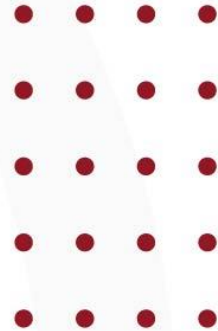


LinkedIn for Business

Create professional personal and business accounts



Background

A social media site for professionals and businesses, focusing on:

- Professional content
- Business information
- Career development

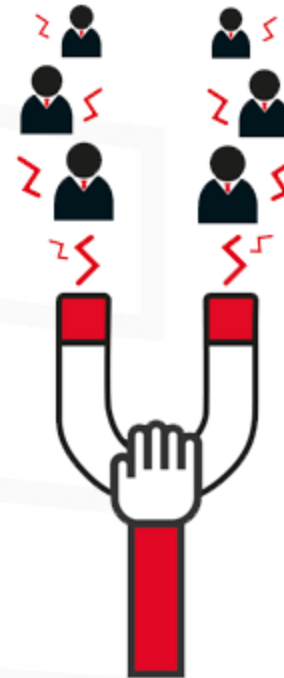
How does it work?

Contrary to other social media sites, LinkedIn **doesn't** encourage casual interactions and entertainment.

LinkedIn offers a much more restricted social environment that encourages professional interactions and a heavy focus on business-related content, which works perfectly for its intended audience.

Importance of LinkedIn Marketing

- LinkedIn is less about selling or marketing your products and services than other social platforms.
- LinkedIn Marketing requires a different approach to get the results you want.
- LinkedIn is an effective marketing tool that can take your business to the next level.



Powerful Lead Generation Tool

Why are Personal Accounts as Valuable as Business Accounts on LinkedIn?

Personal accounts can act as an extension of business accounts for the sake of promotion.

- Storytelling posts
- Firsthand tips and experiences
- Discussions and threads



John Bonini • 1st
Director of Marketing at Databox
1w •



Don't quit content before it gets good.

The number one reason that any company's content program might fail has less to do with being good at it out of the gate (we all kinda suck at the beginning, right?) and more to do with not sticking with it long enough.

Your blog, podcast, video series...it takes time.

...and then more time.

Consistency is more important than performance at first, or, even for a while.

Enjoy the actual process of the work and of publishing. Give yourself a break on the numbers.

Keep going. It gets better

Stephanie Trovato and 355 others

57 comments • 13 shares

So, what can you do on LinkedIn?

- Connect with companies
- Create company pages
- Contact leads
- Find recruits

LinkedIn also encourages content generation and sharing.

The content must be directly related to your industry and that is relevant to your contacts.

The Benefits of Having a LinkedIn Profile



Optimize your LinkedIn Profile

There are more than **562 million professionals** on LinkedIn. To **stand out**, you need to pay close attention to creating your profile. In this section, you'll **learn how this is done**.

Name

Include your first, last and middle name (if applicable).

This is not the place for nicknames or humorous references to job titles such as "Sales Rockstar" or "Developer Ninja"!

Profile photo

First impressions matter during both business meetings and when people see your profile picture.

Consider your industry in addition to potential consumers and peers to select an appropriate headshot.

Banner photo

You can also design a banner image that reflects you or your website branding. Something that looks smart, looks on brand and captures attention.

Profile photo results in up to



21x more profile views



9x more connection requests

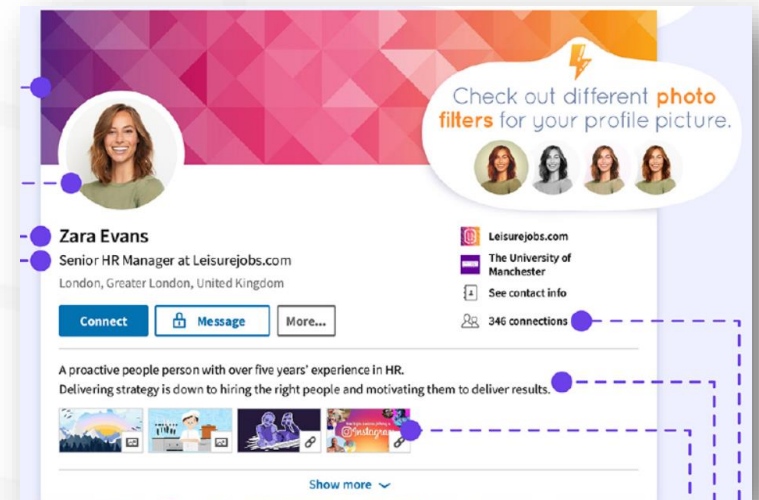


36x more messages

The Headline is the most important aspect of your profile.

Be concise, creative and include key terms that make it easy for others to define the industry and your role within.

Generic terms don't describe the unique value you have to offer. Make it a little more inventive and more about what you do and what you can offer.



Projects

A rather underutilised section of your LinkedIn Profile!

Add projects to showcase your skills, expertise and enhance your reputation. This increases your chances of appearing in LinkedIn searches by including words in your project name and description.

Examples of what you can add in: case studies, e-books, research papers, blogs, events organised, your own work, products and services you or your company offer.

You can attach media to your summary and work experience.



This can be an **image, blog, video, website, presentation or link** and is a great way to provide some **extra content** presenting what you can offer.



Connections

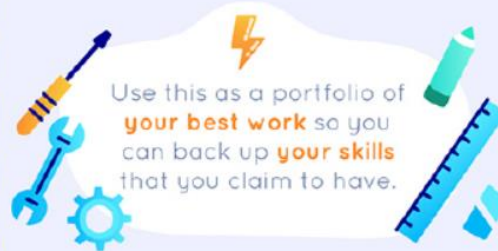
Be strategic in making connections, they can endorse your skills to enhance your reach.

Connect and follow people who inspire you and are in the industry you work in.

Summary

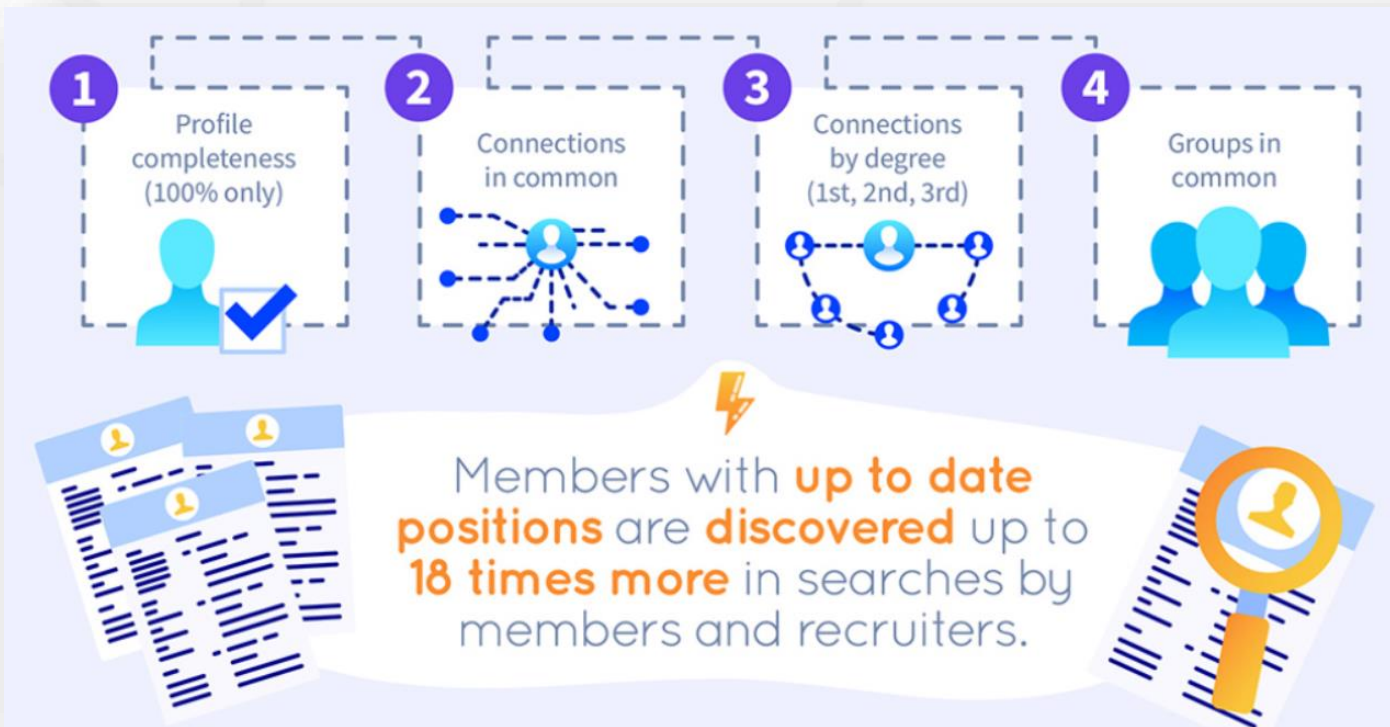
To make your profile more search friendly on LinkedIn, use industry-specific keywords as this will help you appear higher in LinkedIn searches by recruiters.

Proof read your summary and avoid abbreviations. Keep it as formal as possible. It is your time to shine, so remember to highlight your skills and accomplishments.



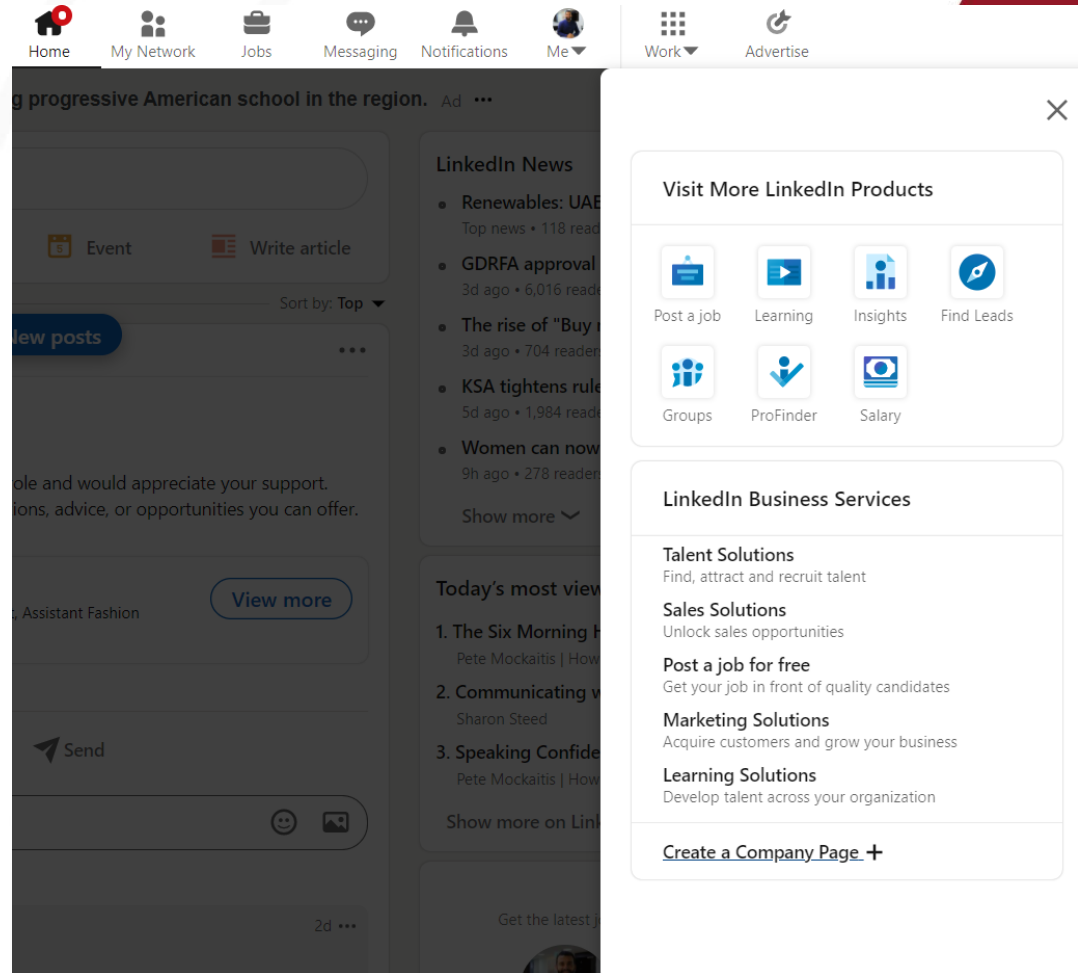
Use this as a portfolio of **your best work** so you can back up **your skills** that you claim to have.

The search algorithm seeks and displays results in this order



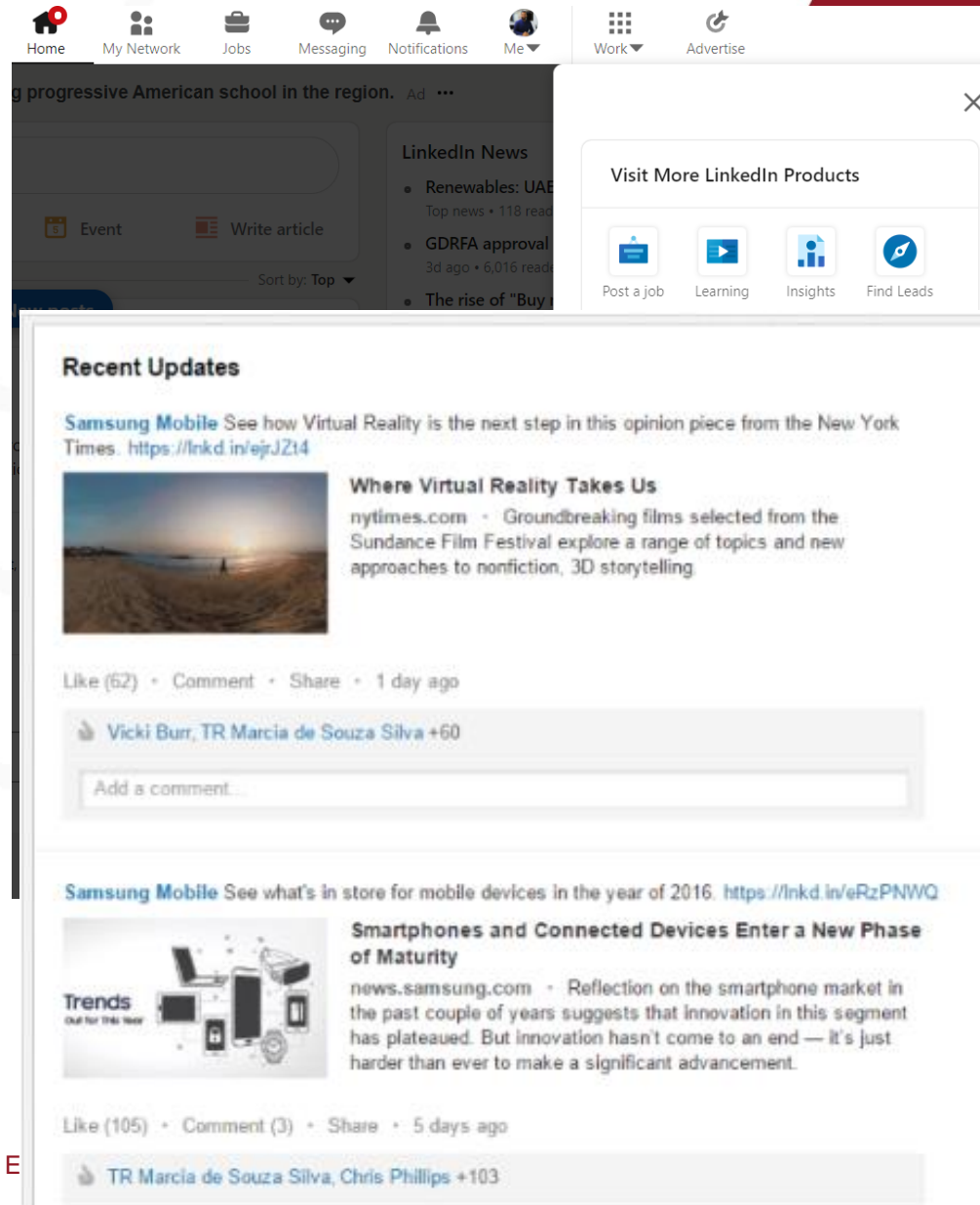
Create a Company page

From the main menu, click **“Create a Company Page”**.



LinkedIn Content

- Share your company-branded content.
- Use white papers, eBooks, webinars, videos, blog articles and any other relevant content.
- Share things that help your network achieve their day-to-day tasks or solve their problems.
- Deliver job opportunity announcements, press releases and insights.



Best times to post on LinkedIn



Best Times for Your Posts



In the morning: 8 am - 10 am

In the afternoon: 5 pm - 6 pm

Posting Frequency

Once a day

When do you generate the most interactions?

- + From Tuesday to Thursday
- + In the morning from 7 am - 10 am
- + In the afternoon from 5 pm - 6 pm
- In the evening & on weekends
- Outside working hours

Best Days for Your Posts

Mon

Tue

Wed

Thu

Fri

Sat

Sun

Menu – Create a Company Page

Create a LinkedIn Page

Connect with clients, employees, and the LinkedIn community. To get started, choose a page type.



Company

Small, medium, and large businesses



Showcase page

Sub-pages associated with an existing page



Educational institution

Schools and universities

Create a Company Page

Name*

linkedin.com/company/*

[Learn more about the Page Public URL](#)


Website

Industry*

Organization size*

Organization type*

Logo


 **Choose file**
Upload to see preview

300 x 300px recommended. JPGs, JPEGs, and PNGs supported.

Tagline

Use your tagline to briefly describe what your organization does. This can be changed later. 0/120

Page preview ?



Company name
Tagline
Industry

[+ Follow](#)



LinkedIn Ads

Why does LinkedIn get Ignored?

- LinkedIn is focused on business connections; so, marketers tend to think of it as B2B only.
- LinkedIn has a smaller audience than Google or Facebook.

What should marketers understand?

LinkedIn can help you achieve a very precise reach. Why?

- ✓ Great targeting options → Ability to target by job title, employer, role, skills, and interests.
- ✓ Detailed and up-to-date “professional” information compared to what people list on their personal profiles on Facebook, etc.

LinkedIn Campaign Manager

The screenshot displays the LinkedIn Campaign Manager interface. The top navigation bar includes the LinkedIn logo and the text 'CAMPAIGN MANAGER'. On the left, a sidebar menu lists various options: Plan, Advertise (highlighted), Test, Analyze, Assets, Account settings, Company page, and Business manager. The main content area is divided into three tabs: 'Campaign Groups' (10 total campaign groups), 'Campaigns' (8 total campaigns), and 'Ads' (12 total ads). Below the tabs, there are buttons for 'Create', 'Performance Chart', 'Demographics', and 'Export'. A search bar is present with the text 'Search by name or ID'. Below the search bar, there are filters and column settings: 'Filters (2)', 'Columns: Performance', 'Breakdown', and 'Time range:'. The main table lists the following data:

Campaign Group Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM
10 campaign groups	-	AED0.00	0	0	-	-	-
Default Campaign Group CID: 614479044	*** Active Running	AED0.00	0	0	-	-	-
CID: 614479104	*** Paused	AED0.00	0	0	-	-	-
CID: 614567424	*** Paused	AED0.00	0	0	-	-	-
CID: 615982154	*** Active Not running	AED0.00	0	0	-	-	-
CID: 616570554	*** Active Running	AED0.00	0	0	-	-	-
CID: 616993294	*** Active Completed	AED0.00	0	0	-	-	-
CID: 616993294	*** Paused	AED0.00	0	0	-	-	-

Campaign Objectives

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


Talent leads



Website conversions

Job applicants



Detailed Targeting

AND also have ANY of the following attributes: 

Company Size
201-500 employees, 501-1000 employees, 1001-5000 employees, 5001-10,000 employees, 10,001+ employees


AND also have ANY of the following attributes: [Close](#)

Q Search [Learn more about targeting criteria](#)



 Audiences Use your data to retarget website visitors or reach known contacts and accounts	Company
 Audience attributes Add targeting criteria like job title, industry, or skills	Demographics
	Education
	Job Experience
	Interests and Traits

Exclude people by audience attributes and Matched Audiences


LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)


Enable Audience Expansion 

[Reset audience](#) [View audience summary](#) [Save audience](#)

Forecasted Results  

Target audience size
1,100,000+


Segment breakdown 

Function 

Operations	23%
Sales	14%
Business Development	9%
Information Technology	7%
Finance	7%

[Hide segments](#)

1-day 7-day 30-day

30-day spend
AED17,000.00 - AED29,998.00 

30-day impressions
240,000 - 650,000









CTR
0.24% - 0.37%

30-day clicks **Key Result**
840 - 2,300

Ad format

Ad Format

Choose your ad format

 Single image ad	 Carousel image ad	 Video ad	 Text ad	 Spotlight ad
 Message ad	 Conversation ad	 Event ad		



**Now is the time to
optimize your
presence on LinkedIn**



Thank you!