

How to Use LinkedIn to Grow Your Business.



How to Use LinkedIn to Grow Your Business

Expanding your business reach across multiple channels is the best way to ensure you reach the most prospects. Social media is one of the easiest and most effective ways to reach out to your target audience.

This is why 74% of global marketers actively invest in social media marketing!

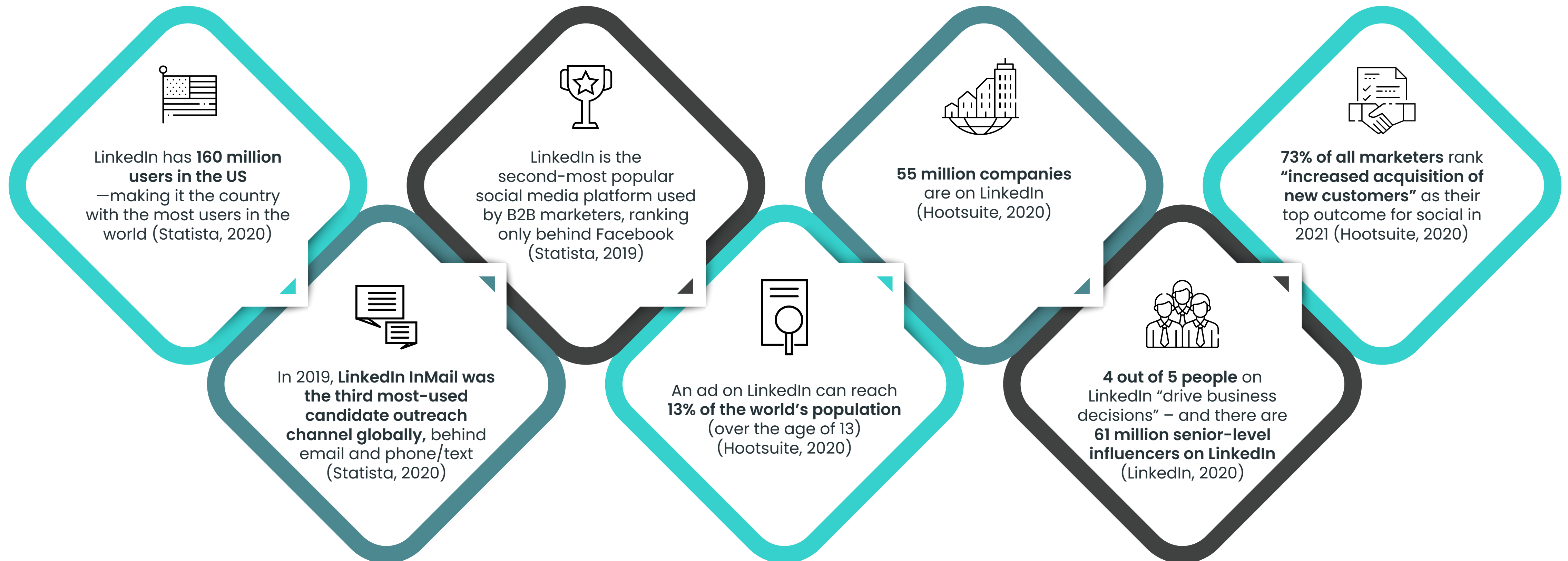
One of the most effective ways to reach business leads is through LinkedIn. Designed specifically for business, LinkedIn provides you with the tools you need to promote and grow your business. Used properly, it is a powerful tool for establishing and strengthening relationships—perfect for lead generation and nurturing.

1 "Not Another State of Marketing Report 2020." Hubspot.



LinkedIn Marketing: Yes, Please!

Here's why LinkedIn should be part of your growth strategy.



LinkedIn: More than Social Media

LinkedIn is a powerful business marketing tool that can help you cultivate relationships with your leads no matter which stage of the marketing funnel they're in. It can be used in many different ways²:

ORGANIC MARKETING

Your first order of business is to build your brand profile and present your products or services. You can do this through:

Your company page, which serves as your basic brand profile and the place where you can tell the story of your business, your people and your brand.

Showcase Pages, which are dedicated pages for your more prominent initiatives—this is where you can highlight specific products or services and extend your LinkedIn presence.

Content Marketing, by sharing long-form posts on LinkedIn's blogging tool, video content and SlideShare presentations.

² "The Sophisticated Marketer's Guide to LinkedIn." LinkedIn.





PAID MARKETING

Paid marketing provides great opportunities to reach audiences on LinkedIn instantly. Your content will be on top of LinkedIn users' feeds and inboxes, making your brand more visible to people who may be interested in your business. These include:

LinkedIn Sponsored Content delivers your content directly to the LinkedIn feed. This can support your content marketing strategy to drive more people to view your blogs and presentations. You can modify your strategy depending on your objectives—whether you want to build branding and awareness, drive direct response or generate leads.

LinkedIn Sponsored InMail allows you to directly engage prospects through their LinkedIn inboxes. Think targeted email marketing, but driving tangible metrics including leads, cost-per-lead and pipeline—all measured and tracked through your LinkedIn Campaign Manager.

LinkedIn Text Ads are purely text ads that appear across the LinkedIn network. The ads consist of a headline and a brief description where you can add your call to action. These link to any property you want them to visit depending on your conversion goals—you can link it back to your LinkedIn page, to the LinkedIn Lead Gen Forms, to your website, to a download, etc. They can appear on top of your page or on the side rails throughout LinkedIn's interface.

LinkedIn Dynamic Ads are personalized ads that allow you to target specific audiences. They also serve calls to action (follow company, spotlight) that drive traffic to your website or company page. This leverages information from LinkedIn member profiles to make conversions easier.

How Do Businesses Use LinkedIn?

Social Listening:

Social listening is the process of using social media platforms to listen in on conversations about your brand. Examples of social listening include:

- Joining active LinkedIn groups that are relevant to your market and monitoring conversations
- Customizing your newsfeed by applying filters based on your connections and companies you follow

Lead Generation:

Find and connect with prospects easier by doing the following:

- Use LinkedIn's search function to find people that you can connect with
- Use InMail to serve audiences snippets of downloadable content, informative articles, updates on events you're planning—actionable items that will lead to them contacting you back
- Use LinkedIn's Text Ads to promote your website, downloadable content you want to highlight, or to get people to call you
- Choose from the different Dynamic Ad formats depending on your need: follower ads to promote your LinkedIn page / Showcase page and encourage people to follow your page; spotlight ads to showcase your products / services and lead prospects to your chosen landing page; or jobs ads if you need personalized ads to attract top talent and drive them to your active job openings

³ "Message Ads." LinkedIn.

Direct Outreach:

LinkedIn is a great way to connect with people in the business world—more than 1 in 2 prospects open up a message ad³. This makes it easier to get your message across to your audience and build relationships gradually.

- Create a personalized introductory message whenever adding someone on LinkedIn.
- On InMail, establish your goals / campaign objectives for awareness, consideration, and conversions.
- Create insightful, digestible and personalized messages. Keep it within 500 characters at best.
- Leverage LinkedIn custom fields to personalize messages
- Use LinkedIn Lead Gen Forms to automate the collection of information directly from your ads.
- Track your campaign performance and optimize according to your open rate, clickthrough rate and conversions.

Performance Marketing:

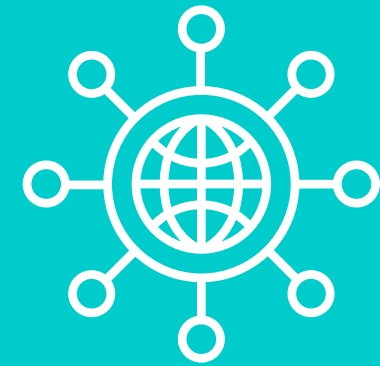
LinkedIn's Dynamic Ads are a good way to run performance marketing campaigns. These allow you to combine branding, content marketing and ad campaigns to gain more leads.

- Create compelling, insightful content depending on your goal / target on the marketing funnel
- Create an ad that will drive individuals to click and know more (and therefore convert)
- Segment your campaigns based on your target audience—do you want to start conversations? Are you trying to collect more information about your leads? Or are you looking to generally promote your brand? Identifying these segments help you get warmer, more high-quality leads.

The Staff Domain Advantage: Maximize LinkedIn for Your Business

The top two tactics businesses use for social media marketing are **social listening (22%)** and **direct messaging (19%)**—both of which are used by the Staff Domain Business Development Specialists (BDS).

Your custom growth strategy from Staff Domain will include a LinkedIn social reach out strategy that works three ways:



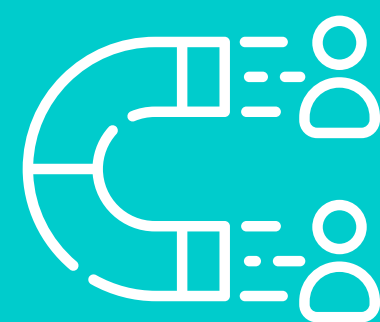
Initial outreach

We use LinkedIn to break the ice, establish connections and start conversations with your prospects. We connect you faster with prospects and engage them with the intent of introducing your business.



Messaging Platform

Aside from emailing, we use LinkedIn to send messages and information to your prospects. We also use LinkedIn's messaging feature to follow up on previously contacted leads.



Lead Generation Tool

We use LinkedIn as a platform to find our targeted audiences, reach out and generate interest. This maximizes our potential of seeing and measuring how warm they are as leads before turning them over to you.

Staff Domain uses a multi-channel approach, which includes 100 social media reach-outs on multiple social media channels—LinkedIn included.

"I didn't set out on this journey to cut costs. It was to find stable, great talent that I couldn't find anywhere else. I tried local recruitment, local outsourcing and a raft of offshoring options. I now have a stable, talented team generating quality leads at literally a fraction of the cost had I have done it here. I only wish I had found Staff Domain earlier!"



Tamer Ali
Business Owner
Optus Business Centre, Liverpool

Reach more leads through LinkedIn today.

Let's talk about your business needs and get your free custom growth strategy.

AUSTRALIA

Suite 43 (Ground Floor)
52 Parramatta Road
Homebush
NSW 2140
Australia

UNITED STATES

5830 E 2nd St
STE 7000 #2475
Casper
WY 82609
United States

HONG KONG

Suite 2
Level 12A
Enterprise Building
228-238 Queen's
Road Central
Hong Kong

PHILIPPINES

Level 36
Cyberscape Gamma
Topaz & Ruby Roads
Ortigas Center
Pasig City, Philippines



The smart place to grow.

staffdomain.com