



LinkedIn Marketing

Action Plan for Economic Development

With 15 best-in-class content examples

LinkedIn

FOR ECONOMIC DEVELOPMENT

The vision of LinkedIn is simple: create economic opportunity for every member of the global workforce. This is also the primary goal of EDOs.

As the largest global community of business professionals, LinkedIn is an unmatched platform for economic development organizations looking to engage key stakeholders. 700+ million members, including business executives, site selection and real estate professionals, and workforce talent, use LinkedIn every day to help them grow their businesses, get smarter about their industries, and learn more from LinkedIn's global community of professionals and experts.

By bringing your content to LinkedIn, you'll reach the **71% of corporate executives and 85% of location advisors who use LinkedIn for business purposes.**¹



Getting Started

By maintaining an active and updated Page that showcases your region's story, members will be able to learn more about the business culture you offer and the advantages you provide. We put this guide together to help you get set up quickly so you can grow your region's presence on LinkedIn.

What you will find in this playbook:

1. An action plan to set up your Page for success
2. Tips on how to use targeting in paid marketing to engage key stakeholders
3. Best-in-class examples from EDOs on LinkedIn

Complete Your Page

First, you'll need to set up your Page and fill out the "About" tab. This step is crucial, because it establishes your region's credibility and makes your Page more searchable on and off LinkedIn. You can edit your Page details from desktop or mobile.

1 Fill out your description.

Ask yourself these key questions when writing your organization's description:

- What differentiates your region?
- What industries make up your local economy and thrive there?
- What offerings make your place a special place to live?

2 Input your organization's details.

This includes your website, city or county and country, industry, and size.

3 Add your logo and cover image.

If you don't have a logo or cover image, create a free one at [Canva.com](https://www.canva.com). Logos should be sized at 300x300, cover images at 1536x768.

4 Consider a custom CTA button.

If your goal is lead generation, choose from five different call-to-action buttons to drive the right action from your Page visitors.

30%

Completed pages get 30% more weekly views





Grow Your Followers

On LinkedIn, we've noticed that Pages with 150 or more followers grow faster and achieve more. Follow these best practices and you'll be on your way.

Leverage your digital assets

Add LinkedIn to your website and marketing communications.

Add links in your email signature, business cards, newsletters, and blogs.

Cross-promote posts on other social channels.

Drive traffic to your LinkedIn Page by sharing posts on other social platforms.

Post content Daily

Tell your followers what's happening in your region by sharing news, insights and trends, events, and more.

Use Content Suggestions.

This tool reveals what's trending with your target audience.

Add new perspective

Post updates from a local company leader, your executive team, a local university researcher, or another third party who can highlight what's going on in your region from another perspective.

Ask your executives and local leaders to @mention your Page. This offers critical exposure for your Page.

2x

Pages that post daily get 2x the member engagement.

Engage your community

@mention businesses or executives in your posts and encourage them to share on their feeds.

Respond to comments on your posts and your @mentions.

Tap into your employees' networks

Notify employees of posts and encourage them to like, share, and comment.

Use the “My Company” tab to see trending coworker content and curate content recommendations for employees to share organically.

Measure your performance

Review your Page analytics. Use your Page's analytics to identify what resonates most with your followers and where there are opportunity gaps.

Research your competitors' content. This will help you identify tactics that are working and whitespace that your organization can fill.



Engage Key Stakeholders

With paid media, you can harness LinkedIn's powerful targeting capabilities to reach the audiences that matter most to your region at scale.



With LinkedIn's targeting tools, EDOs can easily identify and engage:



Site Selectors



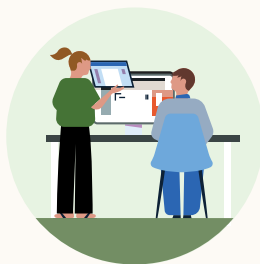
Real Estate Developers



Company Executives



Local Businesses and Residents



Talent

Precisely target by:



Location: With members in over 2.8 million locales, you can reach professionals based on their recent and/or permanent location



Company: Company Name, Growth Rate, Category, Size, Industry or Connections



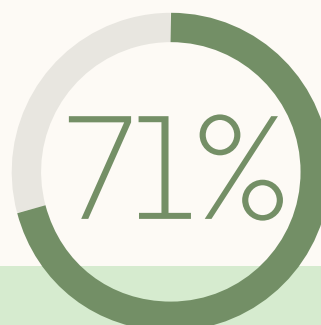
Job Experience: Job Function, Seniority, Title, Skills, Years of Experience



Interest and Traits: Open to work or relocation, Groups, Interests



Education: Degrees, Fields of Study, Schools



of professionals use information on LinkedIn to inform business decisions.²

What are other EDOs doing?

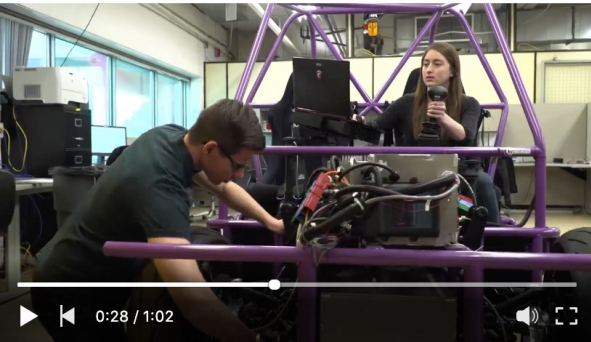
Sometimes, it's better to show than tell. Here are some of our favorite examples of EDOs leveraging Pages and paid marketing to achieve their growth objectives. Use these examples as thought starters.



Showcase Innovation

Waterloo EDC
3,724 followers
Promoted

Waterloo is a global tech and manufacturing powerhouse with the largest robotics and automation cluster in Canada. See why Waterloo is right for your business:



Waterloo: The Future of Robotics and Automation [Learn more](#)


[See the post](#) ▶

Waterloo EDC uses video storytelling to highlight their reputation as a leading tech ecosystem.

Foreign Investment

GTAI **Germany Trade & Invest**
63,694 followers
Promoted

Discover new opportunities to do business in Germany. We offer personalized commercial investment advice to help you set up shop in Germany.



Germany in mind. Business possibilities ahead. [Learn more](#)

gtai.de

[See the post](#) ▶

Germany Trade & Invest captures the attention of international prospects by showcasing their team's support for new investors.

Branding

Invest in Canada | Investir au Canada
34,728 followers
Promoted

+ Follow

If having the most stable economy and the safest banks in North America is boring, yeah, Canada's boring.

Canada is boring.

Your business is safe in Canada.

[Learn more](#)

investcanada.ca

[See the post ▶](#)

Invest in Canada stands out in the LinkedIn newsfeed with Sponsored Content that features bold branding and thumb-stopping messaging to drive interest with key audiences.

Lead Generation

JobsOhio
13,130 followers
Promoted

Ohio's business climate is among the Top 10 in the U.S., with a budget surplus, 0% taxes on corporate profits and the 21st-largest economy in the world. Sign up to learn how you and your business can find success here!

Sign up today to learn more!

jobsohio.com

[Sign Up](#)

[See the post ▶](#)

By leveraging CEO testimonials and a newsletter, JobsOhio drives new leads for its business development team with LinkedIn Lead Gen Forms and Sponsored Content.

Follower Growth

EDB Singapore Economic Development Board (EDB)
74,156 followers
Promoted

+ Follow

It takes 1.5 days to set up a business here in Singapore—17x faster than the regional average. Follow the Singapore Economic Development Board to learn how global companies and fast-growing startups get started quickly and do business here.

1st in the world for doing business*
Access Asia through Singapore

SG SINGAPORE

*The Economist Intelligence Unit (EIU), Business Environment Rankings forecast for 2019-2022

Get insights on starting up businesses easily and quickly from the Singapore Economic Development Board.

edb.gov.sg

Singapore Economic Development Board strategically uses Sponsored Content to both grow their company uses speed to their advantage in attracting new businesses to their region.

[See the post ▶](#)

CEO Spotlight

Enterprise Florida
10,278 followers
Promoted

A diverse talent pool and strong relationships with local universities are just a few reasons why this high-tech company calls Florida home.



TONY GINGISS
CEO, ONEWEB SATELLITES
MERRITT ISLAND, FL

Realize Your Future in Florida [Learn more](#)


[See the post](#) ▶

Enterprise Florida uses video Sponsored Content to showcase innovators like Tony Gingiss, CEO of aerospace and satellite company OneWeb Satellites.

Industry Focus

IDA Ireland
115,252 followers
Promoted

Inspiration grows here. Life Sciences, Technology & Financial Hubs grow here. This is Ireland. A natural place to put down roots
[#WhyIreland](#)



Invest in Ireland [Learn more](#)

[See the post](#) ▶

IDA Ireland highlights both their top industries and the country's beautiful visuals with Sponsored Video.

Sector Spotlight

Business Finland
48,867 followers
Promoted

Finland provides the optimal breeding ground for smart industrial innovations in global markets. Get to know the Finnish offering and find your future partner. Request access to more detailed company presentations and contacts by submitting your contact data



Connect with Sustainable Manufacturing companies [Learn more](#)

businessfinland.fi

[See the post](#) ▶

Business Finland leverages their expertise in specialist sectors, such as sustainable manufacturing to attract new business leads.

Events and Webinars

**TALENT ATTRACTION WORKSHOP:
MARKETING NORTHERN VIRGINIA**

SEPTEMBER 15, 2020 • 11:00 AM - 12:00 PM (EASTERN)



Talent Attraction Workshop: Marketing Northern Virginia
Event by Fairfax County Economic Development Authority

Sep 15, 2020, 11:00 AM - 12:00 PM (your local time) [Add to calendar](#)

Online

Tickets

38 attendees including 1 connection

[Accept](#) [Decline](#) [More](#)


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Fairfax County Economic Development Authority uses LinkedIn Events to drive attendance for its virtual workshops and webinars, creating awareness and a forum for companies to connect before, during, and after the event.

Workforce Attraction

Lubbock Economic Development Alliance
3,302 followers
Promoted

Among the top 10 best cities for college graduates, Lubbock, TX has entry-level jobs, affordable living and a perfect work life balance.



Need an entry-level job? Launch your career today and stay in the 806.

lubbockeda.org

[See the post ▶](#)

Lubbock Economic Development Alliance focuses on what makes the city an ideal place to start a career to attract recent and upcoming university graduates.

Workforce Expertise

Netherlands Foreign Investment Agency
19,320 followers
Promoted

Win the war for talent. Multilingual and highly skilled, the Netherlands workforce ranks No. 6 in the INSEAD Global Talent Competitiveness Index.



The Netherlands has a highly skilled, productive and multilingual workforce

[Learn more](#)

investinholland.com

[See the post ▶](#)

Netherlands Foreign Investment Agency uses Sponsored Content to highlight their competitive talent pool in order to drive business interest in the region.

Regional Positioning

Invest Saudi leverages Sponsored Content to communicate what sets their region apart from other the rest of the world.

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INVEST SAUDI
9,461 followers
1yr • 🌱

[+ Follow](#) ...

From ultra-luxury complexes to entirely new cities - in Saudi Arabia your business can be part of incredibly ambitious projects not possible anywhere else in the world.

We're building the future. Come join us:



**WE'RE BUILDING
FUTURE-FORWARD CITIES
TO DRIVE THE FUTURE OF
YOUR BUSINESS**

INVEST SAUDI

Find out why investing in Saudi Arabia could be your smartest business decision

investsaudi.sa

Partnership

InvestHK Invest Hong Kong
29,096 followers
Promoted

Download this thought leadership paper on Hong Kong's vital role in the sourcing and supply chain operations.

This joint report by InvestHK and KPMG features insights from major players across a wide range of industries, from long established businesses in textiles and fashion through to start ups helping companies to digitally transform their supply chains. The growing opportunities in the Greater Bay Area and ASEAN are covered. The report also explore two important opportunities and themes; innovation and ESG, with innovation a key driver for the sector.



Future of Sourcing: 2021 and Beyond Report - Download here
investhk.gov.hk

[Sign Up](#)


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Invest Hong Kong demonstrates thought leadership and drives leads by promoting a joint report in partnership with KPMG.

Regional Expertise

Quebec International
47,936 followers
Promoted

Be well positioned to innovate in video games! Québec International acts as a single support service to help you integrate into this thriving sector in Québec City.



Video games industry | Expand in Québec City

[Learn more](#)

[See the post ▶](#)

Quebec International leverages Sponsored Video to position Québec City as a world leader in the video games industry.

Branded Content

Department for International Trade (DIT)
161,945 followers
Promoted

Build a smarter business by plugging into a £184 billion tech market.



TECHNOLOGY IS GREAT
SOUTH & NORTHERN IRELAND

We can help you expand your tech business to the UK.

[Learn more](#)

great.gov.uk

The Department for International Trade showcases strong branding with their “Great” content series customized for different sectors.

[See the post ▶](#)

LinkedIn operates the world's largest professional network online, with **more than 700 million** members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent, and educated people.

Organizations build relationships with the world's executives, developers, and workforce by using LinkedIn Marketing Solutions tools to connect with them and deliver relevant content.

To learn more about how to optimize your LinkedIn organic and paid strategy, [click here](#) to get started!



FOR ECONOMIC DEVELOPMENT