



# Your Organic + Paid Playbook

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Unlock Your Brand's Potential on LinkedIn

## Introduction

### The digital ad ecosystem is a dynamic and exciting place.

For the first time ever, digital will pass TV as the leading advertising medium in the United States (33.9% of market share)—and we expect that share will grow to a whopping 47.9% by 2022.



Naturally, social media is at the forefront of this digital revolution. Still, with abundant opportunity comes significant challenges for B2B brands.

Social media can be...  
Cluttered.  
Suspect.  
And a lousy backdrop for your brand.

So how do you reach the right professionals, the right way with your social media strategy, all while maintaining brand safety?

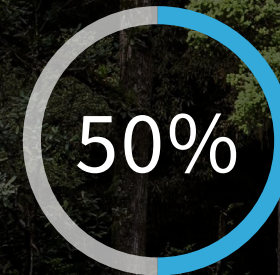
### LinkedIn can help.

LinkedIn enables marketers to reach the right audiences in the right environment to drive effective engagement through both organic and paid opportunities.

**It's time to unlock your brand's potential on LinkedIn.  
Let's get started.**

### Engagement on LinkedIn is booming.

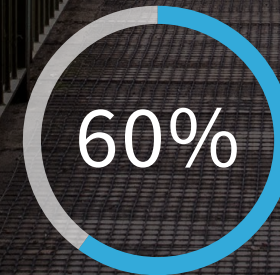
Now is the time to reach your ideal customers on the world's largest professional network.



Members engaging with the Feed is growing more than **50%** year over year.

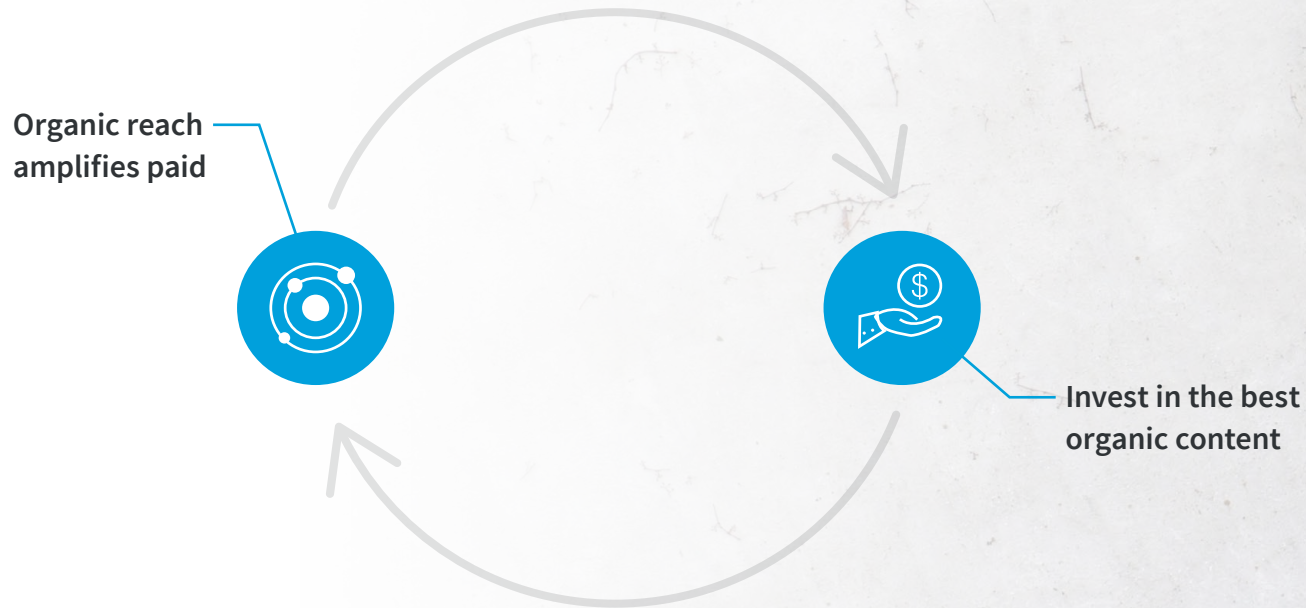


Millions of professionals create over **130K** articles per week.



Views in the LinkedIn Feed are up **60%** from last year.

An integrated organic and paid strategy is the key to unlocking your brand's potential on LinkedIn.



The greater your organic reach, the more it can amplify your paid efforts.

By testing and optimizing with organic content, you ensure you're investing in your highest-performing content for paid campaigns.

Continue your focus on **organic** to drive even more followers and **increase engagement**.

2x

Members are liking, commenting and sharing at record rates—nearly **twice** the rate from last year.

## Cultivate an integrated organic and paid strategy on LinkedIn in just 3 simple steps...



STEP 1

Build a Compelling Organic Presence



STEP 2

Boost Your Reach and Engagement via Paid



STEP 3

Measure, Learn and Optimize to Drive More Impact



## STEP 1

# Build a compelling organic presence

Tell your brand's story by posting great content regularly.

First, make sure your LinkedIn Company Page is an optimal place to showcase your content.



Have a great description, name, cover images and links to make it clear to prospects and customers what your Company Page is about.

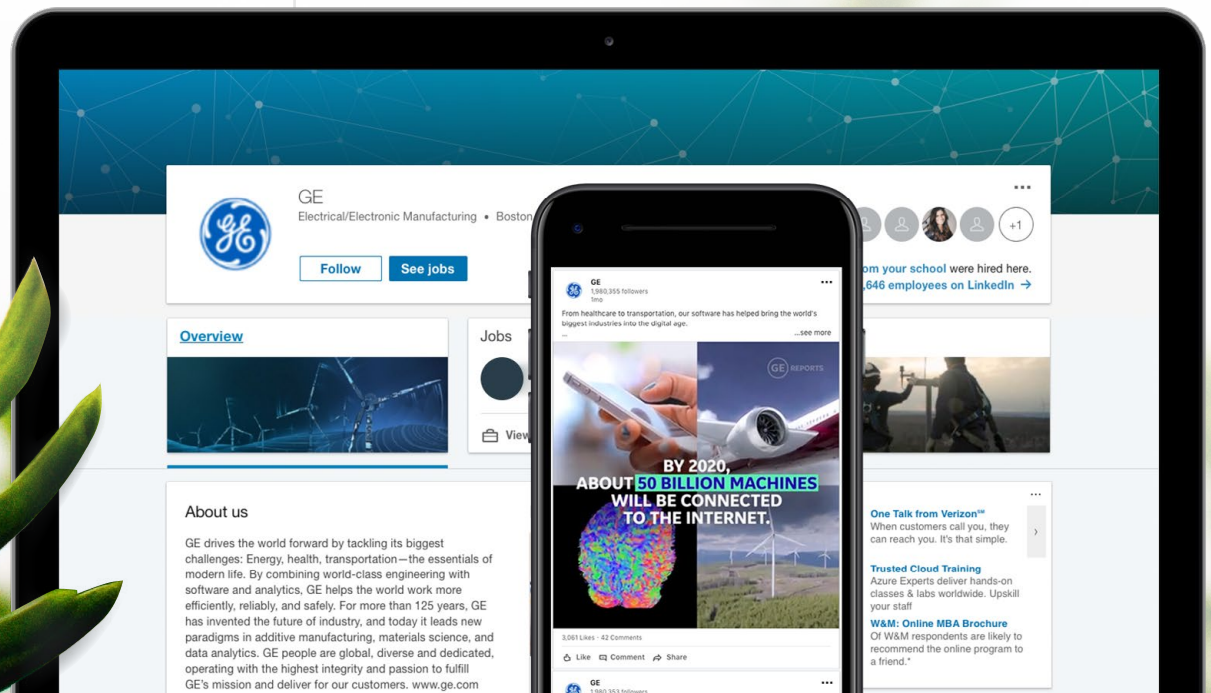
Then, adopt an always-on approach. GE is a master at always-on. The company's marketing team regularly posts relevant and interesting content that their audience actively engages with.

We see LinkedIn customers gaining successful and consistent engagement when they post on their Company Page at least once a day. Brands can share their story on their LinkedIn Company Page by repurposing infographics, blog posts, videos, links to events, eBooks, and webinars.



*Companies that are engaged on social media are **40%** more likely to be perceived as competitive compared to those who are not.*

*GE's use of LinkedIn has become a central element of the company's digital marketing strategy.*

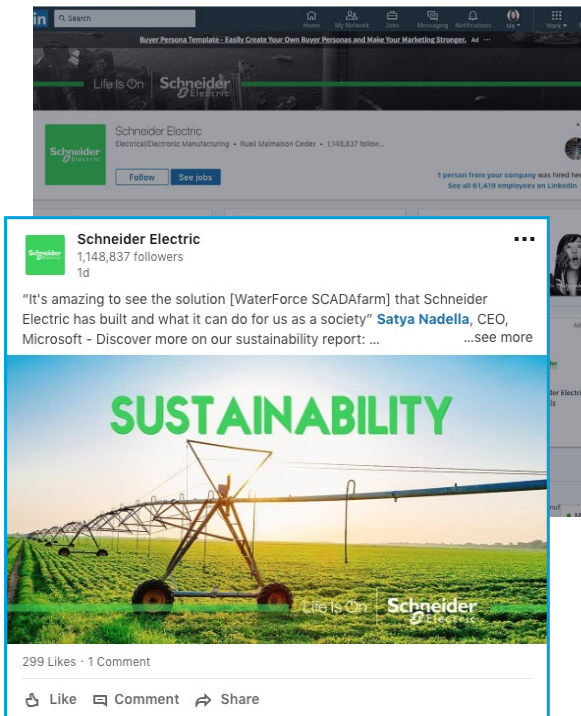




## Company Page All-Stars

### Visual is the new headline

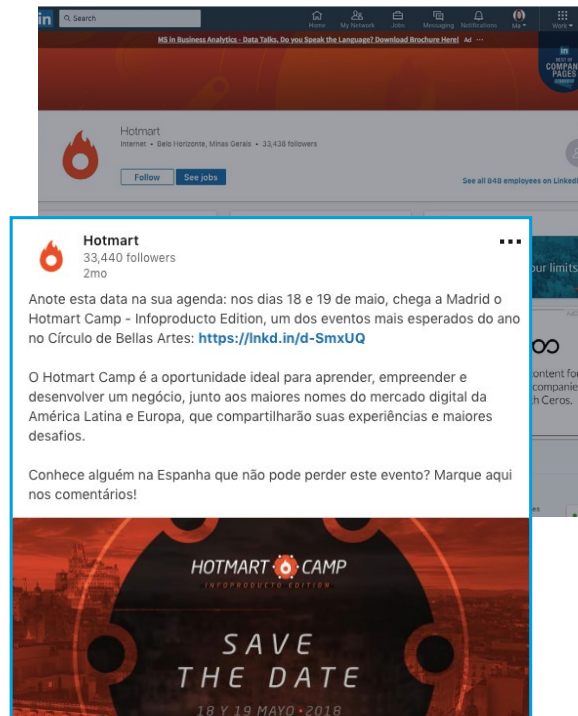
Ensure your imagery matches the messaging.



*Schneider Electric posts move beyond stock photos to post eye catching, nicely designed, branded imagery.*

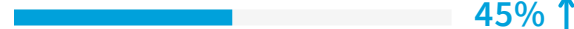
### Links drive engagement

Company updates including links can have up to a **45%** higher follower engagement than updates without links.

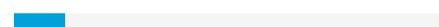


*Hotmart's company updates almost always include a call-to-action.*

With links

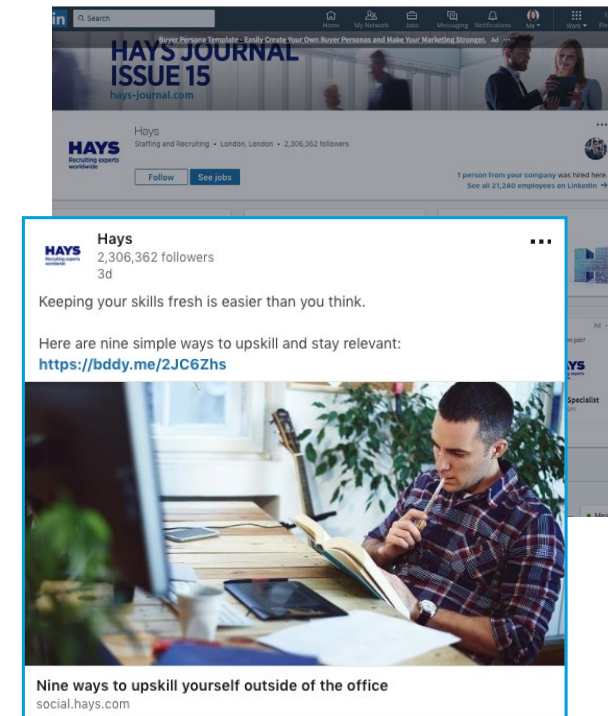


Without links

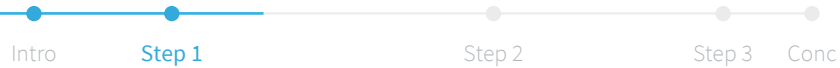


### Know your audience

Seek to be genuinely helpful by understanding what's important to your audience.



*Hays positions itself as an industry thought leader by continually adding value and offering tips to job seekers.*



## Expand your reach to drive brand awareness

Broadening the exposure of your content not only raises awareness and grows your followers, but it also helps you to identify the content that resonates best with your audiences.

### Here are some tips to boost your reach:

- ▶ Tap into industry trends and news.
- ▶ @ mention people who are affiliated with a specific piece of content to gain exposure to their network.
- ▶ Add hashtags to your post to join trending conversations.
- ▶ Keep an eye on the storylines that LinkedIn curates each day—they are a great resource to see timely stories that are gaining momentum on LinkedIn.



**EY**  
2,239,127 followers  
14h

Registration is open for Financial Reporting Outlook 2018! As disruption continues, our speakers will explore **#disruption**, geopolitical and economic pressure, **#digitalisation** and how to ensure regulation and business can keep pace. Register now at <http://spr.ly/6041DctE1>

**Financial Reporting Outlook 2018**  
Monday, 5 November 2018

209 Likes

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**GE**  
1,980,510 followers  
1mo

GE CEO **John Flannery** talks about the future of work and additive at **#IndustryIn3D**.

*“Over time, additive will change the mix of the workforce, creating high value upscale jobs around the process.”*

John Flannery, Chairman & CEO, GE

INDUSTRY IN 3D Hosted By **GE**

429 Likes · 4 Comments

*Here GE uses both an @ mention as well as a hashtag. In doing so they're not only getting the content in front of their Company Page followers but also in front of their CEO's 50,000+ followers and thousands of attendees following GE's event hashtag.*

## Empower your top employee voices to flex their industry expertise

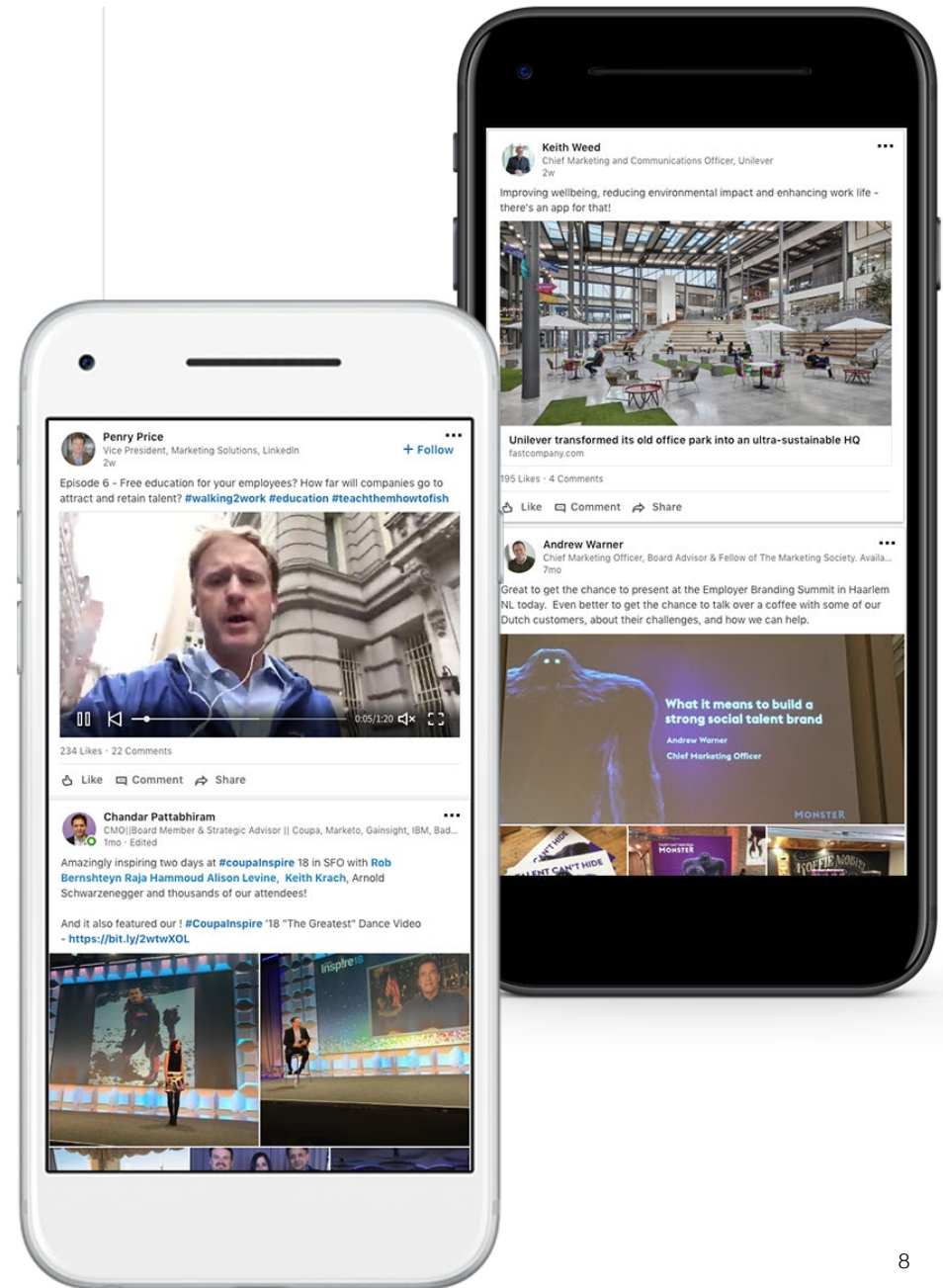
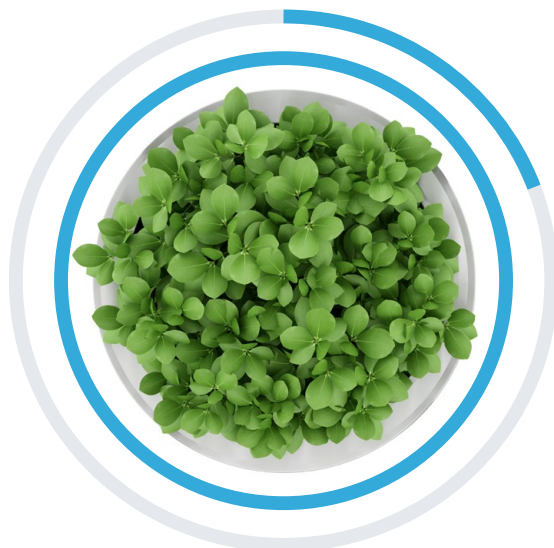


**Identify 3-5 top voices** inside your company to reinforce your marketing messages.

These often are members of your C-suite or key individuals with expertise within your organization. GE, for example, has a fleet of top voices sharing strong authentic posts and publishing long-form articles regularly. And when they cross promote each other and the company announcements, they're growing their follower base to tens of thousands.

From your Company Page, you too should be promoting their best content to build both your brand's and your influencer's followership.

*Top publishers have seen an average of **120%** growth to Company Page followers.*





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## Best practices for your top voices

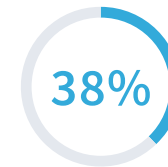
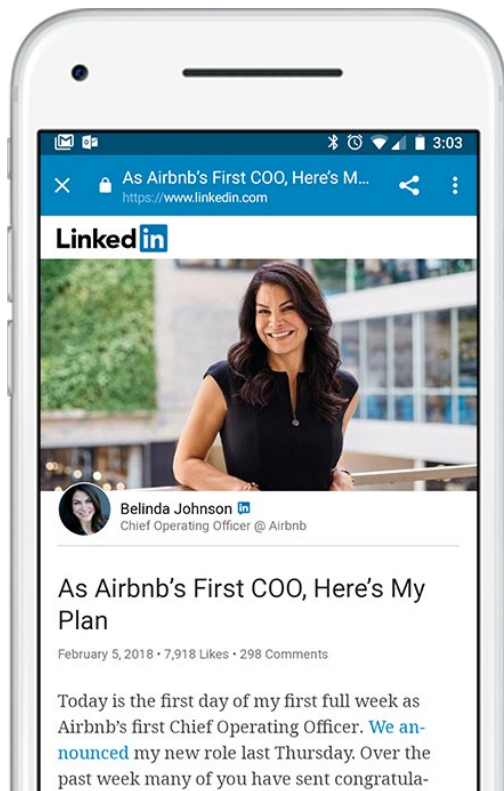
**Long-form** articles showcase how your top voices analyze a newsy or trending topic in depth.

**Be authentic.** Members want to hear your voice, not a press release. Be sure the articles sound like they came from you.

**Join in existing topics.** Pay attention to what's trending in the news and your industry.

**Headlines matter.** Ask yourself: "In the course of a busy day, would I click on that?"

**Go long—but not too long.** The sweet spot for article length is about 600-1,000 words.



Posts with rich media, like photos or video, have **38%** higher engagement than linkshares.

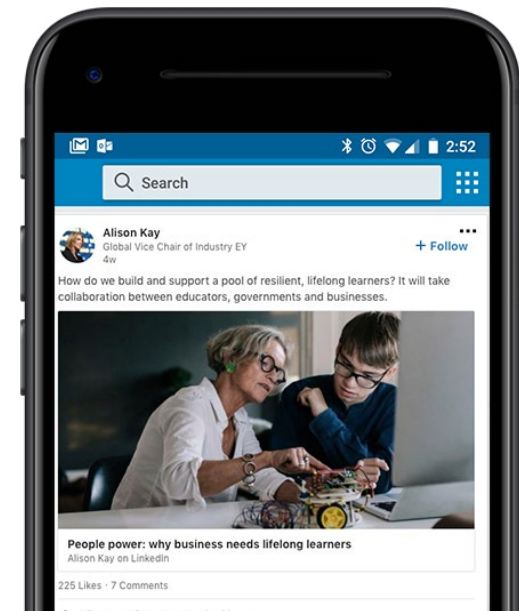
**Short-form** posts are an easy way to respond quickly to major events and to help curate the world for your followers.

**Share consistently.** The more they share, the more opportunities for your content to be discovered.

**Start a conversation.** Engage readers. The more interaction, the more a post gets shared and seen.

**Get personal.** Share content that interests you even if not directly related to your business.

**Mix it up.** Mix insights with business updates to provide value to followers.



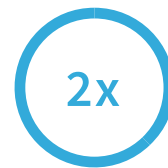


## Leverage the influence of your employees

Recent research indicates that only **45%** of Americans trust institutions. At the same time, **63%** do trust people like themselves. And you have access to these “people like themselves”—they are your employees.

The most effective marketers are putting marketing messages into the hands of their employees for distribution on social media, in person, and during customer service calls.

And not only do employees deliver a message that’s more trusted, they also have more reach: A typical company’s employee base has **10x** the social reach of the company itself.



*Content shared by employees has **2x** higher engagement than when it’s shared by a company.*



**Leverage LinkedIn Elevate** to curate quality content, suggest relevant content to employees to share on LinkedIn, Facebook and Twitter and track the impact on KPIs like traffic to your site, leads and new hires.



Elevate enables brands to harness the power of their workforce. Sharing is simple for employees and you can access data from the LinkedIn network to drive optimal program success. Here’s how:

### Maximize Employee Engagement

Identify your social stars upfront and drive ongoing employee engagement with personalized user insights.

### Deliver the Right Content

Know what content resonates with employees and your target audience based on data from over 500M professionals.

### Optimize Your Results

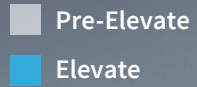
Measure and optimize program performance at every stage of the funnel—from impressions to leads.

Learn more here [>](#)



## Elevate helps GE empower their employees and optimize program performance.

And the proof is in the numbers.





## STEP 2

# Boost your reach and engagement via paid advertising

Look to your organic content to determine your investment in paid.

Now that you've successfully built an always-on approach to your company page, you've empowered your employees to share your messages and you've used strategies to grow your followers, it's time to invest in paid opportunities to reach the right people on LinkedIn and engage them at scale.

What you've been building organically will help you identify which content resonates best with your audience. You'll see content that gets shared relentlessly or spawns numerous comments. And sometimes you'll see content potentially fall flat.

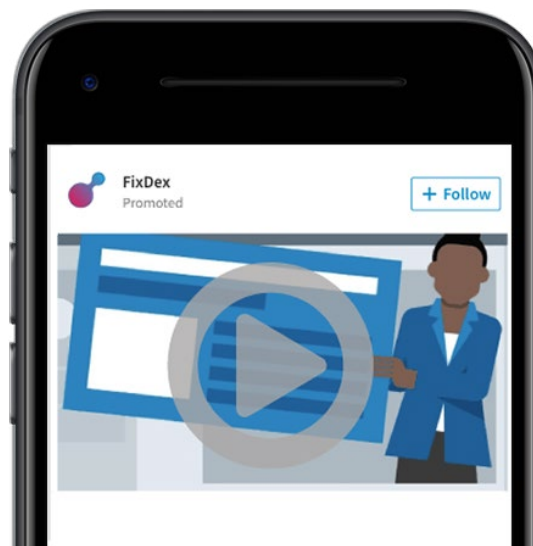
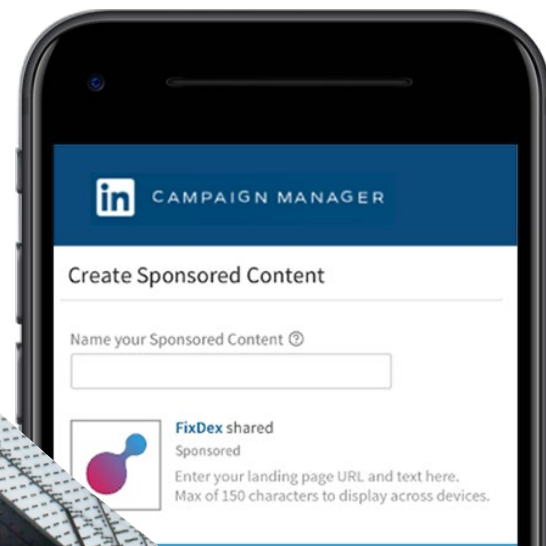
Experimenting with content organically allows you to have a pulse on what your audience wants to engage with. Understanding what performs best at an organic level helps you confidently choose which content to invest in with LinkedIn's paid advertising.

## Reach and engage with the right people at scale

You've identified the content and messages that resonate best with your audience. Now let's implement a paid strategy that connects your brand with your ideal customers at scale. Focusing on LinkedIn's Sponsored Content and Sponsored InMail will jumpstart your paid strategy.

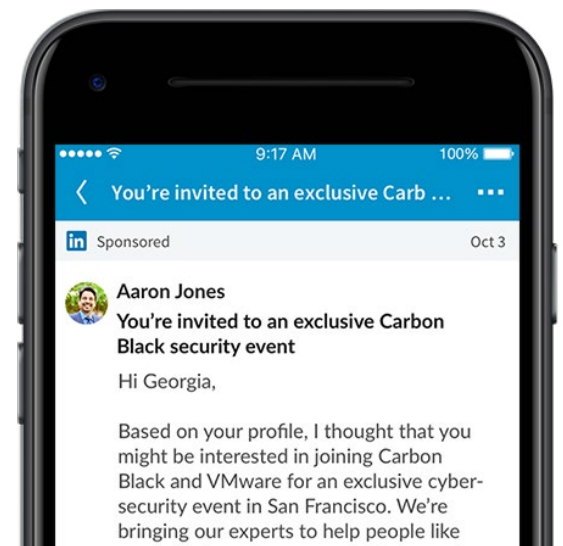
### Sponsored Content

Native Ads (video or static) that appear in the LinkedIn feed.



### Sponsored InMail

Personalized, targeted LinkedIn messages.



## Sponsored Content

Sponsored Content delivers your content directly to your target audience in the LinkedIn feed, allowing you to essentially capture people's attention where they're most engaged—while consuming information shared with them by their professional network. Sponsored Content is foundational in that you can think of it as our most versatile product.

You can design your program to serve upper-funnel branding and awareness objectives or lower-funnel, direct-response lead goals, depending on your content approach.



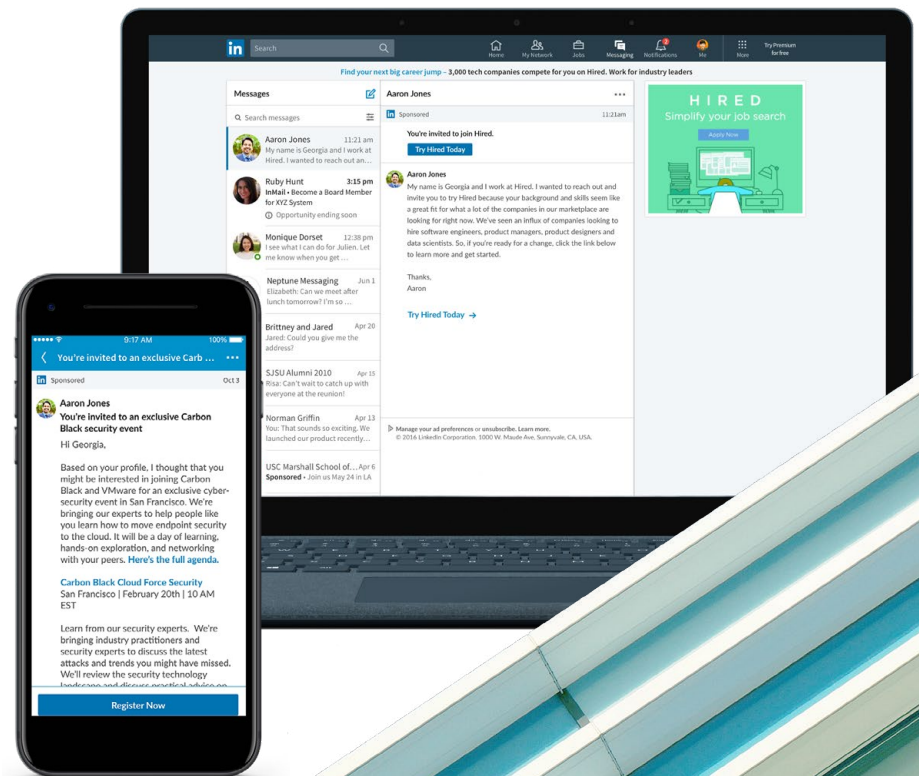
Sponsored Content can manifest in video or static format—and people stay to engage with video ads almost **3x** longer than a static Sponsored Content ad!



## Sponsored InMail

Sponsored InMail is a game changer in terms of taking personalized messaging to the next level. This product is the most direct way to engage your prospects on LinkedIn.

Our customers use Sponsored InMail to drive tangible metrics including higher quality, lower cost leads, event registration, and pipeline. They do that by delivering targeted, personalized messages and content right into the LinkedIn messenger.



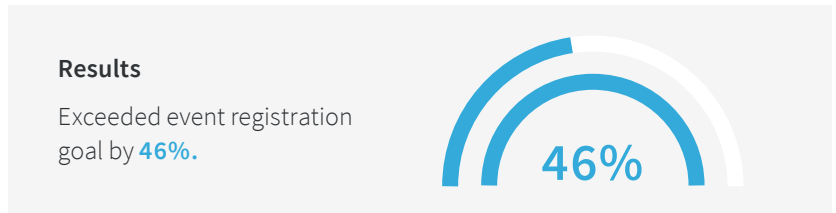


## Marketo combines the power of Sponsored Content and Sponsored InMail to drive results.

Marketo chose LinkedIn Sponsored Content to engage with its target audience: marketers in industries such as healthcare, education, and financial services. The company used similar targeting with Sponsored InMail to send concise and personalized invites and drive registrations to one of its larger annual online events.

Targeted to senior-level marketers at small-to medium-sized companies, Marketo's Sponsored InMail helped the company exceed its event registration goal by 46 percent.

By using Sponsored Content and Sponsored InMail together, Marketo is engaging more deeply with prospects.

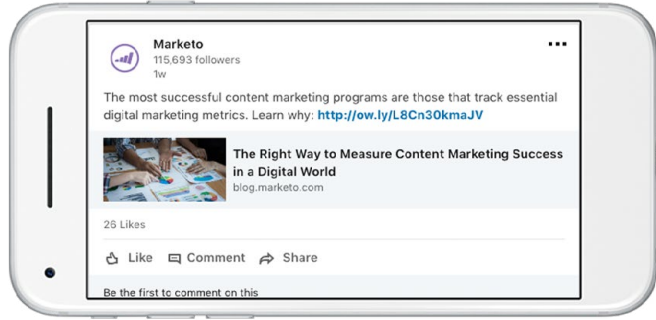


Read the full customer story here [➤](#)

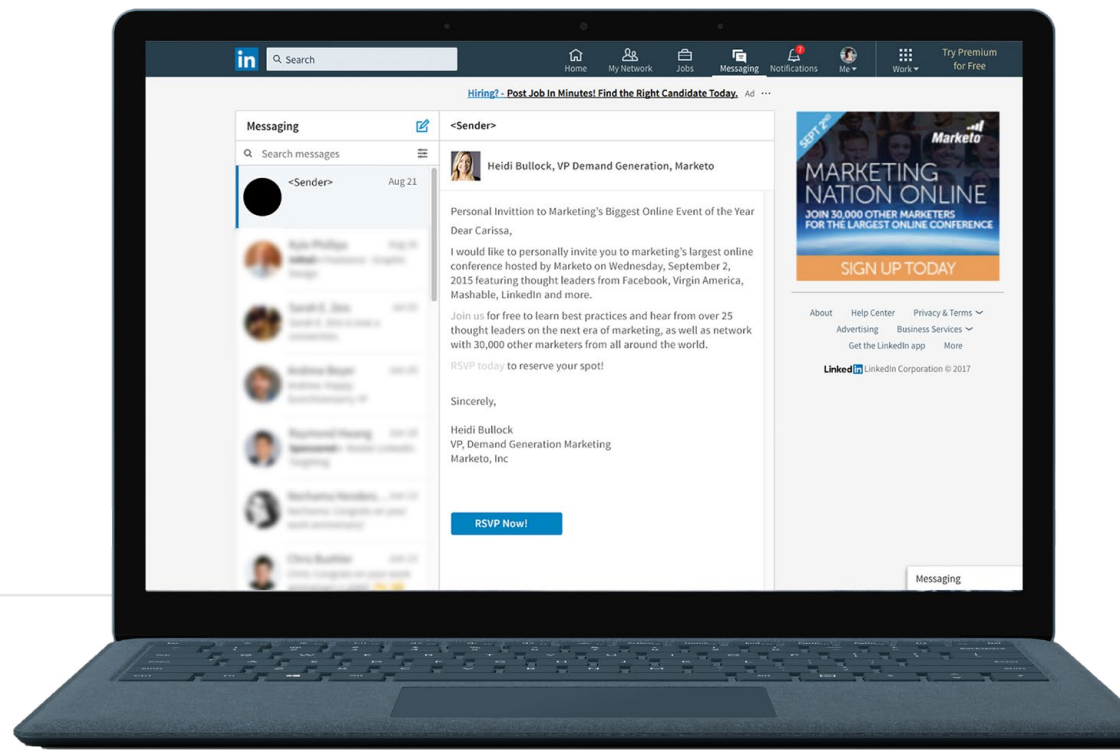
*"We're gaining momentum by using all of LinkedIn's solutions together—it's helping us get full-funnel coverage."*

—Mike Tomita, Senior Manager, Web Marketing

### Sponsored Content



### Sponsored InMail





## KLM masters full-funnel marketing with LinkedIn Video Ads

KLM used LinkedIn’s targeting precision for a full funnel marketing strategy—delighting customers with their brand videos, driving action to their social subscriptions, and recruiting cabin members.

Using LinkedIn, KLM was able to target and reach a premium audience, perfect for their Worldwide Business Traveler offerings.

On a platform typically filled with business content, KLM’s creative video ad featuring their holiday jumper fashion show (on a moving walkway!) caught instant attention and drove high engagement.

### Results

In comparison to previous video marketing efforts on other platforms, KLM was highly impressed by the engagement rates on LinkedIn. The network represents a unique opportunity for KLM to connect with business passengers, and to build awareness around its offerings for this audience. With these strong early returns, KLM is all-in with LinkedIn video going forward.

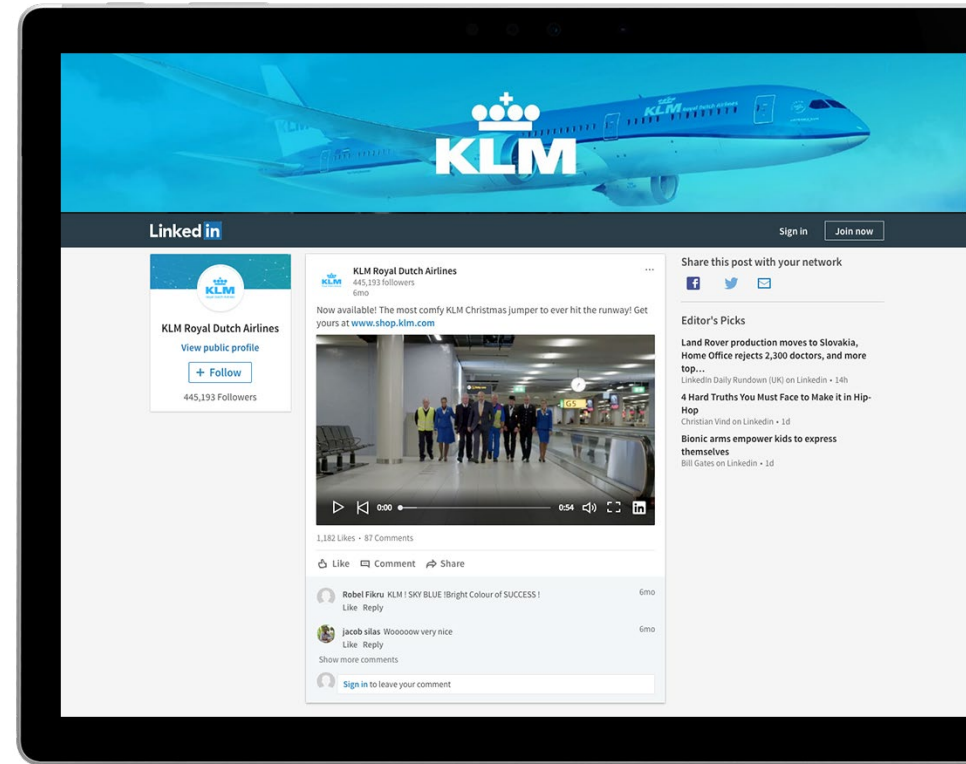
**\$0.06**

Cost-Per-View of KLM video ad campaigns on LinkedIn<sup>1</sup>

**33.85%**

View Rate of KLM video ad campaigns on LinkedIn<sup>2</sup>

- 1. **62.5%** below average benchmark
- 2. **26.3%** above average benchmark



Read the full customer story here [➤](#)

*“Video stands out because it doesn’t tell, but it shows. On a platform where there’s more business content, the video stands out more, especially on LinkedIn.”*

—Renske Siersema, Social Media Manager, KLM Royal Dutch Airlines

Intro

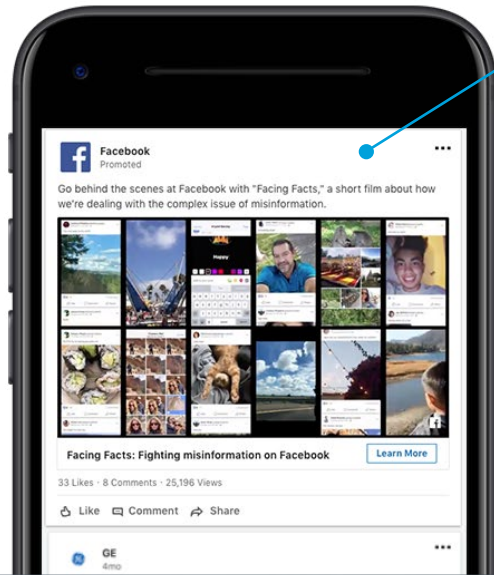
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## Drive higher engagement with these tips

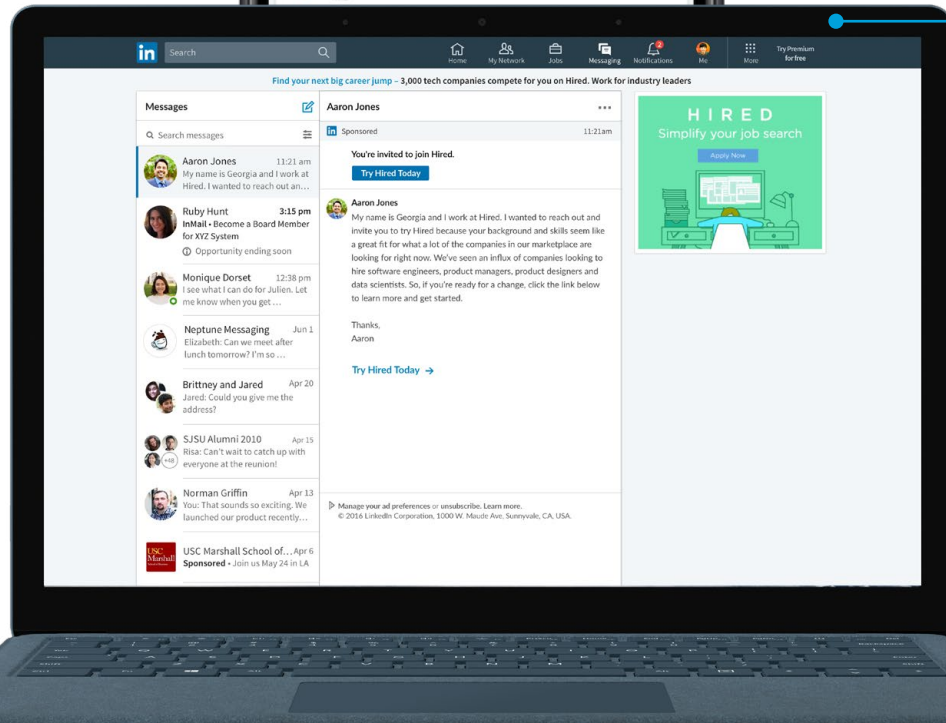


### Sponsored Content

**Get visual.** Opt for rich, eye-catching imagery that matches the messaging of your content. You also want to keep the text on your imagery to a minimum. Keep in mind that 75% of Sponsored Content engagement happens on mobile devices so make sure your content looks great on small screens.

**Keep it short and sweet.** Shorter updates—meaning 150 characters or fewer—tend to perform best. Within that short update, focus on how your target audience would benefit by clicking on the link.

**Snackable stats work wonders.** Lifting short stats and quotes from larger content makes for really engaging posts. A numbered list or surprising stats are both attention grabbing tactics. And everyone is more likely to share content that makes them appear more knowledgeable.



### Sponsored InMail

**Be conversational and concise.** The best Sponsored InMails are brief, relevant, and conversational. Avoid chunky paragraphs and instead experiment with bullets in your paragraph. Keep your message copy under 1,000 characters or so that it fits within in the scroll box without scrolling.

**Put your audience at the center of your message.** Use a dynamic macro to pull in the member's name or company in the greeting. Tie your audience's experience to the context of your message

**Use Sponsored InMail for high-value audiences.** Trying to get executives to open email—let alone attend a webinar—is a challenge. Use Sponsored InMail to engage in those one-to-one conversation with executives.



STEP 3

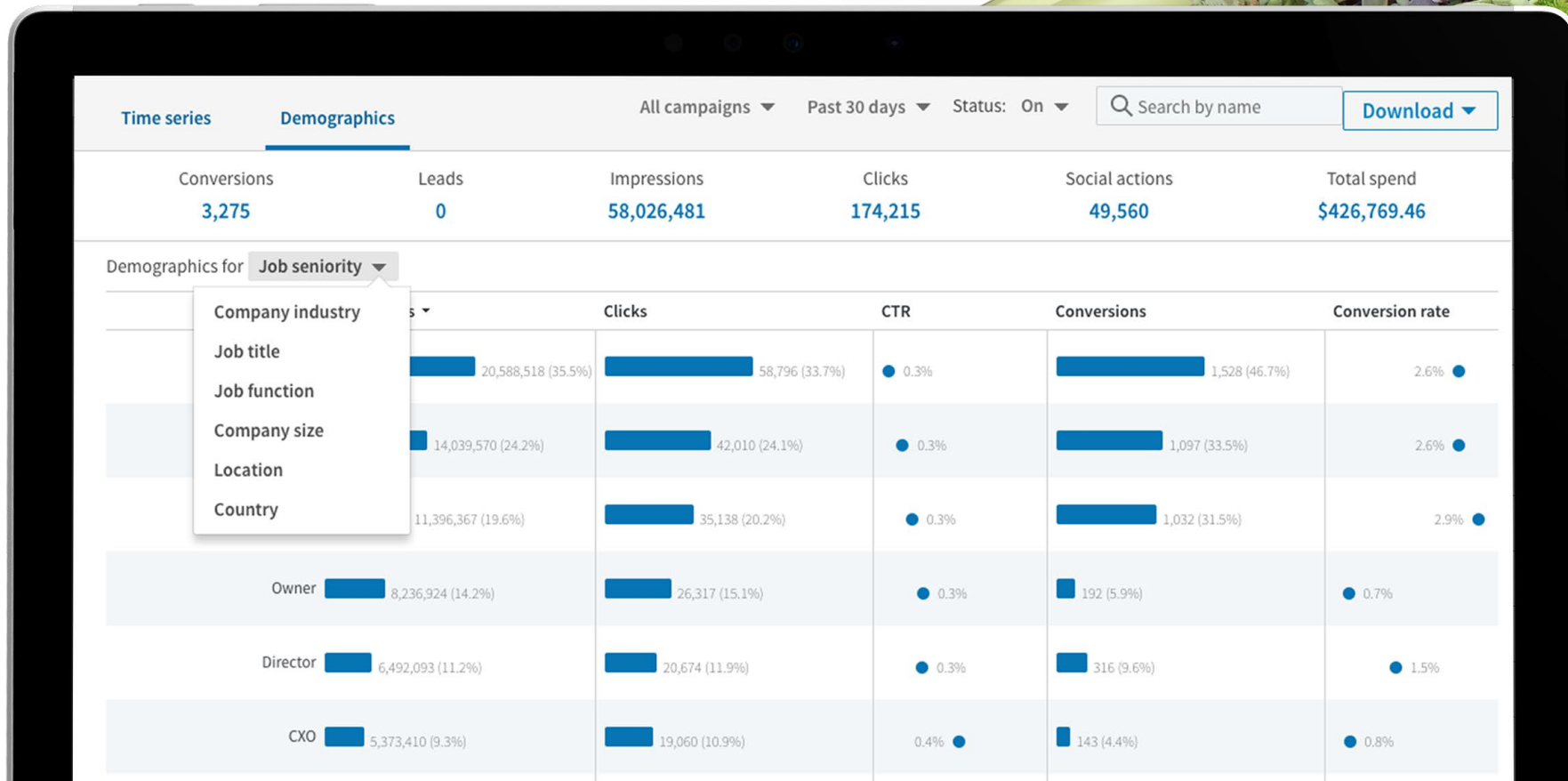
# Measure, learn and optimize to drive more impact

Let us help you understand what your audience is engaging with most.

By analyzing details about the audiences that are reading and sharing content on a specific topic, we can surface audiences that would be good segments to target using Sponsored Content.

This is an excellent tool for broadening your reach with content that will have a high impact.

*Engagement Insights*



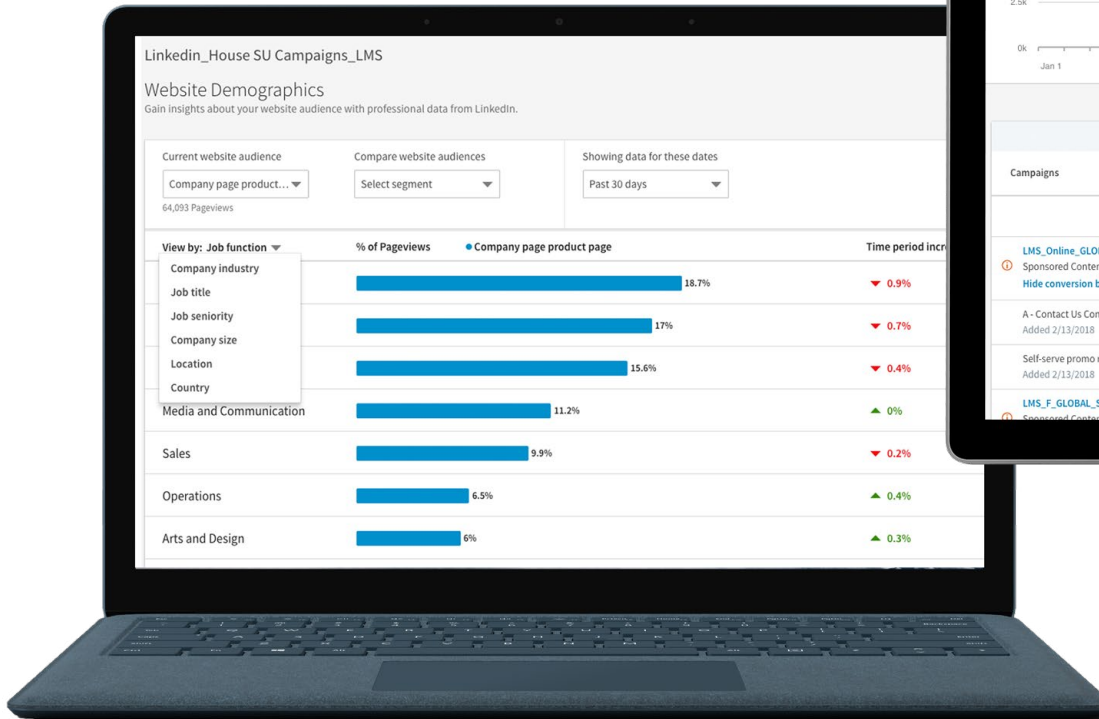
## Discover the professional traits of your website visitors

**Understand your audience better.** Gain valuable audience insights—like job titles, company names, and industries—using the most accurate professional data, only on LinkedIn.

**Create tailored content.** Compare different pages to learn which kinds of content resonate with different audiences. Customize content to your strongest prospects.

**Reach your ideal prospects.** Use what you learn about your website visitors to target the people who are most likely to become qualified leads and customers.

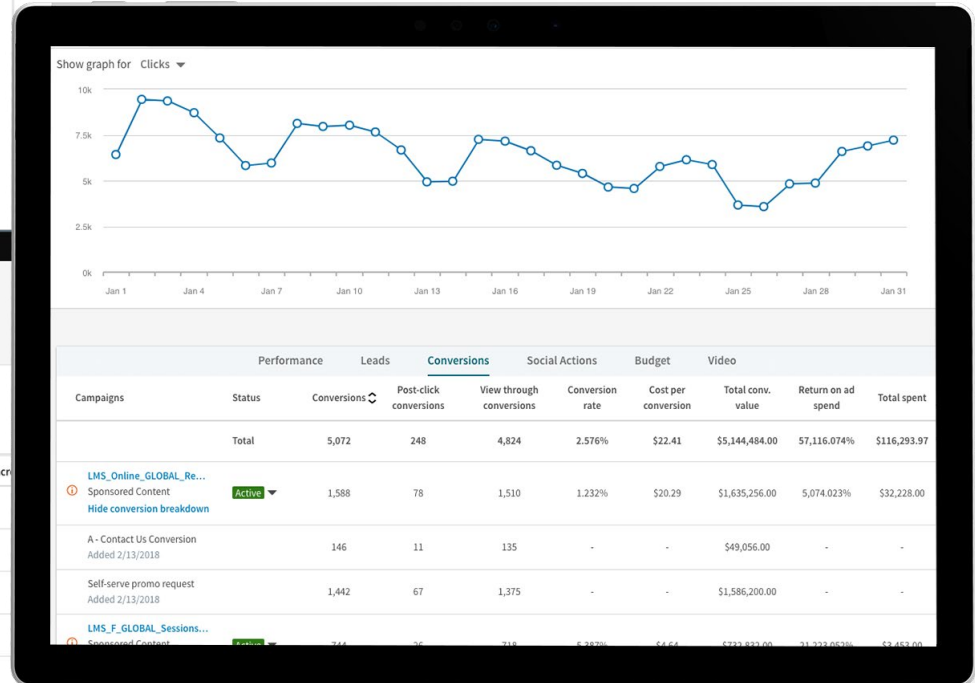
### Website Demographics



## Understand your advertising ROI with LinkedIn Conversion Tracking

LinkedIn Conversion Tracking enables marketers to optimize their campaigns in real time. Having the metrics that matter to you most at your fingertips is critical for managing campaign spend and informing your content roadmap.

### Conversion Tracking and Reporting





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# Conclusion

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Let's recap the 3 simple steps:

## STEP 1

### Build a Compelling Organic Presence

- ▶ Tell your band's story by posting great content regularly
- ▶ Expand your reach to drive brand awareness
- ▶ Empower your top voices to flex their industry expertise
- ▶ Leverage the influence of your employees

## STEP 2

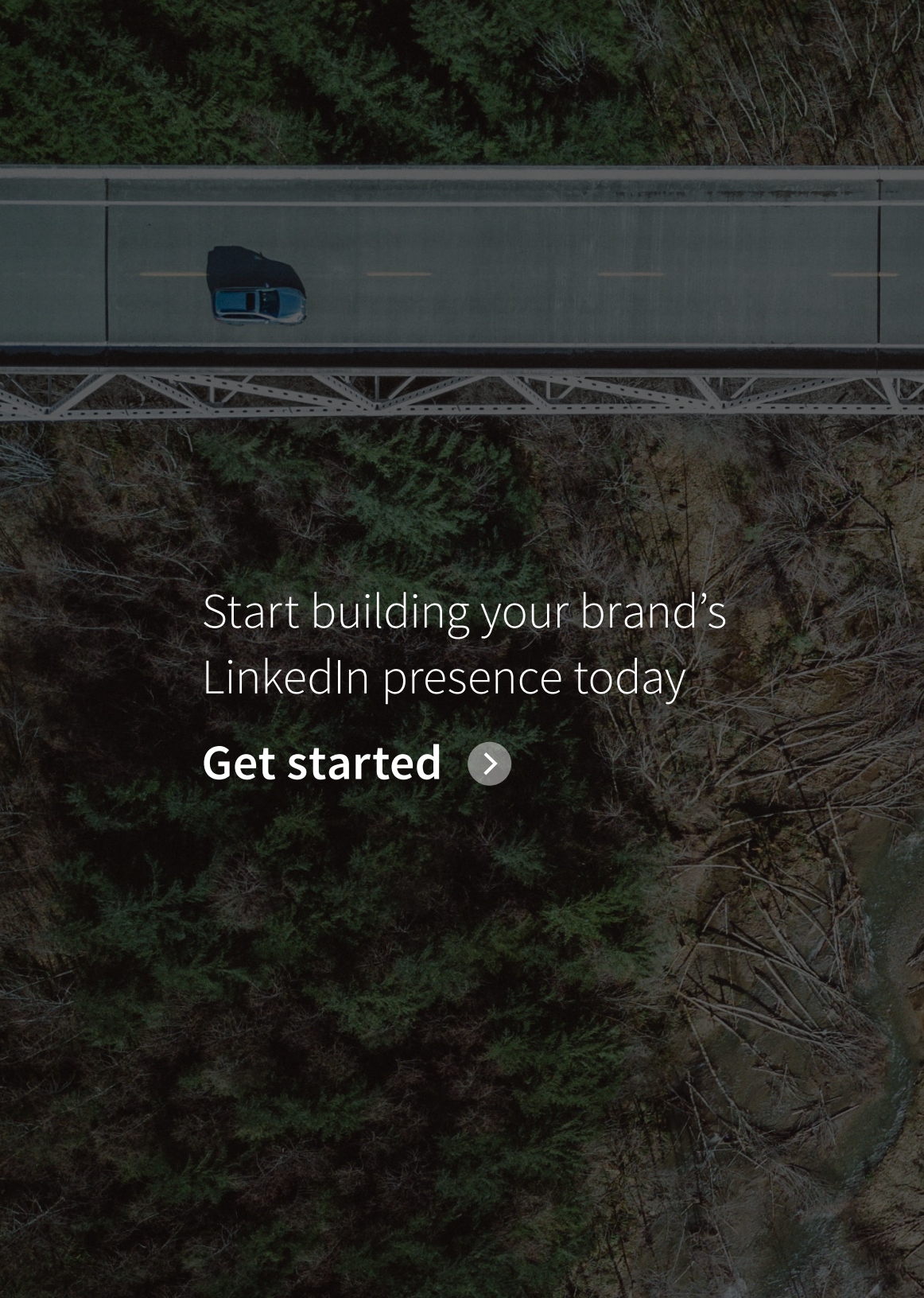
### Boost Your Reach and Engagement via Paid

- ▶ Look to your organic content to determine your investment in paid
- ▶ Reach and engage with the right people at scale with LinkedIn Sponsored Content and Sponsored InMail

## STEP 3

### Measure, Learn and Optimize to Drive More Impact

- ▶ Let us help you understand what your audience is engaging with most with Engagement Insights
- ▶ Discover the professional traits of your website visitors with Website Demographics
- ▶ Understand your advertising ROI with LinkedIn Conversion Tracking



Start building your brand's  
LinkedIn presence today

**Get started** >



#### **About LinkedIn**

LinkedIn operates the world's largest professional network on the Internet with more than 500 million members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent and educated people.

#### **Relationships Matter**

With LinkedIn Marketing Solutions, brands build relationships with the world's professionals by using accurate targeting to deliver relevant content and communications. As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish relevant content in a professional context. Brands extend reach through the social sharing that occurs naturally on LinkedIn.

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