

IMEC Presents



Harness the Power of LinkedIn to Grow Your Business Exponentially



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Why LinkedIn?

- #1 Platform for Lead Generation
- Estimated 70% B2B Leads Between LinkedIn Connections
- 180M+ Professionals in USA
- 810M+ Professionals Worldwide

What We Cover Today

- Winning strategies for your company profile, posting, and best LinkedIn practices
- How to use LinkedIn Dashboard metrics to provide content insights
- Step-by-Step guide to utilizing search functionality to expand your Connections
- Go-to-market opportunities with paid ads leveraging targeted audiences

“Low Hanging Fruit”

- Your Company LinkedIn Profile Page
 - Logo + Images
 - Overview
 - Industry
 - Capabilities with Keywords
 - Team Members
 - Link to Website
- Your Team Members’ Personal LinkedIn Profiles
 - Professional Connections
 - Experience

Posting + Measuring + Adjusting = Best Practices for Engagement

- Develop Engaging Organic Presence
 - Content Calendar
 - Plan for Spontaneity
 - Share Posts Through Employee Notifications
- Measure, Adjust + Optimize

Build Your Connections and Engagement

- Organic Search + Follow by Keyword
 - Hashtags!
- Organic Brand Building
 - Readable, Relevant + Repeatable Content
- Connect With Industry Experts
 - Follow
 - Request connection with personal message
- Organic Targeting
 - Who is following your competition?

LinkedIn Ad Types

- Sponsored Content
- Sponsored InMail
- Text Ads
- Follower Ads
- Spotlight Ads



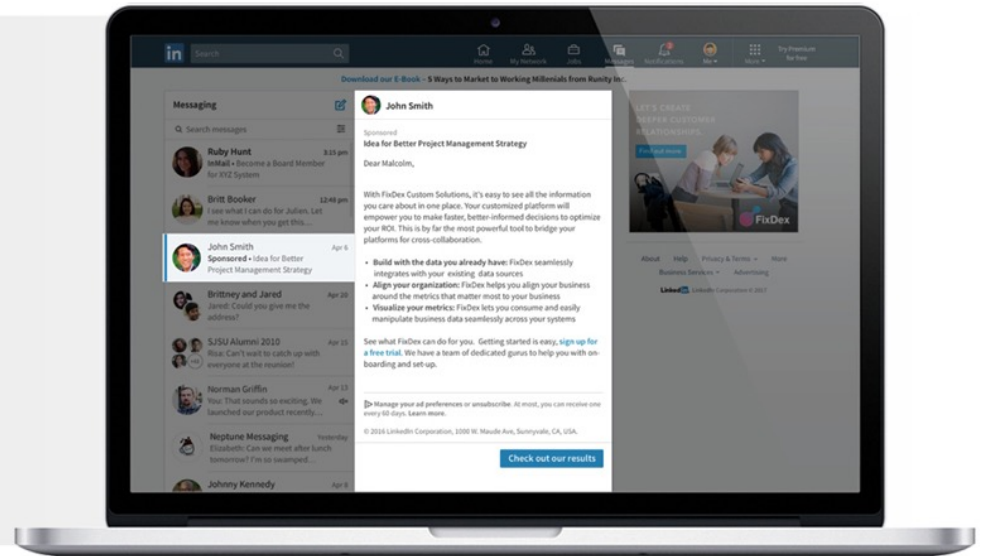
Sponsored Content: News feeds + Brand Awareness/Lead Generation

Single Image, Video, and Carousel (multiple cards) ads all fall within the category of Sponsored Content on LinkedIn, and appear within news feeds of users. With high visibility, eye-catching content, and ability to set up call-to-action buttons, these ads are key if your objective is to build awareness for your brand or generate new leads.

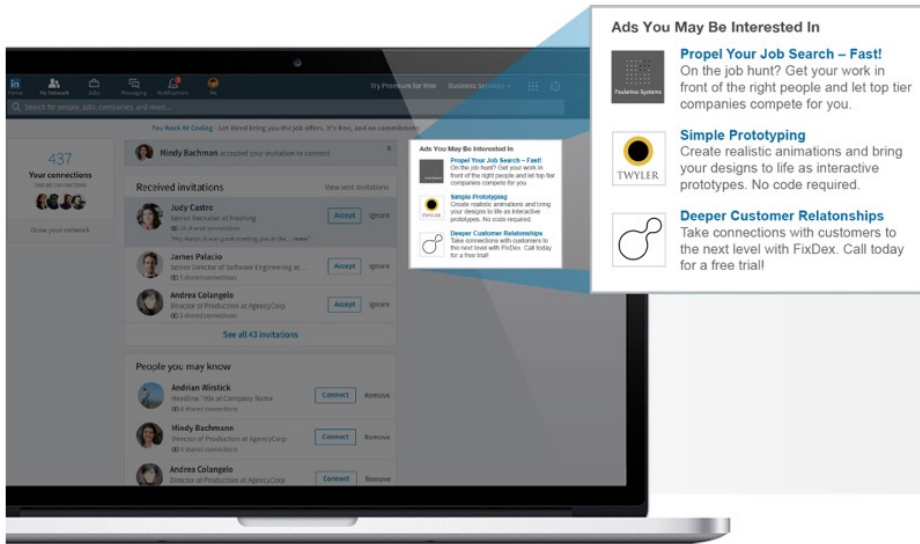
- **KEY CONTENT:**
 - Case studies
 - White papers
 - Worksheets + Checklists

Sponsored InMail: Inboxes + Specific Targets/Customers

InMail is a form of Direct Sponsored Content which allows advertisers to send their ad directly into your inbox. Though the list of ad specifications is a bit lengthy, consider this ad type if you have a very defined target audience or have a specific list of desired contacts on LinkedIn, and purchasing email lists is out of budget.



- **KEY CONTENT:**
 - Email messaging



Text Ads: Sidebar + Targeted Audience + Minimal Content

When scrolling LinkedIn, these ads usually appear to the right of your news feed, in a box labeled “Ads You May Be Interested In”. Available only on desktop, they allow for text, a small image, and a link. Text ads are efficient for reaching targeted audiences with straightforward content.

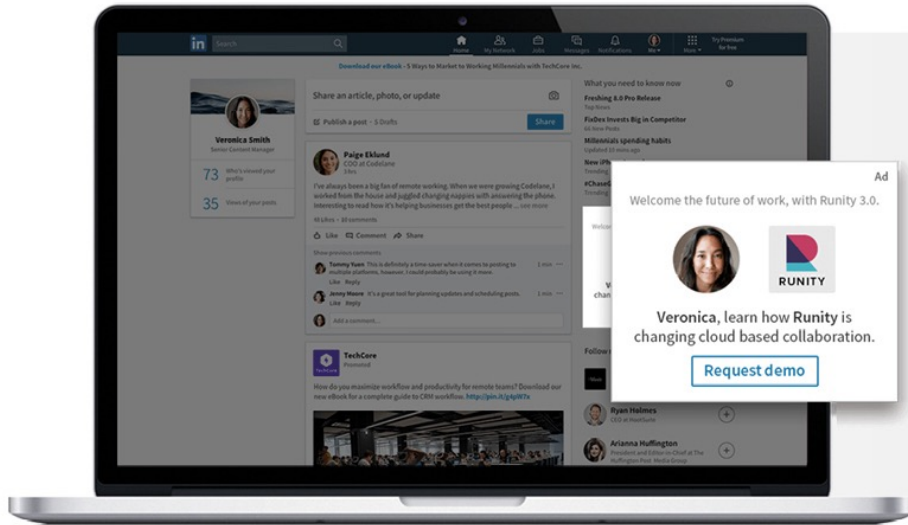
- **KEY CONTENT:**
 - Offers
 - Single sentence “hooks”

Follower Ads: Sidebar + Gaining Page Followers + Dynamic Content

If you're looking to build a greater audience for your LinkedIn page, consider Follower Ads. Based upon the target audience, the ad pulls the potential new followers profile information and makes it part of the ad. By associating the profile picture and name (via autofill) with your company's name and a specific call-to-action, it encourages engagement.



- **KEY CONTENT:**
 - Direct call to action
 - Your company logo



Spotlight Ads: Company Page + Thought Leadership + Driving Engagement to a Specific Page

Similar to Follower Ads in that it uses dynamic content based on the user, Spotlight Ads sit on your company's page and send users to a specific landing page or URL. These ads are effective to drive engagement to a page you'd like to promote, like event registration pages, product promotions, etc.

➤ **KEY CONTENT:**

- Product introductions
- Corporate or industry event invitation
- Specific capabilities expansion announcement

In Summary

- Market Your Business on LinkedIn
 - 15 Minutes, Once a Week
 - Build Brand Awareness + Connections
 - Post Readable, Relevant, Repeatable content to your Company Page regularly
 - Monitor LinkedIn Dashboard Metrics for content insight
 - Join topical conversations with hashtags
 - Add a LinkedIn Follow button on your website
 - Add a Company LinkedIn link to your email signature
- Market Yourself on LinkedIn
 - 15 Minutes, Twice a Week
 - Build connections
 - Search industry news for content + connections
 - Post content which speaks to YOU

THANK YOU



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