Mastering Content Marketing on LinkedIn

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#INBOUND13

So many social sites, so little time…

Today's Agenda

1. Platform, Context, Content
2. LinkedIn Content Marketing
3. Best Practices for Company Pages & Sponsored Updates

1 Platform, Context, Content

LinkedIn Platform

Professional Context

Professional Content

Proven recipe for success

LinkedIn's Mission:

Connect the world's professionals to make them **more productive and successful**

1 of every 3

professionals on

the planet is

LinkedIn

LinkedIn Platform

Professional Context

Professional Content

200,000+

professionals join

daily

LinkedIn Platform

Professional Context

Professional Content

LinkedIn members come to the site with a professional mindset

Personal Networks		Professional Networks
Info on friends	1	Career info
Info on personal interests	2	**Updates on brands**
Entertainment updates	3	Current affairs
Spend Time		**Invest Time**

There is a clear distinction between the content that is shared on personal vs. professional sites

LinkedIn Platform

Professional Context

Professional Content

Follow for news, insights, and product information.

Follow for incentives, rewards, or discounts.

LinkedIn
Top shared articles, 2011

1. **9 Things that Motivate Employees More than Money**
2. Steve Jobs and the Seven Rules of Success
3. Steve Jobs: How to Live Before You Die
4. The World at Seven Billion
5. **Four Destructive Myths Most Companies Still Live By**
6. **5 Things to Do Every Day for Success**

Facebook
Top shared articles, 2011

1. Satellite Photos of Japan, Before and After the Quake and Tsunami
2. What Teachers Really Want to Tell Parents
3. **No, Your Zodiac Sign Hasn't Changed**
4. Parent's, Don't Dress Your Girls Like Tramps
5. **Father-Daughter Dance Medley (Video)**
6. At Funeral, Dog Mourns the Death of Navy SEAL Killed in Afghanistan

LinkedIn Platform

Professional Context

Professional Content

Proven recipe for success

2 LinkedIn Content Marketing

LinkedIn has moved from a place to go for a job to the definitive professional publishing platform

6X

More engagement with content vs. jobs

- **+3MM** Company Pages
- 200+ Influencers
- 1.3MM Publishers (Channels)
- 1.5MM Groups
- SPONSORED UPDATES

4 steps to easily sharing great content on LinkedIn

- ☑ Define your **marketing objectives**
- ☑ Find **content that you already have** or can quickly develop
  - Content on LinkedIn
  - Content elsewhere
- ☑ **Tailor to the LinkedIn audience** as necessary
- ☑ **Optimize** by monitoring metrics

Step 1: Define your marketing objectives

Build brand? (branding)	Drive traffic and leads? (performance)
What message are you trying to communicate? What outcome are you trying to drive? How else are you communicating this message outside of LinkedIn?	Where are looking to drive people to? What kinds of content is driving them there today? (promotion plan) Are landing pages set up to properly capture leads and/or direct traffic?

Step 2: Find content you already have or can quickly develop

Content on LinkedIn

Content Elsewhere

- *Key Question:* ***Does this piece of content reinforce my objectives, messages, and outcomes?***

Step 3: Tailor to the professional audience

- Who is the target audience and does this content meet their needs and interests?

The type of content LinkedIn members expect

*64% of LinkedIn members expect content to be **informative** and **insightful***

Step 4: Optimize by monitoring metrics

Bonus Step: LinkedIn & HubSpot Partnership

HubSpot Becomes One of the First Marketing Software Companies To Integrate with LinkedIn Company Pages

by Hannah Fleishman

June 17, 2013 at 11:40 AM

Cambridge, MA: Today, inbound marketing software company, HubSpot, Inc. announced that the company's Social Inbox tool will now integrate with LinkedIn (LNKD) Company pages, allowing HubSpot customers to publish and promote content on the full suite of LinkedIn Profiles, Groups and Company Pages. LinkedIn Company Pages will be available to all customers starting June 17th. With the announcement, HubSpot will become one of the first comprehensive marketing software companies to integrate with LinkedIn Company Pages.

Of the news, Mike Volpe, CMO of HubSpot, noted "HubSpot data

3 Best Practices for Company Pages & Sponsored Updates

Company Pages & Sponsored Updates provide marketers with easy, self-serve solutions for **sharing content** on LinkedIn

So what are some tips for **sharing killer content** through your **Company Page** and **Sponsored Updates**?

#1: THINK LIKE A JOURNALIST

Don't bury the lead. Concise intros and snappy headlines are more likely to result in higher engagement.

#2: ALWAYS INCLUDE A CLEAR CALL TO ACTION

When compared to updates without links, including a link can drive **2x** the engagement.

#3: ASK THOUGHTFUL QUESTIONS TO INVOLVE YOUR AUDIENCE

Start a conversation by asking a question that is relevant to your target audience.

#4: ALWAYS INCLUDE AN IMAGE OR SOME TYPE OF RICH MEDIA

Adobe Companies that invest more than 25% of their marketing budget on optimization are twice as likely to see higher conversion rates. Find more insights in our 2013 Digital Marketing Optimization Survey: http://adobe.ly/YTyN4t

Stand out with an eye-catching image or some form of rich media. Images generally result in a 98% higher comment rate.

#5: BEFORE POSTING DOUBLE CHECK THAT AN IMAGE APPEARS

When linking to external content, make sure your update has a relevant image.

#6: POST YOUTUBE VIDEOS TO ENCOURAGE SHARING

Links to YouTube videos play directly in the LinkedIn feed and usually result in a **75%** higher share rate.

#7: MAKE YOUR CONTENT SNACKABLE AND VALUABLE

Develop content that is quick to consume and high quality that members will want to share with their networks.

#8: AVOID HYPERTARGETING

Don’t add so many targeting filters that you exclude potential audiences.

#9: TEST TO UNDERSTAND YOUR AUDIENCE

Experiment to find the right balance. Consider mixing entertaining and inspirational posts with informative and insightful updates.

#10: CREATE AN EDITORIAL CALENDAR, BUT REACT TIMELY TO EVENTS

Rely on your editorial calendar as a guide, but be flexible enough to respond to relevant news, topics and trends.

#11: ENGAGE WITH MEMBERS THROUGH COMMENTS

Keep the conversation going. Monitor discussions and remove inappropriate comments. Develop a plan for proactively handling any customer-service issues that may surface.

#12: MONITOR, ANALYZE AND REFINE YOUR CONTENT

Track all available analytics. Pay attention to the audience targeting, types of content, time of day and frequency that drive the most interactions – and do more of that!

#13: SPONSOR YOUR BEST CONTENT.

Sponsored Updates allow you to reach your target audience beyond your followers. Identify your top-performing content and sponsor it!

#14: EVALUATE AND OPTIMIZE YOUR UPDATES

With LinkedIn's detailed reporting tools, you can monitor the performance of your Updates and adjust to make them more effective.

#15: DON’T BE TIED TO JUST THE WORK WEEK

Professionals engage with updates across devices throughout the week, with strong engagement through the weekend. Consider adopting an always-on approach.

#16: RECRUIT HELP IF YOU NEED IT.

Don't try to do it alone. Use social media management like HubSpot to manage your posts and Company Page strategy.

#18: VOYEURISM IS ALIVE AND WELL IN SOCIAL MEDIA

There's a voyeuristic nature to anything social media. Members like sneak peaks inside companies, new products, even office space.

#19: TAKE A STAND AND SHARE A COMPELLING POINT OF VIEW

Take a stand and make an argument. Back it up with facts. Members love this type of content to refine their thinking.

#20: IT'S ALL IN THE FAMILY SO REMEMBER TO CROSS-POLLINATE

Cross-promote content across all relevant LinkedIn products

That’s it folks!

QUESTIONS?