



Supercharging organizations, teams, and people

## LinkedIn Marketing Strategy Overview

### Introduction

LinkedIn marketing is a key component of any modern business' overall marketing and brand awareness strategies and particularly for organizations with a B2B sales focus.

LinkedIn is the only social media network that most people view as exclusively professional and work related. Thus, even when aimlessly scrolling through one's feed or checking up on a friend's latest activity, users of the platform are in a mental space conducive to business. A solidly aimed post, ad, or other company activity can, thus, be extremely effective in driving increased business.

Building a LinkedIn strategy that effectively takes advantage of this phenomenon in an efficient and cost effective manner is key to driving success in LinkedIn marketing. Outlined below are a few key considerations we recommend businesses consider when developing their strategy.

Should any questions arise or if you're seeking more tailored guidance, we are always more than happy to discuss ways to help your business directly.

### Key Tenets

There are three key tenets in crafting any business' social media strategy, all of which take a particular spin when it comes to LinkedIn. These are:

1. Guru-ization
2. Content Development
3. Network Engagement

### Guru-ize Your Brand

It's all well and good to have a solid corporate social media presence, with effectively branded posts, holiday acknowledgements, and employee spotlights. These things legitimize your brand and are becoming a baseline requirement to be taken seriously in the modern marketing work.

When it comes to driving additional business and expanding your business' network, however, the most effective approach is through what we call "Guru Marketing."

People like to follow people, not entities. Trust, connection, and engagement come much more naturally when two people can engage with one another rather than a person engaging with a monolithic business.



Thus, we recommend that organizations specify one or more people to act as “Gurus” in their fields. For an organization with a very specific field, this may mean having one person to put on a pedestal as the “expert.” For an organization with broader capabilities, like a consulting firm, this may mean individual practice leaders each have a strategy tailored to their audiences.

Building up individual personas to embody the capabilities, thought leadership, and expertise of the overall business is the goal.

These individual “Gurus” can then help expand the marketing and awareness of the business in a much more natural way. **A business advertises to people, a Guru connects with people. A business has a corporate message, a Guru has an opinion based on experience.**

### Build a Strong Content Pipeline

Every business produces excellent content. Some write whitepapers, others record podcasts, still others give presentations or merely take meeting notes.

Where smaller organizations stumble is assuming that social media content needs to be developed net-new. Every post, update, video, or comment is generally drafted in a vacuum, perhaps based on some overall brand criteria though otherwise completely separate from the high quality content the business is already producing as an operational necessity.

We recommend organizations to develop a social media content pipeline based off of their easiest and most commonly produced “artifact.”

Do you write a lot of whitepapers? Do you give a lot of talks? Do you have a lot of proposals drafted?

Figure out what your business has **that is easily and regularly produced** and develop a process to turn *that* into regular social media content. The quality, engagement, and value to end consumers of your social media content will vastly improve.

### Engage with the Network

Perhaps the strongest aspect of social media is also the one businesses leverage the least: the *network* itself.

Businesses are often content to “post into the void,” emitting thought leadership, corporate updates, advertisements, and commentary and waiting to build a natural following. For large companies with excellent brands, this works well enough that they need not do anything more. For smaller and growing organizations, this is a recipe for failure.

Organizations (and their Gurus) looking to grow beyond their small follower base need to engage with existing sub-networks and leverage the growth that such activity can yield.



When it comes to LinkedIn, there are a few things that will always help propel a particular post, article, or comment beyond one's normal sphere:

- “@-mentioning” people in posts or replies
- Engaging with people or entities that have a high follower count
- Posting about hashtags and content that is highly topical
- Launching and promoting LinkedIn Events like webinars or in-person events
- Publishing an article or newsletter directly through LinkedIn

LinkedIn, like all social media networks, wants to keep people engaged and scrolling. The more you utilize their engagement tools, the more their algorithm will reward you for doing so.

A highly effective approach here is to develop a list of trending and viral content within the keywords of your organization's industry each week and systematically reply to or repost those pieces of content with an added thought (or a disagreement). Such engagement will instantly place your organization in the echelons of those individuals and brands driving the conversation in your industry.

LinkedIn, like all social platforms, is more than just a feed.

### **In Conclusion**

LinkedIn can be so much more than just another place to post banal corporate announcements. The network effect that the company encourages and the fact that most users engage with the platform while in a “work mindset” combine to create an excellent opportunity for any business to propel their message beyond the walls of their existing audience.

Keep in mind the core tenets of social media marketing:

1. Create one or more “Gurus” to carry your message
2. Build a content pipeline tailored to the good material you're already producing
3. Engage beyond your existing network with those with whom you *want* to connect.

Leaning into these concepts will help you craft a LinkedIn marketing strategy that proves far more effective than what the vast majority of businesses are doing.

If you have any questions about these recommendations or if you want to discuss how to best apply them to your business, don't hesitate to connect with us.

