

How Marketers Master Business Growth on LinkedIn



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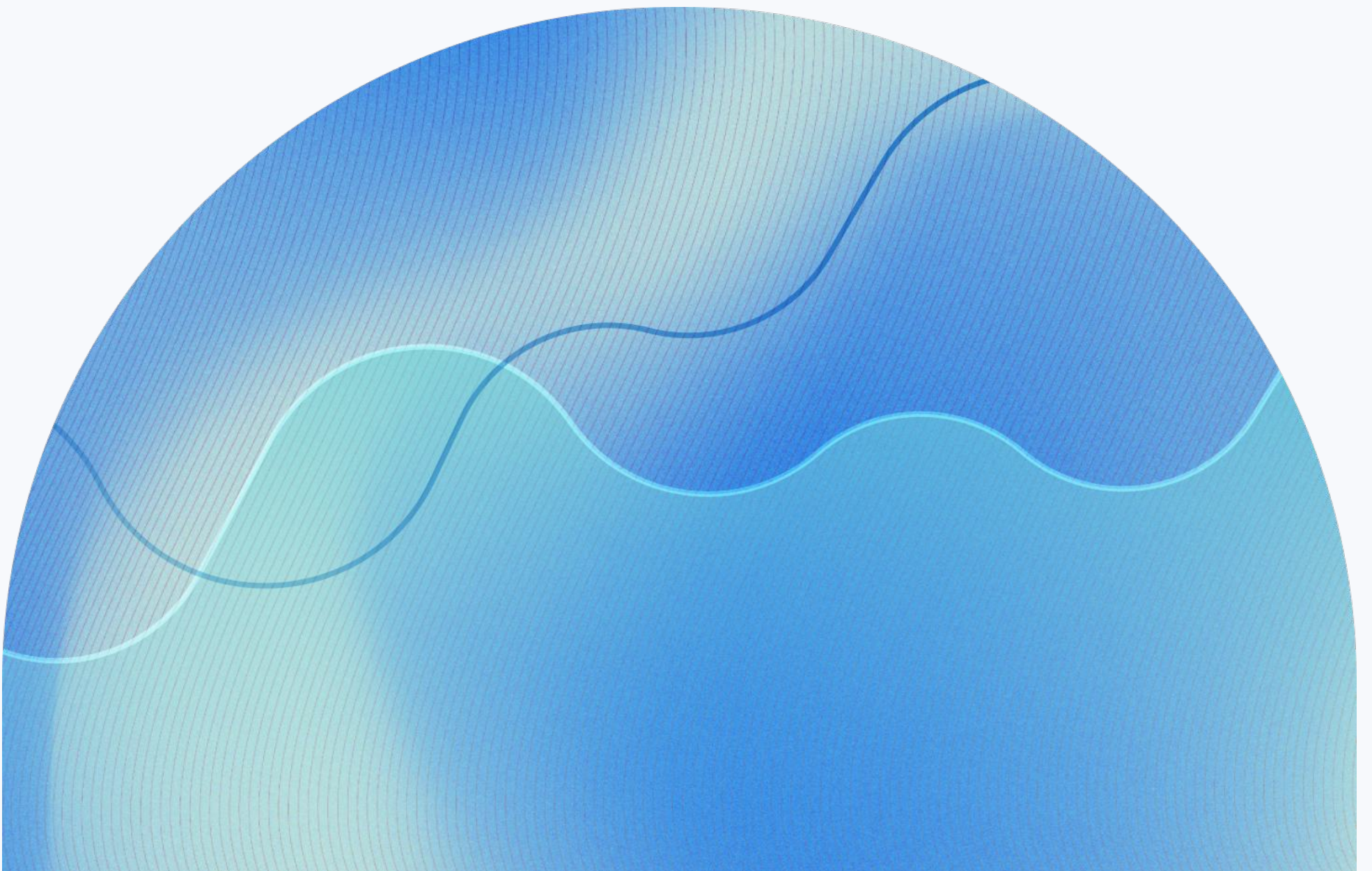
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INTRODUCTION

LinkedIn: The Powerhouse for B2B Marketing





What Will LinkedIn Do for Your Business?

Social media is the modern marketer's best friend—but knowing which platforms to use, and when, is key to reaching the right audience. While most marketers use a blend of platforms to reach a combination of consumers and business partners at once, there's one platform where reaching B2B audiences is a no-brainer: LinkedIn.

As one of the leading social media platforms for networking with professionals, LinkedIn offers a powerful opportunity for driving multiple areas of engagement with business audiences.

Take a closer look at the goals that marketers are strategizing on LinkedIn:

- Strengthening brand visibility
- Reaching decision-makers with precision
- Demonstrating industry expertise
- Sharing actionable insights that build brand affinity
- Forging deep connections with existing customers
- Generating high-intent leads



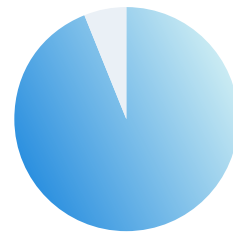
By taking a step back, you can easily visualize how LinkedIn has become such a powerful platform for marketers—and how LinkedIn for Business is an integral tool for many full-funnel strategies.

The platform boasts the **world's largest professional audience**, and marketers everywhere are using this to their advantage.

1B

LinkedIn has more than 1 billion members in more than 200 countries worldwide.

Source: LinkedIn About Us Page



94%

of B2B marketers use LinkedIn for content marketing, making it the top choice for sharing valuable industry insights and thought leadership.

Source: [Statistics for B2B Marketing](#), LinkedIn Pulse, April 2024

So, does your business have a LinkedIn marketing strategy? Or are you ready to create one? In this ebook, we'll share tips, tricks, and insider info about driving success on LinkedIn, and strategies you can use to start activating today.

This high-intent professional audience makes LinkedIn unique from other social platforms. LinkedIn users are more likely to browse the platform for jobs, business solutions, or industry insights than to have friendly conversations or consume content.

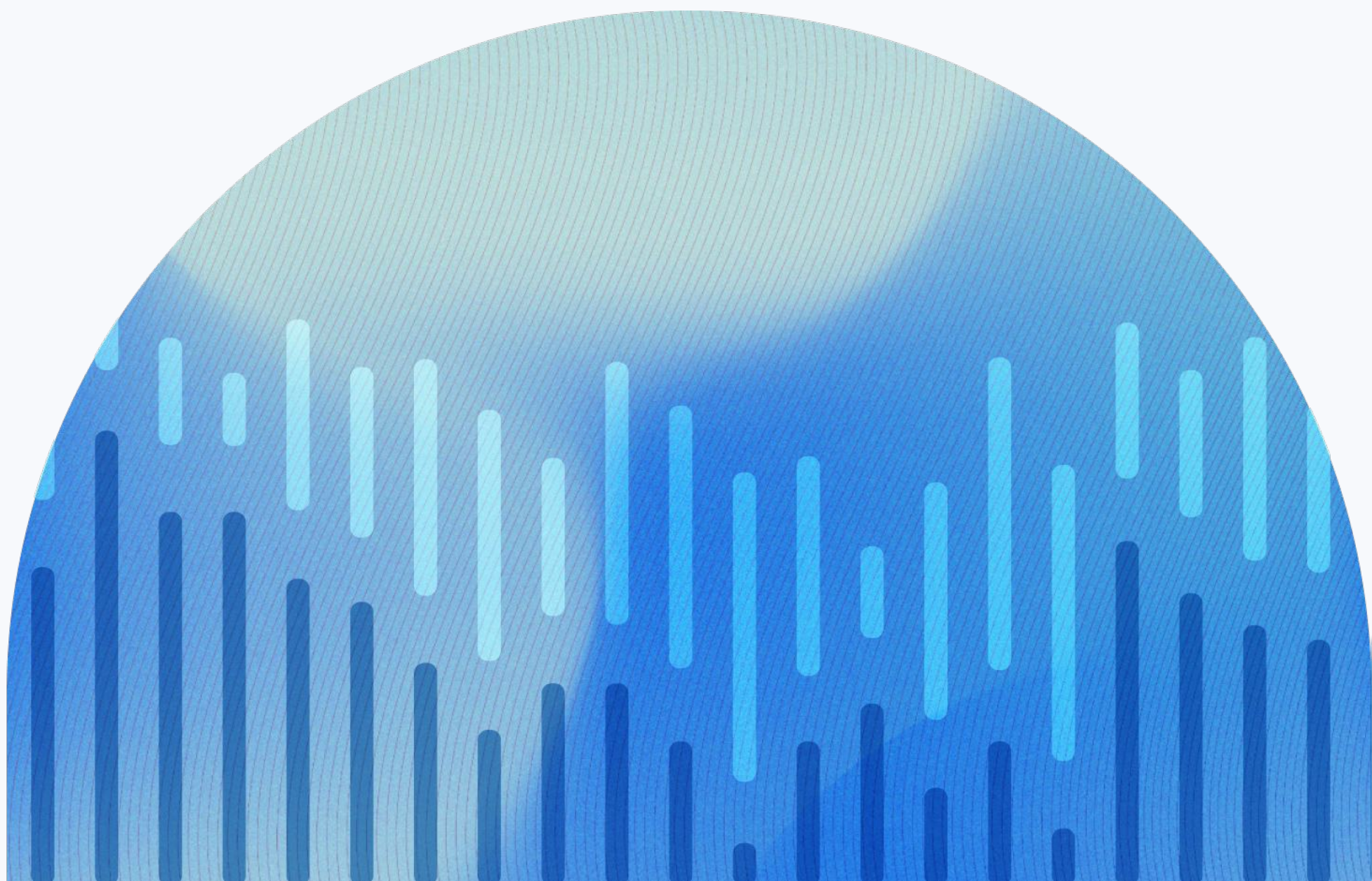
This intention is a key opportunity for marketers to cast a wide net for lead generation—and move those leads down the funnel, supporting higher revenue potential.

This ebook will cover:

- How to get seen on LinkedIn
- Strategies for building authenticity on the platform
- Guidelines for content creation
- Organic and paid campaign tactics
- Tips for maximizing lead generation
- How software can strengthen your reporting analysis

CHAPTER 1

How to Optimize Your LinkedIn Account for Better Visibility



Your LinkedIn Journey Starts Here

If you're already familiar with LinkedIn, you might know that the platform connects professionals across industries and enables worldwide networking opportunities. On an individual level, LinkedIn is an excellent tool for building a career, with features like:

- Personal work history
- External links for awards, portfolios, or past projects
- Job postings
- On-platform direct messaging
- Post interactions
- Open to work statuses
- Recruiter functionalities

On the business side of LinkedIn, however, the tools and capabilities work a bit differently.



A LinkedIn Business page, or Company Page, is a profile that represents your business on the LinkedIn platform.

Marketers use LinkedIn to build a professional image of their company and connect with their target audience.

If you're responsible for creating your business's presence on LinkedIn, you'll likely have some understanding of how the platform works. Similar to other offerings like Facebook and Instagram, users can share text, photo, video, and polling posts on LinkedIn. Common topics range from things like new job announcements to requests for portfolios, with topics often being specific to a particular industry. You can also use hashtags to help boost discoverability for trending topics.

With this information in hand, you're likely ready to create your business's Company Page on LinkedIn. You can use the following tips to get started on the platform and take engagement even further by optimizing your page for visibility.

How to create a LinkedIn Company Page

- 01 Create an account.
- 02 Complete all information fields.
- 03 Upload a cover image.
- 04 Assign team members.
- 05 Optimize your visibility.

Ready to start optimizing? We've got tips to help maximize your visibility.

Optimize your visibility for greater audience engagement

Like other social media platforms—and search engines like Google—**LinkedIn operates on a ranking basis with an SEO-focused algorithm.**

Imagine you've created your company website. To make it appear on the first page of Google search results, you used best SEO practices, like keyword infusion, EEAT, and readability within your page design. The same principles apply to LinkedIn. Your Company Page is assigned a ranking in comparison to your competitors' pages, and the LinkedIn algorithm chooses which pages have the highest position on your target audience's content feed.

So, how do you design your Company Page to rank well with LinkedIn SEO? Try these tips:



Use SEO keywords.

Keywords apply on LinkedIn as strongly as they do on search engine platforms. Keywords can vary by industry, and using options with varying lengths can help you create posts that target two or three keywords at once without your content reading like an ad.

To find your target keywords, you'll first need to determine your target audience and the issue you'd like to rank for. Then, try using AI-powered tools or other free options to find audience-specific keywords you'd like to target.



Complete your company page.

When your page is fully built out, you can appear more trustworthy on the platform. Other Company Pages that are missing links, employees, or bios can resemble novices—and novices rarely offer authoritative voices within their fields.

Take a second look at your Company Page and ensure all fields are fully completed. Remember to add a robust bio with your mission, vision, values, services, and employee life.



Tip: Want to lean even farther into SEO? Try creating a platform-specific tagline! It can incorporate an evergreen keyword that speaks to an ongoing interest within your industry. Aim to keep taglines short, sweet, and to the point—generally 150–160 characters.



Prioritize thought leadership.

Your posting cadence matters on LinkedIn. Regularly posting valuable thought leadership content can accomplish multiple goals at once—and it's a critical practice for optimizing your visibility.

Consider treating your Company Page as a mini blog for your business. Research keywords, add backlinks, and establish your authority with content that uses journalistic integrity in your sourcing. Consider linking to one of your business's landing pages—or encouraging interactivity in the comments section—to boost your content even higher. By showing out, you'll show the algorithm that you're showing up.



Ask, don't beg, for followers.

The higher your follower count is, the more likely your content will rank on LinkedIn. So, how can you quickly increase your follower count while maintaining integrity—and dignity—on the platform? The most straightforward way to gain followers is to ask for them. Try creating valuable thought leadership posts that use a unique perspective to shed light on an industry issue. At the end of your post, engage the audience with a leading question about their own thoughts. Then, humbly—and excitedly—encourage users to follow your account for more content. With this approach, you can position your business as confident and accessible at the same time—and you won't have to bombard users with demands for follows on a daily basis.



Add backlinks.

Backlinks on LinkedIn can create a win-win situation for your business. When you create posts, it's generally a strong practice to link back to one of your own web pages. This way, you can appear trustworthy on LinkedIn by adding external links—and you can create engagement for your website at the same time by creating another channel for customers to see and click on your link.

Remember to use best backlinking practices, though—avoid spamming users with too many posts and too many links at once, offer quality content with intuitive backlinking, and occasionally link to LinkedIn native content to earn the algorithm's favor. Try encouraging followers and other LinkedIn users to share your careers page, or relevant blogs from your company website.

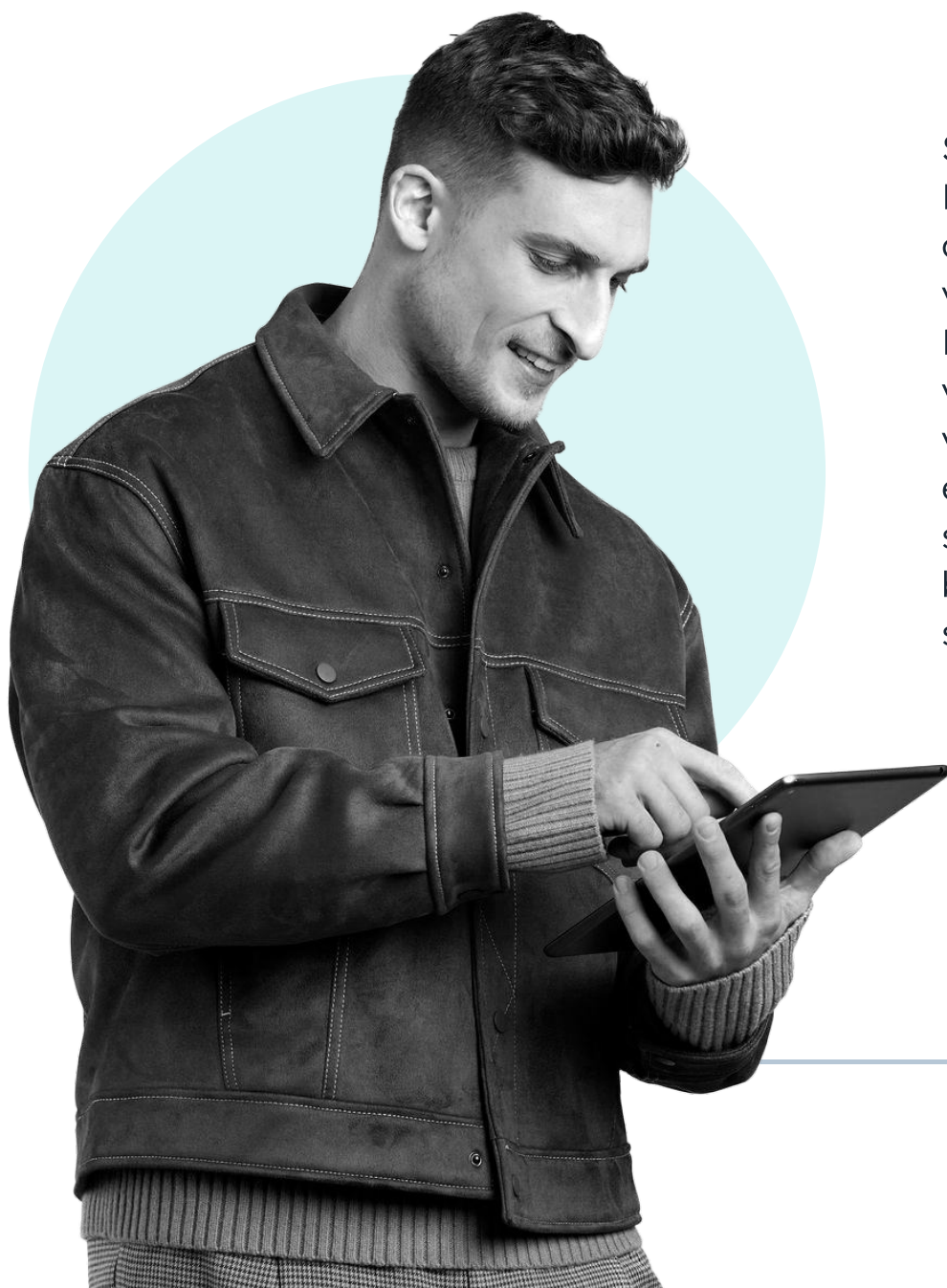
Optimization is better together. Here's how you can assign team members on LinkedIn.

One of LinkedIn's handiest features is its team function. With team members, you can assign multiple colleagues as administrators of your Company Page. This can help marketing teams keep content running through out-of-offices—and help entrepreneurs offload account management to an employee. And, when it comes to optimizing your Company Page for greater visibility, you can leverage a full marketing team to design content—and analyze its performance—for the greatest engagement potential possible.

You can assign varying levels of administration to your LinkedIn team members. Those include:

- **Super admins.** These members can grant or revert page access, edit profile information, create job postings, and deactivate the account.
- **Content admins.** These members can grant content creation permissions to other administrators, including posts, events, and jobs.
- **Curators.** These members can grant access for creating recommended content on LinkedIn. They can also view and export performance analytics.
- **Analysts.** These members can grant permission to monitor performance analytics. An Analyst only has access to performance metrics under the Analytics tab—they can't make any other changes to the account.

So, how will you assign different roles to your LinkedIn team? In general, it's a good idea to only grant super admin access to individuals you trust, like yourself or a supervisor. For other roles, you can gauge what's best for your company and make a decision based on your personnel. For example, if you're an entrepreneur, you may assign all roles to a single social media coordinator. A larger business, on the other hand, may assign specific roles to multiple team members.



The impact of optimized visibility

Taking the time to prioritize SEO, develop valuable thought leadership content, and prepare your Company Page for an influx of new followers is one of the most powerful ways you can drive success on the platform. After all, **LinkedIn is a marketing tool**—and using it effectively can drive impressive results for your business.



Tip: All you need is 150 followers! Once you hit that milestone, your growth opportunity increases exponentially.

Source: [Best Practices, LinkedIn](#)

Tips for checking Company Page visibility optimization

Navigate to your page through an external browser.

Imagine you're a sales lead who's curious about your business. Check out your page from a user's perspective to see if the content answers your questions and gets you excited to learn more.

Check SEO analytics.

Once your posts have been live for a while, dip into your LinkedIn analytics to see how they're performing. We'll discuss more tips for analytics in Chapter 6, but for now, check out your impressions to see if the keywords are helping you drive visibility.

Keep an eye on your engagement.

Are your posts earning likes, but not follows? Do you receive comments that are only short messages from existing employees? Try to catch these flags early on—they'll help you diagnose the problem and correct it before you're deep in your next campaign.

Integrate software.

You can give your platform performance a leg up when you proactively onboard solutions you're already using—or interested in trying. Some software can offer data insights that flag when users comment on your posts, helping you maximize on existing visibility and act on opportunities to deepen connections. If you have a software in mind, consider integrating it with your LinkedIn account early on.



The Bottom Line

Optimizing your page for stronger visibility gives you a stable foundation for driving engagement on LinkedIn. But, with your page in good shape, how can you reach the right audiences? Check out tips for building a community by proceeding to the next chapter.

CHAPTER 2

Building a Community on LinkedIn





Find Your People

With your page now optimized for visibility, it's time to begin building your following.

While followers don't always equal credibility, it's important to connect with a network that's large enough to garner attention—and build credibility when you're searching for leads.

Let's look at an example. Imagine there are two businesses on LinkedIn, each named Smith's Goods. The first business is a locally-owned antique store, while the second is a regional home goods department store. While both businesses share the same name, their industries and services are vastly different.

Department store Smith's Goods needs to share that they're offering a small discount for anyone who joins their LinkedIn Group. However, the leads they're generating believe that they will receive a discount at the antique shop. Because neither Smith's Goods store considered how their audiences might overlap, there's confusion on LinkedIn—and that translates to dissatisfaction for both customer service teams to handle.

If both businesses had taken the time to foster a LinkedIn community focused on their unique industry value propositions, they may have avoided a lot of this confusion. That's why **it's crucial to attract, maintain, and facilitate a LinkedIn community who understands what your business will accomplish for them.**

Four tips for building a relevant community on LinkedIn

#1 Prioritize your services.

#3 Engage with the right content.

#2 Connect with the right people.

#4 Develop a routine posting cadence.



Tip: You can now verify your Company Page on LinkedIn! Verification is a powerful way to show your page is the official account for your business. [Learn more about LinkedIn verification here.](#)

#1

Prioritize your services

To attract a high-intent community, you'll need to demonstrate what your business can do for them. On your Company Page, you can list your specialties in your About section.

On [our page](#), for example, we list the variations of marketing we cover, along with sales, social media, and CRM. We also include a quick blurb in our About section that makes our business focus transparent at a glance. This way, anyone who visits the HubSpot LinkedIn Company Page knows that we're dedicated to helping their business grow better.

#2

Connect with the right people

While it can be tempting to batch send connection requests with everyone you know, consider being more strategic about your network.

Reaching out to other professionals in your industry, leaders at similar businesses, and officials within your community are great connections to help demonstrate you're a credible source. As a plus, you can facilitate deeper connections with decision makers by showing you're authentic.



Tip: Looking to connect with relevant audiences on LinkedIn? Try creating an audience persona! You can use [free resources](#) to build a template—and even leverage AI-powered software to offer unique recommendations.

#3

Engage with the right content

Search for posts that align with your business's mission, vision, and services—and engage with them through comments, likes, and shares. If your business prioritizes innovative technology, for example, add a thoughtful comment to a tech guru's post about the future of AI. If your business focuses on community connections, congratulate an employee on their recent marriage. If you're interested in appearing collaborative and accessible, join LinkedIn Groups that operate like brainstorming think tanks. By engaging with the right content at the right time, you'll begin building relationships with users platform-wide.



Q: What type of engagement will drive the best results?

A: Thoughtful engagement that leverages insightful writing may help you drive stronger engagement. Try structuring replies to acknowledge the original post's content, add a unique perspective, and conclude with a future-looking statement.

Example: “Insightful post, John, thanks for sharing. Now that cookies are a thing of the past, it seems like everyone is getting scrappier with their info collection strategies. We’re expecting the search engine landscape to turn on its head several more times in the upcoming years, so we’re always looking for creative perspectives like yours!”

#4 Develop a routine posting cadence

Your community can't interact with your page if you don't post regularly. On the other hand, posting too often can cannibalize engagement on important announcements. Consider using a content calendar or other content planning tool to manage your LinkedIn posts on a cadence that gives your community just enough to react to.



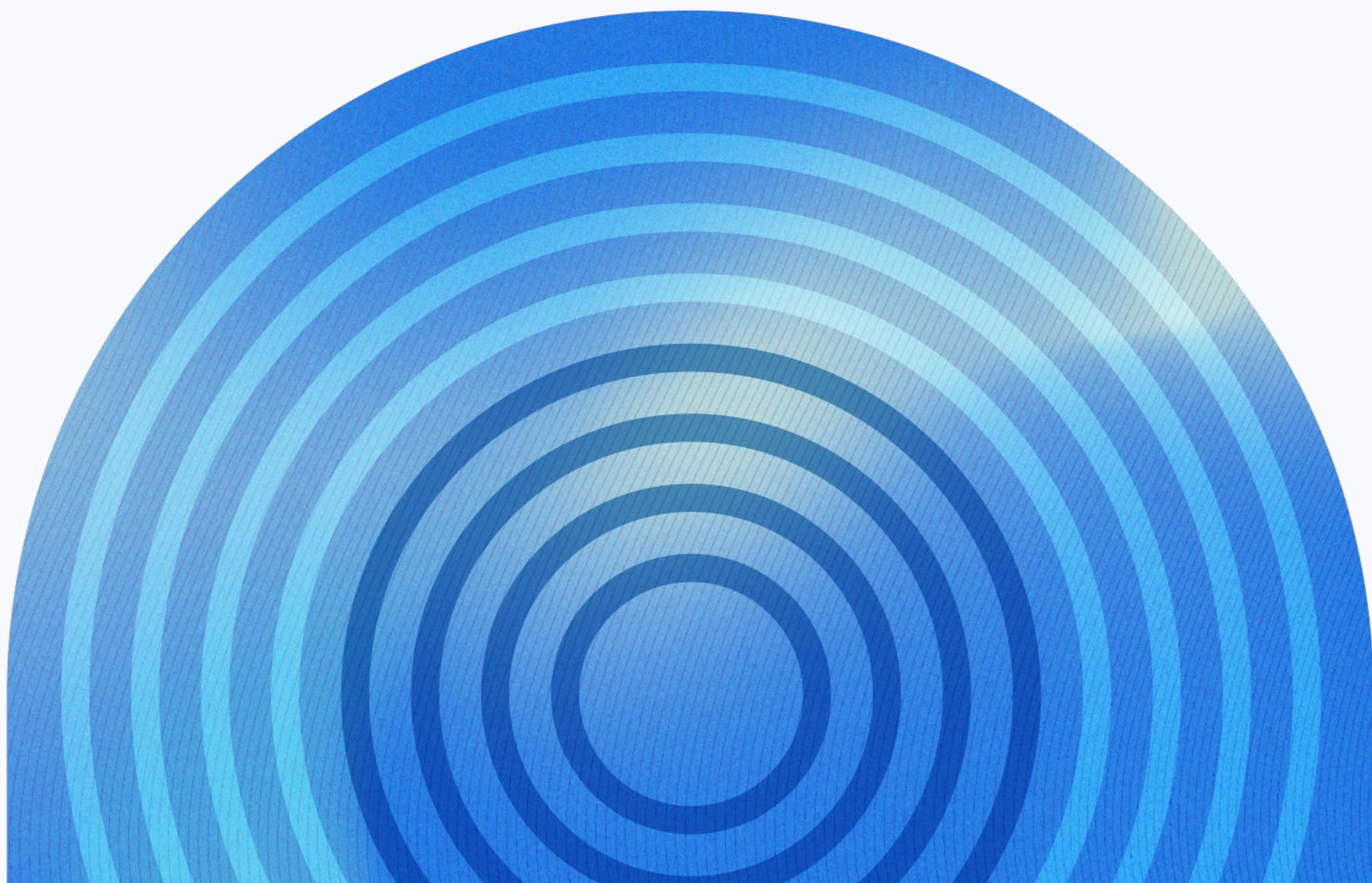


The Bottom Line

At the core of your LinkedIn community is the content you create. Whether you opt for a full organic strategy or dip into paid media, you can use best practices to efficiently maintain a posting cadence that keeps your community engaged.

CHAPTER 3

Content Creation: Tips for Maximizing Engagement





Drive Impressions + Drive Results

To resonate with your community, you'll need to create content that appeals to their interests, needs, and pain points. Like other social media platforms, you can accomplish this on LinkedIn through a strong mix of organic content and paid advertising.

- **Organic content** comprises typical posts, like photos, videos, and text, that anyone can share.
- **Paid advertising** comprises sponsored content, native advertising, and any of the ad formats available from LinkedIn Marketing Solutions.

We'll talk more about paid advertising in the next chapter, but for now, let's focus on general **content creation tips** you can use to resonate with your LinkedIn audience.

LinkedIn content creation guidelines

- | | |
|---|--|
| #1 Embrace thought leadership. | #4 Put AI to work. |
| #2 Use native features like hashtags, kudos, and mentions. | #5 Boost organic content with paid advertising. |
| #3 Share and reshare. | |

#1

Embrace thought leadership

Audiences on LinkedIn are professionals. That means they have a firm grasp on their role, their company's mission, and the purpose they accomplish within their industry. When they come to LinkedIn, they're not looking for soothsayers or false promises. **They're looking for subject matter experts.**

Imagine you're looking for information on AI-powered content creation. You encounter posts from two businesses. Which one would you be more likely to interact with?

- **Business A:** "We love AI. We think it's the future of content creation. Follow for more!"
- **Business B:** "We used AI to draft sixteen posts in our content calendar. TL;DR: it empowered us to be more efficient, and it helped us reach a larger audience. Check out the full article about it here."

Tips for becoming a subject matter expert on LinkedIn:

- Use your owned data to shed light on a specific issue that's trending within your industry.
- Link to external content that backs up your claims. This can also help boost your platform SEO!
- Drill down into unique opinions about relevant topics. Consider gathering perspectives from your team to share a holistic viewpoint that's detailed and precise.
- Leverage your leadership team by creating a drumbeat of content on their profiles that offers solutions to common questions.
- Make corrections if the information you share is outdated or incorrect. Owning your mistakes can show journalistic integrity that builds trust with your audience.



Tip: Use a content calendar to plan what you post, when you post, and who you want to see it.

Free resource:

[LinkedIn Content Calendar Template](#)



#2

Use native features like hashtags, kudos, and mentions

Your content creation strategy can extend beyond standard posting types. On LinkedIn, you can strengthen your posts by:

- **Using hashtags.** Efficiently boost discoverability by using trending hashtags. You can also categorize posts by content with a hashtag you create.
- **Sending kudos.** Show your appreciation for a LinkedIn member you're connected with by sending them kudos via public post or private message. Audiences like feeling appreciated—and receiving kudos from a business can be quite impactful.
- **Adding mentions.** Tie your post to a real LinkedIn user with the mentions feature. By adding a person to your post, you can show a real-life connection to an employee, executive, partner, or collaborator. LinkedIn users resonate with mentions because the feature adds a layer of interactivity—and authenticity—to your organic content.



Tip: Use the 4-1-1 rule! For every original piece of content you share, be sure to share an additional post from another source. Then, share four reposted pieces of content published by other users.

- **Polls** can help LinkedIn users feel like your business cares about their opinion. Consider posting a poll about an upcoming product launch, a common work-from-home experience, or what people are most excited about for the holidays.
- **Events** can help LinkedIn users save the date for your in-person conference, exclusive webinar, or upcoming livestream. Events give audiences something to look forward to—and they help users make tangible connections with the people who work at your organization.
- **Newsletters** help LinkedIn users connect with your business in a familiar format. Try compiling the latest updates about your business, upcoming products or services you're excited to launch, and including save-the-dates to events. You can prompt users to subscribe to your newsletter, ensuring they never miss an update—or an opportunity for lead generation.



#3 Share and reshare

Have you created content that performed well in the past? Do you want to remind users of a promotion or initiative your business is pursuing? You can easily reshare your own content on LinkedIn to boost engagement. Try reposting your owned content sparingly—too many bumps can be annoying in a user’s feed.

You can also reshare content from another business. This can help boost your business’s credibility on the platform by showing you pay attention to industry developments, and have positive relationships with other organizations.

#4 Put AI to work

AI is taking content marketing by storm—and LinkedIn is no exception. But you can use AI to do more than just write text-based posts or generate images. You can use AI to support your content creation workflow with:

- **Strategic insights.** Ask your AI text generator of choice to don the persona of your target audience. Ask it what posts will resonate most strongly with the persona, and why.
- **Personalization.** Take your CRM data, plug it into an AI tool, and fine-tune your posts to maximize engagement with real customers you’ve already worked with.
- **Performance analysis.** Connect AI to your LinkedIn account and activate real-time content analysis for intuitive suggestions on what to create next.

#5 Boost organic content with paid advertising

Want to boost your post to a wider audience? You can use paid advertising on LinkedIn to show your post to users within a target demographic. The post will appear as **sponsored content** on a user’s feed, so it will be clear that they’re being advertised to. It’s important to optimize your post and ensure you’re delivering clear user value. This way, a user encountering an ad will still be inclined to engage with it.

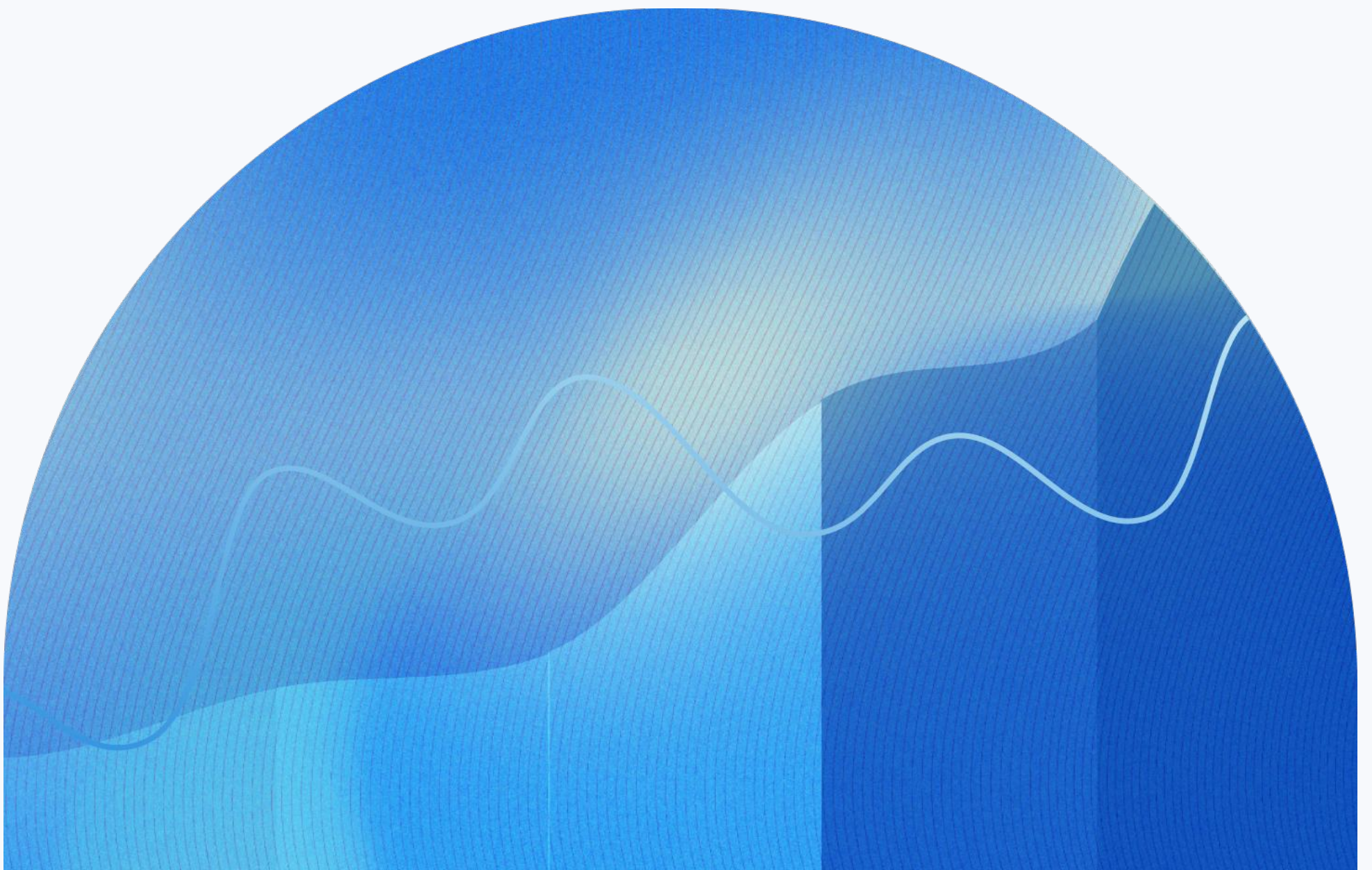


The Bottom Line

Regardless of your industry, you can use these tips to create attuned content that will resonate with audiences on LinkedIn. Remember to make adjustments to your strategy for every new audience segment you'd like to target. And don't forget to develop a robust strategy for your organic and paid advertising efforts.

CHAPTER 4

Create Organic + Paid Campaigns to Stand Out



Paid, Organic, or Both: How to Strike the Balance

Just like other major social media platforms, LinkedIn offers the ability to create organic and paid marketing campaigns. But unlike platforms such as Facebook and Instagram, LinkedIn caters to a business-minded audience that's more attuned to advertising tactics and sales strategies than typical consumers are. To devise a marketing strategy that appeals to LinkedIn's audience, you'll need to approach your messaging a bit more critically.

Free resource:

[Marketer's Guide to Meta](#)

Of course, the fundamentals of marketing on LinkedIn are similar to other social strategies. You'll need to fine-tune your audience segmentation, build authenticity through a cadence of believable content, and effectively communicate your business's purpose in an actionable way. But, on top of this foundation, you can lean into unique platform tactics that help you strike a careful balance between organic and paid campaigns.

So, how can you develop an ad campaign on LinkedIn that reaches the right audience, encourages engagement, and ultimately drives conversions? Let's take a closer look.



Tip: Audience segmentation is key!

Think about the specific industry you want to engage, then develop your strategy around pain points common for its decision makers.

Five strategies for creating an ad campaign on LinkedIn

- #1** Analyze your current platform presence.
- #2** Leverage LinkedIn campaign tools.
- #3** Use precise targeting tactics.
- #4** Drive off-platform engagement.
- #5** Ideate on what's working.

#1

Analyze your current platform presence

Before you start allocating ad budget to paid campaigns, take a closer look at your current LinkedIn strategy. **Ask yourself:**



Does my business have a strong library of posts, shares, and interactions that show authenticity?



Are my business's current posts reaching the right industry?



What types of posts are performing best with my target audience?

It's important to gauge what's working—and what isn't—so you don't wind up with an unoptimized campaign that isn't based on performance data. If you're a marketer at a large business, consider scheduling a brainstorm with your team to go over opportunities within your current LinkedIn organic strategy. If you're an entrepreneur, consider asking a trusted mentor, colleague, or friend for their advice on what's working. **Remember to collect performance data.**

#2

Leverage LinkedIn campaign tools

Like other social media platforms, LinkedIn offers a suite of marketing tools built for businesses. This suite is [LinkedIn Marketing Solutions](#), which gives you full-scale visibility into paid media opportunities on the platform. You can also browse educational guides for tips from LinkedIn on building your campaign.

If you haven't created a Campaign Manager account for your business yet, you'll need to do that now.

Once you're ready to start exploring the ad, campaign, and objective types within LinkedIn Marketing Solutions, you'll be ready to start thinking critically about your campaign goals. Take some time to familiarize yourself with the ad offerings on LinkedIn. By understanding the types of posts available, how you can place them, and what objectives you can accomplish through a paid campaign, you'll be better equipped to audiences in specific roles or industries.

Types of paid ads on LinkedIn

- Single image ad
- Video ad
- Carousel ad
- Text ad
- Dynamic ad
- Document ad
- Thought leader ad

#3

Use precise targeting tactics

It's time to decide whom you'll be targeting with your ad campaign. Understanding your audience's needs, wants, and pain points will help you choose a number of factors in your ad campaign, including things like:

- What ad format you'll choose
- Whether you'll create new content or boost an organic post
- If you'll link to a downloadable asset
- How you'll design ad creative
- Which messaging pillars will perform best

With your audience in mind, take a look at [account targeting information](#) from LinkedIn Marketing Solutions. There, you can access tips on:

- **Company targeting**, which appeals to decision makers at specific businesses
- **Contact targeting**, which parses your existing contacts for leads who are likely to engage
- **Retargeting**, which empowers hyper segmentation for action-focused audiences

Combining all of this information will give you individualized audience information that's relevant to the industry you're targeting—and the points that will make your lead likely to engage.



#4

Drive off-platform engagement

Paid ads on LinkedIn offer a unique capability that's different from other social media platforms. That capability is the **document ad**, which prompts users to enter basic contact information in exchange for a PDF document. This ad format mirrors a gated asset campaign, where you might create a landing page on your website for a data report or ebook. But, with a document ad, you can reduce marketing spend significantly by hosting the gated content directly on LinkedIn.

Because the document ad format still collects basic contact information, you can generate leads with this information—and identify what a potential customer may be looking for in your company.

But document ads are just one type of native format on LinkedIn. Remember that other ad formats can drive users to your business's website, event signup, or digital storefront, just like other digital media. Consider how using both of these ad formats can help you drive on- and off-platform engagement.

#5

Ideate on what's working

Once your paid campaign is active on LinkedIn, keep tabs on its performance metrics. Make notes about how it's engaging leads. **Ask yourself:**



Are my ads getting high impressions, but low clicks?



Did my organic post perform better in a paid carousel ad?



What do users do after seeing my ad?

For a comprehensive marketing strategy, you can even compare LinkedIn performance metrics to your website's engagement. Take a look at new visitors, bounce rates, and site navigation. By incorporating your website into your LinkedIn strategy, you can see what new users are doing on your site—and devise a strategy to boost their engagement.

Whether you focus solely on LinkedIn, expand your strategy to other platforms, or forego paid media entirely, it's a good idea to build on what you've already accomplished. Consider building your next campaign with your current results in mind. And remember: even if your paid campaign doesn't garner the results you want, you can learn from its performance and pivot next time.

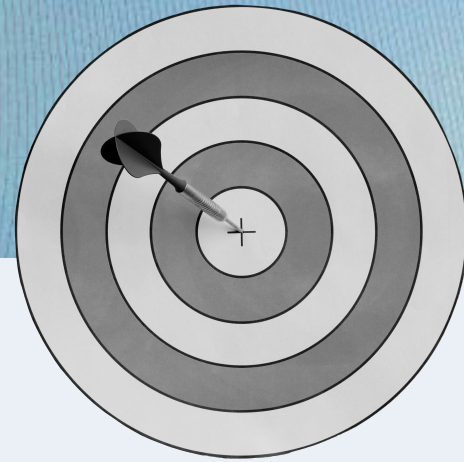




How to create a paid advertising campaign on LinkedIn

- ✓ Create your Campaign Manager account.
- ✓ Create a Campaign group.
- ✓ Select your objective.
- ✓ Start building your target audience.
- ✓ Choose an ad format, or select multiple types.
- ✓ Define your budget and create your schedule.
- ✓ Create your ads.
- ✓ Double check your campaign parameters.
- ✓ Launch your campaign!

Remember: You can boost organic content using a paid campaign, or create new content altogether.

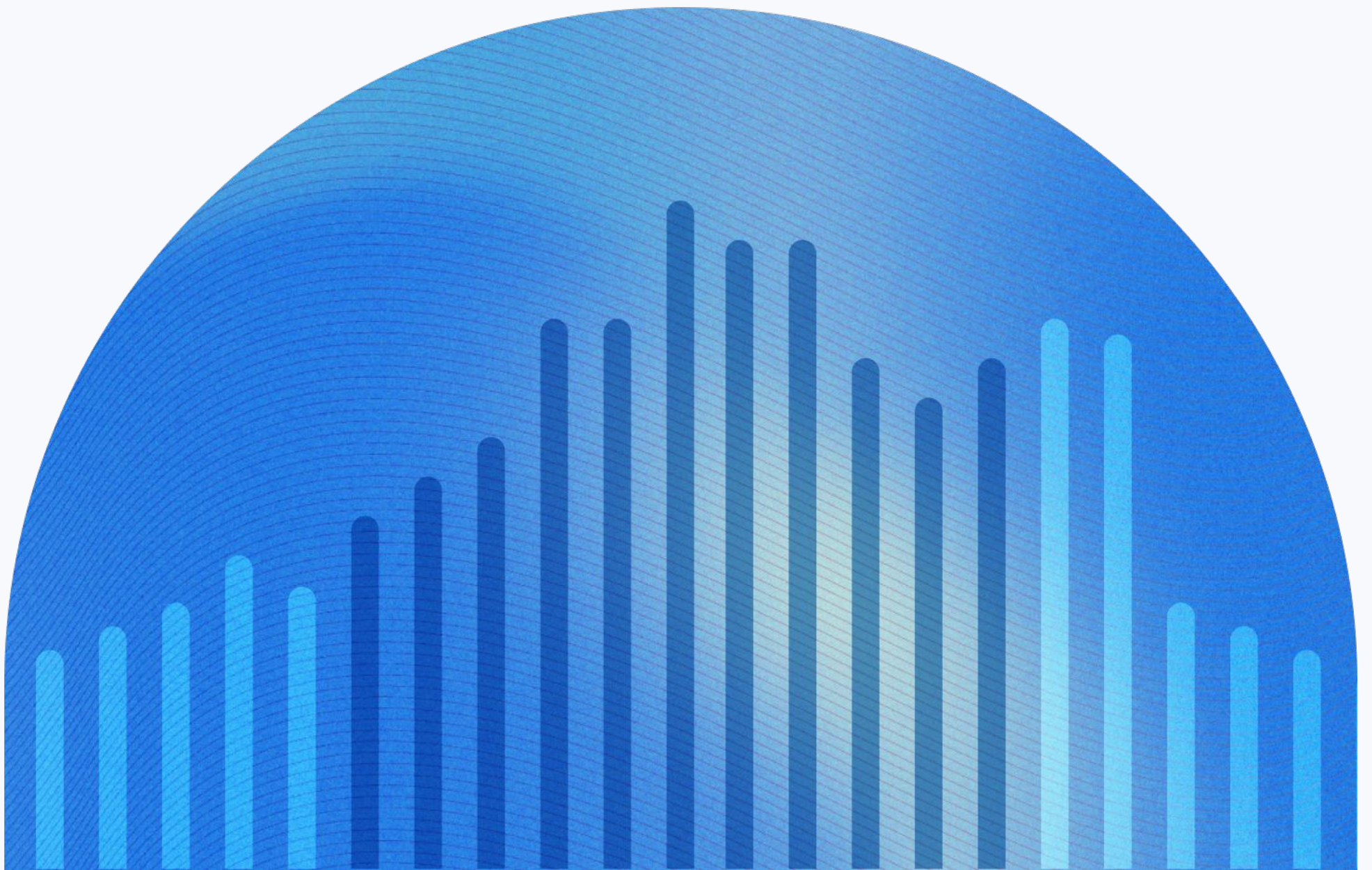


The Bottom Line

However you choose to reach your target audience on LinkedIn, you'll need a powerful measurement and reporting strategy in place. With analytics in hand, you can demonstrate ROI, iterate on future strategies, and learn even better tactics that work for your business.

CHAPTER 5

Leads on LinkedIn: Streamline Your Top of Funnel





Generate Relationships, Not Leads

With organic and paid campaigns in place, you're prepared for a strong cadence of lead generation. But how can you retain those leads once you capture them? And how can you move them down the funnel, eventually converting them into customers?

There are a number of strategies for lead generation that are exclusive to LinkedIn. Between robust content creation, support from your executive team, and LinkedIn Groups, you can connect with leads in a hyper personal way that feels authentic to their business needs. You can also use tools like InMail to start a conversation with decision makers from a target company.

But for every good lead gen strategy, there's a pitfall to avoid. Stilted posts that sound like product pitches, spamming a lead's inbox with connection requests, and discordant content from your leadership team can all ladder up to a confusing LinkedIn presence that shows you're looking to close a sale, not form a relationship.

Avoid these common LinkedIn lead gen mistakes:

- Sending more than three unanswered InMail messages to a lead
- Joining a group without participating
- Reposting conflicting messages from your leadership team
- Batch posting several sales-oriented posts at once

Remember: LinkedIn is a massive platform that gives marketers a powerful opportunity to boost lead generation. But the platform is massive for a reason. Your business will be one in hundreds, if not thousands, of competitors vying for the attention of the same industry decision makers.

So, how can you stand out from the competition? **By showing your leads that you're in this for the long haul.**

Top-of-funnel CRM: Tips for connecting with leads

Reach more high-intent leads with these LinkedIn strategies.



Build trust through your leadership team.

Whether you run a small business or handle marketing for a global enterprise, you're more likely to resonate with leads when they feel like they can trust your executives. Create a strategy for your leadership team to start a regular posting cadence of valuable content that demonstrates their relatability—and their likability.



Add value, not jargon.

LinkedIn receives an influx of jargon-heavy posts every day from competitors who don't optimize their content, or who generate AI responses without giving them an editorial touch. The result is a stream of content that doesn't speak to a lead's particular interests, needs, or pain points. Differentiate yourself by planning content that's attuned to your lead's business goals—or something from their professional history.

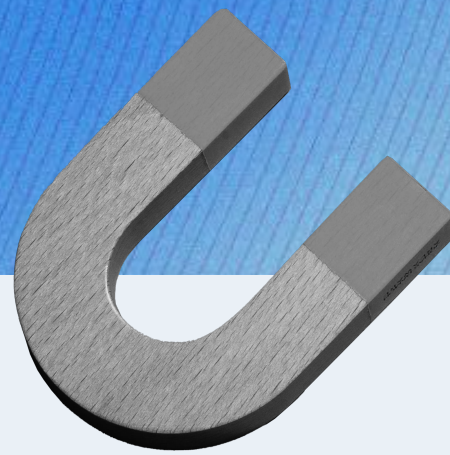


Check and double check your targeting.

Are your paid campaigns reaching the right audiences? Does your organic content connect with the right decision makers? Your reporting dashboard reveals user interactions with both your organic and paid campaigns, equipping you with the insights you need to pivot as necessary. Frequently check who your posts are targeting, and don't be afraid to make adjustments on the fly.



Tip: Does your business use CRM software? See if you can integrate your business's LinkedIn account. Depending on your software, you may be able to access deeper analytics—and tips for driving a stronger performance.



The Bottom Line

As you generate leads on LinkedIn, you'll need to demonstrate personality, authenticity, and thought leadership to stand out from the competition. But the extra legwork is often worth the effort—those leads today may become loyal customers tomorrow.

CHAPTER 6

Make Future Moves Backed by Data: LinkedIn Analytics



Data-Powered Strategic Advantages



Now that you understand how to drive success on LinkedIn with optimized content, a balance of paid and organic campaigns, and tactics for maximizing lead gen, it's time to look at your data. Apart from customer data, performance analytics may be your most valuable tool for driving engagement on social media. Knowing **how** your posts perform, **who** they reach, **when** they are most impactful, and **why** users engage with them is critical information that can help you plan your future.

So, how do you access and measure your performance analytics on LinkedIn? You can use external monitoring software linked to your CRM for best results. But, for now, let's take a closer look at LinkedIn's own performance dashboard: LinkedIn Reporting and Analytics.

LinkedIn Reporting and Analytics is the platform-exclusive measurement dashboard for visualizing, analyzing, and reporting on your paid ad campaign performances.

Running a paid campaign on LinkedIn? Remember to bookmark [LinkedIn Marketing Solutions](#) so you'll always have access to real-time performance insights.



How to use LinkedIn Reporting + Analytics

When you're ready to dive into your campaign performance data, you have two options for viewing it. You can view a quick 30-day snapshot, or you can conduct a performance **deep dive**.

A 30-day snapshot will equip you with analytics from the last month of metrics that your campaign has earned. Using this view can help if you're planning to make quick-time adjustments while your campaign is still active or just grabbing quick insights for a data report. **To see this snapshot, just click “Analytics” on the right side of your LinkedIn page feed.**

A deep dive, on the other hand, gives you a more robust dataset that visualizes your campaign's performance from start to finish. You can access a number of metrics, including content, campaign visitors, and competitors—and you can use this data to your advantage. To access your deep dive, just click “Analytics” again and take a closer look at each of your outputs. Let's talk about what they mean.



Content: Access an overview of a paid ad's performance including reactions, comments, and reposts. You can also view deeper analytics, including clicks and impressions.



Visitors: Discover page or ad visitors who don't currently follow your business's page. See metrics like the visitor's job function, their seniority, the industry they work in, and their company's size.



Followers: Track your follower count according to geography, job functions, company sizes, industries, and seniority levels.



Leads: Visualize your sales funnel by tracking your leads, conversion rate, and cost per lead.



Competitors: See how your content stacks up to similar businesses in your industry by monitoring their follower count, trending posts, and organic content topics.

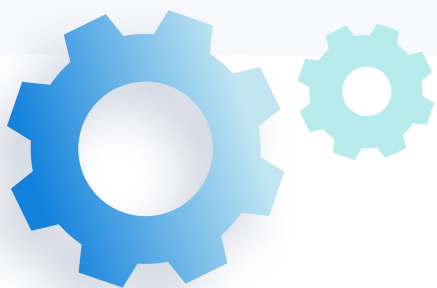


Employee advocacy: Explore how your employees are talking about your company by tracking the number of recommendations your employees receive, how many comments their posts reach, and how many LinkedIn members they interact with.



Tips for using your LinkedIn analytics

- Understand how current content is performing. This can help you catch underperforming tactics before it's too late.
- Make quick-turn adjustments. Staying agile can help you increase engagement for your target segment by pivoting to more attractive strategies.
- Collaborate with your employees. By presenting a united front—and building internal rapport with your team—you can strengthen your presence as a business, and build confidence with your audience.
- Leverage existing ad budget. If your document campaign isn't encouraging downloads, for example, you can pivot your remaining ad spend to more promising ad types.



The Bottom Line



With your analytics in hand, you're nearly ready to begin a strong marketing cadence on LinkedIn. Your last step: consider how a marketing software integration can help you grow even stronger.

Let's Connect

Congratulations—now you're ready to become a LinkedIn marketing expert! Before you dive in, consider how you can take your LinkedIn strategy to the next level with solutions from a CRM leader. Our Social Media Management software is part of Marketing Hub, our all-in-one solution that's empowering marketers worldwide to forge deep connections on platforms like LinkedIn.

What you'll get with Social Media Management Software:

- Time-saving tools to help you focus on stronger CRM
- Central campaign management in a user-friendly dashboard
- Keyword monitoring for full-scale visibility
- AI-powered content creation tools for a stronger posting cadence
- Out-of-the-box reporting capabilities that integrate with your existing CRM software



[Request your free demo](#)



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21% increase in created deals