

# LinkedIn Marketing Solutions

Driving Quality Leads with Content

How to Fill Your Pipeline Using LinkedIn Sponsored Updates



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**Lead generation**  
is critical to  
marketing success.

**80%** of the most effective B2B  
content marketers cite lead  
generation as a goal, with at least  
**50%** of B2C content marketers  
citing it as a top goal.

You must be sharing content and engaging in conversations through social media to impact the buying cycle.

*“Publishing and sharing content online is the single biggest lever to increase **lead generation**.”*

- Kipp Bodner, HubSpot



The reality is that **60%** of the sales cycle is over before your buyer even talks to a sales person. Your content can help inform them as they discover, explore, and select possible solutions.

On LinkedIn, you can share content and build relationships with the world's professionals.



## Marketers

For B2B marketers, LinkedIn is the **#1 channel** to distribute content and to drive social traffic to blogs.

## Content

Content pages on LinkedIn receive **6x** the number of page views as job pages.

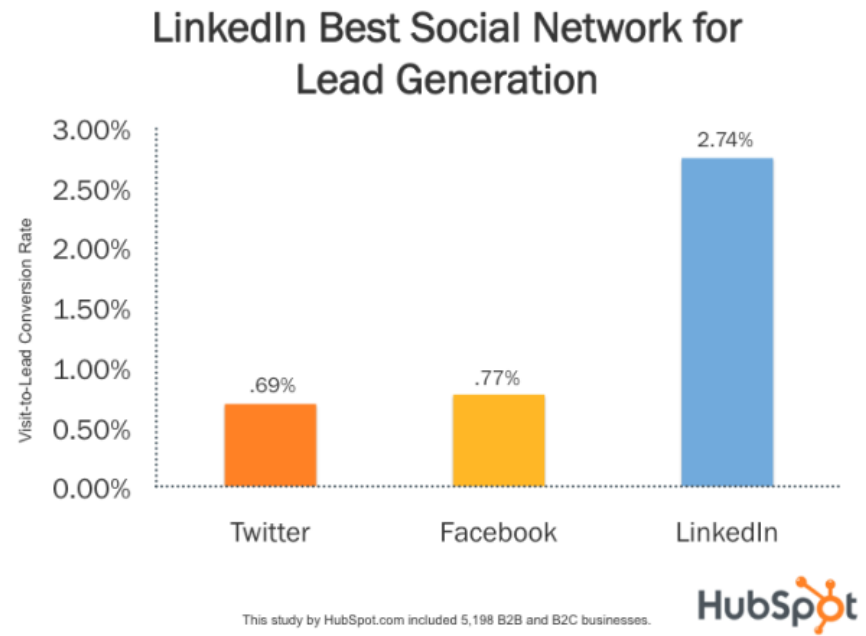
## Audience

**1 of every 3** professionals on the planet is on LinkedIn, including a high number of senior business leaders.

And LinkedIn is the most effective Social Network for Lead Conversion.

According to research by HubSpot:

LinkedIn sees **2.74% view-to-lead conversion** compared to .69% for Twitter and .77% for Facebook



# LinkedIn Sponsored Updates help marketers achieve lead generation goals.

**HubSpot** drove 400% more leads within their target audience than lead generation efforts on other platforms.

**Bislr** drove 3x the click-to-conversion rate seen on other social channels, and lowered cost per lead.

**HootSuite** saw 15% conversion rate from click-to-lead and 32% lower cost per form-fill compared to other paid channels.





Step 1

**Create Content that  
Drives Lead Generation**



## Step 1: Create Content that Drives Lead Generation

Lead generation success starts by developing and delivering the right content. You need to **GIVE** value to **GET** value.

*“Sell something, get a customer for a day. Help someone, get a customer for life.”*

- [Jay Baer](#), digital marketing strategist, speaker, author and president of Convince & Convert



## Step 1: Create Content that Drives Lead Generation

Start by asking yourself...

*“What are the common questions my audience is asking?”*

*Then answer those questions with “Big Rock” content.*



# Step 1: Create Content that Drives Lead Generation

## What is “Big Rock” content?

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- Delivers VALUE; your audience will gladly exchange contact info to get it
- Includes guides, research reports, webinars, eBooks
- Evergreen content you can repurpose
- B2B Marketing Expert [Doug Kessler](#) recommends ONE (1) Big Rock per quarter

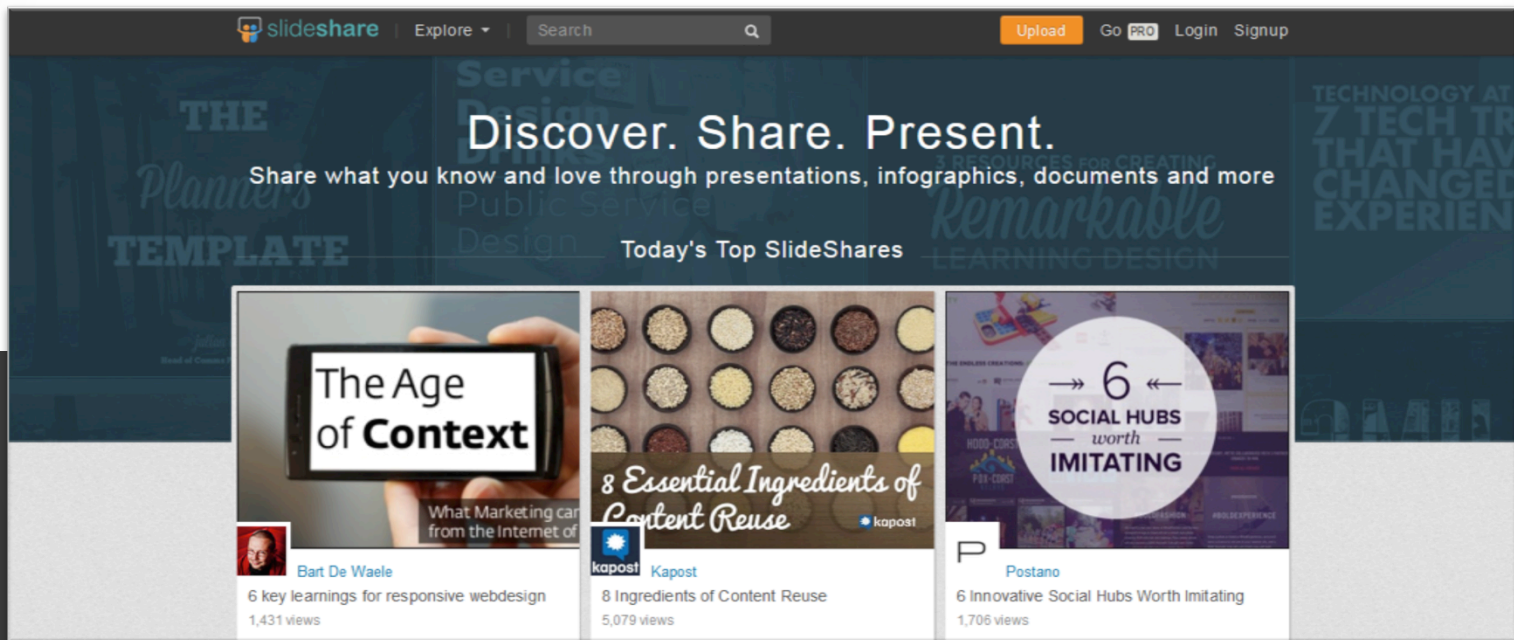
We often heard the question  
*“How do I use LinkedIn for marketing?”*



[See an example of a big rock piece of content](#)

# Step 1: Create Content that Drives Lead Generation

When creating content, remember—  
the more visual, the better.



If you have a whitepaper that isn't converting,  
consider turning it into a visual eBook or SlideShare.

[Get tips for making strong SlideShare presentations](#)

## Step 1: Create Content that Drives Lead Generation

Once you have your Big Rock, you can slice it into smaller pieces that spark additional interest—and can be shared as Sponsored Updates.





Step 2

# Turn Your Content Into Compelling Sponsored Updates

## Step 2: Turn Your Content Into Compelling Sponsored Updates

LinkedIn Sponsored Updates are a great way to get the content you have created in front of the right audience.



The screenshot shows a LinkedIn sponsored update from HubSpot. It features the HubSpot logo, the text "HubSpot · Sponsored", and a promotional message: "There's about to be a huge shift in the way we think about social media as a marketing tool. Make sure you are prepared:". Below this is a blue graphic with the text "THE FUTURE OF SOCIAL MEDIA LEAD MANAGEMENT" and a small image of a laptop. To the right of the graphic is the title "The Future of Social Media Lead Management" and a snippet of text: "offers.hubspot.com · 44% of marketers self-professed either 'advanced' or 'expert' level social media ability. It comes as no surprise that most marketers now understand the business value of social media. The question is, how do you take social to...". At the bottom of the update, it says "+ Follow HubSpot · Like (60) · Comment (1) · Share · 2 months ago".

*“LinkedIn’s Sponsored Updates are the perfect marriage between its professional audience and our promotional content.”*

- Mike Volpe, CMO Hubspot

## Step 2: Turn Your Content Into Compelling Sponsored Updates

Adopt these best practices to craft compelling LinkedIn Sponsored Updates.

### What works

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- Strong thumbnail images. If you don't like the one that is scraped from your link, upload your own.
- Compelling headlines. Numbered lists, stats or figures work well.
- Name dropping. Use business luminaries and recognized execs where relevant; for example, sharing a LinkedIn Influencer post from your CEO.

### What doesn't

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- The hard sell. Focus on providing value in the feed using a CTA that drives people to click, then let your landing page do the converting.
- Long copy. Write snackable intros; you don't want your CTA buried behind a "more" link. Top posts average 140 characters.
- Blurred photos. Use bright visuals, especially those that include people.



## Step 2: Turn Your Content Into Compelling Sponsored Updates

Your audience should always be at the center of your content. This is about **THEM**, not **YOU**.

### 01 Call out your audience



CyberCoders

CTO's Think About These Questions Next Time You Hire: <http://bit.ly/1bDch9k>



**Ask These 6 Questions Next Time You Hire**

cybercoders.com · Most candidates have the common job interview questions down pat. You know the drill: What's your greatest strength? Your weakness? However, some unique questions can be very telling of how well th...

### 02 Use the word "you"



Citi

Did you know 93% of communication is nonverbal? This means that body language, facial expressions and other nonverbal behavior is even more important than verbal content. <http://on.citi.us/1aNNcF7> courtesy of The YEC, a community partner of Citi.



**3 Tricks for Improving Your Body Language in the Office**

theyec.org · Improving your body language can lead to significant business success. And it's probably easier than you thought!

### 03 Explain what's in it for them



Georgetown University's McDonough School of Business

Even natural born leaders can learn to lead better. Join us for lunch on December 11 to learn more about our Executive Master's in Leadership Program.



**Georgetown Executive Master's in Leadership Lunch to Learn**

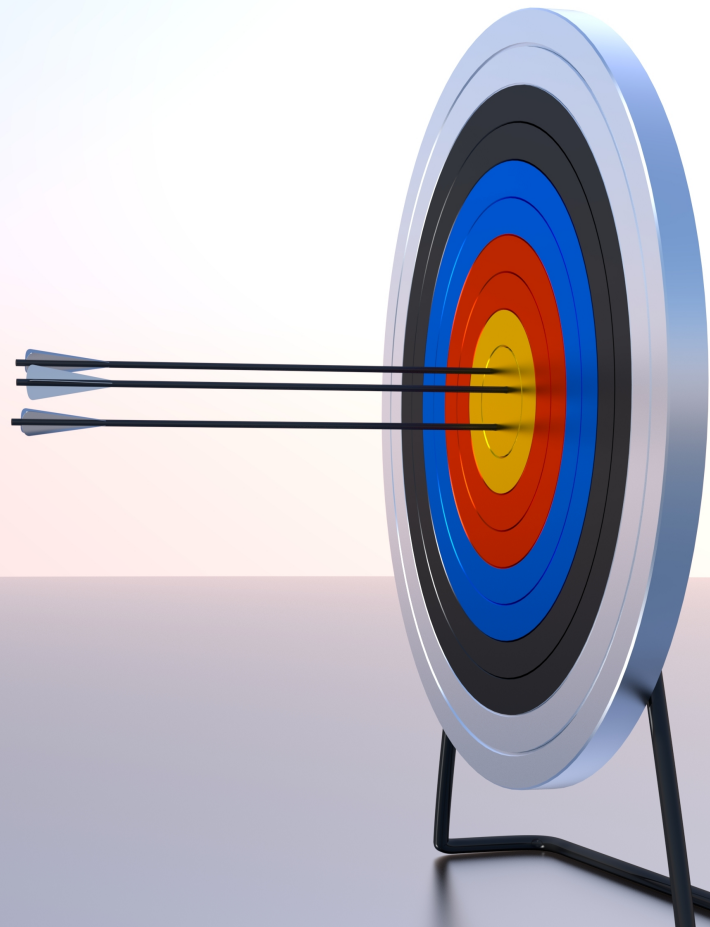
eventbrite.com · Georgetown University's McDonough School of Business Executive Master's in Leadership Program Lunch to Learn Event. Wednesday, December 11th, 2013 12:30PM - 1:30 PM Join us for lunch to learn more about Georgetown...

## Step 2: Turn Your Content Into Compelling Sponsored Updates

Use targeting on LinkedIn to deliver the right message to the right person at the right time.

But be careful **NOT** to over-target.

It's important to reach everyone who could influence a buying decision, so cast a wide net and then refine your targeting preferences.



## Step 2: Turn Your Content Into Compelling Sponsored Updates

Set up a test of different updates to reach different audiences.

Example: B2B Marketing company XYZ has recently launched a new piece of research and is publishing updates to LinkedIn to drive marketers to download it.

Big Rock Content

### Sponsored Update 1: Targeted to CMOs

These insights can help you drive transformational change to your business.  
[\[link to white paper landing page with tracking tag 1\]](#)

### Sponsored Update 2: Targeted to Marketing Directors

Need to demonstrate the ROI of your marketing efforts? These insights can help.  
[\[link to white paper landing page with tracking tag 2\]](#)

### Sponsored Update 3: Targeted to Social Media Managers

Social media managers: Get the insights you need to drive the engagement you want.  
[\[link to white paper landing page with tracking tag 3\]](#)



Step 3

# Optimize Your Landing Pages

## Step 3: Optimize Your Landing Pages

Once the member clicks your update, delight them with an experience on your website that will convert.

### Have more on your page than just a lead form.

Landing pages should create a **seamless experience** from the update, providing details that explain why this content is valuable enough to give up personal info—with a prominent **call to action** to download the full piece in order to obtain that value.

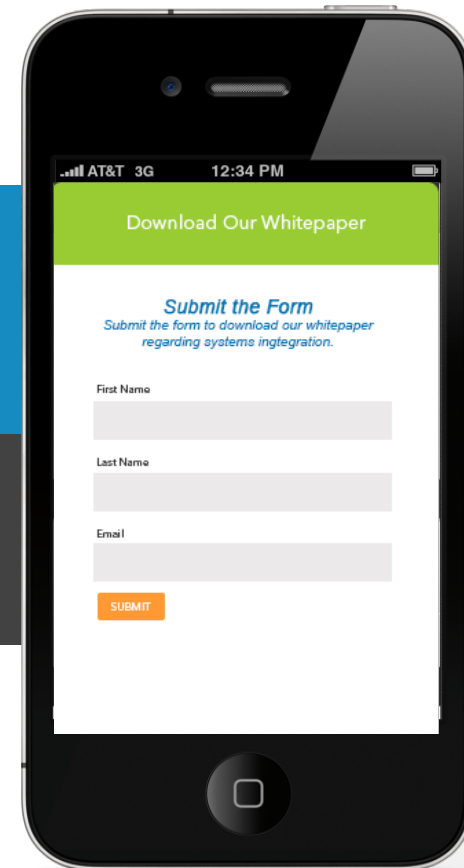
The screenshot shows a landing page for a research report. At the top, the brightcove logo is on the left and a contact number 'Talk to an expert + 1 617 500 4947' is on the right. The main content area is titled 'RESEARCH' and features the report title 'ANALYZING THE ROI OF VIDEO MARKETING' with a subtitle 'Generating Conversions and ROI with Video'. Below the title is a short paragraph of text and a 'Download' button. A large graphic with the text 'Analyzing the ROI of Video Marketing' and stacks of money is centered. Below the graphic, it says 'A CONVERSATION WITH' followed by the brightcove and Aberdeen Group logos. To the right of the main content is a 'Free Download' section with the text 'DOWNLOAD THE FULL RESEARCH REPORT' and 'Analyzing the ROI of Video Marketing'. Below this is a form with fields for First Name, Last Name, Organization, Email, Phone, Website, and a dropdown for Select Country. A prominent green 'Download Now' button is at the bottom of the form.

## Step 3: Optimize Your Landing Pages

Most important, make sure your landing page is mobile responsive—otherwise you are wasting leads.

**70%** of clicks from Sponsored Updates will come from mobile.

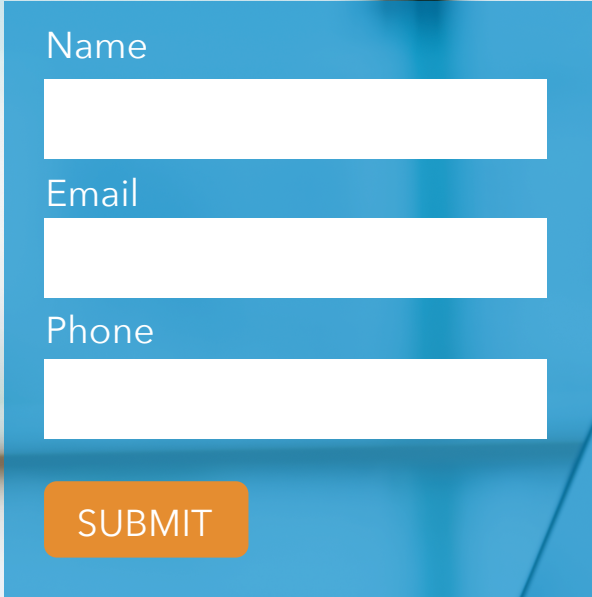
*Learn how to make your landing page as mobile as your audience. [Click here.](#)*



## Step 3: Optimize Your Landing Pages

### Keep your forms short.

No one wants to spend time filling out a lengthy form. Only capture the information you absolutely need—this will help with conversions, especially on mobile.



A blue rectangular form overlay is positioned on the right side of the image, appearing to be on a laptop screen. It contains three white input fields stacked vertically, each with a label to its left: 'Name', 'Email', and 'Phone'. Below the input fields is an orange rounded rectangular button with the word 'SUBMIT' in white capital letters.

See how reducing the number of fields on your forms can lead to higher conversions in this Marketo study. [Click here.](#)



Step 4

# Tune Your Campaigns for Maximum Effectiveness



## Step 4: Tune Your Campaigns for Maximum Effectiveness

When creating the link for your LinkedIn updates, use a tracking code in the URL to measure lead generation results.

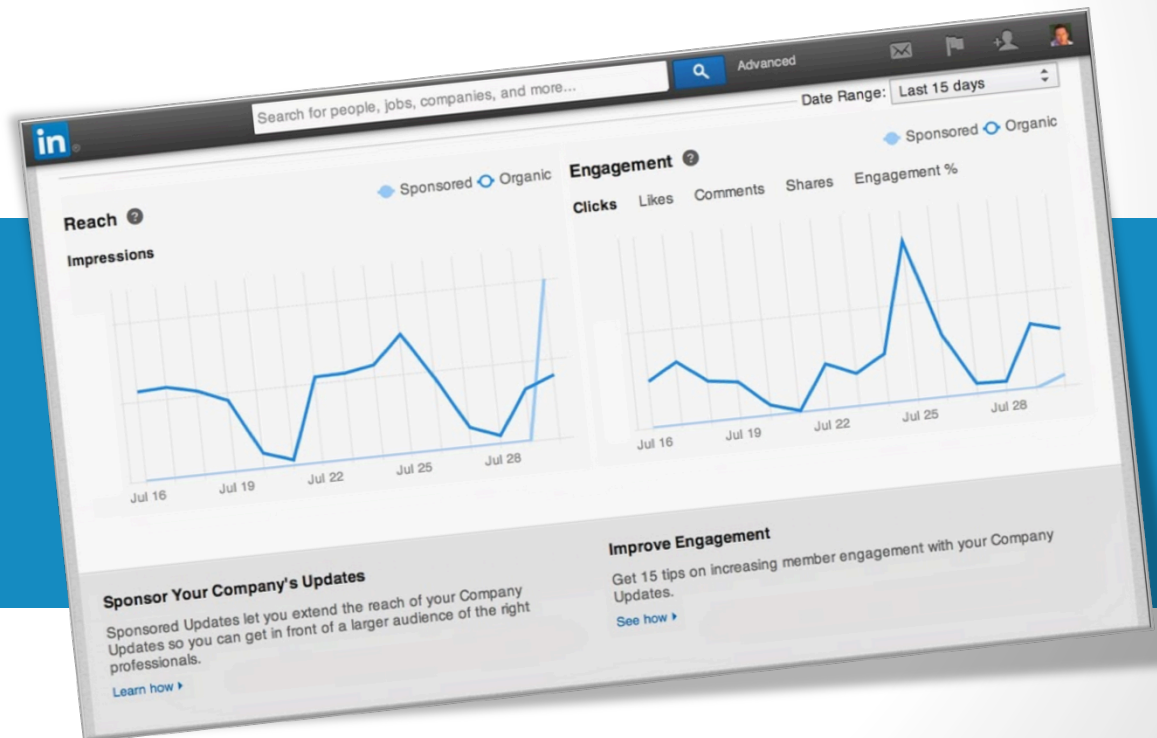
Don't rely on referral source to measure visits. Get in the habit of **tagging all URLs** for LinkedIn posts; even if they are just organic posts, you may decide to sponsor this content later.



## Step 4: Tune Your Campaigns for Maximum Effectiveness

Once your Sponsored Updates campaign is live, you can track the performance using our LinkedIn Company Page Analytics tool.

If you are running multiple updates to the same audience at one time, our ad server will automatically auto-optimize towards the best performing content.



## Step 4: Tune Your Campaigns for Maximum Effectiveness

It's important to determine the value of a lead to your business. Bid accordingly and track performance against this benchmark.

For example, if a lead is worth \$100 to your business and you generally see 5% conversion rate from click to leads, you should bid up to \$5.00 per click.

## Step 4: Tune Your Campaigns for Maximum Effectiveness

Be sure to set a budget that makes sense for your campaign.

If you want to pace delivery of impressions, set a daily cap for your budget.

**- OR -**

If you have an upcoming event or time-sensitive campaign, set a total budget *without* a daily cap to exhaust your budget quickly, ensuring timely delivery of your message.



# Steps To Lead Generation Success with Sponsored Updates

Print out this handy one-pager and make this your very own go-to guide for LinkedIn Sponsored Updates lead generation best practices.

## Step 1: Create Content That Drives Leads

- Create content by answering questions and solving problems.
- Use your “Big Rock” to create smaller pieces that drive interest.
- Post Company Updates to LinkedIn that you can then sponsor.

## Step 2: Create Compelling Updates

- Use a link, not rich media, and focus copy on your audience, not on you.
- Test your targeting to determine the sweet spot for your messaging.
- Don’t forget to balance lead gen content with non-lead gen content.

## Step 3: Optimize Your Landing Pages

- Go mobile—your audience already is.
- Make sure your landing page has a strong call to action.
- Keep your forms short to increase form-fills.

## Step 4: Tune Your Campaigns

- Make sure to include tracking in your URLs to measure results.
- Use Company Page Analytics to track performance and get insights.
- Set a budget that makes sense for your campaign and optimize accordingly.

# LinkedIn Sponsored Updates Resources

## **Best Practices:**

[The Complete Sponsored Updates Guide for Your Marketing Team](#)

[A Gallery of Great Sponsored Updates](#)

[How to Optimize Your Sponsored Updates for All Devices](#)

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

## **How-To Videos:**

- [Getting Started with Sponsored Updates](#)
- [Targeting Your Sponsored Updates](#)
- [Setting Campaign Options](#)
- [Making Changes to Your Campaigns](#)
- [Reviewing Campaign Performance](#)
- [Using Company Page Insights](#)
- [How The Sponsored Updates Auction Works](#)

Ready to get started  
with Sponsored Updates?  
[Click here](#)

