

The Perfect Blend: Organic & Paid

How an integrated strategy produces healthier results, according to APAC research



Connect Your

Brand to Demand

A content series empowering marketers to drive lasting demand by investing in a memorable brand

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CHAPTER ONE

Better for Business

Your brand deserves an integrated media strategy



Understanding organic and paid media

The harmony between organic and paid may not be immediately apparent because they have such distinctive flavours.
They are, however, complementary in nature.

Organic Media

Paid Media

Definition	Un-sponsored content that is posted on social media to encourage natural interaction with audiences	Content that you pay to promote; usually takes the form of advertisements
Audience	Anyone interested in your brand (employees, customers, talent)	Usually existing and targeted prospective customers
Reach	Content is initially limited to followers, whose engagement determines whether it reaches new members	Reaches your target audience (followers and/or non-followers) irrespective of engagement
Best for	Authentic interaction with your brand	A direct call-to-action
Budget	Posting is free	Requires direct investment to run
Effort	Requires time/effort to maintain an active presence with quality posts	Pegged to campaign scope
Measurement	Varies by organisation in terms of tactic and performance measured	Standardised forms of measurement with widely-accepted performance metrics



Blending organic and paid produces healthier results

The whole point of marketing is to drive business outcomes. Compared to 'owned' media like organic marketing and 'earned' media like press mentions, paid media can achieve this in a more controlled time period. With paid media campaigns, you control what messages are served to which audiences, and when.

Well, the same can be said about organic media. While its reach may be more limited, organic media is a powerful way to deepen your brand's relationship with your audience and continually engage them in an authentic way.

Our research shows that an integrated strategy that blends the best of organic and paid can produce better business results for you.

Organic audiences are ripe to be converted with paid media

Page Followers exposed to organic and paid media are 61% more likely to convert towards a paid action compared to those only exposed to paid media

61%

An integrated strategy encourages conversion

An organic and paid strategy can lift conversions by 14% compared to a paid-only strategy

14%

While reducing cost per conversion

12%

Unlike a paid-only strategy, members who are exposed to organic and paid media can be converted at up to 12% lower cost per conversion



Professional communities are core to an integrated organic and paid strategy

Today, brands understand the power of a strong relationship. Instead of maintaining these relationships on a one-to-one basis, many are investing in the creation of communities. A professional community is a safe and trusted environment where audiences can connect, converse and interact with your brand, and one another, in an authentic and scalable way.



“ A community is a group of people with a vested interest in your business. It comprises your employees, investors, users/customers, and fans of your products and services. The common value among them is your business. If there is no commitment from them to your business, then you don't have a community. A community is invaluable to the success of a business. It's the community who owns the business and not the other way around. They help to shape the direction of your business, product or service.

Ademola Abimbola, Digital Marketer & LinkedIn member

“Investing in organic social is a no-brainer. We all spend so much time on social media: therefore, our brands, and people who represent our brands, should have a meaningful presence on social media.

HubSpot has always been obsessed about helping companies sell how modern buyers want to buy — and it's for this reason that HubSpot, and HubSpotters themselves, are outspoken on platforms like LinkedIn.



David Fallarme
Asia Head of Marketing, HubSpot

Many B2B marketers choose LinkedIn as the home of their professional community because our platform is trusted. Rated the #1 most trusted social media platform by Business Insider for four consecutive years, LinkedIn is a high-quality, brand-safe environment for companies and a reliable source of information for professionals.

Another reason why LinkedIn is the natural choice for professional community building is its reach. As more marketers recognise the value of community engagement, LinkedIn usage is increasing on both the organic and paid fronts.

96%



of B2B marketers used LinkedIn to
distribute their content

80%

of B2B marketers put
paid behind their
content on LinkedIn

Return to Growth, LinkedIn, <https://business.linkedin.com-/marketing-solutions/blog/linkedin-b2b-marketing/-2021/why-you-should-be-marketing-on-linkedin-right-now>



Page Followers exposed to organic and paid content are **61% more likely to convert** compared to those only exposed to paid media

An integrated media strategy creates a connected experience for your audiences and stronger results for you



Blending Notes

The interplay of organic and paid media is powerful because they have three important commonalities:

Shared objectives

Both organic and paid efforts contribute to building a brand that your audience will want to engage with.

Common audience

Organic and paid share a common audience – existing customers and prospective buyers.

Connected experience

Your audience moves freely between organic and paid interactions with your brand. They don't see your organic and paid messages as separate.

CHAPTER TWO

Go Organic

Tips and tools to build
professional communities
on LinkedIn



Prep for community-building success



What are your community goals?

- ☐ **Grow:** We want to grow our Page Followers.
- ☐ **Engage:** We want to provide information and engage with our Followers to increase brand sentiment.
- ☐ **Advocate:** We want our Followers to advocate for us.



Is your organisation ready?

- ☐ **Resources/Content:** We are able to identify content across the business that will interest our audience.
- ☐ **Employees:** We recognise that getting employee buy-in or having an employee advocacy programme can help with organic amplification.
- ☐ **Audience:** We understand the ideal profile of our community in terms of demographics, interests, etc.

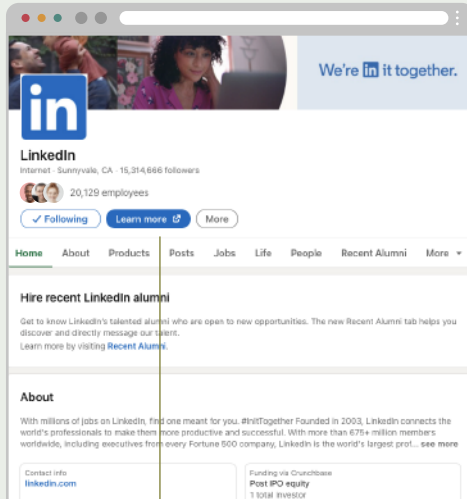


There are many ways to build communities on LinkedIn

LinkedIn offers a range of organic opportunities that you can use to grow, engage and nurture your professional community.



Getting started LinkedIn Page

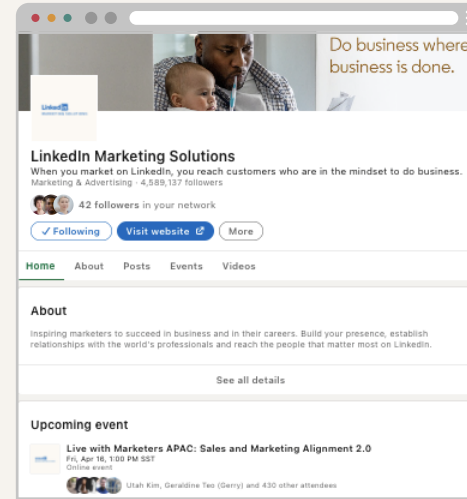


Your company's LinkedIn Page is your brand's home on LinkedIn. It connects LinkedIn members to each other and to your brand, creating a professional community directly on the platform.



The **call-to-action** button on your Page can be customised to your goals. Click-throughs are trackable in the admin view or in visitor analytics.

LinkedIn Showcase Page



Showcase Pages are extensions of your LinkedIn Page. They are best used to spotlight individual brands, business units and initiatives. Showcase Pages work in largely the same way as your main LinkedIn Page.



Use Showcase Pages prudently to avoid over-fragmenting your audience. Instead of a geographical approach, consider:

- What is your community size? What are their needs?
- Can you bucket Showcase Pages into broader categories?

PREP YOUR PAGE FOR SUCCESS

Organise internally

- ☐ **Decide who requires admin access.** Is it 1-2 reps from your corporate brand, talent brand, analytics team, external agency and key regions, perhaps?
- ☐ **Train your Page Admins.** Create an internal playbook with examples of best-in-class posts and hashtags.
- ☐ **Set up a centralised communication channel.** Slack, Teams and SharePoint all work well.
- ☐ **Sync regularly.** Align monthly with different teams (ex. regional teams on localisation) and weekly with your social leads on cross-platform social strategy.

Manage Showcase Pages

- ☐ **Create Showcase Pages around major product categories.** Don't make one for each of your products, services or regions.
- ☐ **Grant access to your Showcase Pages,** typically to corporate social teams or product marketing managers.
- ☐ **Create a social media calendar** to streamline content requests for all Pages.

Strategise your content

- ☐ **Aim to post to your Page daily** to establish a trusted voice.
- ☐ **Use Content Suggestions** to understand what's trending with your target audience.
- ☐ **Share your brand's best @mentions.** You can find these under the Activity tab.
- ☐ **Leverage your Communities panel hashtags.** Update these weekly and interact with the feed.

Dial up employee advocacy

- ☐ **Notify employees of your most important Page posts** to encourage them to like, comment, or re-share on your behalf.
- ☐ **Ask your execs to @mention your Page** as this offers critical exposure for your Page.
- ☐ **Leverage My Company Tab** to create an employee-only community experience where they can connect, engage and grow their internal network via your Page.



Understanding admin roles

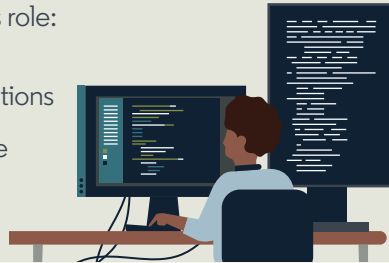
Managing your LinkedIn Page is a team effort. There are four different admin roles that you can use to organise responsibilities within your team. You do not need to utilise all four roles — use what makes sense for your internal workflow.

Learn more about [LinkedIn Page admin roles](#)

Super admin

The Super Admin has the highest level of admin access. There are several rights that are exclusive to this role:

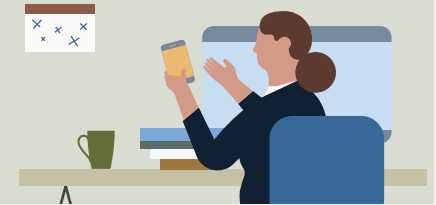
- Managing admins
- Approving API integrations
- Editing the Page
- Deactivating the Page
- Creating Showcase Pages



Content admin

The Content Admin's role is largely limited to areas relating to Page content, such as creating, managing and boosting organic posts.

While only a Super Admin can create a Showcase Page, Content Admins can create and edit Product Pages.



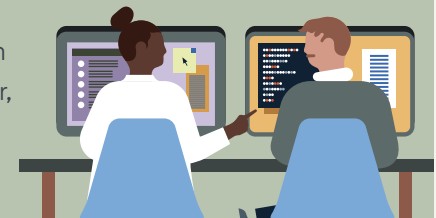
Curator

The Curator plays a niche role of curating content for your Page. Curators can see Content Suggestions and edit recommended content.



Analyst

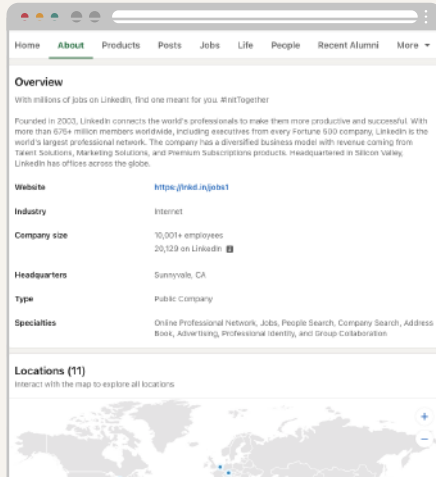
The Analyst's sole purpose is to understand how your Page is performing. This role is given permission to view and export Visitor, Follower, Update and Employee Advocacy analytics.



LINKEDIN PAGE

About Tab

The About section of your LinkedIn Page introduces your brand and establishes its credibility. It's usually the first stop for people who want to know more about your brand, so it's worth taking the time to get this right.



Overview

LinkedIn members can search by keywords, so describe your brand in terms that you want to be associated with.

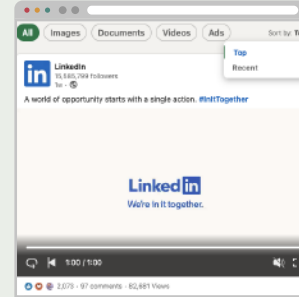


Complete your Page for **+30%** weekly views

■ Posting

Posts Tab

All your organic and paid posts on LinkedIn can be accessed via the Posts tab on your LinkedIn Page. Organic posts with specific audience settings will only be visible to those audiences.

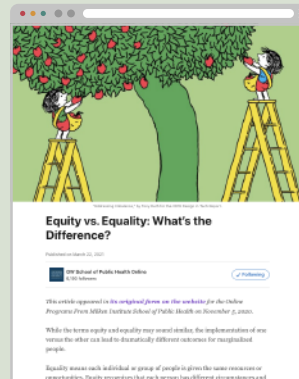


Sort & Filter

Members can quickly access your content by type and sort posts by date and engagement.

Articles for Pages

You can create and host long-form, blog-style content directly on your LinkedIn Page. Articles for Pages supports rich media like photos, videos and hyperlinks to help you engage your audiences.

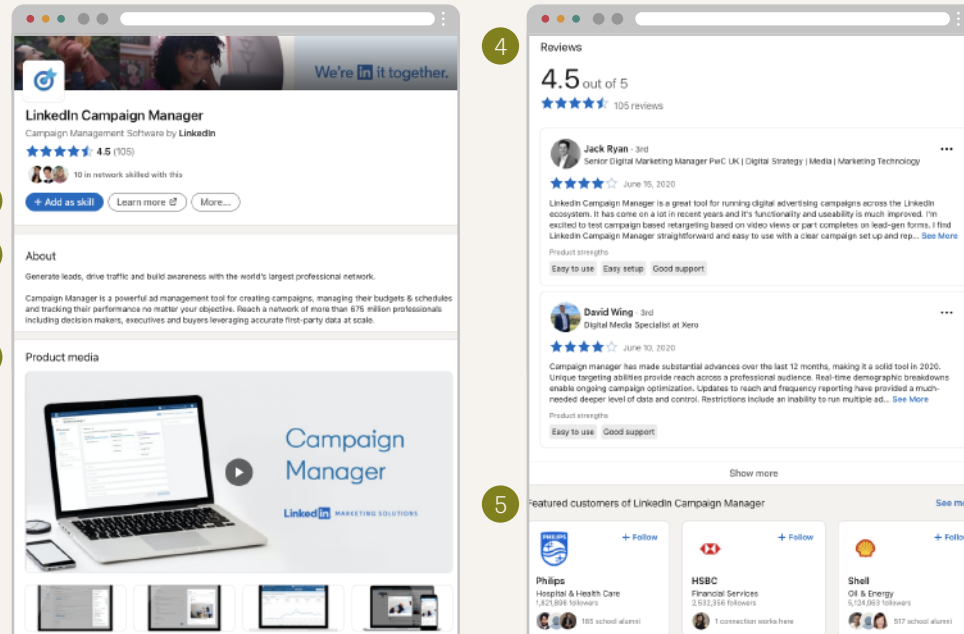


Track views, engagement and audience firmographics for each article

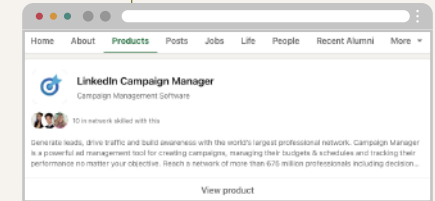
Products

LinkedIn Product Pages

A LinkedIn Product Page is a hub for you to promote your products, for users to share their experiences, and for buyers to make confident purchase decisions. Product Pages are great for bottom-of-funnel marketing and lead generation.



The Products Tab on your LinkedIn Page provides a quick overview of all the Product Pages associated with your brand on LinkedIn.



Key features

- 1 Call-to-action button**
Drive valuable action
- 2 About**
Share an overview about the product
- 3 Product media**
Bring your product to life with images and videos
- 4 Recommendation**
Feature reliable product insights and reviews from LinkedIn members
- 5 Featured customers**
Build social proof by spotlighting your customers



#1

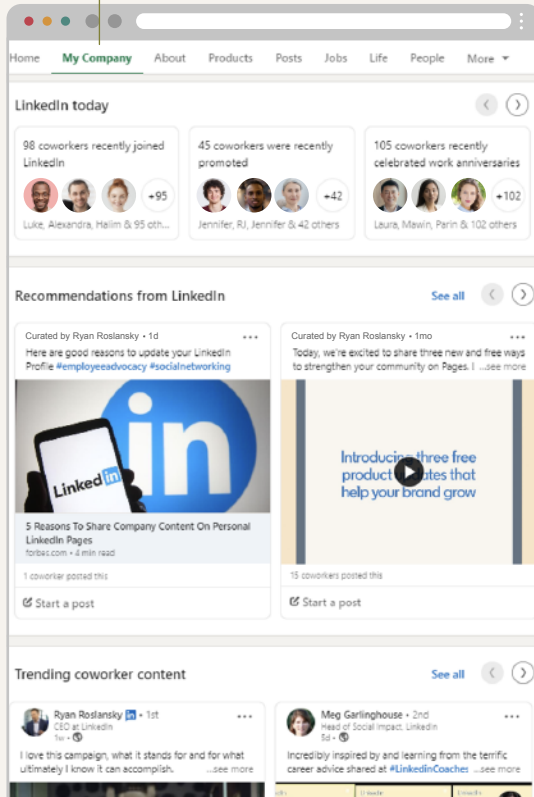
Factor influencing purchase decisions among LinkedIn members are public reviews*

Learn more about [LinkedIn Product Pages](#)

■ Employees

My Company Tab

Only visible to your employees



Your employees are integral members of your community. “My Company” tab is a trusted, employee-only space on LinkedIn where employees can stay connected with what’s happening within your organisation.

My Company tab is currently available to Pages with more than 200 employees, as identified under “company size”.



Employees are **60%** more likely to engage with posts from co-workers and **14x** more likely to share their organisation’s Page content

When employees are actively engaged with their coworkers and organisation, they share more, helping expand your brand's reach in a credible and authentic way.

To encourage them to share, let them know when you’ve posted an important update on your Page by using Employee Notifications.

After posting an update on your Page, select the Notify employees button in the upper right corner of the update.

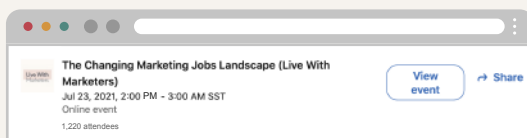
You can use Employee Notifications once a day. Notifications may take a few hours to process before employees are alerted.

Learn more about [Employee Notifications](#).

■ Events

Events Tab

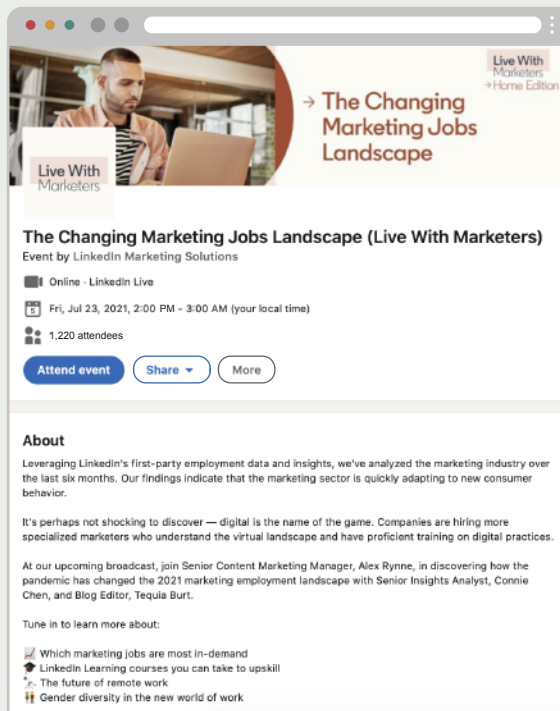
The Events tab of your LinkedIn Page offers an overview of all the events organised by your LinkedIn Page or LinkedIn Showcase Page, with links out to each Event page.



Learn more about [LinkedIn Events](#) and [LinkedIn Live](#)

LinkedIn Events

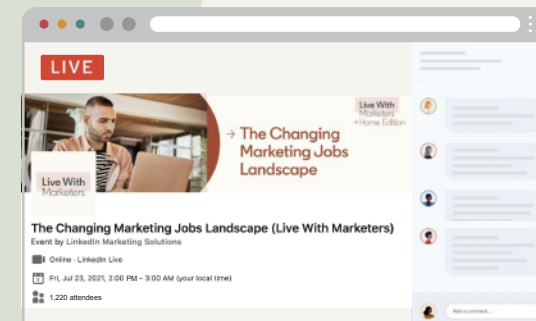
With LinkedIn Events, you can bring your professional community together in real time. Use LinkedIn Events on its own, or paired with LinkedIn Live to host targeted, engagement-focused virtual events.



LinkedIn Live

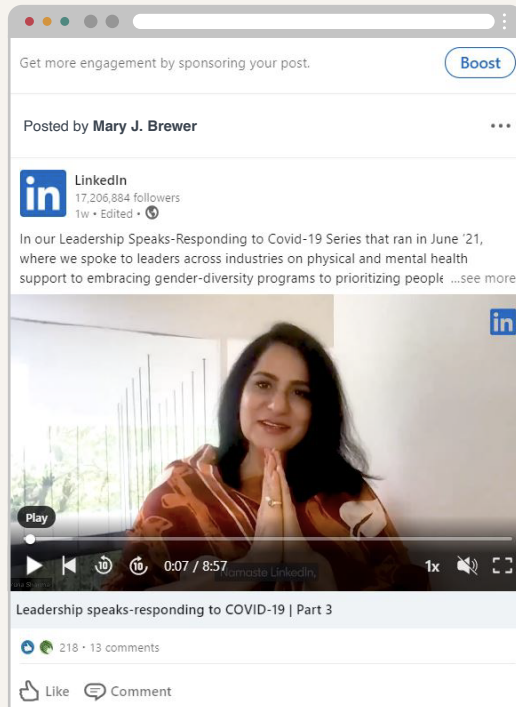
LinkedIn Live is a live streaming feature that is often paired with LinkedIn Events but can also be used on its own. Use it to stream live video content to build deeper connections and higher engagement with your audience.

LinkedIn Live videos are public to all members and a subset of Page followers are notified when you go live.



LinkedIn Boosting

Boosting is an easy way to reach new audiences by amplifying your best organic content through paid efforts.



Extend your reach to a larger audience beyond your followers with Boosting. When you boost an organic post, it turns into a paid ad on the LinkedIn feed of your target audience.



Learn more about [Boosting](#)

When to boost?

A good indication that an organic post deserves a boost is when it's outperforming the rest. There are many scenarios in which you may want to boost your content, such as:

1. When you're looking for a simple way to reach new audiences and gain followers
2. When you have a time-sensitive opportunity such as an event or a promotion coming up
3. When you want to experiment with running a quick, paid campaign on LinkedIn

CHAPTER THREE

The Base Recipe

How to develop an integrated media strategy on LinkedIn



You're almost ready to bring your integrated strategy to life, but before you do, don't skip this prep work.

1 Align your teams

Depending on how your organisation is structured, you may have independent organic media and paid media teams.

An integrated media strategy would require both teams to be in sync – aligning with each other's marketing objectives, target audiences, content plans and outreach schedules is a critical step.

2 Take stock of your content inventory

An integrated media strategy builds on a strong, active organic presence. Publishing organic content regularly is much easier when you have the processes in place to support it.

To get started, consider the content resources that you already have:

- Existing content across different business units
- Paid media ads
- Top-performing thought leadership, playbooks, guides, research reports, etc

These can be refreshed and repurposed as organic content. Your content doesn't always have to be new and time-sensitive. Evergreen content, especially around topics that you want to build an authoritative voice around, can be just as effective.



THE BASE RECIPE

Part One

Key ingredient: Content



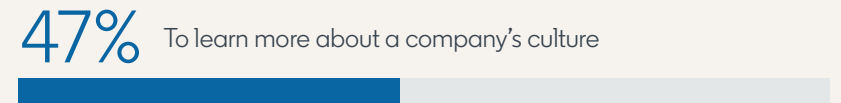
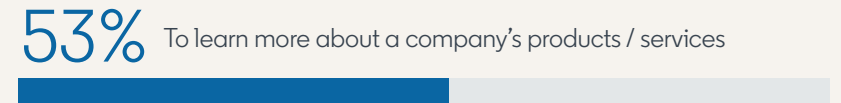
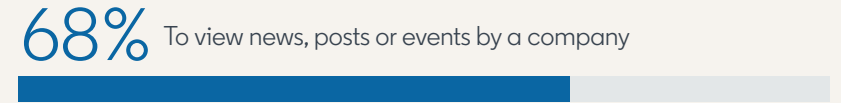
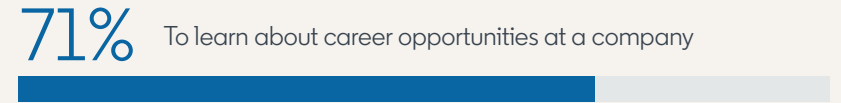
What members are looking for when they visit LinkedIn Pages



In developing an organic content strategy, it helps to understand what LinkedIn members are looking for.

In APAC, we found that members visit LinkedIn Pages mainly to network and form their own professional communities. But we also uncovered a variety of other motivations — ranging from career opportunities to learning more about a brand.

To keep your community engaged, consider an always-on content strategy that ensures regular updates across a spectrum of topics.



This self-reported data was collected from a surveyable, international, active English-speaking general population of 724 LinkedIn APAC members, August 2020

Give your community the content they want

When we dug a little deeper into member motivations, we uncovered several common content pillars that resonate with LinkedIn members across APAC. As these content pillars are not mutually exclusive, a piece of content may be a blend of several pillars.

Celebrate

Content that celebrates your employees' milestones and achievements. 'My Company' tab can help you stay on top of these milestones.

Engage

Content that engages can take the form of a question or poll that encourages interaction. It can also be as simple as celebrating a holiday that's relevant to your community.

Lead Gen

Content that is designed to generate leads, most commonly in the form of downloads. Publish lead gen content in moderation to keep your community engagement authentic.

Media

Resharing third-party media articles, preferably with your brand's point of view included. Organic content doesn't always have to be original, but it should always be relevant.

Stay Informed

Content that shares company-specific updates, such as leadership movements, financial performance, product launches and new initiatives or milestones.

Talent

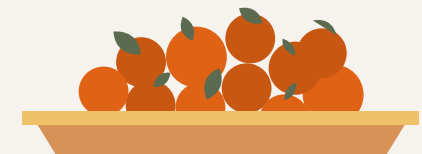
Content that showcases your organisational culture could include employee initiatives, employee features, and job opportunities, for example.

Thought Leadership

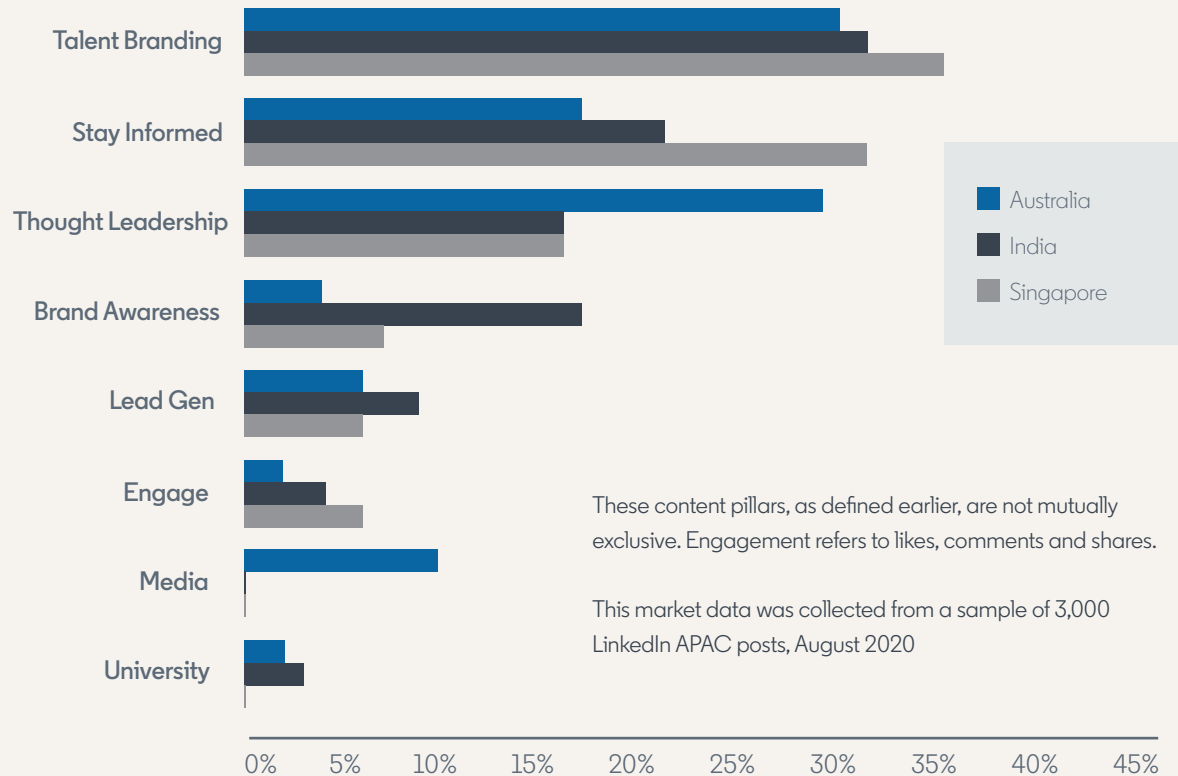
Content that establishes or reinforces your brand and/or spokespersons as key opinion leaders in a specific space.

University

For higher education institutions, content inspired by student life, courses, faculty and alumni can be very relevant to your community.



Which pillars typically earn the most engagement?



Our platform data reveals that APAC members engage most with talent branding, company updates and thought leadership content — suggesting, once again, that there's value in a varied content marketing strategy.

Australia's Top 3

1. Talent Branding (30%)
2. Thought Leadership (29%)
3. Stay Informed (17%)

India's Top 3

1. Talent Branding (31%)
2. Stay Informed (21%)
3. Brand Awareness (17%)

Singapore's Top 3

1. Talent Branding (35%)
2. Stay Informed (31%)
3. Thought Leadership (16%)

Which pillars are employees more likely to share?

When employees are socially engaged, they are more likely to share your organic content. This can help expand your brand's reach in a credible and authentic way.

However, we found a disconnect between the content that employees are more likely to share and the content that tends to earn more engagement with audiences. You can bridge this gap by notifying your employees when you want them to reshare a specific post. [Learn more about Employee Notifications.](#)



This market data was collected from a sample of 3,000 LinkedIn APAC posts, August 2020

Content that employees are more likely to share

VS

Content that tends to earn more community engagement

Australia's Top 3

1. Lead Gen (76%)
2. Stay Informed (64%)
3. Talent Branding (63%)

Australia's Top 3

1. Talent Branding (30%)
2. Thought Leadership (29%)
3. Stay Informed (17%)

India's Top 3

1. Engage (33%)
2. Lead Gen (26%)
3. Stay Informed (17%)

India's Top 3

1. Talent Branding (31%)
2. Stay Informed (21%)
3. Brand Awareness (17%)

Singapore's Top 3

1. Engage (21%)
2. Stay Informed (20%)
3. Brand Awareness (19%)

Singapore's Top 3

1. Talent Branding (35%)
2. Stay Informed (31%)
3. Thought Leadership (16%)

Aim for authentic content engagement with Aashish Chopra

“ Never in history existed an opportunity where a social networking platform was built specifically for the business community. It is time to thrive on LinkedIn using organic content.



Aashish Chopra
Best-selling author of
Fast, Cheap And Viral

Content for B2B needs to be re-imagined. It's not just about giving a product tour; it's about keeping your audience and your customer engaged.

A mistake that many brands make is masquerading ads as content. Content must not be about your products or services, but about people who would use those products or services — not about your CRM software, but about the challenges of people who work in sales; not about your marketing automation tool, but about users who struggle with automation.

When you create content, you want the audience to actively participate, engage and distribute it on your behalf.

So, obsess about your audience, their life and their pain points, not about how big your logo is. Every time someone shares your content, it acts as an endorsement; that person approves of what is being said, sharing it with their peer group and LinkedIn community. Your brand goes along for the ride without having to market yourself.



Aashish's 5 tips for generating share-worthy content ideas

For Aashish, every content brainstorm meeting starts with this checklist, abbreviated IUCTC, which has been validated by his own experiments over the years.

I nspirational content

Inspirational content can feel like a tall order but it is a powerful type of content that audiences encounter and feel compelled to share with their network so that they too can spread inspiration.

U seful content

Useful ideas for content are born out of pain points, not just problems. Pain points are the tiny frustrations audiences face and in them are hidden micro-emotions. When we make an extensive list of pain points, we can start connecting the dots and finding creative ways to reach solutions and showcase them.

C elebrate challenges

When you make an extensive list of pain points, you will soon see there are some that you can creatively solve (that makes for useful content) and there are the ones you cannot; instead, celebrate these pain points. Creating content that's relatable and celebrates everyday challenges gives your audience a sense of shared identity.

T opical content

News-jacking = Breaking News + Your Brand DNA. Aligning your brand DNA to breaking news and being able to create content fast lets you ride the wave of public interest in a trending story.

C hange the world

Content that attempts to make the world a better place can give wings to the little hopes inside people. It's powerful and it's authentic. That topic is hidden in your brand purpose.



Conversations before campaigns

Think of your brand as a channel to start meaningful discussions around your area of business. When you talk about the problems, issues and pain points of users, you're also reminding them that your brand can provide a solution they need.

The goal is to stay relevant in users' lives. And that's the goal for your content: to start conversations before you plan any campaigns.

If you want them to remember you, you need to engage with them; not just shout your message at them.

Great content starts conversations. It stays on newsfeeds longer and gets more reach, giving you best bang for your buck.

Keep experimenting

As marketers, we're constantly trying to figure out user behaviour and predict emerging trends. When an experiment works, we scale it up, invest more resources and ride that breakthrough.

“My belief is that marketers must work like movie studios: make 10 movies in a year, in the hope that at least two will click and make the entire year's investment worthwhile.

Aashish Chopra

By consistently producing, creating and experimenting with content, we're increasing our chances of winning big.



Dedicate to distribution

Creating share-worthy content is half the battle; the other half is distribution. Without a proper distribution strategy, even the best content won't take off. There are three steps you can focus on:

1. The initial kick-off

Validate your content organically before putting paid behind it. If it generates engagement (not just views), it may be worth boosting.

2. Active outreach

Share your content with relevant communities, LinkedIn Groups and thought leaders.

3. Employee activation

Encourage your employees to share your content with their network. This amplifies your reach and boosts their professional image.

THE BASE RECIPE

Part Two

Key
ingredient:
Your audience



Organic audience

Many marketers are familiar with audience settings in paid campaigns. A similar feature exists for organic media as well, but not many know that organic posts on LinkedIn can be served with similar precision. Use organic audience settings to:

1 Drive engagement rates

By serving content only to relevant audiences, you're ensuring relevancy. Content relevancy does play into social media algorithms, so using these settings could also help get your posts in front of more people.

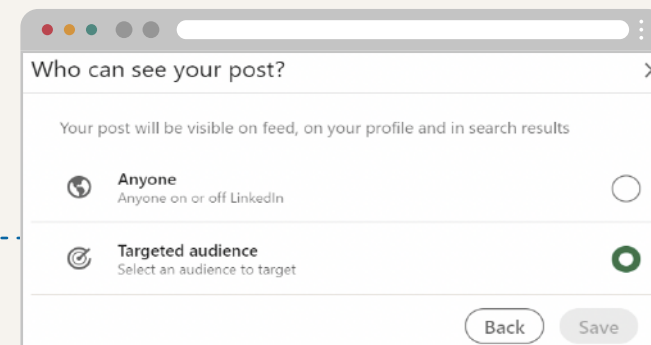
2 Support paid conversion

Your followers are a valuable source of conversion. Serving your organic posts to specific segments exposes them to meaningful content, marrying learnings from your paid campaigns to arrive at an audience strategy that can help with conversions.

3 Manage global LinkedIn Pages

As organic audience settings allow you to share content with the most relevant segments of your community, it is especially useful if yours is a global Page with multiple geographic audiences.

Set your organic posts to a specific language, location, region, university, function, seniority, industry, or company size.



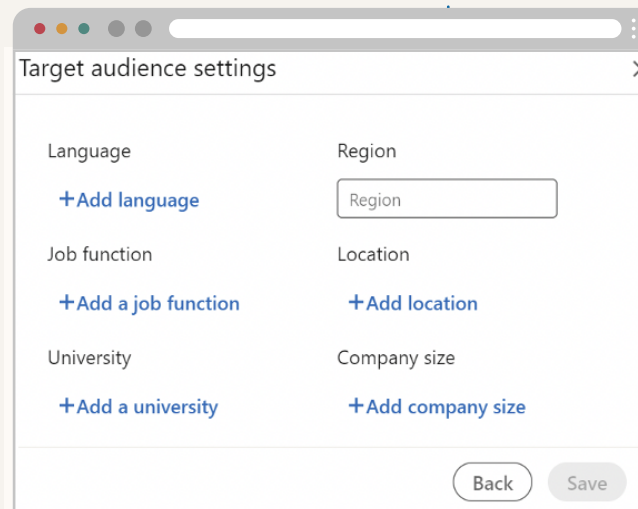
Who can see your post?

Your post will be visible on feed, on your profile and in search results

☐ **Anyone**
Anyone on or off LinkedIn

☒ **Targeted audience**
Select an audience to target

Back Save



Target audience settings

Language +Add language	Region <input type="text" value="Region"/>
Job function +Add a job function	Location +Add location
University +Add a university	Company size +Add company size

Back Save



Paid audience

On LinkedIn, you can define your paid campaign audience in four main ways:

Contact & company targeting

Upload an email list of up to 300,000 contacts or set up an integration with supported contact management platforms

Website retargeting

Use the free [LinkedIn Insight Tag](#) to get real-time insights on the professional traits and content preferences of your website visitors

Engagement retargeting

Build target audiences based on members who engaged with your LinkedIn Page, viewed a video ad, opened or submitted a Lead Gen Form or registered for your LinkedIn Event

Profile-based targeting

By Job Experience

Job Functions, Job Seniority, Job Titles, Member Skills, Years of Experience

By Company

Company Name, Company Industry, Company Followers, Company Growth Rate, Company Category, Company Size

By Education

Degrees, Fields of Study, Member Schools

By Interests & Traits

Member Interests, Member Groups, Member Traits

By Demographics

Age, Gender



Learn more about [paid audiences](#)

You can also increase your reach with these features:

- 1 Before your campaign, use [Lookalike Audiences](#) to find professionals with similar profiles.
- 2 During your campaign, use [Campaign Insights](#) and the [LinkedIn Insight Tag](#) to identify high-performing segments. If you're using profile-based targeting, apply [Audience Expansion](#) to find similar audiences.
- 3 After your campaign, use [Campaign Insights](#) and the [LinkedIn Insight Tag](#) to zoom in on your highest-performing segments and refine your targeting strategy.



Three ways to reach your organic and paid audiences

1 Boost high-performing organic content

Your LinkedIn Page is a great testing ground. When you land on an organic post that is generating a good amount of engagement, use LinkedIn Boosting to turn it into a paid ad. This immediately expands your reach beyond your followers.

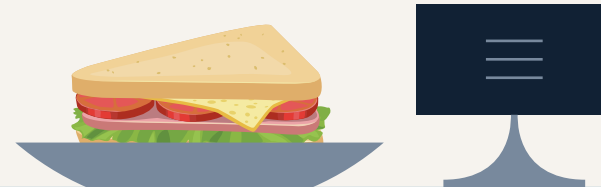
3 Retarget LinkedIn Event audiences

LinkedIn members who have RSVP-ed to your LinkedIn Event, thereby showing interest in your brand and/or the event content, can be quickly turned into campaign audiences. Once you have at least 300 members in this audience, it can be used in your paid campaigns.

2 Retarget your organic community

Your LinkedIn Page audience is already aware and relatively engaged with your brand. This could make them prime candidates for your paid messages.

Use company page retargeting to create an audience based on members who have either viewed your LinkedIn Page or clicked on a call-to-action button in the header of your Page. You'll also be able to choose how recently members in the audience viewed or interacted with your LinkedIn Page.



THE BASE RECIPE

Part Three

Key ingredient: Measurement



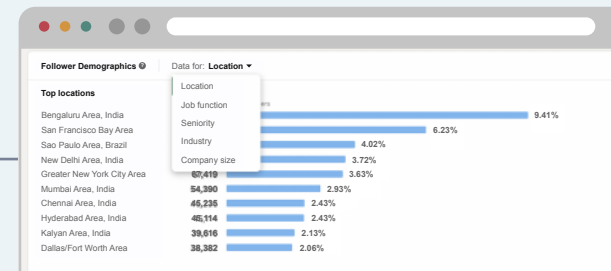
Get insights to your organic audience

Studying the demographic breakdown of your Page followers can help ensure that you're building the right professional community. On LinkedIn, you can use **Page Demographics** and **Visitor Analytics** to shed light on your community mix.



Page Demographics

Follower demographics are broken into 5 facets: location, function, industry, seniority and company size. This allows you to understand the composition of your Page followers.



Profile	Month followed
Mane Singh · 3rd Supplier Quality Assurance Engineer at Loco Mobile India Pvt limited	March 2021
Maryann Ratiu Student la Babes University	March 2021
Alexsio Baer · 3rd CSO Chief Sales Officer	March 2021
Sarah Joan Ng · 3rd Information technology student	March 2021
Jack Kalene · 3rd District sales representative	March 2021

[See all followers](#)

Page Demographics also allows you to see profiles of your entire follower base. This gives you the clearest picture of who is following your Page.

It also identifies key competitors and shows you how you stack up in terms of follower growth, engagement and number of updates.

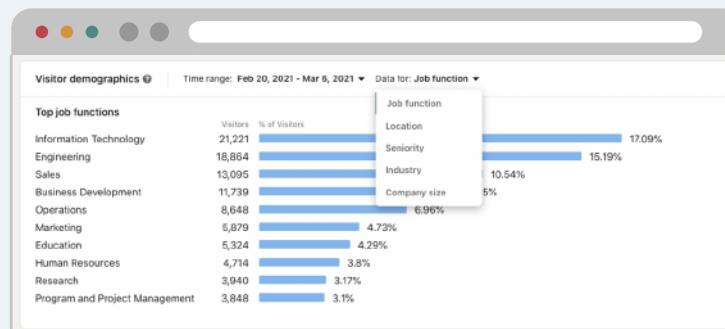
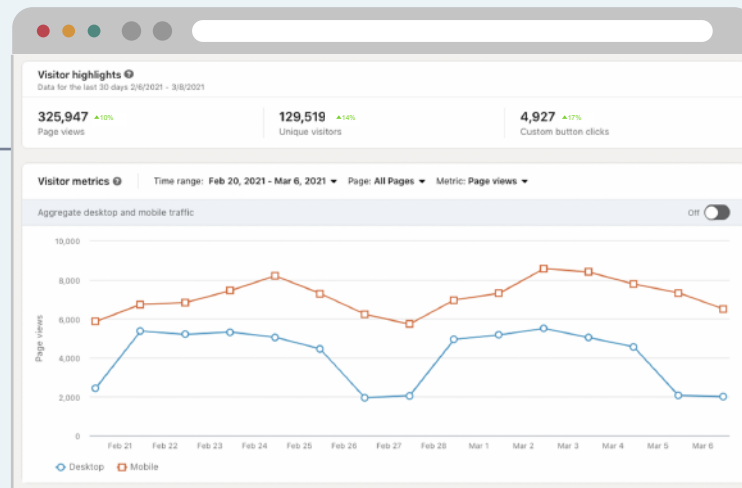
Company	Total followers	New followers	Number of updates	Engagement rate
Cisco · Your company	4,073,471	69,454	500	0.66%
Microsoft	13,779,817	200,728	500	0.6%
IBM	10,325,543	254,910	414	0.67%
Google	20,792,465	240,578	36	3.66%
Oracle	6,479,889	115,682	95	0.6%
Amazon	19,548,729	331,747	215	2.89%
Apple	13,467,312	181,711	0	-
Intel Corporation	2,348,707	36,513	42	1.19%
Facebook	6,768,802	67,386	28	1.07%
Amazon Web Services (AWS)	5,427,242	88,083	500	0.79%

Get to know your Page visitors

Your Page receives visitors beyond your followers. With **Visitor Analytics**, you'll get a clear picture of who is visiting your Page and showing interest in your community. Do they fit your ideal customer or talent profile? Understanding the makeup of your Page visitors, how often they visit, and where they spend time on can be useful as you refine your content and engagement strategy.

Visitor Analytics

A breakdown of information into Page views and unique visitors by all sections of your Page (and by device) helps you understand visitor activity.



Looking at the demographics of your Page visitors also helps you identify the content pillars that might work best to build engagement and keep repeat visits high.

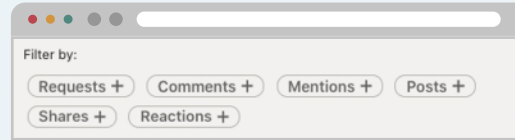
Understand how audiences interact with your Page and participate in your community

It's worthwhile understanding what type of audience (visitor, employee or customer) is showing what type of engagement (shares or posts) with which posts (updates or events). You can use these insights to determine which content pillars to focus on.

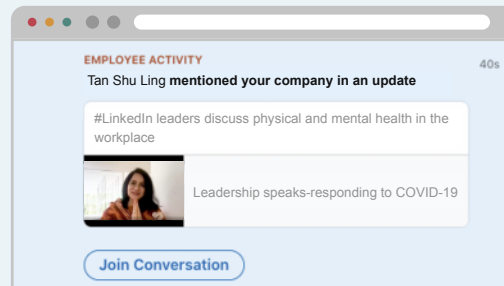
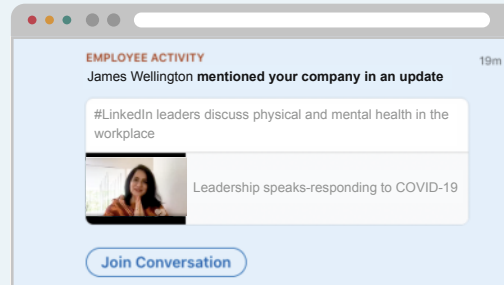


Page Activity

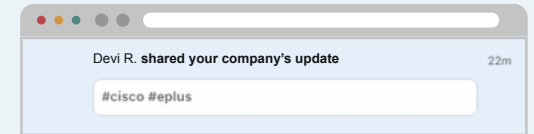
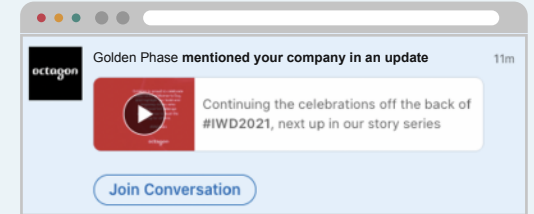
- 1 Filter all activity on your Page by multiple categories



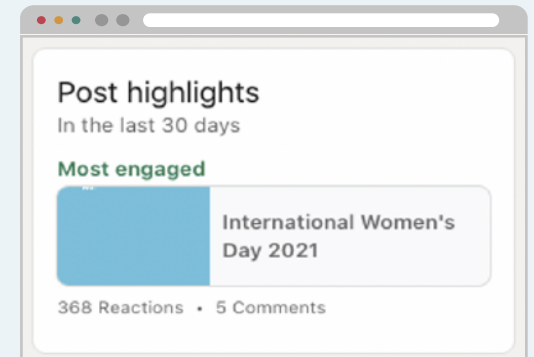
- 2 Understand how employees are promoting your brand



- 3 Discover what other companies are saying about you



- 4 Learn what content engages best



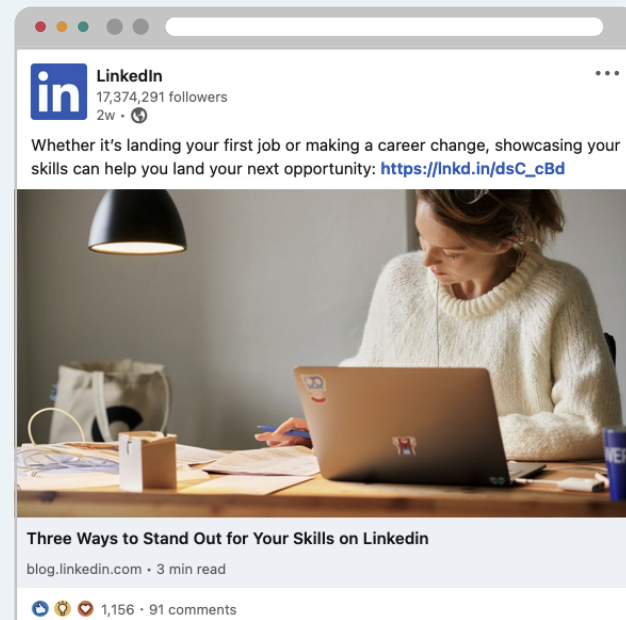
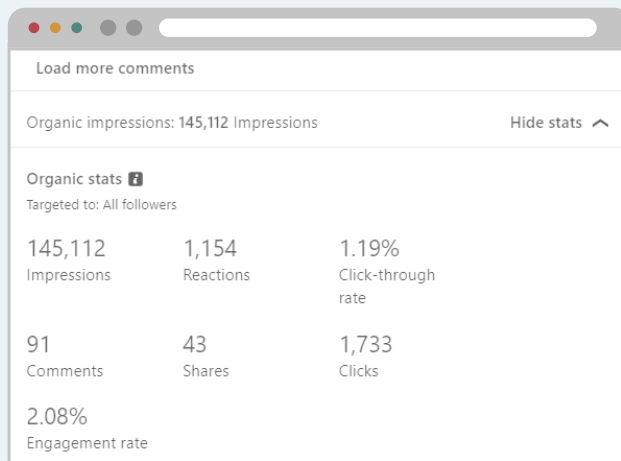
Create a test-and-learn environment

While Page Activity gives you a good overview, you may want to track the detailed performance metrics of each post.

These metrics can help define production, cadence and content pillars. By validating your content organically, it can give you the confidence to pivot quickly — including selecting the right content to boost as a paid ad — based on actual user data.

Individual Update Metrics

Track and compare performance of different posts to understand what kind of content resonates and which deserves boosting.



Track performance over time

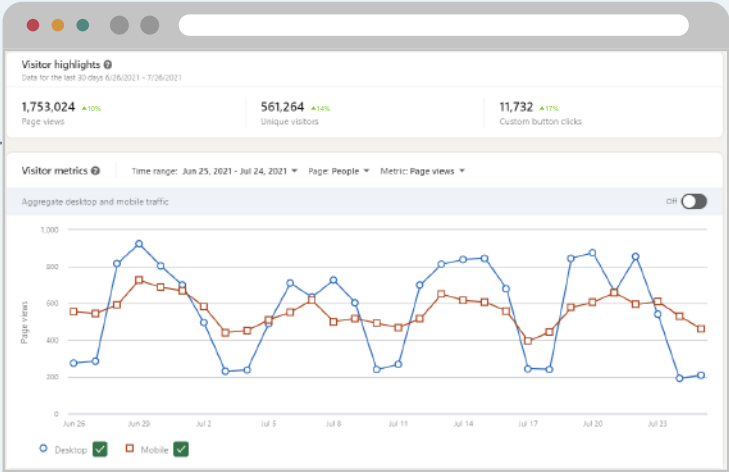
For a broader engagement picture, our analytics dashboard also provides information around cumulative metrics of updates posted. By tracking metrics that matter most over time, you will be able to see patterns of data consumption that can help in future decision making.

This can also be drilled down to individual posts to assess performance when organic audience settings are used.



Cumulative Metrics

Track metrics that matter most over time to understand the impact of any changes – internal or external – that might affect audiences.



Update engagement ⓘ Time range: Feb 22, 2021 - Mar 8, 2021 ▼ Show: 10 ▼									
Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares
Have you heard? ShowCode's all-women, non-binary, virtual hackathon... Targeted	Eric Chu	3/9/2021	51	-	0	0%	0	0	0
Meet Medibus, a 21st-century doctor's office on four wheels. Learn more:... All followers	Eric Chu	3/9/2021	1,707	-	33	1.93%	38	0	1
7 out of 10 organisations experienced at least one severe crisis in the last five... Targeted	Eric Chu	3/9/2021	10	6	0	0%	0	0	0
Cisco earned a 100% rating and the designation of being a 2021 Best Place... All followers	Eric Chu	3/9/2021	3,798	-	38	1%	57	1	0

See the performance of each post to understand the impact of your content or the audience it was shared with.

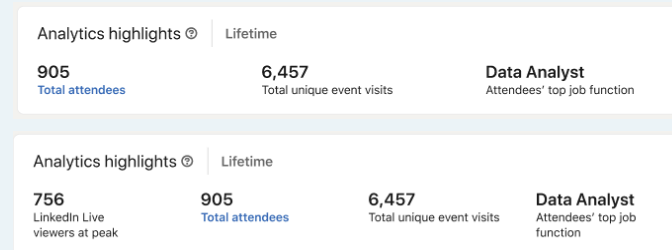
LinkedIn Events & LinkedIn Live: Analysing impact

Our detailed dashboard for LinkedIn Events and LinkedIn Live gives you information around engagement, lifetime values around peak viewership and detailed audience profiles.



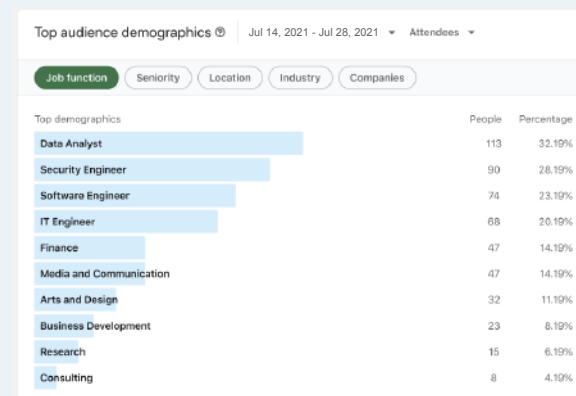
Analytics Summary

An overview of viewership and audience demographics.



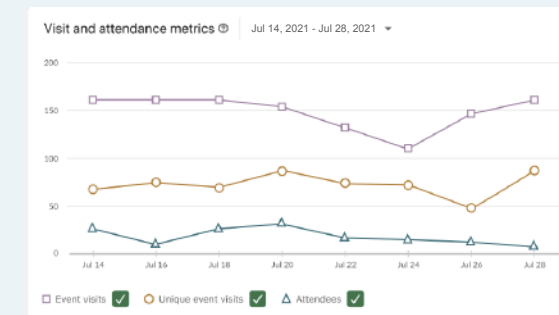
Top Audience Demographics

Understand the profiles of attendees that your event or live stream attracted.



Visitor & Attendee Metrics

This is plotted over time with Event page visits, unique page visitors, and attendees.



Post engagement

A breakdown of the engagement that each post on your LinkedIn Event page generated.

Post engagement ⓘ | Lifetime

Post title	Posted by	Date created	Reactions	Comments
We're excited to announce that we will be including the first se...	Organizer Sally Tan	06/28/2021	578	46
Image	Michael Connor	06/25/2021	26	5
This is my first year attending, and I'm pretty confident about ...	Nursia S.	06/24/2021	25	4
Video	Arjun D.	06/23/2021	47	17
This is my first year attending, and I'm pretty confident about ...	Lee Ping	06/22/2021	38	3

< Previous 1 2 Next >

CHAPTER FOUR

Inspiration Gallery

How brands are succeeding with an integrated media strategy on LinkedIn





“We adopted a two-fold approach on LinkedIn - building the upGrad brand in the market and targeting the right audience in the right mindset. The strategy paid off and we saw a remarkable improvement in the quality of leads, resulting in cost optimisation and better ROI for the business.

Rahul Karthikeyan
Head Digital Marketing, upGrad

Situation

- 1 upGrad saw a surge in demand for online learning and launched a host of additional programs in new areas to attract a broader audience.
- 2 However, to get good quality enrollments, they recognised the need to build brand awareness while furthering their key proposition of 'lifelong learning.'
- 3 It was important for upGrad to drive top of mind recall and establish trust amongst relevant audiences.

Solution

- 1 **Paid Media**
A sophisticated targeting approach that oriented lead gen campaigns towards specific job titles, roles, behaviours and interests.
- 2 **Organic Media**
Regularly shared organic content, closely monitored engagement and sponsored high-performing posts.
- 3 **An Integrated Strategy**
The balance between organic and paid strategies helped them reach and nurture net-new prospective learners.

Results

87%

open rate of LinkedIn Sponsored InMail

2.3x

lift in brand mentions on LinkedIn

2x

improvement in lead-to-enrolment numbers

upGrad is India's largest online higher education company.
[Read the full story.](#)

CleverTap

“Our journey with LinkedIn has changed the way that we look at content and how we represent ourselves as a brand online.

Pooja Sriram

Head of Social Media, CleverTap

CleverTap is a customer engagement and retention platform that helps brands maximise user lifetime.

[Read the full story.](#)



Challenge

- 1 Establish brand awareness across key regions and unlock access to new audiences
- 2 Target the right, intended audience to create a pipeline of SQLs for the company
- 3 Leverage the LinkedIn algorithm to get maximum organic reach
- 4 Nurture leads and enable conversions from SQLs

Solution

- 1 CleverTap opted for a multi-product strategy leveraging LinkedIn ad formats like Sponsored Content, Dynamic Ads and InMails to deliver content relevant as per market segmentation and customer lifecycle
- 2 Reached a larger pool of professionals that resembled their 'ideal customer' with Matched Audiences
- 3 Championed the usage of industry-relevant hashtags to reach out to wider audience
- 4 Leveraged Sponsored InMails to nurture leads on the same platform where they entered the funnel

Results

25-30%	organic growth in number of followers	2X CTR	compared to LinkedIn benchmark	15+	customer deals won via LinkedIn
4.9M	unique members reached in 1 year	60%	open rate of LinkedIn Sponsored InMail	5K	leads generated in one year

Your Organic & Paid Ingredient List on LinkedIn

LinkedIn Page followers who are exposed to organic content are 61% more likely to convert than those only exposed to paid media.

It helps to remember that audiences do not regard your organic and paid efforts as separate. Deliver a connected experience for them, and stronger results for your organisation, by creating your own blend of organic and paid using these ingredients.

	Objectives	Audience	Content & Media Formats	Audience Settings	Measurement
Organic Media	To deepen your brand's relationship with your community through ongoing, authentic interaction	Anyone interested in your brand, including existing and prospective employees, customers and talent	<ul style="list-style-type: none">• LinkedIn Page• Showcase Pages• LinkedIn Product Pages• LinkedIn Boosting• Articles for Pages• My Company Tab• LinkedIn Events• LinkedIn Live	Organic audience <ul style="list-style-type: none">• Location• Region• Job function• Company Size• University	LinkedIn Page <ul style="list-style-type: none">• Page Demographics• Visitor Analytics• Page Activity• Individual Update Metrics• Cumulative Metrics LinkedIn Events & LinkedIn Live <ul style="list-style-type: none">• Analytics Summary• Visitor & Attendee Metrics• Top Audience• DemographicsPost engagement
Paid Media	To build brand awareness, encourage consideration or drive conversions among target audience	Usually existing and prospective customers only	<ul style="list-style-type: none">• Single Image Ads• Carousel Ads• Video Ads• Conversation Ads• Message Ads• Lead Gen Forms• Text Ads• Spotlight/ Dynamic Ads• Follower Ads	Campaign audience <ul style="list-style-type: none">• Profile-based targeting• Contact & company targeting• Engagement retargeting• Website retargeting	Awareness <ul style="list-style-type: none">• Impressions• Clicks• Click-through rate Consideration & Engagement <ul style="list-style-type: none">• Website visits• Clicks• Click-through rate Conversion <ul style="list-style-type: none">• Conversion rate• Cost per conversion• Cost per lead





LinkedIn Marketing Solutions