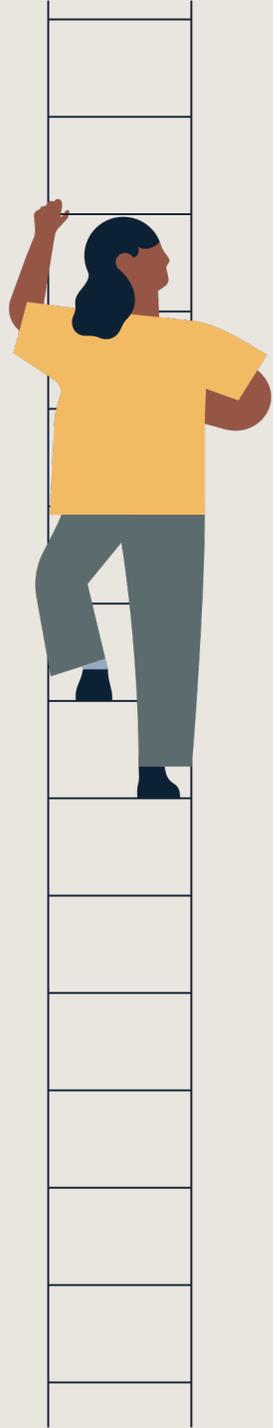




Brand-building on LinkedIn

Your IT Channel Tech Playbook





What's inside

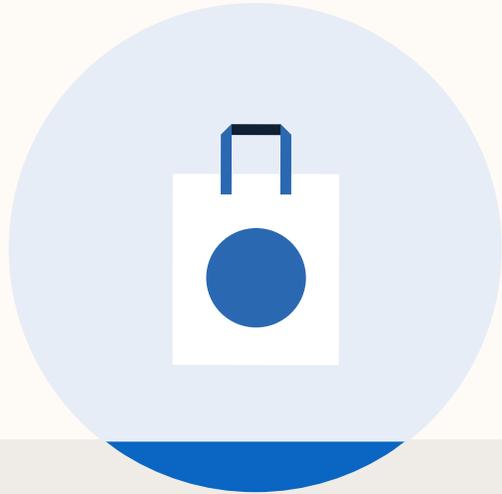
1. Why brand matters
2. Building your brand
3. 3 steps to Branding
 1. Create your brand content
 2. Plan your campaign strategy
 3. Measure results & track ROI of your rebrand



01
—

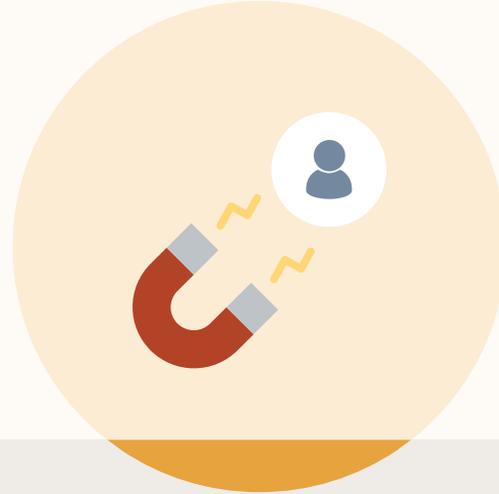
Why brand
matters

A strong brand is valuable in more ways than one



Brand Equity

Brand equity has a **direct effect on sales volume** because consumers gravitate toward products with great reputations



High Conversion

A prestigious brand attracts clients regularly and has a **higher sales conversion** percentage



The Long Game

Developing a strong brand is playing the long game. **Brand takes time to develop value** so your company wins in the long run

Clearly articulated brands command premium pricing



Brand Equity

“
I am willing to pay a premium to work with an
organization with a clear vision for the future ”

B2B Buyers



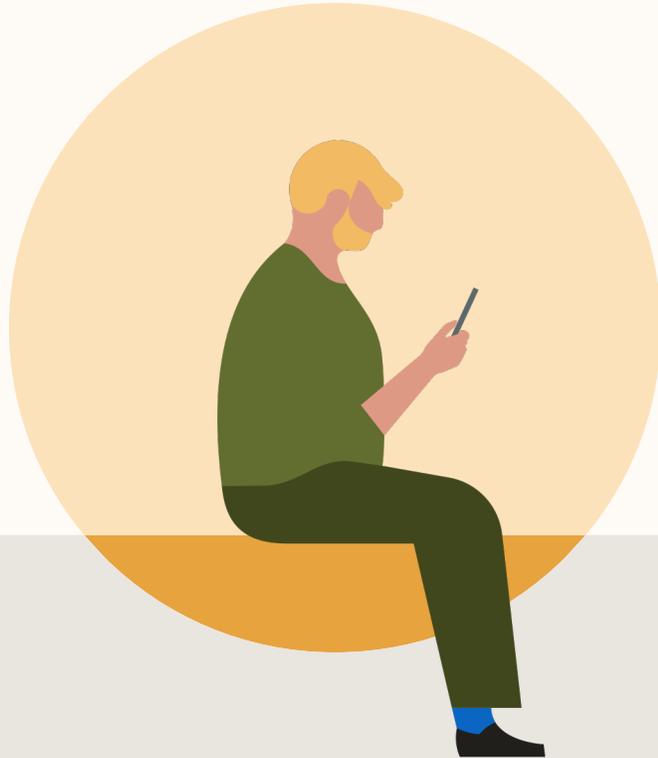
● “allows us to charge more than our competitors who produce lower quality thought leadership”



A strong brand builds customer loyalty & retention



Brand Equity



5% increase in customer retention
can increase profits from



According to a [study conducted by Bain & Company](https://www.linkedin.com/pulse/5-ways-your-company-name-logo-can-help-sales-reps-sell-garrett-riley/)

<https://www.linkedin.com/pulse/5-ways-your-company-name-logo-can-help-sales-reps-sell-garrett-riley/>



02

Building your
brand

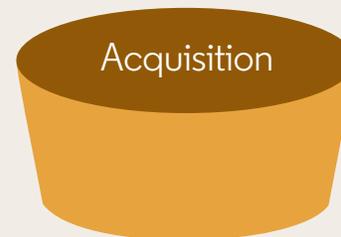
Creating a
consistent
brand story
through the full
buying journey



Helpful, enjoyable
(non-promotional) content
to generate engagement
and/or build awareness



High-value content that
helps to educate during
decision-making process



Brand/product/service
specific information to help
evaluate and affirm selection

This is all about ITDM's

Make sure your brand is visible to key audiences engaging on LinkedIn



645M+
Members



30M+
Companies



20M+
Open Jobs



35K
Skills



90K
Schools



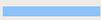
03

Three steps
to branding

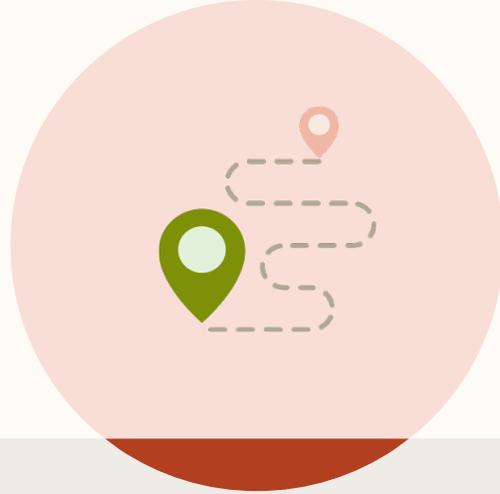
Three steps to branding



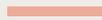
STEP 1



Create your brand
content



STEP 2



Plan your
campaign strategy



STEP 3



Measure results
and track ROI
of your brand



STEP 1

Create
your brand
content



So, why create content?



New year/new you



Give your brand a backstory



Why the audience should care



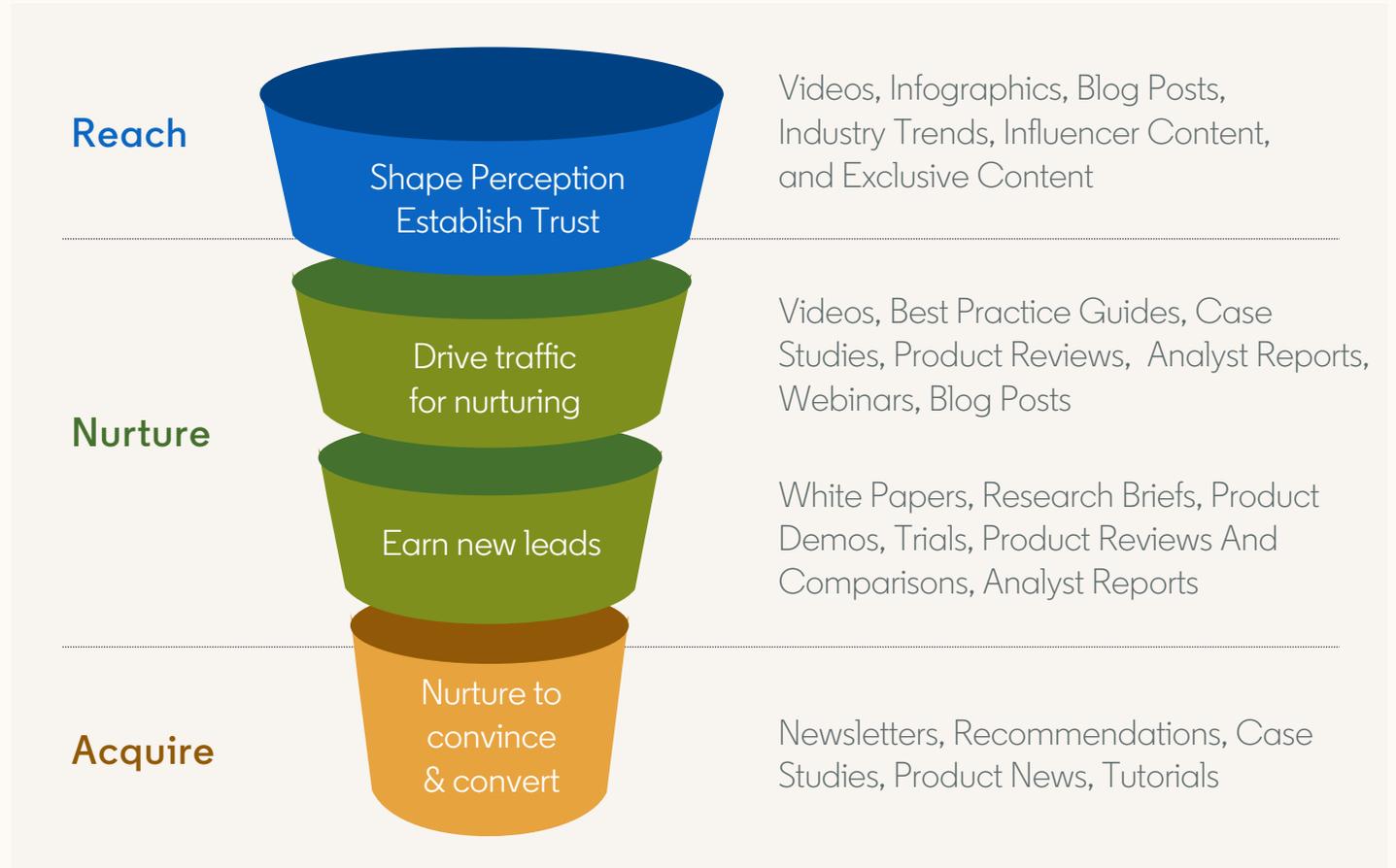
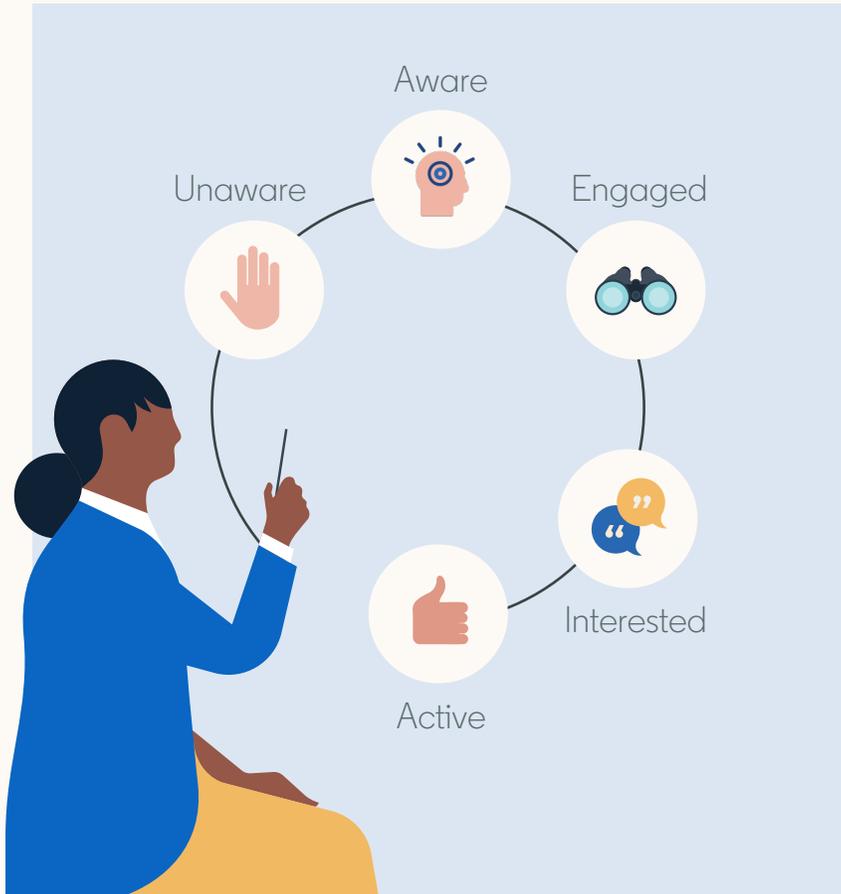
Reassurance to existing customers



Press Release

Create content for different points along the buyer's journey

An always-on presence keeps your brand top-of-mind for potential customers at every stage of the journey





STEP 2

Plan your
campaign
strategy



Factors to consider when campaign planning

Reach

- Launch a **Sponsored Update** campaign to amplify your reach
- Launch a **Follower campaign** to develop long term relationships with your brand advocates

Frequency

- Post more **company updates**
- Encourage **employees** to share and post more content

Engagement

- Create **relevant content** for your key target audience
- Have **diverse** pieces of content to increase unique engagement throughout the buying cycle



Build your brand identity with consistent messaging

Businesses maintaining consistent brand identity have an **increased** revenue of

23%



On average, **10 pieces of content are consumed throughout the buyer journey** so design a plan to consistently promote your brand during this process.

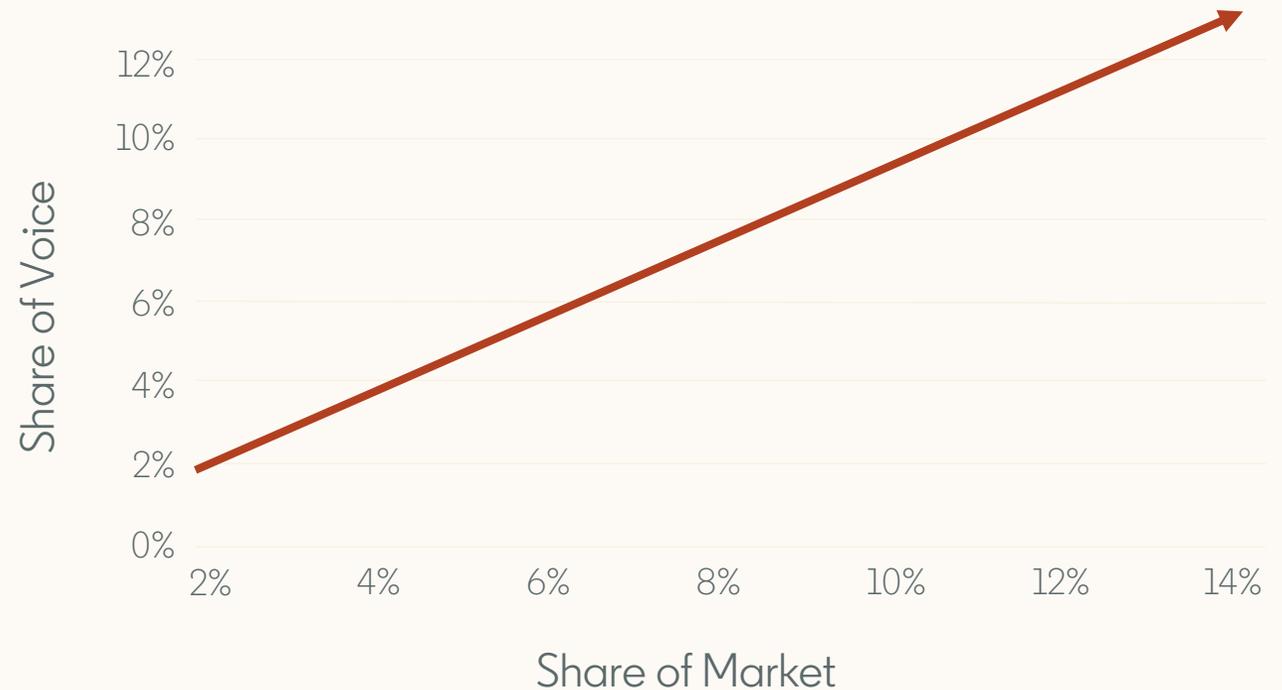
If you want big returns, you need to go big on share of voice

In planning a campaign strategy, focus on reaching your entire target audience, **as well as expanding to new audiences** to ensure your brand is saturating its potential share of market



Brand Equity

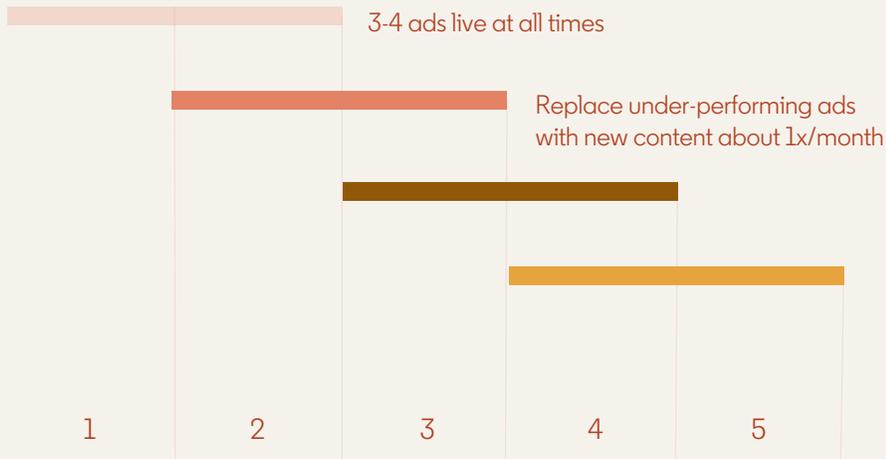
● **Grow your brand by growing your audience**
Increasing SOV increases SOM



Develop an 'always on' approach

How long does it take for members to identify a new brand?

Example Content Calendar



Creating an 'always on' presence **keeps your brand top-of-mind** for potential customers at every stage of the buyers' journey.

You need to reach audiences across all platforms



The long game

An ideal strategic campaign structure on LinkedIn

Each campaign should fill the funnel with **brand content**, A/B test lead gen content, **nurture** with secondary messaging and then **re-target** to convince & convert



Always-on Brand / Thought Leadership Content

Start broad, learn and then focus on the audiences more likely to engage via conversion tracking

| | | |
|------------|---|--|
| Week 1 | Brand content (wave 1) | 4 distinct sponsored content posts with A/B testing of images/text/audiences |
| Week 2 | Brand content (wave 2) | 4 distinct sponsored content posts with A/B testing of images/text/audiences |
| Week 3 | Brand content (wave 3) | 4 distinct sponsored content posts with A/B testing of images/text/audiences |
| Week 4 | Brand content (wave 4) | 4 distinct sponsored content posts with A/B testing of images/text/audiences |
| Week 5 | Brand content (wave 5) | 4 of the best performing sponsored content posts from wave 1 to wave 4 |
| Weeks 6-8 | Lead Gen content with a harder hitting CTA that conveys more urgency | |
| Weeks 9-11 | Branding content leveraging data from LinkedIn Matched Audiences website re-targeting To hit audiences with a secondary messaging to convince & convert | |

Combining brand and demand efforts drive higher conversion rates

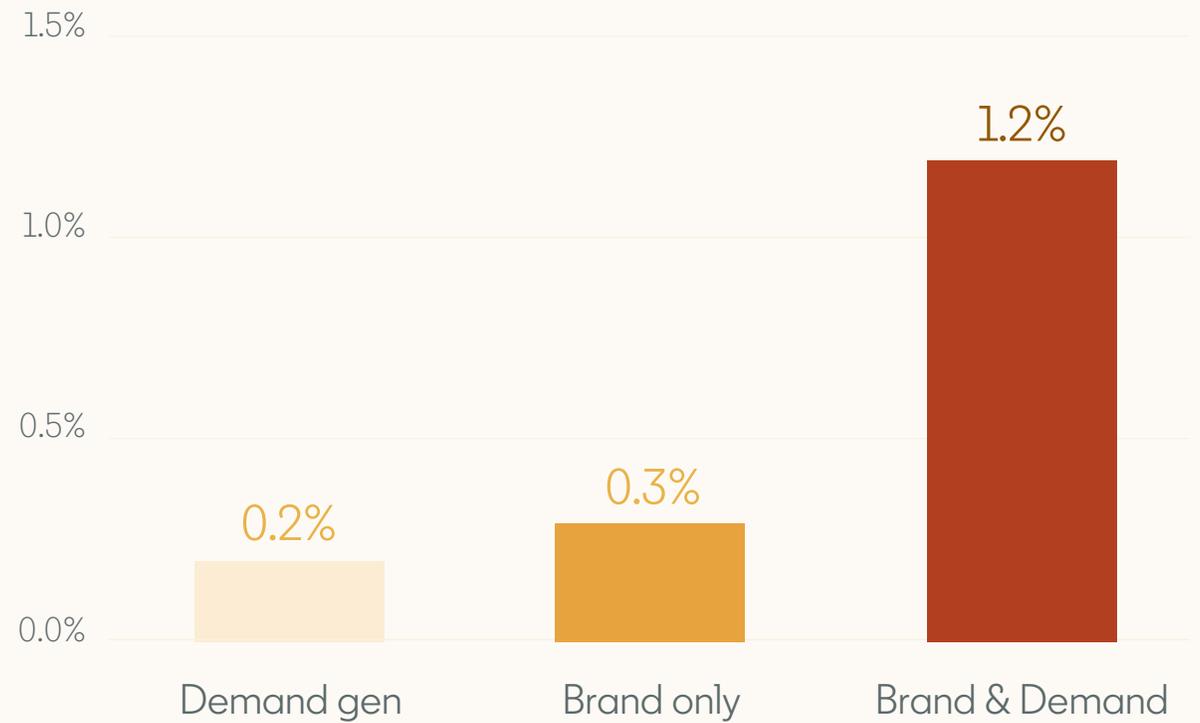


Source: IPA Study, Marketing Effectiveness In The Digital Era



Higher Conversion

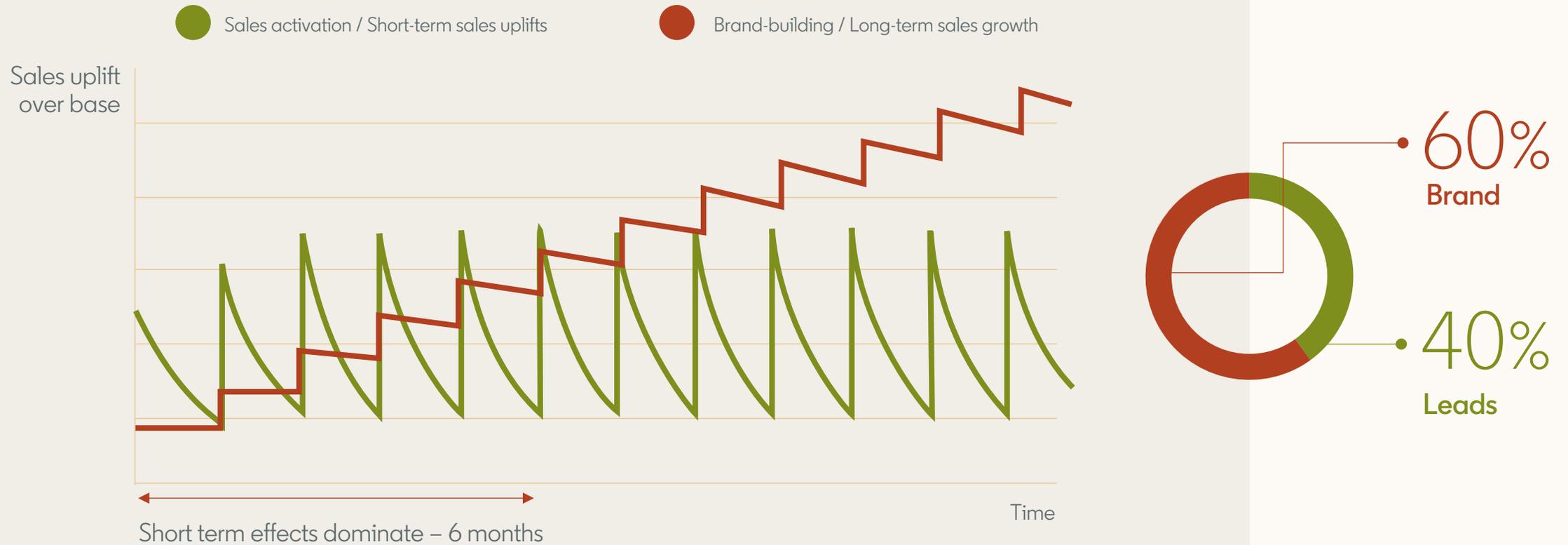
Conversion rate





The long game

But this takes time. Brand-building and sales activation work over different timescales



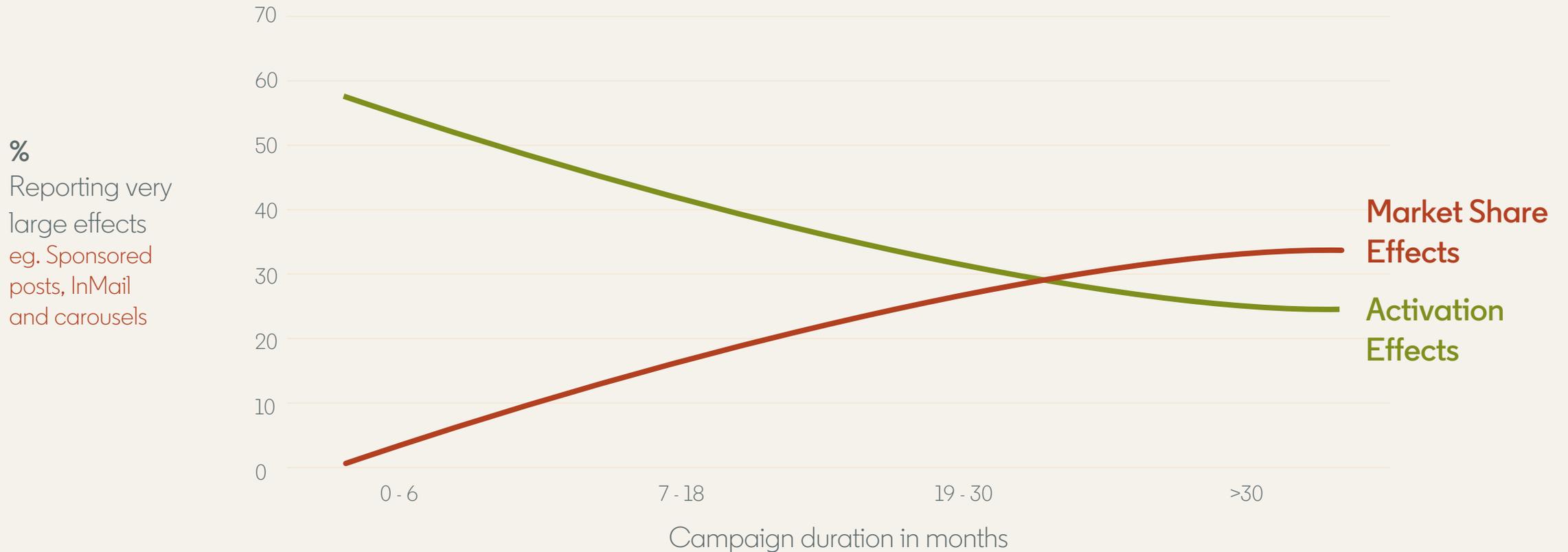
Source: Les Binet and Peter Field, Media in Focus: Marketing Effectiveness in the Digital Era, IPA, (Figure 02)

Direct response wins in the short run, but **brand wins in the long run**



The long game

The conflict between long and short run metrics



Source: Les Binet and Peter Field, Media in Focus: Marketing Effectiveness in the Digital Era, IPA, (Figure 02)

Utilizing the full-funnel to it's greatest potential **with LinkedIn products**



Content Types

Helpful, enjoyable (**non-promotional**) content to generate engagement and/or build awareness

High-value content that helps to educate during decision-making process

Brand/product/service specific information to help evaluate and affirm selection

LinkedIn Capabilities

- Video Sponsored Content
- Static Sponsored Content
- Lookalike Targeting

- Account-Based Marketing
- Contact Targeting
- Carousel Sponsored Content

- Text Ads
- Sponsored InMail
- Website Retargeting
- LinkedIn Lead Gen Forms



STEP 3



Measure results
and track ROI
of your brand

View your results via Campaign Manager

● Tabbed navigation bar

● Pacing indicators

● Pre-selected views

● Compare creatives across campaigns

● Breakdowns

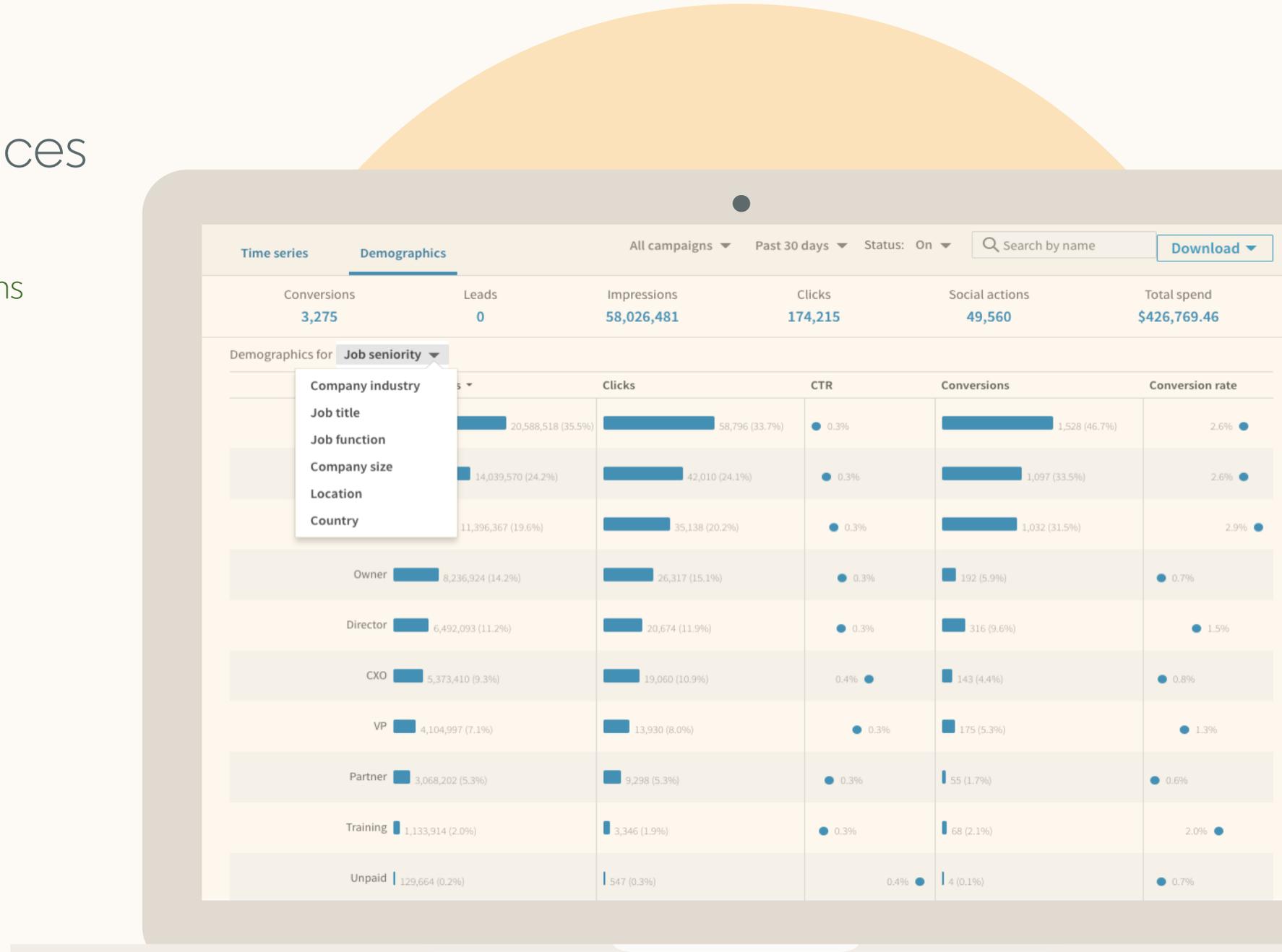
The screenshot shows the LinkedIn Campaign Manager interface. The top navigation bar includes the LinkedIn logo, 'CAMPAIGN MANAGER', and account information 'FixDex | Marketing CXO Account'. Below this is a secondary navigation bar with 'CAMPAIGN PERFORMANCE', 'WEBSITE ANALYTICS', and 'ACCOUNT ASSETS'. The main content area is divided into four tabs: 'Account', 'Campaign groups', 'Campaigns', and 'Ads'. The 'Campaigns' tab is active, showing a table of campaigns. The table has columns for Campaign Name, Status, Bid, Total spend, Clicks, Average CTR, Average CPC, Average CPM, and Leads. The first row is selected, and a '1 selected campaign' summary is shown. The table lists several campaigns, including 'FixDex CXO ADS Campaign' and 'FixDex CXO High Tech NAMED ADS Campaign'. Annotations include a green circle on the 'Create campaign' button, a green circle on the 'Status' dropdown, a blue circle on the 'Bid' column, an orange circle on the 'Export' button, and a blue circle on the 'Compare creatives' icon.

| Campaign Name | Status | Bid | Total spend | Clicks | Average CTR | Average CPC | Average CPM | Leads | Cost per lead |
|---|--------|----------------------------|---------------------------|--------|-------------|-------------|-------------|-------|---------------|
| 1 selected campaign | | | | | | | | | |
| <input checked="" type="checkbox"/> FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content | Active | \$10.12 | 12,000.18 55% of total | 1,321 | 0.10% | \$4.02 | \$20.21 | 34 | \$20.21 |
| <input type="checkbox"/> FixDex CXO High Tech NAMED ADS Campaign ID: 9532102 · Sponsored Content | Draft | — | — | — | — | — | — | — | — |
| <input type="checkbox"/> FixDex Life Sciences NAMED ADS Campaign ID: 9532102 · Sponsored Content | Active | \$4.05 \$6.33 (+\$2.33) | 12,000.18 55% of total | 1,321 | 0.60% | \$5.21 | \$20.21 | 34 | \$20.21 |
| <input type="checkbox"/> FixDex CXO ADS Campaign CID: 453604233 Sponsored Content | Active | \$8.21 | 12,000.18 55% of total | 1,321 | 0.40% | \$4.81 | \$20.21 | 34 | \$20.21 |
| <input type="checkbox"/> FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content | Active | \$5.20 | 12,000.18 55% of total | 1,321 | 0.10% | \$4.21 | \$20.21 | 34 | \$20.21 |
| <input type="checkbox"/> FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content | Active | \$5.32 | 12,000.18 95% of total | 1,321 | 0.10% | \$4.21 | \$20.21 | 34 | \$20.21 |
| <input type="checkbox"/> FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content | Active | \$6.59 | 12,000.18 55% of total | 1,321 | 0.40% | \$4.21 | \$20.21 | 34 | \$20.21 |

Understand your converting audiences

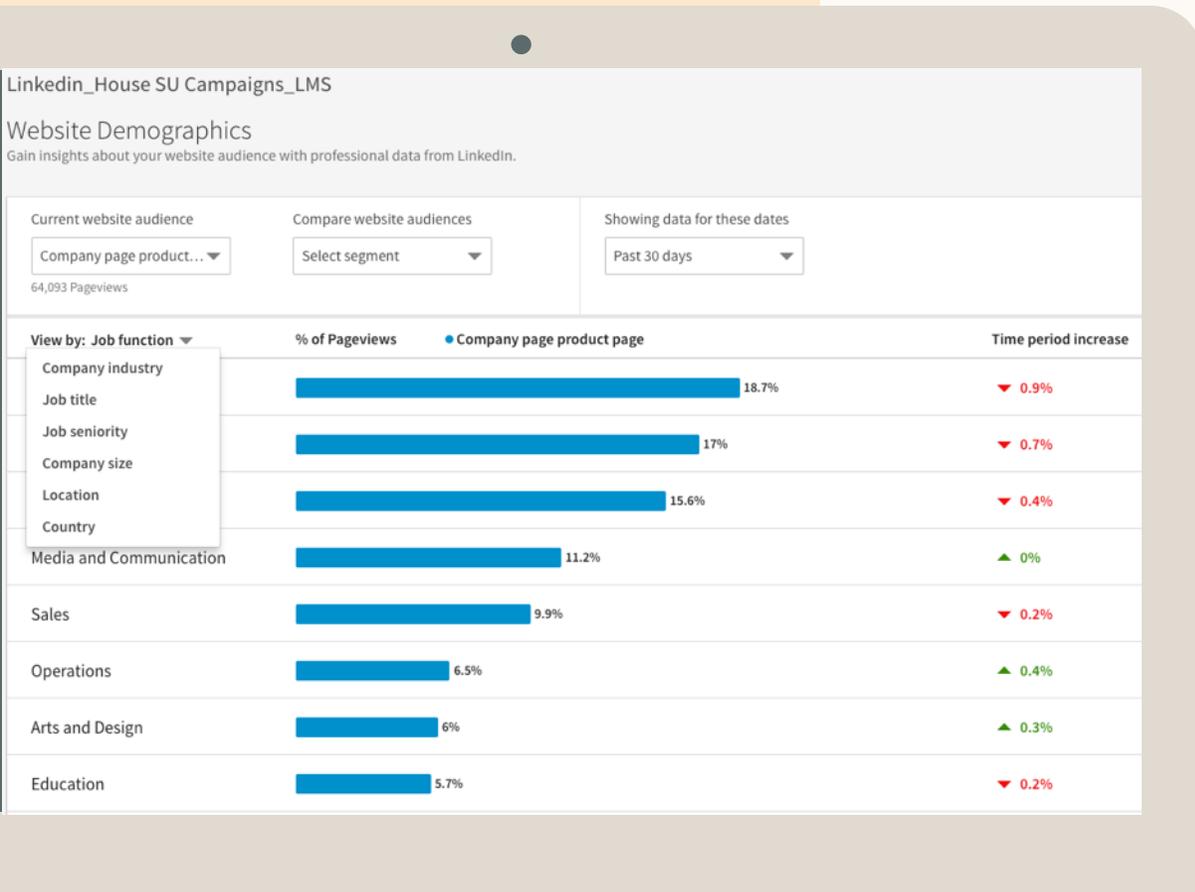
Measure leads and conversions from specific audiences:

- Company Industry
- Company Size
- Job Function
- Job Seniority
- Job Title
- Country / Location
- Company Name



Understand the brand audiences on your website

Website Demographics is a free reporting tool that lets you discover what kinds of professionals are visiting your website.



Filter your website traffic by 8 professional traits

- Company Industry
- Company Size
- Job Function
- Job Seniority
- Job Title
- Location
- Company Name

Thank you