



## Create a LinkedIn Marketing Strategy in 7 Easy Steps



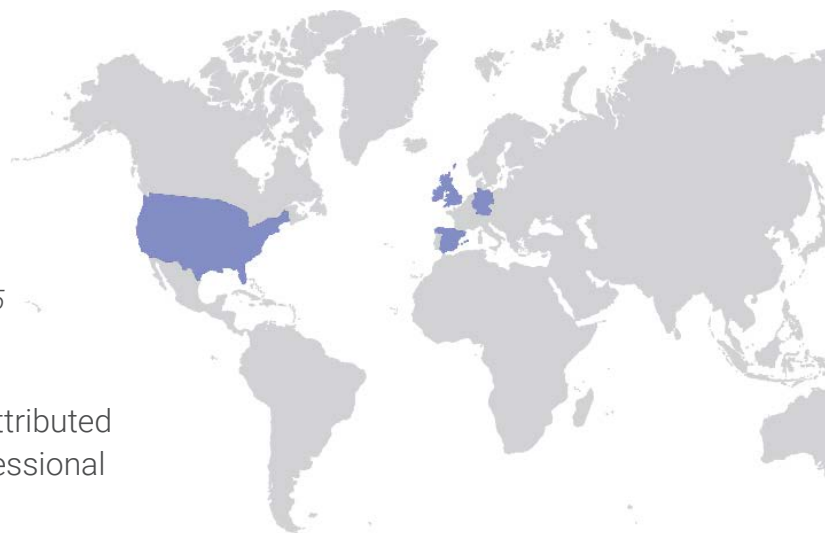
Here at IMS Marketing we deal many B2B clients. However, while it is important to note that it is not a case of one size fits all we have found **LinkedIn to be an extremely valuable tool** for many of our clients in a technical B2B market space.

To put this into perspective, the potential you have with LinkedIn is broken down by the following countries population who are LinkedIn users;

- Ireland – 1,383,603
- United Kingdom – 18,913,513
- Germany – 4,3888,928
- Spain – 7,510,214
- United States – 119,165,288

Source: LinkedIn Campaign Manager, 2nd March 2015

The 'low number' of German users can be attributed to the fact that Germany's number one professional network is still currently **Xing**.





## 1. Complete your profile in full

For many users when they think of a LinkedIn strategy for their business they think of a company page, this is an important aspect of course but utilising individual profiles within an organisations is when you can really see your organisations message amplifying.

**First Step:** Optimise your profile description to include your keywords so they are included within your LinkedIn Summary and your professional headline.

**Maricka Burke Keogh** 500+ connections  
Digital Marketing Manager at IMS Marketing, Google Certified Professional  
Ireland | Marketing and Advertising

Current	IMS Marketing, Online Marketing in Galway
Previous	Enerit Ltd, NUI Galway, Google
Education	Digital Marketing Institute
Recommendations	11 people have recommended Maricka
Websites	IMS Marketing Online Marketing in Galway

Figure 1: LinkedIn Profile Headline

- When prospects are searching for experts to help them, you want them to catch you in their filtered searches and see your capabilities at a glance.
- Amplify company communications by ensuring all staff member's particular key staff members who can be positioned as a 'thought leader' within the company
- Make sure you get the most out of your LinkedIn profile by completing it in full and ensuring that you are found in LinkedIn searches – note that completed profiles will be given preference in a LinkedIn search.

**Summary**

Maricka is Digital Marketing Manager at IMS Marketing and founder of OMIG, a business network for the West of Ireland. Maricka was winner of JCI Galway 'The Outstanding Young Person of the Year Award' in 2013. She has also previously held positions with ad agency Atomic and Google.

Over the years Maricka has worked with large corporate brands ranging from GlaxoSmithKline,...

Facebook: Local Success - Galway | Our Digital Story - Galway

Online Marketing in Galway... | OMIG Awards Poster | Professional Journey - M...

Figure 2: LinkedIn Profile Summary

Simple tasks such as adding your profile picture (a professional looking photo!), filling out your latest roles, relevant education, create a custom [LinkedIn url](#), request recommendations were appropriate and finally add media where you have content of your own or your work-place to show. This can be YouTube clips, slideshare presentations, PDFs and much more.



## 2. Create a company profile

If you are reading this blog post you are more than likely looking for ways to promote your company on LinkedIn. One of the most obvious ways is creating a LinkedIn company page.

To do this you will need to use your [company email address](#), please note it will need to be [similar to the company name you are registering](#). For example when we registered IMS Marketing we used a @imsmarketing email address – a gmail address for example would not suffice for this.

Similar to your individual profile it is essential that your organisations profile is filled out in full, this includes; company description, company type, company size, etc. It will make you fill the majority as mandatory, however other areas such as year founded, company locations and LinkedIn company page images and logos are not mandatory.

For professionalism and branding purposes one of the biggest recommendations we make at this stage is to [create custom artwork](#) to brand your LinkedIn Company page and a logo that fits neatly in the [area given](#).

In order to make the most out of the company page and to ensure as many potential clients, partners and users see it as possible; [make sure all staff within your organisation have the correct company page added to their current role on their individual LinkedIn profile](#).

The image shows a screenshot of the LinkedIn 'Experience' section. At the top, there is a header 'Experience' with a '+ Add position' button and a dropdown arrow. Below this is a form for adding a new position. The 'Company Name' field is the primary focus, with 'IMS Marketing' entered. A dropdown menu is open, showing three suggestions: 'IMS Marketing Marketing and Advertising; 1-10 employees; HQ Galway.', 'integrated marketing service ltd.(ims) Marketing and Advertising; 11-50 employees; HQ Bangladesh', and 'Institutional Marketing Services (IMS) Public Relations and Communications; 1-10 employees; HQ New Canaan Connecticut'. The first suggestion is highlighted.

Figure 3: Adding the Company to your LinkedIn page



### 3. Position key members of your organisation as Thought Leaders

LinkedIn can play a significant role in your content marketing strategy if you use it correctly. The important part is getting the balance right between your website being a central part of your overall content marketing or digital marketing strategy and to utilise your social media platforms without diluting your website content.

Optimise your profile description to **include your keywords** so they are included within your LinkedIn Summary and your professional headline.

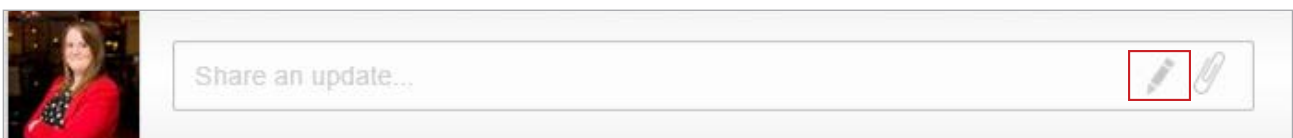
If your website plays a big role in the conversion process of your potential clients (and in some way it should) i.e. online purchases, demo sign ups, contact us sign ups make sure that your LinkedIn strategy does not take away from it.

#### LinkedIn Publishing

LinkedIn Influencers platform is now open to all, now known as 'LinkedIn Pulse' LinkedIn have provided all users with a great chance to publish **blog posts**. The good news is, you can use blog posts from your website and SEO wise it will not be considered as duplicate content as LinkedIn's platform like most social media sites has 'no follow' on all external links. This means 1) that there are no direct SEO benefits to a LinkedIn link to your site and 2) it also means that in theory SEO wise there should be no duplication issues.

Our recommendation is **to wait 2-3 weeks until you have made the most out of a thought leadership piece on your website**, after you have reached the optimum level of traffic in those 2-3 weeks you can then post on LinkedIn Pulse. This is as easy as adding a new post to LinkedIn, like a blog post on your website. **Remember to use images and diagrams to illustrate you thought leadership.**

It is also important to **make sure you have rights to the images you are using**, so whether they are diagrams you make yourself or images you source online make sure you have the rights to them.



When publishing a post on LinkedIn, click on the pencil icon (see above) and you will be brought into LinkedIn publishing platform. From here it is like adding content to a blog post. **For full details visit here.**



## **4. Utilise and amplify your message with your individual profile**

In this point one we talk about completing your LinkedIn profile in full, this lays down the essential ground work for your overall LinkedIn success. When it comes to an organisations LinkedIn strategy many of our clients think only about their company page and while this is an important step we feel the real value comes through when the organisation uses its entire network.

The valuable network within your organisation should not be ignored, often when you think about your connections they are people you want to college with, partnered with through different roles in the past or past colleagues. If you are an engineer for example there is generally a good chance that your existing network could be valuable to your current role. Whether this be a potential business development opportunity or a partnership this is where the real value in LinkedIn can come through.

In summary, ensure that your content is not only shared via the company LinkedIn page, be sure it is shared via individual LinkedIn pages of key personnel in your organisation also.



## **5. Search, monitor and engage with high quality groups**

To make use of your individual presence on LinkedIn further, LinkedIn groups offer a great opportunity to engage with potential clients and partners.

We must warn that there are both good and bad quality groups out there. Initial key indicators to look at include members in the group, how active the group is and whether it is an open or closed group.

Generally if it has a high amount of members, a low amount of discussions and is not very active it is usually a sign that the quality of the group is not great. Closed groups are more often than not managed better than those that are open and moderators 'group managers' are in place to ensure that there is no spam in the group.



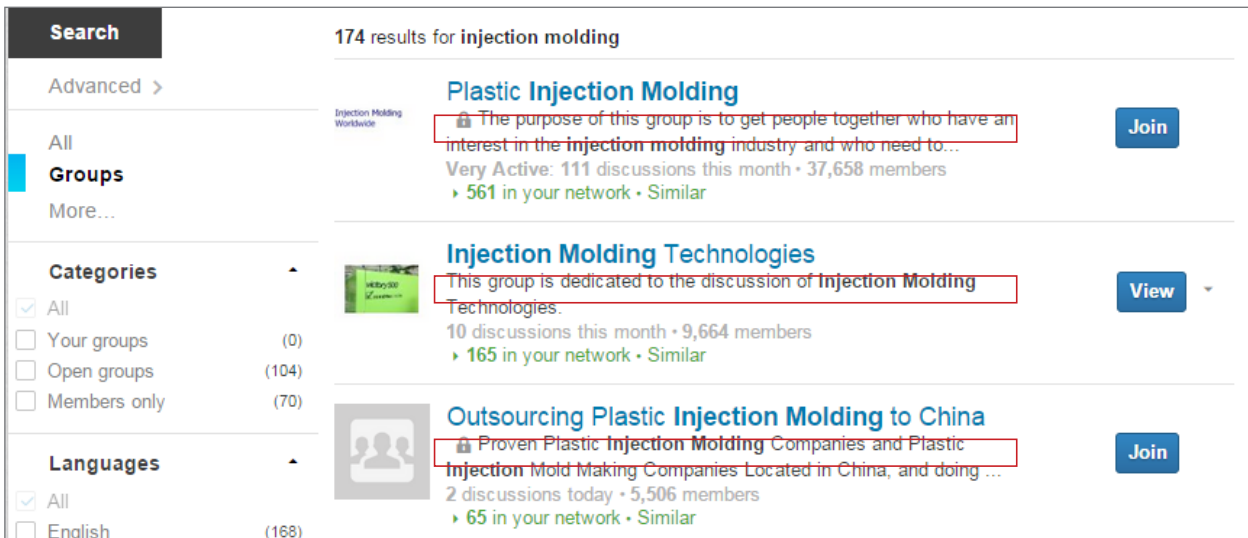


Figure 5: LinkedIn Groups

## Selling opportunities

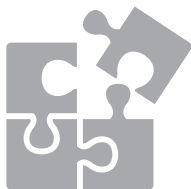
LinkedIn groups provide a great opportunity to engage with people trying to solve a problem; in some cases you may come across a question where your product or service is a solution to the problem.

When engaging with others in these groups we recommend avoiding the hard sell, LinkedIn like most elements of your content marketing plan, should not be about the hard sell. While this is tempting to do you might scare potential clients off. Keep in mind at all times, 'how can I add value to this user'.

As illustrated in figure 6 below, social posts are generally beneficial around the awareness stage, content can become more sales focused as you dive further into the sales cycle with your potential client e.g. webinars, case studies, whitepapers, demos etc.



Figure 6: Content Marketing Mix by Pardot (Salesforce)



## 6. Integrate with your overall content marketing plan

Take a holistic approach to all your marketing, both offline and online. These platforms, events, and communications can work very well together when you think about everything as a whole to ensure you are reaching potential clients at each stage of the buying cycle.

Map it out, think about your **offline marketing activities** and how they can benefit your online activities. For example, if you are attending a trade show in advance you can target a very specific market with LinkedIn's targeting tools which are very advanced. In this you can let them know you are attending the trade show. For this you could **arrange meetings in advance**, provide an incentive for them to come to your stand at the trade show and overall just make everyone aware of your presence.

In addition, there will be many other elements to your overall marketing and digital marketing strategy, LinkedIn should not be in there just for the sake of it. If you are using LinkedIn make sure it **plays an important role and you understand the audience you are aiming to talk to**.

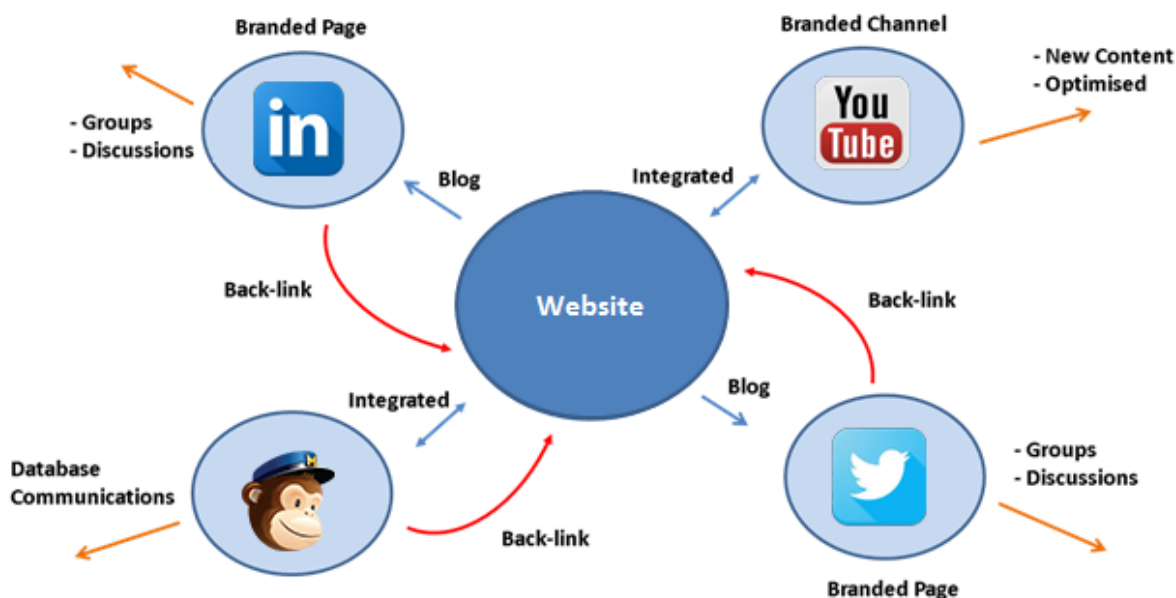


Figure 7: Content Marketing Planning



## 7. Analyse and optimise

Finally, the last and most important point for every campaign that you do online – measure, analyse and optimise. The advantage of online marketing is that it is extremely measurable, between Google Analytics, LinkedIn Analytics, Facebook Insights, Twitter Analytics and more. Many of these tools are free, so we recommend using them as much as possible

Find out what works vs what doesn't and repeat more of what works well. Below is an image from LinkedIn Analytics, here you can look at the individual posts and the engagement, impressions, and interactions for it.

To be extremely thorough (which we recommend), when sharing content on LinkedIn or any other platform [use tracking links or look at Google Analytics](#) to see how much traffic each platform is driving to your site and [look at the quality of the visitor](#). Metrics to look at include, bounce rate, time on site, pages viewed and conversions.

[Set up goals and events on your Google Analytics](#). This may include users filling out a form, downloads of a PDF or visits to a certain page. The aim with all your analytic tools is to create a [360 degree picture of what is happening](#), answering questions like how and why users are coming to your site, where are they going on your site and why are they leaving.

Preview	Date	Audience	Sponsored	Impressions	Clicks	Interactions	Followers Acquired	Engagement
<a href="#">Check out our latest post from Elain...</a>	2/27/2015	All followers	Sponsor	150	3	3	-	4.00%
<a href="#">Click the link below to read our late...</a>	2/23/2015	All followers	Sponsor	127	3	0	-	2.36%
<a href="#">Marketing automation is the current...</a>	2/18/2015	All followers	Sponsor	404	4	2	-	1.49%
<a href="#">Check out what our Managing Direc...</a>	2/04/2015	All followers	Sponsor	482	2	4	-	1.24%
<a href="#">Latest Blog post from our Digital Ma...</a>	1/27/2015	All followers	Sponsor	150	0	1	-	0.67%

Figure 8: LinkedIn Analytics



In most instances you should be able to **gather enough data to make a decision**, for example one of the posts you made on LinkedIn had 1500 impressions and no clicks or interactions there more than likely is an issue there. Think about what you can do to make it better, add an image, add a better description maybe, does this content add value to the user? If not, think twice about sharing that type of content again and try something else.

Here at IMS Marketing we specialise in B2B Digital Marketing plans, whether it is LinkedIn, Twitter or XING we work on plans tailored to the specific company.

Contact Maricka Burke-Keogh our Digital Marketing Manager on **091-739450** or email direct on **maricka@imsmarketing.ie** if you would like to discuss your LinkedIn or overall Digital Marketing Strategy.