

# LinkedIn Marketing



---

MARCH 27, 2022

SHIVANI BAIG

“

This is not an information age. It's  
an age of networked intelligence.

DON TAPSCOTT, AUTHOR OF WIKINOMICS

# LinkedIn Facts & Statistics

- LINKEDIN STARTED ON MAY 5, 2003
- IT WENT PUBLIC IN MAY 19, 2011
- LINKEDIN HAS 332 MILLION MEMBERS
- 2 NEW USERS JOIN EVERY SECOND
- 42 MILLION UNIQUE MOBILE VISITORS PER MONTH. THIS STAT IS UP FROM 29 MILLION A YEAR BEFORE (THIS IS A 45% INCREASE IN JUST 12 MONTHS )
- NET REVENUE FOR THE QUARTER WAS \$568 MILLION WHICH IS A BIG INCREASE FROM THE Q3 RESULT IN 2013 OF \$393 MILLION
- 107 MILLION USERS ARE IN THE USA ALONE
- LINKEDIN'S USER GOAL IS 3 BILLION REGISTERED USERS
- AVERAGE TIME A USER SPENDS ON LINKEDIN IS 17 MINUTES PER MONTH
- 25 MILLION LINKEDIN PROFILES ARE VIEWED EVERY DAY
- ONE IN THREE PROFESSIONALS ON THE PLANET ARE ON LINKEDIN
- YOU CAN INCREASE YOUR LINKEDIN VIEWS BY 11 TIMES BY INCLUDING A PHOTO
- 41% OF USERS VISIT LINKEDIN VIA MOBILE
- THE AVERAGE NUMBER OF CONNECTIONS ON LINKEDIN IS 930
- THERE WERE 28 BILLION LINKEDIN PROFILE VIEWS IN Q3, 2014
- 13% OF MILLENNIALS USE LINKEDIN
- LINKEDIN'S PERCENTAGE OF SOCIAL SHARING IS ONLY 4%
- 39 MILLION STUDENTS AND RECENT GRADS ARE ON LINKEDIN
- 56% OF MEMBERS ARE MALE
- 44% OF MEMBERS ARE FEMALE
- 30,000 LONG FORM POSTS ARE PUBLISHED ON LINKEDIN EVERY WEEK
- 41% OF MILLIONAIRES USE LINKEDIN
- 13% OF LINKEDIN USERS DON'T HAVE A FACEBOOK ACCOUNT
- 59% OF LINKEDIN USERS DON'T VISIT TWITTER
- LINKEDIN USERS SPEND 26% OF THEIR TIME ON LINKEDIN USING THE MOBILE APP

# LinkedIn Account Types

1

BASIC

2

SALES  
NAVIGATOR

3

PREMIUM  
BUSINESS

DIFFERENCE BETWEEN FREE LINKEDIN AND PREMIUM  
LINKEDIN ACCOUNTS

# The Process You Need To Follow

- DEFINE YOUR GOAL
- BUILD YOUR BUYER PERSONA
- OPTIMIZE YOUR PROFILE
- CONNECT WITH YOUR BUYERS/PROSPECT BUYERS
- BRAND YOURSELF AS AN EXPERT

# Your Profile Needs To Be

1

SEARCHABLE

2

CLICKABLE

3

APPROACHABLE

PROFILE CHEAT SHEET

# LinkedIn Profile Optimization

- IDENTIFY KEYWORDS YOU WANT TO BE VISIBLE FOR
- OPTIMIZE YOUR LINKEDIN PROFILE HEADLINE
- WRITE A HELPFUL PROFILE SUMMARY
- GROW YOUR NETWORK BY POSTING RELEVANT CONTENT
- FILL YOUR SKILLS SECTION
- REQUEST RECOMMENDATIONS FROM CONNECTIONS
- OPTIMIZE YOUR LINKEDIN RESUME
- THE PERFECT LINKEDIN PROFILE PHOTO
- HAVE A BRANDED LINKEDIN HEADER/BANNER
- USE A CUSTOM URL FOR YOUR PROFILE

**OPTIMIZE YOUR PROFILE IN 5 MINUTES**

# How to Download LinkedIn Connections

- FOLLOW THE STEPS
  - PROFILE (ME) DROPDOWN
  - SETTINGS & PRIVACY
  - DATA PRIVACY
  - HOW LINKEDIN USES YOUR DATA
  - SELECT THE OPTIONS ACCORDINGLY AND DOWNLOAD

# Types of Connections

## 1ST DEGREE CONNECTION

PEOPLE YOU'RE DIRECTLY CONNECTED TO BECAUSE YOU'VE ACCEPTED THEIR INVITATION TO CONNECT, OR THEY'VE ACCEPTED YOUR INVITATION. YOU'LL SEE A 1ST DEGREE ICON NEXT TO THEIR NAME IN SEARCH RESULTS AND ON THEIR PROFILE. YOU CAN CONTACT THEM BY SENDING A MESSAGE ON LINKEDIN.

## 2ND DEGREE CONNECTION

PEOPLE WHO ARE CONNECTED TO YOUR 1ST-DEGREE CONNECTIONS. YOU'LL SEE A 2ND DEGREE ICON NEXT TO THEIR NAME IN SEARCH RESULTS AND ON THEIR PROFILE. YOU CAN SEND THEM AN INVITATION BY CLICKING THE CONNECT BUTTON ON THEIR PROFILE PAGE.

## 3RD DEGREE CONNECTION

PEOPLE WHO ARE CONNECTED TO YOUR 2ND-DEGREE CONNECTIONS. YOU'LL SEE A 3RD DEGREE ICON NEXT TO THEIR NAME IN SEARCH RESULTS AND ON THEIR PROFILE.

# How to Grow Your Network

- SYNC YOUR DIFFERENT EMAIL ID'S WITH LINKEDIN PROFILE
- YOU CAN UPLOAD YOU EMAIL DATA ALSO
- INTERACT WITH THE POSTS OF INDUSTRY INFLUENCERS OR LEADERS
- EXPLORE LINKEDIN GROUPS
- INVITE ENGAGEMENT BY POSTING OFTEN
- PERSONALIZE YOUR LINKEDIN CONNECTION REQUESTS

# Asking For A Referral to Referrer

HELLO <NAME OR REFERRER>,

I HOPE YOU ARE DOING WELL. <INSERT PERSONAL STATEMENT FROM PROFILE RESEARCH OR FROM HOW YOU KNOW EACH OTHER>.

I NOTICED THAT YOU ARE CONNECTED TO <INSERT THE FIRST & LAST NAME OF WHOM YOU WANT TO BE REFERRED TO> ON LINKEDIN AND I WAS WONDERING IF YOU WOULD FEEL COMFORTABLE ENOUGH TO MAKE A QUICK INTRODUCTION?

IF YOU DO, I CAN SEND YOU A SIMPLE MESSAGE YOU COULD SEND TO MAKE SURE IT DOESN'T TAKE UP MUCH OF YOUR TIME.

EITHER WAY, I APPRECIATE ANYTHING YOU CAN DO AND IF I CAN EVER DO THE SAME IN RETURN, PLEASE LET ME KNOW.

WARM REGARDS,  
<YOUR NAME>

# Content Retargeting - Profile Views

HI XXXX,

THANKS FOR (LIKING, COMMENTING, SHARING) MY (POST, ARTICLE), I HOPE YOU FOUND IT VALUABLE.

SEEN AS YOU ENJOYED THIS ARTICLE I THINK YOU MIGHT FIND THE FOLLOWING EXTREMELY VALUABLE, ESPECIALLY PARAGRAPH/PART XXXXX.

P.S. PLEASE DON'T HESITATE TO ASK ME ANY QUESTIONS RELATED TO (YOUR NICHE). I'D BE HAPPY TO HELP!

REGARDS,  
YOUR NAME

# Endorsements On Skills

HEY,

I'M XXX, ENDORSEMENT AND SKILLS ARE VERY IMPORTANT. LET ME KNOW WHAT ARE THE TOP SKILLS THAT YOU WANT TO BE ENDORSED FOR.

IN RETURN PLEASE RETURN THESE THREE FOR ME.

XXXXX

BUT FIRST YOU ENDORSE THE PEOPLE, WHEN THEY REPLY WITH THANKS, AFTER THAT YOU CAN SEND THE ABOVE MESSAGE

“

STORY IS EVERYTHING,  
WITHOUT A STORY YOUR  
CONTENT IS PARALYSED

# Content Ideas for Profile

01

## WITH A STORY

- The problem that you are solving
- You help people to understand whether they have the pain
- Why are you solving it
- The way you do it

02

## WITH EMOTIONS

- Happiness
- Sadness
- Fear
- Disgust
- Anger
- Surprise

03

## CTA'S

- Start conversation
- Asking for suggestions
- Asking for help
- Sharing Story
- Questions
- Reviews
- Personal Experience

# CONTENT TYPES - IDEA 1

- GREETING/WELCOME
- YOUR MESSAGE BODY  
(STORY/EMOTIONS/EXPERIENCE ETC)
- SHOW SOCIAL PROOF (IMAGE/VIDEO)
- VALUE (SHOW NUMBERS)
- THANK THEM TO READ YOUR POST

# CONTENT TYPES - IDEA 2 - TRENDING TOPIC

- TRENDING TOPIC
- SOME POINTS WITH STATS/RESULTS  
(POINTERS SHOULD BE ODD NUMBERS)
- YOUR OPINION
- ASK FOR THEIR (LINKEDIN FAM) OPINIONS
- SHOW SOME LOVE/GRATITUDE TO READ  
YOUR POST
- HASHTAGS

# CONTENT TYPES - IDEA 3 - SHARING BUSINESS THOUGHTS

- RECENT CHANGES / EXPECTED CHANGES  
IN COMING YEARS
- HOW PEOPLE ARE GOING TO BE AFFECTED?
- SOME SUGGESTIONS / YOUR OPINION
- ASK FOR THEIR (LINKEDIN FAM) OPINIONS
- SHOW SOME LOVE/GRATITUDE TO READ  
YOUR POST
- HASHTAGS

# What You Can Share?

- BRAND AWARENESS OR LEAD GENERATION
  - COMPANY NEWS
  - COMPANY VIDEOS AND PRESENTATIONS
  - INDUSTRY NEWS/ARTICLES
  - WEBINAR & EVENTS INVITATIONS
  - EBOOKS
  - PRODUCT CATALOGS
  - PROGRAM DEMOS
  - VIDEO INTERVIEWS/FEEDBACKS/REVIEWS
  - QUICK TIPS
  - PHOTO UPDATES
  - BLOG CONTENT
  - CASE STUDIES
  - HELPFUL HOW-TO CONTENT

# LINKEDIN CONTENT MARKETING IDEAS

*W's Family Content Ideas*

# Why?

- WHY \_\_\_\_\_ IS IMPORTANT?
- WHY \_\_\_\_\_ IS IMPORTANT FOR SMALL BUSINESSES?
- WHY \_\_\_\_\_ WORKS?
- WHY \_\_\_\_\_ IS EFFECTIVE?
- WHY \_\_\_\_\_ IS BAD?
- WHY \_\_\_\_\_ MATTERS?
- WHY \_\_\_\_\_ IS THE FUTURE?
- WHY \_\_\_\_\_ IS THE BEST?
- WHY \_\_\_\_\_ IS IMPORTANT FOR ANY BUSINESS?
- WHY \_\_\_\_\_ AS A CAREER?

# Where?

- WHERE TO FIND CLIENTS ON \_\_\_\_\_?
- WHERE TO STUDY \_\_\_\_\_?
- WHERE TO START \_\_\_\_\_?
- WHERE TO LEARN \_\_\_\_\_?

# Who?

- WHO USE \_\_\_\_\_ ?
- WHO IS A \_\_\_\_\_ ?

# When?

- WHEN \_\_\_\_\_ IS STARTED?
- WHEN DID \_\_\_\_\_ START?
- WHEN TO USE \_\_\_\_\_ ?

# What?

- WHAT IS \_\_\_\_\_?
- WHAT DOES \_\_\_\_\_ DO?
- WHAT IS \_\_\_\_\_ PDF?
- WHAT IS \_\_\_\_\_ AGENCY?
- WHAT IS \_\_\_\_\_ IN [LANGUAGE] ?
- WHAT IS \_\_\_\_\_ STRATEGY?
- WHAT IS \_\_\_\_\_ DEFINITION?
- WHAT ARE \_\_\_\_\_ TOOLS?
- WHAT IS \_\_\_\_\_ AND HOW DOES IT WORK
- WHAT IS \_\_\_\_\_ PPT?
- WHAT IS \_\_\_\_\_ QUORA?
- WHAT IS \_\_\_\_\_ JOB?

# What? Cont...

- WHAT DOES \_\_\_\_\_ AGENCY DO?
- WHAT IS \_\_\_\_\_ PLAN?
- WHAT IS \_\_\_\_\_ ALL ABOUT?
- WHAT IS \_\_\_\_\_ WIKIPEDIA?
- WHAT ARE LINKEDIN MARKETING COURSES?
- WHAT ARE LINKEDIN MARKETING SERVICES?
- WHAT ARE \_\_\_\_\_ SERVICES?
- WHAT ARE \_\_\_\_\_ COURSES?

# How?

- HOW TO PLAN \_\_\_\_\_?
- HOW TO MAKE \_\_\_\_\_ STRATEGY?
- HOW DID \_\_\_\_\_ START?
- HOW TO DO \_\_\_\_\_ ON FACEBOOK?
- HOW IS \_\_\_\_\_ EFFECTIVE?
- HOW MUCH \_\_\_\_\_ COSTS?
- HOW \_\_\_\_\_ AFFECTS \_\_\_\_\_?
- HOW \_\_\_\_\_ CHANGED \_\_\_\_\_?
- DOES \_\_\_\_\_ WORK?
- HOW \_\_\_\_\_ AFFECTS BUSINESS?
- HOW \_\_\_\_\_ AGENCY WORKS?
- HOW \_\_\_\_\_ HELPS BUSINESSES?

# LinkedIn Algorithm

LinkedIn has implemented a four-step process for content distribution across its network to reduce the chances of spam or inappropriate content. Understanding the steps that LinkedIn takes before cutting (or amplifying) your content's reach is an integral part of using LinkedIn as a channel for content marketing.

# LinkedIn Automation Tools

- [HTTPS://HYPERISE.COM/BLOG/LINKEDIN-AUTOMATION-TOOLS](https://hyperise.com/blog/linkedin-automation-tools)
- [HTTPS://WWW.SOCIALPILOT.CO/LINKEDIN-AUTOMATION-TOOLS](https://www.socialpilot.co/linkedin-automation-tools)

# LinkedIn Recruitment Go

JOB DESCRIPTION  
TEMPLATES

PRODUCT  
COMPARISON

# LinkedIn Content Inspiration

- [HTTPS://WWW.LINKEDIN.COM/COMPANY/TRENDINON/](https://www.linkedin.com/company/trendinon/)
- [HTTPS://WWW.LINKEDIN.COM/COMPANY/LINKEDIN-MASTER-OFFICIAL/](https://www.linkedin.com/company/linkedin-master-official/)
- [HTTPS://BUZZSUMO.COM/CONTENT-RESEARCH/](https://buzzsumo.com/content-research/)
- [HTTPS://WWW.QUORA.COM/](https://www.quora.com/)

# LinkedIn Ads

# Campaign Objectives

1

AWARENESS

2

CONSIDERATION

3

CONVERSION

# Campaign Objective

1

AWARENESS

BRAND AWARENESS

GET MORE PEOPLE TO KNOW YOUR BRAND  
THROUGH LINKEDIN AD FORMATS

# Campaign Objective

2

CONSIDERATION

WEBSITE TRAFFIC

GET MORE PEOPLE TO VISIT A WEBSITE

ENGAGEMENT

DRIVE CLICKS, SOCIAL ACTIONS AND  
COMPANY PAGE FOLLOWS, INCREASING  
BRAND AWARENESS

VIDEO VIEWS

TELL YOUR PRODUCT OR BUSINESS STORY  
THROUGH VIDEO

# Campaign Objective

3

CONVERSION

## LEAD GENERATION

GET LEADS USING FORMS PRE-FILLED WITH LINKEDIN MEMBER INFORMATION

## WEBSITE CONVERSION

DRIVE VALUABLE ACTION ON YOUR WEBSITE SUCH AS INCREASING WEBSITE TRAFFIC, GENERATING LEADS OR DOWNLOADING EBOOKS

## JOB APPLICANTS

PROMOTE JOB OPPORTUNITIES AT YOUR COMPANY

# Types of Ads

1

SPONSORED  
CONTENT

2

SPONSERED  
MESSAGING

3

CONVERSION  
ADS

4

MESSAGE ADS

5

VIDEO ADS

6

TEXT ADS

7

DYNAMIC ADS

8

CAROUSEL ADS

# AD FORMATS

- SINGLE IMAGE AD
- CAROUSEL IMAGE AD
- VIDEO AD
- TEXT AD
- SPOTLIGHT AD
- FOLLOWER AD
- MESSAGE AD
- CONVERSATION AD
- EVENT AD
- VIDEO AD

LINKEDIN AD GUIDE

# CONVERSION TRACKING

CONVERSION TRACKING PROVIDES YOU WITH ADDITIONAL REPORTING TO BETTER UNDERSTAND THE ACTIONS PEOPLE TAKE ON YOUR WEBSITE AFTER VIEWING OR CLICKING ON YOUR AD.

LINKEDIN CONVERSION TRACKING, WHICH IS BUILT IN DIRECTLY INTO CAMPAIGN MANAGER, ENABLES YOU TO MEASURE DIFFERENT TYPES OF ACTIONS.

[READ MORE DETAILS](#)

# INSIGHT TAG

THE LINKEDIN INSIGHT TAG IS A LIGHTWEIGHT JAVASCRIPT TAG THAT POWERS CONVERSION TRACKING, WEBSITE AUDIENCES, AND WEBSITE DEMOGRAPHICS. THE INSIGHT TAG SHOULD BE INCORPORATED AS A STANDARD COMPONENT OF YOUR WEBSITE'S PAGES TO ENABLE THESE LINKEDIN MARKETING SOLUTIONS FEATURES.

[HOW TO ACCESS YOUR LINKEDIN INSIGHT TAG](#)

SHIVANI BAIG

Thank you!

@ shivanikr@ymail.com



+91-9711957993