

The Sophisticated  
Technology Marketer's  
Guide to

LinkedIn



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# Content Marketing

## ON LINKEDIN



If you're a technology marketer then you already understand the importance of content marketing and what publishing content can do for businesses and consumers alike. B2B technology decision-makers are interested in a wide range of content throughout the purchasing process and 77% of them consume between 2 to 6 assets before making a purchase.<sup>1</sup> To capitalize on the benefits of content marketing, LinkedIn provides marketers with all the necessary tools to publish with a purpose and deliver relevant content to all 347 million+ members.

This guide is the last of four volumes and aims to educate Sophisticated Tech Marketers on the most successful means of sharing helpful content with a specific target audience and how to establish thought leadership for your company.

Become a LinkedIn publisher by learning to take advantage of the various means to publish on LinkedIn with Company Pages, Showcase Pages, employee amplification, and Sponsored Updates.

Develop an always-on thought leadership approach to engage your audience and develop a sense of leadership and authority. Share high-quality media through SlideShare to further position your brand as a thought leader.

Join the conversation with LinkedIn Groups and contribute your knowledge and expertise to surrounding professionals. LinkedIn allows you to see which topics matter most to your audience and what your target is talking about by showing trending content.

It's time to take advantage of publishing on LinkedIn and become the best, most sophisticated tech marketer in the industry.

**Kelly Kyer**  
Global Marketing Lead —  
Technology Vertical  
LinkedIn Marketing Solutions

<sup>1</sup> Eccolo Media, "2015 B2B Technology Content Survey Report: Volume 2," Jan 20, 2015





# Delivering Relevant Content:

## PUBLISHING WITH A PURPOSE

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
- LinkedIn Groups
- Publishing on LinkedIn
- Content Marketing Score
- Trending Content

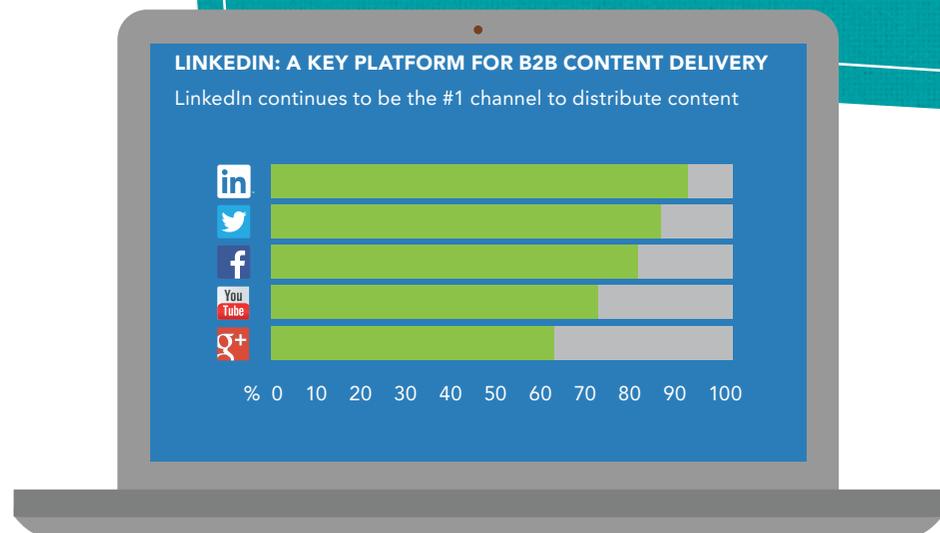
### Company Pages, Showcase Pages, Follow Company Ads and Company Updates: Be Found and Connect with Those that Matter Most

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.



Source: 2015 B2B Content Marketing Trends/ North America, Content Marketing Institute/ Marketing Profs

# 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.”*

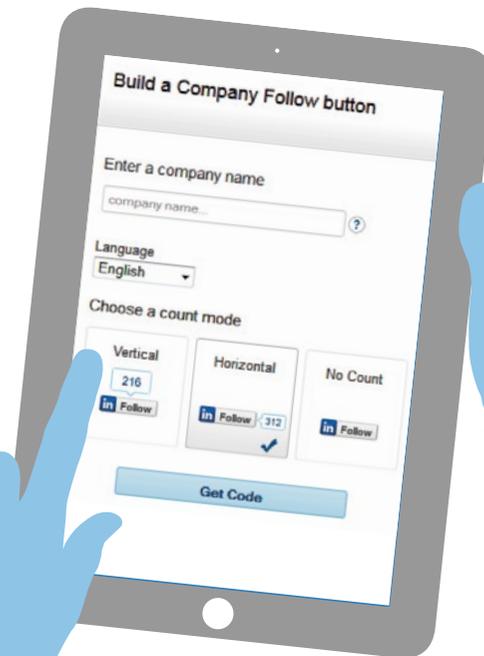
Joe Chernov – Former VP of Marketing at Kinvey, now VP of Content at HubSpot

# 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 [BridgtEdge](#) 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](http://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

# 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.

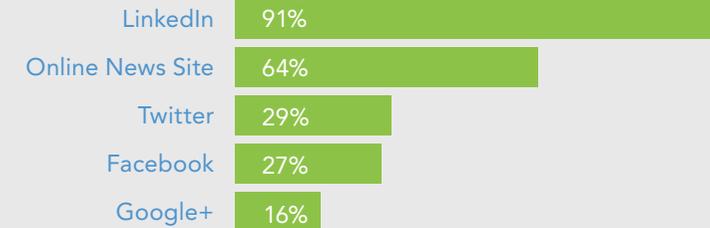
3. Attract an audience by aligning your content to members' needs and interests by making it "snackable" and valuable.
4. Keep your audience's attention by producing content consistently, responding to timely events, engaging members through comments, and continually refining your content strategy.
5. Extend your targeted reach beyond your Company Page followers by using Sponsored Updates to promote your best content.



### LINKEDIN BY THE NUMBERS:

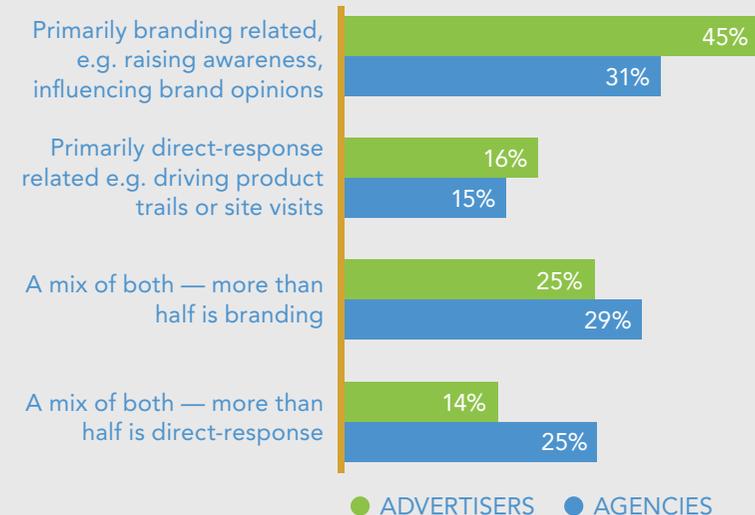
#### EXECUTIVES RATE LINKEDIN HIGH ON VALUE THEY GAIN FROM THEIR SOCIAL MARKETING INITIATIVES

LinkedIn is the number one choice for professionally relevant content



#### 1 IN EVERY 3 INTERNET USERS VISIT A BRAND'S SOCIAL MEDIA PAGE

Paid Social Media advertising objectives



Sources: "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

# Follow the 4-1-1 RULE

4-1-1

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.

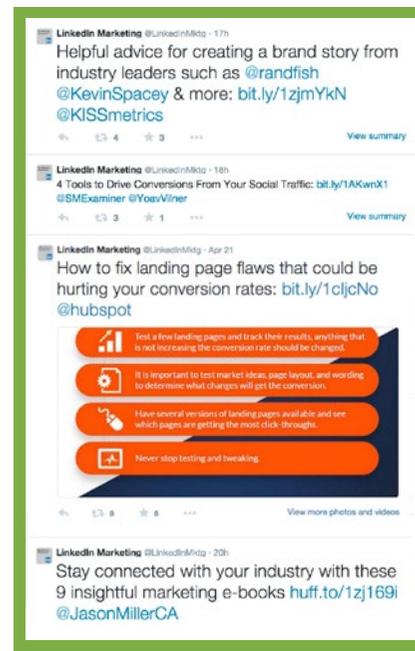
You'll authentically engage in conversations, build awareness, and interact with LinkedIn members without giving the impression that you're a self-centered know-it-all. It's all part of moving to the new marketing mindset of "always be helping" instead of the outdated "always be selling."

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.

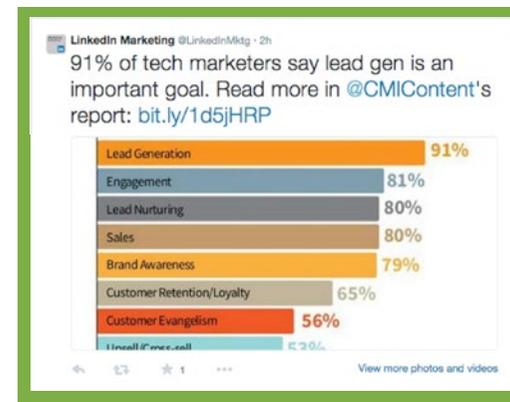
Sources: Tippingpoint Labs. [www.tippingpointlabs.com](http://www.tippingpointlabs.com)

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

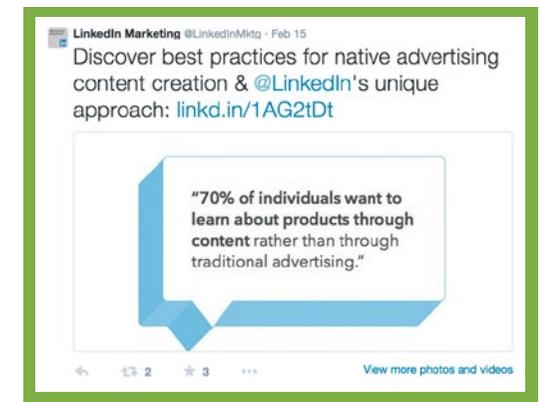
Jay Baer, Digital Marketing Strategist, Speaker, Author and President of Convince & Convert



4 New Tweets



1 Retweet



1 Self-serving Tweet

# 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.

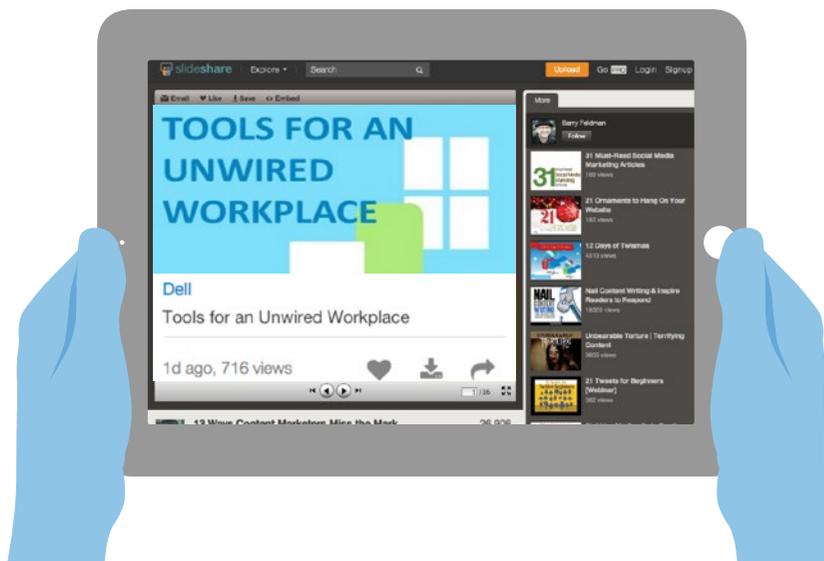
SlideShare is not just a repository for your slide presentations. It's a social channel where you can establish your brand as a thought leader and authority around topics and keywords.

### 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

*"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

## 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.

## 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?

## 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

# LinkedIn Groups:

## JOIN THE CONVERSATION

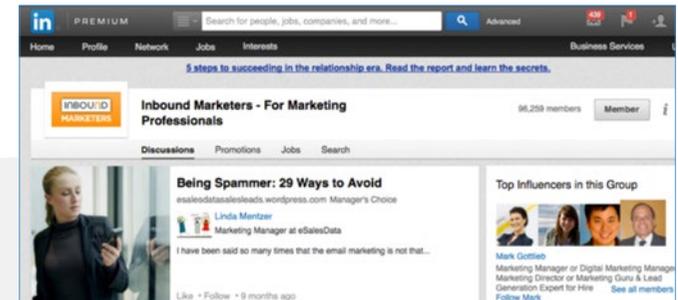
Companies often talk about 'joining the conversation' and 'establishing thought leadership.' By participating in discussions taking place in LinkedIn Groups, you can join the conversation and develop thought leadership for your company.

### 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.



# 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.

# 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:

1. Content Marketing Score
2. Trending Content



Content Marketing Score



Trending Content

### 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:

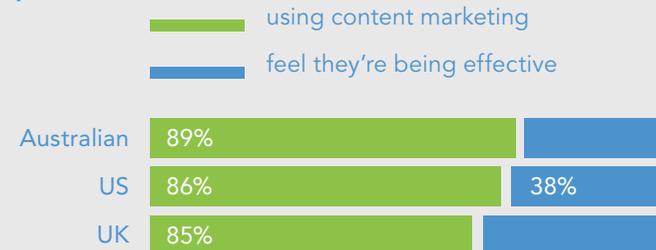
- Understand the content and topics that resonate with your audience
- Measure the effectiveness of your content-based campaigns
- Benchmark the success of your program

- 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), 2014 B2B Content Marketing Trends — North America: Content Marketing Institute/MarketingProfs

## 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:

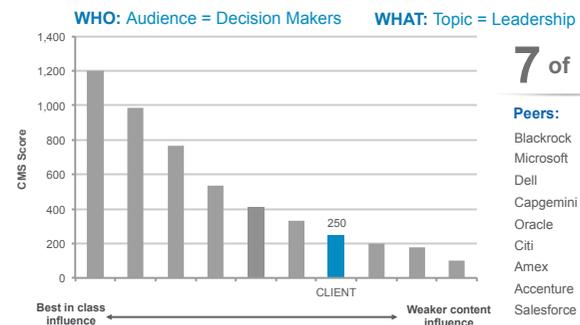
- Analyzes who engages with your content
- Compares you to your peers
- Suggests how to improve your score

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



## 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

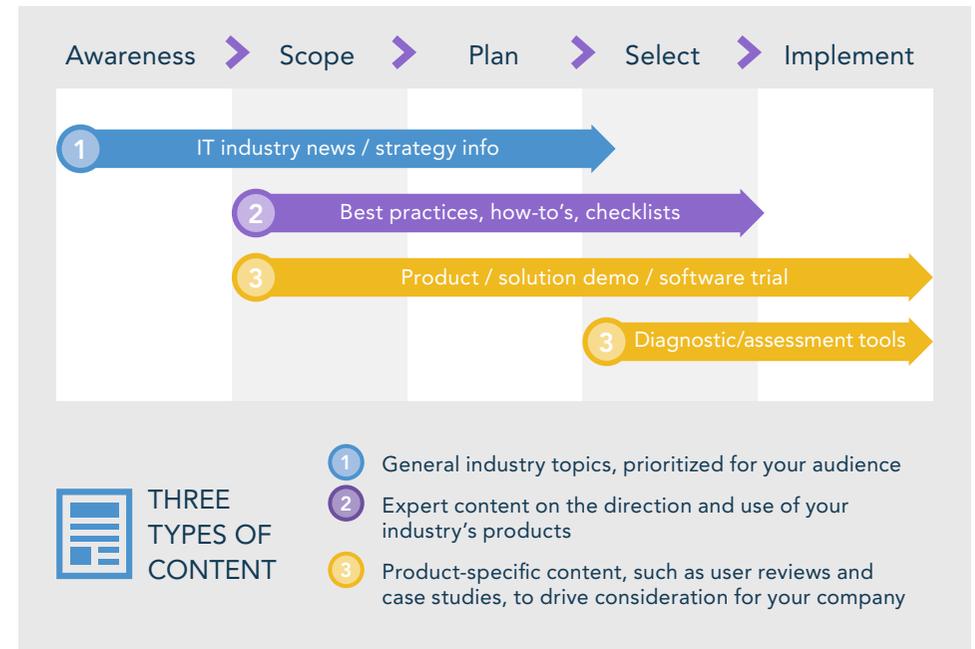
With LinkedIn, you can see trending topics across all those sources: LinkedIn Groups, news posts, thought leadership posts and discussions, and Company Pages.

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.



Source: Commissioned study conducted by comScore in the US on behalf of LinkedIn, Q3 2013



#### ABOUT US

LinkedIn members number more than 347 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.

To learn more...

DOWNLOAD THE OTHER THREE VOLUMES IN THIS SERIES!

## Volume 1

Laying the Foundation

## Volume 2

Building Your Professional Brand on LinkedIn

## Volume 3

Tapping into the Power of LinkedIn