Linked in

For marketing success, it pays to blend organic and paid content.

Follow our insider tips to build your brand on LinkedIn and drive results.



First, align on your LinkedIn message.

When crafting your message on LinkedIn, **consider how you're helping members get the most out of their life and work**. By keeping this guiding principle in mind, you will: Drive deeper engagement among members as a trusted colleague

Create evangelism to spread your message faster and more meaningfully **Build your brand** to seed relationships with key customers

Build your organic presence with core LinkedIn tools.

Give customers and prospects a place to learn about your business, employees, and brand.



Your LinkedIn Company Page

Think of your LinkedIn Company Page as the canvas to shape and tell your company's story.



Showcase Pages

Dive deeper into positioning your more prominent brands, business lines, products, and initiatives by creating dedicated LinkedIn Showcase Pages.



Long-Form Posts

Grow your audience and network quicker by publishing new and repurposed content as Long-Form Posts. Your LinkedIn Company Page includes an intuitive blogging tool that seamlessly integrates your post into your page.

Boost your organic strategy with paid.

With a strong brand foundation built from your organic strategy, invest in paid solutions to extend your reach to new customers and prospects at scale.



Use Sponsored Content to reach your audience in the feed and beyond

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Try Message Ads to engage members via the LinkedIn inbox

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	Hi Sam! Love analytics? Join us at the FixDex Data Summit and see the latest in analytics.	
	View event details	
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Leverage Dynamic Ads to natively reach members with a personalized touch



By combining high quality reach with precise targeting, LinkedIn enables you to:

- Engage your target from among the most affluent, influential, and educated audience on social media
- Increase awareness, credibility, and impact
- Drive traffic and qualified leads to your site



The greater your organic reach, the more it can amplify your paid efforts.

By testing and optimizing with organic content, you ensure you're investing in your highest-performing content for paid campaigns.



Explore more LinkedIn tools to build your campaign:

Drive engagement and reach through:

- Sponsored Content, including Video and Carousel Ads
- Dynamic Ads
- Text Ads
- Message Ads
- Display Ads

Optimize and measure with:

- Contact Targeting
- Lead Gen Forms
- Website Retargeting
- Account-Based Marketing
- LinkedIn Audience Network

For personalized consultation on your organic and paid strategy, reach out to your LinkedIn account team.

Linked in #InItTogether

Click here to explore all LinkedIn advertising tools