



As the world's largest professional network on the internet with more than 630 million members in over 200 countries and territories, LinkedIn has expanded its solution beyond a hiring and networking platform to include robust company pages, a highly targeted advertising solution, and a publishing platform. With these additions, LinkedIn is now the way to reach an audience with a business mindset.

BUILD YOUR BRAND PRESENCE

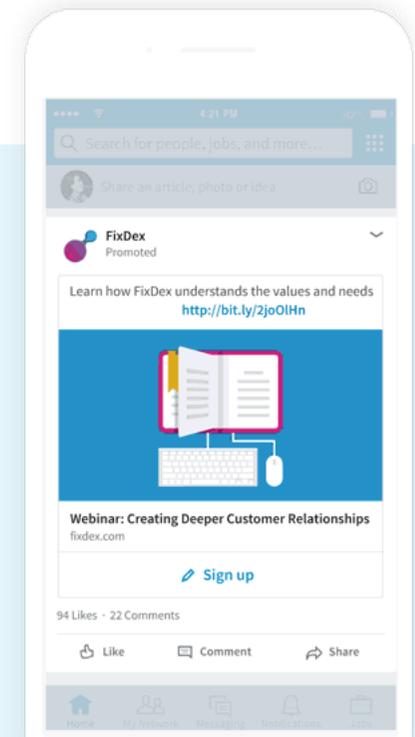
Companies can build a profile on LinkedIn that showcases products, employee networks, blog posts, upcoming events, and status updates. Much like Twitter or Facebook, users on LinkedIn can follow your profile to learn more about your company. You can also post job openings on LinkedIn and search candidates, making it a great venue for recruiting talent.

Encourage your employees to participate on LinkedIn—it's a great professional venue for your employees to both promote your brand and their own personal brands. Leverage the business network of your employees by asking them to share your company posts and join and participate in relevant groups. The more evangelists you have on LinkedIn, the more opportunity you have to become a thought leader in your space.

LinkedIn Paid Advertising

LinkedIn is a great way to reach an audience with a business mindset. Some of LinkedIn's paid promotions include Sponsored Updates and LinkedIn Ads, which amplify your status updates and advertisements to your target audience.

And with Sponsored InMail, you can send messages directly to a user's LinkedIn inbox. For more information on digital ads, check out our [Definitive Guide to Digital Advertising](#).



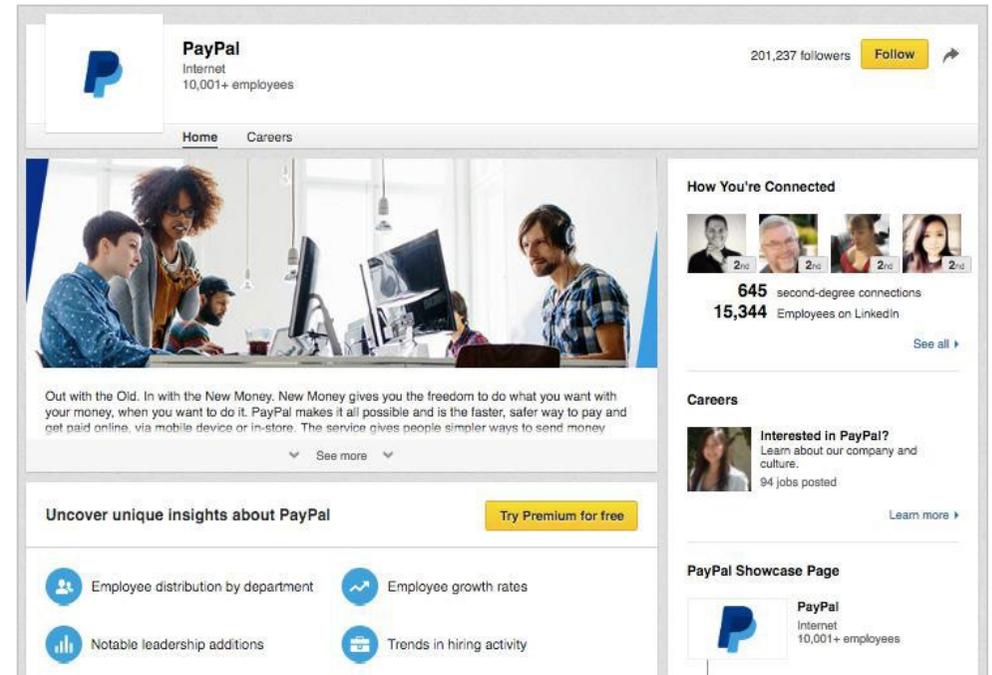
A strong LinkedIn presence comes from leveraging different aspects of the social network, which include:

1. Profile Page: Your company profile page is where a user lands when searching for you or clicks on your logo from a user's profile. Company profile pages are a free LinkedIn service for any user looking to start one on behalf of their brand. Because this is your primary, branded landing page on LinkedIn, it's very important to make sure that you have carefully thought about the images and messages you choose to represent your brand.

2. Content Sharing: On your company page you have the ability to share posts. Posting on LinkedIn is a key way to build followers and fuel your paid advertising efforts (which we will cover in the next chapter). These posts can be comprised of text, images, links, non-native video (like a YouTube link), and slide decks. It's

important to note that because LinkedIn is PayPal's Showcase Page highlights their merchant solution, PayPal for Business seen as a professional network, your content mix and tone should aim to be fairly professional and engaging. We've found that because users are on LinkedIn mostly for professional purposes, educational posts perform very well.

LinkedIn Pulse is the latest offering by LinkedIn to help users expand their personal brand and thought leadership. Any user can publish to LinkedIn Pulse, and if they get a wide enough readership and distribution through their own network, LinkedIn will increase the posts' visibility by sharing it broadly across the network. For brands, this means that cultivating a set of thought leaders in your organization has more benefit than ever before. You are able to use LinkedIn Pulse articles to increase your inbound links, support your thought leadership platform, increase the



PayPal's Showcase Page highlights their merchant solution, PayPal for Business

followers on your company profile page, and boost your social following on other social platforms.

3. Showcase Page: A company showcase page is an extension of your company page that is designed to highlight specific products or services. Showcase pages are especially helpful when your business has multiple

solutions with different types of fans and followers. For example, PayPal has a showcase page that highlights their merchant solution (targeted at business owners and sellers of goods) versus the payment tool that they have for consumers. Having these segments allows users to follow the parts of your business that relate to them.

4. Groups: LinkedIn groups are communities on the social platform formed around topics of interest, industry, title, professional organization, brand, etc. In these spaces, users can, based on group permissions, share articles, post jobs, exchange advice, and gather digitally. Groups can be a strategic and important way for an organization to create a community of its users, demonstrate thought leadership around a specific area, and gain insight into the pain points of potential customers. From a user group, to an industry group, to

an invitation-only advocacy group, brands can use groups to segment their audience and develop relevant conversations. Before starting a group, identify your objectives and decide which group structure will best facilitate those goals. LinkedIn offers a variety of functionality controls in groups—like choosing whether to have an open or closed group, turning on or off the ability to post jobs, etc. Make sure that your group settings match the objective of the community you are trying to build and are not overly strict—it is still a social

network. LinkedIn Groups makes it easy for companies to locate potential customers. Simply make a list of keywords that relate to your prospects or the industries you target, and run a search for any LinkedIn Groups related to these keywords. Once you find the right groups, participate in discussions, ask questions, and make connections.

TIPS AND TRICKS

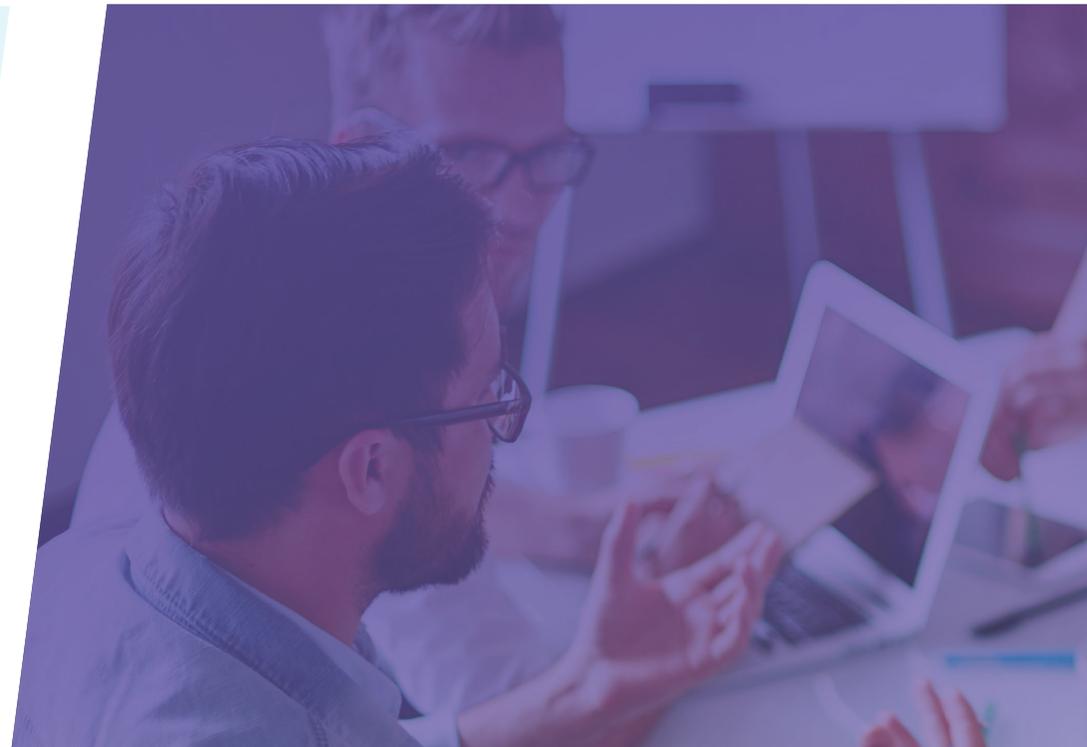
- Encourage employees to participate on LinkedIn Pulse and LinkedIn Groups to build their network and generate awareness around your brand.

- Create a group for your customers and brand advocates or an industry group for professionals in the same space.
- Treat and optimize your LinkedIn Page for SEO—include your top keywords in your company description and specialties to see a real impact in search results.
- Use LinkedIn Pulse to track industry news and engage with key influencers.

LinkedIn for Talent, Recruiting, and Careers

LinkedIn Talent Solutions is a product that serves recruiters and HR, and can showcase your company culture. The focal point of this offering is the company career page, a paid page that sits tabbed behind your company profile page. The career page offers marketing, HR, and recruiting a specific space to run activities that pertain to attracting talent.

This space augments your Company Page branding efforts by sharing the personality and brand of your corporate culture. Your marketing and messages on your Career Page are targeted specifically at prospective employees or followers who are looking at all aspects of your company and personality.



A CONVERSATION WITH **DAVID KAREL**

Head of B2B Marketing, LinkedIn Marketing Solutions

MKTO: How do you see the role of social media marketing changing as part of the overall marketing mix? (paid and organic)

DK: Done right, social media marketing is a vehicle that allows you to be a part of the conversations that your prospects and customers are having and participate in the buyer's journey of exploration and self-education. In this way, social media has arguably more potential than any other channel to influence and shape purchase outcomes, and will continue to become an increasingly core part of any marketing effort that's set up for impact.

Marketers who find social media at the core of their mix will put complete thought into customer segmentation and persona development work, build content development skills into the DNA of

their marketing org, and embrace the channels and platforms that can efficiently get content in front of the audiences that matter

MKTO: How does social media help marketers connect to buyers and customers across the entire customer lifecycle?

DK: Social campaigns should be designed to reach, educate, and influence buyers at every stage. For example, through paid or organic means—and leveraging targeting capabilities at your disposal—you can distribute content in social media feeds that supports brand building objectives, specific direct-response goals, or deeper education on topics that will set them up for success as customers. It all comes down to your content strategy and targeting approach to guide content relevancy.

MKTO: How do you see market shifts, and technology (like mobile and IoT) shaping the future of social media marketing?

DK: Continued shifts in both consumer behavior and technology advances will keep marketers on their toes and give them more ways to make an impact through their social media marketing efforts. For example:

- Optimizing campaigns for mobile experiences will be key, as we increasingly spend our time on mobile devices vs. sitting at our desktop.
- Smarter machine learning and predictive capabilities will give us more tools to ensure relevancy.
- Tools will allow us to more seamlessly tap into our employee base to amplify company content—scaling our efforts exponentially.





Marketo, an Adobe company, offers the solution of choice for lead management and B2B marketing professionals seeking to transform customer experiences by engaging across every stage of complex buying journeys. Natively supporting both lead and account-based marketing strategies, Marketo Engage, as part of Adobe Experience Cloud, brings together marketing and sales in a comprehensive solution designed to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from consideration to conversion and beyond. To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation, and Marketo's robust partner ecosystem, visit www.marketo.com.