

The Basics of LinkedIn Marketing

PRESENTED BY NAOMI TIMPERLEY

**How does it amplify
your business?**

**How can your
LinkedIn?**

Your Brand, Your Profile

FIRST THINGS FIRST,
BEFORE YOU REACH OUT
TO OTHER USERS, GET
YOUR OWN HOUSE IN
ORDER.



Connections that matter

WITH CONNECTIONS, THE
GOAL SHOULD BE QUALITY
RATHER THAN QUANTITY.
100 MEANINGFUL BUSINESS
CONNECTIONS ARE MORE
VALUABLE THAN 750 RANDOM
OR OUT-OF-DATE ONES.



Remember SEO

WHEN YOU'RE USING
LINKEDIN FOR BUSINESS
DEVELOPMENT, REMEMBER
THAT IF YOUR PROFILE IS
PUBLIC IT WILL BE
INDEXED BY THE SEARCH
ENGINES.



Start your own group(s)

SETTING UP A LINKEDIN GROUP, RELEVANT TO YOUR INDUSTRY, IS AN EASY WAY TO BUILD BUSINESS CONNECTIONS THROUGH DISCUSSION POSTINGS AND COMMENTS.





SHARE LINKS TO
INTERESTING
ARTICLES, WEBSITES
OR VIDEOS.

Use words that grab the readers
and encourage them to click the
link.



ATTACH A DOCUMENT TO
YOUR STATUS UPDATE.

Your audience might appreciate
receiving checklists, white
papers, or case studies.



MENTION A PERSON OR
SITUATION THAT MIGHT
BE HELPFUL TO SOME
OF YOUR CONNECTIONS.

This could be a co-worker, a
client or a client you want.

TALK ABOUT AN EVE
YOU ARE ATTENDING
HAVE ATTENDED.

This might encourage involvement
and/or questions about what you
learned there.





TALKING ABOUT WHAT
YOU HAD FOR
BREAKFAST (OR YOUR
CAT).

LinkedIn is a professional network. Before you post, make sure that what you're sharing is relevant to your audience and provides value.



BEING A SPAMMER.

While it may be acceptable to post 20 times a day on Twitter, the landscape of LinkedIn is a little different.



CONTINUALLY PITCH PRODUCTS AND SERVICES.

This takes people back to the days of big newspaper ads and screaming radio messages. This is not the purpose of social media, especially LinkedIn.

TALKING ABOUT SENSITIVE TOPICS.

If your mother wouldn't want you talking about it, don't include it in your status!





Publish

Publish and share an article on LinkedIn

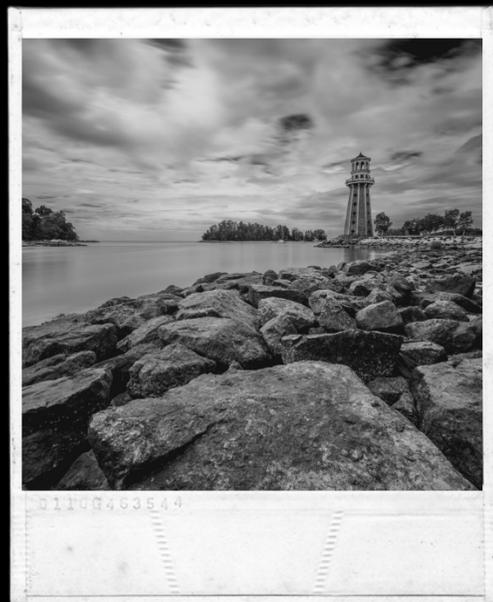
Another powerful way to distribute content on LinkedIn is through the publishing platform. With all members now having access to the platform, it serves as a great opportunity to expand your reach in a major way. Via <https://www.linkedin.com/post/new/>

3 KEY BENEFITS OF PUBLISHING LONG-FORM POSTS



More exposure.

Every post you write and publish prompts a notification for your connections.



Targeted audience.

Considering a majority of your connections are like-minded professionals, it's easy to select topics that will resonate.



Increased following.

If your connections like your content enough to like it or share it, that can open doors to a whole new audience.

Define your purpose.

What is your outcome in publishing content on LinkedIn? Who is the main target market you're writing the content for?

Brainstorm topics.

Try to come up with a handful of working titles based on your audience's challenges.

Narrow your focus.

Select the one that you think is most relevant to your audience and get writing.

Select an image.

Pick out a compelling cover image to accompany your post.

**4 STEPS FOR
PUBLISHING ON
LINKEDIN**



Video Content

To upload a video, all you have to do is go to your status box and upload a file you've created. If you'd prefer to do something a bit more interactive, like a Q&A or a live stream.

Targeted audience

Similarly to status updates and long-form publishing, you can cater content to the audiences that are following your brand or account on the platform.

More exposure

Like many other platforms, LinkedIn's algorithms aim to show users a feed with diversified content from users in their networks.

Increased following

Similarly to other content strategies, those who like your videos will share, comment, or engage with them.

Co-branding opportunities

Know a thought leader, or want to partner with another non-competing brand in your industry?

**4 KEY BENEFITS OF
PUBLISHING VIDEO ON
LINKEDIN**

**Share posts with
rich media**

**Optimise posts
for reach and
impact**

**Post at the right
time**

**Learn from
LinkedIn
Analytics**

**Target the right
audience**

**LinkedIn
marketing tools**

Canva

SlideShare

LinkedIn Groups

**Learn from
LinkedIn
Analytics**

Personalise

Follow Up

Don't forget to....



Set Monthly Growth Goals

Make sure you do enough research to support.



Post Often

Make sure you do enough research to support.



Engage With Existing Connections

Make sure you do enough research to support.



Leverage Keywords in Your Profile

Make sure you do enough research to support.

PARTING WORDS

**1 OUT OF EVERY 3
PROFESSIONALS ON THE
PLANET IS ON LINKEDIN**

Jason Miller, Marketing Manager, LinkedIn