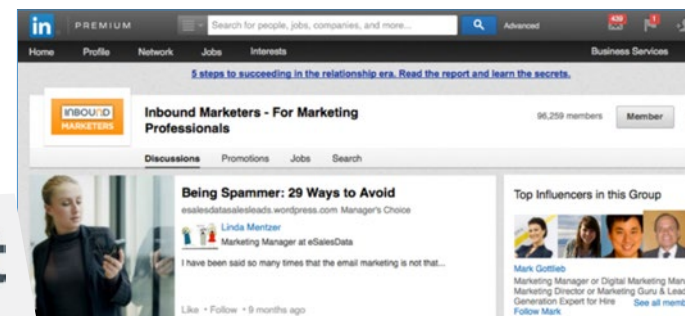
Companies often talk about 'joining the conversation' and 'establishing thought leadership.' By participating in discussions taking place in established LinkedIn Groups, you can join the conversation. By participating in discussions taking place in established LinkedIn Groups, you can join the conversation and establish thought leadership for your company.. Either way, you're establishing thought leadership for your company.

#### Participate in Group Discussions

As a sophisticated marketer, you know that true and meaningful engagement with prospects and customers is sparked and maintained through interactions. The trick is finding the right forum for this engagement, and LinkedIn Groups is a terrific way to become part of a community comprising your target audience.

#### Plan to participate

You can join up to 50 groups but let's face it—you and your colleagues may not have the time to invest in cultivating conversations, connections, and relationships at that volume. Once you pinpoint the groups that will prove the best investment of your time, it's critical to put in the time to participate. Weigh in on active discussions, and point fellow group members to additional information of value, whether that's content published by your company or another organization. The key is to position yourself as a trusted and helpful peer rather than as a marketer focused on reeling in the next customer.



## LinkedIn Groups for Business

HubSpot's Inbound Marketer's LinkedIn Group is another stellar example of how a marketer can best utilize a group within LinkedIn. HubSpot now has more than 50,000 followers for its Company Page, and more than 96,000 members within the Inbound Marketers group—significant audiences for its messages about best practices for inbound marketing.



## PART 8

### Take advantage of Publishing in LinkedIn

Publishing on LinkedIn gives every professional the ability to share their expertise with the world. Once for the sole use of an exclusive group of Influencers, now all members are invited to publish longform content on LinkedIn.

Using an intuitive blogging tool that seamlessly integrates with your profile on LinkedIn, you can publish new and previously published content on LinkedIn to quickly grow your audience and network. Articles posted with the tool are searchable by keyword in LinkedIn's post search box and if your post is viewed enough times, it can get picked up by Pulse, the news app and content brand for LinkedIn. That means you can grow views, comments and shares by leaps and bounds.

The real power of publishing on LinkedIn can be unleashed when you combine subject matter expertise, Company and Showcase Pages, employee amplification, and finally Sponsored Updates for an always-on thought leadership engine. For example, your CMO/ CEO publishes a thought leadership piece on LinkedIn. You then publish it on your Company Page or Showcase Page, or both, and ask your employees to share with their networks, and finally extend the reach of the post using targeted Sponsored Updates and Direct Sponsored Content.

### Three Reasons to Publish Long-Form Content on LinkedIn:

1. The content you publish is attached to and becomes a part of your LinkedIn profile and positions you as an expert and thought leader.
2. You can create an always-on strategy with your C-level team, subject matter experts and employees by delivering your message with credibility and authenticity.
3. Your posts have the potential to be featured on LinkedIn Pulse and recommended to a much broader group of members.



## PART 8

### Two New Power Resources for Your Content Marketing Toolbox

We believe in the power of content marketing. That's why we're continually developing new resources that help you achieve even more from your content marketing strategies and initiatives. And we are certain you're going to get tons of value from these two new resources:

- Content Marketing Score
- Trending Content

  
Trending Content

  
Content Marketing Score

### Content Marketing Score

#### Quantify Your Content Marketing Efforts On LinkedIn

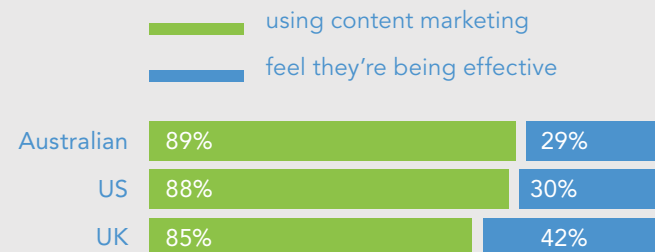
As a sophisticated marketer, you know you need to prove the impact of your content marketing initiatives. Ideally you want to:

- Understand the content and topics that resonate with your audience
- Measure the effectiveness of your content-based campaigns
- Benchmark the success of your program
- See how you stack up against your competition
- Rank your brand with a comprehensive score

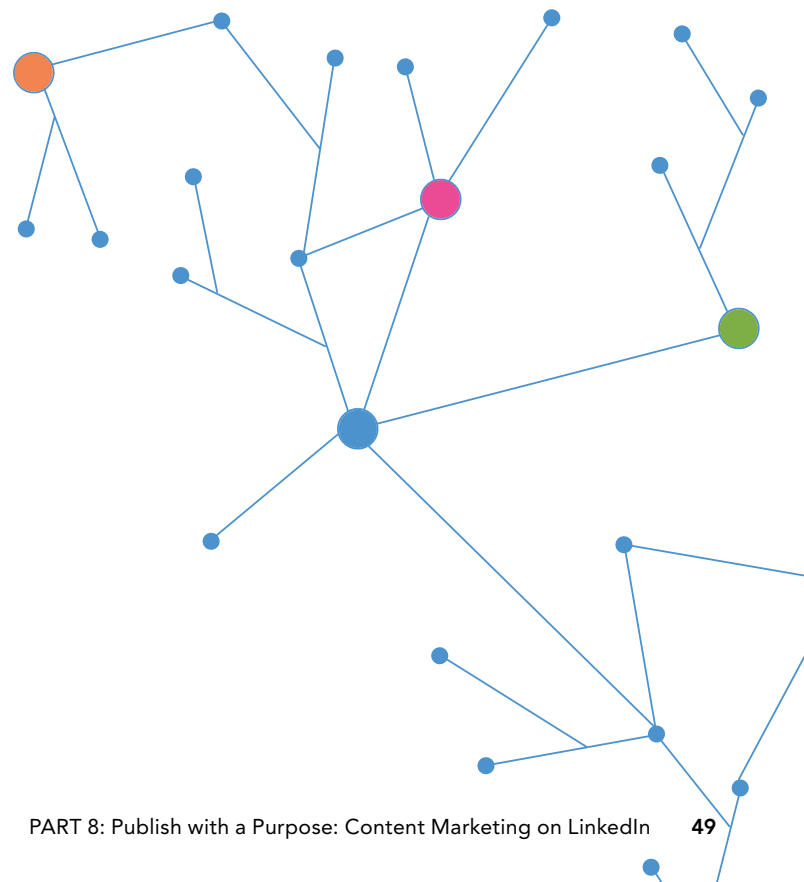
Like the most effective content marketers, we bet you reach your audience in multiple ways across LinkedIn, via Groups, company updates, employee posts, Sponsored Updates, and influencer posts. The Content Marketing Score from LinkedIn ties all of this outreach together so you get an integrated view of how your efforts are paying off.

### CLOSING THE CONTENT MARKETING GAP

**GLOBAL MARKETERS ARE USING CONTENT MARKETING TO ACHIEVE THEIR GOALS, BUT DON'T FEEL THEY'RE BEING EFFECTIVE AS THEY COULD BE.**



Sources: Content Marketing in the UK: 2015 Benchmarks, Budgets, and Trends: Content Marketing Institute/DMA UK, Content Marketing in Australia: 2013 Trends – Content Marketing Institute/The Association for data-driven marketing & advertising (ADMA), 2016 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs



## PART 8

### Benchmark Your Content Performance

Think of the Content Marketing Score as a barometer that helps your company, product and brand understand the impact of its content marketing efforts on LinkedIn. By attributing a score to your content, the Content Marketing Score quantifies the influence of your company, product and brand on LinkedIn.

The Content Marketing Score provides this insight by:

- Highlighting the audience(s) consuming your content on LinkedIn
- Quantifying your company's content presence and engagement on LinkedIn

In other words, it tells you if members within your target audience are engaging with your content. And it can show you how you stack up against your competitors. You can even see a breakdown of how you're performing across the different areas of LinkedIn – whether by Groups, updates, or posts.

### Turn Insights Into Content Gold

All that information is valuable, but we know insights are useless unless you act upon them. And the Content Marketing Score makes that possible by providing specific recommendations on defining and adjusting your content strategy to achieve the best results possible. These may include suggestions to experiment with new ways to increase your follower base by utilizing Sponsored Updates, encouraging employees to publish more posts, or focusing on your content relevance.

In a nutshell, the Content Marketing Score from LinkedIn:

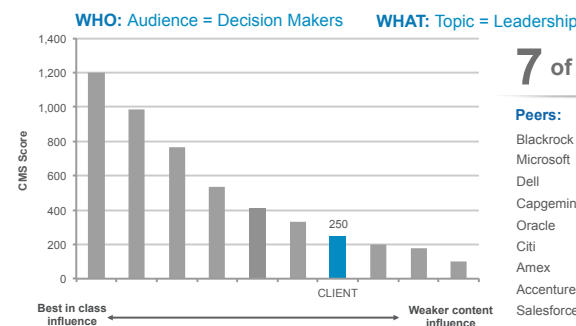
- Analyzes who engages with your content
- Compares you to your peers
- Suggests how to improve your score

To receive your custom Content Marketing Score, please contact your LinkedIn account executive or account manager.

## A Dynamic Duo

While Trending Content gives you insight into the hottest topics across LinkedIn, the Content Marketing Score is specific to your company, product and brand.

### Your Overall Content Marketing Score By Target Audience and Topic



## PART 8

### Trending Content

#### Be Trendy (With Your Content)

Your target audience is on LinkedIn. Now it's just a matter of delivering the content that attracts and engages them. But how do you know just which topics will catch—and keep—their attention? And how do you know which members will be most interested in your content? Whether you're new to content marketing or looking to drive even more engagement with your existing content, Trending Content from LinkedIn can help you focus on the topics that matter.

On a daily basis, LinkedIn members actively engage with content from four primary sources of inspiration, insights, and information on our network:

- News from publishers
- Peers on LinkedIn groups
- Thought leaders
- Brands

#### Align Your Content Calendar With Your Audience

With LinkedIn, you can see trending topics across all those sources: LinkedIn Groups, news posts, thought leadership posts and discussions, and Company Pages.

You'll see which topics matter, and which members are sharing the most content on any given subject. You'll even be able to pinpoint which topics are going viral.

How do we deliver this invaluable data? We evaluate influencer articles, network updates and Sponsored Updates to understand what content members are sharing. Using a complex algorithm built by our data science team, we put each piece of content into one or more of over 17,000 topic categories. We then layer on member profile attributes to understand who is sharing the content.

With all that insight, you can fine-tune your strategy to align with the latest trends. That means you can increase the likelihood of your own content going viral, and reach and engage more LinkedIn members. To receive your custom Trending Content analysis, please contact your LinkedIn account executive or account manager.

These tools are currently available for LMS Customers, who can get their score by contacting their LinkedIn Account Executive.

### THE TOPICS THAT MATTER

#### WHAT'S TRENDING

\*Top trending topics on LinkedIn, Sept. 2015 - Dec. 2015



Source: LinkedIn Internal Data

# Ask the Expert:

## LISA WEINSTEIN



**President, Global Digital,  
Data and Analytics at Starcom  
MediaVest Group**

**LI:** What factors are most important to you when considering advertising channels for your clients?

**LW:** One of the things we say is that it's about behavior, not channels. From our perspective, when you start with consumer behavior you usually start with data. We really believe that data helps to create experiences and we use the phrase 'created by data' and 'creating its own data.' You can use data to understand

consumer behaviors on a platform like LinkedIn and then, as the consumer is engaged, he or she creates new data to help you optimize that experience. It starts with behavior which is informed by data, which we use to inform content.

**LI:** How are your clients' marketing objectives different on LinkedIn compared to other social networks? How does that impact your clients' content strategy?

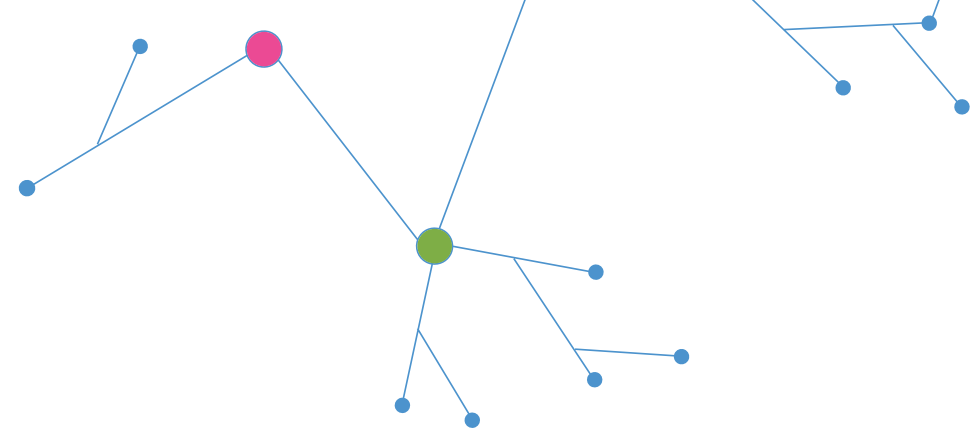
**LW:** I would argue that the objectives of a platform like LinkedIn should not be different from other social networks and that all networks should add up to the overall marketing objectives of clients. As you drill down into the use case for LinkedIn, there are absolutely some more tactical and specific initiatives it could be leveraged for. But if you're talking about marketing objectives broadly, I'd like to think that everything we do and all these things we create ladders up to bigger objectives like sales, top of funnel, etc. Too often in social

media, marketers get hung up on chasing the social networks' specific metrics and at the end of the day, what has to matter is that a marketer's investments are moving the needle against the core macro objective. LinkedIn has proven effective for clients leveraging it across the spectrum of objectives ranging from brand lift and consideration, to ROI and direct response. LinkedIn works against key measures whether they are top or bottom of the funnel.

**LI:** How would you advise a marketer looking to create more "shareable" content? Are there specific strategies or tools you recommend?

**LW:** We believe sharing is an indicator of valuable consumer behavior. We've spent a lot of time on tools provided by a company like ShareThis, which provide powerful indicators of the types of content that are most sharable. We've built a planning tool that allows our planners to buy ads against content that is more likely to be shared. We've actually spent

a lot of time in the space looking at trends of topics and keywords which are another indicator of things being shared. We partner with companies like Visible Measures on the video side. It can be different with video, and they have years worth of data on the types of video content that will most likely drive certain earned responses. We also share that part to plan how our video content can drive greater shares because we think it's a strategic question. It's vital to our strategy to think about the intersection of paid, owned, and earned.





# Unlock the Power

## OF LINKEDIN'S PARTNER PROGRAMS

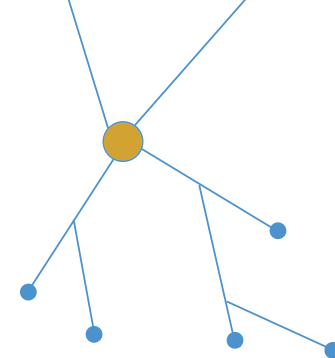
LinkedIn's Partner Programs are designed to work with companies that share our goal of serving our members' needs. From entertaining promotions to targeted multi-channel messages, LinkedIn's platform can significantly increase your consumer engagement beyond LinkedIn.com. The three partner programs of greatest interest to marketers are:

- Certified Developer Program (CDP)
- Social Media Management program
- Ads API

LinkedIn Certified Developer Program (CDP): This program allows marketers like you to grow engagement with your brand through custom marketing campaigns and solutions that leverage the LinkedIn platform. The program is intended to help you develop custom applications, micro-sites, marketing promotions, social monitoring tools or any other execution that uses LinkedIn's APIs.

*"Partnering with LinkedIn has enabled us to deliver robust audience demographics, content analytics, and publishing capabilities to today's biggest brands across every industry. Brands are using this context and capability to deliver great experiences that make professionals more productive and successful, and as a result, are building valuable and lasting relationships."*

Jim Rudden, CMO Spredfast Inc.



## PART 9

### Collaborate with Best-in-Class Partners

The CDP charter partners were selected and certified based on their ability to deliver unique value to marketers using our APIs and platform products. They also have a proven track record of delighting customers with successful application launches.

This includes exclusive access to LinkedIn technical specialists, enabling them to deliver innovative and impactful marketing solutions in the following categories:

- Custom applications
- Social media promotions
- Social media management
- Social media analytics

### Certified Developer Partners

As certified partners, they receive attention and communications from LinkedIn to help them effectively use LinkedIn's platform products to build custom marketing programs.

AKQA

brainsonic

brandnetworks

friend2friend

MEDIA  
MONKS

snsepro  
User eXperience Redefined

thismoment

VERTIC

### Social Media Management program:

This program enables you to manage your company's engagement on LinkedIn, including the administration of Company Pages, Showcase Pages and Groups, using the platforms of our SMM partners.

Adobe

hootsuite

HubSpot

NewsCred

Percolate

salesforce

shoutlet

Spredfast

sprinklr

### Ads API Program

The Ads API program allows marketers to run and manage self-serve Text Ads campaigns effectively at scale.

### API PARTNERS

### ADS API PARTNERS

Adobe

AdStage

UNIFIED

# Ask the Expert:

## KRISTINA JARAMILLO



**LinkedIn Marketing Expert,**  
**GetLinkedInHelp.com**

**LI:** How are your marketing objectives different on LinkedIn compared to other social networks?

**KJ:** I do not do anything on Facebook as my complete focus is on CEOs, C-level marketing and sales executives and small business owners in B2B organizations. Twitter, I use as a tool to broadcast my different messages.

I use LinkedIn to directly connect with and build relationships with key

decision makers (my prospects), key professionals that influence business marketing decisions, and potential referral sources/white label partners.

**LI:** What type of content best connects with audiences on LinkedIn? Is there a specific type of content you prefer to consume on LinkedIn?

**KJ:** The best type of content that I found is case studies and real life examples—this demonstrates your relevance. Most business leaders and B2B marketers' LinkedIn profiles do not have case studies. They talk about their skills and expertise but there is no content for their targeted prospects to see why they should connect. Within the different LinkedIn Groups, you should also create discussions on real life case studies. This gives B2B organizations a chance to showcase their expertise and at the same time educate prospects on the challenges companies are having and the steps they need to take to overcome the challenge.

Here are some other forms of content that have worked well for me and for my Get LinkedIn Help clients:

Radio show interviews—I host a B2B marketing radio show at <http://www.blogtalkradio.com/b2bmarketingradioshow> where guest experts, including LinkedIn's Senior Content Marketing Manager Jason Miller, share their insights.

SlideShare presentations and videos which support your case study and result-based LinkedIn profile. Some of our clients most read discussions were based on their SlideShare presentation content.

Blog posts and articles that change the way people think and act—I personally love content that is meant to start a debate. The goal is to change how people present themselves on LinkedIn and how they market on LinkedIn.

**LI:** How do you make sure personal time spent on LinkedIn is productive? How does this differ from other social networks?

**KJ:** You create a LinkedIn strategy that includes identifying your goals, (lead generation, brand awareness, thought leadership, strengthening strategic alliances, community building, getting more VAR, etc.) defining your target audience, locating the Groups your targeted audiences belong to and identifying the type of content that your audience will relate to. Within your strategy, you have to also map out the actions needed to take on LinkedIn (webinars, webcasts, whitepapers, email marketing).

**LI:** How are marketers getting it wrong with LinkedIn?

**KJ:** Marketers are getting it wrong with LinkedIn in a number of ways including: They're basically completing brand maintenance activities instead of a tool for lead generation. They may do some updates and some commenting on discussions but there is no strategy behind their efforts. They are just connecting with anyone and everyone.

# 25 Social Media Experts

## YOU NEED TO KNOW

Stay in the know with tips and advice from the leading social media experts. Here's a list of some of our favorites representing the best of the best when it comes to social media marketing.

### 1. Jay Baer

Speaker, Author, Consultant  
Blogs: jaybaer.com,  
convinceandconvert.com  
Twitter: @jaybaer  
LinkedIn: in/jasonbaer

### 2. Michael Brenner

Senior Director, Global Marketing  
at SAP, President and Co-Founder  
of Business2Community  
Blog: b2bmarketinginsider.com  
Twitter: @BrennerMichael  
LinkedIn: in/michaelbrenner

### 3. Michael Brito

Group Director Media and  
Engagement at WCG,  
a W2O Company  
Blog: britopian.com  
Twitter: @Britopian  
LinkedIn: in/michaelbrito

### 4. Jeff Bullas

Consultant, Speaker, Blogger  
Blog: jeffbullas.com  
Twitter: @jeffbullas  
LinkedIn: in/jeffbullas

### 5. Brian Carter

VP of Marketing at Infinigraph,  
Author, Speaker  
Blog: brianarteryeah.com/blog/  
Twitter: @briancarter  
LinkedIn: in/briancarterms

### 6. Brian Clark

Founder and CEO of Copyblogger  
Blog: copyblogger.com/blog/  
Twitter: @copyblogger  
LinkedIn: pub/brian-clark/8/606/b5a

### 7. Heidi Cohen

Columnist  
Blog: heidicohen.com/tag/blog/  
Twitter: @heidicohen  
LinkedIn: in/heidicohen

### 8. Steven Farnsworth

Chief Digital Strategist at Jolt  
Digital Marketing, Author, Speaker  
Blog: stevefarnsworth.wordpress.com  
Twitter: @steveology  
LinkedIn: in/stevefarnsworth

### 9. Barry Feldman

Owner at Feldman Creative, Speaker  
Blog: feldmancreative.com/blog  
Twitter: @FeldmanCreative  
LinkedIn: in/feldmancreative

### 10. Ann Handley

Head of Content at Marketing  
Profs, Author  
Blog: marketingprofs.com  
Twitter: @annhandley  
LinkedIn: /in/annhandley

### 11. Matt Heinz

President at Heinz Marketing Inc  
Blog: heinzmarketing.com  
Twitter: @HeinzMarketing  
LinkedIn: in/mattheinz

### 12. Doug Karr

Chief Marketing Officer at  
CircuPress, Author  
Blog: marketingtechblog.com/  
author/douglaskarr/  
Twitter: @douglaskarr  
LinkedIn: in/douglaskarr

### 13. Jason Keath

CEO of Social Fresh  
Blog: socialfresh.com  
Twitter: @jasonkeath  
LinkedIn: in/jasonkeath



# 25 Social Media Experts

## YOU NEED TO KNOW

### 14. Nichole Kelly

CEO at Social Media Explorer,  
SME Digital  
Author, Speaker  
Blog: [socialmediaexplorer.com](http://socialmediaexplorer.com)  
Twitter: @Nichole\_Kelly  
LinkedIn: in/nicholekelly

### 15. Dave Kerpen

CEO Likeable Local  
Author, Speaker  
Blog: [davekerpen.com/blog](http://davekerpen.com/blog)  
Twitter: @DaveKerpen  
LinkedIn: in/davekerpen

### 16. Stephanie Sammons

Founder of Wired Advisor™  
Speaker  
Blog: [blog.wiredadvisor.com](http://blog.wiredadvisor.com)  
Twitter: @StephSammons  
LinkedIn: in/stephaniesammons

### 17. David Meerman Scott

Marketing Strategist,  
Speaker, Author  
Blog: [webinknow.com](http://webinknow.com)  
Twitter: @dmscott  
LinkedIn: in/davidmeermanscott

### 18. Jason Miller

Sr. Manager, Content Marketing,  
LinkedIn Marketing Solutions  
Blog: [rocknrollcocktail.com/](http://rocknrollcocktail.com/)  
Twitter: @JasonMillerCA  
LinkedIn: in/jsnmiller

### 19. Lee Odden

CEO at TopRank Online Marketing  
Author, Speaker  
Blog: [toprankblog.com](http://toprankblog.com)  
Twitter: @leeodden  
LinkedIn: in/leeodden

### 20. Joe Pulizzi

Founder at Content Marketing  
Institute  
Author, Speaker  
LinkedIn: in/joepulizzi  
Twitter: @JoePulizzi  
Blog: [contentmarketinginstitute.com](http://contentmarketinginstitute.com)

### 21. Viveka Von Rosen

LinkedIn Expert, Author  
Blog: [linkedintobusiness.com/](http://linkedintobusiness.com/)  
Twitter: @LinkedInExpert  
LinkedIn: in/linkedinexpert

### 22. Neal Schaffer

Author, Speaker  
LinkedIn: in/nealschaffer  
Blog: [maximizeyoursocial.com/](http://maximizeyoursocial.com/)  
Twitter: @NealSchaffer  
LinkedIn: in/nealschaffer

### 23. Koka Sexton

Global Sr. Marketing Manager  
at LinkedIn  
Blog: [kokasexton.com/word/](http://kokasexton.com/word/)  
Twitter: @kokasexton  
LinkedIn: in/kokasexton

### 24. Mike Stelzner

Founder of Social Media  
Examiner, Author  
Blog: [socialmediaexaminer.com](http://socialmediaexaminer.com)  
Twitter: @Mike\_Stelzner  
LinkedIn: in/stelzner

### 25. Todd Wheatland

VP of Marketing at Kelly Services  
Author, Speaker  
Blog: [slide-guidebook.com/](http://slide-guidebook.com/)  
Twitter: @ToddWheatland  
LinkedIn: in/wheatland



#### ABOUT US

LinkedIn members number more than 400 million professionals. That's over half of the 600 million professionals on the planet. This represents the largest group anywhere of influential, affluent and educated people.

#### Professional Publishing Platform

Our evolution into a professional publishing platform drives increased engagement on LinkedIn. Compared with other professional publishers, content on LinkedIn works differently. The rich data on our platform means we can deliver the most relevant content to our members.

#### RELATIONSHIPS MATTER

With LinkedIn Marketing Solutions, brands build relationships with the world's professionals by using accurate targeting to deliver relevant content and communications.

As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish relevant content in a professional context. Brands extend reach through the social sharing that occurs naturally on LinkedIn, as well as by extending LinkedIn data to their sites and brand experiences through APIs.

For more information, please visit our [Marketing Solutions](#) site.

