



# 10 Things B2B Companies Should Be Doing on LinkedIn

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## Using LinkedIn to Generate Leads

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LinkedIn isn't just a social network for job seekers and recruiters anymore. Over the past few years, it's evolved into a powerful lead generation tool for many businesses. Its features, like Publisher and Groups, lend themselves well to connecting businesses with prospects. Furthermore, the Company Page feature can be developed into a one-stop-shop for anyone looking for information about your business.

With so many great features, it can be quite challenging to figure out how to use the ones that best fit your needs. To help you navigate your way through LinkedIn, we've put together some easy-to-follow tips and best practices to make the most of your LinkedIn company page.

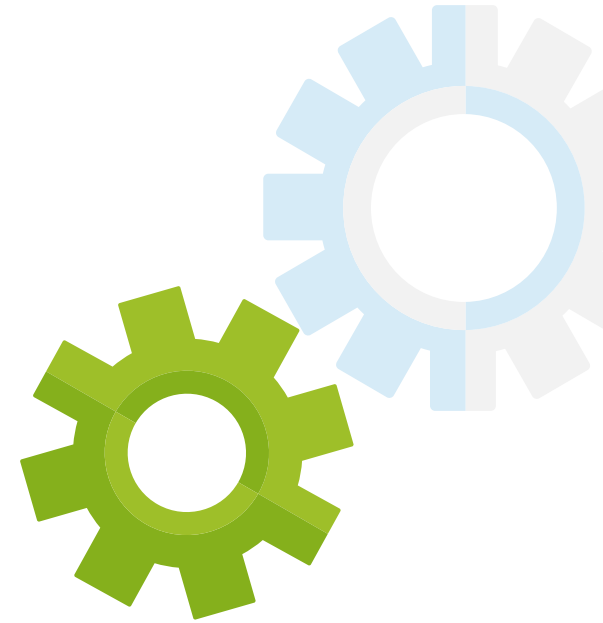
In this eBook, we'll show you **ten things B2B companies should be doing on LinkedIn right now** to establish your company presence, attract and engage followers, and generate leads for your business.

# 1 Optimize Your Company Page for Lead Generation

When done right, LinkedIn Company Pages are a great way to guide prospects to your website. Most businesses share information about their location, industry and size on their company page. That's good, but to get the most from your LinkedIn Company Page, you'll want to feature information about who your customers are and what you do to make them successful.

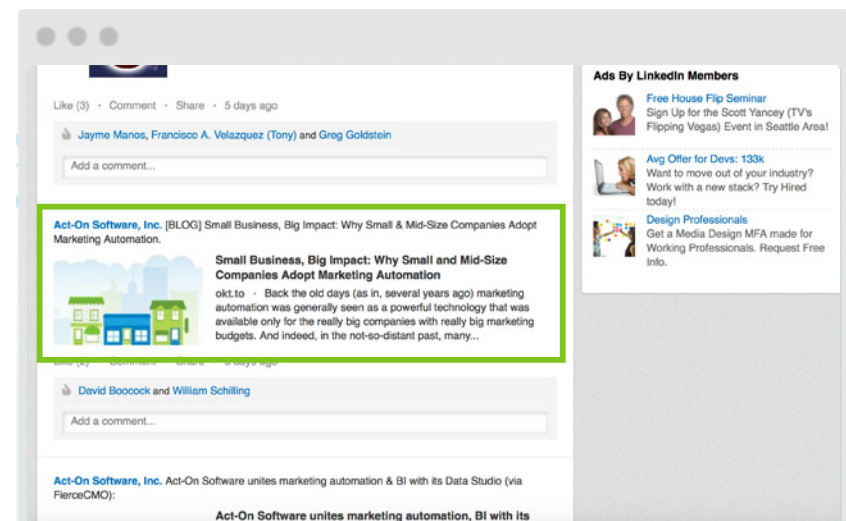
The goal for your company page is to drive prospects to your website, so give them an incentive to head there. Featuring an image of your headquarters or a group photo of employees is great, but it does little to generate leads. Instead, use the banner to feature a recent eBook or whitepaper you've created. Content that's helpful to your customers is more likely to pique their interest and drive them to your website.

The same holds true for your updates. In most cases, your updates are going to drive prospects to your LinkedIn page. Most content shared via updates should be useful to your target audience and should contain links and a clear call-to-action to entice people to your website. Post updates often, and encourage employees to engage with your content on LinkedIn. Ask them to share the updates with their own networks to amplify your message.



## Pro Tip:

According to Forrester Research, LinkedIn has an average engagement rate of 0.054% (the percentage of your LinkedIn followers on the platform that engage with your brand on the platform). Keep this metric in mind and measure how any changes impact your engagement rate.



## 2 Use Showcase Pages

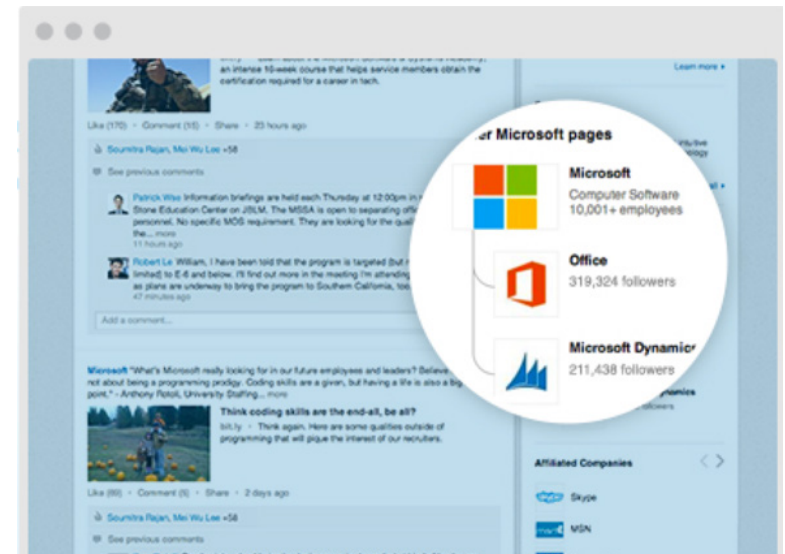
Does your business have multiple product offerings that cater to a range of customers? If so, having only one company page makes it difficult to target specific prospects. That's where LinkedIn's Showcase Pages come in. This feature allows you to create product-specific pages that can be used to attract and engage specific audience segments.

While these pages allow you to tailor your messaging to a specific audience, they also give prospects a glance at your entire company and all its offerings. Optimize your Showcase Pages to generate leads just as you did for your Company Page.



### Pro Tip:

As you create new Showcase Pages, simultaneously create audience engagement strategies. This will keep you from being overwhelmed later, when choosing what material would resonate most with which audience.



*Showcase Pages are extensions of your Company Page that highlight a brand, business unit, or initiative.*

### 3 Proactively Search for Prospects

One of the best LinkedIn features for B2B companies is its advanced search option. This can be a great prospecting tool for sales. Advanced search lets you actively search for prospects and visualize how you may be connected to them.

Start by building a profile for an ideal customer. You can select from a range of targeting options like their location, industry, current company, and seniority level. Once you've selected attributes, plug them into advanced search to get a list of profiles that match your customer profile.

You can use the filter option to further narrow down your search. You can also save your search and periodically return to it to continue prospecting.



#### Pro Tip:

Begin by contacting people that are connected to you on a first and second degree level. They're more likely to convert and refer you to others.

A screenshot of the LinkedIn 'Advanced People Search' interface. On the left, there's a sidebar with 'People' and 'Jobs' tabs, and a 'Keywords' search bar. Below this are input fields for 'First Name', 'Last Name', 'Title', 'Company', 'School', and 'Location'. The main area is titled 'Advanced People Search' and includes a 'Reset' and 'Close' button in the top right. It features several filter sections: 'Relationship' (with checkboxes for 1st, 2nd, and 3rd+ connections), 'Location', 'Current Company', 'Industry', 'Past Company', 'School', and 'Profile Language'. On the right side, there's a section for 'Upgrade to access multiple' with 'Groups' (listing various marketing associations), 'Years of Experience', 'Function', 'Seniority Level', 'Interested In', and 'Company Size'. A 'What's viewed' sidebar is partially visible on the far right.

## 4 Be Active in Groups

Ever wonder whether participating in a LinkedIn Group is worth the effort? The answer is ... absolutely. LinkedIn Groups are an integral component of generating leads from the platform. Here are some great tips to help you make the most of LinkedIn groups.

The key is to know **which groups to join** and **how to contribute to the conversation** there. When selecting groups to join, start by searching for groups focused on your industry or area of expertise. Then, scroll down the results to identify the groups with the most active members.

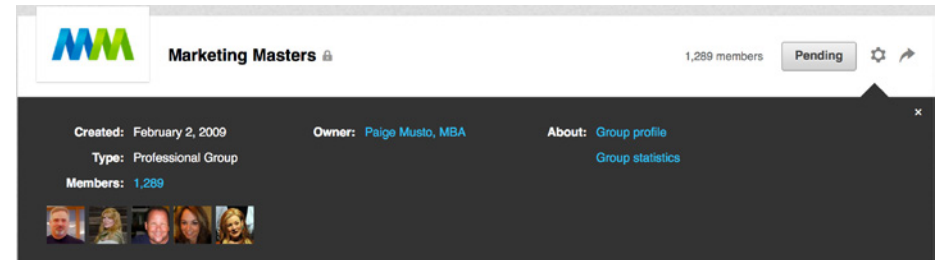
Once you've narrowed down which groups you could possibly participate in, review the group statistics to get details about the group and its members. By clicking on the gear icon, you can view statistics related to the group such as where members are located, what function they serve within their organization and their seniority level. Remember the prospect profile we created for search? Refer back to it now to guide you as you choose a group.

Once in the group, remember your goal is to provide value and add to the conversation. To keep yourself from coming across as too sales-y, provide constructive feedback in discussions consistently. Instead of pushing members to buy or find out more about your product or service, position yourself as an expert.



### Pro Tip:

It may be tempting to join the largest group, believing it will give you exposure to the largest number of possible prospects. However, in order to engage in constructive conversations with others, it might be more beneficial to join a smaller group.



### Want to know how to get people engaged with your conversation? Here are two ways:

- **Ask for people's advice.**  
For example, if you're buying a new printer for your business, ask people to share their feedback on your options.
- **Say something controversial.**  
For example, you might start a group discussion by saying, "Steve Jobs is considered one of the greatest CEOs of all time. I think he was actually one of the worst CEOs of all time. Here's why." Of course, you'll need to back up your controversial statement with a logical argument, but that's what makes LinkedIn so much fun.

## 5 Develop a Content Strategy

By now, we're sure you see how important good content is to your B2B LinkedIn marketing efforts. In order to make sure you're constantly producing the highest quality content, first develop a sound content strategy to guide all your efforts.

The starting point for developing a content strategy is your customer. Think about what's on their mind and what day-to-day business challenges can you help them solve. Remember to segment your customers, especially if you're using showcase pages, to determine what content gets shared with whom.



### Pro Tip:

Ensure that you're integrating your content efforts across all platforms (social, website, etc.) and use the same keywords throughout them to strengthen SEO.



## 6 Use LinkedIn Publisher

In 2014, LinkedIn opened its Publisher feature to all members, and not just influencers as it had done thus far. As a result, all members can now publish and distribute long-form content on the platform.

This presents a great opportunity for B2B companies to position themselves as industry thought leaders by consistently posting high-quality content on topics of interest to your target audience.

Drive engagement by referencing any content you've shared in the past and drive traffic to your website by including links to it in each post. Furthermore, since LinkedIn Publisher posts can be discovered via searches, be sure to use your selected keywords in your posts.

Learn more about leveraging LinkedIn's professional publishing platform for your organization or business with the [The LinkedIn Publishing Playbook](#).



### Pro Tip:

Need help picking topics for these long-form posts? Think about recurring queries in the groups you participate in and use your posts to address them.

### Publishing on LinkedIn: how it works

#### Long form

Deep dives on topic that matter to you, and watch engagement build in the comments



Write

#### Short form

Share links, articles, images, quotes and other content that is relevant to your followers.



Your connections and followers



Global professional network



Expand your professional brand

Grow your ideas

Gain followers



# 7

## Encourage Employees to be Brand Ambassadors

Odds are most of your employees are already on LinkedIn. Why not reach a larger audience by making them informal brand ambassadors?

Start by teaching them how to create a profile that reflects positively on them and your business. This includes sharing the work they do at your company and the results it generates.

Also encourage your employees to participate in groups and publish long-form content to increase your exposure.



### Pro Tip:

Offer support to employees who want to build a comprehensive profile. Periodic training sessions that teach them how to create the ideal profile will foster trust and commitment, and motivate them to build awareness for your organization.



*By encouraging employees to be your brand ambassadors, you extend the reach of your LinkedIn posts.*

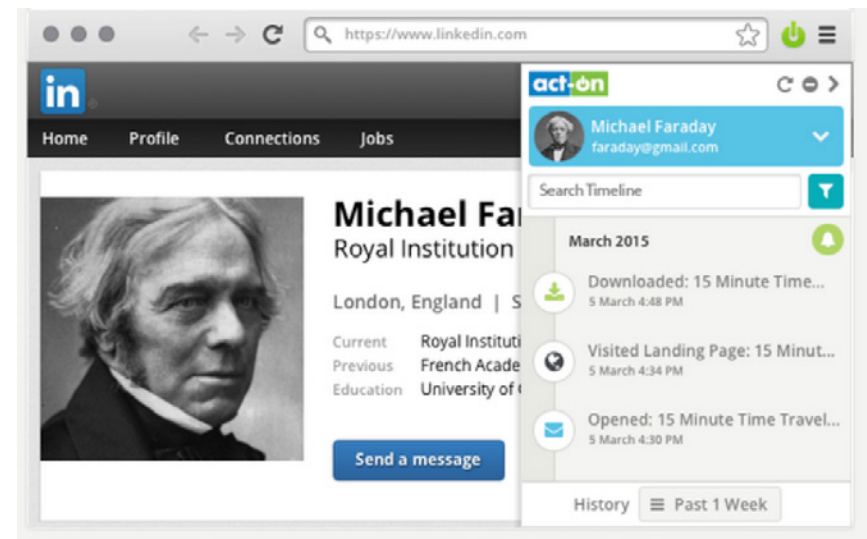
## 8 Integrate your CRM and Marketing Automation Platform with LinkedIn

If you're using a CRM or a marketing automation platform, integration is absolutely a must. With these platforms, you can view LinkedIn information about leads, such as their profile information and connection details, within your CRM. Alternatively, you can browse and search your way through LinkedIn and use a marketing automation tool like **Act-On Anywhere** for additional intelligence on contacts you find. You'll get an engagement timeline showing any prior interaction that contact might have already had with your business. You'll see everything from web page visits to email opens, and get a more complete picture of that prospect. This makes it easier (and far more efficient) for you to contact and follow up with leads, rather than constantly switching between tools.



### Pro Tip:

With CRM and marketing automation integration also comes the ability to view real-time updates for each of your leads. You can find out when they're most active and reach out to them exactly then.



## 9 Don't Forget to Include Images & Video

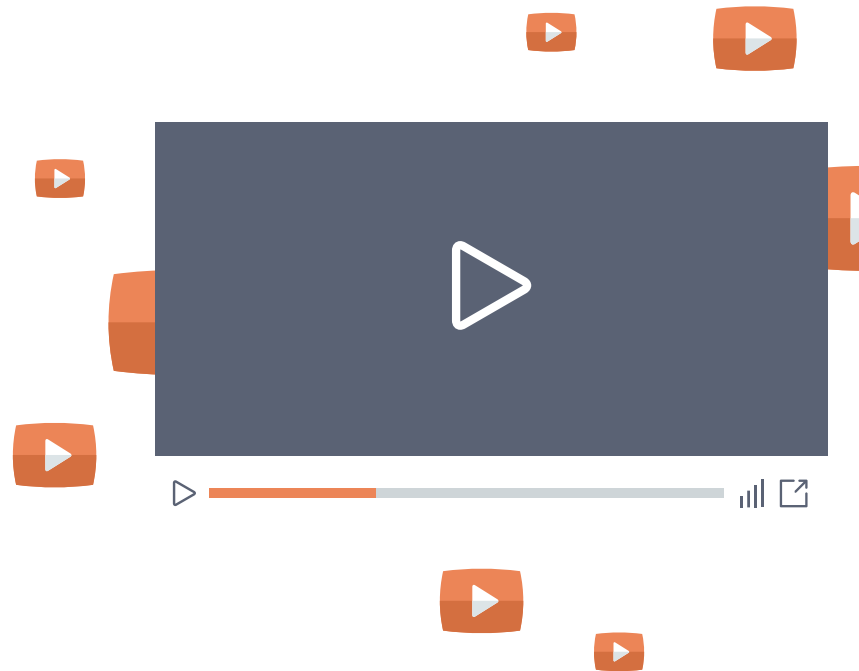
While you've probably heard of the importance of images on Facebook and Twitter, they're actually just as important on LinkedIn.

In general, you'll want to share graphics on LinkedIn that are business-oriented. That said, it never hurts to shake things up every so often with a funny, light-hearted graphic that people will want to share with others.



### Pro Tip:

While images drive comments, videos drive shares. YouTube videos automatically play in users' feeds and according to LinkedIn, are 75% more likely to be shared.



“ Share an update   **Upload a photo**   Publish a post

What's on your mind?

Share with: Public   **Share**

According to LinkedIn's own data, updates with images typically get a 98% higher comment rate than those without.

## 10 Optimize your Company Page for Keywords



You're probably already using search engine optimization for your website, but did you know optimizing your company page for keywords greatly increases your likelihood of being discovered by prospects?

You can add keywords to your LinkedIn Company Page in the "Specialties" section when you choose to edit the page. Since there is a 256-character limit on this section, pick the keywords that are most closely matched to what you can offer customers.



### Pro Tip:

Just as you have a SEO strategy for your website, extend it and adapt it for LinkedIn. Choose keywords that relate to your business, and use them across your updates, posts and pages. Over time they'll be discovered by search engine traffic from outside of LinkedIn too.



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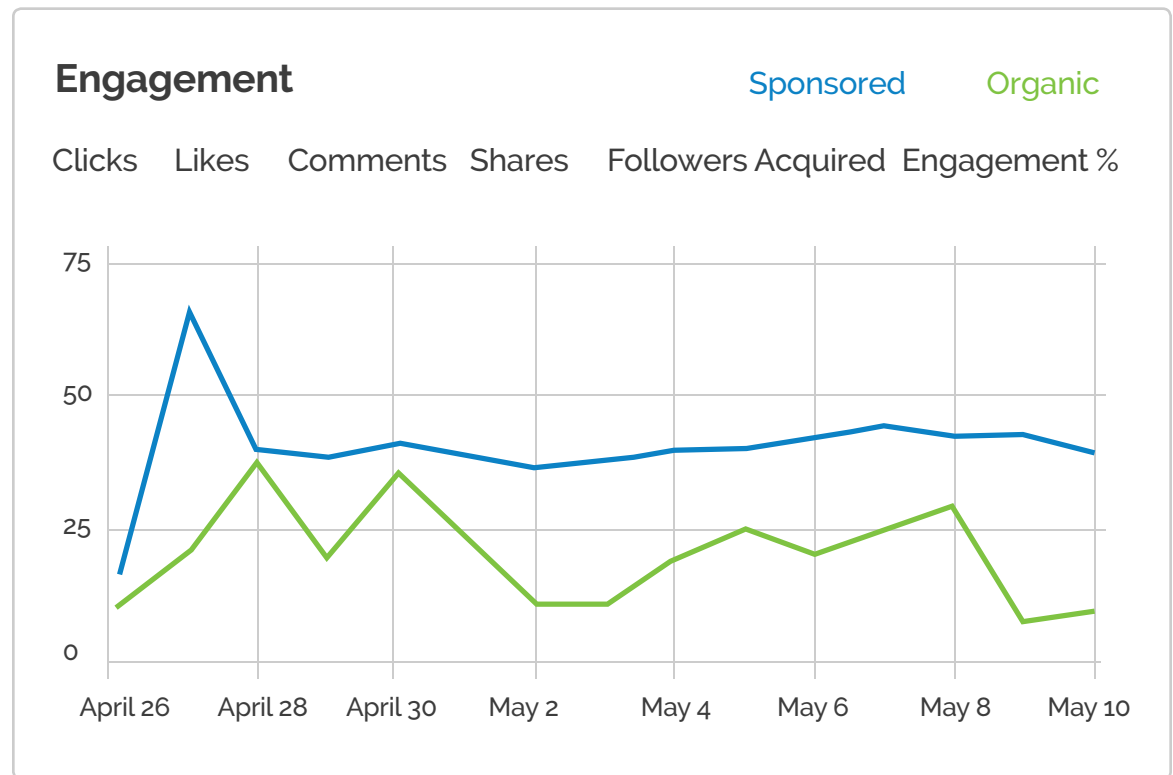
## Measuring Success

As with any platform, it's ideal to test your way to success on LinkedIn. To determine which efforts generate the best results, it's essential that you track and measure results.

To see how your Company Page is performing, click on the “Analytics” tab within the menu. Here you can view how your updates are performing. Two key statistics to keep an eye on are **reach** and **engagement**. Identify the type of updates that score high on both these measures, and use that information to create additional high-quality content in the future.

For long-form posts, monitor the number of views, comments, and likes that you receive. Each of these metrics can be viewed right under the post title. Again, identify posts that resonate most with your target audience and drive engagement, and create similar content in the future.

Finally, track how much traffic you drive to your website from LinkedIn, and what percentage of this traffic ultimately converts to customers.



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## Conclusion – It's all about being active

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LinkedIn is a wonderful platform for B2B companies to find future customers. However, while there are many opportunities for businesses to connect with prospects, merely having a presence on the network isn't enough to generate leads from it. It's a must that you **engage your audience** with valuable content and meaningful interactions. Furthermore, each aspect of your business represented online, whether a product Showcase Page or an employee profile, should illustrate how you can create value for your customer.

These 10 tips are a great place to start if you're trying to improve your success with LinkedIn. As with all digital tools, the more you use them, the more impact they'll have on your business. So, don't stop with these 10 tips. Keep using LinkedIn and you'll uncover dozens more where these came from.



### About the Author:

Jamie Turner is the co-author of *Go Mobile* and *How to Make Money with Social Media*. He is the founder of the 60 Second Marketer and is also the CEO of 60 Second Communications, a marketing communications firm that develops mobile, social and traditional campaigns for businesses of all shapes and sizes.

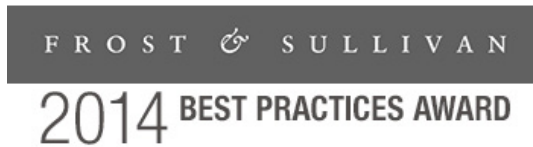
### Other Social Media Resources



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*10 Things Marketers Should be Doing on Twitter*



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