The Montana Small Business Development Center presents:

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

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

TYLER MENZALES
[Marketing Associate & SBDC Business Advisor]
Great Falls Development Authority
1.406.590.1539

GrowGreatFallsMontana.org

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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”
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)
Tyler Menzales
Marketing Associate/Small Business Development Center Advisor at Great Falls Development Authority
Great Falls, Montana · 237 connections · Contact info
Visit more LinkedIn products

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 +
Providing market-proven solutions that enable companies to drive digital transformation.
PTC Creo
Computer Software • 7,840 followers

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

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

Dashboard

Last 30 days
30 Visitors ▲ 76%

3 Custom button clicks ▲ 200%

630 All post impressions ▼ 4%

26 Followers ▲ 333%

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.
### Objective

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

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand awareness</td>
<td>Website visits</td>
<td>Lead generation</td>
</tr>
<tr>
<td>Engagement</td>
<td>Engagement</td>
<td>Website conversions</td>
</tr>
<tr>
<td>Video views</td>
<td>Conversion Tracking</td>
<td>Job applicants</td>
</tr>
</tbody>
</table>

### Audience

### Ad format

### Placement

### Budget & Schedule

### Conversion Tracking

### Step 2

**Set up Ads**

### Step 3

**Review & Launch**

**NEW**

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

What to Share

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

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Great Falls Development Authority
The Juilliard School

Promoted

EMOTIONAL INTELLIGENCE 2.0
Need A Good Biz Book?
Emotional Intelligence 2.0 is a best seller endorsed by the Dalai Lama.

Sophisticated Marketer
Give yourself a different perspective on B2B marketing. Read online now

Economic Development GIS Demo the largest GIS system in the economic development industry.
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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