

**7 REASONS**

# **WHY LINKEDIN NEEDS TO BE PART OF YOUR CONTENT STRATEGY**

# A Plan is Not a Strategy

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Planning is good. Every marketing department should have a plan – a long-term view of content scheduling, channel usage, budget allocations, and so forth.

But a plan is not a strategy.

Strategies cannot be simply laid out on spreadsheets. They're complex, interwoven, and fluid. They dictate how each individual piece of content you create meshes with the rest, and how that content fits among all other tactics in your arsenal. A strategy is the comprehensive framework guiding your organization toward its marketing objectives.

And for today's B2B strategies, LinkedIn isn't just important. It's imperative. On the coming pages, I'll outline seven key reasons why this is true, while explaining how you can maximize your impact with each of these components.

Through this guide, I hope to equip you with a plan and a strategy – plus a serious advantage over everyone who's still treating them as the same thing.



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# How Social Media Fits in Today's Marketing Strategies

**"Content is fire, and social media is the gasoline."**

– [Jay Baer](#), Founder, Convince & Convert

Your prospects are on social media. And make no mistake: they rely on it to help guide them toward solutions.

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**According to research from Forbes, 83% of executives with purchasing authority use social media as part of their decision-making process, and 92% said that social media influenced a decision within the last year.<sup>1</sup>**

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But really, the argument for incorporating social into your marketing strategy is as simple as this: your competitors are there, and if you're not, then you might as well be invisible.

There are more than **2.5 billion global social media users<sup>2</sup>**. That includes roughly **550 million on LinkedIn**, which has become a central hub for professional networking and conversation.

Offering a functional combination of inbound (Company Page, organic content, thought leadership), outbound (LinkedIn ads, InMail) and relationship-building, the platform is a B2B social media marketing mainstay.

But while most businesses are present on LinkedIn (there are **more than 19 million Company Pages<sup>3</sup>**), relatively few have developed a clear grasp of how this piece can harmoniously sync with their overall marketing strategies.

**Let's put the puzzle together.**

# Content Marketing on LinkedIn

“Sound strategy starts with having the right goal.”

– [Michael Porter](#), Bishop William Lawrence University Professor, Harvard Business School



92% of B2B marketers use LinkedIn to distribute content.<sup>4</sup>

Today's B2B organizations are primarily focused on three key objectives with their content marketing: brand awareness, thought leadership, and lead generation. LinkedIn presents an avenue for strategically achieving all three.

There are **7 core reasons** why the platform is critical to an effective modern marketing strategy:

1. Research
2. Targeted Reach
3. Context and Relevance
4. Versatility
5. Inbound Influx
6. Relationship-Building
7. Measurement

# 1 | Researching Buyers

**“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”**

– Peter Drucker, Father of Modern Management

It's been many, many decades since Mr. Drucker – revered as the father of modern management – coined those famous words of wisdom. But still, all these years later, too many businesses are trying to fit customers to their marketing and solutions, rather than the other way around.

Only by fully knowing and understanding the people you serve – their interests, their challenges, their preferences – can you speak to them directly and solve their problems.

Drucker couldn't have dreamed of accessing a resource like LinkedIn, where the learning opportunities are endless. By carefully researching individuals, companies, and demographics on the platform, you can develop an acute understanding of customers that permeates your entire strategy.



**41%**

**Only 41% of marketers say they always or frequently craft content based on specific points in the buyer's journey.<sup>5</sup>**

## 2 | Achieving Targeted Reach

“Marketing in general used to be focused on mass audiences ...  
Today, we are living in an age where niche audiences rule.”

– [Chris Gee](#), Managing Director of Digital Strategy, Finsbury

The inferior ROI of mass-blast marketing campaigns has been exposed. Trying to deliver the same message to as many eyeballs is possible just doesn't equate to a winning gameplan. The most effective companies are zeroing in on their target audiences with extreme precision, ensuring that every impression counts and every engagement is valuable.

LinkedIn offers a wealth of filtering options that enable marketers to do just that. With the ability to narrow your scope by parameters such as Job Title, Company Size, Location, Seniority, and more, you can not only target more exactly within your industry, but even within specific accounts. The research completed in the previous step should clearly illuminate the subsets you want to be targeting.

Additionally, you can take advantage of the Matched Audiences feature to retarget website visitors or import your own contact lists.



### 3 | Delivering Context and Relevance

“Content marketing is no longer a numbers game. It’s a game of relevance.”

– [Jason Miller](#), Head of Content and Social Media Marketing,  
LinkedIn Marketing & Sales Solutions EMEA

Reaching the right audience is a crucial first step, but won’t drive results if you cannot deliver them the right content. Aligning your message with the context and circumstances of its recipients should be a foremost consideration in this crowded digital space. Content simply will not get noticed or engaged with if it’s not highly relevant to the person who comes across it.

LinkedIn has the built-in advantage of generally being more relevant to a business audience than other networks, making it a natural destination for B2B marketing efforts. By customizing your content to the segments you target, you can strengthen that relevance and speak directly to your ideal prospects.

| **91%**

of executives  
rate LinkedIn  
as their

| **NO.1**

choice for  
professionally  
relevant content.<sup>6</sup>





## 4 Versatile Content Deployment

“The easiest way to turn off your community members is to broadcast the same message across multiple channels.”

– [Joe Pulizzi](#), Founder,  
Content Marketing Institute

Any effective content strategy in 2018 must be diverse, incorporating many different elements. A myopic focus on one tactic, or channel, or content type, greatly lowers your odds of breaking through.

On LinkedIn, marketers can utilise a variety of different methods to earn the attention of members. These include:

### Organic Content:

Thought leadership, company news, anecdotes, employee advocacy

### Paid Content:

Sponsored Content, Sponsored InMail, Text Ads, video for Sponsored Content

### Earned Media:

Mentions and recognition from other companies, influencers, and media entities

### Network Growth:

Building new connections, engaging content from others, participating in LinkedIn Groups

### Visual Elements:

Images, infographics, native video

# 76%

76% of executives watch business video once per week, including 40% daily.<sup>7</sup>

## 5 | Increasing Inbound Interest

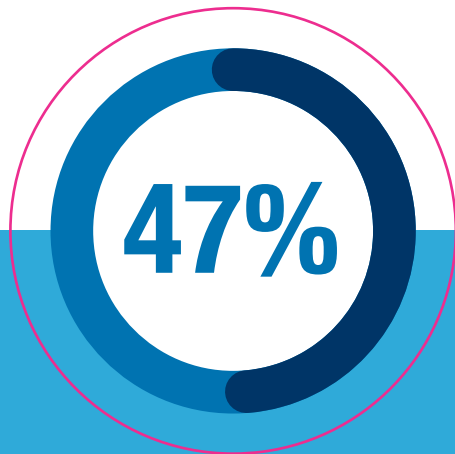
“If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing.” – [Guy Kawasaki](#), Chief Evangelist, Canva

While Kawasaki might be overstating things a bit, the tremendous return on investment for inbound tactics is undeniable. Creating a Company Page and maintaining an active presence on LinkedIn costs almost nothing, but can deliver huge benefits for your business.

Think about just a few of the ways a prospect could organically come across your brand and take a next step:

- They actively looked for your company on the platform. (**72% of buyers use social media** to research solutions for purchase.<sup>7</sup>)
- They came across your Company Page or personal profile in a search result. (In addition to built-in search on the platform, LinkedIn pages are crawled by search engines and deliver SEO impact.)
- Your update popped up on their feed because a connection commented on it.
- They came across your company because they were seeking out content around a topic you discuss frequently.
- They're connected to employees in your company and noticed those employees sharing content and advocating for your brand.

These inbound leads are among of the most cost-effective types you can generate. A strategy that isn't designed to draw them in is not built to sustain.



47% of B2B buyers consume 3-to-5 pieces of content prior to engaging with a salesperson.<sup>8</sup>

## 6 | Building Relationships on LinkedIn

“Content builds relationships. Relationships are built on trust.  
Trust drives revenue.”

– [Andrew Davis](#), Keynote Speaker & Best-selling Author, *Monumental Shift*

For many B2B organizations working under lengthy, high-consideration buying cycles, deals aren’t won in a day. Cultivating relationships and building trust is a process, requiring genuine investment and earnest effort. But the payoff can be huge – lifelong customers, vocal advocates, windows to new opportunities.

By simply keeping a finger on the pulse of pertinent individuals and accounts – through their public LinkedIn activity, as well as notifications about job changes, anniversaries, and so forth – you can maintain and strengthen bonds from afar. And on their end, consistently seeing your name or brand on their feeds will bolster familiarity.

Expand your circle, tap into the networks of colleagues, and gain recognition from peers and influencers. Over time, people will increasingly go from listening to you, to trusting you.

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**83%** of consumers trust  
recommendations from their peers  
over advertising.<sup>9</sup>

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# 7 | Measuring Success

“There is no content strategy without measurement strategy. Before embarking on a content initiative, irrespective of medium or platform, it’s important to know what you want to achieve.”

– [Rebecca Lieb](#), Analyst & Founding Partner, Kaleido Insights

The old paradigms around marketing would often cast it as a cost center, with mostly intangible value and vaguely defined ROI. Today, this perception is less common, because the methods for measuring and attributing revenue have evolved dramatically.

LinkedIn offers a deeper suite of analytical features than you’ll find on any other platform, enabling you to quickly determine who’s interacting with your content, how they’re engaging with it, and whether they’re taking the desired next steps.

What’s working, and what’s not? Nix the latter and double-down on the former. This formula is foundational to any sustainable strategy. LinkedIn makes it incredibly easy to track, learn, and optimize so you can continually move toward your goals.

# Tools to Enhance Your Content Strategy on LinkedIn

“Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.”

– Sun Tzu, General, Military Strategist, Philosopher, and Author of *The Art of War*

Every marketing strategy is different. The tactics and channels should absolutely vary case-by-case. However, we humbly believe any company that counts professionals and businesses among its customers needs to have LinkedIn ingrained in its strategy.

When it comes to Research, Targeted Reach, Context and Relevance, Versatility, Inbound Influx, Relationship-Building, and Measurement, you’ll be hard-pressed to find a platform that does more for your organization.

Try out all of these tools to maximize the impact of your content strategy on LinkedIn:

**Campaign Manager**

**Self-Service Ads**

**Native Video and Video for Sponsored Content**

**SlideShare**

**LinkedIn Elevate**



For the first time in the history of media, you can reach the world's professionals all in one place. More than 540M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.

For more information, visit [marketing.linkedin.com](https://marketing.linkedin.com).

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