

LINKEDIN CONTENT MARKETING

TACTICAL PLAN

A daily playbook for successful content marketing on LinkedIn

LinkedIn

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LET'S DIVE IN

It's Monday at 9am. Your boss walks into your office and politely inquires about your team's LinkedIn strategy for the quarter. You freeze. Amongst all of the content you are producing and distributing throughout all of your social channels, you might have overlooked **the most powerful platform for B2B and high consideration B2C marketers: LinkedIn.**

Exemplary content creation falls flat without a solid distribution plan—we know this. **And, in the UK, 96%[1] of B2B marketers are using LinkedIn as a content marketing channel, with 61%[1] saying they find it highly effective. But while people are spending time on other social channels, they're investing time on LinkedIn. Furthermore, a whopping 80%[2] of B2B leads come from LinkedIn.**

In an effort to help you get your content in front of the 400+ million professionals on LinkedIn, who represent the largest group of influential, affluent, educational people anywhere (and to let your boss know that you've got this), I have created a quick LinkedIn Content Marketing Tactical Plan for you to incorporate into your integrated marketing approach. Find out what content to share, which products suit your needs, and how much time you'll spend daily or weekly to ensure your brand stays in front of the people who matter most to your business.

Keep in mind these findings have been compiled as a result of multiple tests conducted by the LinkedIn Marketing Solutions team (including yours truly). Get ready for an inside look into how LinkedIn marketing successfully distributes content on LinkedIn.

No matter what your goals are—brand awareness, thought leadership, or lead generation this plan will set you down the right path all before lunchtime. **So grab another cup of coffee and let's dive in, shall we?**



Alex Rynne
Associate Content Marketing Manager,
LinkedIn Marketing Solutions



[1]B2B Content Marketing UK 2015 [2]Oktopost

LINKEDIN CONTENT MARKETING SUCCESS

5 OPPORTUNITIES FOR THE TAKING

Each of the following 5 features play a pivotal role in how we're meeting your specific content marketing objectives on LinkedIn—from brand awareness, relationship building to generating higher quality leads. Take a quick deep dive into each and learn how we've invested in these to drive optimal results for our business.

- LinkedIn Company & Showcase Pages
- LinkedIn SlideShare
- Publishing on LinkedIn
- LinkedIn Sponsored Updates & Direct Sponsored Content
- LinkedIn Groups



LINKEDIN CONTENT MARKETING

TACTICAL PLAN

Here's Your Printable Plan for Killing it with Content Marketing on LinkedIn

OPPORTUNITIES	WHAT TO SHARE	OBJECTIVES	KEY METRICS	ACTION ITEMS
1HR. DAILY **Linkedin Company & Showcase Pages**	• Whitepapers • eBooks • Case Studies • Industry Articles • Helpful How-To Content	• Brand Awareness • Lead Generation • Thought Leadership • Event Registration	• Page Followers • Post Clicks • Engagement • Inquiries & Leads • Event Registrants	• Post 3-4x a Day • Engage With Followers Via Post Comments • Change Cover Image Every 6 months
30MIN. DAILY **LinkedIn SlideShare**	• Company Videos & Presentations • Infographics • Webcast Decks	• Lead Generation • Brand Awareness • Thought Leadership • SEO	• Views • Leads & Inquiries • Linkbacks & Embeds	• Upload New Content Weekly • Highlight Decks on Profile Page • Group Content into Playlists • Add Lead Forms
1HR. WEEKLY **Publishing on LinkedIn**	• Professional Expertise & Experiences • Industry Trends • Lessons Learned	• Thought Leadership	• Post Views (& Demographics of Your Readers) • Post Likes, Comments & Shares • Profile Views	• Publish Whenever You Feel Passionate • Recommended: Bi-Weekly or Once a Month
30MIN. DAILY **LinkedIn Sponsored Updates & Direct Sponsored Content**	• Company News • Blog Content • Industry News & Research • Case Studies • Webcast • Eye-Catching Visuals & Statistics	• Lead Generation • Brand Awareness • Thought Leadership	• Engagement Rate • Impressions • Inquiries or Leads • Company or Showcase Page Followers	• Run 2-4 Sponsored Updates/Week • Run For 3 Weeks, Then Test & Iterate • Select Compelling Visuals • Share Links To Lead Forms & Add URL Tracking Code
20MIN. DAILY **LinkedIn Groups**	• Avoid Self-Promotion • Use as a Catalyst for Thought Leadership & Community • Spark Conversations About Industry Trends & Challenges • Ask Questions to Crowdsource Sentiment	• Thought Leadership	• Number of Group Members • Number of Discussions • Quality of Conversions • Number of Profile Views • Number of New Connections	• Create a Group for Your Company • Ask for Opinions & Provide Insights • Monitor Submissions Daily • Highlight Top Contributors • Promote Group on Social Media

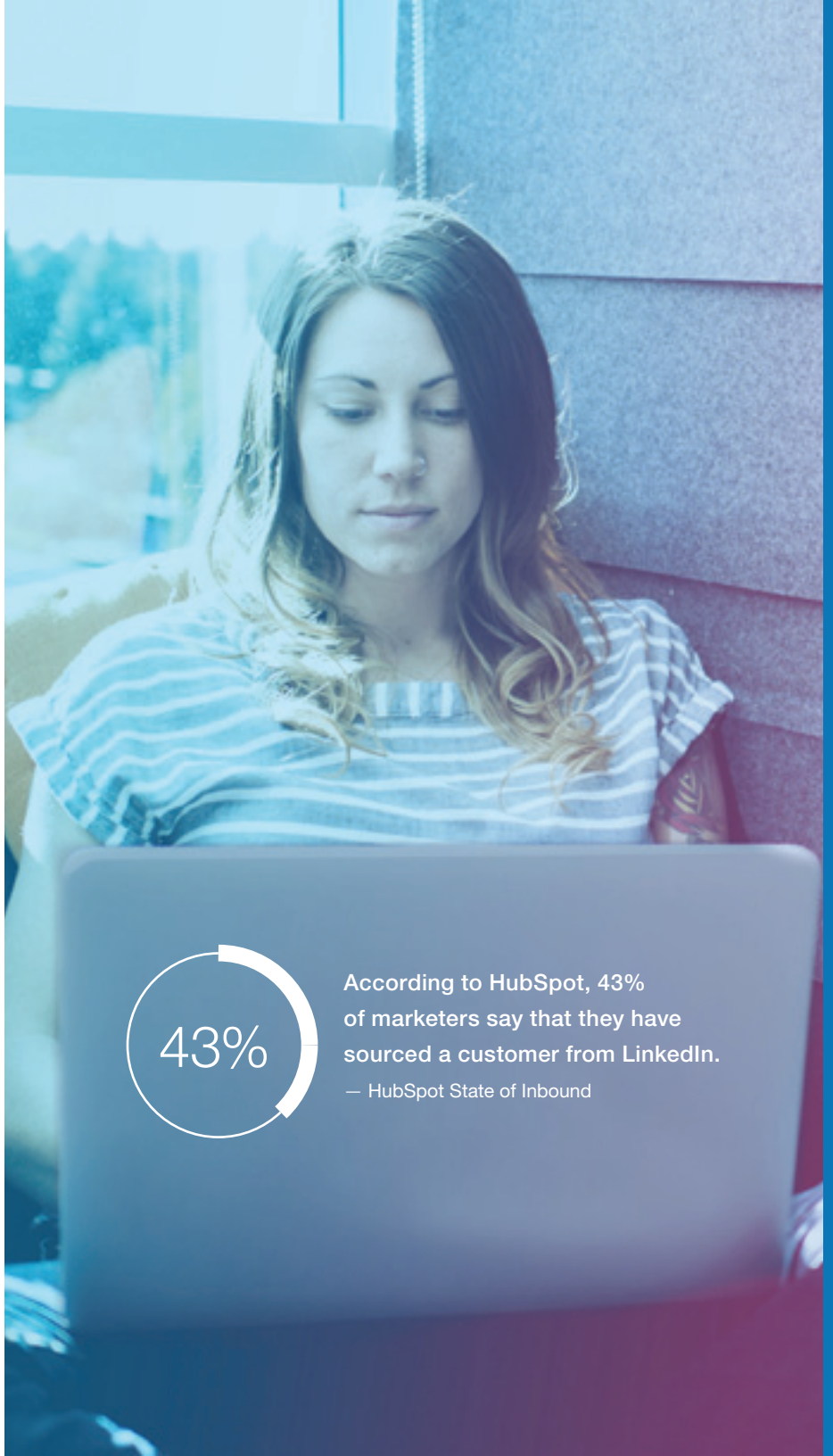
"FAIL TO PLAN, PLAN TO FAIL"



Benjamin Franklin made a great point, which was reinforced by Content Marketing Institutes's Joe Pulizzi, who recently revealed that marketers with a documented strategy are 4x more effective. And yet only 36% of marketers in the UK have a documented content marketing strategy. With those kind of numbers it's no wonder that only 42% of marketers feel their content marketing strategy is effective.[3] #MissedOpportunity

LET'S START WITH 4 PLANNING BASICS TO SET YOU UP FOR CONTENT MARKETING SUCCESS:

1. **Delegate.** Ensure you have someone (or a group of people) dedicated and held responsible for each of your channels.
2. **Follow brand guidelines.** Maintain open lines of communication with your brand team to ensure your content reflects a consistent look, voice and tone. Consider creating content guidelines which your team and other regional and vertical teams can follow.
3. **Look beyond your team to source content.** Everyone loves a solid cross-functional partner. Encourage a steady stream of content from all regions and verticals. Also—going back to delegating above—assign someone as the gatekeeper of content across channels.
4. **Build an editorial calendar.** Based on your objectives, fill your calendar with a variety of top, mid and lower funnel content to help you engage your audience and achieve your goals.



[3]B2B Content Marketing UK 2015

LINKEDIN COMPANY & SHOWCASE PAGES

Time Investment: 1 hour daily/4 hours weekly/10 hours monthly

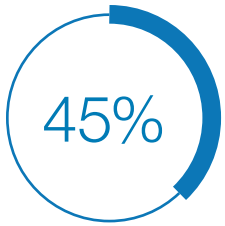
Deliver relevant content to your audiences through LinkedIn Company and Showcase Pages.

FIRST, WHAT'S THE DIFFERENCE?

Company Pages are where you can catch the eye of prospective customers and build relationships with existing customers by featuring relevant content. Showcase Pages serve that same purpose for specific business lines, products or initiatives within your company.

OVERVIEW OF WHAT TO SHARE

- Links to Your Latest & Greatest Whitepapers
- eBooks
- Case Studies
- Industry Articles
- Helpful How-To Content
- Bright Visuals (Visual is the New Headline!



Company Updates containing links can have up to 45% higher follower engagement than updates without links.



LINKEDIN COMPANY & SHOWCASE PAGES

HOW TO MEET YOUR OBJECTIVES

Brand Awareness Build relationships with your prospects by getting your brand's word out and actively engaging with and replying to followers' comments.

Key Metrics

- Page Followers
- Post Clicks
- Engagement
- Comments

Lead Generation Prospects engage with 10 pieces of content before making a purchase decision. Drive higher quality leads by featuring a good mix of upper funnel and lower funnel content, including whitepapers, eBooks and case studies.

Key Metric

- Inquiries & Leads (Ensure you're including tracking codes within links.)

Thought Leadership 74%[4] of prospects choose the company that was first to help them along their buyer's journey. Share perspectives on industry news and trends, helpful product how-to's and articles which reflect your company's vision.

Key Metrics

- Page Followers
- Post Clicks
- Engagement
- Comments

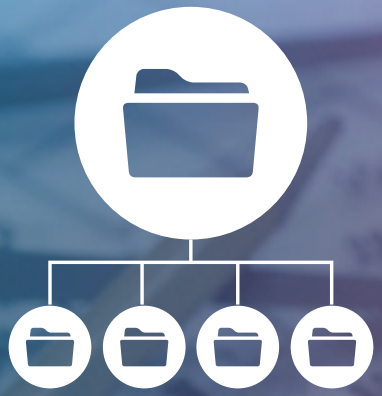
Event Registration Promote upcoming webcasts and events your company is attending and/or sponsoring.

Key Metric

- Event Registrants Driven Directly from Your Company Page

ACTION ITEMS

☑ Post 3-4x a Day
☑ Engage with & Respond to Followers' Comments
☑ Change Cover Image Every 6 Months



For every self-serving post, you should share four pieces of relevant content written by others.

Four types of updates to consider: Text, Link, Video, & Image.

[4]SAVO, Techniques of Social Selling: Just Do It!

LINKEDIN SLIDESHARE

Time Investment: 30 minutes daily/2 hours weekly/6 hours monthly

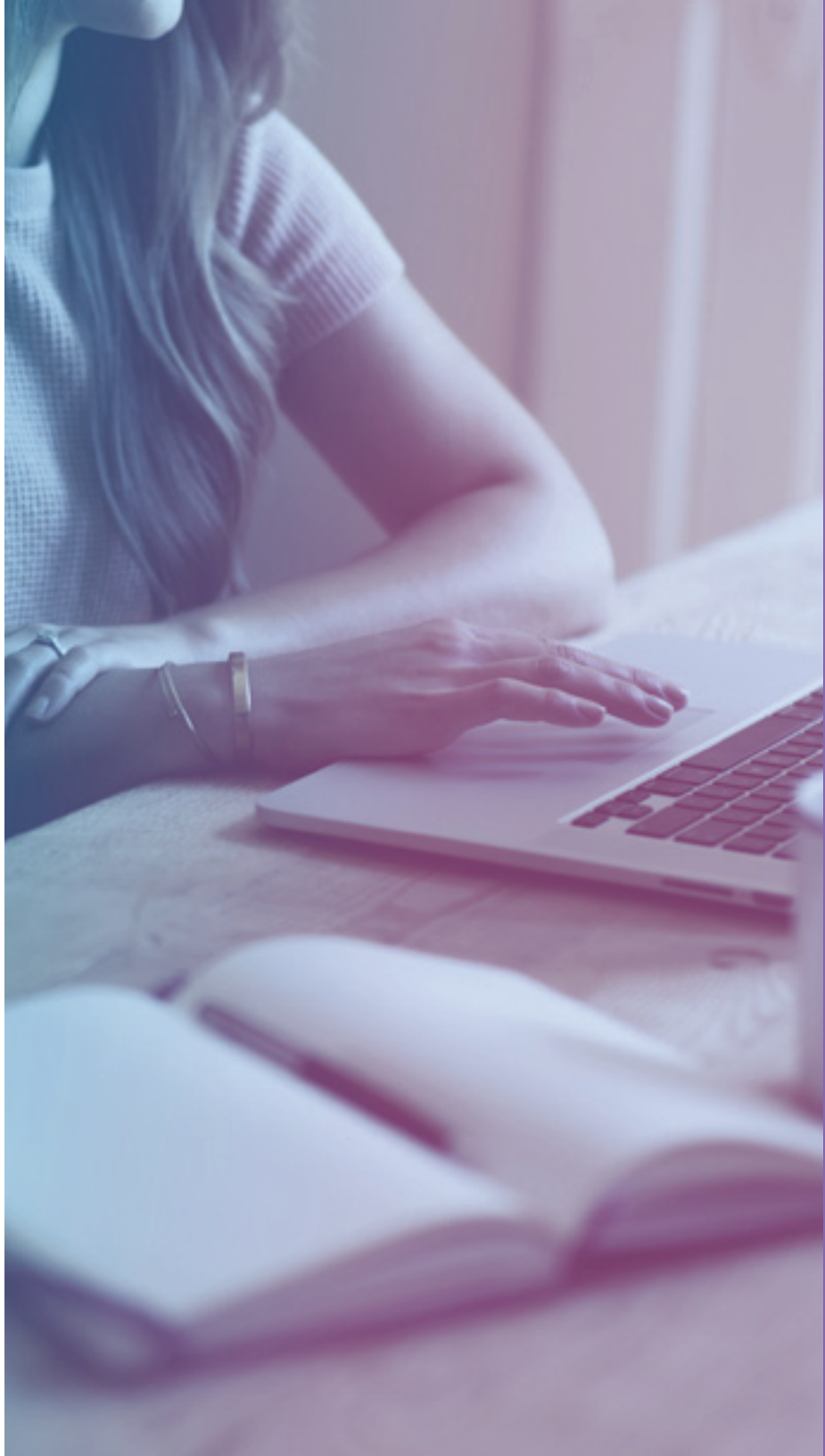
With more than 70 million monthly unique visitors and on an average day, nearly 4 million people visit LinkedIn SlideShare (just on desktop!) with 13,000 new pieces of content added, SlideShare is the world's largest professional content-sharing community. And that's something you can't afford to overlook.

OVERVIEW OF WHAT TO SHARE

- Company Videos
- Webcast & Conference Recordings
- Influencer Videos
- Product How-To's & Tips
- Company Presentations
- Webcast Decks
- Infographics
- Nicely Designed, Short & Informative Content

Link your SlideShare presentation to your website to gain a quality inbound link.

More than 15 million pieces of content uploaded to SlideShare



LINKEDIN SLIDESHARE

HOW TO MEET YOUR OBJECTIVES

Lead Generation: With the right tags, you can easily attract the customers you are seeking. Don't forget to add a lead capture form to your content in LinkedIn SlideShare. Users can subscribe to your LinkedIn SlideShare Profile Page. These are people who are interested in your content who can easily convert to customers.

Key Metrics

- Inquiries & Leads
- Demographics of your Readers & Followers

SEO: Include keyword-rich titles, descriptions and tags in order to give your presentations a fighting chance in the world of search engines as well as inside the LinkedIn SlideShare search result.

Key Metrics

- Linkbacks
- Keyword Rankings

Brand Awareness & Thought Leadership: Build authority by developing LinkedIn SlideShares that present a unique point of view on industry news, insights or your company culture.

Key Metrics

- Views
- Actions (Downloads, Likes & Embeds)

ACTION ITEMS

- ☑ Upload New Content Weekly
- ☑ Highlight Decks on Profile Page
- ☑ Group Content into Playlists
- ☑ Add Lead Forms

Leverage the Clipping tool to highlight and share some of the most valuable content you've produced with your networks.



PUBLISHING ON LINKEDIN

Time Investment: 1 hour weekly/3 hours monthly

Today, LinkedIn has become known as the definitive professional publishing platform around the world. In fact, more than 1 million people have published more than 3 million posts on LinkedIn.

OVERVIEW OF WHAT TO SHARE

- Professional Expertise & Experiences
- Industry Trends
- Lessons Learned

Our over 1 million unique publishers publish more than 130,000 posts a week on LinkedIn. About 45% of readers are in the upper ranks of their industries: managers, VPs, CEOs, etc.



PUBLISHING ON LINKEDIN

HOW TO MEET YOUR OBJECTIVES

Thought Leadership: Publishing long-form content on LinkedIn is a great way to reach and build an engaged audience and build your personal brand. The more long-form posts you publish, the more credibility you will build, and the stronger your professional profile will become. Furthermore, encouraging executives to publish content is a great way to ensure your message reaches a broader audience.

Key Metrics

- Post Views & Profile Views
- Demographics of Your Readers (Industries, Job Titles, Locations and Traffic Sources)
- Likes, Comments & Shares

ACTION ITEMS

☑ Publish Whenever You Feel Passionate
☑ Recommended: Bi-weekly or Once a Month

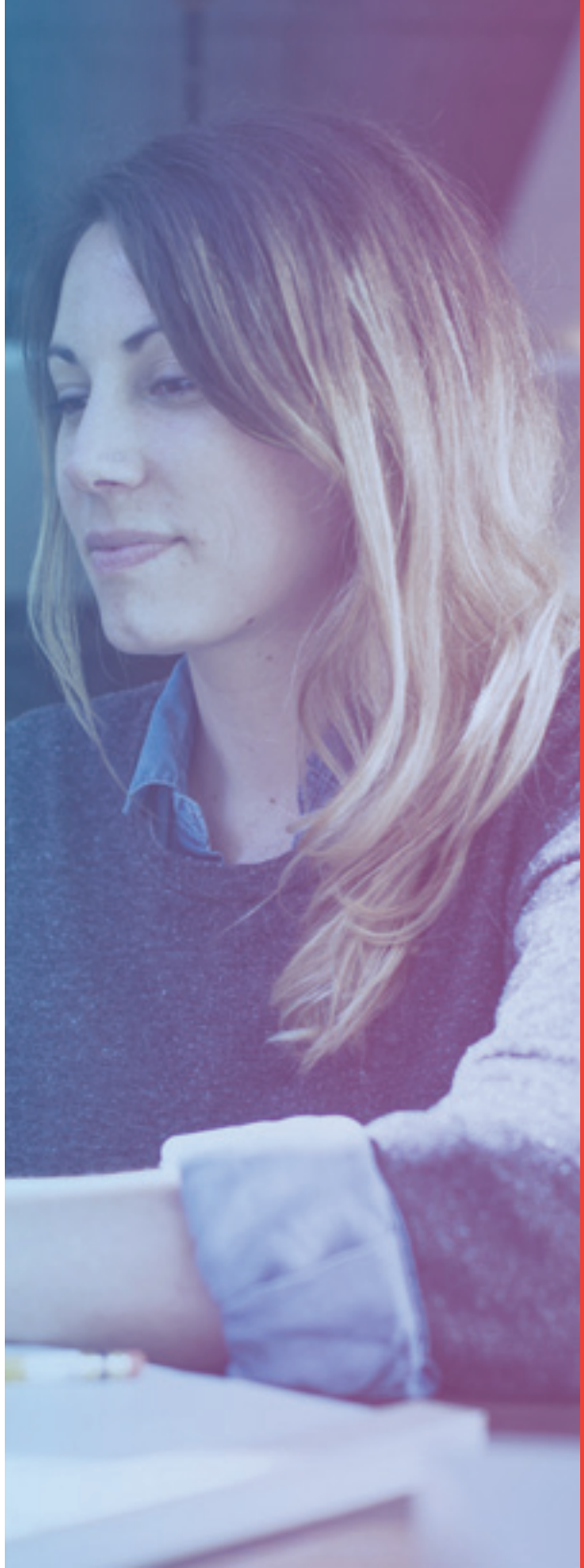


Power Publisher Tip: Link images and keywords back to your company blog or eBooks for increased traffic and referral traffic back to your site.



Writer's block getting the best of you? Get the LinkedIn Pulse app for Android or iOS to stay on top of what content is currently trending in your industry.

For additional information and to connect with other publishers, join the Writing on LinkedIn Group.



LINKEDIN SPONSORED UPDATES & DIRECT SPONSORED CONTENT

Time Investment: 30 minutes daily/4 hours weekly/10 hours monthly

FIRST, WHAT'S THE DIFFERENCE?

LinkedIn Sponsored Updates allows you to publish relevant content and reach a targeted audience of professionals beyond just your LinkedIn Company Page followers.

Direct Sponsored Content is a type of Sponsored Update which allows you to share content directly in the feed, giving you the ability to personalise and test content without having to originate posts on your LinkedIn Company Page. Make your content more relevant by sending personalised messages to specific audiences. Then test and retest a variety of content in real-time to optimise performance.

OVERVIEW OF WHAT TO SHARE

- Company News
- Blog Content
- Industry News & Research
- Case Studies
- Webcasts & Content Produced by Business Leaders (Both Within and Outside of Your Company)
- Eye-catching Visuals & Statistics (800x400 pixel images are optimal)



LINKEDIN SPONSORED UPDATES & DIRECT SPONSORED CONTENT

HOW TO MEET YOUR OBJECTIVES

Brand Awareness: Shape perception amongst your target audience to increase awareness of your brand, products and services.

Key Metrics

- Engagement Rate
- Impressions
- Company or Showcase Page followers

Thought Leadership: Build relationships with the world's professionals by creating value and establishing trust that sparks ongoing conversations and deeper customer relationships.

Key Metrics

- Engagement Rate
- Impressions
- Company or Showcase Page followers

Lead Generation: Generate quality leads by sharing insights that professionals seek. Watch that content spread via the peer sharing that occurs naturally on LinkedIn. You'll also want to make sure you're sharing links to gated content or a landing page with a lead form.

Key Metrics

- Inquiries or Marketing Qualified Leads Generated from the Update (Include a Tracking Code)

ACTION ITEMS

- ☑ Select a Compelling Visual (800x400 pixel image)
- ☑ Run 2-4 Sponsored Updates a Week
- ☑ Run for 3 Weeks, then Test & Iterate
- ☑ Add URL Tracking Codes to Measure Post-Click Actions like Site Visits or Conversions
- ☑ Set up Campaigns by Audience
- ☑ Shift Budget to the Audience with the Highest Engagement Rate

For optimal engagement, keep the text accompanying your Sponsored Update under 150 characters.



LINKEDIN GROUPS

Time Investment: 20 minutes daily/2 hours weekly/4 hours monthly

Companies often talk about ‘joining the conversation’ and ‘establishing thought leadership.' LinkedIn Groups are the perfect way to build an engaged community on the world’s largest professional platform.

OVERVIEW OF WHAT TO SHARE

- Use as a Forum for Discussion (Avoid Self-Promotion)
- Use as a Catalyst for Thought Leadership & Community
- Spark Conversations About Industry Trends & Challenges
- Ask Questions to Crowdsource Sentiment

If you're not putting much into LinkedIn Groups, then you can't expect much in return.



LINKEDIN GROUPS

HOW TO MEET YOUR OBJECTIVES

Thought Leadership: Weigh in on active discussions and point fellow group members to additional information of value, whether that's content published by your company or another organisation. The key is to position yourself as a trusted and helpful peer rather than as a marketer focused on reeling in the next customer. You can also build your personal connections with the increased visibility that engaging in Groups provides.

Key Metrics

- Number of Group Members
- Number of Discussions
- Quality of Conversations
- Number of Profile Views
- Number of New Connections

Looking for a great example of a LinkedIn Group? Check out

ACTION ITEMS

- ☑ Create a Group for Your Company & Assign Ownership and Duties
- ☑ Ask for Opinions & Provide Unique Insights
- ☑ Keep Your Content Focused. Like Joe Pulizzi once wrote "If your content marketing is for everybody, it's for nobody."
- ☑ Manage & Monitor Post Submissions Daily
- ☑ Highlight Top Contributors
- ☑ Promote Your Group Across Social Media Channels for Increased Membership
- ☑ Join Other Relevant Industry Groups
- ☑ Initiate & Participate in Group Discussions Daily



READY TO DRIVE MORE REVENUE ON LINKEDIN?

So, there you have it. Feel free to adapt this plan to your business and present it to your boss with pride. You're on your way to delivering the right content to the right people, which will help you build your brand, generate leads and ultimately drive more revenue.

FOR THE OVERACHIEVER IN YOU

Additional resources to help you make the most of your content marketing strategy on LinkedIn:

15 Tips for Compelling Company Updated on LinkedIn

Lead Generation on SlideShare: A How-to Guide

Ultimate Playbook to Professional Publishing on LinkedIn

10 Ways to Drive Killer Results with LinkedIn Sponsored Updates

The Sophisticated Marketer's Guide to LinkedIn





LinkedIn

Today, LinkedIn members number more than 400+ million professionals. That's over one-half of the 600 million professionals on the planet, representing the largest group anywhere of influential, affluent and educated people.

For more information, visit **emea.marketing.linkedin.com**

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