



LINKEDIN CONTENT MARKETING

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# TACTICAL PLAN

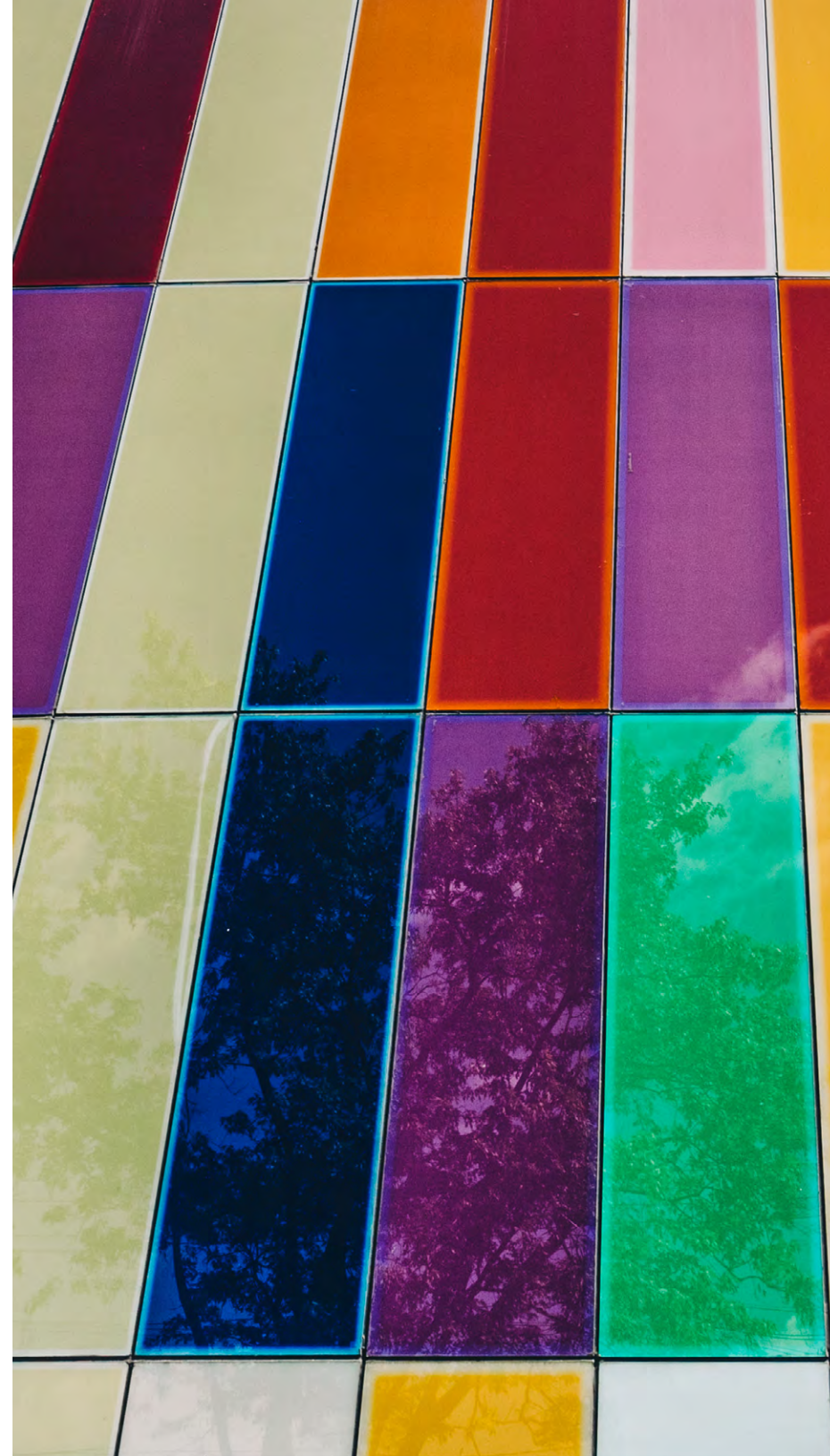
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A DAILY PLAYBOOK FOR SUCCESSFUL  
CONTENT MARKETING ON LINKEDIN

NEW FOR 2017



# TACTICAL PLAN CONTENTS





# LET'S DIVE IN

It's Monday at 9am. Your boss walks into your office and politely inquires about your team's LinkedIn strategy for the quarter. You freeze. Amongst all of the content you are producing and distributing throughout all of your social channels, you might have overlooked **the most powerful platform for B2B and high consideration B2C marketers: LinkedIn.**

Exemplary content creation falls flat without a solid distribution plan—we know this. And **79%<sup>1</sup> of B2B marketers believe social media is an effective marketing channel.** But while people are spending time on other social channels, they're investing time on LinkedIn. Furthermore, a whopping **80%<sup>2</sup> of B2B leads come from LinkedIn.**

In an effort to help you get your content in front of the 467+ million professionals on LinkedIn, who represent the largest group of influential, affluent, educational people anywhere (and to let your boss know that you've got this), I have created a quick LinkedIn Content Marketing

Tactical Plan for you to incorporate into your integrated marketing approach. Find out what content to share, which products suit your needs, and how much time you'll spend daily or weekly to ensure your brand stays in front of the people who matter most to your business.

Keep in mind these findings have been compiled as a result of multiple tests conducted by the LinkedIn Marketing Solutions team (including yours truly). Get ready for an inside look into how LinkedIn marketing successfully distributes content on LinkedIn.

No matter what your goals are—brand awareness, thought leadership, or lead generation this plan will set you down the right path all before lunchtime.

**So grab another cup of coffee and let's dive in, shall we?**



**Alex Rynne**  
Content Marketing Manager  
LinkedIn Marketing Solutions





# LINKEDIN CONTENT MARKETING SUCCESS

## 6 OPPORTUNITIES FOR THE TAKING

Each of the following 6 features play a pivotal role in how we're meeting your specific content marketing objectives on LinkedIn—from brand awareness, relationship building to generating higher quality leads. Take a quick deep dive into each and learn how we've invested in these to drive optimal results for our business.





# 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
 1HR. DAILY  <b>LinkedIn Company &amp; Showcase Pages</b>	<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 &amp; 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>
 30MIN. DAILY  <b>LinkedIn SlideShare</b>	<ul style="list-style-type: none"> <li>• Company videos &amp; 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 &amp; inquiries</li> <li>• Linkbacks &amp; 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>
 1HR. WEEKLY  <b>Publishing on LinkedIn</b>	<ul style="list-style-type: none"> <li>• Professional expertise &amp; 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 (&amp; demographics of your readers)</li> <li>• Post likes, comments &amp; 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>
 30MIN. DAILY  <b>LinkedIn Sponsored Content &amp; Direct Sponsored Content</b>	<ul style="list-style-type: none"> <li>• Company news</li> <li>• Blog content</li> <li>• Industry news &amp; research</li> <li>• Case studies</li> <li>• Webinars</li> <li>• Eye-catching visuals &amp; 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 &amp; iterate</li> <li>• Select compelling visuals</li> <li>• Share gikmgjy links to lead forms &amp; add URL tracking code</li> </ul>
 1HR. WEEKLY  <b>LinkedIn Sponsored InMail</b>	<ul style="list-style-type: none"> <li>• Webinar and event invitations</li> <li>• eBook launches</li> <li>• Product one-sheets</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 &amp; 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 banner</li> <li>• Use first name personalization</li> <li>• Bid competitively, especially if your audience is narrow</li> </ul>
 30MIN. WEEKLY  <b>LinkedIn Text Ads</b>	<ul style="list-style-type: none"> <li>• eBook launches</li> <li>• Product one-sheets</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: 50 x 50</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>



# “FAIL TO PLAN, PLAN TO FAIL”



Benjamin Franklin made a great point, which was reinforced by Content Marketing Institutes's Joe Pulizzi, who recently revealed that marketers with a documented strategy are 4x more effective. And yet only 28% of marketers have a documented content marketing strategy. With those kind of numbers it's no wonder that only 30% of marketers feel their content marketing strategy is effective.<sup>3</sup> **#MissedOpportunity**

## LET'S START WITH 4 PLANNING BASICS TO SET YOU UP FOR CONTENT MARKETING SUCCESS:

1. **Delegate.** Ensure you have someone (or a group of people) dedicated and held responsible for each of your channels.
2. **Follow brand guidelines.** Maintain open lines of communication with your brand team to ensure your content reflects a consistent look, voice and tone. Consider creating content guidelines which your team and other regional and vertical teams can follow.
3. **Look beyond your team to source content.** Everyone loves a solid cross-functional partner. Encourage a steady stream of content from all regions and verticals. Also—going back to delegating above—assign someone as the gatekeeper of content across channels.
4. **Build an editorial calendar.** Based on your objectives, fill your calendar with a variety of top, mid and lower funnel content to help you engage your audience and achieve your goals.

<sup>3</sup> B2B Content Marketing: 2016 Benchmarks, Budgets and Trends—North America, Content Marketing Institute.



43%

According to HubSpot, 43%  
of marketers say that they have  
sourced a customer from LinkedIn.  
—HubSpot State of Inbound



# LINKEDIN COMPANY & SHOWCASE PAGES

**Time Investment: 1 hr daily / 4 hrs weekly / 10 hrs monthly**

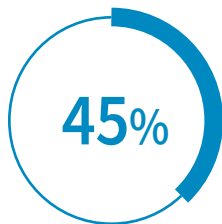
Deliver relevant content to your audiences through LinkedIn Company and Showcase Pages.

## FIRST, WHAT'S THE DIFFERENCE?

Company Pages are where you can catch the eye of prospective customers and build relationships with existing customers by featuring relevant content. Showcase Pages serve that same purpose for specific business lines, products or initiatives within your company.

## OVERVIEW OF WHAT TO SHARE

- Links to your latest & greatest whitepapers
- eBooks
- Case studies
- Industry articles
- Helpful how-to content
- Bright visuals (visual is the new headline!)



**Company Updates containing links can have up to 45% higher follower engagement than updates without links.**





# LINKEDIN COMPANY & SHOWCASE PAGES

## HOW TO MEET YOUR OBJECTIVES

### Brand Awareness

Build relationships with your prospects by getting your brand's word out and actively engaging with and replying to followers' comments.

#### Key Metrics

- Page followers
- Post clicks
- Engagement
- Comments

### Lead Generation

Prospects engage with 10 pieces of content before making a purchase decision. Drive higher quality leads by featuring a good mix of upper funnel and lower funnel content, including whitepapers, eBooks and case studies.

#### Key Metric

- Inquiries & leads (Ensure you're including tracking codes within links.)

### Thought Leadership

74%<sup>4</sup> of prospects choose the company that was first to help them along their buyer's journey. Share perspectives on industry news and trends, helpful product how-to's and articles which reflect your company's vision.

#### Key Metrics

- Page followers
- Post clicks
- Engagement
- Comments

### Event Registration

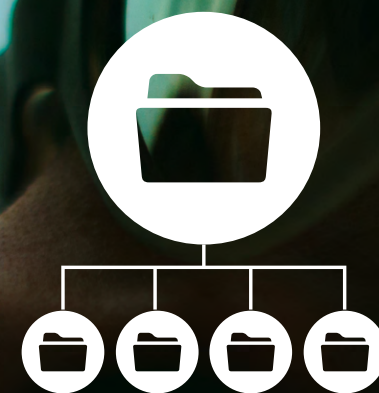
Promote upcoming webinars and events your company is attending and/or sponsoring.

#### Key Metric

- Event registrants driven directly from your Company Page

## ACTION ITEMS

- ☑ Post 3-4x a day
- ☑ Engage with & respond to followers' comments
- ☑ Change header image every 6 months



**For every self-serving post, you should share four pieces of relevant content written by others.**

**Four types of content to consider: text, link, video, & image.**



# LINKEDIN SLIDESHARE

## Time Investment: 30 mins daily / 2 hrs weekly / 6 hrs monthly

With more than 70 million monthly unique visitors and on an average day, nearly 4 million people visit LinkedIn SlideShare (just on desktop!) with 13,000 new pieces of content added, SlideShare is the world's largest professional content-sharing community. And that's something you can't afford to overlook.

## OVERVIEW OF WHAT TO SHARE

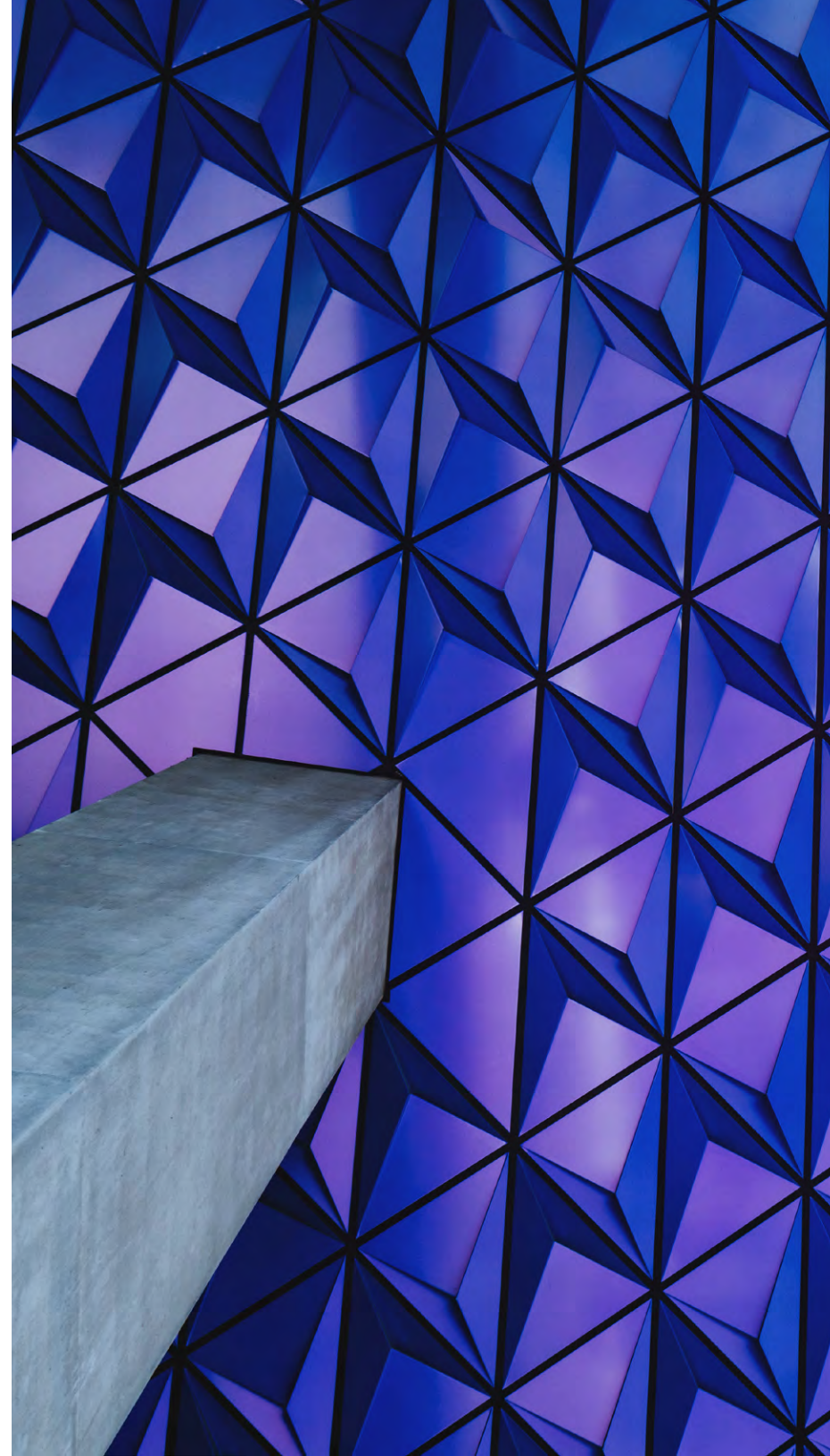
- Company videos
- Webinar & conference recordings
- Influencer videos
- Product how-to's & tips
- Company presentations
- Webinar decks
- Infographics
- Nicely designed, short & informative content



**Link your SlideShare presentation to your website to gain a quality inbound link.**



**More than 20 million pieces of content uploaded to SlideShare**





# LINKEDIN SLIDESHARE

## HOW TO MEET YOUR OBJECTIVES

### Lead Generation

With the right tags, you can easily attract the customers you are seeking. Don't forget to add a lead capture form to your content in LinkedIn SlideShare. Users can subscribe to your LinkedIn SlideShare Profile Page. These are people who are interested in your content who can easily convert to customers.

#### Key Metrics

- Inquiries & leads
- Demographics of your readers & followers

### SEO

Include keyword-rich titles, descriptions and tags in order to give your presentations a fighting chance in the world of search engines as well as inside the LinkedIn SlideShare search result.

#### Key Metrics

- Linkbacks
- Keyword rankings



Leverage the [Clipping tool](#) to highlight and share some of the most valuable content you've produced with your networks.

### Brand Awareness & Thought Leadership

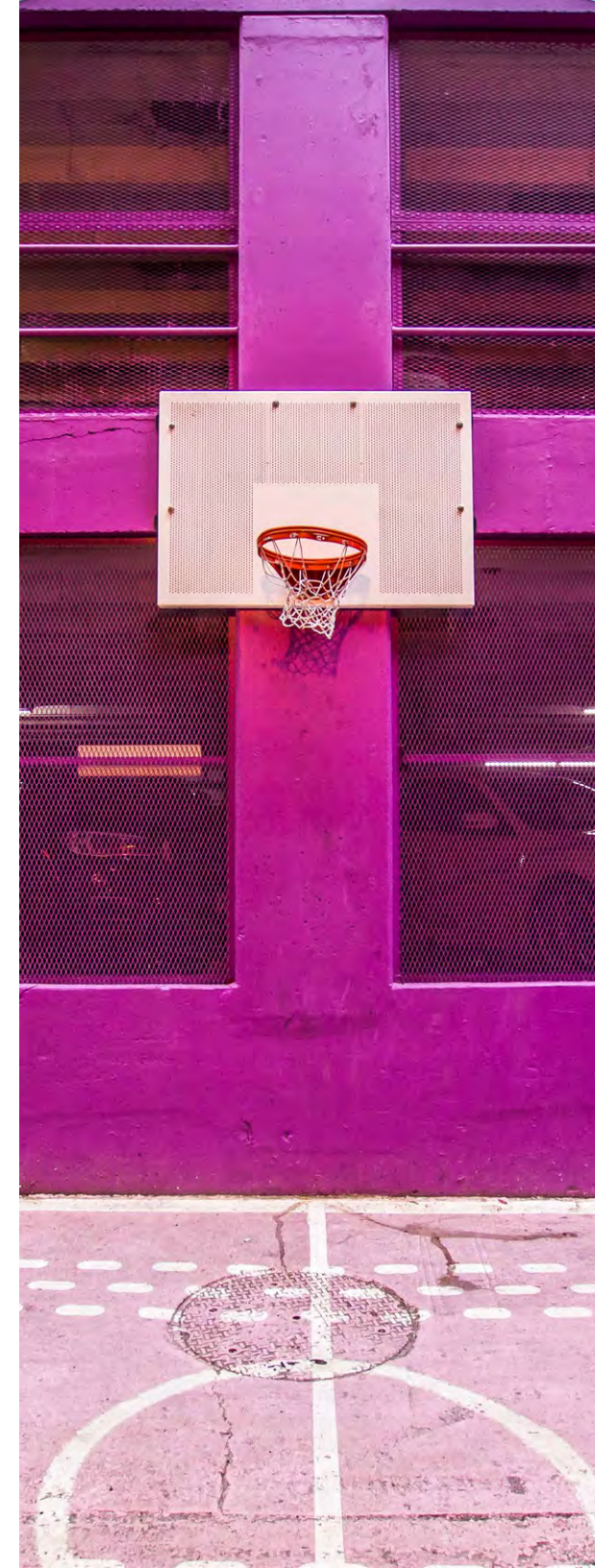
Build authority by developing LinkedIn SlideShares that present a unique point of view on industry news, insights or your company culture.

#### Key Metrics

- Views
- Actions (downloads, likes & embeds)

### ACTION ITEMS

- ☒ Upload new content weekly
- ☒ Highlight decks on profile page
- ☒ Group content into playlists
- ☒ Add lead forms





# PUBLISHING ON LINKEDIN

## Time Investment: 1 hr weekly / 3 hrs monthly

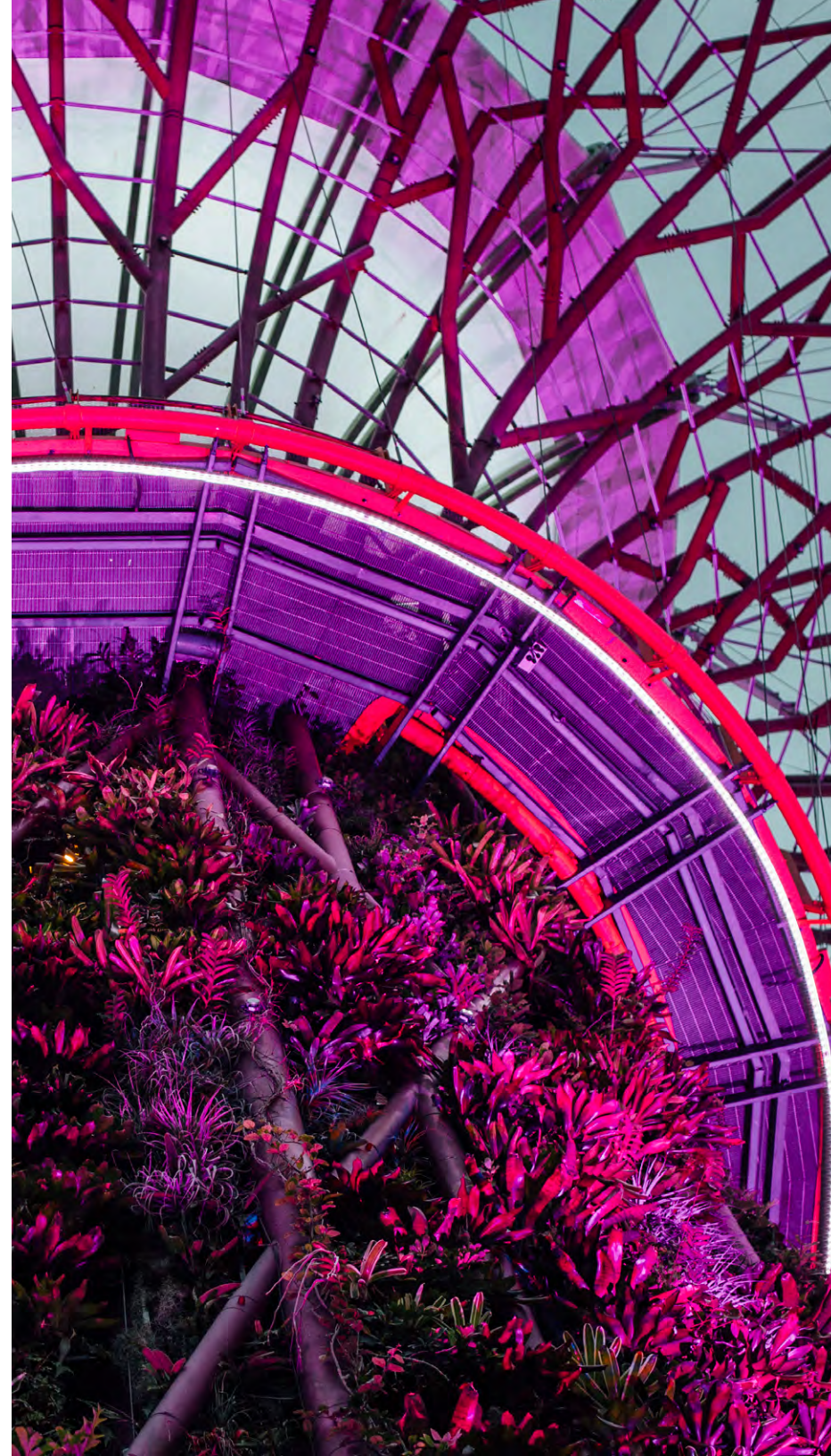
Today, LinkedIn has become known as the definitive professional publishing platform around the world. In fact, more than 1 million people have published more than 3 million posts on LinkedIn.

## OVERVIEW OF WHAT TO SHARE

- Professional expertise & experiences
- Industry trends
- Lessons learned



Our over 1 million unique publishers publish more than 130,000 posts a week on LinkedIn. About 45% of readers are in the upper ranks of their industries: managers, VPs, CEOs, etc.





# PUBLISHING ON LINKEDIN

## HOW TO MEET YOUR OBJECTIVES

### Thought Leadership

Publishing long-form content on LinkedIn is a great way to reach and build an engaged audience and build your personal brand. The more long-form posts you publish, the more credibility you will build, and the stronger your professional profile will become. Furthermore, encouraging executives to publish content is a great way to ensure your message reaches a broader audience.

#### Key Metrics

- Post views & profile views
- Demographics of your readers (industries, job titles, locations, and traffic sources)
- Likes, comments, and shares

## ACTION ITEMS

- ☒ Publish whenever you feel passionate
- ☒ Recommended: Bi-weekly or once a month



**Power Publisher Tip:** Link images and keywords back to your company blog or eBooks for increased traffic and referral traffic back to your site.



**Writer's block getting the best of you?** Get the LinkedIn Pulse app for [Android](#) or [iOS](#) to stay on top of what content is currently trending in your industry.





# LINKEDIN SPONSORED CONTENT & DIRECT SPONSORED CONTENT

**Time Investment: 30 mins daily / 4 hrs weekly / 10 hrs monthly**

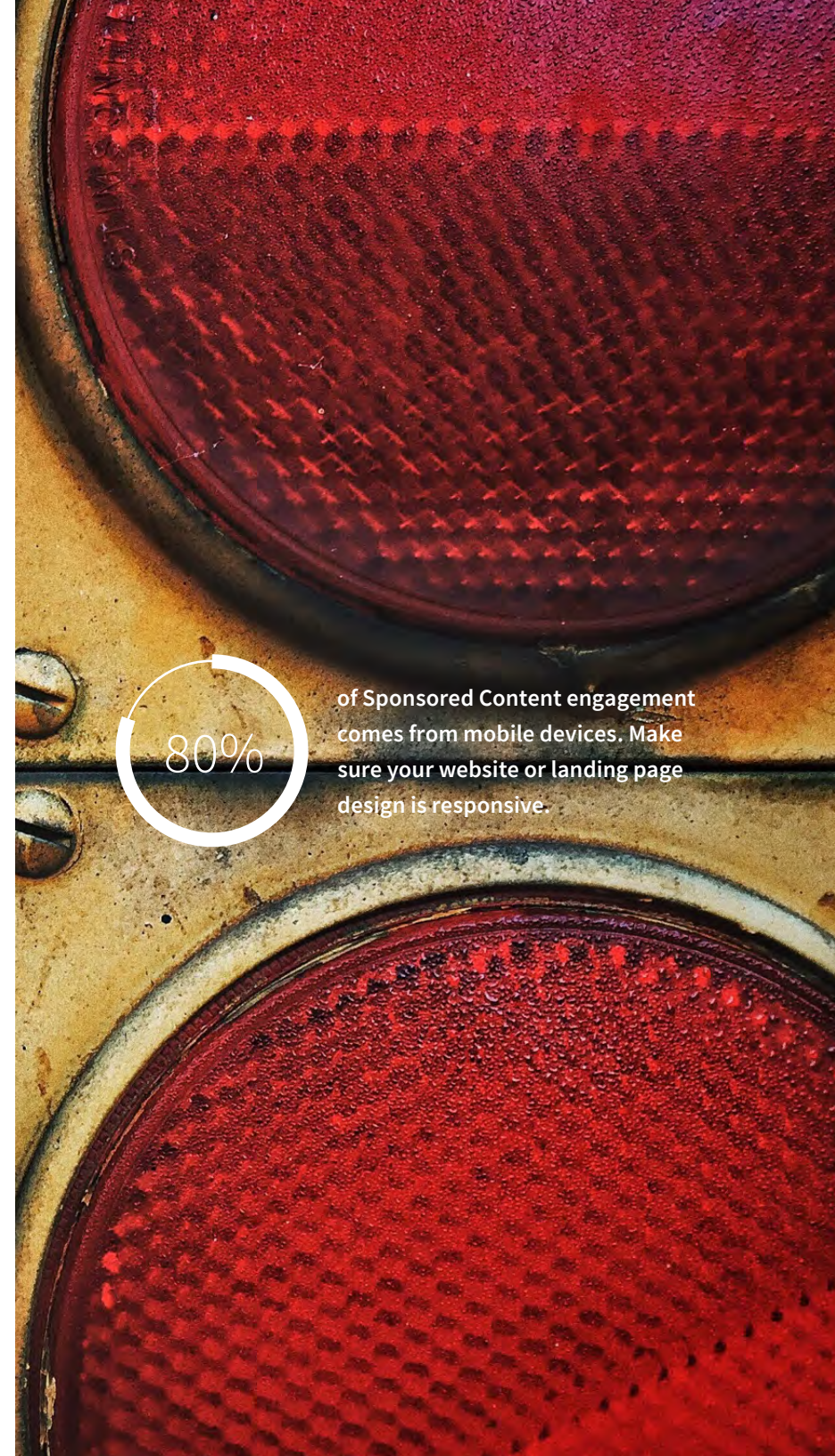
## FIRST, WHAT'S THE DIFFERENCE?

LinkedIn Sponsored Content allows you to publish relevant content and reach a targeted audience of professionals beyond just your LinkedIn Company Page followers.

Direct Sponsored Content is feature which allows you to share content directly in the feed, giving you the ability to personalize and test content without having to originate posts on your LinkedIn Company Page. Make your content more relevant by sending personalized messages to specific audiences. Then test and retest a variety of content in real-time to optimize performance.

## OVERVIEW OF WHAT TO SHARE

- Company news
- Blog content
- Industry news & research
- Case studies
- Webinars & content produced by business leaders (both within and outside of your company)
- Eye-catching visuals & statistics (1200x627 pixel images are optimal)



80%

of Sponsored Content engagement comes from mobile devices. Make sure your website or landing page design is responsive.



# LINKEDIN SPONSORED CONTENT & DIRECT SPONSORED CONTENT

## HOW TO MEET YOUR OBJECTIVES

### Brand Awareness

Shape perception amongst your target audience to increase awareness of your brand, products and services.

#### Key Metrics

- Engagement rate
- Impressions
- Company or Showcase Page followers

### Thought Leadership

Build relationships with the world's professionals by creating value and establishing trust that sparks ongoing conversations and deeper customer relationships.

#### Key Metrics

- Engagement rate
- Impressions
- Company or Showcase Page followers

### Lead Generation

Generate quality leads by sharing insights that professionals seek. Watch that content spread via the peer sharing that occurs naturally on LinkedIn. You'll also want to make sure you're sharing links to gated content or a landing page with a lead form.

#### Key Metrics

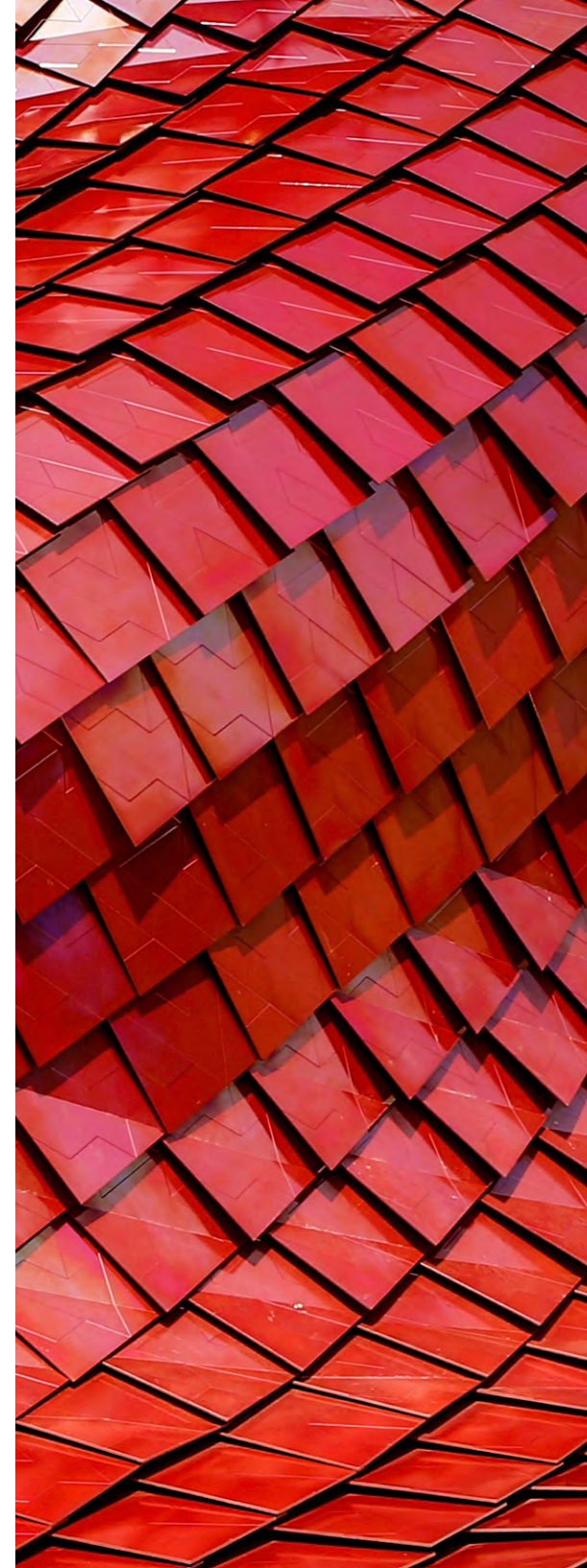
- Inquiries or marketing qualified leads generated from the content (include a tracking code)

## ACTION ITEMS

- ☑ Select a compelling visual (1200x627 pixel image)
- ☑ Run Sponsored Content 2-4 times/week
- ☑ Run for 3 weeks, then test & iterate
- ☑ Add URL tracking codes to measure post-click actions like site visits or conversions
- ☑ Set up campaigns by audience
- ☑ Shift budget to the audience with the highest engagement rate



**For optimal engagement, keep the text accompanying your Sponsored Content under 150 characters.**





# LINKEDIN SPONSORED INMAIL

Send personalized messages to the people who matter most to your business.

**Time Investment: 1 hr weekly / 4 hrs monthly**

## OVERVIEW OF WHAT TO SHARE

- Webinar and industry event invitations
- eBook launches
- Product one-sheets
- Program demos and certification enrollment
- Infographics
- Blog subscription campaigns

Customers who use multiple LinkedIn ad formats see improved performance. When we launched Sponsored Content and Sponsored InMail together for the same marketing campaign, we saw a 43% lift in CTR and a 40% increase in engagement.



# LINKEDIN SPONSORED INMAIL

## HOW TO MEET YOUR OBJECTIVES

### Brand Awareness

Drive conversions with targeted product and service promotions.

#### Key Metrics

- Open rate
- Click-through rate

### Thought Leadership

Promote content downloads of gated assets such as infographics, whitepapers, eBooks, and more.

#### Key Metric

- Inquiries & leads (Ensure you're including tracking codes within links.)

### Event Registration

Boost registrations with personalized invitations to webinars or in-person events.

#### Key Metric

- Event registrants driven directly from your Sponsored InMail

### Program & Certification Enrollments

Drive enrollments with messages that resonate with members' interests and career aspirations.

#### Key Metric

- Program applications and brochure downloads

## ACTION ITEMS

- ☑ Keep copy under 1,000 characters
- ☑ Use a clear call to action accompanied by a 300x250 banner
- ☑ Choose a sender that's relevant and credible to your target audience
- ☑ Include member's name in the greeting
- ☑ Include a body hyperlink early in the message to boost click performance
- ☑ Set up A/B tests to learn what resonates
- ☑ Select a concise subject line that demonstrates clear value. (Ex: Consider including wording such as 'Exclusive invitation', 'opportunities', and 'connect'.)
- ☑ Bid competitively, especially if your audience is narrow

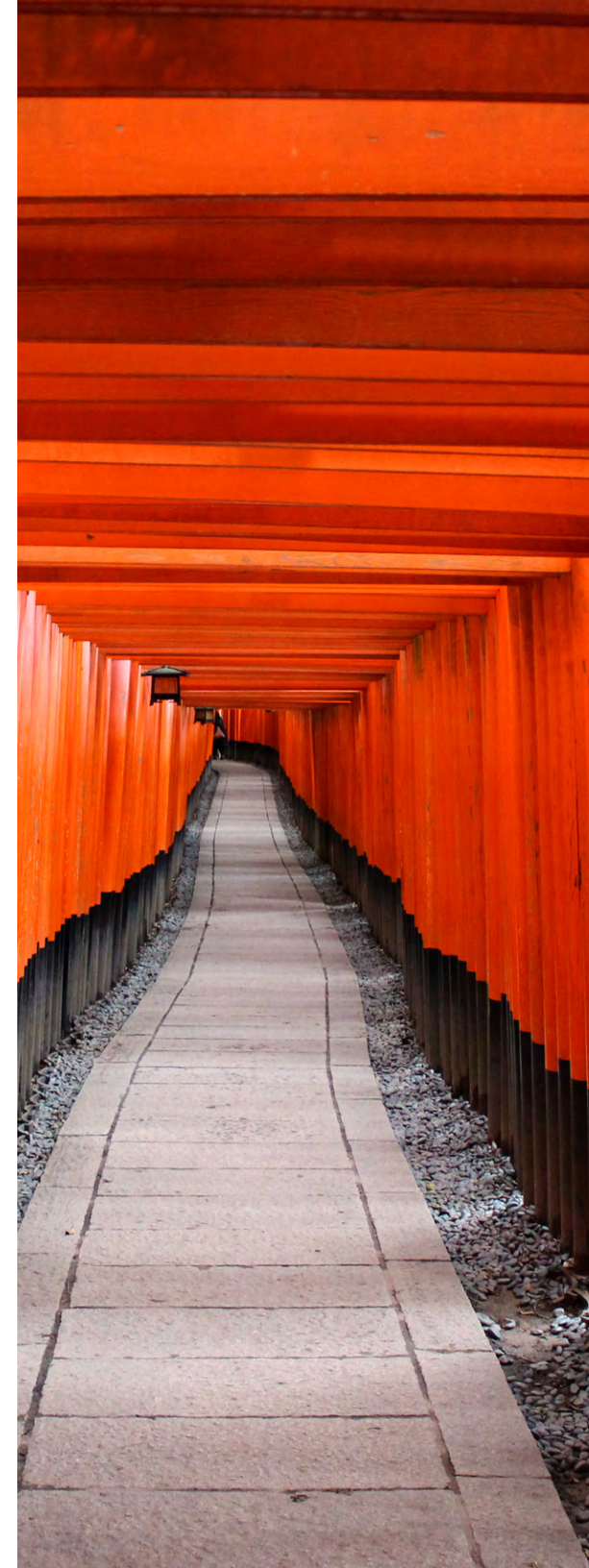


**Sponsored InMail messages are only delivered when members are active on LinkedIn. Strict delivery frequency caps protect the member experience by limiting the number of sponsored messages in their inbox.**



**Get started with Sponsored InMail with this [handy dandy checklist](#).**

**Check out our Sponsored InMail [best practices](#) and [gallery of examples](#).**





# LINKEDIN TEXT ADS

LinkedIn Text Ads are intuitive, self-service ad formats that enable you to easily create, manage, and optimize customized campaigns in a matter of minutes. With Text Ads, you can target a premium professional audience on a budget that works for you.

**Time Investment: 30 mins weekly / 2 hrs monthly**

## OVERVIEW OF WHAT TO SHARE

- eBook launches
- Product one-sheeters
- Webinar and industry event invitations
- Program demos and certification enrollment
- Infographics
- Blog subscription campaigns



**When creating campaigns, use only a few targeting options at a time. Most successful campaigns have an audience range between 60K - 400K.**



# LINKEDIN TEXT ADS

## HOW TO MEET YOUR OBJECTIVES

### Brand Awareness

Get your business in front of the audiences who matter most – and drive them to your website or landing pages.

#### Key Metrics

- Website traffic

### Lead Generation

Fine tune your targeting options to reach just the right people and drive high-quality leads.

#### Key Metric

- Leads/conversions (Ensure you're including tracking codes within links.)

## ACTION ITEMS

- ☑ Include an image: 50 x 50
- ☑ Use a strong call to action. (Ex: 'Register now' or 'Sign up today')
- ☑ Use 2-3 active ad variations per campaign to see which is most successful
- ☑ Keep your ads and targeting relevant
- ☑ Turn off low performing ads
- ☑ Speak directly to your audience in the ad copy
- ☑ Refresh ad copy every 1-3 months
- ☑ Link to a customized landing page for your audience



**Grab your audience's attention by calling out to them in the headline. For example, "Attn: High-Tech Managers" or "Are You an IT Director?".**



**Pay per click or per impression: Set your own budget and control costs with pay per click (PPC) or cost per impression (CPM) pricing options.**





# LINKEDIN CONVERSION TRACKING

Easily measure and optimize the business impact of your LinkedIn Sponsored Content and Text Ads

[LinkedIn Conversion Tracking](#), which is built directly into Campaign Manager, enables you to measure:

- Leads
- Sign-ups
- Add to cart
- Installs
- Content downloads
- Purchases
- Page views

LinkedIn Conversion Tracking also allows you to identify the seniority, industry, job function, location and company size of the people who are becoming leads.

## WITH CONVERSION TRACKING, YOU CAN:

1. Record every conversion on your website or landing page
2. Understand the ROI of your spend
3. Optimize your campaigns to drive even better performance



Cost  
Per Lead



Marketing  
Qualified Leads



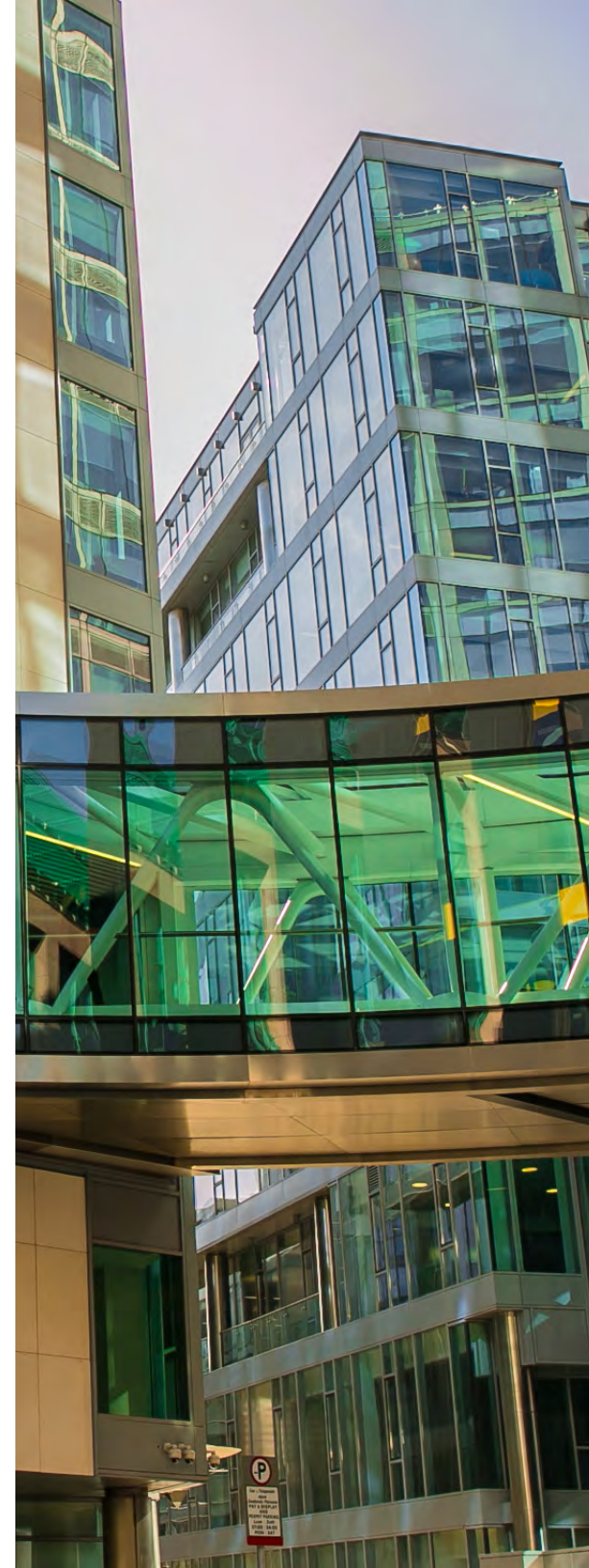
Sales  
Qualified Leads



Marketing  
Impacted Pipeline



Revenue  
Per Opportunity





# READY TO DRIVE MORE REVENUE ON LINKEDIN?

So, there you have it. Feel free to [adapt this plan to your business](#) and present it to your boss with pride. You're on your way to delivering the right content to the right people, which will help you build your brand, generate leads and ultimately drive more revenue.

## FOR THE OVERACHIEVER IN YOU

Additional resources to help you make the most of your content marketing strategy on LinkedIn:

[15 Tips for Compelling Company Updates on LinkedIn](#)

[Lead Generation on SlideShare: A How-to Guide](#)

[Ultimate Playbook to Professional Publishing on LinkedIn](#)

[Laser Focus: 10 Ways to Optimize Your LinkedIn Sponsored Content](#)

[The Sophisticated Marketer's Guide to LinkedIn](#)

[LinkedIn Marketing Solutions Platform Overview](#)

[LinkedIn Text Ads Playbook](#)







For the first time in the history of media, you can reach the world's professionals—all in one place. More than 467M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.

For more information, visit [marketing.linkedin.com](https://marketing.linkedin.com)