

TIP SHEET

How to Effectively Utilize LinkedIn for Your B2B Audience



With over 740 million users worldwide, LinkedIn has quickly become the top social media platform for both professionals and businesses alike. If you're not currently marketing on LinkedIn, it's time to rethink your marketing strategy because you may be missing out on qualified leads. Want to get started, but aren't sure where to focus your B2B marketing efforts on LinkedIn? As professional B2B marketers experienced in marketing on LinkedIn, we're here to tell you how you can more effectively utilize LinkedIn for your B2B audience.

THE 2021 TRUSTED BRANDS REPORT

At the beginning of each year, Sagefrog distributes a customer-choice survey that simply asks B2B professionals: What brands do you trust? **This year, LinkedIn earned a spot in the top four trusted brands of 2021.** The lesson we learned from LinkedIn is to engage your audience with resources that help. **Let's take a look 5 tips you can use to make the most of your B2B audience.**



TIP ONE

Turn Your Company Page into a Lead-Generating Machine

To generate leads from LinkedIn, you need to be intentional about how you use the platform. The best way to do this is to make the most of your company page. Think about it as a pipeline, and you'll see that your company page on LinkedIn is just another tool you can use to lead prospects to your company's website.

Start by structuring your company page in a way that facilitates conversions, with the action of clicking a link to your company's website.

Attract prospects' interest by using an appealing header image that grabs their attention and makes them want to keep reading.

Invite prospects to take action and click "See More" by **hooking them with a great description and driving them to keep reading.** If you have a boilerplate that can help your target audience self-identify that provides a great value proposition, use it as a starting point.

Encourage your audience to convert by posting regular updates that appeal to your target audience. Tying back to our lesson, "engage your audience with resources that help," the Updates section of your company page is a great place to **share resources like infographics, blog posts, awareness and explainer videos,** and anything else your target audience would find valuable.



TIP TWO

Build Out a Showcase Page

Have you heard of Showcase Pages? If you're not familiar with them, **LinkedIn's showcase page feature provides a great opportunity to highlight specific areas of your company such as unique brands, business units, or new initiatives.**

Once you create a showcase page, it will be listed on your LinkedIn company page under "Affiliated Pages," so users and prospects will always know it's available to peruse. What's more, showcase pages also have the same posting options and analytics as your primary company page, so you can continue working towards meeting your growth objectives, whatever they may be.

LinkedIn notes that showcase pages are "intended to develop long-term relationships with a specific audience," making them a great tool for lead generation because it's easy to share unique content with your target audience.

Your showcase page should be:

- Short and to the point
- Primed for conversions
- Named appropriately



TIP THREE

Be a Thought Leader with Carefully Crafted Content

If you want to level up your LinkedIn marketing, you should be using the built-in content publishing platform to your advantage. By carefully creating high-quality content your prospects will value, you can readjust your marketing strategy from exclusively outbound marketing to a mix of outbound and inbound, by developing content that gets people interested in what you have to offer.

You can do this in one of two ways:

- 1. Publish content on your company page, or**
- 2. Publish content using your personal LinkedIn profile**

If someone within your organization already has a large following on LinkedIn, consider recruiting them to share company successes, new products, resources, and more. (Assuming they're an engaged employee—of course!)



TIP FOUR

Encourage Employee Engagement on LinkedIn Posts

With the ever-changing algorithms on social media, there's never a guarantee that your posts will reach the audiences you desire. But there are a few things you can control to sway the odds in your favor. **If your post receives good engagement within an hour of posting it, LinkedIn will push it out to a larger audience.**

One easy way to ensure that your posts receive a high level of engagement with your target audience is to encourage employees to engage with your posts as they go live. Furthermore, **LinkedIn states that content shared by employees receives 2x more engagement than when it's shared by the company itself.**

All of this goes to show that employee engagement can benefit your company's marketing goals and help it grow.



TIP FIVE

Take Advantage of LinkedIn Ads

Once you've successfully built credibility and developed an audience on LinkedIn, it's time to leverage the platform's variety of advertising capabilities. LinkedIn offers many different ad placements for goals from lead generation to website conversions and others, including:

- Sponsored Content
- Sponsored Messaging
- Text Ads
- Dynamic Ads
- Carousel Ads
- Follower Ads

The best part about advertising on LinkedIn? Targeting. With LinkedIn Ads, you can target your ads all the way down to the company name, industry, and skill level, to name a few attributes. While it may be more expensive to advertise on this platform, the opportunity to target specific decision-makers and audiences directly proves its worth.



Tracking KPIs is important, but don't forget to test your ads! Start by A/B testing an ad with a small audience to determine what performs best, then use it in a larger campaign.

Leverage LinkedIn for B2B Marketing Success

Need help getting started with LinkedIn marketing? Let's chat!

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SOURCES

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