













# LINKEDIN CONTENT MARKETING TACTICAL PLAN



Here's your printable plan for killing it with content marketing on LinkedIn

OPPORTUNITIES	WHAT TO SHARE	OBJECTIVES	KEY METRICS	ACTION ITEMS
  <p><b>LinkedIn Company &amp; Showcase Pages</b></p>	<ul style="list-style-type: none"> <li>• Whitepapers</li> <li>• eBooks</li> <li>• Case studies</li> <li>• Industry articles</li> <li>• Helpful how-to content</li> </ul>	<ul style="list-style-type: none"> <li>• Brand awareness</li> <li>• Lead generation</li> <li>• Thought leadership</li> <li>• Event registration</li> </ul>	<ul style="list-style-type: none"> <li>• Page followers</li> <li>• Post clicks</li> <li>• Engagement</li> <li>• Inquiries and leads</li> <li>• Event registrants</li> </ul>	<ul style="list-style-type: none"> <li>• Post 3-4X a day</li> <li>• Engage with followers via post comments</li> <li>• Change cover image every 6 months</li> </ul>
  <p><b>LinkedIn SlideShare</b></p>	<ul style="list-style-type: none"> <li>• Company videos and presentations</li> <li>• Infographics</li> <li>• Webinar decks</li> </ul>	<ul style="list-style-type: none"> <li>• Lead generation</li> <li>• Brand awareness</li> <li>• Thought leadership</li> <li>• SEO</li> </ul>	<ul style="list-style-type: none"> <li>• Views</li> <li>• Leads and inquiries</li> <li>• Linkbacks and embeds</li> </ul>	<ul style="list-style-type: none"> <li>• Upload new content weekly</li> <li>• Highlight decks on profile page</li> <li>• Group content into playlists</li> <li>• Add lead forms</li> </ul>
  <p><b>Publishing on LinkedIn</b></p>	<ul style="list-style-type: none"> <li>• Professional expertise and experiences</li> <li>• Industry trends</li> <li>• Lessons learned</li> </ul>	<ul style="list-style-type: none"> <li>• Thought leadership</li> </ul>	<ul style="list-style-type: none"> <li>• Post views (and demographics of your readers)</li> <li>• Post likes, comments, and shares</li> <li>• Profile views</li> </ul>	<ul style="list-style-type: none"> <li>• Publish whenever you feel passionate</li> <li>• Recommended: bi-weekly or once a month</li> </ul>
  <p><b>LinkedIn Sponsored Content &amp; Direct Sponsored Content</b></p>	<ul style="list-style-type: none"> <li>• Company news</li> <li>• Blog content</li> <li>• Industry news and research</li> <li>• Case studies</li> <li>• Webinars</li> <li>• Eye-catching visuals and statistics</li> </ul>	<ul style="list-style-type: none"> <li>• Lead generation</li> <li>• Brand awareness</li> <li>• Thought leadership</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement rate</li> <li>• Impressions</li> <li>• Inquiries or leads</li> <li>• Company or showcase Page followers</li> </ul>	<ul style="list-style-type: none"> <li>• Run sponsored content 2-4 times/week</li> <li>• Run for 3 weeks, then test and iterate</li> <li>• Select compelling visuals</li> <li>• Share links to lead forms, and add URL tracking code</li> </ul>
  <p><b>LinkedIn Sponsored InMail</b></p>	<ul style="list-style-type: none"> <li>• Webinar and event invitations</li> <li>• eBook launches</li> <li>• Product one-sheeters</li> <li>• Program demos and certification enrollment</li> <li>• Blog subscription campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Brand awareness</li> <li>• Lead generation</li> <li>• Event registration</li> <li>• Program and certification enrollments</li> </ul>	<ul style="list-style-type: none"> <li>• Open rate/click-through rate</li> <li>• Inquiries, leads, and conversions</li> <li>• Event registrants</li> <li>• Program applications</li> </ul>	<ul style="list-style-type: none"> <li>• Keep copy &lt;1,000 characters</li> <li>• Use a clear call to action with a 300x250 pixel banner</li> <li>• Use first name personalization</li> <li>• Bid competitively, especially if your audience is narrow</li> </ul>
  <p><b>LinkedIn Text Ads</b></p>	<ul style="list-style-type: none"> <li>• eBook launches</li> <li>• Product one-sheeters</li> <li>• Webinar and event invitations</li> <li>• Program demos and certification enrollment</li> </ul>	<ul style="list-style-type: none"> <li>• Brand awareness</li> <li>• Lead generation</li> </ul>	<ul style="list-style-type: none"> <li>• Website traffic</li> <li>• Inquiries, leads, and conversions</li> </ul>	<ul style="list-style-type: none"> <li>• Include an image: 50x50 pixels</li> <li>• Use a strong call to action</li> <li>• Use 2-3 active ad variations per campaign to compare success</li> <li>• Refresh ad copy every 1-3 mos.</li> <li>• Use a customized landing page</li> </ul>