













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
  <p>LinkedIn Company & Showcase Pages</p>	<ul style="list-style-type: none"> • Whitepapers • eBooks • Case studies • Industry articles • Helpful how-to content 	<ul style="list-style-type: none"> • Brand awareness • Lead generation • Thought leadership • Event registration 	<ul style="list-style-type: none"> • Page followers • Post clicks • Engagement • Inquiries & leads • Event registrants 	<ul style="list-style-type: none"> • Post 3-4x a day • Engage with followers via post comments • Change cover image every 6 months
  <p>LinkedIn SlideShare</p>	<ul style="list-style-type: none"> • Company videos & presentations • Infographics • Webinar decks 	<ul style="list-style-type: none"> • Lead generation • Brand awareness • Thought leadership • SEO 	<ul style="list-style-type: none"> • Views • Leads & inquiries • Linkbacks & embeds 	<ul style="list-style-type: none"> • Upload new content weekly • Highlight decks on profile page • Group content into playlists • Add lead forms
  <p>Publishing on LinkedIn</p>	<ul style="list-style-type: none"> • Professional expertise & experiences • Industry trends • Lessons learned 	<ul style="list-style-type: none"> • Thought leadership 	<ul style="list-style-type: none"> • Post views (& demographics of your readers) • Post likes, comments & shares • Profile views 	<ul style="list-style-type: none"> • Publish whenever you feel passionate • Recommended: bi-weekly or once a month
  <p>LinkedIn Sponsored Content & Direct Sponsored Content</p>	<ul style="list-style-type: none"> • Company news • Blog content • Industry news & research • Case studies • Webinars • Eye-catching visuals & statistics 	<ul style="list-style-type: none"> • Lead generation • Brand awareness • Thought leadership 	<ul style="list-style-type: none"> • Engagement rate • Impressions • Inquiries or leads • Company or showcase Page followers 	<ul style="list-style-type: none"> • Run sponsored content 2-4 times/week • Run for 3 weeks, then test & iterate • Select compelling visuals • Share gkmgjy links to lead forms & add URL tracking code
  <p>LinkedIn Sponsored InMail</p>	<ul style="list-style-type: none"> • Webinar and event invitations • eBook launches • Product one-sheeters • Program demos and certification enrollment • Blog subscription campaigns 	<ul style="list-style-type: none"> • Brand awareness • Lead generation • Event registration • Program & certification enrollments 	<ul style="list-style-type: none"> • Open rate/click-through rate • Inquiries, leads and conversions • Event registrants • Program applications 	<ul style="list-style-type: none"> • Keep copy <1,000 characters • Use a clear call to action with a 300x250 banner • Use first name personalization • Bid competitively, especially if your audience is narrow
  <p>LinkedIn Text Ads</p>	<ul style="list-style-type: none"> • eBook launches • Product one-sheeters • Webinar and event invitations • Program demos and certification enrollment 	<ul style="list-style-type: none"> • Brand awareness • Lead generation 	<ul style="list-style-type: none"> • Website traffic • Inquiries, leads and conversions 	<ul style="list-style-type: none"> • Include an image: 50 x 50 • Use a strong call to action • Use 2-3 active ad variations per campaign to compare success • Refresh ad copy every 1-3 mos. • Use a customized landing page