

# THE SMALL BUSINESS WEBINAR SERIES: PROMOTE YOUR BUSINESS WITH LINKEDIN

THURSDAY, OCTOBER 3RD | 11:00-11:30AM | ONLINE



# ABOUT ME



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# IMPORTANT REMINDERS

## KNOW YOUR CUSTOMER!

- Do not use LinkedIn to “find new customers” because it is a new platform to you. Use LinkedIn because you have identified that one of your target markets exists on the platform.

## KEEP IN MIND WHAT LINKEDIN IS, AND IS NOT.

- While LinkedIn shares similarities with other social media platforms, LinkedIn users behave and interact with specific types of content in very specific ways.

# WHO'S ON LINKEDIN?

- **LINKEDIN WAS DESIGNED WITH THE WORKING PROFESSIONAL IN MIND**
- **OVER 590 MILLION PROFESSIONALS**
- **THESE PROFESSIONALS REPRESENT THE LARGEST GROUP OF INFLUENTIAL, AFFLUENT, AND EDUCATED PEOPLE.**

# LINKEDIN OPPORTUNITIES

-  LinkedIn Pages
-  LinkedIn SlideShare
-  LinkedIn Groups
-  Publishing on LinkedIn
-  LinkedIn Sponsored Content & Direct Sponsored Content
-  LinkedIn Sponsored InMail
-  LinkedIn Text Ads

**“THOUGHT  
LEADERSHIP”**

# LINKEDIN PAGES

Pages are where you can catch the eye of prospective customers and build relationships with existing customers by featuring *relevant content*. Showcase Pages serve that same purpose for specific business lines, products, or initiatives within your company.

## What to Share

- Company news
- Videos
- Blog content
- Industry news and research
- Case studies
- Webinars and content produced by business leaders (both within and outside of your company)
- Eye-catching visuals and statistics (1200x627 pixel images are optimal)



Page updates containing links can have up to 45% higher follower engagement than updates without links.



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Tyler Menzales

Marketing Associate/Small Business Development Center  
Advisor at Great Falls Development Authority

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### Visit more LinkedIn products



Insights



Post a job



Advertise



Groups



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### LinkedIn business services

#### Talent Solutions

Find, attract and recruit talent

#### Sales Solutions

Unlock sales opportunities

#### Post a job

Get your job in front of quality candidates

#### Marketing Solutions

Acquire customers and grow your business

#### Learning Solutions

Develop talent across your organization

Create a Company Page +



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Providing market-proven solutions that enable companies to drive digital transformation.

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Community Hashtags



## PTC Creo

Computer Software · 7,840 followers

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### Overview

Creo is the industry's leading 3D CAD software, a scalable, interoperable suite of applications that allows product designers to get results quickly.

### Affiliated pages



#### PTC Windchill

Computer Software  
3,873 followers

+ Follow

# LINKEDIN SLIDESHARE

More than 70 million monthly unique visitors use LinkedIn SlideShare. With 400,000 new presentations uploaded each month, SlideShare is now the world's largest professional content-sharing community. And that's something you can't afford to overlook.

## What to Share

- Company videos
- Webinar and conference recordings
- Influencer videos
- Product how-to's and tips
- Company presentations
- Webinar decks
- Infographics
- Nicely designed, short and informative content



Link your SlideShare presentation to your website to gain a quality inbound link.



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Get your job in front of quality candidates

#### Marketing Solutions

Acquire customers and grow your business

#### Learning Solutions

Develop talent across your organization

Create a Company Page +

# LINKEDIN GROUPS

Groups build and foster a community where your company can generate and contribute to conversations around timely industry topics.

## What to Share

- Use as a forum for discussion (avoid self-promotion)
- Use as a catalyst for thought leadership and community
- Spark conversations about industry trends and challenges
- Ask questions to crowdsource sentiment



If you're not putting much into LinkedIn Groups, then you can't expect much in return.

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# LINKEDIN SPONSORED CONTENT

## Sponsored Content vs. Direct Sponsored Content

LinkedIn Sponsored Content allows you to publish relevant content and reach a targeted audience of professionals beyond just your LinkedIn Page followers.

Direct Sponsored Content is a feature which allows you to share content directly in the feed, giving you the ability to personalize and test content without having to originate posts on your LinkedIn Page. Make your content more relevant by sending personalized messages to specific audiences. Then test and retest a variety of content in real-time to optimize performance.

### What to Share

- Links to your latest and greatest whitepapers
- eBooks
- Case studies
- Industry articles
- Helpful how-to content
- Bright visuals (visual is the new headline!)



For optimal engagement, keep the text accompanying your Sponsored Content under 150 characters.

**UNTAME**  
YOUR **ENTREPRENEURIAL**  
**SPIRIT**



## Great Falls Development Authority

Non-profit Organization Management · Great Falls, Montana · 215 followers

Lead Great Falls economic development to promote growth, diversification and the creation of high wage jobs.

+ Follow

Visit website

### Dashboard

Last 30 days

30 Visitors ▲ 76%

3 Custom button clicks ▲ 200%

690 All post impressions ▼ 4%

26 Followers ▲ 333%

Start a post



### Updates

Filter by: Page updates

Posted by Tyler Menzales · 9/30/2019 · **Sponsor now**



#### Great Falls Development Authority

215 followers

2d · Edited · Anyone

Here is our Top 11 for this week, celebrating work and successes to grow and strengthen the Great Falls regional economy.

### Community Hashtags

#greatfalls  
1 follower

#economicdevelopment  
5,642 followers

#greatfallsmontana  
0 followers



See what people are saying about Great Falls Development Authority



Default Campaign Group 

LinkedIn Campaign 

Step 1

Set up Campaign

- **Objective selection**
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 2

Set up Ads

Step 3

Review & Launch **NEW**

[Back to account](#)

### Objective

Let's get started! Select the objective that best fits your goals below.

#### Awareness

Brand awareness

#### Consideration

Website visits

Engagement

Video views

#### Conversions

Lead generation

Website conversions

Job applicants

Audience

Ad format

Placement

Budget & Schedule

Conversion Tracking

# ADDITIONAL SPONSORED CONTENT

## VIDEO

LinkedIn now offers a native video option with “call to action” options offered through their Lead Gen Forms product.

PRO TIP: Video is 5x more likely than other types of content to start a conversation among LinkedIn members.

## CAROUSEL ADS

Add texture to your stories by featuring multiple visuals that people can horizontally swipe through while on the LinkedIn feed.

PRO TIP: 75% of beta advertisers said they will use carousel ads in their next Sponsored Content campaign, largely due to seeing increased engagement and click-through rates.

# LINKEDIN SPONSORED INMAIL

Send personalized messages to the people who matter most to your business.

## What to Share

- Webinar and industry event invitations
- eBook launches
- Product one-sheets
- Program demos and certification enrollment
- Infographics
- Blog subscription campaigns

# LINKEDIN TEXT ADS

LinkedIn Text Ads are intuitive, self-service ad formats that enable you to easily create, manage, and optimize customized campaigns in a matter of minutes. With Text Ads, you can target a premium professional audience on a budget that works for you.

## What to Share

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When creating campaigns, use only a few targeting options at a time. Most successful campaigns have an audience range between 60K – 400K.



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# TAKEAWAYS

- Start small – start with creating a company page and expand from there as needed/warranted by your marketing strategy.
- Do what makes sense for your business/target consumer
- Focus on Thought Leadership
- Give it time – you will not go from 0 to 1,000,000 followers overnight.

# BEST PRACTICES

- Remember, LinkedIn should be a part of your overall marketing strategy, not the entire strategy.
- Be SMART with your content – Re-purpose good content
- ALWAYS have a goal when posting/sponsoring
- ALWAYS keep your audience in mind
  - Is it relevant?
  - If you don't find it interesting, don't post it!
- Avoid self-promotion
- Create conversation – social media is NOT one-sided (nor should it be).

**QUESTIONS?**

# STAY IN TOUCH



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