

HIRE **MARKET** SELL LEARN

Small business Big ambitions

Marketing Playbook for SMBs

LinkedIn™



SMBs have the advantage of flexibility. Your business may be small, but your ambitions are huge. LinkedIn can help get you where you're going. Don't limit your ambitions.

You're closer than you think



Introduction

Brand conversations – and the content brands share – are the driving force behind modern marketing. In the battle for hearts and minds, content remains king. The world’s professionals have flocked to LinkedIn to read high quality content, including industry news, expert advice, professional learning, peer insights and recommendations.

LinkedIn helps you achieve your goals because it allows you to target the right audience. Crucially, it helps you share valuable content through products tailored to how professionals interact with the platform. To succeed, your brand must be perceived as a problem-solving resource, not just a seller.

Social media has also grown our personal networks. We trust our personal connections more than anonymous sellers. As marketing makes its mark in social media, it’s delivering better lead generation and qualification. LinkedIn offers a unique marketing opportunity to SMB’s. This opportunity will allow you to expand your network, reach more people, advertise your products and services, and level the playing field.

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#1 - LinkedIn is rated the top social network for lead generation*



* Source: The State of B2B Digital Marketing, Fall 2015, Demandwave

Why LinkedIn?

LinkedIn is the world's largest online community of professionals with more than 450+ million members. Businesses of all sizes tap into the power of the LinkedIn network for hiring, sales and marketing.

B2B marketing on LinkedIn takes a full-funnel approach. It allows you to increase awareness, build your brand, shape perceptions and generate leads.



Explore LinkedIn Marketing Solutions on our [blog](#).

As an SMB, you can take advantage of LinkedIn to:



DEFINE YOUR GOALS

A winning LinkedIn strategy starts with your goals. Set measurable objectives and use LinkedIn to achieve your key performance indicators (KPIs).



ESTABLISH YOUR PRESENCE

Create a Company Page that builds credibility and gets your business noticed.



TARGET THE RIGHT PEOPLE

Targeting is a success enabler at LinkedIn. Our authentic, first-party data offers marketers a level of precision unavailable anywhere else. It allows you to target the right people in a professional context.



CONNECT WITH YOUR AUDIENCE

Build a community of followers made up of your exact target audience.



ENGAGE THEM WITH CONTENT

Share valuable content and turn followers into brand advocates and that moves prospects further down the funnel to generate leads.



OPTIMISE YOUR IMPACT

LinkedIn gives you clear visibility into the performance and impact of your campaigns at every stage of your customers' purchase process.



Create your **marketing game plan**

Things to think about in advance

Create your marketing game plan

EMBRACE FULL-FUNNEL MARKETING

Forrester Research notes that today's B2B prospects are anywhere from two-thirds to 90 percent of the way through their buying journey before contacting a vendor. Businesses need to reach out and engage with clients early and often.

ALIGN WITH SALES

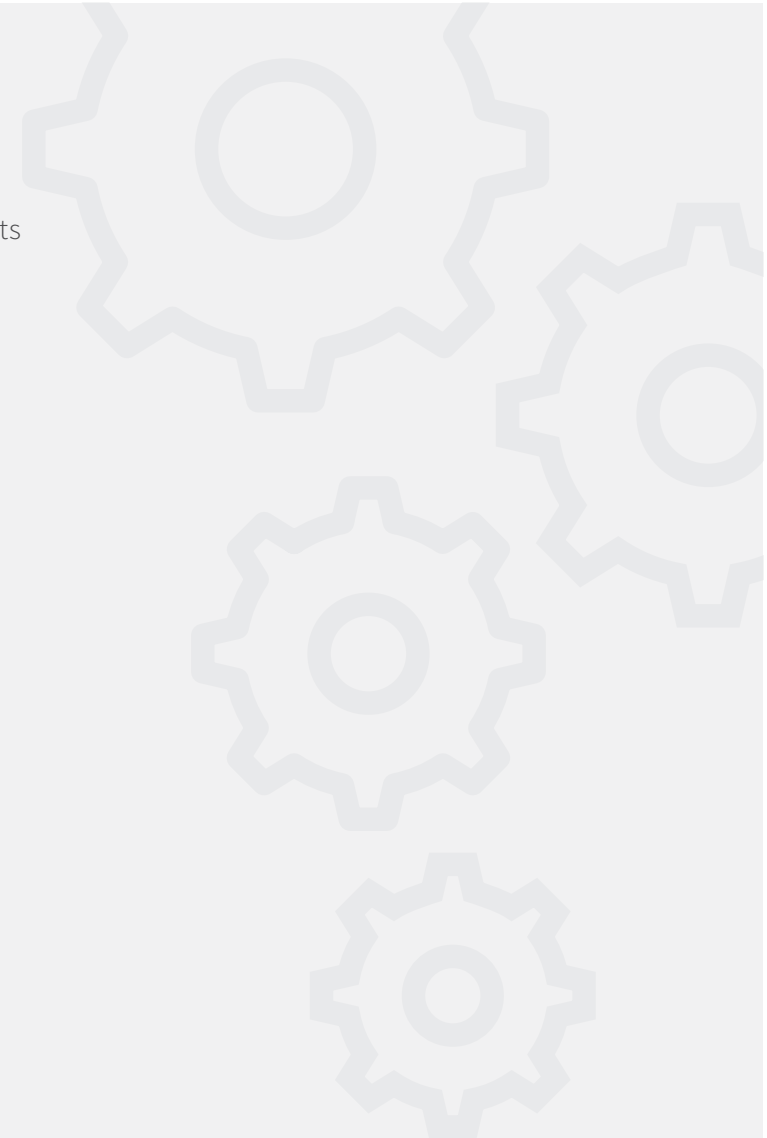
When sales and marketing are clearly communicating with one another, both teams' efforts are amplified. Make sure sales and marketing departments are aligned with standard definitions, shared KPIs and a shared statement of purpose.

DEVELOP A CONTENT STRATEGY

Be clear about why you're using LinkedIn. You may want to increase engagement, revenue, or referrals. Perhaps it's as a customer service tool, or to boost brand awareness – or all of the above. Do a thorough content audit to shape your approach, which will be the cornerstone of your content strategy.

GET YOUR EMPLOYEES ON BOARD

Leverage your team's personal networks. Encourage them to develop robust and professional profiles that tell a customer-centric story. Your online personas should concentrate less on the sales angle and more on sharing quality content and building connections.



Establish your **company presence**

Getting started with LinkedIn

Establish your company presence

1. CREATE YOUR COMPANY PAGE

A Company Page is the foundation of your brand presence on LinkedIn. It acts as an information hub. Creating a page is easy: just add your company logo, banner image and description to get started.

[Get started now](#)

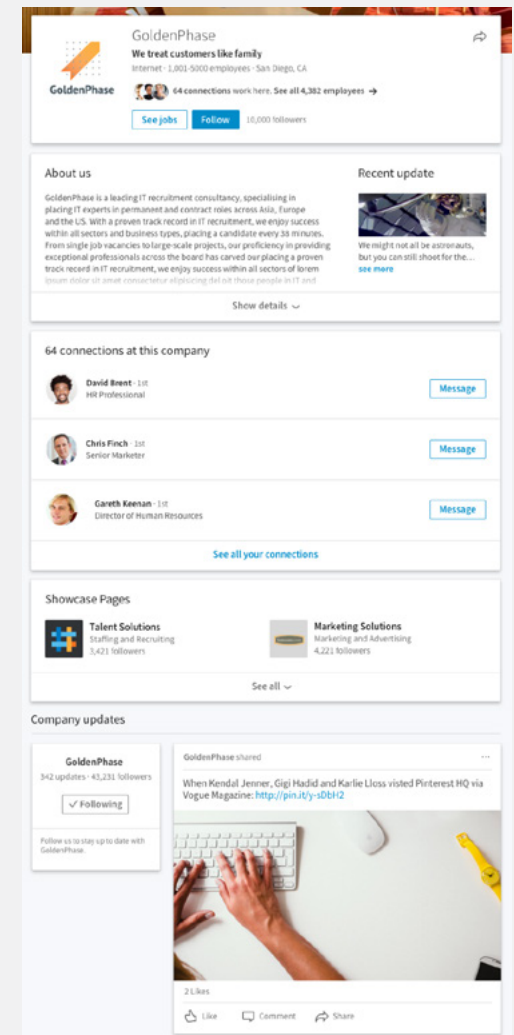
2. MAKE YOUR PAGE EASY TO FIND

Followers are your brand advocates. They drive word-of-mouth advertising, recommendations and referrals. Develop a strong follower community – the more followers you have, the easier it becomes to go viral and engage them. Add your specialties, website links and SEO terms to make it easier for people to find you in both LinkedIn and Google searches.

3. BUILD RELATIONSHIPS

Use company updates with valuable and content-rich information. This will help you generate business leads and strengthen current customer relationships. Connecting with your audience has never been easier.

[Visit our Company Pages resource site for the latest best practice guides and tips](#)



Attract and **engage followers**

Connecting with your LinkedIn audience

Attract and engage followers

1. **ENGAGE** YOUR COLLEAGUES

Increase your LinkedIn visibility by encouraging fellow employees to add their current positions at your company to their profile. They'll then be automatically following your Company Page.

2. **SHARE** WHAT YOU THINK & DO

Showcase your expertise and build relationships with followers with Company Updates. Share articles, company news, industry trends and insights to create a stream of rich and insightful content.

3. **ADD** EASY LINKS AND "FOLLOW" BUTTONS

Promote your Company Page by linking it to your owned marketing channels – such as your emails, newsletters and blogs.

Add a “Follow” button to your website to make it simple and visible for visitors to click and follow your Company Page



For every five posts promoting your company, make sure four posts focus on thought leadership or industry trends.



Share your most recent company updates with your employees by email. This will encourage them to like, comment and share the information – which will in turn expand your viral reach.



Leverage existing content. Use successful blog posts, articles and updates from your other social platforms to create a high-quality stream of Company Updates.

Attract and engage followers

4. **POST** UPDATES FREQUENTLY

On average, companies that post 20 times per month reach at least 60% of their unique audience. Follow a regular posting schedule to develop relationships with your followers, drive brand loyalty and bring about new opportunities.

[Download your free Content Calendar template to keep you on track](#)

5. **CREATE** A MIX OF CONTENT FORMATS

Posting daily company updates is the most effective way to start a conversation. This approach drives word-of-mouth engagement and directly connects with your target audience. Share company news, industry articles, thought leadership pieces, or ask followers to weigh in on hot topics.

Rich media like photos and videos are known to increase both comments and shares. Incorporate these formats – along with SlideShare presentations and article links – to maximise engagement with your posts.

6. **BROADCAST** THROUGH EMPLOYEE NETWORKS

Prompt colleagues to share your Company Page updates. This will increase your company's visibility to new customers and potential hires, as well as establish a company culture where employees are engaged with your brand and mission.



Engage with followers who comment on your updates to help build loyalty, continue the conversation and further establish your thought leadership. People like to know they've been heard!



Updates receive 98% more comments when you include an image. And 75% more shares when you include a (YouTube) video.

Extend **your reach**

Building your impact on LinkedIn

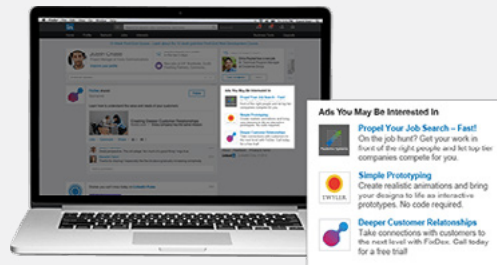
Extend your reach

Now that you've built your company page, attracted and engaged a loyal follower base, and you know what type of content your audience want to engage with - it's time to take things to the next level and extend your reach with LinkedIn Marketing Solutions.

TEXT ADS

Drive new customers to your business – on a budget that works for you – with our easy, self-service pay per click (PPC) advertising platform.

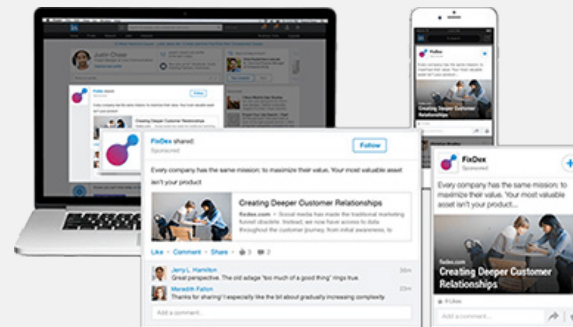
[Get started](#)



SPONSORED CONTENT

Boost your content across all devices.

[Get started](#)



Extend your reach

Your audience is on LinkedIn. More than 450M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter.

Target your unique audience with Sponsored Content and Text Ads.



EXPERIENCE

Focus on a member's professional traits as well as the company where they work.

Target by experience:

- Job function
- Job title
- Seniority
- Skills
- Company name
- Company industry
- Company size

Examples:

- Cast a wide net for IT professionals or focus on members who specialise in cloud applications.
- Or reach senior bank officials based in London.



EDUCATION

Reach members across a wide range of education programs and institutions.

Target by education:

- School
- Degree
- Field of study

Examples:

- Reach undergraduates who are great prospects for an M.B.A. program.
- Target graduate students who may be looking for a reliable financial advisor.
- Engage experts within a specific field of study.



GROUPS

Target members by groups they are members of.

Know what **worked**

Crunching the numbers on LinkedIn

Know what worked

TRACK YOUR FOLLOWER AUDIENCE

Use the Analytics tab on your Company Page to understand how your follower community is growing over time and what kind of people you're reaching.

MONITOR AND REFINE COMPANY UPDATES

Monitor your Company Updates' reach and engagement numbers to see what's resonating with your audience. Instantly see what's performing well – and what's not – so you can tailor content and increase impact. Test days, times, topics and formats and adapt as you learn.

OPTIMIZE YOUR PAID CAMPAIGNS WITH CAMPAIGN MANAGER

Take 100% control of your paid campaigns with LinkedIn's Campaign Manager. Take note of campaign performance but also tap into demographic analytical tools to see who is responding best to what tactics and content are working.

KNOW WHAT AND HOW TO MEASURE YOUR ORGANIC COMPANY UPDATES

$$\text{ENGAGEMENT} = \frac{\text{CLICKS} + \text{INTERACTIONS} + \text{FOLLOWERS ACQUIRED}}{\text{IMPRESSIONS}}$$

- IMPRESSIONS** = PEOPLE WHO SAW YOUR COMPANY UPDATE
- CLICKS** = THE NUMBER OF PEOPLE THAT HAVE CLICKED A COMPANY UPDATE
- INTERACTIONS** = THE NUMBER OF PEOPLE THAT HAVE LIKED, COMMENTED OR SHARED A COMPANY UPDATE
- FOLLOWERS ACQUIRED** = THE NUMBER OF PEOPLE THAT HAVE FOLLOWED YOUR COMPANY PAGE BECAUSE OF AN UPDATE THAT THEY SAW.

[Source](#)

Marketing **checklist**

Your daily, weekly and monthly to-do lists

Marketing checklist

DAILY CHECKLIST



- Post Company Updates to engage with your followers and target audience.
- Invite new customers and business contacts to follow your Company Page.

WEEKLY CHECKLIST



- Visit your Company Page analytics tab to see how your page is performing. Look for indicators of what is resonating and driving engagement.
- See an update that has high engagement? Use Sponsored Content to promote it beyond your follower base.

MONTHLY CHECKLIST



- Prompt new employees to link their LinkedIn profiles to your Company Page.
- Review and update your Company Page with fresh imagery and information about your company.

LINKEDIN CONTENT MARKETING TOOLKIT

Download LinkedIn's Content Marketing Toolkit to access free resources, such as:

- Content Calendar
- SEO Checklist
- Content Gap Analysis
- Content Marketing Strategy for FY17 Template

- Social Distribution Template
- Content Audit Template
- Metrics and Analytics reporting

[Download](#)



Read other playbooks in our small business series:



Hiring Playbook for SMBs



Sales Playbook for SMBs



Learning Playbook for SMBs

What next?

Questions? To find out more about LinkedIn Marketing Solutions, or talk to a LinkedIn representative at any time, visit marketing.linkedin.com.