TMA Presents

July 9, 2020

Grow Your Business With LinkedIn Marketing

CUSTOM DIRECT

July 9, 2020
Why LinkedIn?

• 80% B2B Leads Begin on LinkedIn
• 590M+ Professionals
• Building Connections
  – B2B
  – B2C
• MARKETING!
What We Cover this Morning

• The company Profile content you need to get right

• Your LinkedIn Marketing Plan
  – How to develop an engaging + organic presence

• LinkedIn Marketing Tactics
  – Which are right for your business?

• Let’s get started!
“Low Hanging Fruit”

- Your Company LinkedIn Profile Page
  - Logo + Images
  - Overview
    - Industry
    - Capabilities with Keywords
    - Team Members
    - Link to Website

- Your Team Members’ Personal LinkedIn Profiles
  - Professional Connections
  - Experience
Your LinkedIn Marketing Plan

• Develop Engaging Organic Presence
  – Content Calendar
  – Plan for Spontaneity
  – Share Posts Through Employee Notifications

• Increase Reach + Engagement Through Ads

• Build Subject Matter Expertise Recognition
  – Publishing
  – Pages
  – Groups

• Measure, Adjust + Optimize
Potential LinkedIn Marketing Tactics

- Ads
- Company Pages
- Groups
- Publishing
- SlideShare
LinkedIn Ad Types

• Sponsored Content
• Sponsored InMail
• Text Ads
• Follower Ads
• Spotlight Ads
Sponsored Content: News feeds + Brand Awareness/Lead Generation

Single Image, Video, and Carousel (multiple cards) ads all fall within the category of Sponsored Content on LinkedIn, and appear within news feeds of users. With high visibility, eye-catching content, and ability to set up call-to-action buttons, these ads are key if your objective is to build awareness for your brand or generate new leads.

- **KEY CONTENT:**
  - Case studies
  - White papers
  - Worksheets + Checklists
Sponsored InMail: Inboxes + Specific Targets/Customers

InMail is a form of Direct Sponsored Content which allows advertisers to send their ad directly into your inbox. Though the list of ad specifications is a bit lengthy, consider this ad type if you have a very defined target audience or have a specific list of desired contacts on LinkedIn, and purchasing email lists is out of budget.

➢ KEY CONTENT:
- Email messaging
Text Ads: Sidebar + Targeted Audience + Minimal Content

When scrolling LinkedIn, these ads usually appear to the right of your news feed, in a box labeled “Ads You May Be Interested In”. Available only on desktop, they allow for text, a small image, and a link. Text ads are efficient for reaching targeted audiences with straightforward content.

KEY CONTENT:
- Offers
- Single sentence “hooks”
Follower Ads: Sidebar + Gaining Page Followers + Dynamic Content

If you’re looking to build a greater audience for your LinkedIn page, consider Follower Ads. Based upon the target audience, the ad pulls the potential new followers profile information and makes it part of the ad. By associating the profile picture and name (via autofill) with your company’s name and a specific call-to-action, it encourages engagement.

➢ **KEY CONTENT:**
  - Direct call to action
  - Your company logo
Spotlight Ads: Company Page + Thought Leadership + Driving Engagement to a Specific Page

Similar to Follower Ads in that it uses dynamic content based on the user, Spotlight Ads sit on your company’s page and send users to a specific landing page or URL. These ads are effective to drive engagement to a page you’d like to promote, like event registration pages, product promotions, etc.

- **KEY CONTENT:**
  - Product introductions
  - Corporate or industry event invitation
  - Specific capabilities expansion announcement
LinkedIn Page

• Showcase Your Company
  – Company News
  – Videos
  – Case Studies
  – Webinars
  – Blogs

• Audience Engagement
  – Post Regularly
  – Respond to Comments
LinkedIn Groups

• Thought Leadership
  – Provide Industry Insight

• Informal Forum Discussions
  – Focused Content

• Industry-Based
  – Trends and Challenges
LinkedIn Publishing

• Articles
  – Long-Form
  – Build Credibility Through Thought Leadership
  – Expand Brand Awareness

• Include Links, Images + Keywords
  – Drives Traffic to Company Blog Page
  – Increases Website Traffic
LinkedIn SlideShare

- Company Presentations
  - Product Launch
  - Capabilities Expansion
- How-To Tips + Tricks
  - Product-Specific
- Webinar Slide Decks + Recordings
  - What a Great Idea!
Start Now!

• Market Your Business
  – 30 Minutes Once a Week
  – Build Brand Awareness + Connections
    • Post relevant content to your Page regularly
    • Join topical conversations with hashtags
    • Enlist help from customers
    • Mention influencers
    • Add a LinkedIn Follow button on your website
    • Add a LinkedIn link to your email signature

• Market Yourself
  – 15 Minutes Twice a Week
  – Build connections
    • Search industry news for content + connections
    • Post content which speaks to YOU
For questions regarding the content of this presentation contact Nancy O’Leary at:

oleary@customdirect.com
phone: 630.529.1936, ext. 224
715 E. Irving Park Road
Roselle, IL 60172
www.customdirect.com