













# 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
  <b>LinkedIn Company &amp; Showcase Pages</b>	<ul style="list-style-type: none"> <li>Company news</li> <li>Blog content</li> <li>Industry news and research</li> <li>Case studies</li> <li>Webinars</li> <li>Eye-catching visuals and statistics</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 and 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>
  <b>LinkedIn SlideShare</b>	<ul style="list-style-type: none"> <li>Company videos and 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 and inquiries</li> <li>Linkbacks and 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>
  <b>Publishing on LinkedIn</b>	<ul style="list-style-type: none"> <li>Professional expertise and 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 (and demographics of your readers)</li> <li>Post likes, comments, and 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>
  <b>LinkedIn Sponsored Content &amp; Direct Sponsored Content</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>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 and iterate</li> <li>Select compelling visuals</li> <li>Share links to lead forms, and add URL tracking code</li> </ul>
  <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 and 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 pixel banner</li> <li>Use first name personalization</li> <li>Bid competitively, especially if your audience is narrow</li> </ul>
  <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: 50x50 pixels</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>