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Director
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NEWRY CHAMBER



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an Iúir, Mhúrn agus an Dúin
Newry, Mourne and Down
District Council



How to get the best marketing results from LinkedIn

Declan Murtagh
Brilliant Red Digital



Currently, there are

740 Million

Active LinkedIn
members worldwide





Around

97%

B2B Marketers use
LinkedIn



*LinkedIn



Around

80%

of B2B leads come from
LinkedIn (vs. 13% Twitter
& 7% Facebook)





Around

79%

of B2B marketers
believe LinkedIn is an
abundant source of
leads





Businesses marketing on
LinkedIn generate

277%

More leads than those
engaged in Facebook
marketing alone





7 Steps to get the best marketing results from LinkedIn

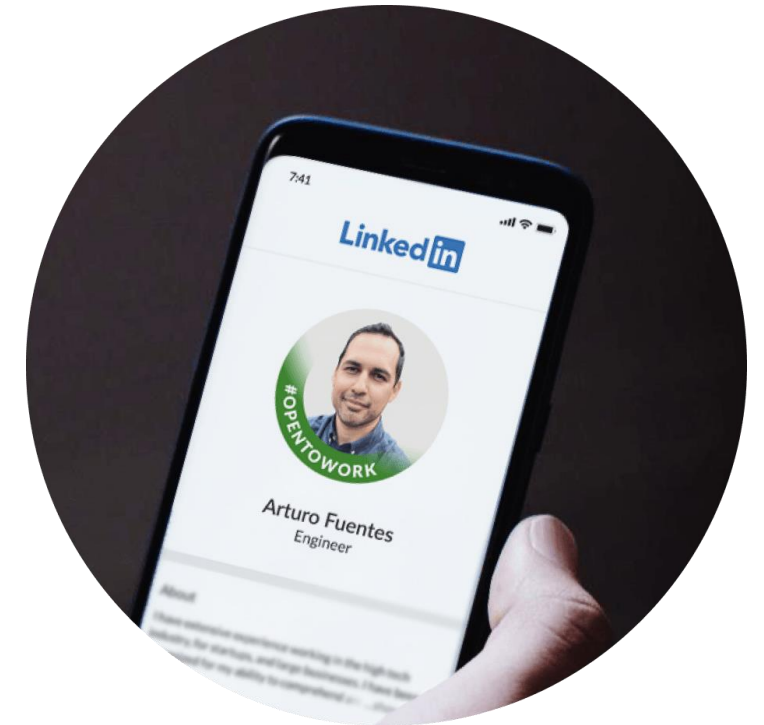
1. Know Your Audience



Know Your Audience



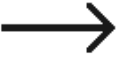
- Geographic location
- Size of company
- Job title
- What is their role in the decision making process?
- What causes them pain?
- What are they trying to achieve?
- Personal/ emotional level



2. Optimise Your Profile



Optimise Your Profile





- SEO for internal LinkedIn Search
- Landing Page, not a CV
 - Is this person **useful** to me?
 - Is this person **credible**?
 - Is this person credible and useful to me **right now**?
- What do you want users to do when they visit your profile?

in Q Search 1/62 ^ v x


Anlagevorschlag erstellen - Digital investieren und von 38 Jahren Kapitalmarkterfahrung

Want better rankings and traffic?



100+ conferences international SEO Google ex-Google engineer




[Connect](#) [Message](#) [More...](#)


Fili Wiese - **SEO** Expert · 2nd 

· ex-Google engineer · ex-Google Search Quality · **SEO** Consultant · **SEO** Audits · **SEO** Tips · Online Marketing
Berlin Area, Germany · 500+ connections · [Contact info](#)

 **SearchBrothers** **SEO** Consulting
 Hanzehogeschool Groningen

Highlights

 **20 mutual connections**
You and Fili both know Christian Lemke, Google Ads Expert, Juergen L. Reich, and 18 others

 **Reach out to Fili for...**
Joining a nonprofit board.

[Message Fili](#)



A hand holding a smartphone displaying the LinkedIn login screen. The screen shows the LinkedIn logo, the text "Connect to your network", and buttons for "Sign up now", "Join with Google", and "Sign in".

3. Grow Your Network Strategically

Grow Your Network



Thought Leaders

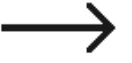


Clients

4. Content Strategy



Content Strategy



- Create content that is valuable and relevant for your target audience
- Publish content consistently
- Share unique insights and knowledge
- Build authority by being helpful
- Use both long and short forms of content
- Utilise video when you can

Content Inspiration



Super admin view View as member

All Pages **Content** Analytics Activity 8 Admin tools

Trending Articles Employee Milestones Company News

See what articles are trending on LinkedIn for the last 15 days

Estimated engaged audience size ?
100,000+

Filter by

- All LinkedIn members
- Page followers
- Employees


Industry +


Location +


Job function


Add a job function


- Information Technology


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Salesforce will tie executive pay to ESG goals like diversity and inclusion, marking its lat... Share

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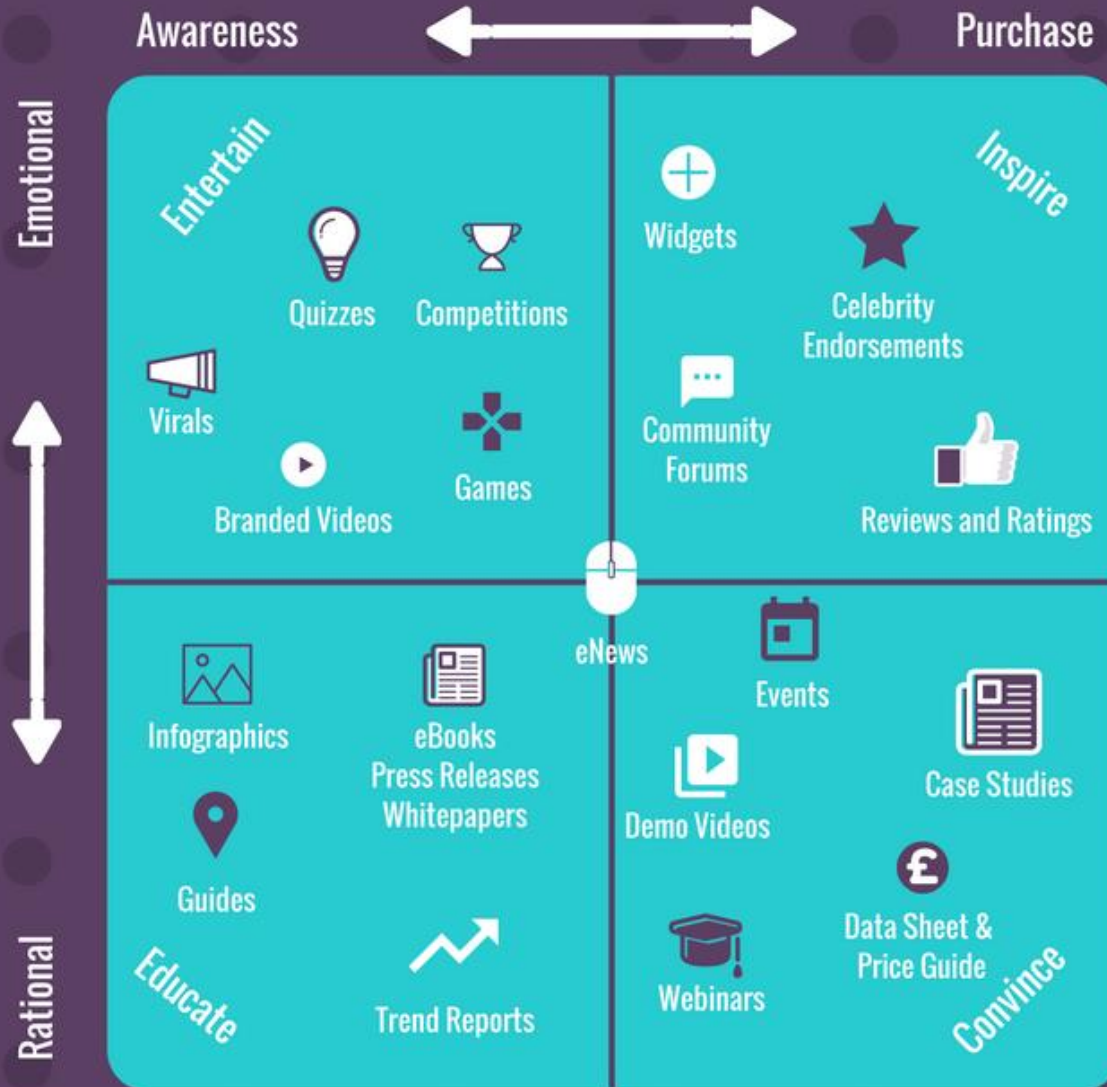
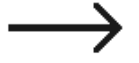
Content Inspiration



LinkedIn's 5-3-2 Rule, for every 10 posts:

- **5** of them should be **shared** from other resources
- **3** of them should be **original** content
- **2** of them should be **entertaining** content

Content Marketing Matrix



5. Outbound Selling



Outbound Selling



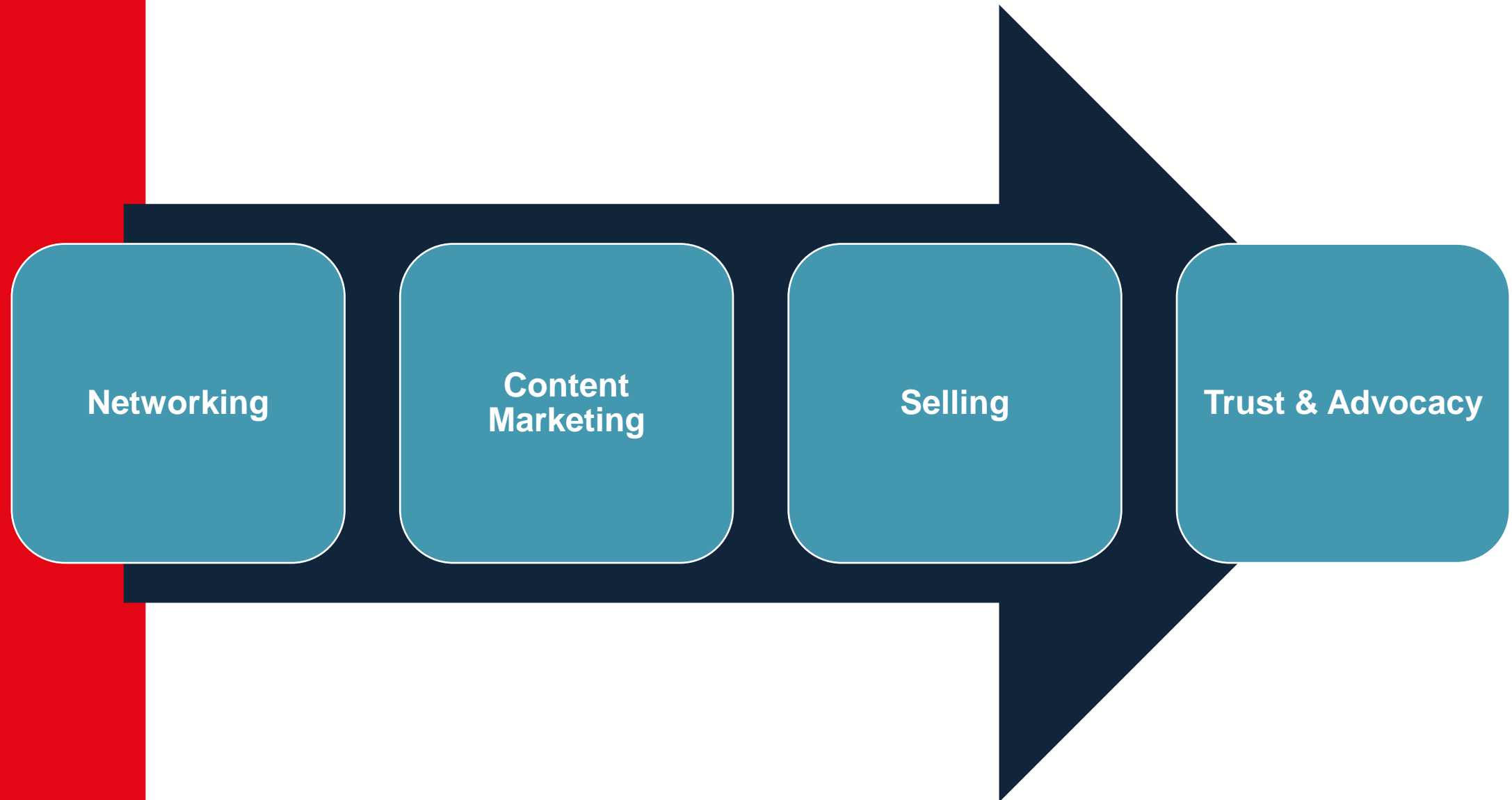
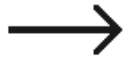
- 90% of C-Suite executives don't respond to impersonal B2B sales messages
- Buyer First Selling (Social Selling)
- Try LinkedIn Sales Navigator and pinpoint your prospective clients
- Reach out and connect

LinkedIn Outreach Tips



- Don't be “salesy”
- Don't go with the intention to sell, go with the intention to have a conversation
- Interact with their content first
- Look for commonality
- Be polite and ask for permission

Buyer First or Social Selling



Networking

**Content
Marketing**

Selling

Trust & Advocacy

6. Advertising



Advertising



The image shows a smartphone screen displaying a social media post from 'B2B Treats'. The post includes a profile picture, a 'Promoted' label, a '+ Follow' button, and a text message: 'Let us help you engage your customers with delicious content.' Below the text are three callout boxes, each with an image and a caption:

- Callout 1:** Features the B2B Treats logo (a yellow speech bubble) and the text 'B2B TREATS ENTICE YOUR AUDIENCE WITH BITE-SIZE CONTENT'. Below it is the caption 'Make your content delectable'.
- Callout 2:** Features an image of a chocolate chip cookie with a bite taken out of it. Below it is the caption 'Ingredients to formulate your social strategy'.
- Callout 3:** Features an image of a brown paper tote bag. Below it is the caption 'Craft new content to drive your online sales'.

At the bottom of the post, it shows '82 Likes • 31 Comments' and three interaction buttons: 'Like', 'Comment', and 'Share'.

Advertising

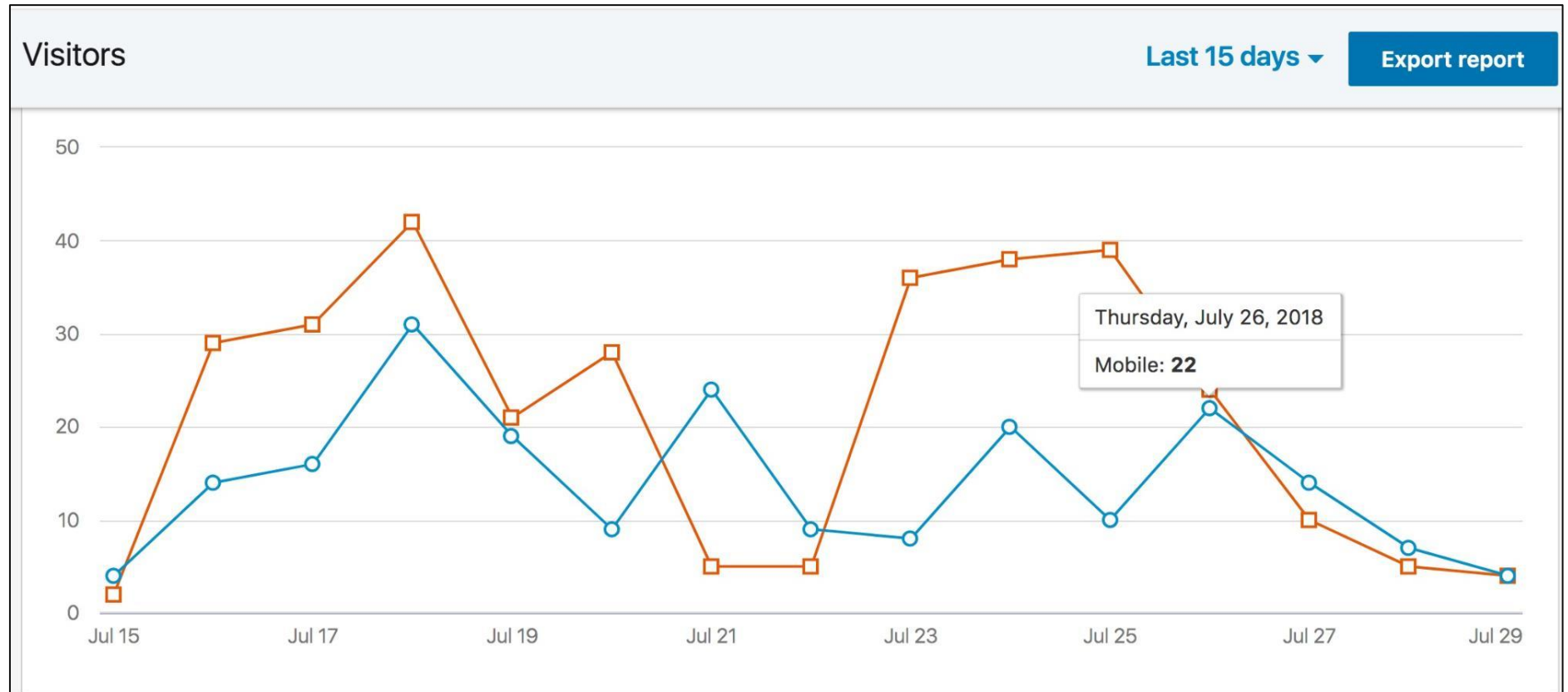


- Abundance of creative ad options
- Advanced targeting methods
- Objective based advertising
- Control budgets and ad spend
- Advanced reporting tools

7. Measure & Optimise



Measure & Optimise



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