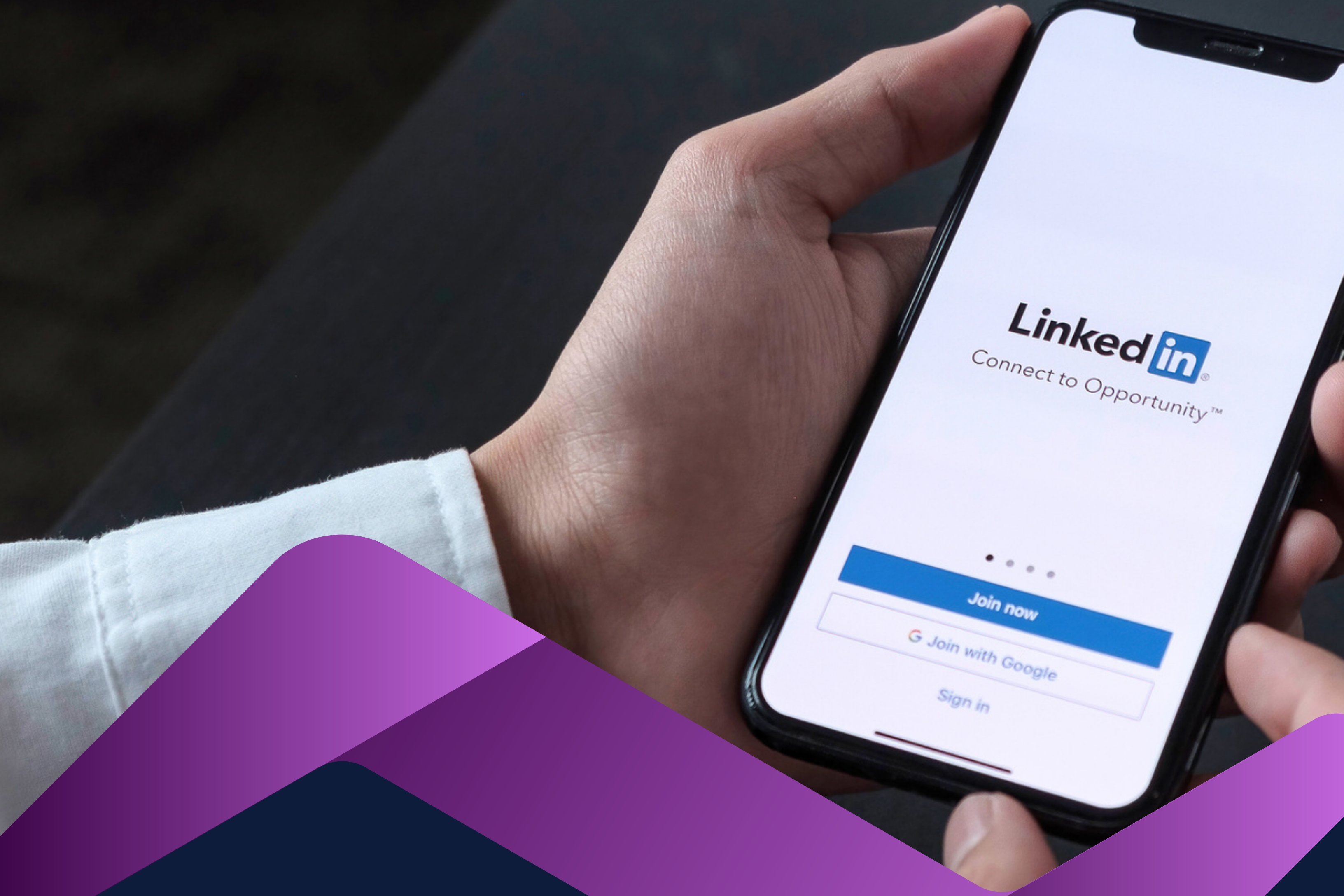


Using LinkedIN to Grow Your Business

Table of Contents

Definitions

LinkedIn analytics is a collection of metrics that helps you measure the effectiveness of your posts, updates and strategy on the platform. It's statistical data that provides valuable insight into who your audience is, and how they're responding to your company page and its content.

Reach: The number of unique member accounts with at least one impression. This metric is estimated, not exact.

Unique Visitors: Individuals who visit LinkedIn pages or profiles for the first time within a particular timeframe, such as a day or a month. If the same person visits the page multiple times within a period, they will only be counted as one unique visitor.

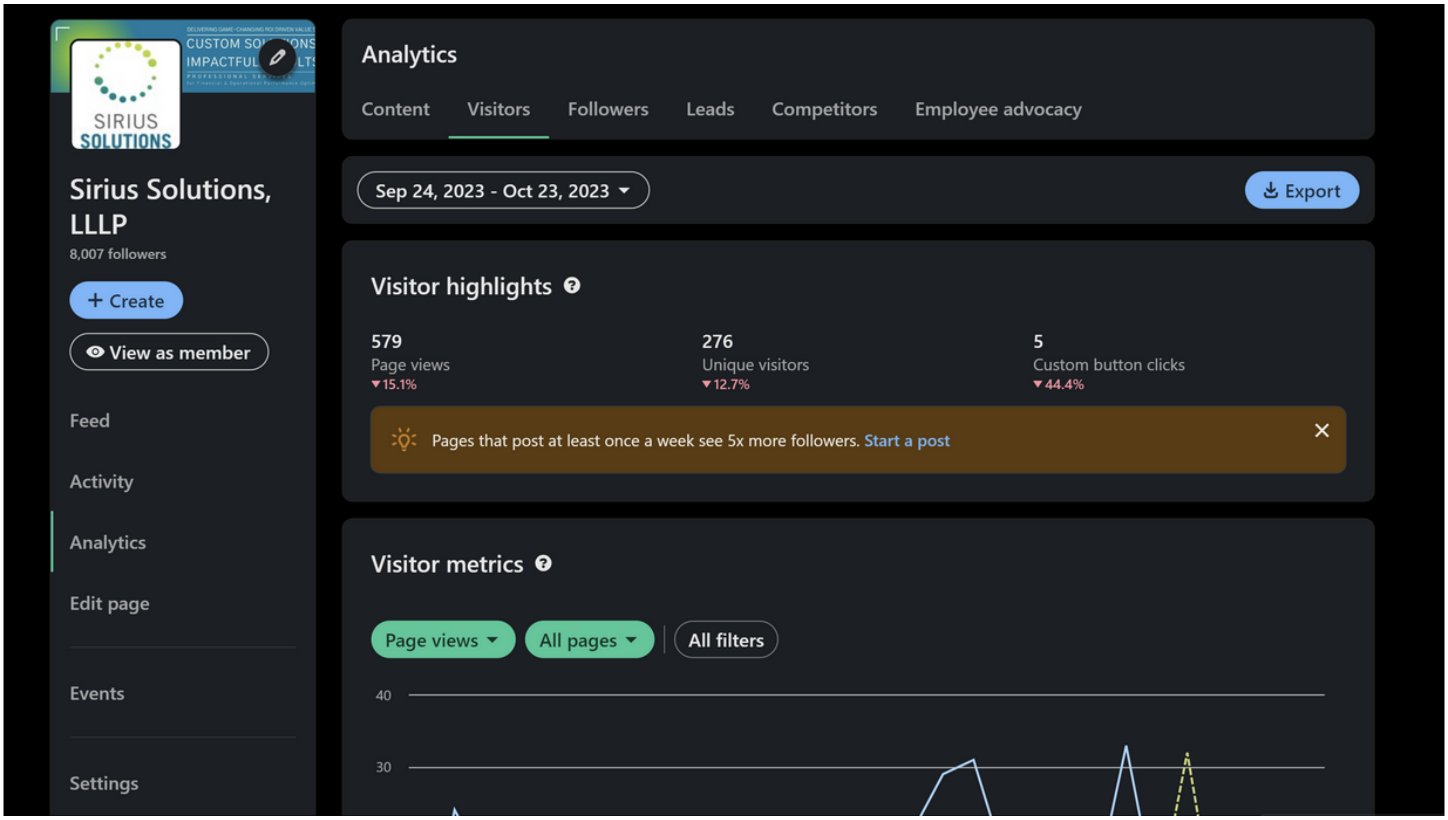
Mentions: Mentioning a connection or other members encourages engagement with your posts and comments. Connections or other members mentioned get notified about the post or comment. A post or comment is associated with a connection's or other member's profile.

Reactions: A set of expressions that offer members a way to more easily participate in conversations and communicate with their network.

Page Metrics and Management

Sorting and Measuring Page Analytics

Visitor highlights are the totals for
all pages for the time frame listed

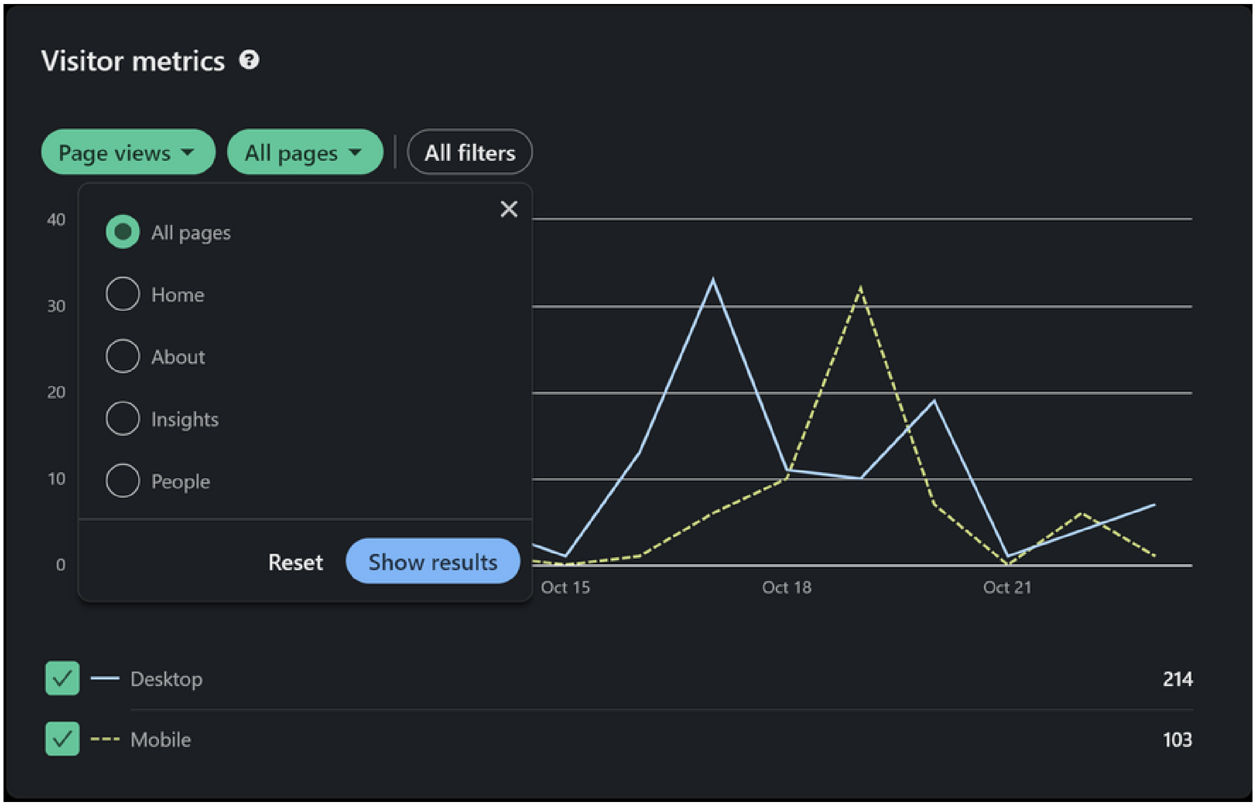


You can adjust the dates. and What page its looking at.

Page Metrics and Management

Visitor Metrics

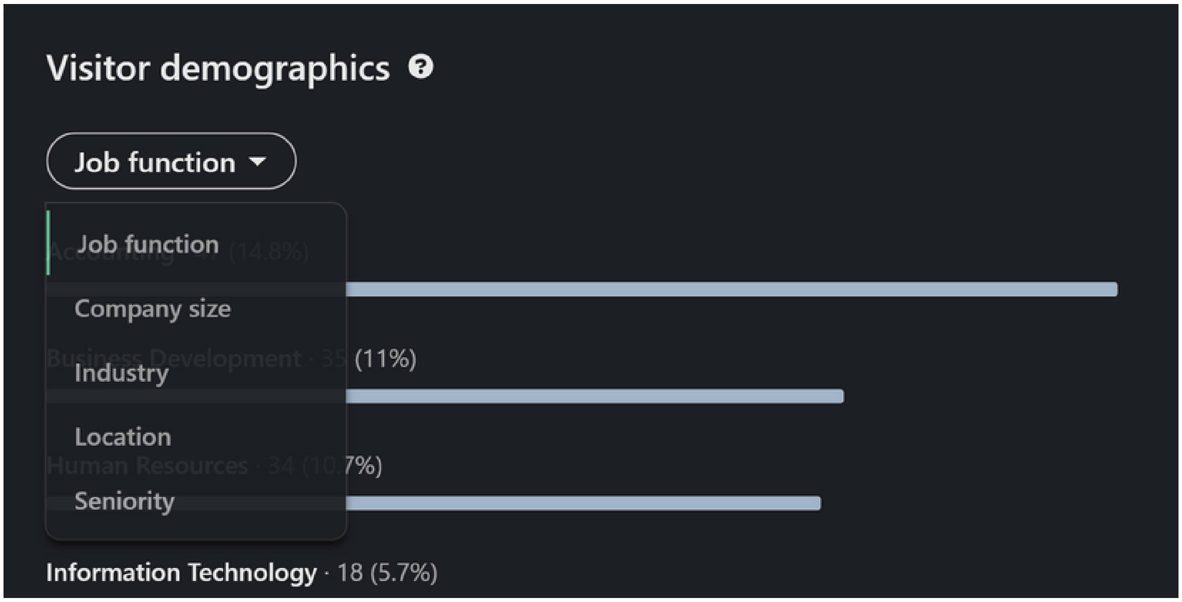
Visitor Metrics can be broken down into different pages of your profile. It can also be sorted by Total Page Views or Unique Visitors.



As you can see you also have it broken down by desktop and mobile users. This can help you with your content. Most LinkedIn use is done on desktop, but that isn't true for everyone.

Page Metrics and Management

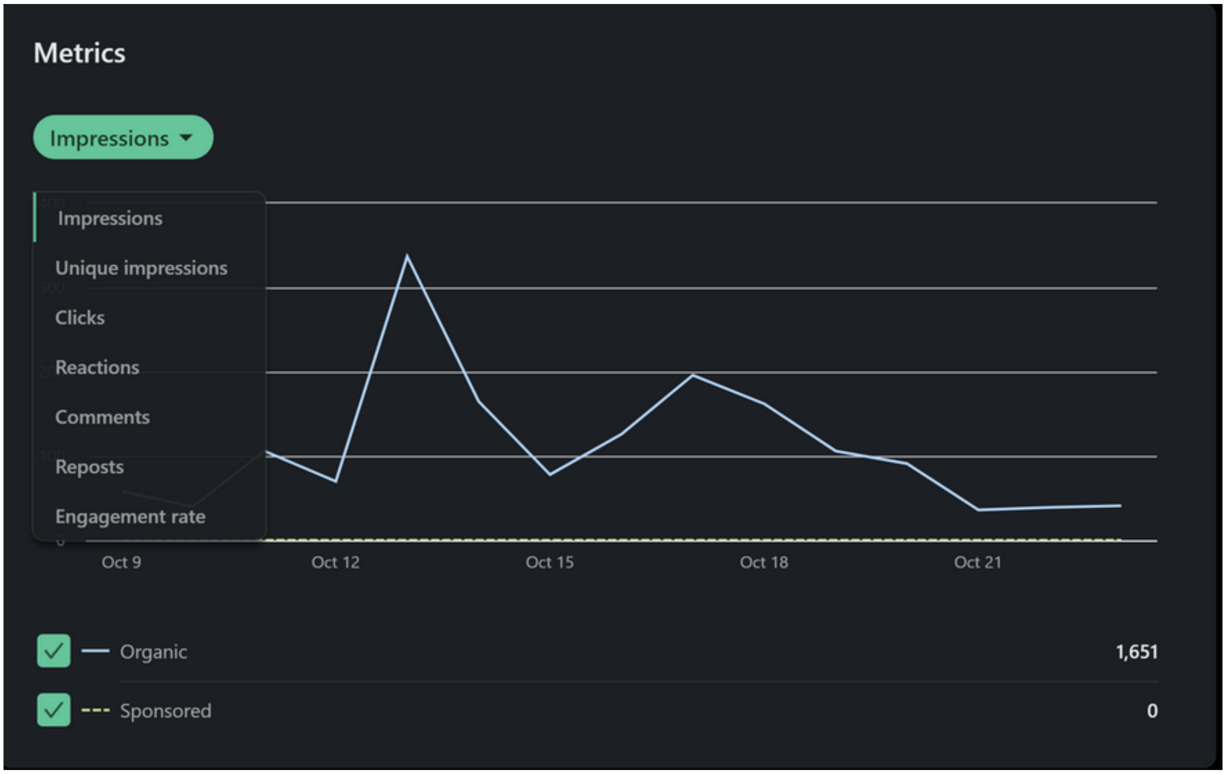
Visitor Demographics



You can sort visitor demographics by a variety of categories. This helps you determine if your content is speaking to your customers.

Page Metrics and Management

Content Analytics



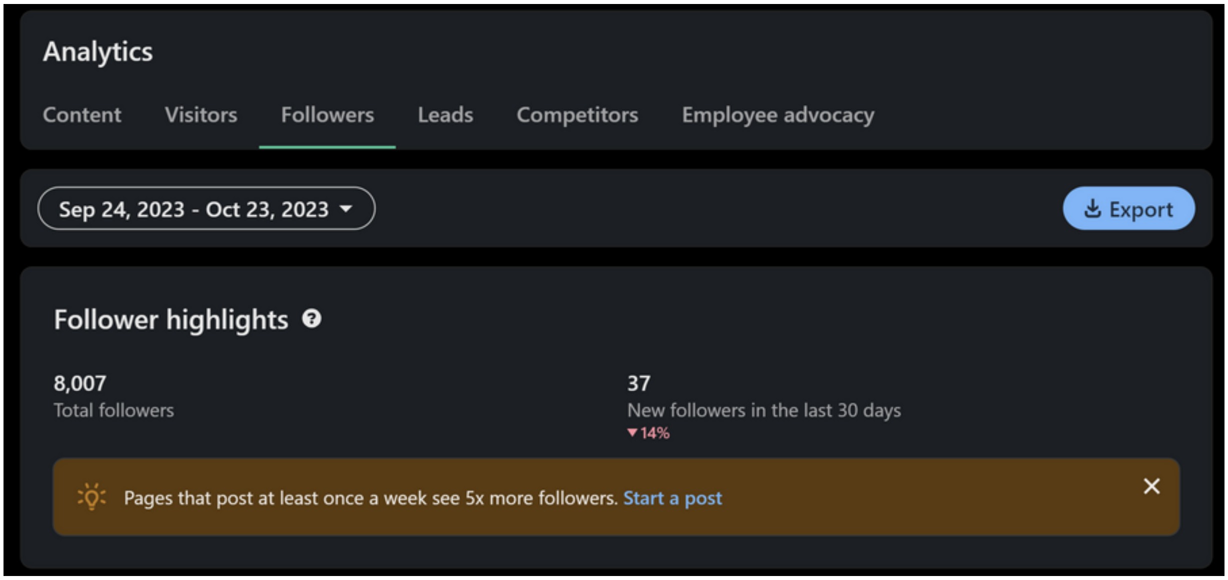
Sort the content metrics by:

- Impressions: Times shown in feeds
- Unique Impressions: First time shown in individual feed
- Clicks: Number of times someone clicked on a post
- Reactions: Number of reactions
- Comments: Number of Comments
- Reposts: Number of times someone reposted your posts
- Engagement Rate: Average of times someone Clicked, Reacted, Commented, or Reposted

This information allows you to review your content to be sure its performing well.

Page Metrics and Management

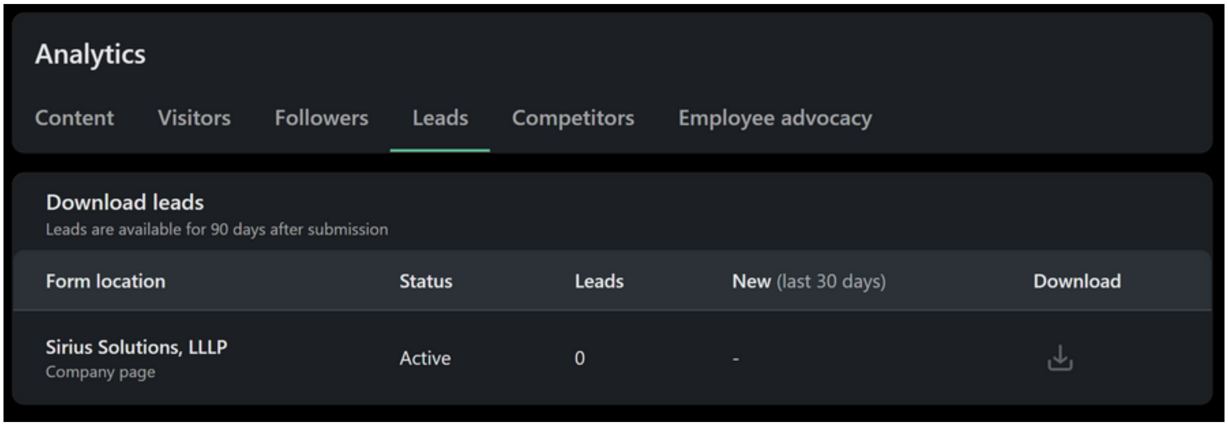
Followers Metrics



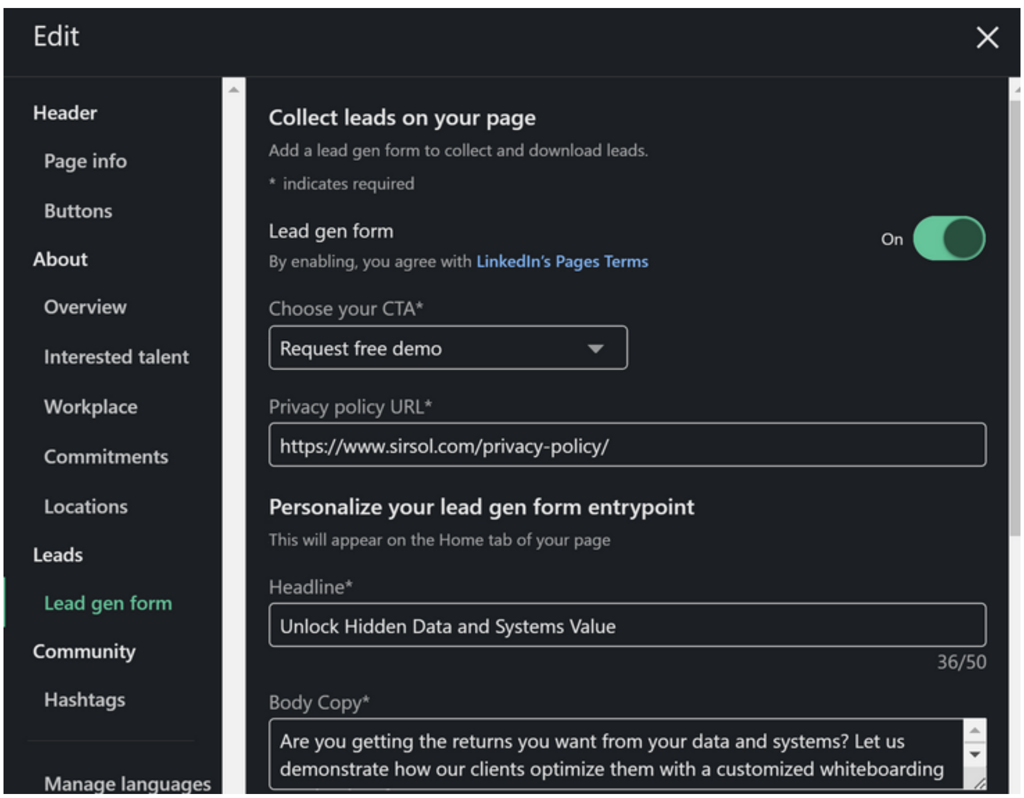
You can chose the date range and view the number of total followers you have and the number of New followers you have received in that time frame.

Total followers is always a live number.

Lead Gen Form



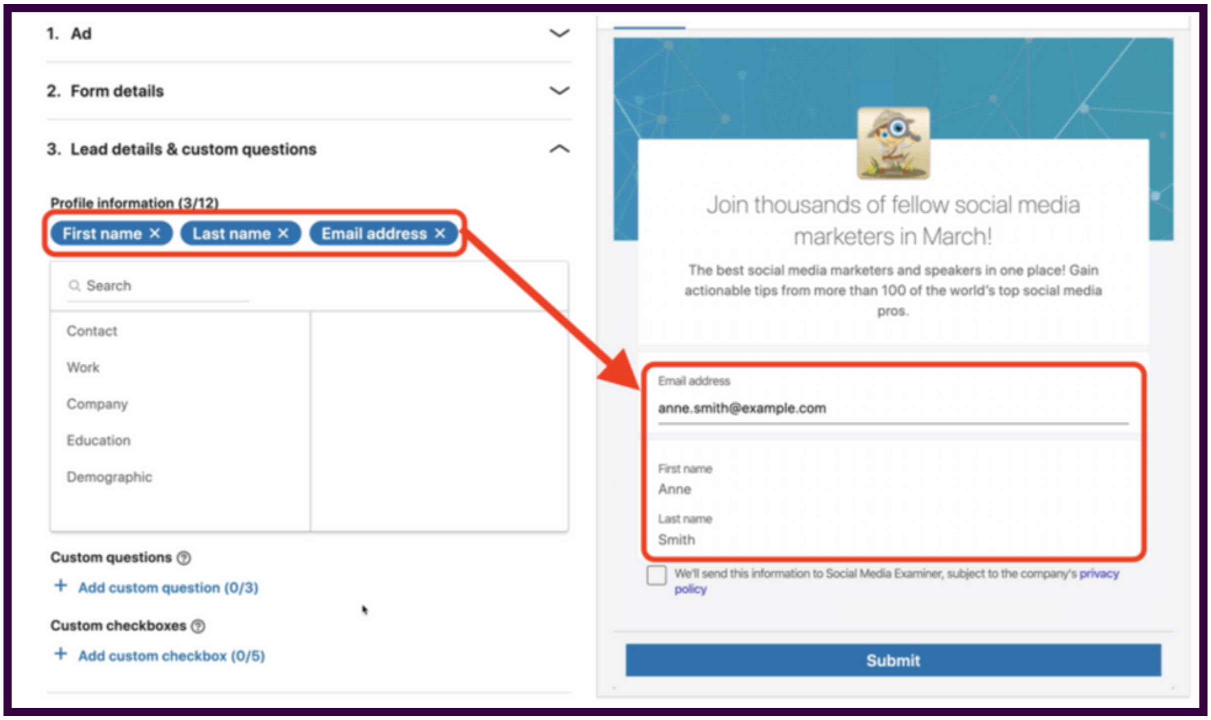
This tracks the lead form you set up in your page settings:



Best Practices for Lead Gen Forms

Here are some best practices for lead generation forms in LinkedIn:

1. Keep your forms short and simple. LinkedIn recommends using three to four form fields. Any more than that and you're likely to see a drop in conversion rates.
2. Use pre-filled forms. LinkedIn allows you to pre-fill lead generation forms with information that LinkedIn members have already provided, such as their name, email address, and job title. This makes it easier for members to complete your form and increases the likelihood of them submitting it.
3. Use clear and concise language. The text on your lead generation form should be clear and concise. Make sure to tell members what they're getting in return for submitting their information.
4. Make your form stand out. Use visually appealing colors and fonts to make your lead generation form stand out from other content on LinkedIn. You can also use images and videos to make your form more engaging.
5. Place your form in a strategic location. Place your lead generation form on your LinkedIn profile, your company's LinkedIn page, and in your LinkedIn ads. You can also include a link to your form in your email signature and on your website.
6. Test and optimize your forms. Regularly test different variations of your lead generation forms to see what works best for your audience. You can also use LinkedIn's form analytics to track your form performance and make adjustments as needed.



Best Practices for Lead Gen Forms

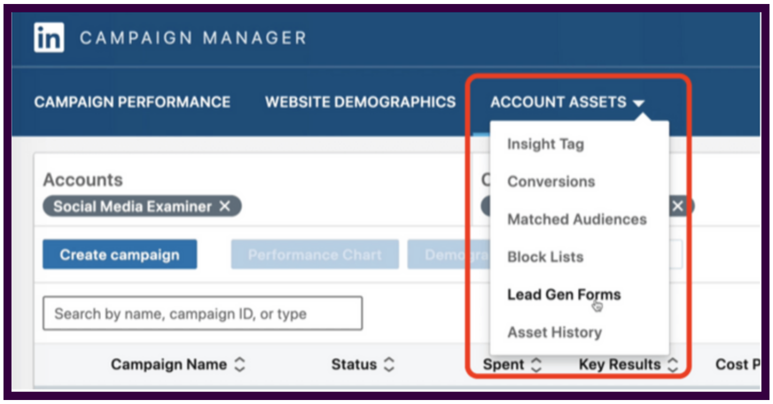
Here are some additional tips for increasing the conversion rates of your LinkedIn lead generation forms:

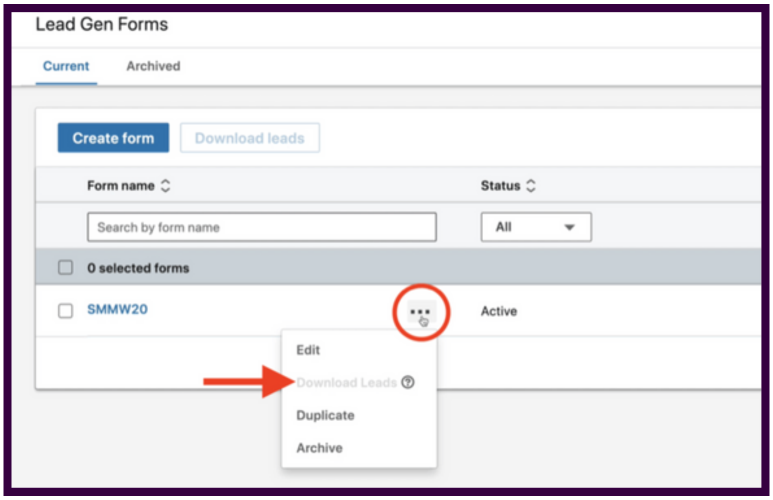
1. Make sure your offer is valuable. People are more likely to fill out a lead generation form if they're getting something valuable in return, such as a white paper, eBook, or webinar.
2. Personalize your forms. Use the member's name and other personalized information in your form to make it more relevant to them.
3. Use urgency and scarcity. Create a sense of urgency and scarcity in your form by telling members that the offer is only available for a limited time or that it's only available to a limited number of people.
4. Follow up with leads quickly. Once someone submits a lead generation form, follow up with them as soon as possible. This shows that you're interested in them and that you value their business.

Download Your Leads

Once you start generating leads on LinkedIn, you need to find a way to harvest them.

1. Click Account Assets and select Lead Gen Forms in your Campaign Manager Dashboard
2. Click on the three-dot icon and select Download Leads.
3. Do this regularly to get up to date leads.



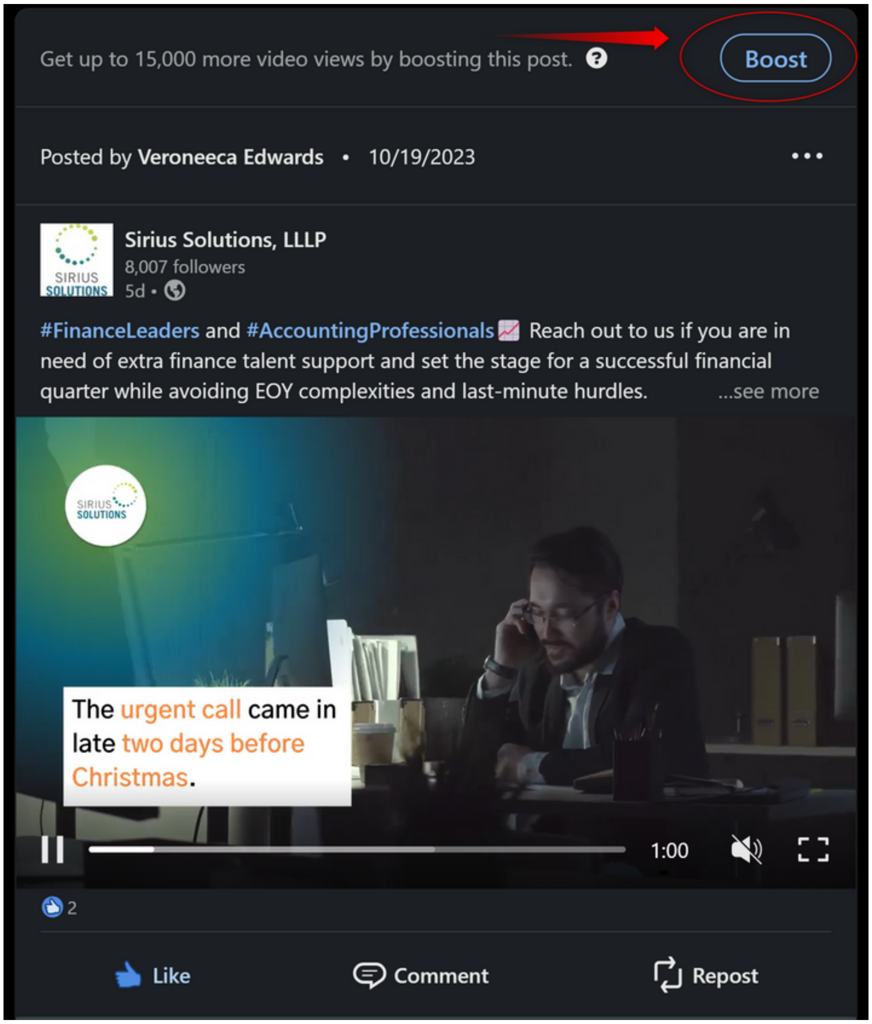


If you prefer to pass your leads into another system, use one of LinkedIn's integrations. LinkedIn's integration partners include Salesforce, HubSpot, Eloqua, Marketo, LiveRamp, and a few others. To set this up, you'll need to go into the partner platform and integrate it directly with LinkedIn.

Boosted Posts

Important to know:
At this time, only events, videos, and posts with text or a single image can be boosted. Boosted posts are billed through your ad accounts in Campaign Manager, not the LinkedIn Page.

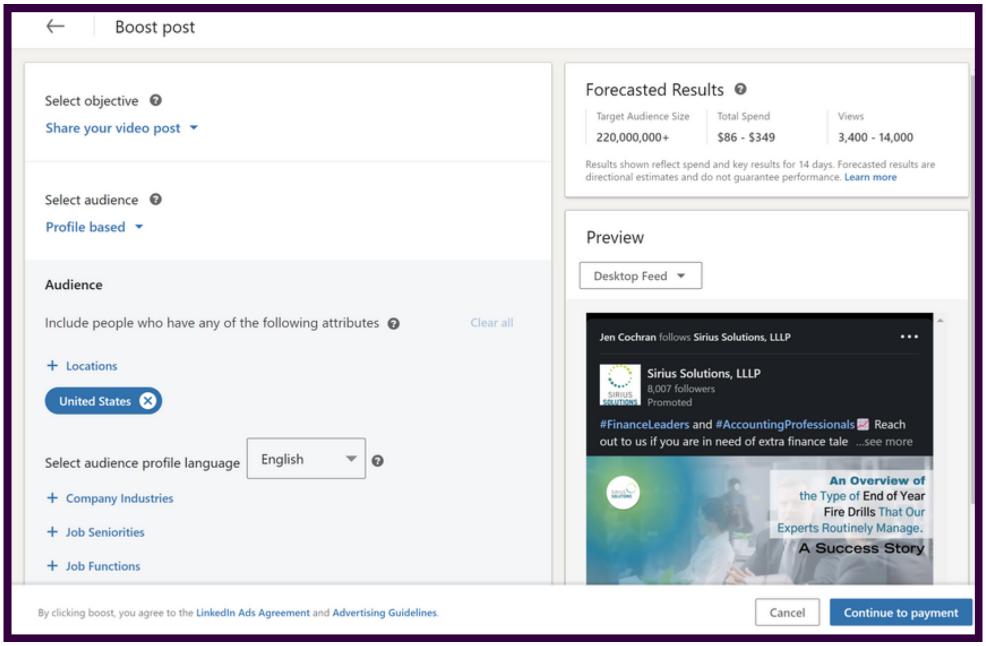
Previously boosted posts can't be boosted again. If you boost a post that's edited, it will need to go through the ad review process again. Once it's approved, the ad status will change from paused to active.



Select Boost - and it will open a new window.

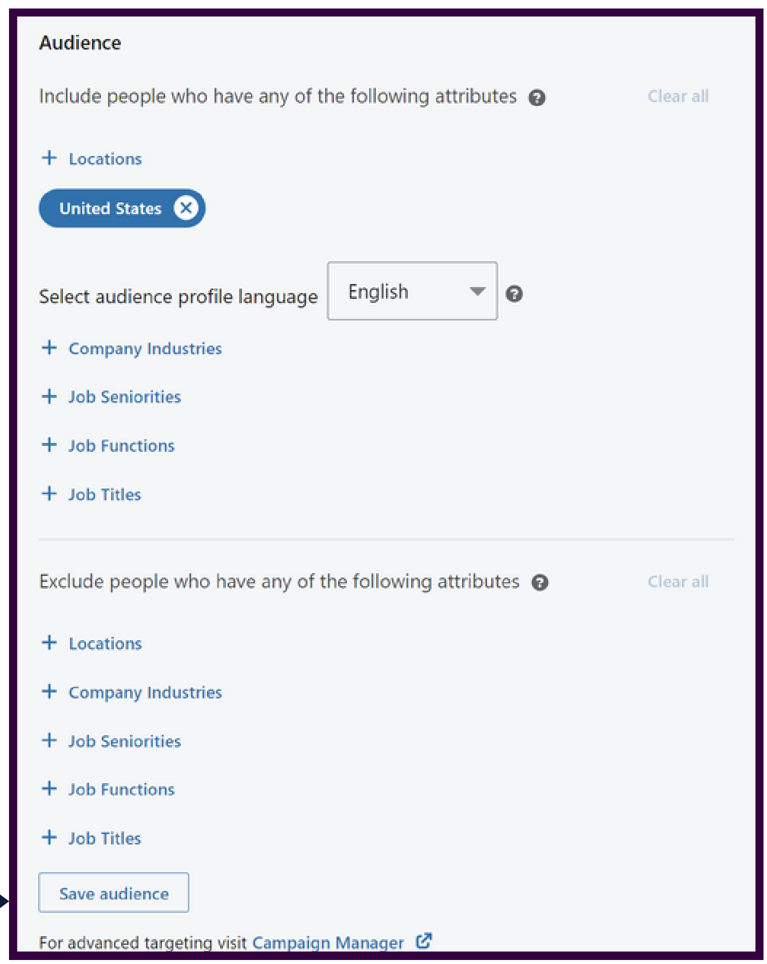
If you have an advertising Campaign Manager set up - it will automatically open there - or it will create one.

Boosted Posts



Select your objective and your Audience. If you have created an audience in campaign manager you can select it here by selecting saved audiences.

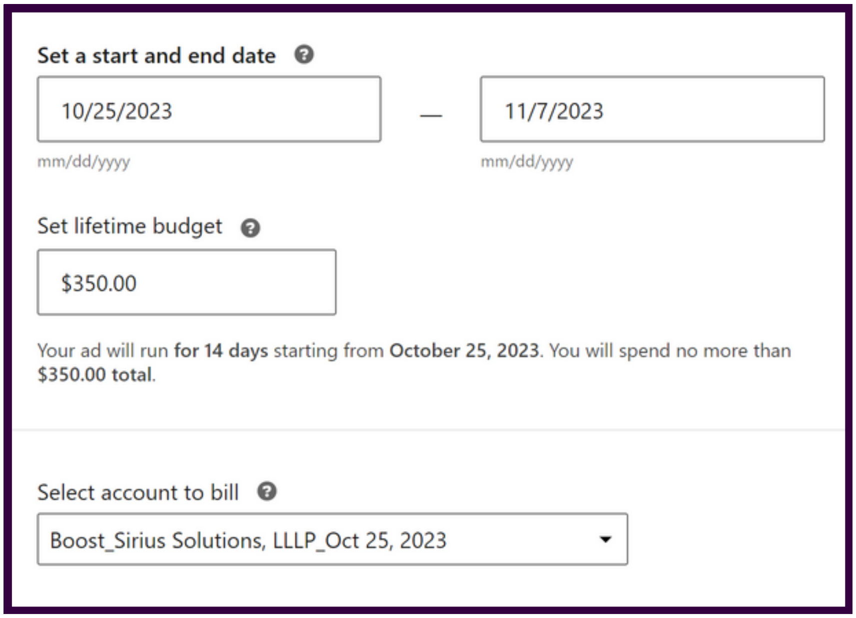
Or



Create your audience using your preferred criteria.
If you want it to be more granular you can open in campaign manager for further targeting. You can also save the audience for future use.

Boosted Posts

Select your date range, and budget



If you have an account set up - it will be listed here

If you do not have a billing account set up it will ask you to enter payment information and create a billing account for your page. It will save for you for future use.
You should only have to enter payment information once.

Boosting Posts

Best Practices

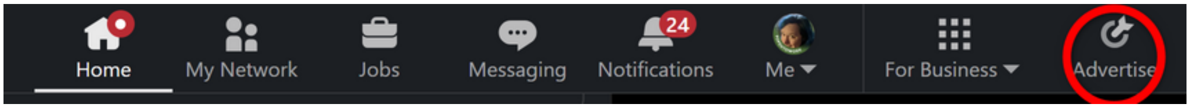
Choose the right post to boost. Not all posts are created equal. Some posts are more likely to generate engagement and click-throughs than others. When choosing a post to boost, consider the following factors:

- **Relevance:** Is the post relevant to your target audience?
- **Timeliness**: Is the post timely and newsworthy?
- **Visuals:** Does the post include images or videos? Visuals are more likely to grab attention and encourage engagement.
- **Call to action**: Does the post have a clear call to action? Tell your audience what you want them to do, whether it's to visit your website, sign up for your email list, or download a white paper.
- **Target the right audience**. LinkedIn allows you to target your boosted posts to specific demographics, industries, and job titles. This helps you to ensure that your posts are seen by the people who are most likely to be interested in what you have to say.
- **Set a budget and schedule**. When you boost a post, you can set a budget and schedule for how long you want it to run. This helps you to control your costs and ensure that your post is seen by the right people at the right time.
- **Track your results.** Once you've boosted a post, it's important to track your results to see how it's performing. LinkedIn provides insights on how many people have seen your post, engaged with it, and clicked on it. You can use this information to optimize your future boosted posts.

Additional tips for boosting posts on LinkedIn:

- **Use relevant hashtags**. Hashtags are a great way to get your posts seen by more people. When you use relevant hashtags, your post will show up in the search results for those hashtags.
- **Run your boosts during peak times**. People are more likely to be active on LinkedIn during the workweek and during business hours. Schedule your boosts to run during these times to maximize your reach.
- **Experiment with different boost options**. LinkedIn offers a variety of boost options, such as by engagement, website visits, and video views. Experiment with different options to see what works best for your business goals.

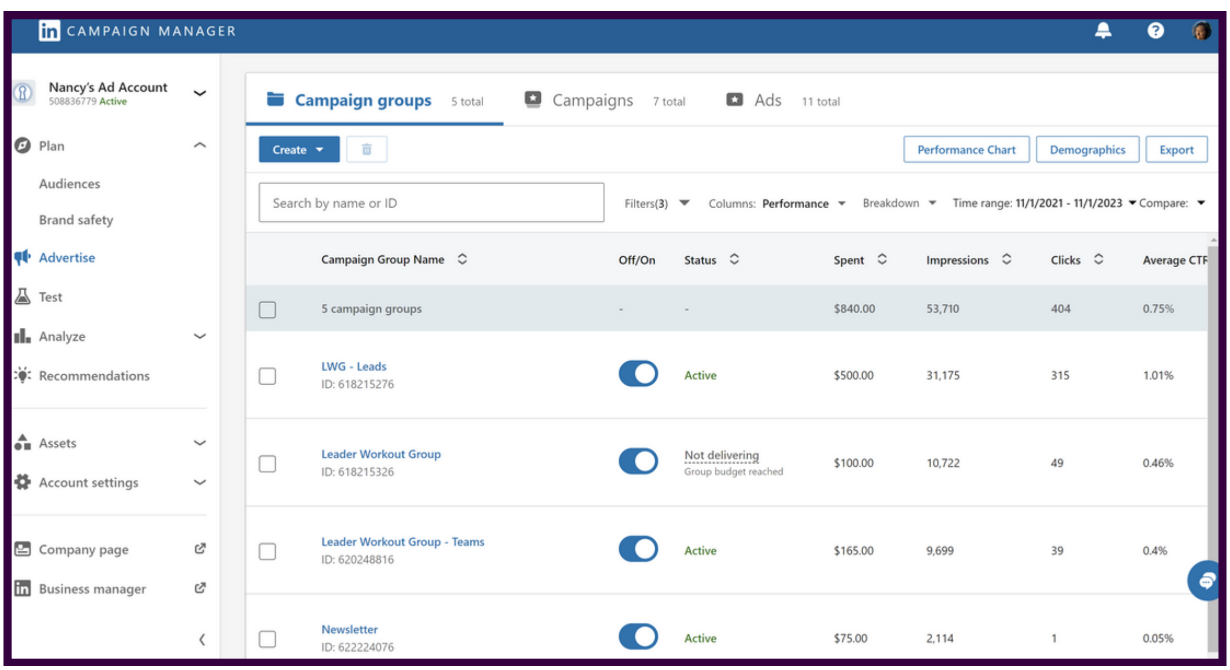
Advertising - Campaign Manager



Set Up

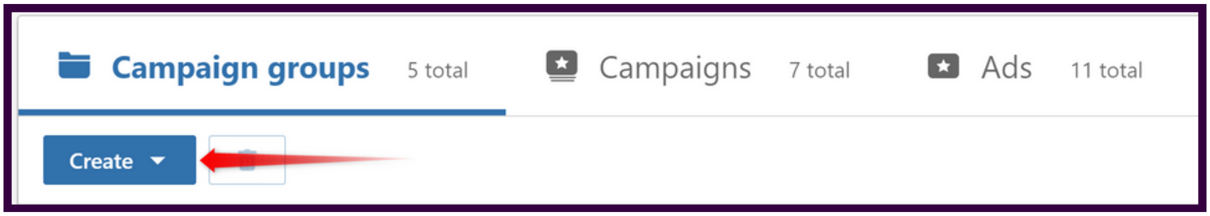
To set up Campaign Manager in LinkedIn, follow these steps:

1. Go to the LinkedIn Marketing Solutions website and sign in to your account.
2. Click Campaign Manager.
3. If you are a new advertiser, click Create account.
4. Enter your account information and click Create account.
5. Once your account is created, you will be taken to the Campaign Manager dashboard.



Advertising - Campaign Manager

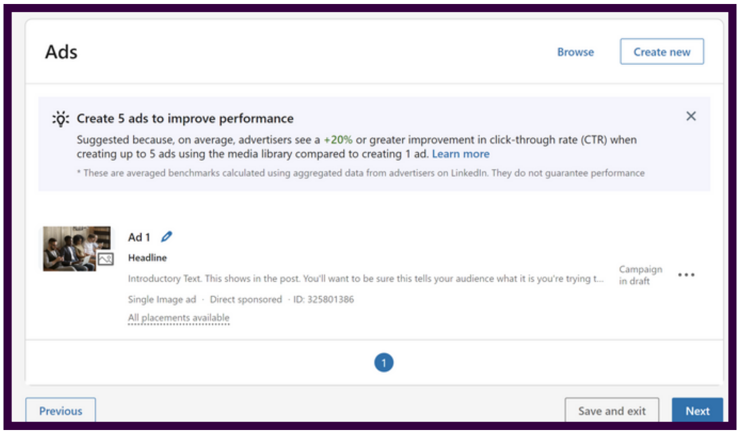
Create an Ad Campaign



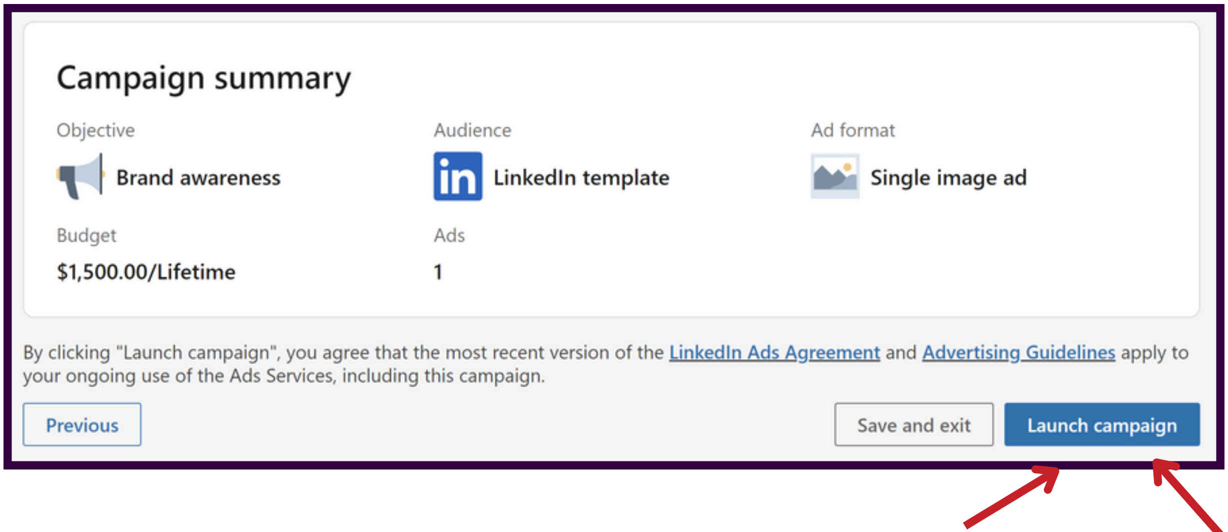
Click Create - campaign (or campaign group).

Quick:

1. Name Campaign and Select a campaign objective.
2. Create your audience.
3. Select your Ad format (the Media you'll be uploading).
4. Set your campaign budget and schedule.
5. Click Save and continue
6. Create your ad. (upload media, write copy)
7. Save Ad
    a. Check - Add To Campaign box: Unchecking this box will create your ad but it will not be added to your current campaign. You can access and add it to campaigns from the Browse view
8. Click Next
9. Review all Items and Click Launch Campaign



Step 7a.

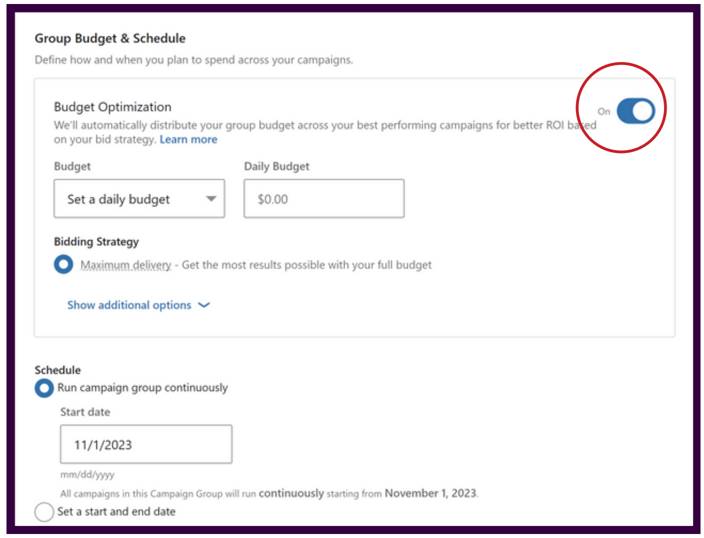


Advertising - Campaign Manager

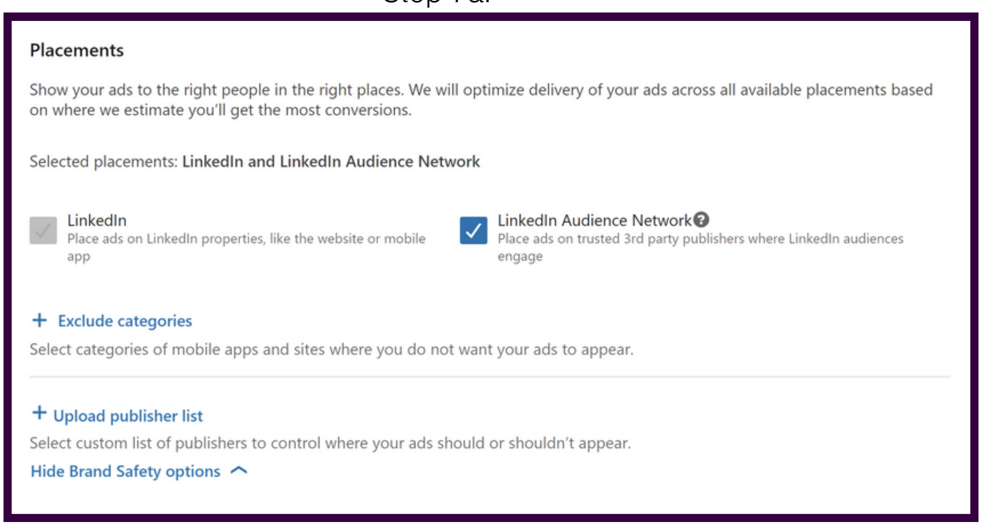
Advanced:

1. Select a campaign objective.
2. Turn ON Budget Optimization
3. Set your campaign budget and schedule.
4. Click Next
5. Create your audience.
6. Select your ad format
7. Check or Uncheck the LinkedIn Audience network for placements
    a. This is where you can eliminate certain categories of pages that your ads can show on, block certain sites, or remove the permission for the audience network all together.
8. This budget section is merely for review, you already set this information on the previous screen. You can click "Go to group settings" to change them though.
9. Choose your conversion (Creating conversions further on)
10. Click Next
11. Create your ad (upload media and enter copy)
12. Click Next
13. Review your ad, and Launch.

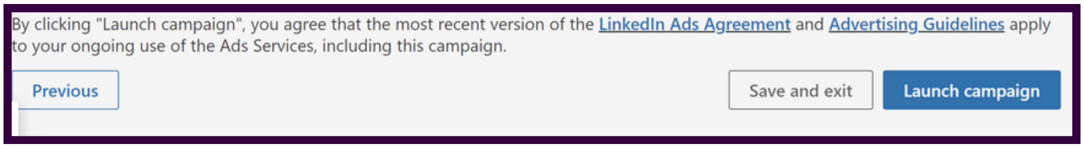
Step 2.



Step 7a.



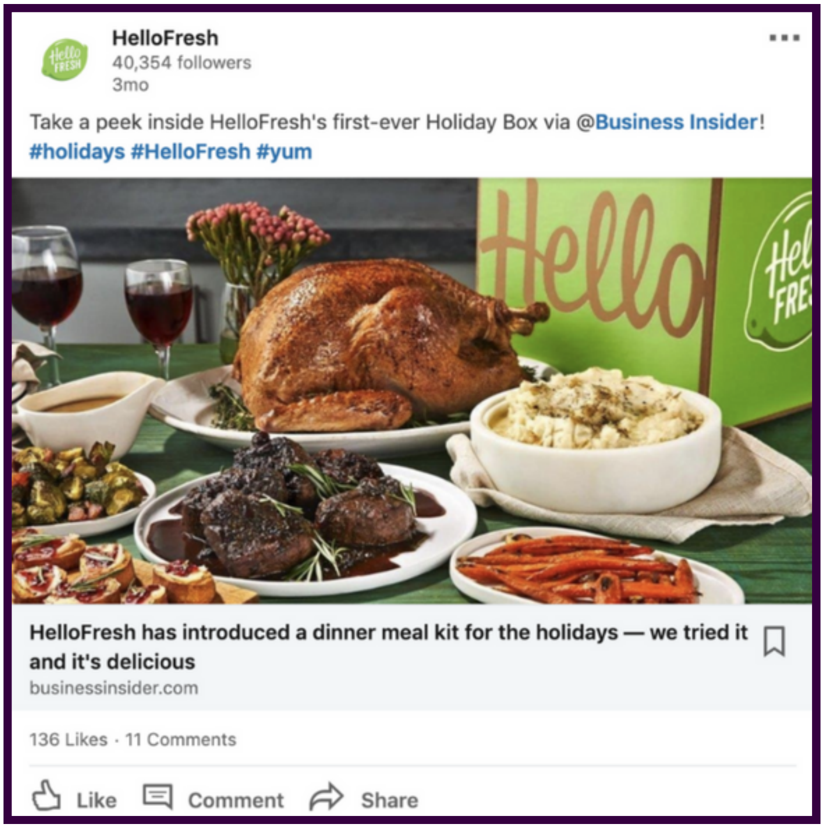
Step 13.

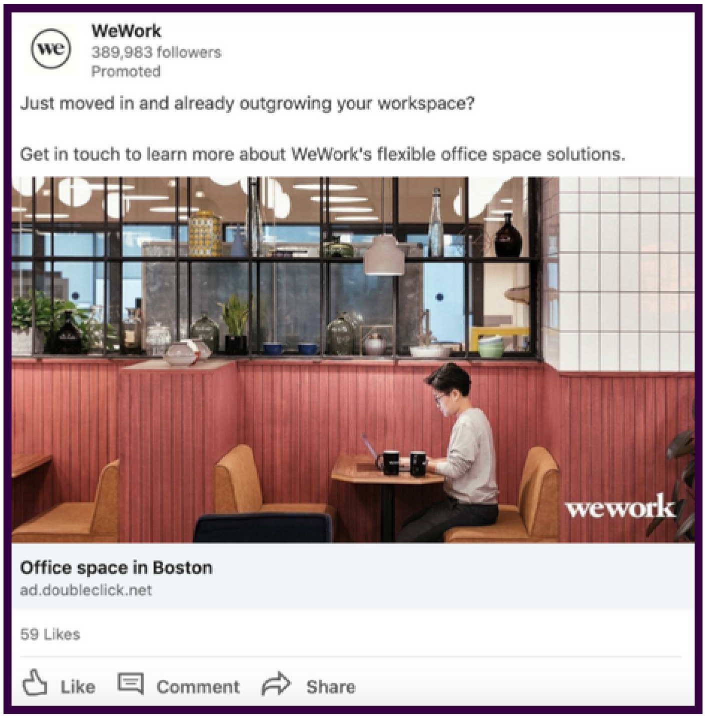


Advertising - Campaign Manager

Here are some tips for setting up ads in Campaign Manager:

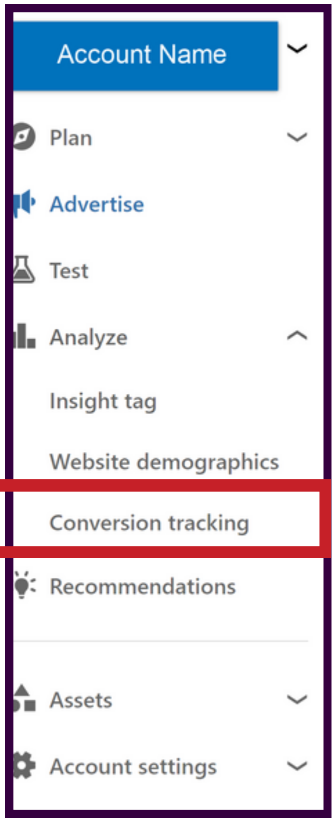
- Choose a campaign objective that is aligned with your business goals.
- Set a budget and schedule that is realistic for your business.
- Create an audience that is relevant to your products or services.
- Create ads that are clear, concise, and persuasive.
- Review your campaign settings carefully before launching your campaign.
- Once your campaign is launched, you can track its performance and make adjustments as needed. You can also use Campaign Manager to create and manage multiple campaigns at the same time.





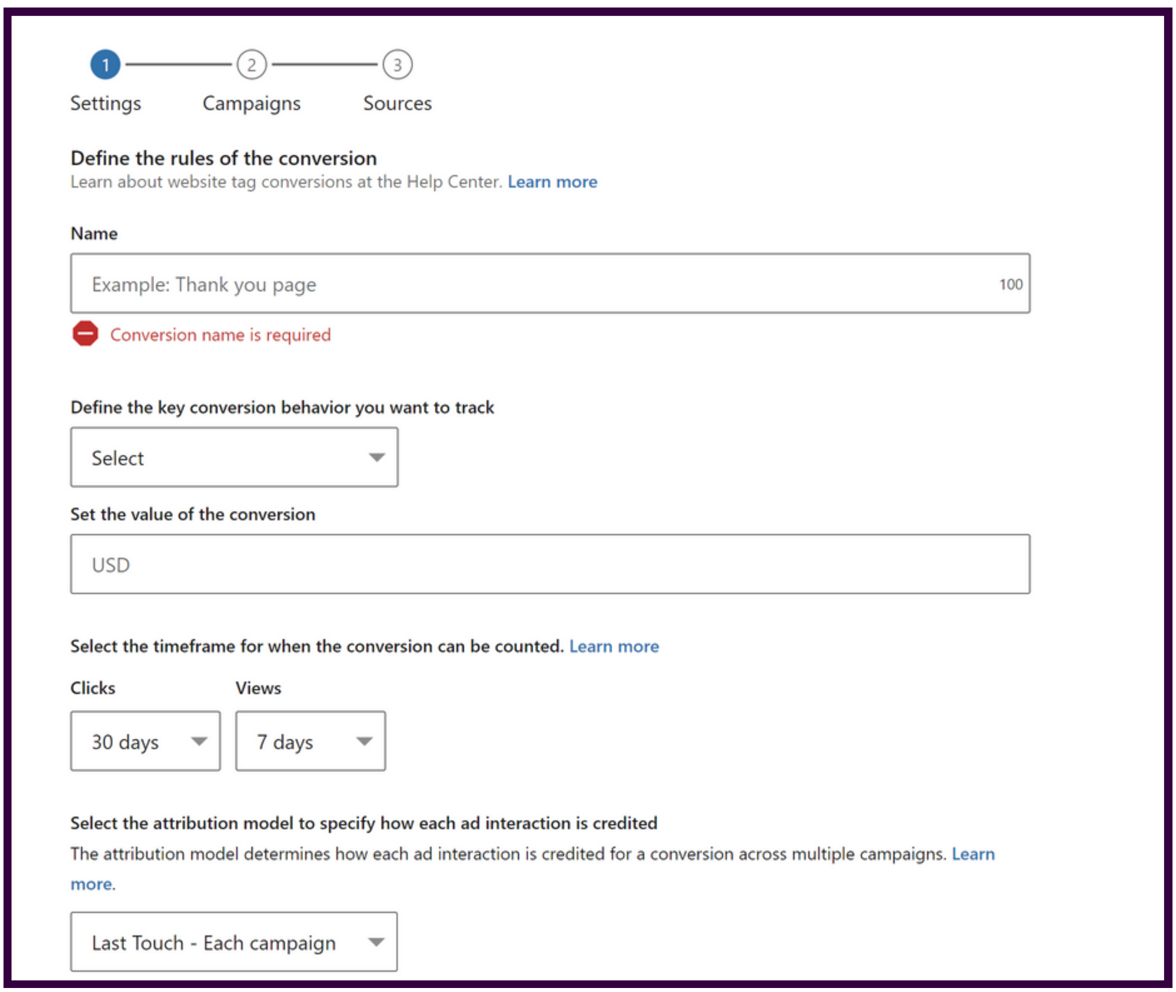
- Use a variety of targeting options to reach your ideal audience.
- Use negative keywords to prevent your ads from showing for irrelevant searches.
- Test different ad formats and creative to see what works best for your audience.
- Monitor your campaign performance regularly and make adjustments as needed.

Conversion Set-up



Conversion Set Up

1. Sign in to LinkedIn Campaign Manager.
2. Click Analyze - Conversion tracking.
3. Click the Create Conversion button.
4. Select Website tag conversion.
5. Name your conversion. This name will only be visible in Campaign Manager.
6. Click the Define the key conversion behavior you want to track dropdown menu and select a behavior. For example, Download or Sign up.
7. Click the Next button.
8. Select the Event-specific pixel option.
9. Click the Next button.
10. Review your conversion settings and click the Create button.



Insight Tag

To install the LinkedIn Insight Tag on your website, follow these steps:

1. Go to the LinkedIn Marketing Solutions website and sign in to your account.
2. Click Insight Tag.
3. Under Create tag, click Create Insight Tag.
4. Enter a name for your tag and click Create.
5. Copy the Insight Tag code.
6. Open your website's global footer file.
7. Paste the Insight Tag code before the closing </body> tag.
8. Save and publish the file.
9. If you are using a tag management system, such as Google Tag Manager, you can install the LinkedIn Insight Tag through your tag management system.

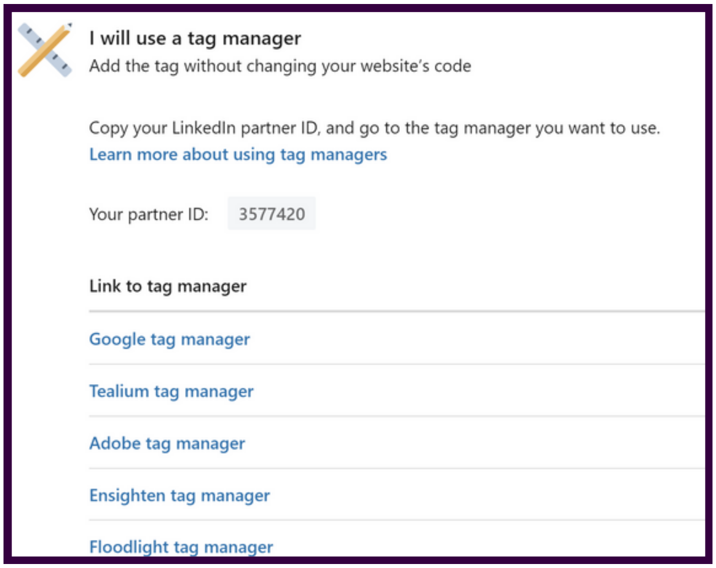
The LinkedIn Insight Tag is a piece of JavaScript code that you can add to your website to enable in-depth campaign reporting and unlock valuable insights about your website visitors. It allows you to track conversions, retarget website visitors, and unlock additional insights about members interacting with your ads.

The LinkedIn Insight Tag works by collecting data about the LinkedIn members who visit your website, including their member ID, job title, company, and industry.

Insight Tag

To install the LinkedIn Insight Tag in Google Tag Manager:

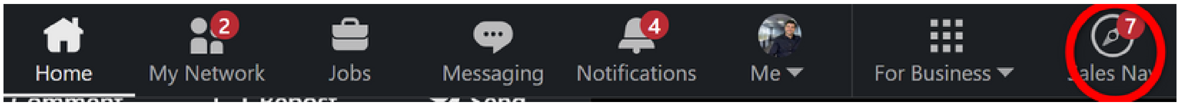
1. Go to Google Tag Manager and sign in to your account.
2. Click Tags.
3. Click New.
4. Under Tag Type, click Community Template Gallery.
5. Search for "LinkedIn Insight Tag 2.0" and click Add to workspace.
6. Click Choose template.
7. Enter your Partner ID in the Partner ID field.
8. Click Save.
9. Click Triggers.
10. Click New.
11. Under Trigger Type, click All Pages.
12. Click Save.
13. Click Submit.
14. Once you have installed the LinkedIn Insight Tag, you can start tracking website conversions and retargeting LinkedIn members who have visited your website.



Here are some additional tips for installing the LinkedIn Insight Tag:

- Make sure to paste the Insight Tag code before the closing </body> tag in the global footer file. This will ensure that the tag fires on every page of your website.
- If you are using a tag management system, make sure to publish your container changes after installing the LinkedIn Insight Tag.
- Test the Insight Tag to make sure that it is working properly. You can do this by visiting your website in a private browser window and checking to see if the tag fires.

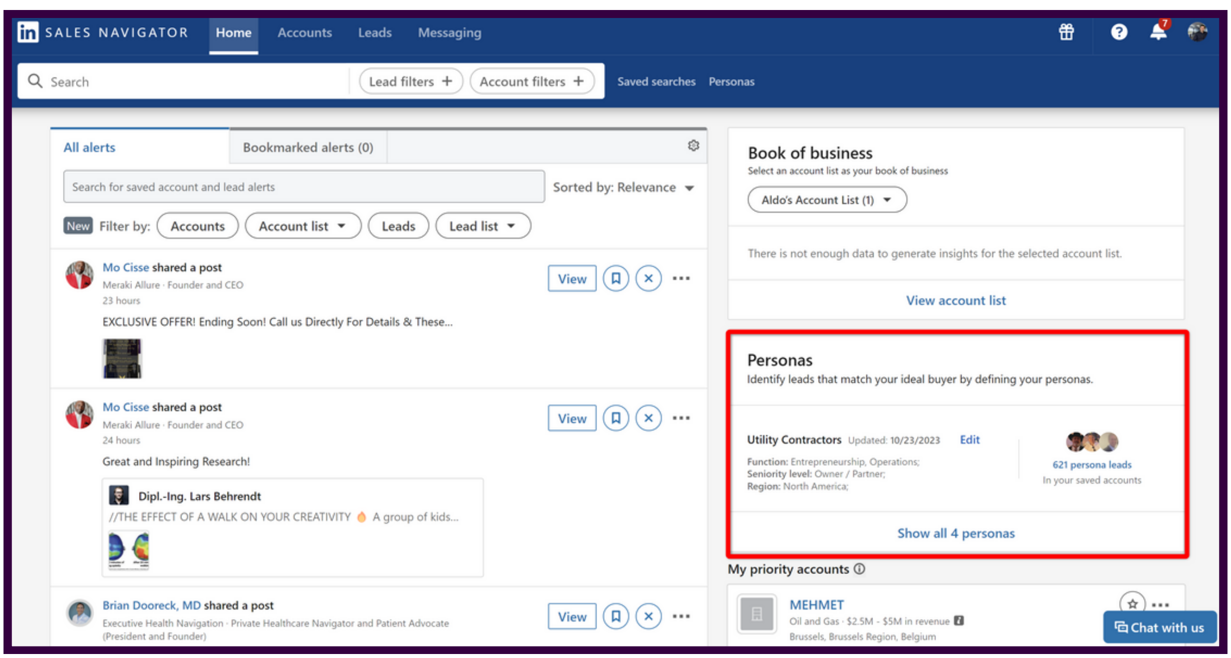
Sales Navigator



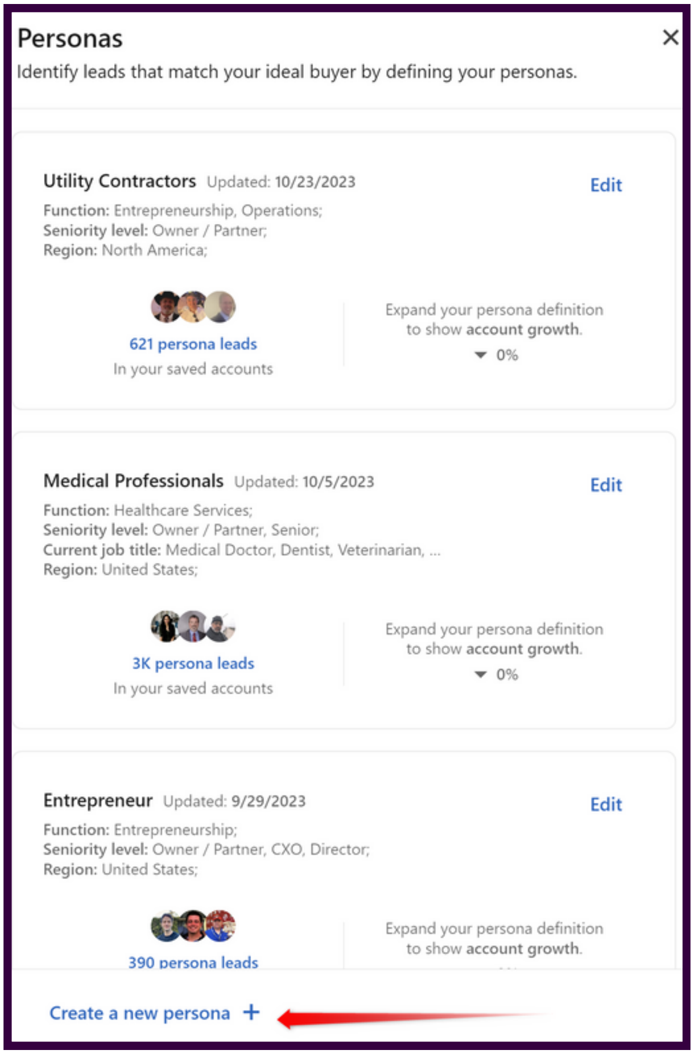
Create Customer Personas

To create customer personas in LinkedIn Sales Navigator, follow these steps:

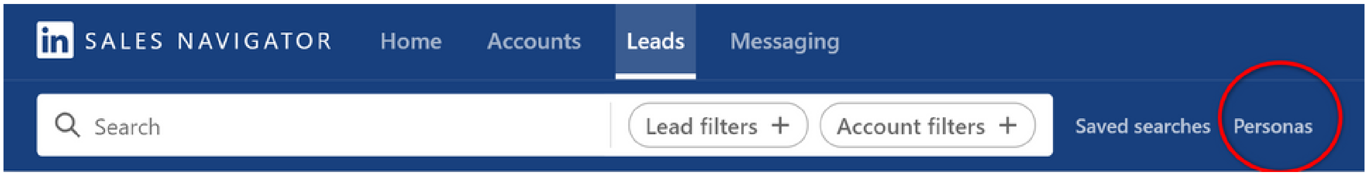
1. Sign in to Sales Navigator.
2. Click Personas below the Help icon. You can also click Show all personas displayed in the Personas section on the homepage.
3. In the Personas dialog, click Create new persona +.
4. Enter a name for the Persona. The name can include a maximum of 35 characters.
5. Expand the Functions field to search for and select the functions that you would like included in the Persona.
6. Expand the Seniority level field to search for and select the seniority level that you would like included in the Persona.
7. Expand the Current job title field to search for and select the current job titles that you would like included in the Persona.
8. Expand the Geography field to search for and select the regions that you would like included in the Persona.
9. Click Create.



Sales Navigator



Once you have created a Persona, you can use it to search for leads, filter your lead list, and get insights into the accounts that you are interested in. To use a Persona in your search, click the Personas button in the search bar and select the Persona that you want to use.



Customer Personas and Lead List Best Practices

Creating effective customer personas in LinkedIn Sales Navigator:

- Be specific when selecting the functions, seniority levels, job titles, and geographies for your Personas. The more specific you are, the more accurate your search results will be.
- Use a variety of Personas to represent your target market. This will help you to reach a wider range of potential customers.
- Review your Personas regularly and update them as needed. Your target market may change over time, so it is important to keep your Personas up-to-date.