

LinkedIn's Guide to Content Marketing



SINGAPORE





Why Singapore *Leh*?

As a regional marketer, you're probably wondering why one of the smallest countries in Asia deserves your attention and your marketing dollar. The short answer? Singapore is small country with a big population of regional decision makers.

For 10 years, the World Bank ranked Singapore as the easiest place to do business in the world. Our little red dot slipped to second place in 2016 (after being edged out by New Zealand) but continues to rank highly in the minds of corporate heavyweights. In fact, a 2016 research report by Cushman & Wakefield found that Singapore is the top destination for regional headquarters in Asia. And with 4,200 regional headquarters here, Singapore leads by a mile — its closest competitor, Hong Kong, comes in second with just 1,389¹.

From its early days as a trading post connecting East and West, to its current status as the world's top regional and global hub for the flow of goods, services and capital², connectivity has always been key to Singapore's success. Already an established finance, pharmaceutical, biotech and R&D hub, the country's next big push is a S\$2.4-billion investment to become the world's first Smart Nation.

What all this means for us living in Singapore is a natural affinity to digital connectivity. Couple that with an appetite for news and knowledge, and you've got a professional audience primed to be engaged in the digital space. Whether you're looking to adapt your existing regional strategy to the Singapore market, or looking to build one from scratch, we've put together this step-by-step guide to help you find content marketing success here.

So if you're ready, follow me into the world of content marketing, Singapore style!



Olivia Ng

Associate Field Marketing Manager, Asia
LinkedIn Sales & Marketing Solutions

¹ Cushman & Wakefield Research, April 2016, APAC Regional Headquarters

² McKinsey Global Institute, 2016, Digital Globalization: The New Era of Global Flows



WHAT'S INSIDE?

FOUNDATION

Lay a Solid Foundation

CONTEXT

Understand the Singapore Context

Diversity is a Way of Life

Connectivity is a Necessity of Life

Business is Vibrant and Global

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LINKEDIN

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CHECKLIST

Checklist for Content Marketing Success

Lay a Solid Foundation

Let's start with a sound content marketing strategy. At LinkedIn, we believe that there are four basic steps to building a robust but nimble strategy — one that you'll be able to adapt to different markets while constantly improving through testing and experimentation.

Start with the End Results

Document what you hope to achieve through content marketing. Try to capture all of your goals and map them to the best way of measuring the effectiveness of your content.

Understand the Needs of Your Audience

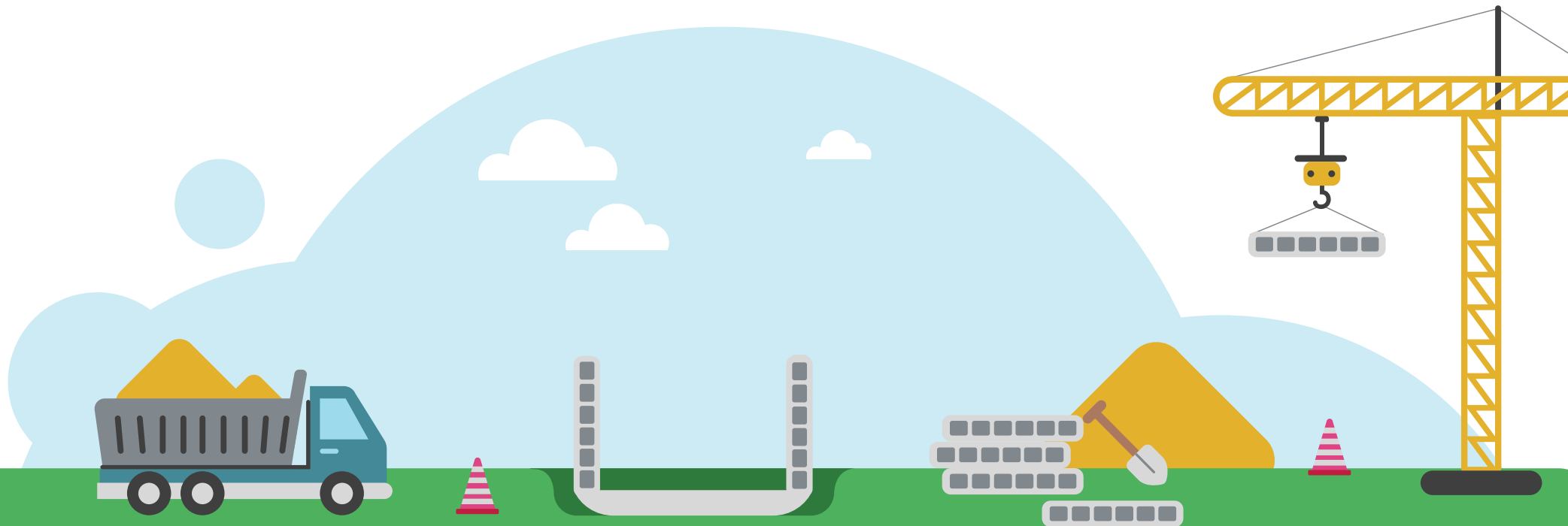
Create a profile or persona of your ideal buyer — their company types, decision-making process, purchase motivators and where they turn to for reliable information.

Own the Conversation

Content should establish your company as an authority on a topic that matters to your audience. Once you have a buyer persona, look for top-of-mind topics that matter to them and design your content marketing strategy such that you're sharing the right content, at the right place and at the right time.

Be Helpful & Relevant

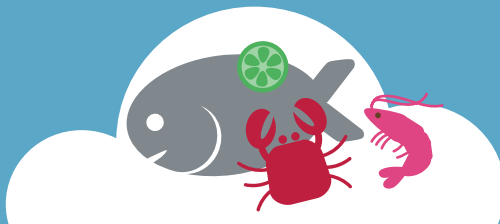
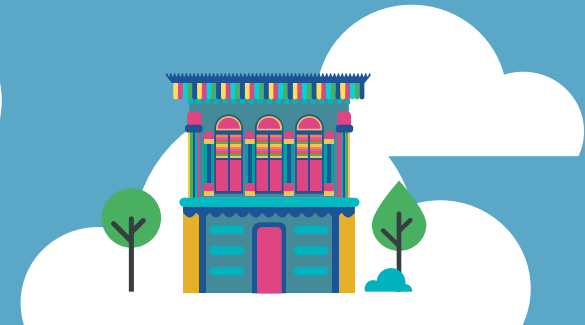
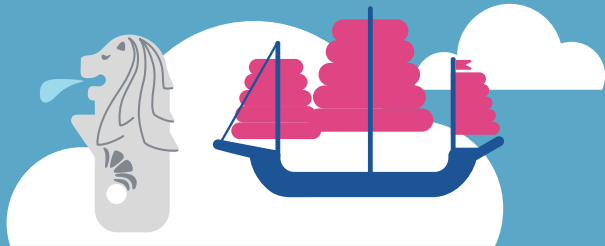
Relevant and helpful insights are the heart of any successful content strategy. Instead of focusing on making a sale at every turn, focus on helping your buyers. Sales will follow.





UNDERSTAND THE SINGAPORE CONTEXT

As a regional marketer, you know that the diversity of Asia means that there's no one-size-fits-all approach. Before you start localising your content for Singapore, it helps to have a broad picture of who you're dealing with and the environment they live in.



Diversity is a Way of Life

The Singapore identity is a cultural blend of its three major ethnic groups (Chinese, Malay and Indian) and the influence of a growing non-resident population of foreigners who are here to work and study.

Singapore is well known as a multi-racial, multi-religious society. The harmonious living that we enjoy today isn't left to chance — it took, and continues to take, effort by the government and its people. Racial harmony is a big thing here, so marketing content designed for Singapore shouldn't cross any racial, ethnic or religious lines. Instead, look for ways to embrace Singapore's diversity! It'll enrich your content and endear your brand to your target audience.



Singapore's Resident Population: **3.9M**



CHINESE 74.3%



MALAYS 13.4%



INDIANS 9.1%



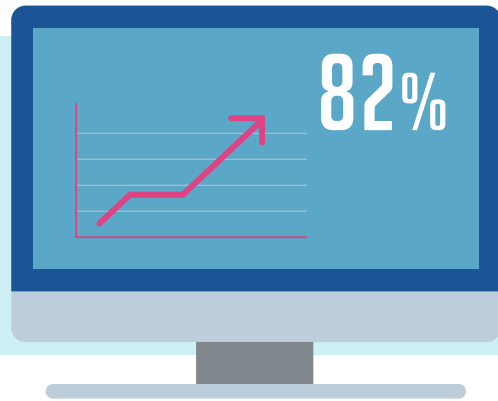
OTHERS 3.2%

+ Singapore Non-Resident Population: **1.7M**



Including
192,000 EXPATRIATES
earning at least S\$3,300 a month

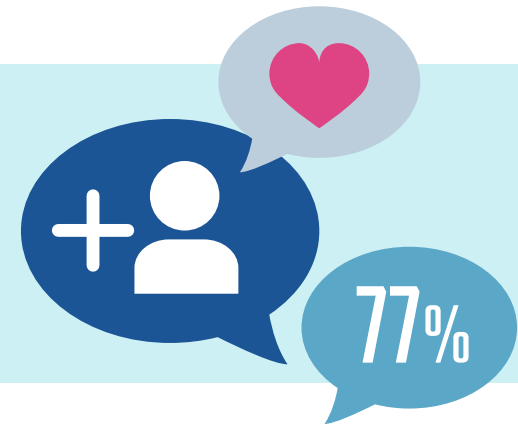
Connectivity is **A NECESSITY OF LIFE**



INTERNET PENETRATION RATE



MOBILE PENETRATION RATE



ACTIVE **SOCIAL MEDIA** USERS

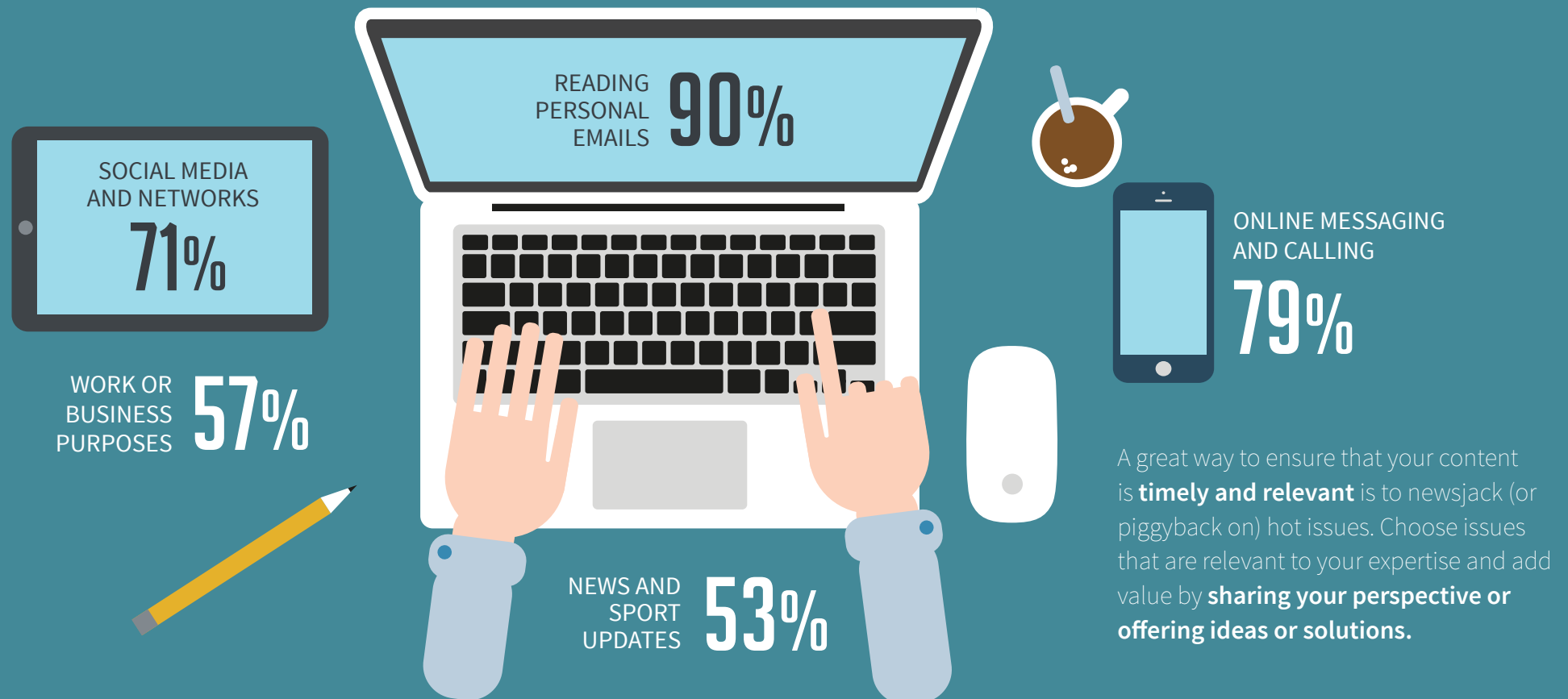
Singaporean consumers are among the **most connected consumers** in the world.

Ranking only behind Hong Kong in the 2016 GfK Connected Consumer Index.
The index ranks 78 countries across 11 different types of devices (smartphone, tablet, mobile personal computer, desktop personal computer, wearables, smart TV, TV set-top box, videogame console, e-reader, connected car and a smart home).

And what do we do with all this connectivity?

ON AVERAGE, WE SPEND 12 HOURS EVERY DAY ON OUR GADGETS

Given Singapore's tiny stature and lack of natural resources, as a country, we have always been very outward-looking. Regional and global developments can have direct and dramatic impact on our economy, so keeping tabs on what's happening at home and around the world is second nature to many people living here.



Business is Vibrant & Global

216,900 ENTERPRISES
operating in Singapore

17 SINGAPORE-LISTED COMPANIES

made it into Forbes' 2016 ranking of the
World's Most Valuable Public Companies

16%
foreign
enterprises

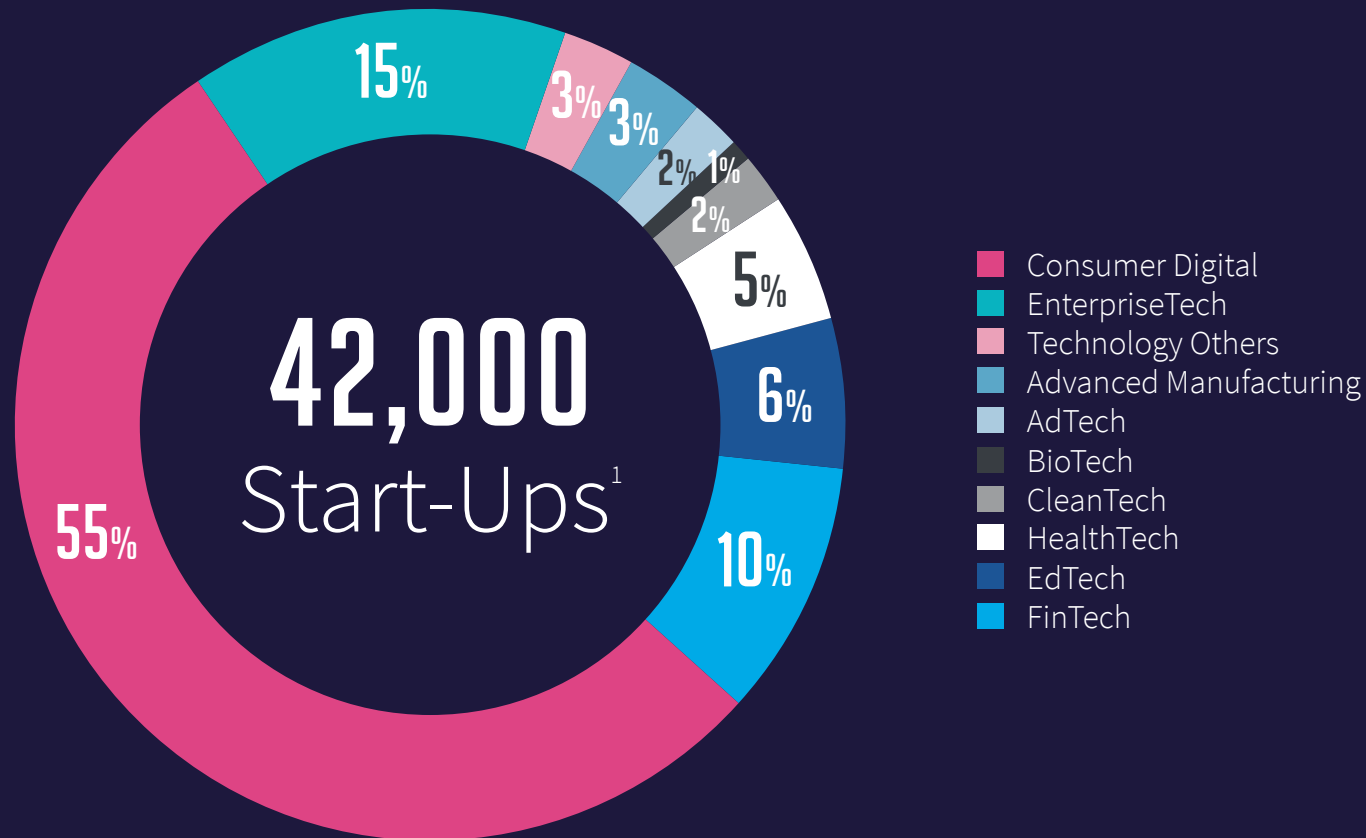
in 2015

\$S1,256 BILLION

stock of foreign direct
investment in Singapore

\$S665 BILLION

stock of Singapore's direct
investment abroad

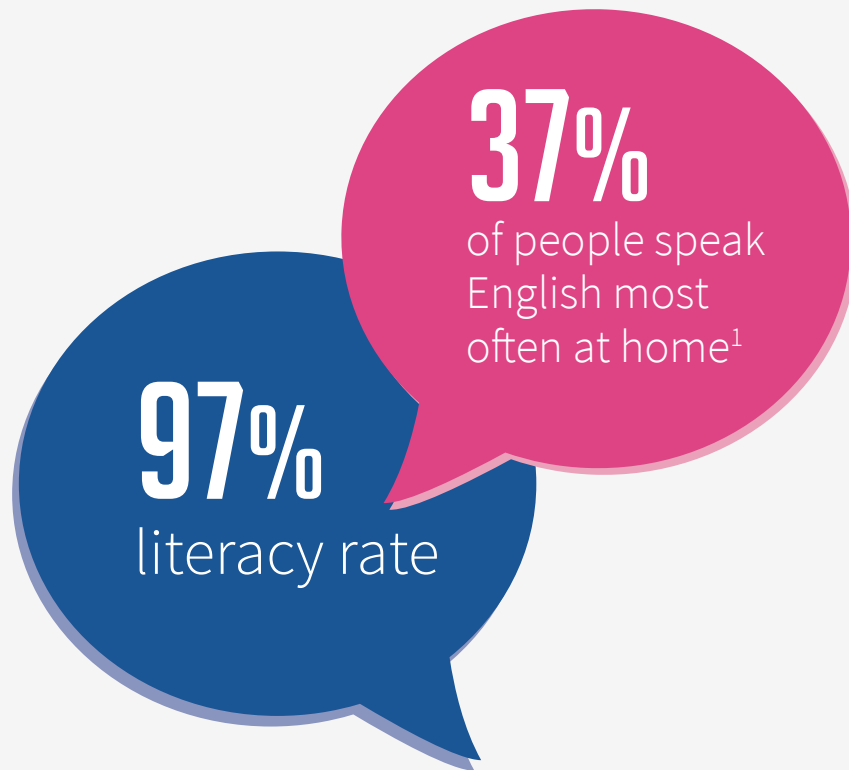


The economic outlook in Singapore remains positive, especially with the country posting an impressive GDP growth rate in the third quarter of 2017 — its highest since 2014.

Much of this is thanks to double-digit growth in the manufacturing sector, but the government's Smart Nation initiative is also creating plenty of business opportunities. In its 2017 Singapore Salary & Employment Outlook, global recruitment firm Michael Page has observed bright spots in the country's fast-expanding healthcare, fintech and digital sectors. Coupled with Singapore's vicarious appetite for content, this bodes well for B2B content marketers who are able to hit the right notes with their audiences.

¹In 2014 - South East Asia's Innovative Start-up Boom, Future Ready Singapore Action Community for Entrepreneurship

Language is a Boon and a Bane



4 OFFICIAL LANGUAGES

**ENGLISH (PRIMARY), MALAY,
MANDARIN & TAMIL**

Singapore's multilingualism offers both risk and opportunity for content marketers. In addition to our four official languages, Singapore is famously known for Singlish, its own brand of English. You may be tempted to 'speak the language' of your target audience by using Singlish but that may be a tricky path to navigate. Singlish is a colloquial language that most native Singaporeans use informally. In a professional setting, we're generally able to code-switch into English, which is the language of business here.

“WE DECIDED TO OPT FOR ENGLISH AS A COMMON LANGUAGE AND IT WAS THE ONLY DECISION WHICH COULD HAVE HELD SINGAPORE TOGETHER. IF WE HAD CHINESE AS A COMMON LANGUAGE, NATIONAL LANGUAGE, WE WOULD HAVE SPLIT THIS COUNTRY WIDE APART, AND WE WOULD BE FOOLISH TO HAVE MALAY OR TAMIL.”

The late Lee Kuan Yew, Singapore’s first prime minister and widely regarded ‘founding father’ of the country, in his book *‘Hard Truths To Keep Singapore Going’*.

It’s true that Singlish, when used well and sparingly, could resonate with your target audience and demonstrate that your brand is familiar with the lay of the land. But without mastery, you risk coming across as unprofessional or even condescending. When in doubt, it may be best to avoid.

CASE IN POINT: ORANGE IS THE NEW BLACK

To announce its entry into Singapore, Netflix created promotional videos for its originals by inviting local actors to create parodies. Local funny woman Michelle Chong starred in the video for Orange is The New Black, portraying an ‘ah lian’ (a local stereotype of an unsophisticated female) and incorporating Singlish into her lines along with original cast member, Uzo Aduba. The effort received almost as much praise as it did criticism, with some calling it “trying too hard”. Moral of the story? Deploy Singlish with lots of caution or simply, steer clear.

SINGLISH 101

Singlish is far more nuanced than non-natives realise. It borrows heavily from the many languages and dialects that Singaporeans are familiar with, resulting in mishmash sentences that would befuddle the untrained ear.



English
'DRINK COFFEE'

VS

Singlish
'LIM KOPI'

'Lim' is the **Hokkien** word for 'drink' and 'kopi' is **Malay** for 'coffee'

Most Singlish sentences also end with words like 'lah', 'lor' and 'leh'. While they have no lexical meaning, they make a profound difference to the emotional tenor of any sentence. As a spoken language, **Singlish is not taught; it is experienced** — and it continues to evolve.

So, in the absence of an authoritative guide, we've decided to share local poet and literary critic Dr. Gwee Li Sui's take on nine common end-of-sentence words:

I don't have <i>lah</i>	I really don't have it
I don't have <i>leh</i>	For some reason, I don't have it
I don't have <i>lor</i>	I wish I had it but, sadly, I don't
I don't have <i>liao</i>	I used to have it but I don't anymore
I don't have <i>ha</i>	I remind you – I don't have it!
I don't have <i>hor</i>	Don't look at me, I don't have it
I don't have <i>meh?</i>	You think I don't have it?
I don't have <i>mah</i>	It would help if I had it, but I don't
I don't have <i>siah</i>	I can't freaking believe I don't have it!

Source: Dr. Gwee Li Sui



CAUTION!

These end-of-sentence words can have different connotations depending on the intonation and context in which they're used, so mind your language!

Can do?
(Can this be done?)

Can la.
(Yes, it can.)

Okay, swee.
(Okay, awesome.)

Journey with Your Audience

The goal of content is to reach and then nurture prospects to ultimately drive them to become a customer. With buyers now controlling the research process, it is critical that you market across their entire journey, both in the early and later stages, with content that corresponds.

REACH

In the early stages of your relationship with the prospective buyer, you should focus on gaining mindshare. These are people who are unfamiliar with your brand and are not ready to purchase, but whom you've identified as a potential customer. Reach them with content topics that would draw their attention or generate buzz.

TACTICS

Thought leadership, influencer endorsements, media relations, display campaigns, face-to-face events.

KPIS

Number of inquiries
Number of Marketing Qualified Leads

NURTURE

When prospective customers express interest in your brand and are ready to buy, your content marketing objectives need to shift. The goal now is to educate them and encourage them to engage with your sales representatives. Use data to understand their online behaviour and guide them along their buyer's journey.

TIP!

LinkedIn Website Demographics is a free reporting tool that lets you see what types of professionals are coming to your website, so you can develop better targeting and content for your campaigns. Use it with **LinkedIn Lead Generation Forms** to seamlessly collect complete and accurate leads.

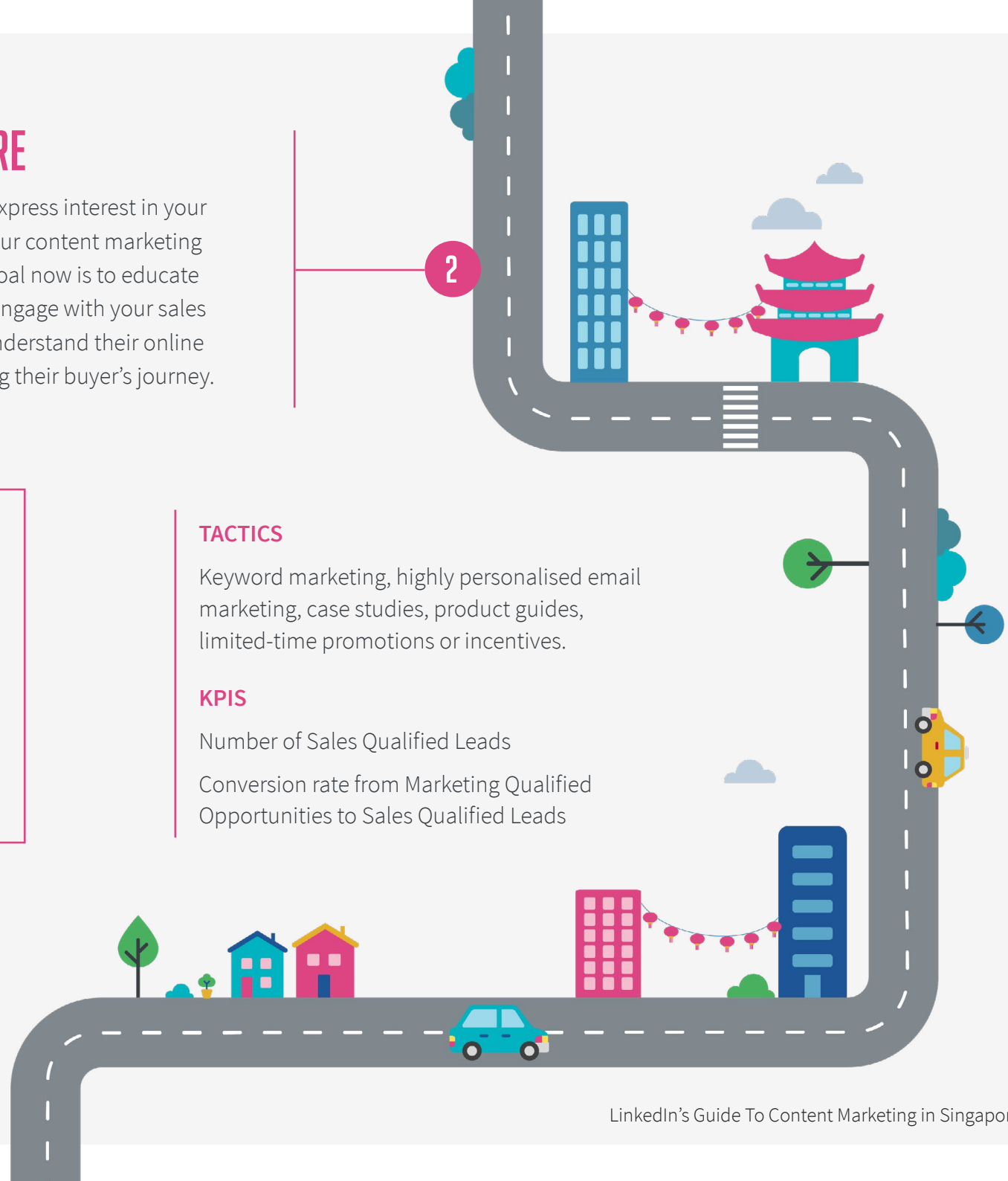
TACTICS

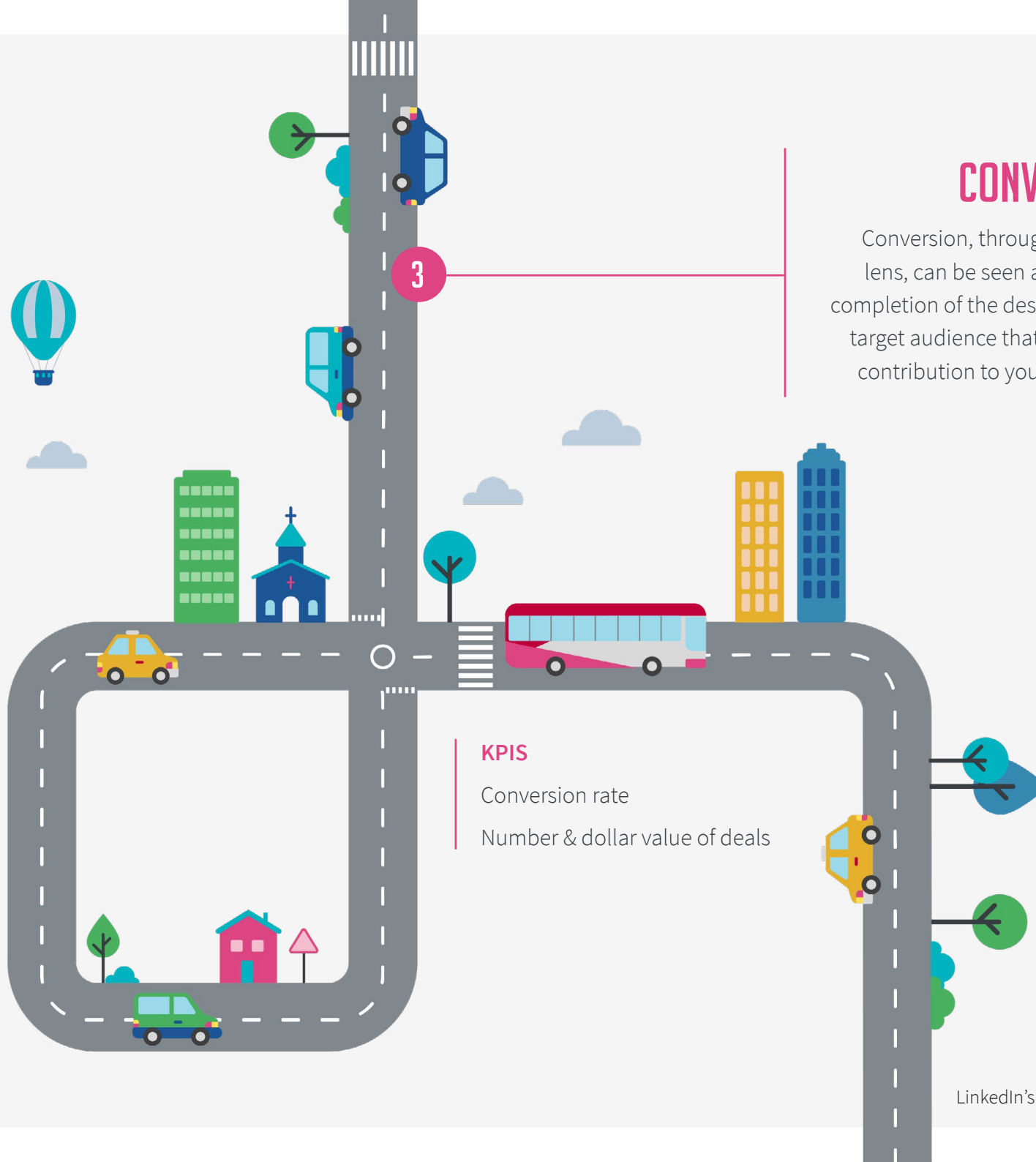
Keyword marketing, highly personalised email marketing, case studies, product guides, limited-time promotions or incentives.

KPIS

Number of Sales Qualified Leads

Conversion rate from Marketing Qualified Opportunities to Sales Qualified Leads





CONVERT

Conversion, through the marketing lens, can be seen as the successful completion of the desired actions by your target audience that makes a positive contribution to your business goals.

KPIS

Conversion rate

Number & dollar value of deals

REMARKET

Keep existing customers close by maintaining high levels of engagement with them to aid retention and create new cross-sell/upsell opportunities. You may also want to remarket to audiences that have earlier expressed interest in your business, whether by reading your content or visiting your website.

4

TACTICS

Account Based Marketing

KPIS

Churn rate

Engagement rate

ACCELERATING THE BUYER'S JOURNEY

1. Drive site traffic using search, social media and advertising
2. Attract eyeballs with content that is timely and relevant
3. Offer gated Big Rock content in exchange for contact details
(read on to learn more about Big Rock content!)
4. Continue engaging prospects with compelling content

Plan and Produce Content

Content needs to be produced regularly to drive leads. You also need varied types of content to keep your audience engaged. Here's how you can keep it all organised.



STAY ON TRACK WITH AN EDITORIAL CALENDAR



An editorial calendar helps tame the chaos, keeping everyone on track when it comes to what content needs to be produced, by whom, and when.

THE SINGAPORE CALENDAR

It's a good idea to match your editorial calendar with Singapore's calendar of festivals, occasions and holidays. **The Ministry of Manpower** releases a list of public holiday dates each year (because some cultural festivals have moving dates).

PUBLIC HOLIDAYS

- New Year's Eve & New Year's Day
- Chinese New Year
- Good Friday
- Labour Day
- Vesak Day
- Hari Raya Puasa and the preceding fasting month (Ramadan)
- National Day
- Hari Raya Haji
- Deepavali
- Christmas Day

OTHER OCCASIONS

School holidays, especially the month-long ones in June and December are peak periods for outbound travel, which means fewer people are at their desks.



TIMING IS EVERYTHING

During the Christmas and New Year period, as well as Chinese New Year (which gives Singapore its longest two-day break), closures are common. Singaporeans love to travel during long weekends and businesses as well as marketing agencies may shut their doors for a well-deserved break.

But that doesn't mean that your content marketing efforts should be put on hold.

We believe that an always-on strategy is the best way to reap rewards; what you should be doing during these lull periods is refocusing your efforts — go for reach and awareness and save lead generation for after the holidays. This is also a great time to be optimising and A/B testing your digital marketing campaigns.

HAVE A HEALTHY MIX OF CONTENT

Think of your editorial calendar as a dinner menu. It needs to include all the food groups. Keep your content fresh and audiences interested with:

A HEALTHY SERVING OF MEATY POSTS

Research and analysis

A SIDE OF VEGETABLES

Thought-leadership articles

A SERVING OF WHOLE GRAINS

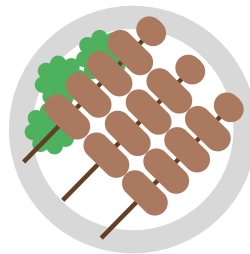
How-to and influencer posts

A CONDIMENT OR TWO TO SPICE THINGS UP

Bold statements

A SWEET DESSERT

Light-hearted, viral-worthy content



TAKE INTELLIGENT CONTENT RISKS



Opportunities can be missed if you play it too safe with content. Approach your audience in a way they're not expecting. Memorable content often involves:

A BIGGER STORY

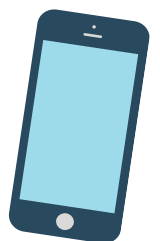
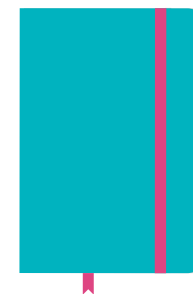
that goes **beyond your brand** or products to **engage your audience**

BRAVER CONTENT

that is **not constrained** by the status quo

A BOLD VOICE

that **draws your audience in** (think: honest and empathetic)



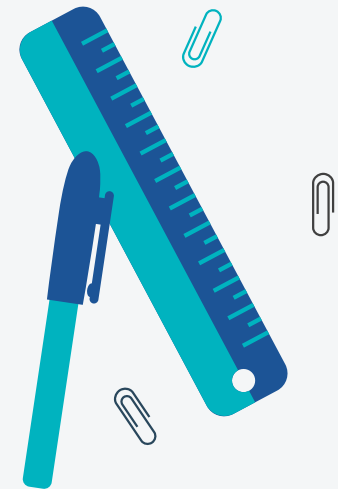
SEO STILL MATTERS

While Google has updated its algorithms to move away from keywords and towards quality (read: relevant) content, SEO still plays an important role in content discovery, so don't be too quick to dismiss it.



ARM YOURSELF WITH LINKEDIN'S CONTENT MARKETING TOOLKIT!

We've put together a veritable Swiss Army knife of content marketing tools that you can use for every aspect of content marketing, from strategy to SEO to proving ROI. These resources are designed to be easy to use, but customisable enough that you can use them over and over again. [Get yours now!](#)



Create Your Big Rock

What we like to call the Big Rock is a single cornerstone piece of content that can power your demand-generation engine for months on end. This is your stake in the ground on a theme that sets you apart from the competition. The Big Rock is a substantial content asset (think 15, 20, 30 or more pages). It's a move from thinking like a publisher to actually publishing like one by putting out a 'book' on your topic — one that matters a lot to your target audience. It may sound intimidating but it's not! Here's how you can approach the Big Rock:

Identify Your Theme and Own it

Using customer insights, you can generate a number of potential topics and questions to set the theme of your Big Rock. Find that one topic that allows you to own the conversation; one that will likely drive quality traffic to your site. Then publish an end-all-be-all on it.

Reverse Engineer from Existing Content

If you already own smaller content assets, consider building on them. Identify five or more content assets that follow a theme, arrange them in sequence, write an introduction and a conclusion, throw in a case study or two, add some influencer reviews, design the cover and voila! You just produced a Big Rock.

Start at the End

In this approach, you're starting with the results. Take five of your best case studies that have relevance and share an overarching theme. Bundled together as a Success Stories publication, this qualifies as a Big Rock too! Just remember to review the case studies first to make sure that they're current and relevant. Adding new insights would be a nice touch too.



FROM BIG ROCK TO STEPPING STONES

Now that you have your Big Rock, it's time to make it go the distance.

Chisel Pebbles from It

Your Big Rock is perfect for chunking into smaller, derivative content assets to fill your content calendar with minimal effort. Chisel it into little pebbles like a quick blog post, a colourful infographic or a how-to webinar. Choose formats that your target audience prefer and distribute them on channels where they spend their time.

Gate Your Big Rock

While your little pebbles are ungated (free to access), they should always lead back to your Big Rock. A gated Big Rock helps you collect customer information in exchange for the download.



Get Visual with Content

AS HUMANS, WE ARE ALL VISUAL THINKERS.

In fact, 75% of the neurons in our brains process visual information. The old cliché of a picture being worth a thousand words continues to hold true in the digital world and in the business context.

THE ART OF VISUAL STORYTELLING

Imagery is powerful but slapping a random photo beside your copy won't give you much results. Instead, consider how your image can evoke curiosity or highlight your key message. These are the best practices that we live by:

- Skip the stock photos whenever possible
- Avoid photos that are random or do not add value to the subject
- Never go image-less
- Be mobile-friendly in your cropping of images
- Use infographics and colourful charts to call-out important statistics

In the Singapore context, when using images of people, opt for a multi-racial approach that reflects the country's diversity — just be careful to avoid racial or religious stereotyping.



RICH MEDIA, RICH RESULTS on LinkedIn

POSTS CONTAINING **IMAGES**

94% MORE VIEWS

**98% HIGHER
COMMENT RATE**

POSTS CONTAINING **VIDEOS**

**3X MORE
IN-BOUND
LINKS**

Bring it Together on LinkedIn

With Singapore's penchant for all things digital, it's no wonder that its people are taking really well to LinkedIn. A sizeable proportion of Singapore's well-educated knowledge workforce is already building connections and sharing knowledge on this platform, making it a treasure trove of targets waiting to be engaged!

300,000+
LINKEDIN MEMBERS
in Singapore

2,200,000+
members with 13+
years experience

270,000+
Business Decision
Makers

100,000+
members with regional
responsibilities

**SINGAPORE
MEMBERS
WITH 1,000+
FOLLOWERS**

**1.8X
HIGHER**

**THAN
GLOBAL
AVERAGE**

Tap on LinkedIn to generate awareness, establish thought leadership, drive targeted website traffic, generate leads and create advocacy for your brand.

Base your content hub here through a Company Page or dedicated Showcase Pages for specific products or purposes, and distribute compelling content through Sponsored Content and other advertising avenues. The platform's rich data sources and advanced targeting capabilities allow you to define your audience with precision so that your marketing dollar is only spent on those who matter.

SINGAPORE'S TOP 10 INDUSTRIES

As represented on LinkedIn



1. INFORMATION & TECHNOLOGY SERVICES



2. FINANCIAL SERVICES



3. BANKING



4. OIL & ENERGY



5. HIGHER EDUCATION



6. INTERNET



7. COMPUTER SOFTWARE



8. HOSPITAL & HEALTHCARE



9. MARKETING & ADVERTISING



10. TELECOMMUNICATIONS

WIN WITH CONTENT MARKETING ON LINKEDIN



OBJECTIVES



OPPORTUNITIES



CONTENT



ACTIONS



TIME



METRICS

<p>Brand awareness</p> <p>Lead generation</p> <p>Thought leadership</p> <p>Event registration</p>	<p>LinkedIn Company & Showcase Pages</p>	<ul style="list-style-type: none"> • Whitepapers • eBooks • Case studies • Industry articles • How-to content 	<ul style="list-style-type: none"> • Post 3-4x a day • Engage with followers via post comments • Change cover image every 6 months 	<p>1 hour daily</p>	<p>Page Followers</p> <p>Post Clicks</p> <p>Engagement</p> <p>Inquiries & leads</p> <p>Event Registrants</p>
<p>Lead generation</p> <p>Brand awareness</p> <p>Thought leadership</p> <p>SEO</p>	<p>LinkedIn SlideShare</p>	<ul style="list-style-type: none"> • Company videos • Presentations • Infographics • Webinar decks 	<ul style="list-style-type: none"> • Upload new content weekly • Highlight decks on profile page • Group content into playlists • Add lead forms 	<p>30 min daily</p>	<p>Views</p> <p>Inquiries & leads</p> <p>Linkbacks & embeds</p>
<p>Thought leadership</p>	<p>Publishing on LinkedIn</p>	<ul style="list-style-type: none"> • Professional expertise & experiences • Industry trends • Lessons learned 	<ul style="list-style-type: none"> • Publish whenever you feel passionate about a topic • Aim for bi-weekly or once a month 	<p>1 hour weekly</p>	<p>Post views (& demographics of readers)</p> <p>Post likes, comments & shares</p> <p>Profile views</p>



OBJECTIVES



OPPORTUNITIES



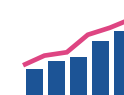
CONTENT



ACTIONS



TIME



METRICS

Lead generation
Brand awareness
Thought Leadership

LinkedIn Sponsored Updates & Direct Sponsored Content

- Company news
- Blog content
- Industry news & research
- Case studies
- Webinars
- Eye-catching visuals & statistics

- Run 2-4 sponsored updates a week
- Run for 3 weeks, then test & iterate
- Select compelling visuals
- Share links to lead forms & add URL tracking code

30 min daily

Engagement rate
Impressions
Inquiries & leads
Company or Showcase Page followers

Thought leadership

LinkedIn Groups

- Avoid self-promotion
- Use catalyst for thought leadership & community
- Spark conversations about industry trends & challenges
- Ask questions to crowdsource sentiments

- Create a Group for your company
- Ask for opinions & provide insights
- Monitor submissions daily
- Highlight top contributors
- Promote Group on social media

20 min daily

Number of Group members
Number of discussions
Quality of conversions
Number of profile views
Number of new connections

Expand the Reach of Your Content

If you develop great content, but no one sees it, what's the point? Or what if tons of people see it, but none of them are the right people for your business? Don't post your content and hope for the best — promote it to make sure it's seen by your target audience.

Use: Sponsored Content

LinkedIn Sponsored Content is native to the browsing experience, appearing directly in members' feed without interrupting the stream of content. It allows you to select specific targeting criteria (such as demographic filters) to reach the right people at the right time, with the right content.

You can also use continuous tracking to monitor impression and engagement metrics, and instantly fine-tune your posts and strategy for optimal results — which brings us to our next point...

Do: Test, Personalise and Control

Using the **Direct Sponsored Content** feature in Sponsored Content, you can personalise and test content in the newsfeed without posting on your LinkedIn Company Page. This is ideal if you have many different business units — it allows them to distribute specific content without cluttering your Company Page. Another thing you should always do is to test and retest your content in real time until you get the results you want. On LinkedIn, you can A/B test headlines, imagery and call to action with ease.

OVER 50% OF THE CONTENT INTERNET USERS IN ASIA RECEIVE FROM BRANDS IS IRRELEVANT TO THEM

Experian Marketing Services and WBR Digital, Digital Consumer View 2015 (Asia)



HANDY TIPS:

- For optimal results, **sponsor two to four updates** at any time to maximise your reach to your target audience, run each **campaign for at least three weeks** and have **clear call-to-actions** that state what people will get when they click on your link.
- **Turn on Audience Expansion on LinkedIn**, a feature that increases the reach of your campaign by showing your ads to audiences with similar attributes to your target audience.

Amplify Through Influencers

Aligning yourself with a recognised name or brand can offer a big credibility boost. It helps build presence on a much larger scale, and more quickly, than you could do on your own. Here are three simple steps for getting influencers to amplify the reach of your content.

IDENTIFY THE RIGHT INFLUENCERS

These are role models and thought leaders in the industry. If you're not sure where to start, try LinkedIn's Power Profiles in Singapore. It's a published list of the most-viewed CEOs and leaders in the country each year. These are people who have established a clear professional identity by sharing their insights and expertise and have been recognised as a source of inspiration to other professionals — a great place to start sourcing for your next influencer. Given Singapore's petite size, you may also want to consider influencers with wider geographical reach whom you can engage on a regional level.

CULTIVATE A CONNECTION

Start building a relationship by engaging influencers. Tap into the power of reciprocity and share their content, comment on their posts and like their updates. You can also leverage relationships that your senior leadership may have with thought leaders across your industry.

INVITE THEM TO PARTICIPATE

Make it easy for influencers to help you — tell them what post to share and how to share it. You can also invite them to contribute content but keep it short and simple, like limiting yourself to five interview questions for them to answer.



Prove the Value of Your Content Marketing

Once your content engine is humming nicely, you need to measure impact and identify future actions.

DEFINE SUCCESS METRICS AT THE START

Here's where it pays to have carefully defined content marketing goals. Tracking specific metrics such as post engagement and call-to-action click-through rate will make it simple to measure and prove the value of your content marketing. Of course, the metrics you measure depends on how you define success for your campaign. LinkedIn's Sponsored Content comes built with a couple of ways that you can gain insight into the performance of each post:

- **CONTENT ENGAGEMENT**
- **LEADS**
- **COST PER LEAD**



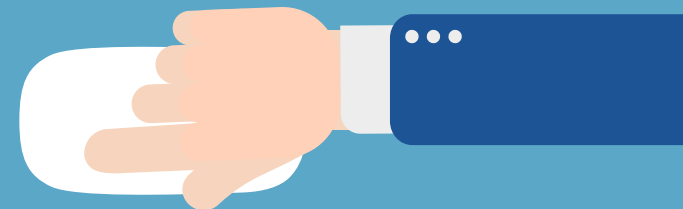
DEFINE ACTIONS BASED ON RESULTS

While all that data is valuable, it's useless unless you act on the insights it gives you.

You can experiment with ways to increase your follower base among professionals by targeting a specific Job Function with relevant news and information. Employee advocacy is also a powerful tool that continues to be underutilised — invite your employees to share your company's content with their own professional network, making sure that their posts also include a call-to-action that can bump up your click-through rate.

2X HIGHER CTR

when **employees** share content
(rather than companies)



Monitor and Optimise

By using metrics on LinkedIn to help optimise your campaigns, you can gain an advantage by ensuring that your content resonates with your target audience. Keep a close eye on the results each campaign is producing and make small tweaks along the way to optimise, optimise, optimise!



TOP THREE TESTING TIPS

1

RUN MULTIPLE CREATIVES

At least four for major campaigns to figure out which is the best performer and shift spending towards it.

2

SET CAMPAIGNS TO “ROTATE VARIATIONS EVENLY” FOR TESTING

While there is an automated optimisation available on LinkedIn, have the platform serve each variation evenly without **weighting** for performance; this will give you more meaningful data.

3


CREATE UNIQUE TRACKING PARAMETERS

Make sure there is a way to easily attribute traffic from each of your campaign variations. Using unique trackable URLs to your landing page enables you to determine which variation is more effective at driving conversions.

CHECKLIST FOR CONTENT MARKETING SUCCESS

Content is fueling every aspect of your marketing mix today. Succeed with content and you'll effectively create an integrated, results-producing marketing strategy that achieves your brand's objectives, in Singapore and elsewhere. Delivering relevant content at every turn can be challenging but remember:

 **DOCUMENT**
your goals


 **IDENTIFY**
your ideal customer and develop buyer personas

 **UNDERSTAND**
and respect the Singapore context

 **DECIDE**
what conversations and topics you want to own


 **DEVELOP**
an editorial calendar and map content throughout the buyer's journey

 **PRODUCE**
a Big Rock, then chisel it into smaller pebbles

 **PUBLISH**
to your LinkedIn Company and Showcase Pages

 **GET VISUAL**
with your posts

 **AMPLIFY**
your reach with LinkedIn Sponsored Content, an influencers programme and employee advocacy

 **MEASURE**
your results and optimise your campaigns for maximum impact

Do that and, as we say in Singlish, your Content Marketing Programme would be

'HO SEH LIAO' (ALL GOOD)!



Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With **more than 530 million members worldwide**, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Sales Solutions, Talent Solutions, Marketing Solutions, and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.

