



**LinkedIn
for Business:**
The Ultimate
LinkedIn Marketing Guide

2021

LinkedIn Marketing guide for business in 2021

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Section 1

Introduction to LinkedIn

LinkedIn is a business-orientated social networking platform, designed specifically for the business community. The functionality of the platform allows users to establish connections and build professional networks. LinkedIn is the largest professional network on social media with over 700 million users in 200 countries.

There is a strong, engaged network of people who log on every day. There are more than 100 million monthly active users and 40% check in on a daily basis.

If you still think LinkedIn is just a networking site for jobs and not for marketing, you are wrong. In fact, businesses, both B2B and B2C, have been marketing on LinkedIn for generating leads, building relationships with customers and delivering value. So, if you are thinking of a new way to market your brand in 2021, LinkedIn is your solution.

Start your LinkedIn Marketing for your business using this guide. You will get to know why marketing in LinkedIn is effective, strategies you can use here, and tools and features of LinkedIn you can utilize for branding your business.

Why is LinkedIn Marketing important?

According to LinkedIn's About Us section, it currently has more than 700 million members. This is a huge audience for any business. But what makes LinkedIn unique is that most of those who have signed up in LinkedIn are professionals. These are people who really want to know about the brand.

This feature of LinkedIn's users makes it easier for businesses to market their brands. Since most of the users are really interested in knowing about the business, marketers do not need to initiate any aggressive marketing strategies to gain leads as they do in other social media networks. In fact, one study by Econsultancy found that 64% of corporate website visits coming from social media links come from LinkedIn alone.

But it's not only about the number of dedicated users available in LinkedIn. LinkedIn has features- both paid and free, that can be used by business to generate leads, build relationships and deliver value. LinkedIn Analytics gives business free detailed data analysis of user visits to the business's official page. LinkedIn Pulse gives businesses the opportunity to post content- both text and video, And InMail feature helps businesses build relationships with potential customers.

LinkedIn Analytics, Pulse and InMail are few of the many features of LinkedIn that marketers can use for their business. This blog post will provide you with information on a bunch more tools and features.

Considering the user base and the features available, LinkedIn is undoubtedly important and useful for any marketer to brand their business. So if you are convinced about the importance of LinkedIn marketing for your business, read more below on how to develop a LinkedIn marketing strategy.

How to start LinkedIn Marketing for your business?

Having understood the effectiveness, let's start making a LinkedIn marketing plan for your business. Before planning, make sure you have a LinkedIn account yourself. Then follow these steps to market your business through LinkedIn.

DEFINE YOUR COMPANY GOALS

In order to use LinkedIn most effectively for your business it is important to consider what you want to gain from it. This will inform a strategy to ensure you are utilizing the platform in the best way for your business needs. First of all, consider answering the following questions:

- What are your aims?

- Who do you want to connect with?
- Who do you want to monitor?
- What information do you want?
- How can you gain competitive advantage?
- What do you expect of your employees?

Create and optimize your personal LinkedIn profile

LinkedIn profiles vary in standard, and are graded with a star rating by the platform. Profile users should aim to gain 'all-star' status. In order to gain this there are certain actions to put in place.

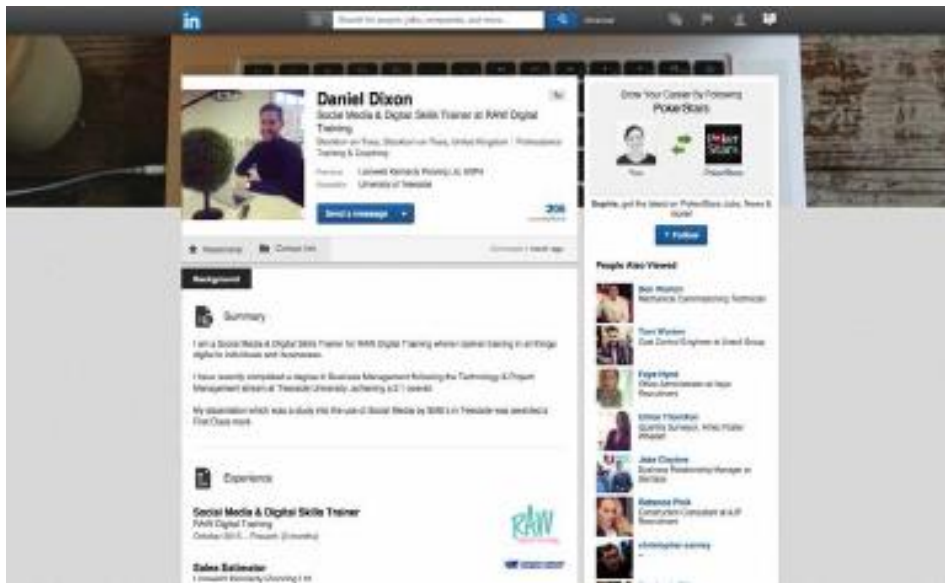
Gaining 'all-star' status has many benefits for your page. Only around 50% of people have a completed profile, but users who do have them are 40 times more likely to receive opportunities through LinkedIn. The more information you include the better reach your page will have.

Your profile page is an opportunity to showcase who you are, your strengths and your experience. It should be treated like an 'elevator pitch'.

YOUR BASIC PROFILE SHOULD INCLUDE:

- Profile picture (your profile is 11 times more likely to be viewed if you include a photo)

- Name;
- Job title;
- Personal summary;
- Background image (optional).



TIPS FOR YOUR PROFILE PHOTO:

- Appear approachable;
- Make sure it is of you, and you alone Keep it up to date;
- Look the part;
- No obvious selfies.

ALL-STAR PROFILE:

In order to gain 'all-star' status you must include the following within your profile:

- Your industry and location;
- Your current position with description two previous positions;
- Your education;
- Your skills (minimum of three);
- At least 50 connections.

SKILLS&ENDOESMENTS

Your profile is three times more likely to be viewed if you add your skills to your page.

It's important to list only the skills you have, and only endorse others for skills you know they have and would recommend.

For organizations with more than one staff member, it is worth considering what type of endorsements are appropriate for your staff to be giving out on behalf of your organization on LinkedIn. This means being sensitive to not revealing strategic relationships or 'trade secrets' which may jeopardize competitive advantage.

Skills & Endorsements

Top Skills



PERSONALIZE YOUR URL

Personalizing your URL means you can include it on business cards. It is also more memorable and easier to share on other promotional material where appropriate. This can be a great way of making your LinkedIn profile easy to find for your clients.

To personalize your URL click 'edit' next to your URL on your LinkedIn profile.

For example you could change it from:

www.uk.linkedin.com/pub/Kassie-eldrige/2a/748/401

to

www.uk.linkedin.com/pub/Kassie-eldrige

Section 2

COMPANY PAGES VS PERSONAL PAGES

LinkedIn has a strong emphasis on individual personal profiles and their interactions. However, it is advantageous to have a company page on LinkedIn, even if it is just a source of information for your company, including your address, website link and an overview of the products and services you offer.

THINGS TO CONSIDER

While developing your business LinkedIn strategy, bear in mind that LinkedIn puts a stronger emphasis on individuals and their profiles than it does on company pages, so think about harnessing your own presence and your staff's presence on LinkedIn, making sure all activity is in line with your business strategy.

A personal profile allows for personal interactions and relationship building, and it is a requirement to have a personal LinkedIn account to create a company page. A company page can operate as a point of reference, providing information and signposting people to your website.

Those who follow your company page will expect to see content directly relating to your business activity, or wider industry.

As with all social media and digital marketing activities, it is important to consider how your efforts on LinkedIn can be integrated with your wider efforts on other platforms, your website and email campaigns.

In order to maintain your profile effectively, consider the following tips:

- Build a multimedia profile (images, links, videos) Include detail;
- Write a concise and interesting summary Make connections;
- Network in LinkedIn groups;
- Give recommendations and endorsements to the relevant connections;
- Ask for recommendations;
- Keep your page organized and easy to read.

COMPANY PAGES

There are more than 4 million LinkedIn company pages. While LinkedIn is focused mainly around individual profiles, companies do tend to have a presence. Company pages tend to serve as a source of information whereas the more strategic relationships emerge from the interactions of individuals using their profiles to speak to other individuals.

Having a company page gives your organization a presence on LinkedIn and allows your staff to list the company page as their employer. This means visitors to your personal profile and your staff's profiles have a clickable link to your company page, providing information about your organization.

LinkedIn company pages are also very SEO friendly!

COMPANY PAGE BENEFITS:

- Give your company a presence on LinkedIn;
- Give you the ability to use LinkedIn paid advertising;
- Link together all of your employees;
- SEO friendly.

Company page is a powerful marketing tool as well, so consider creating one if that aligns with your marketing goals and strategies.

CREATE YOUR COMPANY PROFILE

In order to create a company profile for your business, go to the LinkedIn Pages section available at LinkedIn Marketing Solutions. You will find a button for creating a LinkedIn profile for your company.

Fill out the next page by entering the name of your business as well as providing a LinkedIn Public URL. The URL will help users to find out your company's profile easily. Make sure the LinkedIn URL is simple yet unique.

FILL OUT AND OPTIMIZE YOUR COMPANY PAGE

Having created a profile of your business, it is now time for you to fill out the details of the profile. Head out to the Overview section of your company profile. Then fill out the details. A complete Company Profile must have the following details filled out-

- Logo;
- Company Description - Company website;
- Industry;
- Company Size;
- Headquarters;
- Company Type;
- Founded;
- Specialties.

Section 3

Building your community

The LinkedIn community is made up of connections which are categorized into the degree of connection.

1ST DEGREE

1st degree connections are people who you have directly connected through the acceptance of an invitation to connect. You can send messages to 1st connections, write them recommendations, endorse them, see their updates in your LinkedIn feed, and receive notifications when they publish a post.

2ND DEGREE

A 2nd degree is someone who is connected to one of your 1st degree connections. You can send them an invitation by clicking 'Connect' or contact them through an InMail.

3RD DEGREE

A 3rd degree is someone who is connected to one of your 2nd degree connections. You can send them an invitation by clicking 'Connect'. If only the first letter of their last name is displayed, clicking Connect isn't an option but you can contact them through an InMail.

CONNECTING TO SOMEONE YOU KNOW

Your network is made up of your 1st-degree, 2nd-degree, 3rd-degree connections, and fellow members of your LinkedIn groups.

PEOPLE YOU MAY KNOW

People you may know will be suggested to you based on commonalities, shared connections, experiences, industry and education. Your screen will be populated once you have a some 1st degree connections.

LINKEDIN INVITATIONS

Make sure to use personalized invitations instead of generic ones, since it is more effective and shows genuine interest in your connection.

AVOIDING BUSINESS RELIANCE

It's important to avoid becoming reliant upon any one feature within the LinkedIn platform. As with all social media, changes can be made to the platform and mobile app with no notice at all.

This has included the adding and taking away of different features which can change the dynamic within the platform. It is advisable for your business not to become too reliant upon specific features within LinkedIn.

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