



From Concept to Revenue

A Founder's Guide to LinkedIn

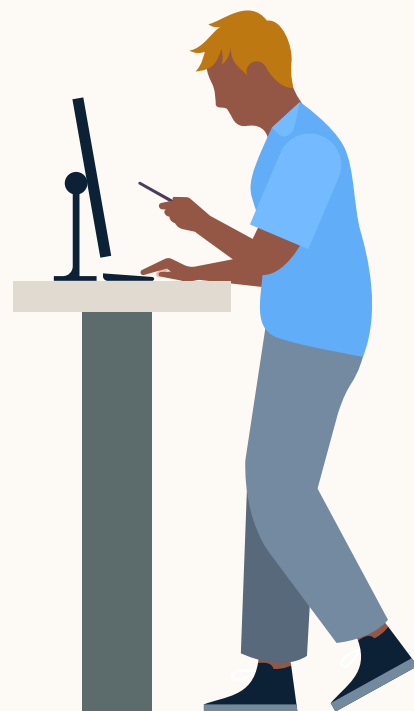
Actionable Best Practices and Free Features
to Accelerate Your Ascent

Introduction

The last couple years have been challenging to say the least for business and society, but they haven't dampened the entrepreneurial spirit. Far from it!

In fact, 2021 was the biggest year for global and US venture funding in history! According to CB Insights, **investors put over \$621 billion into startups in 2021—more than doubling the previous record.** With all that money and attention focused on finding and funding exciting and disruptive new business propositions, it's needless to say, there is a lot of energy in the startup space. Of course, there's also a lot of competition ...

Standing out is not easy, especially with limited resources available in the early stages. LinkedIn can be an extremely powerful platform for efficiently building your nascent brand and its community. Read on, and we'll show you how.



01 Directing personal and professional brand development

02 Rising above with thought leadership

03 Setting up and completing your startup's LinkedIn Page

04 Growing your following on LinkedIn

05 Appealing to investors, employees, and prospects

06 An action plan to move forward

Directing personal and professional brand development

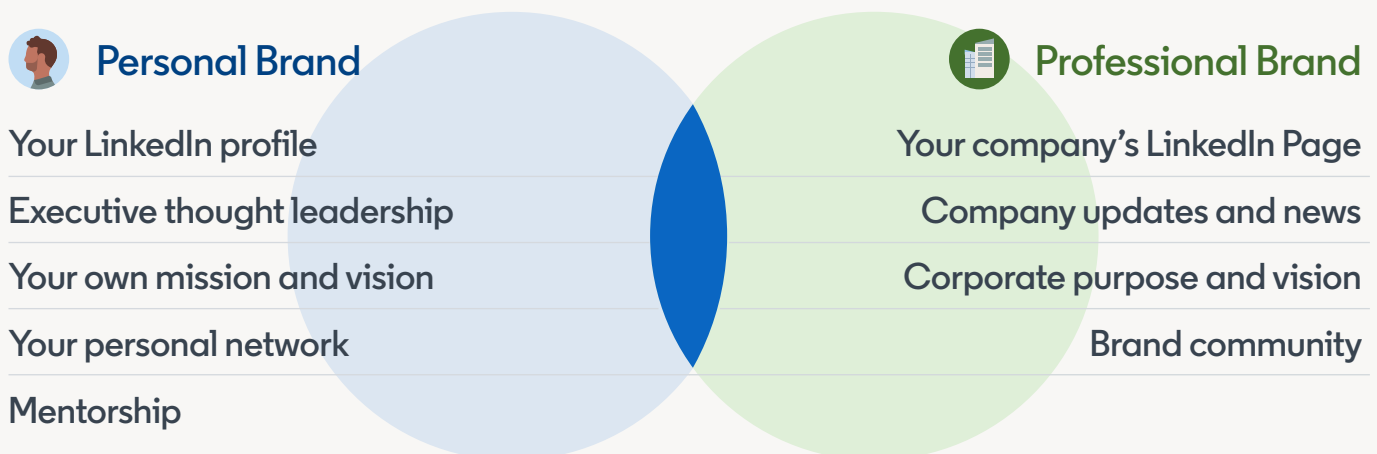
While leading the growth of a new business, founders often find themselves responsible for many – if not all – of the following functions:

- 1 Defining and growing the brand
- 2 Attracting investors
- 3 Building a community
- 4 Recruiting quality talent
- 5 Showing early revenue streams
- 6 Capturing market share

A strategic approach to LinkedIn, focused on building your personal brand and your company brand by taking advantage of free features, can contribute to all of these objectives.

And it doesn't have to consume too much of your finite bandwidth or budget.

Personal brand vs. professional brand: dual focuses for founders



Let's establish an action plan to cover both sides of the coin.

Startup Snapshot

Celebrate your team and their big wins



Fabrice Haïat • 3rd+

CEO & Founder - YOOBIC - The All-in-One Digital Workplace for Fr...
3mo • Edited • 🌐

+ Follow ...

Really proud to announce that, last night, **YOOBIC** won the gold award in the category "Most Innovative Technology Vendor" at one of the most prestigious Retail Tech Award ceremonies in France! 🚀 🙌 for our new AI sales recommendation engine for store associates

A huge thanks to the YOOBIC team, this is a credit to their incredible work and dedication every day! 🙌 🙌

Also thank you to the 2021 Jury and **Républik Retail** for this incredible night!

#technology #team #tech #retail #retailtechnology



YOOBIC

8,668 followers
3mo • 🌐

+ Follow

Quelle soirée! 🙌 🙌

Nous sommes fiers d'annoncer que YOOBIC a été désigné lauréat d'or dans la catégorie "meilleure innovation fournisseurs" à la Nuit du Commerce Connecté! 🏆

Ce trophée récompense l'ensemble des équipes YOOBIC pour les efforts de R&D et développement au quotidien qui permettent d'offrir la meilleure plateforme de pilotage des opérations retail. 🚀 🙌

Un grand merci à l'exceptionnel jury 2021 : **Cathy Collart Geiger, Emmanuel Deschamps, Wouter De Backer, Philippe Becht, Laurent Milchior, Fabio Rinaldi, Romain Penique, Karine Schrenzel, Alexandre Rubin, Beatrice Hericourt, Nicolas Liogier, Benoit Jaubert, Gary Anssens** ✓, **ANNE LAURE COUPLET, Ludovic Holinier, Hervé Jouves, Jean-Christophe Garbino, Damien DEFFOREY, Gabriele Betti, Ous OUZZANI, Emmanuel Benabou, Joannes SOËNEN, Jean Pierre DRY, Pierre-Alexandre MOURET, Guillaume DARRASSE, Ismael Ould, CEDRIC LECOLLEY, Sydney Palti, Philippe Romano** et Pierre Aoun! 🙌

Félicitations à l'ensemble des équipes de **Républik Retail** pour l'organisation de cette belle soirée dans une ambiance magnifique
Jade SAUZET-FONTANEL 🗨️ **Clotilde Chenevoy Marc DUMAS Delphine Iacovelli Goupy** 🙌 🙌

#innovation #retail #commerce #digital #retailtech



Samir Goel • 2nd

Bridging the Racial Wealth Gap @ Esusu (We're Hiring!)
1mo • 🌐

...

AGAINST ALL ODDS: JOIN ESUSU TODAY.

On December 4, 2018, a few months after starting **Esusu**, we traveled to Minnesota and successfully closed our first contract with the **University of Minnesota Crookston** for \$20,000. Unfortunately, we didn't have enough money to book a hotel room after 15 months of bootstrapping, depleting our savings accounts, and maxing out all our credit cards.

We tried to spend the night at one of our favorite spots... **Denny's** in Fargo, North Dakota. The game plan was to work all night, board an early morning flight to San Francisco for investor meetings, and hopefully close our seed funding. Unfortunately, we eventually dozed off, and the restaurant manager firmly but respectfully kicked us out at 2:00 am in below-freezing conditions...

Four years later, with many no's, countless sacrifices, and an unwavering commitment to the mission, vision, and team that fuels Esusu, we raised \$130M, and Esusu is valued at \$1 billion. Thank you to the village that continues to support us and has proven that even against all odds, anything is possible.

If you believe in re-imagining the impossible, join us at Esusu.

Apply for roles here: <https://lnkd.in/dzWRWkRQ>

CC: **Abbey Wemimo** | **Esusu**



👍❤️ 3,511

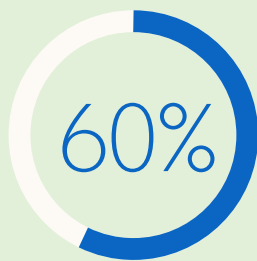
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Rising above with thought leadership

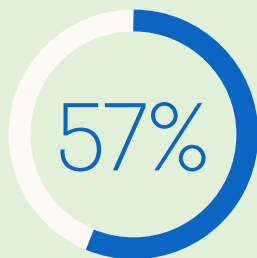
Executive thought leadership is extremely important for companies of all ages and sizes, but especially for those scrappy young startups seeking to challenge the status quo and prove they're something new and different.

As a startup, thought leadership is your big shot at telling your buyers who you are, why you're different, and why they should buy for you. It's worked before.

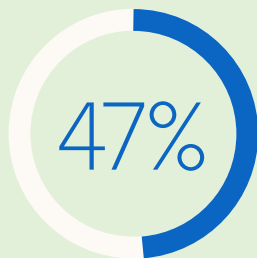
The 2021 Thought Leadership Impact Study from LinkedIn and Edelman found that:



of buyers say thought leadership builds credibility when entering a category in which the brand is not already known



of buyers say that thought leadership builds awareness for a new or little-known brand

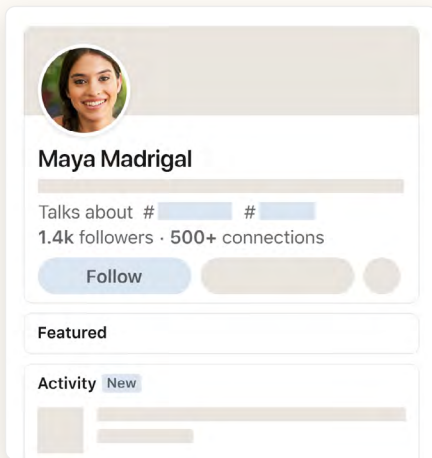


of buyers say thought leadership led them to discover and ultimately purchase from a company that was not considered to be among the leaders in a particular category

When you create breakthrough thought leadership that gets your audience thinking about your category in a new way, you can suddenly make yourself a genuine player to be considered among (or even rather than) the bigger brands. For new companies, it's all about finding your way to stand out, and thought leadership is how you find it.

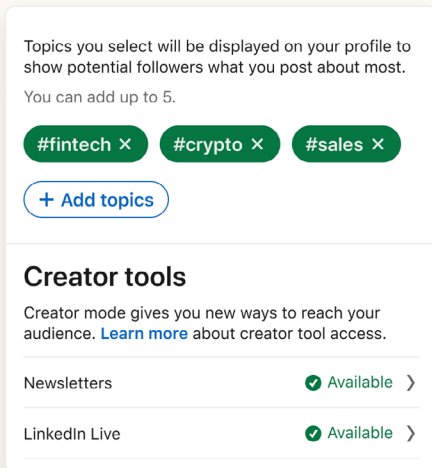
Activate Creator Mode to elevate your content

[Creator Mode](#) is a setting on your profile that can help grow your reach and influence with thought leadership on LinkedIn. When you enable Creator Mode, you can:



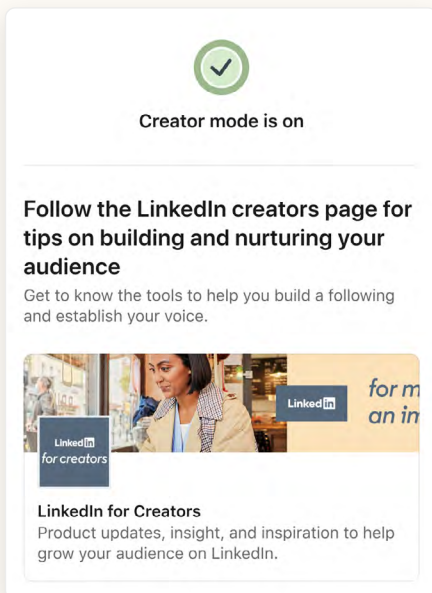
Change the “Connect” button on your profile to “Follow,” while displaying your number of followers.

Highlight your original content by moving the “Featured” and “Activity” sections to the top of your profile.



Display topics you post about frequently as hashtags, making it easier for relevant members to discover you and your company.

Get access to additional tools and functionalities like LinkedIn Newsletter and LinkedIn Live Video.



Turning on Creator Mode will ensure your thought leadership content is primed to gain traction and attract eyeballs.


Gain eligibility to be featured as a suggested creator to follow so potential followers can discover you and your content across LinkedIn.

From there, it’s about knowing what to write about and how. On the next page, we’ll dive into the data to surface best practices.

Startup Snapshot

Take a stand on trends and issues important to you and your business



 **Dan Price** • 2nd
Founder/CEO, Gravity Payments
5mo • 🌐


[+ Follow](#) [...](#)



Workers had an awakening during the pandemic: They won't put up with lousy pay, poor conditions and emotional abuse from their job anymore.

But companies are ignoring that revolution and want to go back to "normal," when they had all the power. That's why there are still 10 million jobs open. Pretty simple.

Half of states ended the \$300/week unemployment bonuses months ago. Yet the unemployment rates in those states didn't change. Now all states have ended the extra checks - and still, unemployment hasn't changed.

People aren't saying "no" to your job because they're lazy freeloaders. They're saying no because they're tired of being treated as disposable cogs in a machine, for lousy pay, with no protections.


 30,662 1,509 comments

 **John Henry**  • 3rd+
Cofounder & Co-CEO at LOOP
5mo • 🌐


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Speed is the variable.

Slow and steady won't always win the race.



If you're moving slow



 328 27 comments

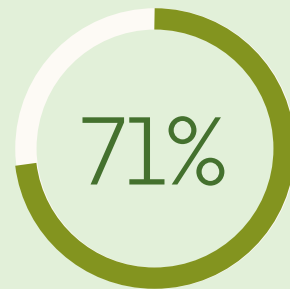
Thought Leadership for Founders: Tips and Best Practices

Of course, the same old thought leadership content everybody's making isn't going to cut it, especially since you won't start with the advantage of brand recognition the bigger players have. Believe it or not, however, your status as a newbie and outsider can actually work to your advantage, especially where thought leadership is concerned.

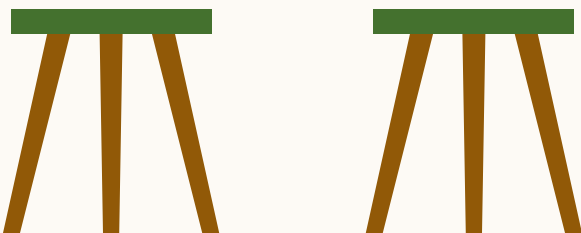
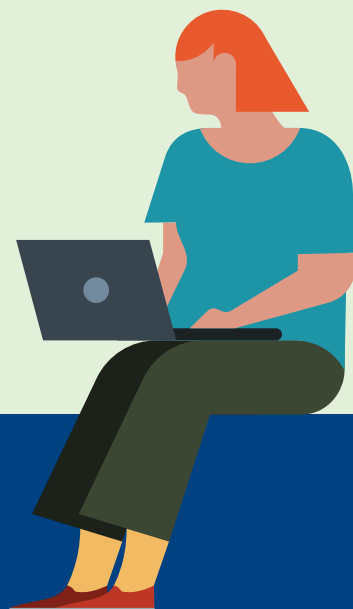
Most industries have a thought leadership problem. Namely? It's boring. Buyers are inundated with endless thought leadership content from virtually every brand these days, but they're generally not satisfied with the quality of this content.

The 2021 Thought Leadership Impact Study found that 38% of decision-makers believe the market is "oversaturated" with thought leadership content, and only 15% rate the quality of this content as "good" or "excellent."

The unmet appetite for genuinely impactful thought leadership in the market presents a huge opportunity for your startup to emerge as a breath of fresh air. You just need to learn how to write content that can cut through the noise and reinterest an oversaturated audience with the urgency of an important new voice.



A majority (71%) of decision makers say they gain valuable insights from only half the thought leadership they consume (or less). This is bad news for the established voices, and a valuable opportunity for you.



Easy, right? Well fortunately, the Thought Leadership Impact Study also explored **exactly what people want to see in the kind of fresh, new, standout content startups like you have to create to get noticed.** Here are some tips based on the findings:

Startups who do this with their content are getting noticed:

- 1 Get to the key point quickly**
55% of buyers say if a piece of thought leadership does not pique their interest within the first minute, they will move on.
- 2 Be informative but entertaining**
87% of buyers say that thought leadership content can be both intellectually rigorous and fun to consume at the same time.
- 3 Be yourself**
Don't speak as a "brand." 64% prefer thought leadership with a more human, less formal tone of voice, and 67% prefer the POV featured to be from an identifiable author.
- 4 Find your whitespace**
Don't glom onto whatever's trendy – find your own niche and own it. Cover subjects being overlooked by your competition and other sources. 54% of buyers say thought leadership is important for drawing attention to topics that news media rarely cover.
- 5 Develop your employer brand and convey your culture**
50% say thought leadership can be important in attracting the best talent.
- 6 Avoid pitfalls**
Sizable percentages of buyers are turned away from thought leadership because it is too salesy (46%), lacking originality (40%), and not authored by true subject matter experts (31%).

Source: LinkedIn Thought Leadership Impact Study

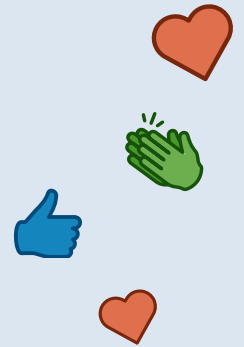
“Thought leadership has evolved from a one-way broadcast to conversion and community. It requires authenticity, having a point of view, and delivering something of value. Value can come in the form of insights, inspiration, imagination, help — even entertainment.”



Kevin Marasco, CMO, Zenefits

Startup Snapshot

Use longform content to dive deeper and tell stories



Roxanne Bras Petraeus • 3rd+
Ethena | McKinsey & Co. | U.S. Army
1mo • 🌐

+ Follow ...

"I don't know" is a powerful, and in my opinion, underused sentence. In [Inc. Magazine](#), I share how honesty and humility help me recruit and work with experienced and talented leaders like [Brandis Anderson](#) and [Arnie Gullov-Singh](#).

Startup land is filled with bravado. Between Twitter threads about crushing morning routines to the endless rocket ship emojis, it's easy to feel like being a founder is uncomfortably close to being a hype man. This temptation to match the energy is especially strong as a first-time founder.

But, I just can't square the public bravado with the fact that I know there's so much I don't know.

Check out the article to see how I'm learning to say "I don't know" with confidence as CEO of [Ethena](#).



Learning to Lead and Say "I Don't Know" With Confidence

inc.com • 5 min read



75

13 comments

Things I Learned Traveling 250 Days Last Year

Published on January 19, 2018



Joah Spearman

Founder & CEO at Localeur; Keynote Speaker & Writer; Candidate for Austin City Council

95 articles

+ Follow

Two-thousand-seventeen was the 9th year in a row I've traveled over 100 days. In 2016, I traveled over 150 days and last year that number climbed to more than 250. In 2018, as we continue expanding Localeur globally from 70 cities today to more than 100, I'm primed to travel as many as 300 days as the destinations get further from our HQ in Austin and the trip durations get longer. So far, I have upcoming trips to New Zealand, Hong Kong, Japan, Montreal, Europe (Copenhagen, Madrid, Lisbon, etc.) and am likely to travel back to South America and make my first trip to Africa this year, as well.

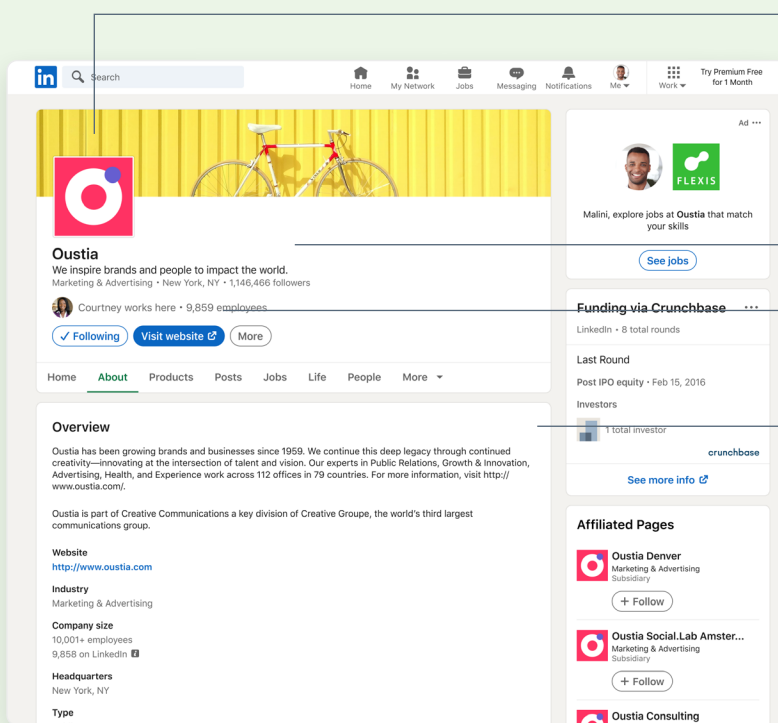
Here are a few things I've learned about traveling solo:

Setting up and completing your startup's LinkedIn Page

Now that you've nailed down the basics of creating content and thought leadership for your personal brand, let's talk about building your startup brand via the LinkedIn Page.

Your LinkedIn Page serves as your company's hub on LinkedIn. It's the first place members will go to learn about your company, products, and services, and many of those members will find it via search. The LinkedIn Page is a crucial piece of real estate on the platform, and a good one could mean the difference between winning a new customer or being overlooked.

The first and most essential step for success is to complete your LinkedIn Page and filling out the following sections:



Logo

Include high-res, eye-catching imagery for the organization's logo and cover image.

Overview

Creatively articulate the purpose and vision of your company in a way that will resonate with like-minded folks. We recommend using terms and phrases relevant to your business near the top, as you'll be found more easily by members in search.

Call to Action button

Options include Contact us, Learn more, Register, Sign up, and Visit website.

Organization info

Add details like your company's location, website URL, industry, and size.

Each of these elements of your page is important, but they all become especially critical to your success together. As you set up your LinkedIn page, the system will show you the information you've yet to fill out and prompt you to add it.

Adding all of the information we'll prompt you about is crucial, because according to our stats, LinkedIn pages with complete information receive:

30%
more weekly views



7x
more impressions
per follower



5x
as many
views overall



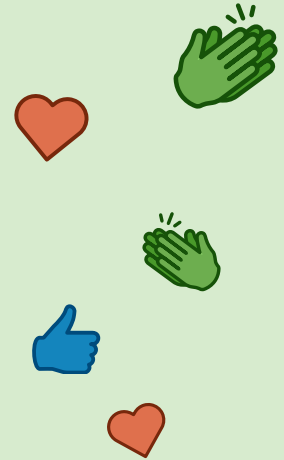
11x
more clicks
per follower





When you consider that LinkedIn members interact with LinkedIn Pages over **1.5 billion times per month**, receiving a greater share of those interactions is nothing to sneeze at.

Startup Snapshot

Explain and analyze industry trends




 **YOOBIC** + Follow ...
8,668 followers
1mo • 

Luxury retail shocked everyone in 2021. With lockdowns and swathes of redundancies, few could have predicted that global sales would make a full recovery to pre-pandemic levels. And yet, that's exactly what happened! 🚀



The twists and turns are set to keep coming, so to find out what to expect, here's 3 luxury retail trends to watch for in 2022! ✨

[#luxuryretail](#) [#futureofretail](#) [#retailin2022](#)
<https://hubs.ly/Q013dLSH0>



3 Luxury Retail Trends to Watch for in 2022
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3 Luxury Retail Trends to Watch for in 2022
blog.yoobic.com • 1 min read

  33 1 comment

Growing your following on LinkedIn

With the right foundation in place, you're ready to start building your brand community. Adding followers for your LinkedIn Page is valuable, because it increases the potential audience size for future organic and paid efforts. Larger followings also mean more data and demographics to dissect in LinkedIn Page Analytics.

Follow these proven pointers for continual, focused LinkedIn Page growth:

1 Share content from your LinkedIn Page consistently.

Companies that post at least weekly see a 2x lift in engagement. Ideas for content include company updates, customer anecdotes, reactions to industry news, and insights relating to your purpose and mission. The "Content Suggestions" tool will also help you easily discover topics trending with your target audience.

2 Invite friends and connections to follow your Page.

Your existing professional network can be one of your best assets in the early stages of building your business. Spread the word by using the "Invite to Follow" button with first-degree connections. (Access the "Admin tools" dropdown menu, then select "Invite connections.")

3 Link to your LinkedIn Page from other marketing and communications assets.

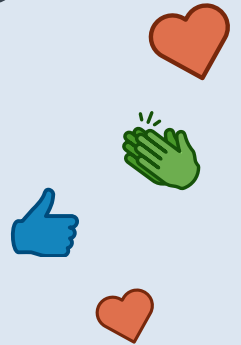
Consider adding a link to your email signature, newsletter, blog posts, and so on. You can also add a clickable "Follow" button to your website.

4 Use hashtags.

You can associate up to three Community Hashtags with your Page to react and comment on the feeds from your brand's point of view, gaining visibility with a wider, relevant audience. Using pertinent hashtags in your posts will also help your content get seen.

Startup Snapshot

Spotlight new hires and celebrate company achievements to demonstrate growth



Ramp
24,632 followers
1mo • 🌐

+ Follow ...

We're thrilled to be recognized in G2's list of Fastest Growing Products for 2022! 🎉 Check out why people love using Ramp to save time and money: <https://bit.ly/2XcQqRZ>. Our team reads every single review we receive to understand how we can help businesses like yours. #BestSoftware2022

👍❤️👍 72

5 comments

Clovers
697 followers
5mo • 🌐

+ Follow ...

Our dream team is growing 🥰. We are thrilled to welcome so many talented new Clovers to the team. We're lucky to have you! 🌱 #dreamteam #weregrowing

Welcome to Clovers!

Clovers is *hiring!* Come join our vision to create an inclusive workforce for all.

👍❤️👍 34

7 comments

Appealing to investors, employees, and prospects

With any given piece of content, it's critical to understand exactly who you're looking to reach and engage with. One of the most beneficial aspects of using LinkedIn for marketing is the robust professional data, which helps you get a clear handle on the traits and attributes of your audience.

You can take advantage of extensive targeting options to tailor your content to specific audiences based on location, industry, job title, and more. This capability is available not just for LinkedIn ads, but also for organic updates via your LinkedIn Page once you have enough followers.

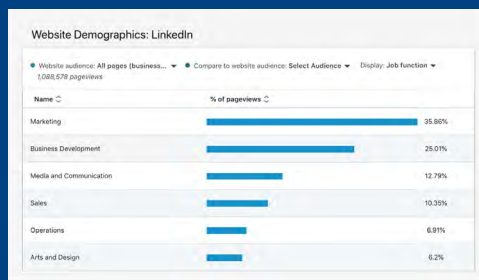
You can also use LinkedIn Page Analytics to understand who's following your company and interacting with your content, organized around these same traits. This can help validate product market fit.

LinkedIn's bustling professional community includes potential customers, employees, investors and partners who can help your business. It's all about knowing where to look and how to connect with a resonant message.

The nice thing is that successful messaging toward one audience tends to impact others by proxy. If investors see you engaging your happy and excited early customers, they'll take notice. If potential employees see your company generating buzz from venture capitalists, they'll be intrigued by a rising young business and opportunity.

Use the Insight Tag and Website Demographics to extend LinkedIn's in-depth analytics to your company website, learning more about visitors to help validate your product's fit.

| Filters (1) ▼ | Columns: Conversions & Leads ▼ | |
|---------------|--------------------------------|--------------------|
| Conversions ↕ | Click Conversions ↕ | View Conversions ↕ |
| 2,115 | 260 | 1,855 |
| 651 | 155 | 496 |
| 191 | 10 | 181 |
| 25 | 3 | 22 |



An action plan to move forward

Let's tie it all together. As a founder, these are the most critical actions you can take to get your startup's LinkedIn strategy moving in the right direction:



- ✓ **Leverage your personal network.**

Engage with your professional community actively by commenting on, liking, and sharing content other than your own. Mention and link to your company frequently (when relevant) to grow awareness within your professional circle. Invite connections to follow your LinkedIn Page to build an initial base you can build upon.

- ✓ **Complete and grow your LinkedIn Page.**

Fill out each section with messaging that will resonate with your target audience. Develop a content strategy conducive to a regular posting cadence.

- ✓ **Reach your key audiences.**

Use targeting and analytics to understand who is interacting with your content, and how best to reach your most valuable audiences: customer segments, investors, talent, potential partners, and more.

- ✓ **Establish yourself as a visionary leader.**

Follow the thought leadership recommendations from Page 5 to ensure you're hitting the mark for your audience and breaking through with valuable advice and insight.

- ✓ **Boost your best.**

Use the LinkedIn "Boost" feature to promote high-engagement organic posts directly to your most relevant audience members as paid ads in order to maximize the impact your best content can have.

- ✓ **Share and celebrate success.**

Above all, use LinkedIn as a platform to spread the word about accomplishments and news, generating attention and enthusiasm within a purpose-driven professional community that spans the globe.

All of these steps together will help guide you toward getting noticed by investors, landing funding, and building a revenue machine. As you reach the next level, your personal and professional brands will be primed to support and accelerate growth.

We're excited to take the journey with you. Good luck!

The logo features the word "LinkedIn" in blue, with the "in" part enclosed in a blue square. To its right, the words "Marketing Solutions" are written in a blue sans-serif font. The entire logo is centered within a large, light beige circle that overlaps a light blue rectangular area at the bottom of the page.

LinkedIn Marketing Solutions

For more resources and actionable tips to help your startup thrive, visit:
[linkedin.com/startups](https://www.linkedin.com/startups)