

The background of the slide is a nautical chart, likely from the 19th or early 20th century, showing various maritime features, soundings, and navigational aids. Overlaid on the chart are a large, vintage-style compass rose in the center and a pair of binoculars in the lower right corner. The entire image has a blue and purple color gradient overlay.

Linked in®

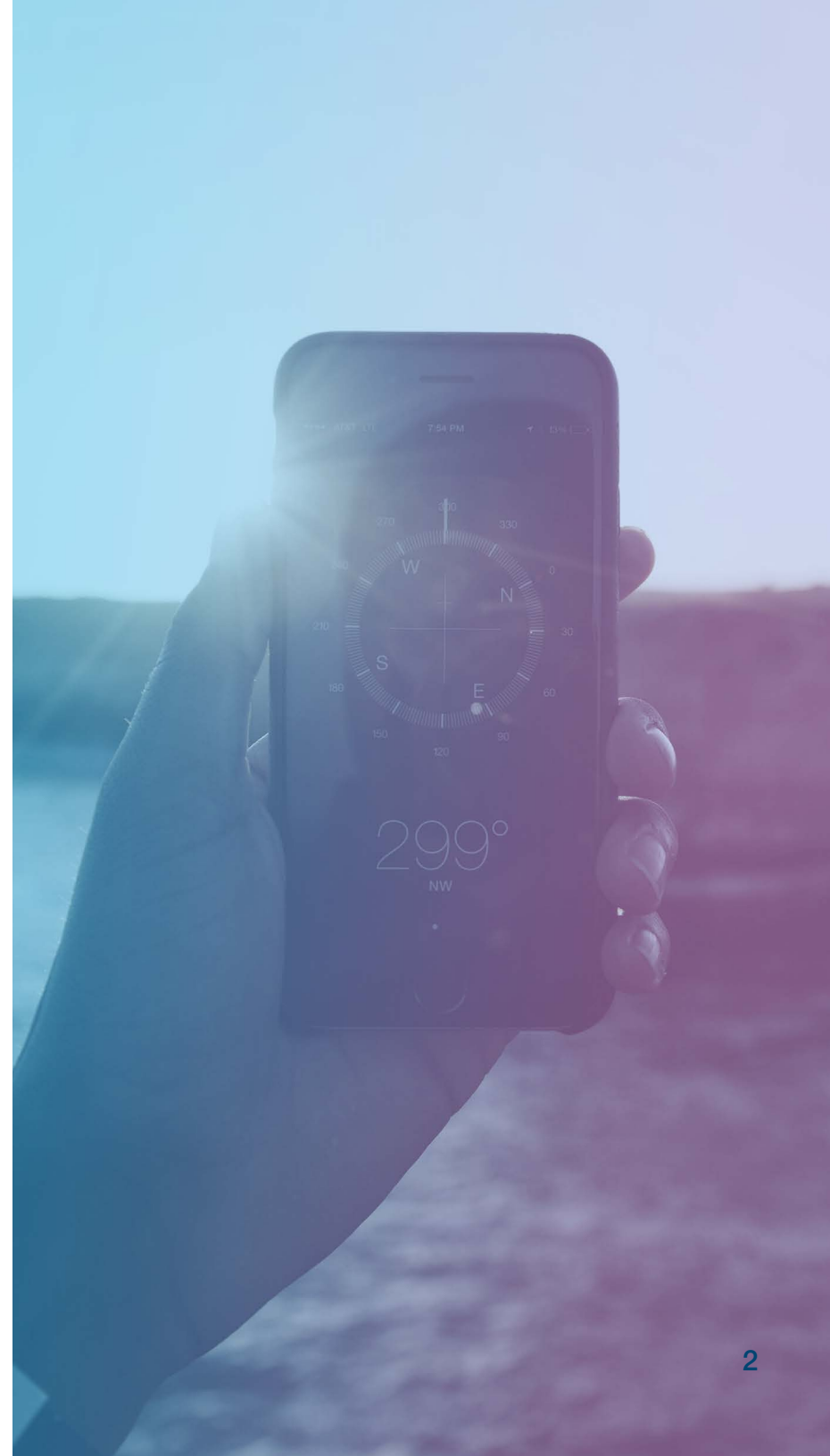
A TACTICAL PLAN

to LinkedIn

FOR REGIONAL MARKETERS

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LET'S DIVE IN

It's Monday at 9am. Your boss walks into your office and politely inquires about your team's LinkedIn strategy for the quarter. You freeze. Amongst all of the content you are producing and distributing throughout all of your social channels, you might have overlooked **the most powerful platform for B2B and high consideration B2C marketers: LinkedIn.**

Exemplary content creation falls flat without a solid distribution plan—we know this. And **79%¹ of B2B marketers believe social media is an effective marketing channel.** But while people are spending time on other social channels, they're investing time on LinkedIn. Furthermore, a whopping **80%² of B2B leads come from LinkedIn.**

In an effort to help you get your content in front of the 433+ million professionals on LinkedIn, who represent the largest group of influential, affluent, educational people anywhere (and to let your boss know that you've got this), I have created a quick LinkedIn Content Marketing Tactical Plan for you to incorporate into your integrated marketing approach. Find out what content to share, which products suit your needs, and how much time you'll spend daily or weekly to ensure your brand stays in front of the people who matter most to your business.

Keep in mind these findings have been compiled as a result of multiple tests conducted by the LinkedIn Marketing Solutions team (including yours truly). Get ready for an inside look into how LinkedIn marketing successfully distributes content on LinkedIn.

No matter what your goals are—brand awareness, thought leadership, or lead generation this plan will set you down the right path all before lunchtime. **So grab another cup of coffee and let's dive in, shall we?**



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A Tactical Plan to LinkedIn for Regional Marketers is based on the US version by Alex Rynne, titled *LinkedIn Content Marketing Tactical Plan: A Daily Playbook for Successful Content Marketing on LinkedIn.*

¹Ombono
²Oktopost

LINKEDIN CONTENT MARKETING SUCCESS

3 OPPORTUNITIES FOR THE TAKING

Each of the following 3 features play a pivotal role in how we're meeting your specific content marketing objectives on LinkedIn—from brand awareness, relationship building to generating higher quality leads. Take a quick deep dive into each and learn how we've invested in these to drive optimal results for our business.



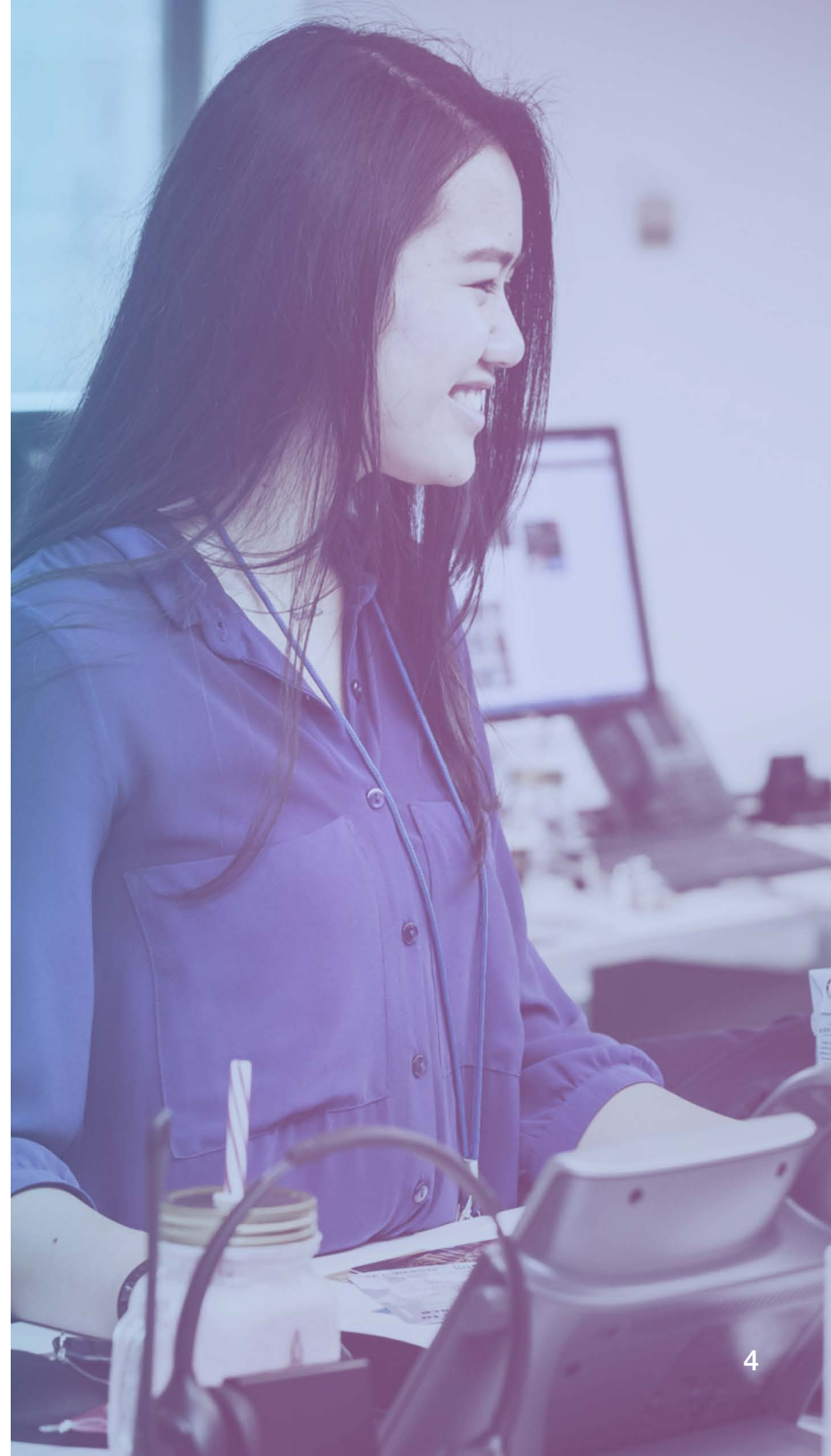
Organic Posts from LinkedIn Company & Showcase Pages



Reach New Audiences with LinkedIn Sponsored Content



Employee Advocacy with Publishing on LinkedIn



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
 <p>1HR. DAILY</p> <p>LinkedIn Company & Showcase Pages</p>	<ul style="list-style-type: none"> • Whitepapers • eBooks • Case Studies • Industry Articles • Helpful How-To Content 	<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 & Leads • Event Registrants 	<ul style="list-style-type: none"> • Post 3-4x a Day • Engage With Followers Via Post Comments • Change Cover Image Every 6 months
 <p>1HR. WEEKLY</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"> • Thought Leadership 	<ul style="list-style-type: none"> • Post Views (& Demographics of Your Readers) • Post Likes, Comments & Shares • Profile Views 	<ul style="list-style-type: none"> • Publish Whenever You Feel Passionate • Recommended: Bi-Weekly or Once a Month
 <p>30MIN. DAILY</p> <p>LinkedIn Sponsored Content & Direct Sponsored Content</p>	<ul style="list-style-type: none"> • Company News • Blog Content • Industry News & Research • Case Studies • Webcast • Eye-Catching Visuals & Statistics 	<ul style="list-style-type: none"> • Lead Generation • Brand Awareness • Thought Leadership 	<ul style="list-style-type: none"> • Engagement Rate • Impressions • Inquiries or Leads • Company or Showcase Page Followers 	<ul style="list-style-type: none"> • Run 2-4 Sponsored Content posts/Week • Run For 3 Weeks, Then Test & Iterate • Select Compelling Visuals • Share Links To Lead Forms & Add URL Tracking Code

FAIL TO PLAN, PLAN TO FAIL

The Content Marketing Institutes's Joe Pulizzi recently revealed that marketers with a documented strategy are 4x more effective. And yet only 28% of marketers have a documented content marketing strategy. With those kind of numbers it's no wonder that only 30% of marketers feel their content marketing strategy is effective.³

LET'S START WITH 4 PLANNING BASICS TO SET YOU UP FOR CONTENT MARKETING SUCCESS:

1. **Delegate.** Ensure you have someone dedicated and held responsible for each of your channels.
2. **Follow brand guidelines.** Maintain open lines of communication with your brand team to ensure your content reflects a consistent look, voice and tone. Consider creating content guidelines which your team can follow.
3. **Look beyond your team to source content.** Everyone loves a solid cross-functional partner. Encourage a steady stream of content from internal experts. Also—going back to delegating above—assign someone as the gatekeeper of content across channels.
4. **Build an editorial calendar.** Ensure you have content for each stage of the buyer's journey. Based on your objectives, include top, mid-, and lower-funnel content to help your audience make a decision to purchase from your brand.

³B2B Content Marketing: 2015 Benchmarks, Budgets and Trends—North America, Content Marketing Institute.



43%

According to HubSpot, 43% of marketers say that they have sourced a customer from LinkedIn.
— HubSpot State of Inbound

ORGANIC POSTS FOR FOLLOWERS VIA COMPANY & SHOWCASE PAGES

Time Investment: 1 hour daily/4 hours weekly/10 hours monthly

Deliver relevant content to your audiences through LinkedIn Company and Showcase Pages.

FIRST, WHAT'S THE DIFFERENCE?

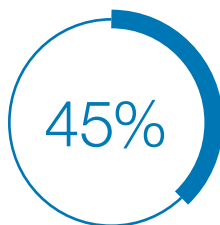
Company Pages are where you can catch the eye of prospective customers and build relationships with existing customers by featuring relevant content. Showcase Pages serve that same purpose for specific business lines, products or initiatives within your company.

ENGAGE AUDIENCES ORGANICALLY:

Professionals follow a Company or Showcase Page because they want to hear more from that brand. Marketers can leverage these opt-in eyeballs to share information and news regularly in order to stay top of mind. Vary the type of content to keep followers interested. For ideas and best practice, see the right panel.

TIPS FOR INTERNATIONAL MARKETERS:

Regardless of whether your post is organic (free) or paid, you can target who sees the posts in their LinkedIn newsfeed. For organic posts, your audience must be at least 1,000 followers. You can filter by facets such as geography, industry, and function. If you are part of an international team, this means you can target geo-specific messaging without spamming audiences in other geographies.



Company Updates containing links can have up to 45% higher follower engagement than updates without links.

OVERVIEW OF WHAT TO SHARE

- Links to Your Latest & Greatest Whitepapers
- eBooks
- Case Studies
- Industry Articles
- Helpful How-To Content

BEST PRACTICE TIPS

- For every self-promotional post, share another four posts that are relevant and written by others
- Formats consider sharing: Text, Links to blogs/articles/landing pages, Images, Videos

REACH NEW AUDIENCES WITH LINKEDIN SPONSORED CONTENT

Time Investment: 30 minutes daily/4 hours weekly/10 hours monthly

WHAT IS SPONSORED CONTENT:

Sponsored Content lives in the member newsfeed of your target audience. Using this form of native advertising on LinkedIn, you can share content with professionals that matter most to your marketing objectives.

TESTING CONTENT FOR OPTIMAL RESULTS:

We always suggest testing content that you share. Running A/B tests helps you get the most bang for your buck. Use Direct Sponsored Content when you are testing. This feature allows you to dark post so that similar posts don't clutter the space on the actual Company or Showcase Page. Direct Sponsored Content only lives in the newsfeed.

Elements to consider testing include: Colour (bright posts tend to work best), Call to Action, Headlines, Imagery.

OVERVIEW OF WHAT TO SHARE

- Company News
- Blog Content
- Industry News & Research
- Case Studies
- Webcasts & Content Produced by Business Leaders (Both Within and Outside of Your Company)
- Eye-catching Visuals & Statistics (1200x627 pixel images are optimal)



of Sponsored Content engagement comes from mobile devices. Make sure your website or landing page design is responsive.

REACH NEW AUDIENCES WITH LINKEDIN SPONSORED CONTENT

HOW TO MEET YOUR OBJECTIVES

Sponsored Content is highly flexible. It can be used to meet different objects, such as awareness, thought leadership, lead generation, event attendance, growing traffic, and more. Simply make sure your content matches your objective. We recommend mixing up the content regularly to avoid message fatigue.

Brand Awareness: Shape perception amongst your target audience to increase awareness of your brand, products and services.

Key Metrics

- Engagement Rate
- Impressions
- Company or Showcase Page followers

Thought Leadership: Build relationships with the world's professionals by creating value and establishing trust that sparks ongoing conversations and deeper customer relationships.

Key Metrics

- Engagement Rate
- Impressions
- Company or Showcase Page followers

Lead Generation: Generate quality leads by sharing insights that professionals seek. Watch that content spread via the peer sharing that occurs naturally on LinkedIn. You'll also want to make sure you're sharing links to gated content or a landing page with a lead form.

Key Metrics

- Inquiries or Marketing Qualified Leads

CHECKLIST FOR SPONSORED CONTENT CAMPAIGNS

- ☒ Select a Compelling Visual (1200x627 pixel image)
- ☒ Run 2-4 Sponsored Content posts a Week
- ☒ Run for 3 Weeks, then Test & Iterate
- ☒ Add URL Tracking Codes to Measure Post-Click Actions like Site Visits or Conversions
- ☒ Set up Campaigns by Audience
- ☒ Shift Budget to the Audience with the Highest Engagement Rate

For optimal engagement, keep the text accompanying your Sponsored Content under 150 characters.

SPONSORED CONTENT CAMPAIGN TIPS

- Sponsor two to four updates at a time to maximise the reach to your target audience.
- Run each campaign at least three weeks.
- Have a clear call to action stating what to expect when people click.



EMPLOYEE ADVOCACY WITH PUBLISHING ON LINKEDIN

Time Investment: 1 hour weekly/3 hours monthly

WHAT IS PUBLISHING ON LINKEDIN?

Thought leaders and influencers, like Arianna Huffington, aren't the only people with unique perspectives to share. All LinkedIn members have the opportunity to write long-form posts. LinkedIn Publishing is a way for anyone to share their voice. Think of it like a professional blog with a built-in audience. Over 1 million people are writing long-form posts on LinkedIn. Those posts are being exposed to audiences with huge influence. About 45% of the readers are upper ranks of, like managers, VPs and CEOs.

WHY THIS MATTERS TO BRANDS

Employees using LinkedIn Publishing are able to increase their reputation as a thought leader, but brands can benefit from employee engagement too. A strong employee voice can help humanise large corporations and build a reputation of helpful and intelligent employees. Plus, they can help organically share your content marketing materials and reach new audiences.

POPULAR TOPICS AMONG PUBLISHERS:

- Personal Experience and Expertise
- Industry Trends
- Lessons Learned



EMPLOYEE ADVOCACY WITH PUBLISHING ON LINKEDIN

HOW TO MEET YOUR OBJECTIVES

Thought Leadership: The more long-form posts that your employees publish, the more credibility they will build. Encourage employees to write often and on topics they care about so that they build a following. In order to filter marketing messages out through your army of employees, make sure they are aware of the priority themes and topics that are a focus for the company. Ensure they know what new products or services you're launching. This helps them amplify your messages organically.

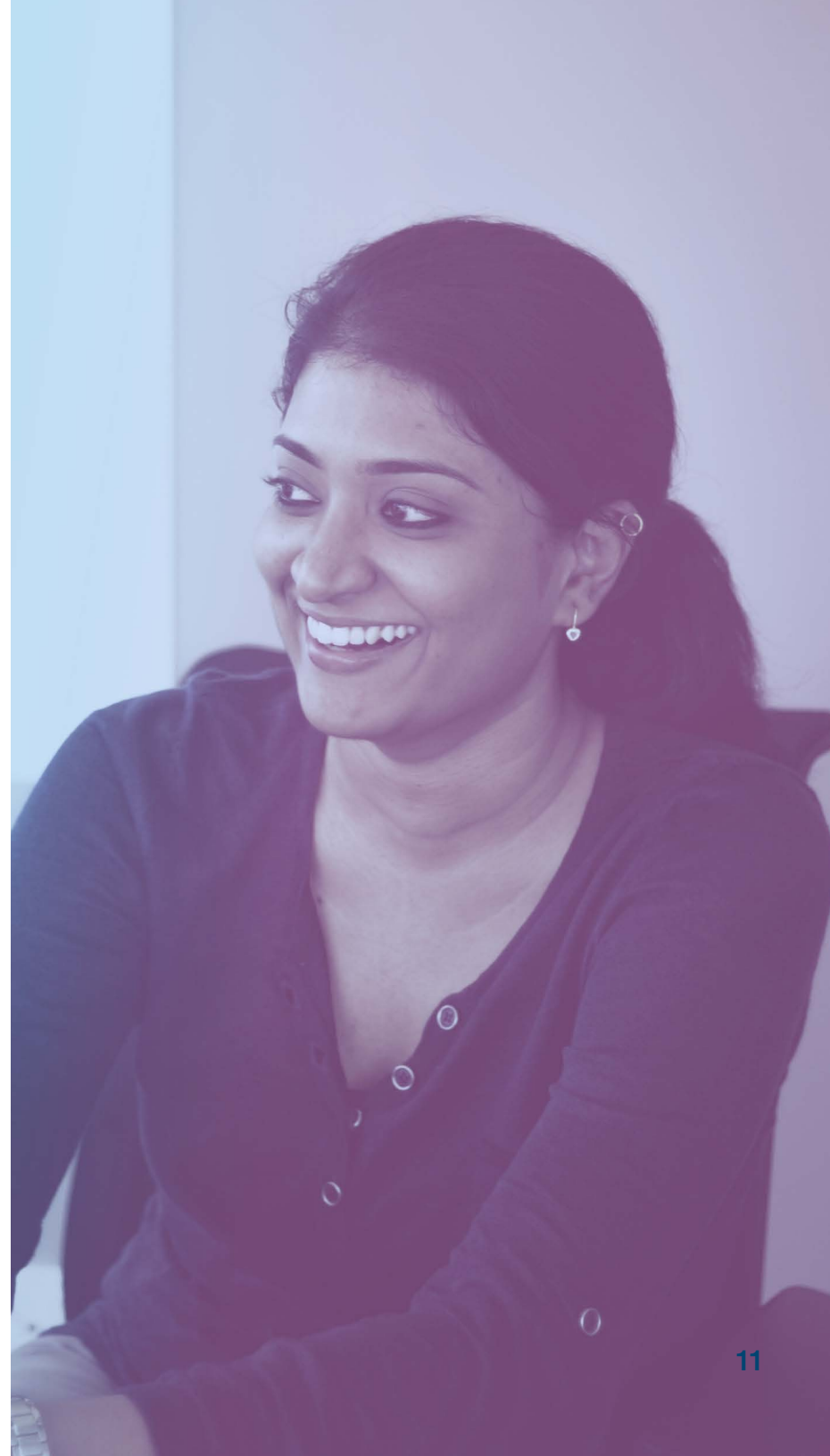
When you find long-form posts from employees that mirror the messages you want to share as a brand, you can distribute them from the Company or Showcase Page.

Key Metrics

- Post Views & Profile Views
- Demographics of Readers
- Likes, Comments & Shares



Power Publisher Tip: Link images and keywords back to your company blog or eBooks for increased traffic and referral traffic back to your site.



READY TO DRIVE MORE REVENUE ON LINKEDIN?

So, there you have it. Feel free to adapt this plan to your business and present it to your boss with pride. You're on your way to delivering the right content to the right people, which will help you build your brand, generate leads and ultimately drive more revenue.

FOR THE OVERACHIEVER IN YOU

Additional resources to help you make the most of your content marketing strategy on LinkedIn:

[The Indian Marketer's Guide to Content Marketing](#)

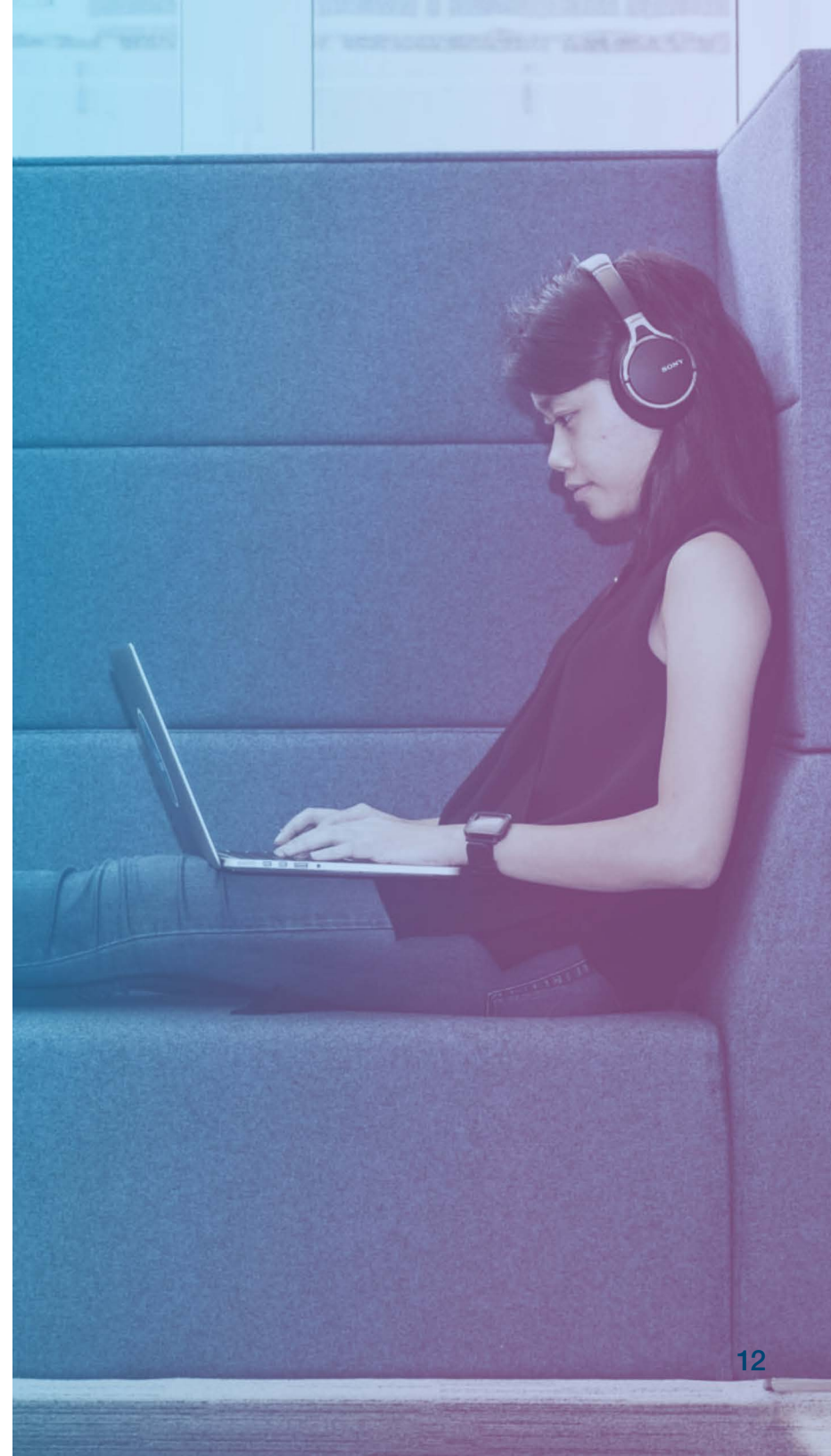
[The Asia Marketer's Guide to Content Marketing](#)

[Laser Focus: 10 Ways to Optimise your LinkedIn Sponsored Content](#)

[Ultimate Playbook to Professional Publishing on LinkedIn](#)

[10 Ways to Drive Killer Results with LinkedIn Sponsored Content](#)

[The Sophisticated Marketer's Guide to LinkedIn](#)





Today, LinkedIn members number more than 433+ million of the 600 million professionals on the planet, representing the largest group anywhere of influential, affluent, and educated people.

For more information, visit marketing.linkedin.com