



Become a
Power Creator
for Your Business

with LinkedIn and Hubspot



HubSpot is one of the most trusted and respected names in digital marketing. Founded back in 2006, they've been a leading authority on digital inbound marketing, sales, and service software ever since the world of digital business was just coming into its own. HubSpot's CRM is among the most popular in the world for growth-minded businesses.

We're proud to call HubSpot a member of [LinkedIn's Marketing Partner](#) community. Connecting these two platforms and aligning them with your advertising strategy will help take your marketing campaigns to new heights with a bevy of tools to improve marketing efficiency and enhance effectiveness across every stage of the funnel.

If just combining the platforms with your current marketing strategy can do all that, just imagine what you'll be able to accomplish if you also incorporate the harddown expertise and insight of these two B2B powerhouses at the same time.

In this guide, HubSpot and LinkedIn came together to share bona fide best practices around four cornerstones of LinkedIn strategy:



LinkedIn
Profiles



LinkedIn
Pages



LinkedIn
Ads



Sales
Outreach



Meet Leslie Green

Leslie is a Senior Social Strategy Manager at HubSpot. Her professional history includes social media management, production, and internship roles at brands such as SELF Magazine, Sports Illustrated, and the U.S. Olympic Committee. You'll find her seasoned perspectives and guidance throughout the pages of this guide. Make sure to [follow Leslie on LinkedIn!](#)

LinkedIn Profiles

Become a thought leader and build your personal brand on LinkedIn



Watch more from Leslie Green on LinkedIn Profiles

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Your LinkedIn profile is a space where you can distinguish yourself as an individual, tell your professional story, and grow your network. This is not only valuable for your career, but also for your organization, because the visibility and credibility you're generating [as a creator](#) will be reflected onto your brand by proxy.

As a first step, you'll want to **make sure your profile is complete**. Here are a few tips to make sure you're sending the right impression:

- **Make sure your profile picture is recent, clear, and representative** of who you are as a professional. We recommend having your face take up at least 60% of the frame.
- **Choose a background image** that helps people understand who you are and what you care about.
- **Use the "Headline" space** to quickly and creatively describe yourself. (By default, it will simply show your job title and company.)
- Instead of using the summary and past experience areas as a dry résumé, think of it as an **opportunity to tell any visitor about your career story**. Don't just explain what you've done – show what you've learned, where you've made an impact, and how you've grown.
- **List relevant skills and ask for endorsements** to add third-party reinforcement to your qualifications and accomplishments.

67%

of executives prefer thought leadership to prominently feature the POV of an identifiable author, instead of being published by a faceless brand.

(LinkedIn & Edelman)



Once you've perfected your LinkedIn profile, it's time to start making a name for yourself. Breakthrough thought leadership is the most effective way to gain visibility, start conversations, and generate influence within your area of specialization.

What kind of content stands out and gets noticed on LinkedIn? Contrary to some perceptions around the business-like nature of this community, it is our shared humanity that ultimately brings us together.

"I think we always forget that social media is a human experience," Leslie says. **"So first and foremost, post anything that's going to evoke emotion.** Anything that's going to make you feel a way – happy, sad, frustrated. Not that you need to go on tons of rants on LinkedIn, but you want to be able to make that connection with people. Showing them

how you felt in a situation can really help drive that connection and engagement on your posts."

Don't just share that you got a promotion or launched an extremely successful campaign. Open up about the challenges and struggles that led up to your achievements.

"Have the authenticity to be vulnerable, and honestly, sometimes share the failures," she suggests. "Those are the types of posts that are really resonating with other people in your network."

Another one of her recommendations? Dare to be different. Share unconventional opinions or approaches. "When everybody has a best practice. It's the same best practice across industries," she says.



Check out HubSpot's ebook,
The Content Marketer's Guide to Thought Leadership

[Download the Guide](#)

LinkedIn Pages

Your brand's hub in the global online professional community



Watch more from Leslie Green on LinkedIn Pages

Watch Video



The LinkedIn Page is a feature-filled platform that can become your brand's home base on LinkedIn. Giving your organization the ability to share updates, publish articles, highlight job opportunities, and drive customers to solutions, it essentially acts as its own company website.

Building your LinkedIn Page following is an extremely valuable pursuit. [LinkedIn](#) and [HubSpot](#) both have a wealth of resources for helping you maximize its value.

"If you're scaling an audience, you're scaling a group of people who are aware of your product or your service, and so that inevitably is going to translate into business growth," Leslie says. "The way HubSpot uses LinkedIn isn't necessarily to scale leads or drive acquisition – we're really focused on engagement and brand awareness."

Growing the audience for your LinkedIn Page means more members are organically seeing the content you create and share. It also means a larger data sample to inform your analytics and audience insights. Here are a few tips to gain more followers on your LinkedIn Page:

- **Make sure it's complete!** Pages with complete information get 30% more weekly views.
- **Optimize around relevant keywords.** Your LinkedIn Page shows up in Google results!
- **Encourage employees to talk about their work** and tag the company.
- **Add a "Follow" button** to your website and a link to your email signature.
- **Create content regularly** and engage in conversations that matter to your brand.

Next, we'll dive a little deeper into that last part, because it's a vital ongoing focus.



Companies that post to their LinkedIn Pages weekly see a

2x lift in engagement
with their content.

(LinkedIn Data)

There are a variety of different ways you can publish content via the LinkedIn Page – updates, longform articles, images, videos, virtual events, job postings – and the best way to find the right mix is simply experimenting and seeing what catches on with your audience. **The Content Suggestions feature can help provide a stream of prominent and trending topics in your industry.**

HubSpot offers tools that can help you organize and execute a LinkedIn Page content strategy, such as content calendars to help you plan around a consistent schedule while keeping a pipeline of regular, strategic posts.

“When I think about content scheduling, I always think about having a set of evergreen posts that are valuable to my target audience at any time. They don’t necessarily

need to be tied to a date,” Leslie says. “And then batching a number of those posts at the beginning of the month or the beginning of the week, whatever works best with your cadence and having those on your calendar ready to go.”

As Leslie points out, though, one of the most important and valuable steps you can take with creating content on LinkedIn is the next one: engaging with people after you click “publish.”

“In my opinion, **the magic of building community on LinkedIn happens in the comments**,” she offers. “Your community building efforts don’t stop at posting and then walking away.”

In other words:
step off the soapbox and socialize!



“Every day I see industry thought leaders making connections in the comments of LinkedIn, so don’t be afraid to get in there and ask a question, whether you’re the brand or you’re a thought leader.”

Leslie Green, HubSpot



LinkedIn Ads

Find your audience, learn what's working, and speak their language



Watch more from Leslie Green on LinkedIn Ads

[Watch Video](#)

A strong paid strategy is a crucial complement to your organic growth initiatives on LinkedIn. A strategic suite of ads helps you reach targeted audiences with action-driven messages and offers.

In Leslie's opinion, the best way to approach social media advertisements is to be conscious about focus, relevance, and brevity.

"The best ads are really relevant," she says. "They're short, they capture attention, they're very clear about what they're asking the user to do. They're not asking them to do 30 things at a time."

Within LinkedIn's objective-based advertising experience, you'll find a variety of ways to reach, engage, and convert new customers:

- **Sponsored Content:** Reach a highly engaged audience in the LinkedIn news feed.
- **Sponsored Messaging:** Engage your audience in LinkedIn Messaging, where professional conversations happen.
- **Lead Gen Forms:** Pre-filled forms for your LinkedIn ads.
- **Text and Dynamics Ads:** Run ads in the LinkedIn right rail.

"In my opinion, the best ads don't feel like ads, but rather, they're providing value that you didn't know you needed. I think everybody's experienced this, where they get stopped in their feed, and they're like, oh, my gosh, I didn't even realize this was a problem."

Leslie Green, HubSpot





HubSpot's [integration with LinkedIn Ads](#) offers a variety of functionalities and efficiencies, especially for those who already spend a great deal of time in the HubSpot CRM.

Features available through this integration include:

Creation of highly targeted audiences.

Attach a pixel to HubSpot and start creating audiences based on specific interactions customers have with your website.

Automatic syncing of leads from LinkedIn directly into HubSpot. Import Lead Gen Form data directly into the CRM.

Understanding which ads are influencing your bottom line. In-depth reporting tools to draw a clear line between ad campaigns and revenue.

Ability to form a consistent narrative across marketing efforts. Create workflows triggered off ad interactions and ensure the right follow-up and nurturing take place.

B2B content marketers report that **LinkedIn is the most popular platform for paid social media** (used by 75%) and also produces the best results among paid social media platforms (cited by 79%).

(Content Marketing Institute/MarketingProfs)

Sales Outreach

Using your content to spread your message



Watch more from Leslie Green on Sales Outreach

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Although LinkedIn's own marketing and sales products (Campaign Manager and Sales Navigator) play nicely together, many organizations like to centralize their efforts in a CRM like HubSpot, which often serves as the central source of truth and collaboration for the two teams.

However you go about it, what's most critical is **making sure your sales team is equipped with the right content to deliver value**, and the right context to solve problems.

"Personally, I've seen a lot of salespeople activate on LinkedIn with more marketing material than I'd expect," Leslie observes. "And I think as a marketer and a content creator, providing your sales teams with really clear and concise visuals – first and foremost – are going to capture attention."

Indeed. On the LinkedIn feed, we've seen that images typically result in a 2x higher comment rate.

All of the content you're creating for LinkedIn becomes vastly more valuable when it can be utilized in specific situations and circumstances. Be thoughtful about these use cases as you develop your plan and strategy.

Much like Campaign Manager, Sales Navigator can be seamlessly integrated with HubSpot's CRM to bring LinkedIn's virtual selling capabilities into a familiar user experience.



"In the grand scope of your campaign, when you plan for delivering assets, make sure that your salespeople as well as your overall employee base is included, so that you can spread the message farther."

Leslie Green, HubSpot

It's Time to Create!

Combining HubSpot and LinkedIn
to Become a Power Creator for
Your Business



Throughout this guide, we've covered the essentials of a LinkedIn content strategy. Let's review the key takeaways:



LinkedIn Profile:

Use it to tell a compelling story about your personal journey. Grow your personal brand by developing thought leadership that is emotionally impactful, authentic, and unconventional or unexpected.



LinkedIn Page:

Complete your information and use techniques to consistently grow your following. Create a calendar and share content regularly, in diverse formats. Take the next step after publishing by engaging and interacting with your audience.



LinkedIn Ads:

Reach highly tailored audiences by taking advantage of LinkedIn and HubSpot's robust targeting tools. Build your ads around three principles: brevity, focus, relevance.



Sales Outreach:

Repurpose content and create dedicated assets to activate your sales team with virtual selling on LinkedIn.

HubSpot can be an excellent resource for elevating your LinkedIn strategy in two primary ways: first, keeping up with their thought leadership and expert tips can help you learn how to continuously optimize and evolve any and all aspects of your LinkedIn content strategy.

Second, by integrating HubSpot's uber-popular CRM into LinkedIn, you'll unlock extremely beneficial new functionalities and streamline your process at the same time.



“LinkedIn is a professional network that I’ve always been a really big advocate for. It’s a very special place that has a community that can really support you and uplift you.”

Leslie Green, HubSpot

[Visit the HubSpot partner page](#)