



# LinkedIn Marketing

Action plan for EDOs

With 10 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.**<sup>1</sup>



## 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.

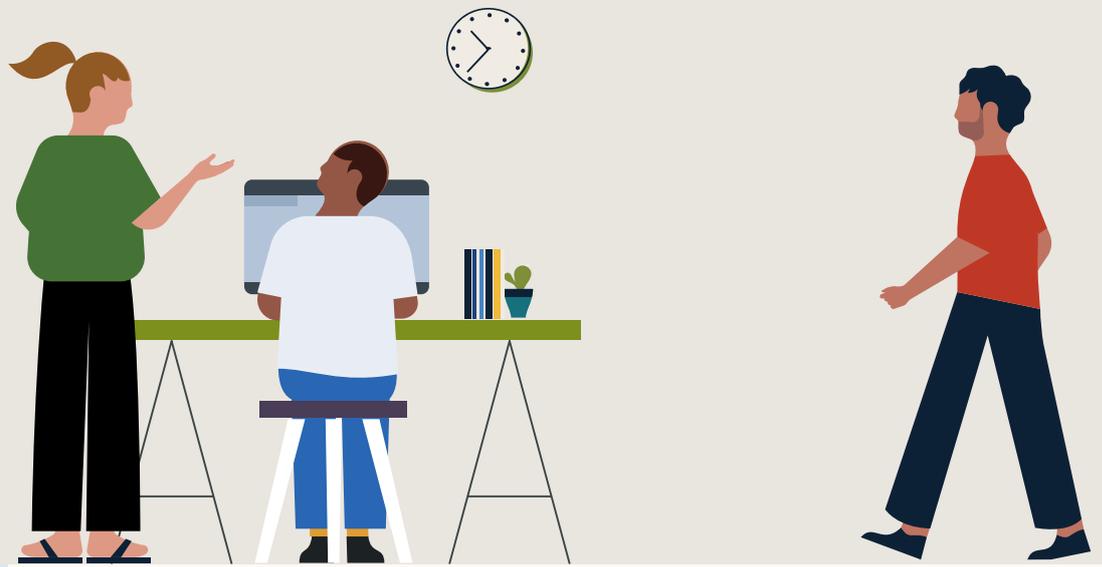
## 4 Consider a custom CTA button.

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 starting in December 2020, 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



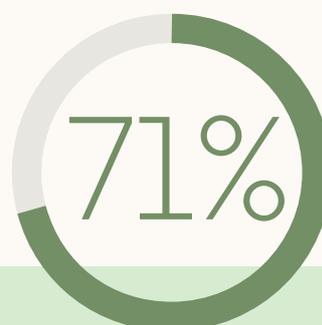
**Job Experience:** Job Function, Seniority, Title, Skills, Years of Experience



**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.<sup>2</sup>

# 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

**Missouri Partnership**  
4,232 followers  
Promoted

In 2020, **#Missouri's** corporate income tax rate dropped to 4 percent. This gave Missouri one of the lowest corporate income tax rates in the United States. In fact, according to **Tax Foundation's** 2021 state business tax climate index, Missouri has the 3rd lowest corporate income tax index in the country. **#ShowMeRecovery #MOstrong #MOinnovation #ShowMeMO**

**Missouri: Low Taxes, High Possibilities - Missouri Partnership**  
missouripartnership.com

See the post ▶

Missouri Partnership utilizes 3rd-party videos and written pieces highlighting Missouri companies and the ways they're leading the state and the nation forward.

## Regional Wins

**RI Rhode Island Commerce**  
4,789 followers  
Promoted

Global leader **Infosys** doubles down on Rhode Island, announcing 500 new additional **#tech** jobs coming to the Ocean State: <https://prn.to/33w9SbN>

“  
Rhode Island’s strong leadership, positive business climate, and innovative spirit are exactly what Infosys looks for in a host community.”  
RAVI KUMAR,  
PRESIDENT, INFOSYS

**Infosys, Along With Governor Raimondo, Announces Plans to Hire 500 More Tech Employees in Rhode Island**  
prnewswire.com

See the post ▶

Rhode Island Commerce captured the story on Infosys’s decision to expand in Rhode Island, highlighting both the business climate and Gov. Gina Raimondo’s Leadership.

## 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.

## 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 college graduates.

## Branding

**Empire State Development**  
12,456 followers  
Promoted

With unparalleled talent and resources, it's no wonder leading companies and innovative new businesses choose to start, grow and thrive in NYS.



Why New York State? [Learn more](#)

[See the post](#) ▶

Empire State Development uses stunning visuals of cities around New York state along with quick statistics to tell a story of growth and innovation to business leaders in key markets.

## 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 leads for its business development team with LinkedIn Lead Gen Forms and Sponsored Content.

## Partnership

**Louisiana Economic Development**  
14,701 followers  
Promoted

LED FastStart® constantly pushes the boundaries of technology and innovation to develop the best training programs in the country. Find out how FastStart® can create a customized workforce development solution unlike any other.

**LED FastStart®**

"We know how to work with our project companies to get the results that they need, but also we're hiring the right talent to get the job done."

- Paul Helton  
Executive Director of LED FastStart®

0:01 / 0:10

LED FastStart®: Redefining Workforce Development [Learn more](#)

[See the post](#) ▶

Louisiana Economic Development features the LED FastStart program to potential business leads.

## Awards & Recognition

**San Antonio Economic Development Foundation**  
6,283 followers  
Promoted

When it comes to cyber, San Antonio delivers what other communities promise: access to job-ready people and proximity to the DoD.

**SAN ANTONIO  
#1 CYBER CITY  
-BUSINESS FACILITIES**

San Antonio: The Cybersecurity Capital [Learn more](#)  
sanantioedf.com

[See the post](#) ▶

San Antonio Economic Development Foundation leverages its designation as the #1 Cyber City to position itself as the premiere location for cybersecurity and military professionals.

## Thought Leadership

**Michigan Economic Development Corporation**  
20,023 followers  
7mo • 🌐

"PMBC spearheads the connections that drive business growth and generate greater supply chain opportunities."

Pure Michigan Business Connect Director Bobby Chasnis explains how PMBC has helped to support Michigan companies responding to #COVID19 while connecting suppliers of PPE with those who need it most.

**MUNSON HEALTHCARE**

Supporting communities in need while generating new business state-wide  
Bobby Chasnis on LinkedIn • 3 min read

[See the post](#) ▶

Michigan Economic Development Corporation utilizes experts like PMBC Director Bobby Chasnis to communicate initiatives helping drive economic growth throughout the state.

## 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.

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!



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