

5 key principles for achieving your marketing goals with LinkedIn.

As you strive to create and maintain connections with your customers, LinkedIn is here to help you craft your content marketing strategy.

Maximize your impact with these proven tactics:

1 Research buyers using LinkedIn resources.

By fully knowing and understanding your audience’s interests, challenges, and preferences, you speak to them directly and solve their problems. Use the **Campaign Manager Tool** to narrow your scope by parameters such as **Job Title, Company Size, Location, Seniority**, and more. With careful research via the Campaign Manager Tool, you can develop an acute understanding of customers to fuel your entire campaign strategy.



of marketers say they always or frequently craft content based on specific points in the buyer’s journey.¹

“Marketing in general used to be focused on mass audiences [...] Today, we are living in an age where niche audiences rule.”

– Chris Gee, Managing Director of Digital Strategy, Finsbury

2 Consider the needs and mindset of a professional audience.

Professionals around the world use LinkedIn to build meaningful connections, consume news and industry updates, and be inspired by thought leadership. Customize your content to your targeted segments while bearing in mind the **elevated environment** and **member mindset**.

“Content marketing is no longer a numbers game. It’s a game of relevance.”

– Jason Miller, Head of Content and Social Media Marketing, LinkedIn Marketing & Sales Solutions EMEA

91% of executives rate LinkedIn as their **#1 choice** for professionally relevant content.²



3 Deploy content in a variety of ways.

Use a diverse content strategy to break through the clutter. Here are some of our recommended formats:



Organic Content:

Thought leadership, company news, anecdotes, employee advocacy



Paid Content:

Sponsored Content, Sponsored InMail, Text Ads, video



Earned Media:

Mentions and recognition from other companies, influencers, and media entities



Network Growth:

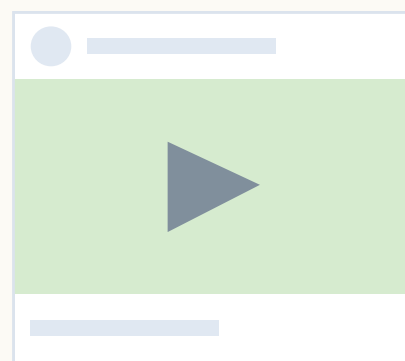
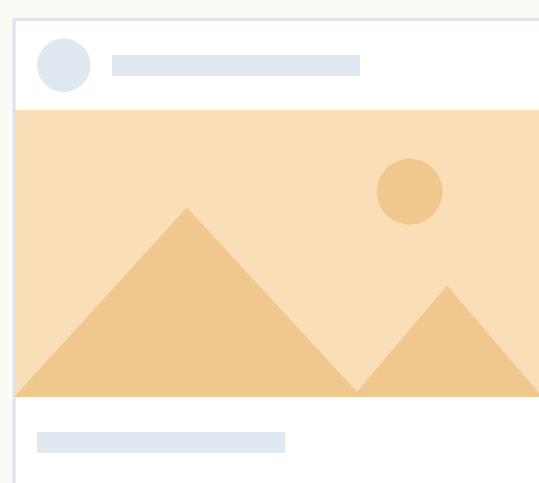
Creating new connections, engaging with content from others, participating in LinkedIn Groups



Visual Elements:

Images, infographics, native video

Posts with rich media, like photos or video, have **38% higher engagement** than linkshares.³



4 Use LinkedIn to expand your circle and build trust.

Build a relationship with LinkedIn members by using your **Company Page** to show how your products and services can help members **get the most out of their work and life**. Cultivating bonds is a process, requiring genuine investment and earnest effort. But the payoff can be huge—lifelong customers, vocal advocates, and windows to new opportunities.

“Content builds relationships. Relationships are built on trust. Trust drives revenue.”

– Andrew Davis, Keynote Speaker & Best-selling Author, Monumental Shift

83% of consumers trust recommendations from their peers over advertising.⁴



5 Track, learn, and optimize campaigns with LinkedIn partners.

LinkedIn offers a deeper suite of third-party partners than you’ll find on any other platform. Our partners’ technology makes it easier for you to reach, engage, and measure by allowing you to see who’s engaging with your content and how, and whether these members are taking your desired next steps.

“There is no content strategy without measurement strategy. Before embarking on a content initiative, irrespective of medium or platform, it’s important to know what you want to achieve.”

– Rebecca Lieb, Analyst & Founding Partner, Kaleido Insights



4C

4C Insights offers full ad campaign management across paid social platforms like LinkedIn, Facebook, and Twitter with capabilities from planning to multi-channel reporting.



Madison Logic

Madison Logic is an account-based marketing platform that helps advertisers measure the impact of their ABM campaigns on LinkedIn alongside their programmatic display and content syndication channels.



Sprinklr

Sprinklr is an enterprise social media management platform that supports use cases for marketing, advertising, research, and customer care across LinkedIn, Facebook, and 22 other social channels globally.



Datorama

Datorama, a Salesforce company, is a leading marketing analytics platform that helps marketers optimize ad spend on LinkedIn by measuring ad attribution and ROI alongside all their growth channels.



Adobe (Marketo)

Marketo, an Adobe Company, helps marketers build targeted lists of audiences for LinkedIn ads as well as manage, nurture, and score leads that come in through their ad campaigns.

Visit LinkedIn Marketing Solutions to learn more and start building your campaign today.



¹“B2B Content Marketing,” 2018, contentmarketinginstitute.com.

²“The Sophisticated Marketer’s Guide to LinkedIn,” 2017, LinkedIn.

³“Your Organic + Paid Playbook,” 2018, LinkedIn.

⁴“Recommendations from friends remain most credible form of advertising,” 2015, nielsen.com.