



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

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



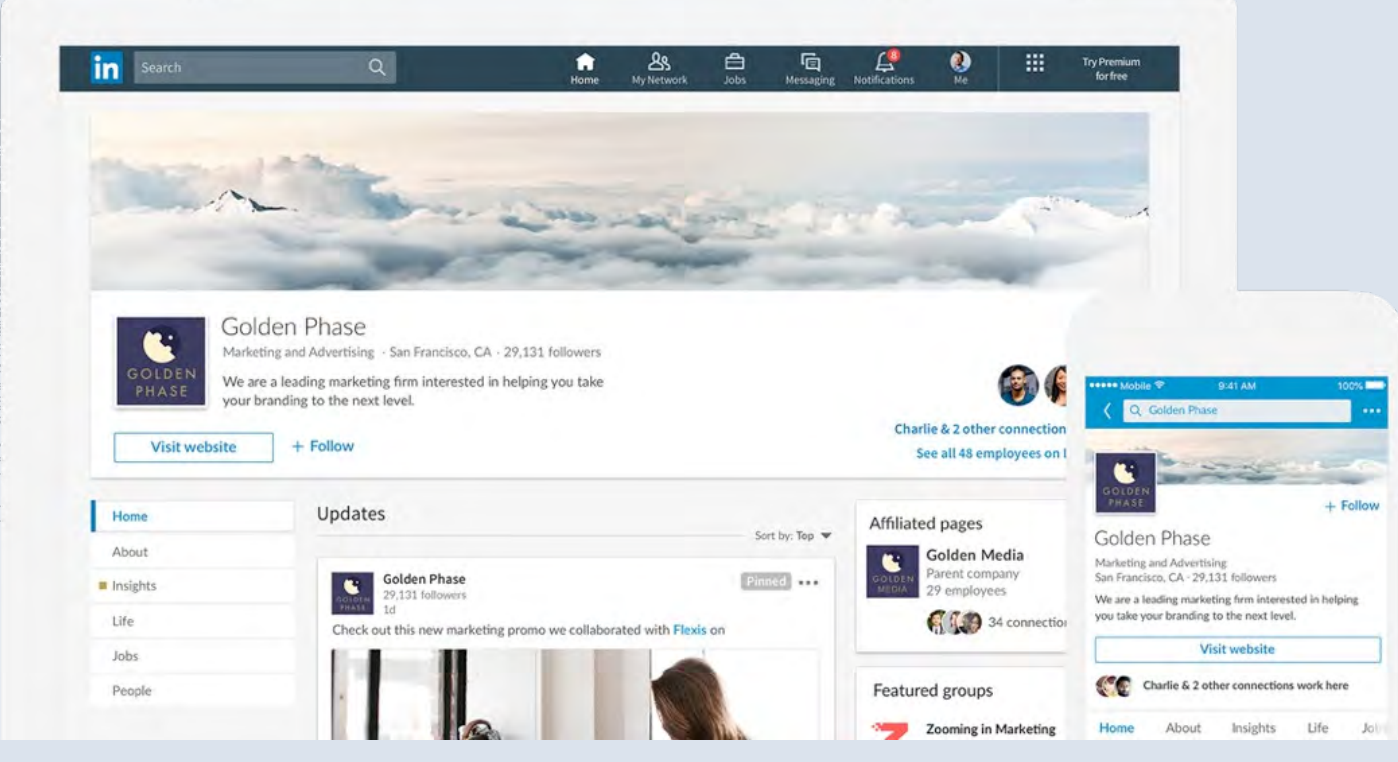
## First, align on your LinkedIn message.

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

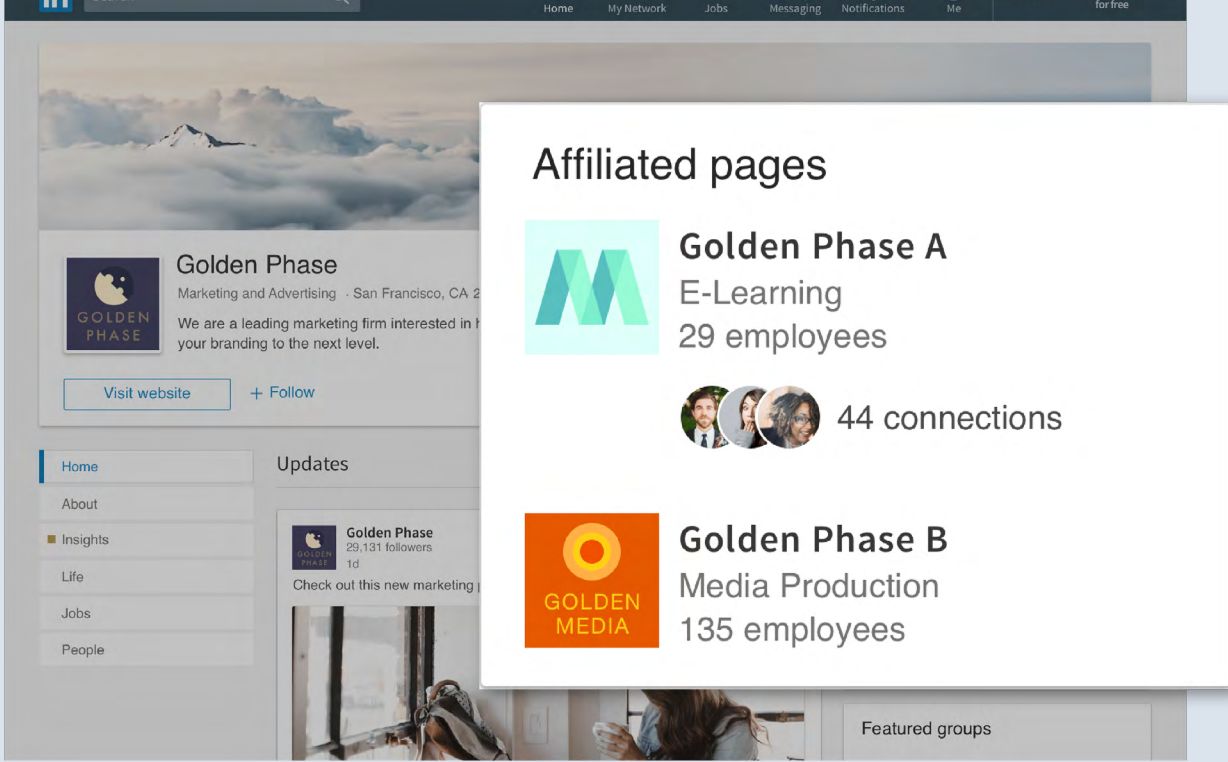
## Build your organic presence with core LinkedIn tools.

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



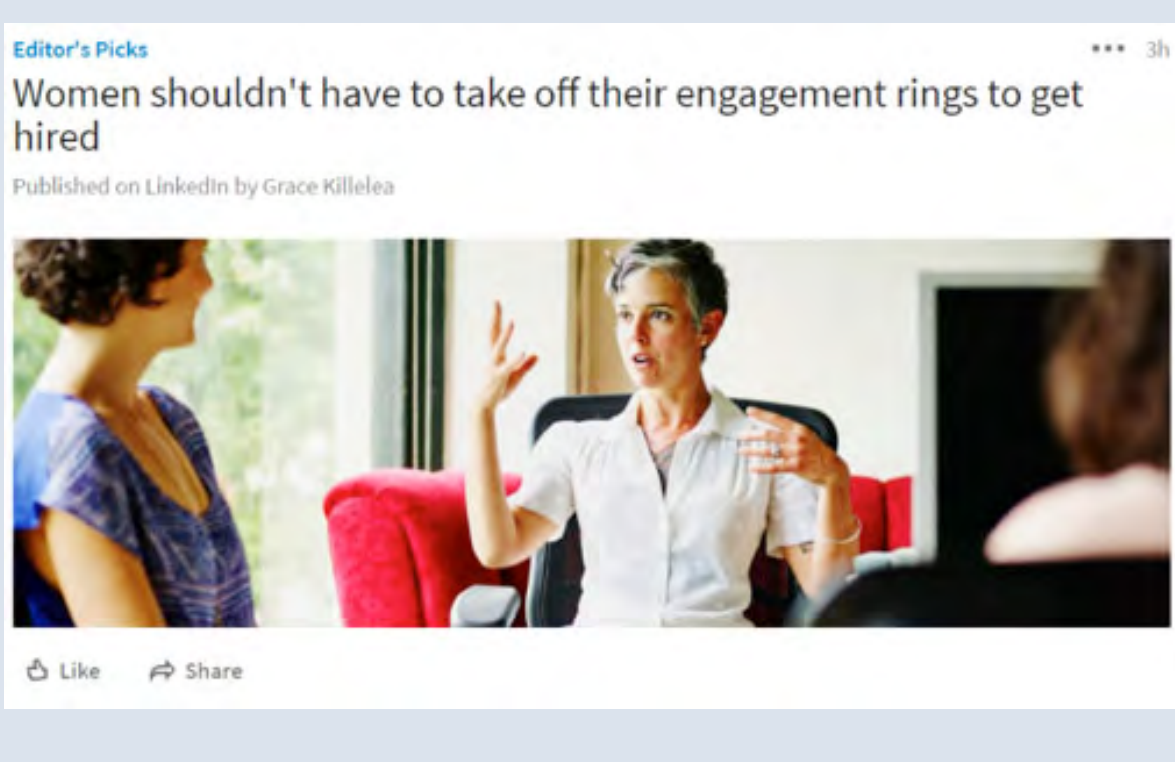
### Your LinkedIn Company Page

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.



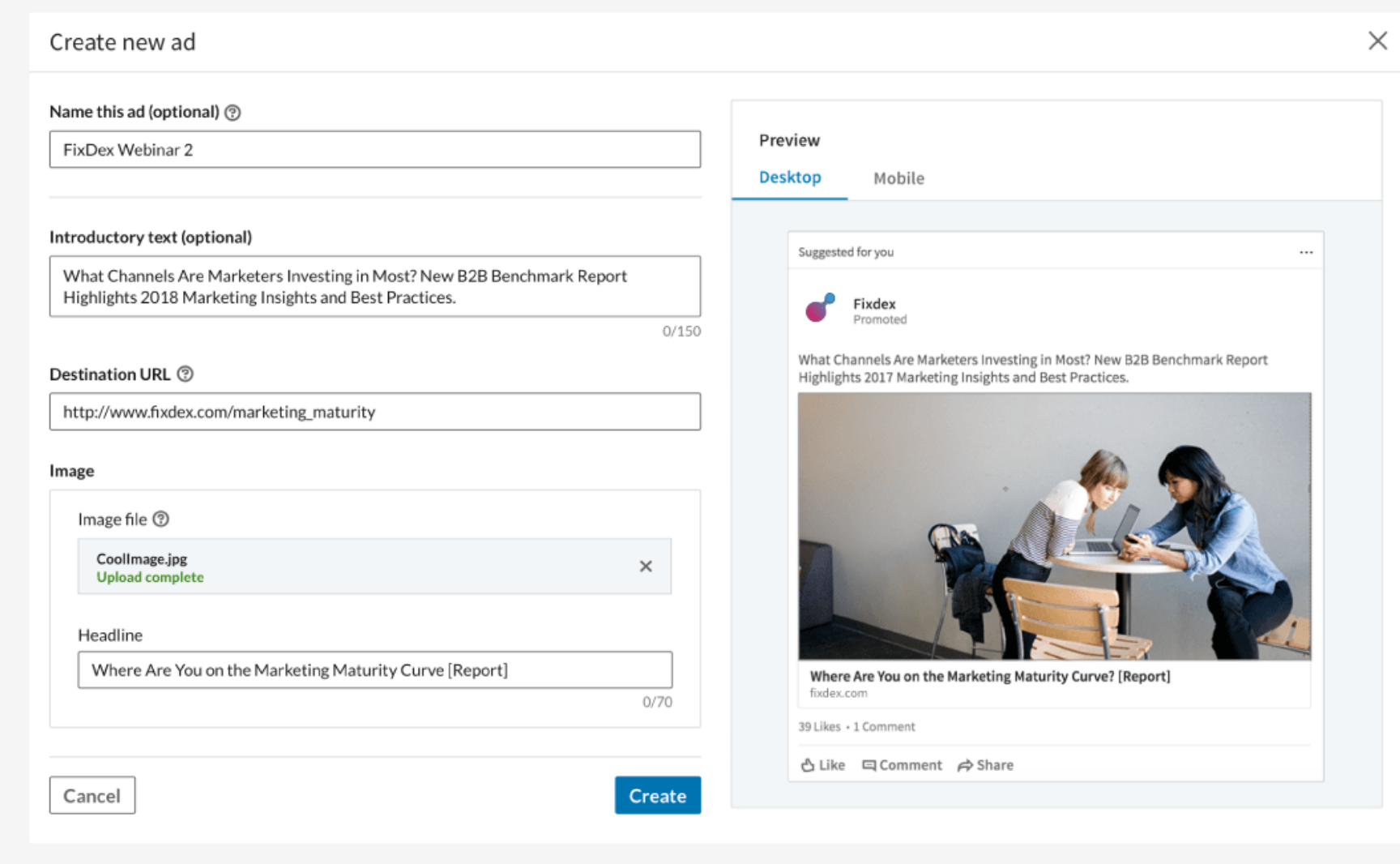
### Long-Form Posts

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.

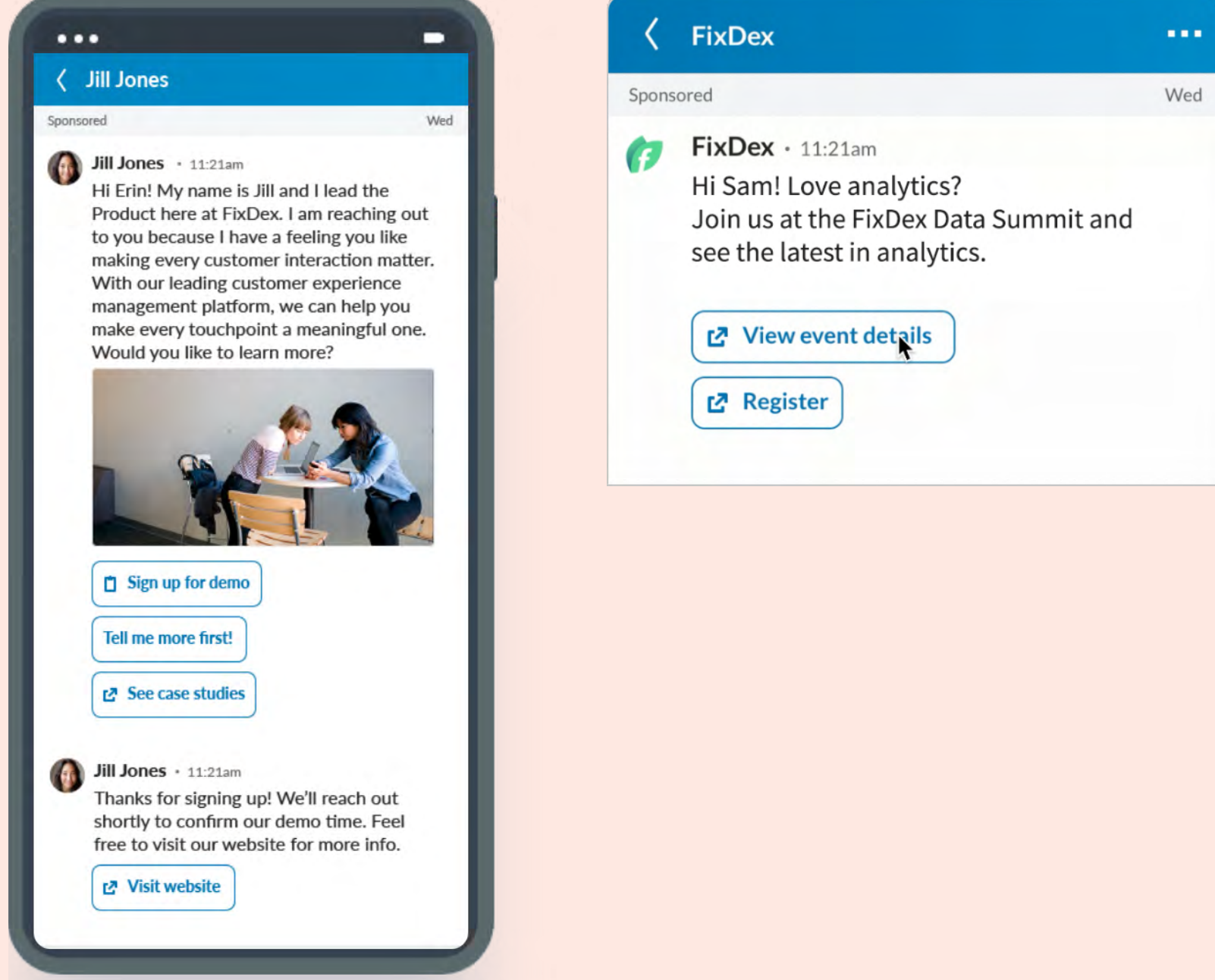
## Boost your organic strategy with paid.

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.

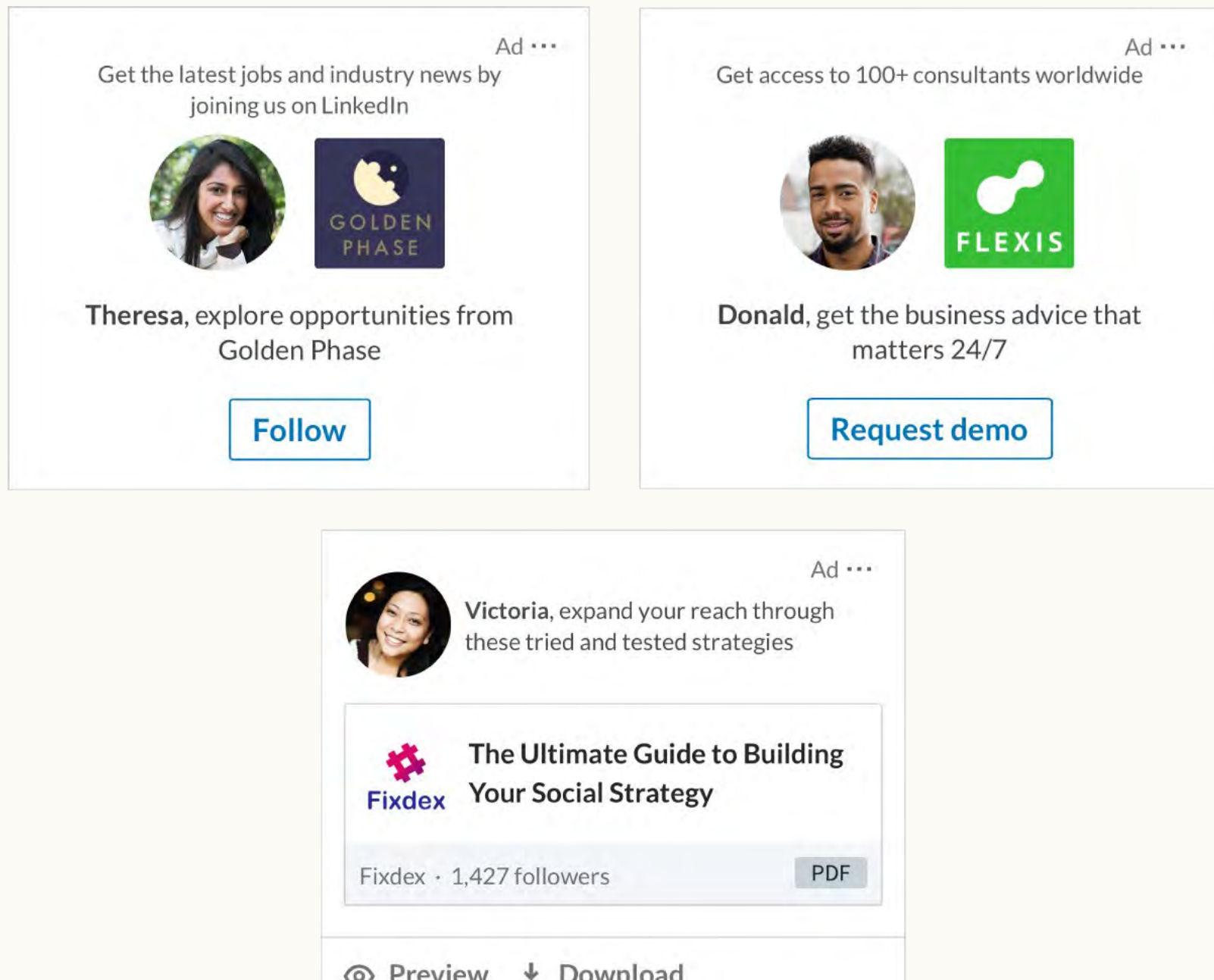
- 1
- Use Sponsored Content to reach your audience in the feed and beyond



- 2
- Try Message Ads to engage members via the LinkedIn inbox



- 3
- Leverage Dynamic Ads to natively reach members with a personalized touch



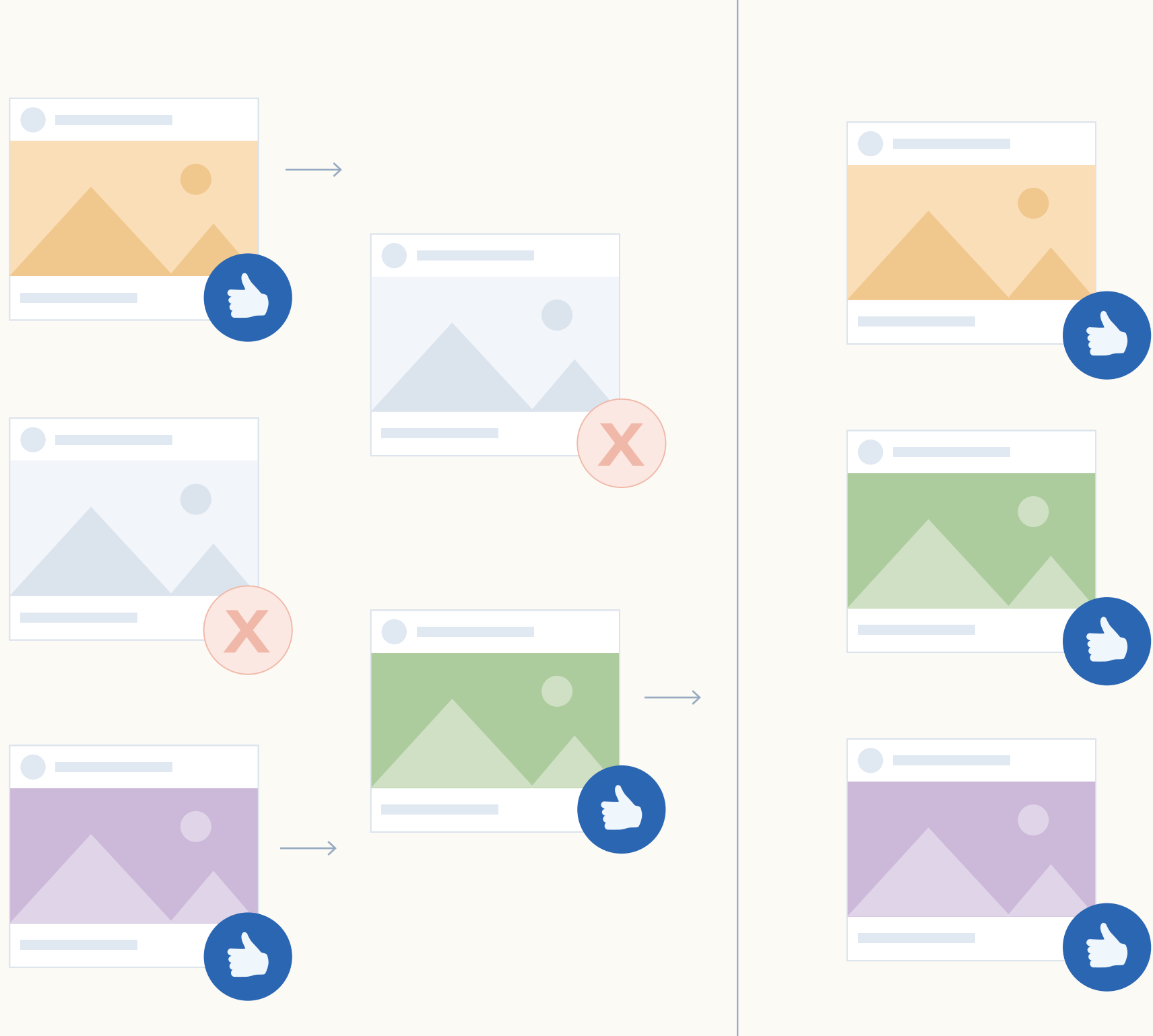
## By combining high quality reach with precise targeting, LinkedIn enables you to:

- 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.



#InItTogether

[Click here to explore all LinkedIn advertising tools](#)