

3 ways LinkedIn can help your marketing strategy

LinkedIn is an important marketing tool as it provides access to a diverse range of professionals and companies. Whether you're looking to connect with potential clients, partners, or industry leaders, LinkedIn's features make it easy to engage with like-minded professionals.

Here are three easy ways you can leverage LinkedIn as part of your business marketing strategy.

1



OPTIMISE YOUR LINKEDIN COMPANY PAGE

Ensure your company page has:

- a clear description of your business
- a professional-looking logo and cover image
- up-to-date information about your products and services.

Use relevant keywords in your company description and throughout your page to improve your visibility in LinkedIn search results. Hootsuite recommends completing all profile fields: businesses with 100% completed bios receive 30% more views than those that leave sections blank.

2



CREATE THOUGHT LEADERSHIP CONTENT

Share content that demonstrates your expertise and establishes your brand as a trusted authority. Create content that marries industry trends, customer pain points and how your business plans to grow. Share blog posts, whitepapers, case studies, and stats that provide value while showcasing your knowledge. Don't forget to post content in relevant LinkedIn groups to reach a wider audience.

3



ENGAGE WITH YOUR AUDIENCE

This is key to relationship building and establishing a strong presence on LinkedIn. Respond to comments, ask for feedback and participate in relevant conversations to help build credibility. An easy way to create better rates of engagement is to ask open-ended questions in posts, for example, 'how is your company increasing diversity?' 'What do you think is the biggest issue facing your industry right now?'. People love sharing opinions – and others can easily respond to comments, too.