








LINKEDIN CONTENT MARKETING TACTICAL PLAN

Your printable plan for killing it with content marketing on LinkedIn



OPPORTUNITIES	WHAT TO SHARE	OBJECTIVES	KEY METRICS	ACTION ITEMS
 <p>1 HR. DAILY</p> <p>Pages</p>	<ul style="list-style-type: none"> Company news Blog content Industry news and research Case studies 	<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 and leads Event registrants 	<ul style="list-style-type: none"> Post 3-4X a day Engage with followers via post comments Change header image every 6 mos
 <p>30 MIN. DAILY</p> <p>LinkedIn SlideShare</p>	<ul style="list-style-type: none"> Company videos and 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 and inquiries Linkbacks and embeds 	<ul style="list-style-type: none"> Upload new content weekly Highlight decks on profile page Group content into playlists Add lead forms
 <p>20 MIN. DAILY</p> <p>LinkedIn Groups</p>	<ul style="list-style-type: none"> Avoid self-promotion Use as a catalyst for thought leadership and community Spark conversations about industry trends and challenges Ask questions to crowdsource sentiment 	<ul style="list-style-type: none"> Thought leadership 	<ul style="list-style-type: none"> Number of new contributors Number of discussions Quality of conversions Number of profile views Number of new connections 	<ul style="list-style-type: none"> Create a group for your company Ask for opinions and provide insights Monitor submissions daily Thank other contributors with a like or a comment Promote group on social media
 <p>1 HR. WEEKLY</p> <p>Publishing on LinkedIn</p>	<ul style="list-style-type: none"> Professional expertise and experiences Industry trends Lessons learned 	<ul style="list-style-type: none"> Thought leadership 	<ul style="list-style-type: none"> Post views (and demographics of your readers) Post likes, comments, and shares Profile views 	<ul style="list-style-type: none"> Publish whenever you feel passionate Recommended: bi-weekly or once a month
 <p>30 MIN. DAILY</p> <p>LinkedIn Sponsored Content & Direct Sponsored Content</p>	<ul style="list-style-type: none"> eBooks Case studies Industry articles Helpful how-to content 	<ul style="list-style-type: none"> Lead generation Brand awareness Thought leadership 	<ul style="list-style-type: none"> Engagement rate Impressions Inquiries or leads LinkedIn Page followers 	<ul style="list-style-type: none"> Run for 3 weeks Share links to lead forms, and add URL tracking code
 <p>1 HR. WEEKLY</p> <p>LinkedIn Sponsored InMail</p>	<ul style="list-style-type: none"> Webinar and event invitations eBook launches Program demos Blog subscription campaigns 	<ul style="list-style-type: none"> Brand awareness Lead generation Event registration Program 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 pixel banner Use first name personalization Bid competitively, especially if your audience is narrow
 <p>30 MIN. WEEKLY</p> <p>LinkedIn Text Ads</p>	<ul style="list-style-type: none"> eBook launches Product one-sheets Webinar and event invitations Program demos 	<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: 50x50 pixels Use a strong call to action Use 2-3 active ad variations per campaign to compare success