


Welcome 

Using
LinkedIn [®]
for
Marketing

 **Olam**

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Overview & Goals 

1. Introduction and key concepts
2. Supporting the Olam Company Page
3. Developing & using the extended employee network
4. Content Marketing options to promote & attract
5. Integration, best practice & planning

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What is LinkedIn all about?



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Consider your audience 

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LinkedIn is just a big room

1. Lots of people are in there
2. It gives you tools to work with
3. After that it's up to you

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Working in partnership

Marketing Strategy

Business Development Strategy

Integration Strategy

Using Search for targeting – Referral / Account based activities

PERSONAL PROFILE

PERSONAL PROFILE

PERSONAL PROFILE

PERSONAL PROFILE

COMPANY PAGES

MANAGED GROUP

BUSINESS GOALS AND PLANNING

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Marketing's many hats

- ◆ Use LinkedIn's tools effectively
- ◆ Targeting and reach through the available channels
- ◆ Mix individual & corporate activity, passive & active
- ◆ Identifying & engaging audiences on LinkedIn
- ◆ Creating lead generation opportunities
- ◆ Delivering content to deliver results
- ◆ Supporting social recruiting activities



Lead Generation
Content Marketing
 Information Provision
Advertising
 Awareness
 Market Segmentation
 Warm Leads
 Targeting
 Website Traffic
 Marketing Campaigns
Events

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2 Leveraging Company Pages



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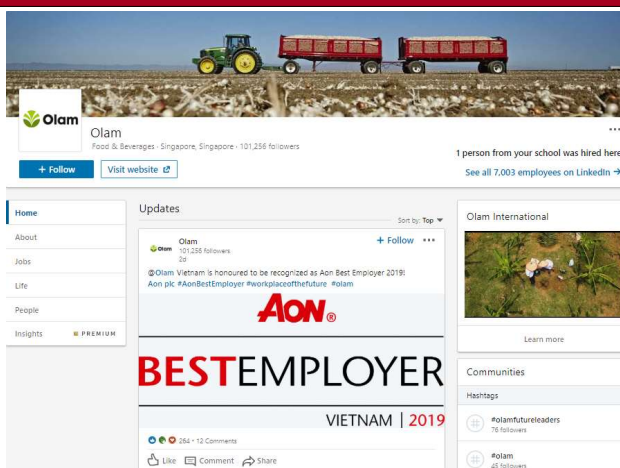
Current state of Company Pages



- ◆ Potential focal points:
 - ◆ company brand
 - ◆ product / sector brand
 - ◆ employment brand
- ◆ Bring together news, information, people, products and advocates
- ◆ Drive push marketing & word of mouth
- ◆ Support branding & Social Proof

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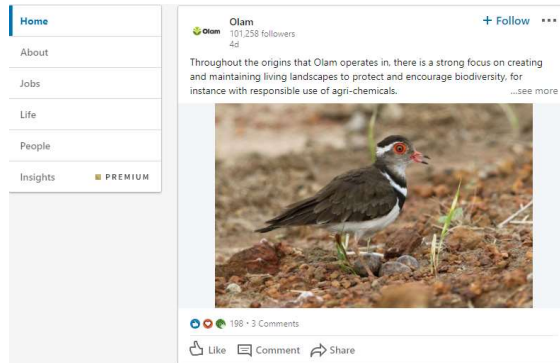
Key focus Company Page

- ◆ Branding opportunity and reinforcement
- ◆ Targeted Company Information and updates

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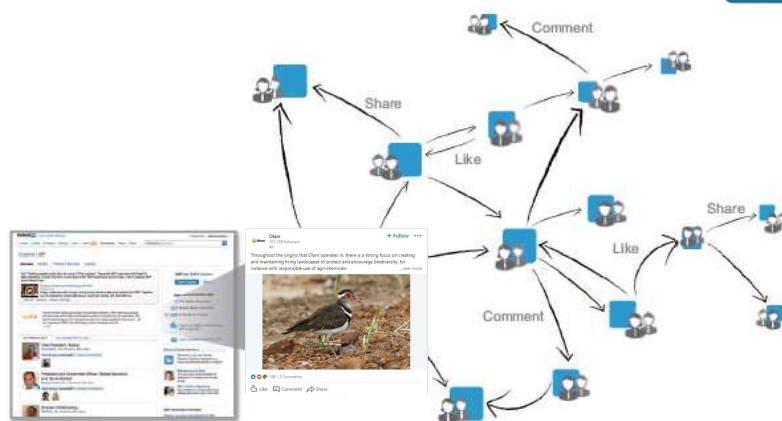
Company News Updates



- ◆ Company pages now more active
- ◆ News gets pushed out to 'Followers'
- ◆ Targetting opportunities available too

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Spread the Word



- ◆ Distribute the news – get it out there
- ◆ Encourage likes & shares: use the networks

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Some things to consider 

- #1** Help people to feel more comfortable about sharing content and even starting conversations
- #2** Encourage team members to develop their networks & amplify those conversations
- #3** Monitor successful posts and replicate or sponsor as targeted advertising
- #4** Can we identify internal evangelists and service or customers specialists to create content?

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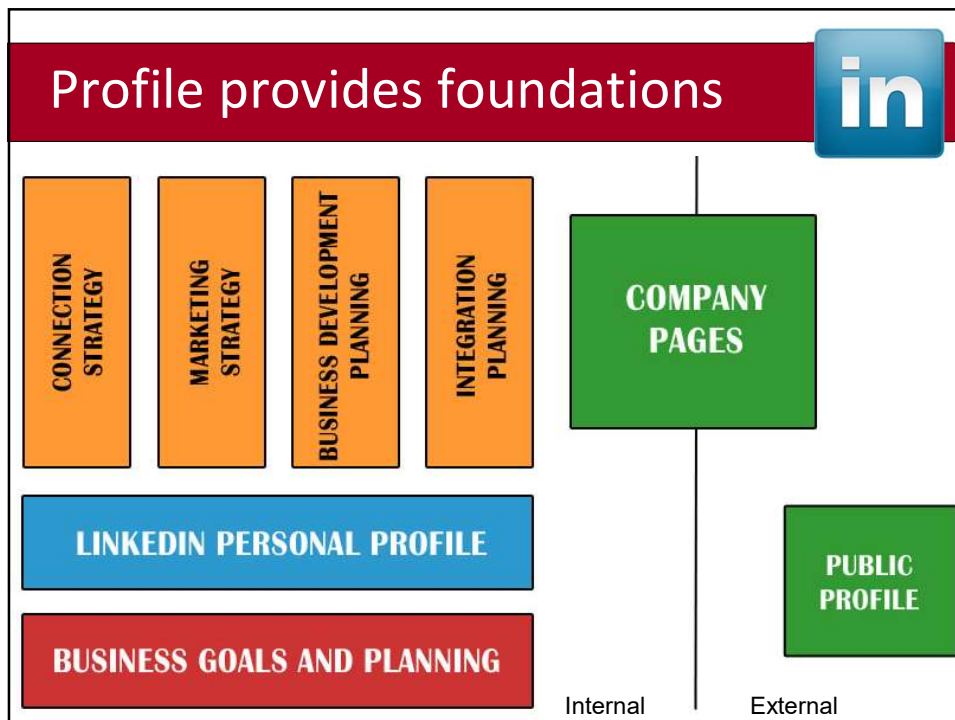
Optimise your additional personal channels



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Who grabs your attention?

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Coordinate Profile elements in

- ◆ Staff’s personal profiles are key
 - ◆ 1st point of contact with the company
 - ◆ Not just personal: Key element in branding & sales
- ◆ Social Proof (on LinkedIn and outside)
 - ◆ Image / impression before meeting & after 1st contact
- ◆ Use to brand and introduce the company & your products / services
- ◆ To differentiate company and individual

FIND

▶

STAY

▶

READ

▶

ENGAGE

▶

TAKE ACTION

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Leverage key profile elements in

- ◆ 5 elements are key to impact
- ◆ Create a good 1st impression
- ◆ Think where the elements appear

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Contact Info area

Contact Info

-  **Your Profile**
[linkedin.com/in/thelinkedinprofessional](https://www.linkedin.com/in/thelinkedinprofessional)
-  **Websites**
[linkedintraining.net](https://www.linkedintraining.net) (LinkedIn Training & Courses)
[linkedintraining.net/in-house-linkedin-training/](https://www.linkedintraining.net/in-house-linkedin-training/) (Bespoke Inhouse Workshops)
[linkedintraining.net/linkedin-testimonials-recommendations/](https://www.linkedintraining.net/linkedin-testimonials-recommendations/) (Client Testimonials)
-  **Phone**
020 3633 0230 (Work)
-  **Address**
I run custom in-house workshops nationwide, public courses in London, Manchester, Birmingham, Reading and Cambridge as well as 1-2-1 coaching face to face or remotely via Skype and Zoom.
-  **Email**
mark@linkedtraining.net
-  **Twitter**
[linkedinguys](https://twitter.com/linkedinguys)
-  **IM**
[thelinkedinprofessional](#) (Skype)

Customise your Public Profile page

Link to any external resources you have - professional ones!

Phone number only visible to 1st level connections

Doesn't have to be your office address - think messaging


Preferred email - visibility can now be controlled

Nothing on social media you wouldn't like to be seen?

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Areas to consider

- ◆ Consistency in banner and photos
- ◆ Coordinate Professional Headline
- ◆ Connect to Company Page – for logo visibility
- ◆ Initial Company paragraph in the Summary & use Contact Info (CTAs)
- ◆ Presentations – Videos – Images - Documents



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Help develop their networks

Multiple targeting options open to you
Global – National – Regional – Local – Industry - Company

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Identifying and target contacts

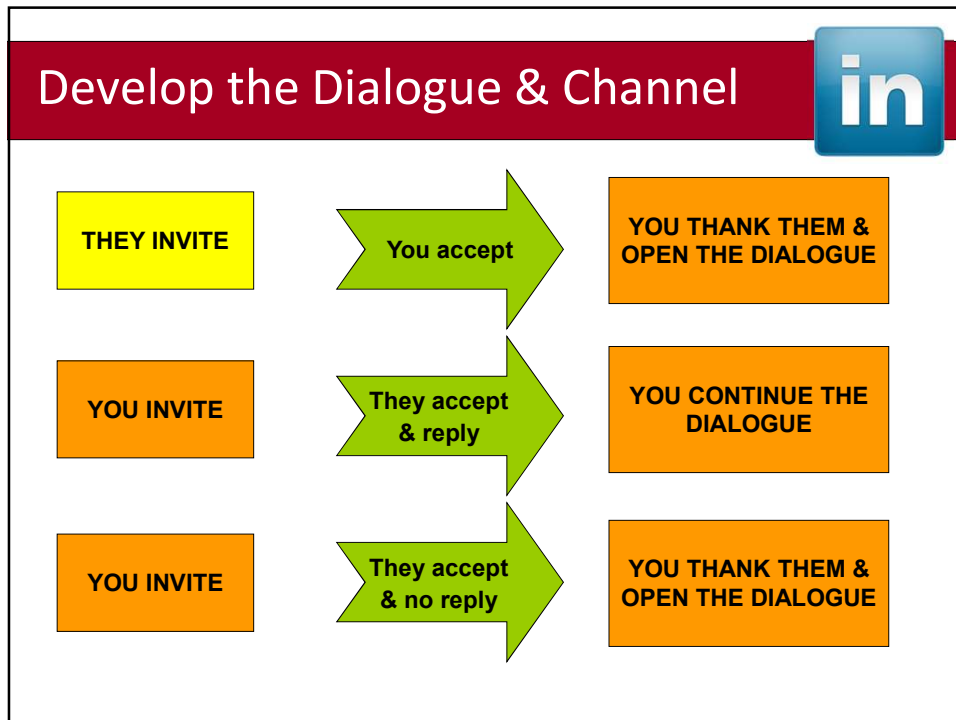
General Syntax

- OR increases results
- AND decreases results
- NOT decreases results
- () increases focus

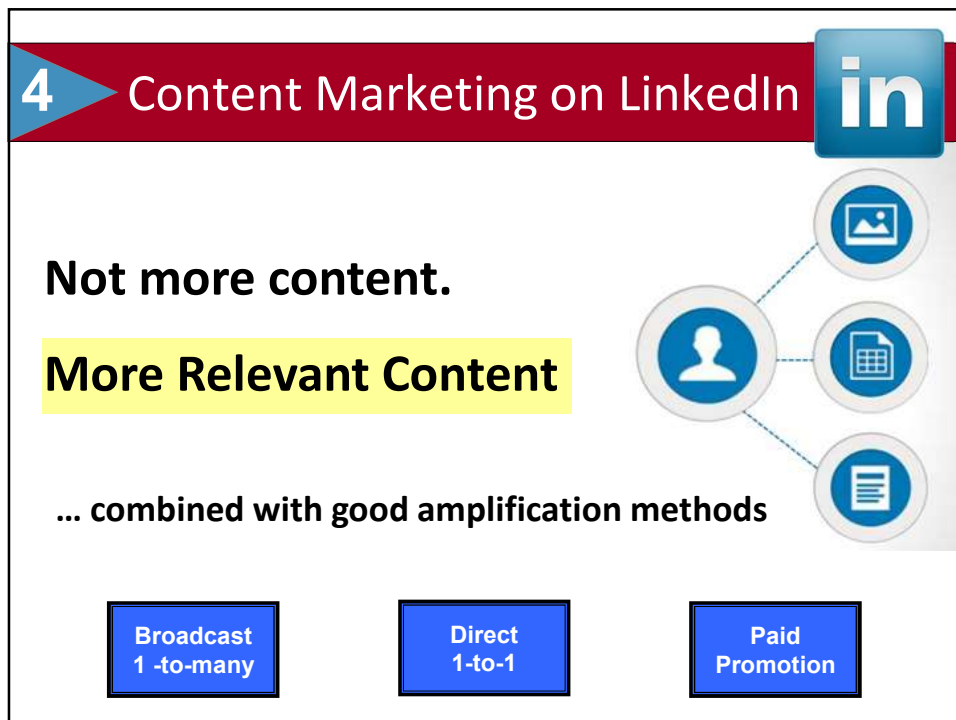
Search Alerts are really helpful so use them!

- ◆ Use “ ” & boolean searches for more targeted results
- ◆ Apply your logic to Job Titles & develop saved searches
- ◆ Filters across location, industry, company, relationship

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Benefits of Updates

- ◆ Engages customers, channels, investors, prospects – help to keep you visible
- ◆ A way to share information, get ideas or engage with current and future contacts
- ◆ Share your professional news with professional contacts (company news, team lunch, networking)
- ◆ Share your opinion & invite comments on industry news or programmes
- ◆ Share company updates & posts

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Strategic Update Elements

- ◆ News from your Company – what are you up to?
- ◆ Company Success Story / Case Study
- ◆ Announcements or Product / Service launch
- ◆ Upcoming event or conference
- ◆ Videos from or about your company
- ◆ Links to articles you’ve read & want to comment on
- ◆ Recommendation from a Client
- ◆ Ask questions or ask for opinions

Focus on areas of interest to
your connections and / or your targets

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Not all posts are created equal

Long form Text

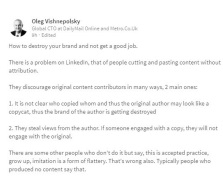



Image based




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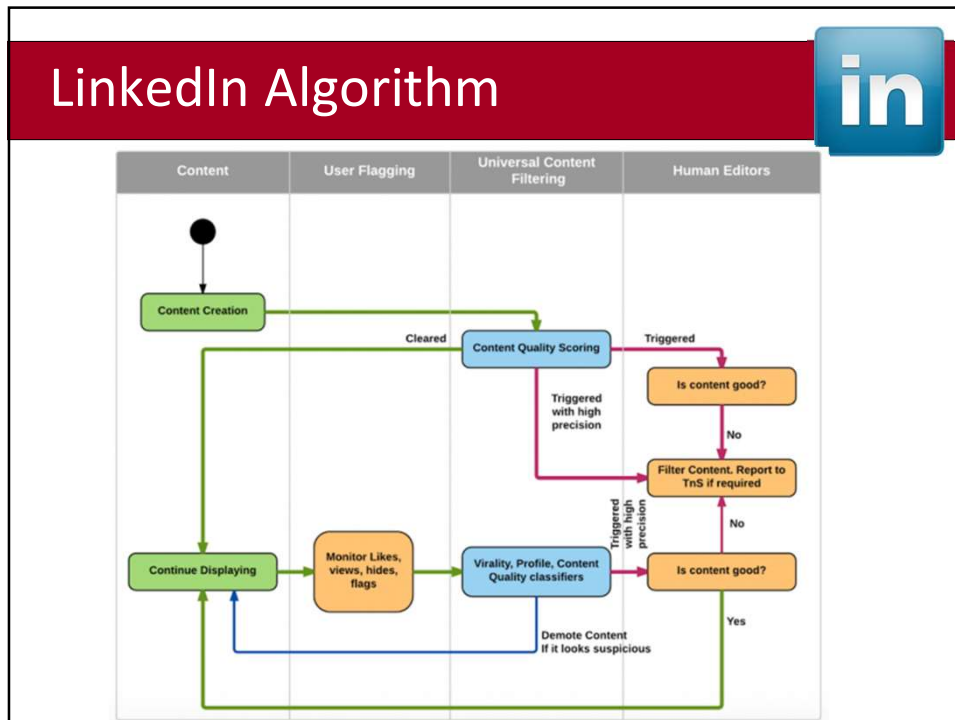
Native Video



Linked external update



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Engaging boosts your reach too

- ◆ Like & comment on their Posts
- ◆ Check their articles & add value
- ◆ Within Groups
- ◆ Via Messaging
- ◆ Endorsements
- ◆ Replying to comments

Keep an eye on Notifications and “Who’s viewed your profile” page

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Things to think about



- ◆ Encourage Likes, Shares and Comments
- ◆ What do Views really mean?
- ◆ Applying to your target audiences
- ◆ Mix content types and topics
- ◆ Tracking downstream activity
- ◆ Calls to action

Make it work – don't just throw content out to your network and hope

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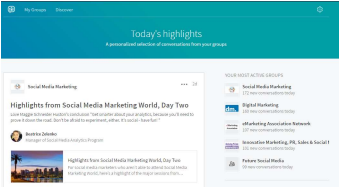
Suggestions




- ☑ Ask questions to involve your audience
- ☑ Always include some image or piece of media
- ☑ YouTube channel? Post videos here to encourage sharing
- ☑ Snackable and Valuable where possible
- ☑ Can you engage through comments?
- ☑ Consider weekend postings

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Other channels

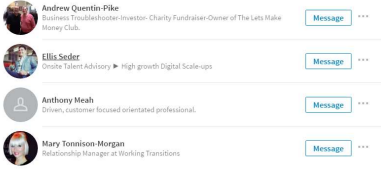


Groups

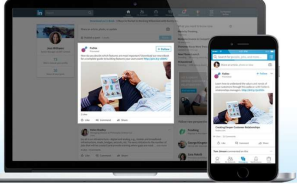


Articles

4,200 Connections
Sort by: Recently added



Direct Message




Advertising

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Areas to consider

- ◆ Updates: who distributes what
 - ◆ Personal and Company options
- ◆ Be aware of the algorithm and play it to your advantage
- ◆ Direct Marketing options using the messaging system
- ◆ Individual Profiles as channels
- ◆ Follow your Content Calendar: Orchestrate and integrate



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5 Integrate & Organise

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Company Integration

Use the plugins

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Working Together



- ◆ Team activity needs to be coordinated
- ◆ Plan and focus activity:
 1. Connect the team to any / all relevant or useful contacts
 2. Like or Share updates to widen distribution
 3. Coordinate best practice and successful strategies
 4. Develop consistent look and feel for profiles to cover all elements

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Where to start



- ◆ Get your static elements in place and in line with your key marketing aims
- ◆ Create a template to encourage customer facing staff to deliver a coherent company image
- ◆ Add LinkedIn elements as additional channels for your content marketing & distribution plan
- ◆ Use advanced search to research and approach new introducers or opportunities
- ◆ Encourage greater participation across your teams – they are the real key!

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Thank you 

LinkedIn 

Thank you
and over to you!

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 mark@linkedintraining.net
 www.linkedintraining.net
 [linkedinguys](#)

MARK WHITE
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