ZIPLINE WHITEPAPER SERIES

The B2B Marketer's Guide to Using **LinkedIn**



ZIPLINE
< B2B MARKETING >

Here's the **Truth**

LinkedIn is a goldmine of potential prospects and qualified leads for B2B marketers. Don't believe it? Here is some cold, hard proof:

- **80% of B2B marketing leads** from social media come through LinkedIn.
- **97% of qualified leads** are sourced from LinkedIn.
- Approximately **84 to 89% of B2B marketers** include LinkedIn in their digital marketing strategies.
- Over 94% of **B2B marketers leverage** this business-oriented social media platform for content distribution.

LinkedIn is used by 98% Fortune 500 CEOs for a reason. It works. However, maximizing B2B benefits of LinkedIn requires dedicated effort, growing a robust network, and creating high-quality content. That is easier said than done.

Here, we will discuss some key strategies to help get you to make the most of LinkedIn for your company.

How Can You Use LinkedIn for B2B Marketing?

There are quite a few ways to leverage LinkedIn to benefit your B2B company:

For Lead Generation

LinkedIn is the ideal social media channel to reach prospects. Research by HubSpot reveals that LinkedIn is **three times or 2.74% more effective** at generating leads than Facebook and Twitter!

Thus, it is no surprise that **24% of marketers** believe LinkedIn is a "*top platform for reaching professional audiences.*"

In addition, LinkedIn has both paid and organic methodologies to allow you to target and reach your ideal customer profile.



3x
more effective
at generating leads
according to **Hubspot.**



Foster Relationships

for recruitment and networking while simultaneously building brand awareness.

For Recruitment

Recruiting and retaining good employees is among the top challenges businesses face. It's a well-known fact that recruiting top performers can be tricky. The best people are already working at top-performing companies and are happy at their jobs.

That means recruiting them requires a different and **unique strategy**. For this, you'll have to build relationships so that top talents are already thinking about you as their next job opportunity.

LinkedIn is the best way to network and foster deep relationships with top talent. With a highly personalized and catchy email, you can grab their attention and have them scroll through your profile.

For Brand Awareness

There's no shame in it: all businesses love free publicity. Not only does it help you get discovered, but it also boosts brand awareness.

You can **build brand exposure** through both paid and organic promotion on LinkedIn. You can also benefit from the connections of your employees, customers, and others who engage with your profile.

Setting Your Company Up for Success: Creating a LinkedIn Company Page

Luckily, creating a LinkedIn company page is not time-consuming. You can get started with a simple click of the mouse.

Here's a step-by-step guide to help you set up a new LinkedIn company page:

Step # 1: Open LinkedIn

To create a LinkedIn company page, you must create an individual account. The account you choose will also be the Company Page's administrator.

We recommend signing up with a work email address.

Step # 2: Locate the 'Work' Icon

After creating or signing into your account, locate the "Work" icon. You'll notice the "For Business" button on the top-right corner of your LinkedIn page.

Next, scroll down the pop-up menu and choose the "Create a Company Page" option.

Step # 3: Choose the Right Business Option

Next, the process takes you to the "Create a LinkedIn Page" page, which offers three options. These include:

- **Company:** Perfect for small, medium, and large businesses
- **Showcase Page:** Ideal for companies who want to create divisions in their business that link users back to the leading corporate page
- **Educational Institution:** The perfect fit for coaches, schools, universities, etc.

Step # 4: Enter the Required Details

After selecting the perfect page type, fill in the required details. Since your company logo and tagline are critical to creating an excellent first impression, take the time to brainstorm something catchy.

Enter the following info:

- **Name:** Write your company's name to make your LinkedIn page discoverable and searchable
- **LinkedIn Public URL:** LinkedIn will automatically generate a URL when creating your company page. Ideally, your LinkedIn URL will be your company name to ensure your online identity is consistent.
- **Website:** Although not required, adding your company's website can help connect your followers to your website
- **Industry:** Type of industry your company is in
- **Organization Size:** Select the range that fits the number of employees you have
- **Organization Type:** Choose the type of company you have, whether it is non-profit, private, or more.

Step # 5: Click 'Confirm'

Once you add a unique log and tagline, check the checkbox that you are the authorized representative of your company. Then click the "Create Page" button. Voila, your LinkedIn company page is all set up. From there, you can edit your Page and Banner.

Getting the Best Out of Your LinkedIn Company Page: What Should You Do On Your LinkedIn

The five-step process of creating a LinkedIn company page is only the start! After that, you need to optimize your page to improve your reach and connect with leads.

Let us discuss ways you can attract viewers to your LinkedIn company page:

Creating an Engaging About Page

Your LinkedIn "About" page is the first thing LinkedIn users see when they click on your company's profile.

To create a LinkedIn about page that ensures a lasting impression, you need to do the following three things:



Tell Your Story
Here's the thing: a LinkedIn page filled with numbers and facts can be interesting, but users will rapidly lose interest. Instead, tell your story in a fun, memorable way that keeps users engaged.



Sell Products/Services
LinkedIn is great for marketing and promotions, but avoid spamming your audience with salesy messages. Instead, focus on conveying the value your product/service offers. Talking about the benefits enables LinkedIn users to understand why they need a product/service and how it helps them.



Offer Social Proof
Since humans are social creatures, we need social proof to make critical decisions. Most people don't want to take a chance on a new product from an unknown company. They need social proof, and they want a sure thing. Thus, providing social proof can mean the difference between a buyer and a cart abandoner.

Upload an **Attention-Grabbing** Profile Image and Banner

Your LinkedIn profile photo is the first thing users will see when they come across your profile. So, you must make a good impression.

Research shows that a LinkedIn Company Page with unique profile pictures gets **6x more visitors**. To encourage more views on your profile, take the time to select the perfect profile picture.

We recommend resizing your company logo to meet LinkedIn's requirements. You can showcase your creativity on the profile banner above your profile image.

Post **High-Quality** Content

LinkedIn reveals that companies that post weekly content experience a **2x boost in engagement**. Thus, filling your page with attention-grabbing and informative content is critical.

With various posting options available, such as articles, images, documents, and videos, you've got endless ways to entertain, engage, and inform your audience:

Articles
One thing that sets LinkedIn apart from other social networks is that it lets you post long-form content. The post function lets you publish informative, catchy articles with embedded images, links, and quotes. That way, your post looks similar to a blog entry.

Images
LinkedIn reports that adding images can help you experience a **2x boost in comments**. Moreover, the social network recommends creating image collages to attract more viewers and clicks.

You can source high-quality, professional pictures to complement your content by checking out free stock photo sites.

Videos
LinkedIn Live can help B2B marketers **achieve 24x the engagement** of static content. Hosting LinkedIn Live to inform your viewers about a new product or enjoy an interactive session can help you create your community.

Expand Your Audience

LinkedIn offers plenty of opportunities to attract your target audience between paid ads and organic growth.

- **Inviting Your Community:** Send personalized messages to your first-degree connections requesting them to follow your LinkedIn Company Page.
- **Target Your Posts:** Setting targets for your LinkedIn posts enables you to reach your audience organically. The platform allows you to choose a language, specific region, company size, industry, and more.
- **Paid Promotion:** LinkedIn helps you boost your page or individual posts to expand your reach and grow brand awareness.
- **Experiment with Hashtags:** Adding two to three hashtags on your LinkedIn company page helps you rank higher on the platform. Moreover, you can check out relevant tags and react/comment on industry-related topics to attract viewers.
- **Cross-Promote Your LinkedIn Company Page:** Consider promoting your new LinkedIn page on your website, in blogs, on other social media channels, and in your email signature. That way, you'll encourage followers to check out and follow your page.

Add Important **Page Admins**

Maintaining a LinkedIn company page is no easy task. Divide tasks by adding page admins after you create your page.

LinkedIn allows all Page administrators to manage their company page, but to different degrees:

- **Super Admins -** Enjoy access to all permissions
- **Content Admins -** They can edit and publish posts and content
- **Analysts** - They have access to your company page's performance analytics and data

Create a **Consistent Brand Image**

Creating a company page and then neglecting it for months or years would result in losing your audience. People wish to see updates about the company. People are interested in how a company performs and what new products or services it has in store.

Keeping your company page updated with the latest information will help engage your followers and surpass the competition in the market.

Integrate **Keywords** and **Hashtags**

Identify keywords related to your industry and its products and services. Create a keyword-rich headline and use these keywords in other sections of your profile. Make sure you do not overstuff your profile with keywords. Instead, focus on integrating keywords naturally and relevantly.

Furthermore, the platform offers features similar to those of other social media channels, including hashtags. It lets your audience follow hashtags to discover more content or topics that match their interests.

LinkedIn is also an incredible tool for marketers because it offers another opportunity to show up in viewers' feeds. LinkedIn suggests hashtags every time you create a post. You may click on those or create your own. You may even run a quick search on different hashtags to learn their pull content.



1 - 3 hashtags
per post yields the highest average engagement.

Define **Audience** and **Goals**

Once upon a time, it wasn't easy to share information or news with a larger audience. However, technology has made it easier to connect with people worldwide using social media platforms. LinkedIn offers innumerable benefits, making it a necessity for every user.

Pew Research Center reveals the percentage of the U.S population using social media platforms online or on smartphones.

- **Youtube:** 73%
- **Facebook:** 68%
- **Instagram:** 35%
- **LinkedIn:** 25%
- **X/Twitter:** 24%

Audiences can now connect through different social media platforms. These platforms have opened doors for businesses to generate more leads for their products and services.

When working on your LinkedIn profile, consider the hashtags, content, and other information you share to ensure they align with your marketing goals and target audience, and then leverage targeted capabilities to put that content in front of your ideal customer profile.

Ensure Your Profile is **Fully Complete**

Fill out every section with clear, concise, and relevant information to boost your profile's visibility.

Ensure your profile is keyword-rich, includes bullet points rather than paragraphs, and is easy to read. Using the character limits of different sections is another effective way to improve your SEO.

Moreover, you can fill in incomplete sections on your profile, expand your network, and improve visibility with LinkedIn's automated guidance.



Publishing **High-Quality Content** to Position Your B2B as an **Industry Expert**

Here are some ways to publish high-quality content on LinkedIn to position your business in the market.

- **Offer More Value to Your Followers:** To engage your audience, you must post interesting and valuable content. Since content is king and keywords are the building blocks, you should optimize your company page accordingly to improve ranking.

- **Grab the Attention of Your Network:** You can find numerous ways of sales prospecting on LinkedIn. Through InMail or LinkedIn messages, businesses can send high-conversion emails to their customers. Ordinary messages are a great way to start a meaningful conversation. Moreover, LinkedIn email marketers are best for promoting products and services.

- **Share High-Quality Content:** Creating high-quality, fresh content has become relatively easy. Don't just regurgitate information. Create high-quality content that benefits your audience, and pair it with eye-catching images and infographics that draw attention and inspire users to dig deeper.

- **Don't Be Afraid to Advertise:** There is a lot you can do on LinkedIn without paying anything. This organic traffic can be tremendously valuable, but you can also reach more of your potential customers through paid advertising. LinkedIn has a suite of advertising tools that can certainly help you target and market to your ideal customer profile.



Tips and Tricks to Remember When Advertising on LinkedIn

If you do decide to do some paid advertising, here are some tips to remember when creating an advertisement on LinkedIn.

Choose your target audience
You cannot run an ad campaign unless you have targeted an audience. You should research your target audience before setting up your ad campaign. You can customize your search on LinkedIn by selecting an industry, location, company size, job functions, and education. Narrow in as tightly as you can on your ideal prospect.

Set a relevant ad objective
The next important step is to choose a relevant objective for your ad campaign. LinkedIn lets you select the ad purpose that aligns with your campaign objectives. Setting an ad objective is essential because it defines your target audience and the business goal.

Select an ad format
You can also select one of the Sponsored Content options, including image video, text or message ad, and carousel. You can choose the correct ad format based on your ad objective.

Create your budget
Campaign Manager provides a budget range to help users choose the right budget for their ad campaign. The first two weeks are learning experiences about what works better for your brands. LinkedIn allows users to set a daily budget of $100 or a monthly budget of $2,000 to $5,000 for testing.

Create your ad
If you have chosen Text Ads or Sponsored Ads, the Campaign Manager will display previews so the users can view the final look. If you opt for Message Ads, you can send it to yourself to see how it appears.

The Bottom Line

LinkedIn has provided its users with multiple features to connect with other users. The platform has innumerable benefits. With massive organic potential as well as granular targeting capabilities, LinkedIn is the perfect platform for B2B marketers.

If you are looking to maximize LinkedIn's effectiveness for your company but are unsure where to start or have questions, please feel free to reach out to our team. We have extensive experience leveraging LinkedIn and would be happy to see how we can help your business improve its success on the platform.

Zipline B2B Marketing Blueprint



Lets talk about your B2B Marketing Strategy

1-866-440-3158

info@ziplineb2b.com

ziplineb2b.com