IAA
INTERNATIONAL ADVERTISING ASSOCIATION
Education Session | October 22nd, 2019
LinkedIn
AGENDA

1. LinkedIn Overview
2. Introduction to Pages
3. Pages Best Practices
4. Case Study & Exercise
The Power of LinkedIn

- 630M+ Members
- 30M+ Companies
- 20M+ Jobs
- 35K+ Skills
- 90K+ Schools
Our **Environment** Is More Trusted Than Other Social Platforms
People are more authentic on LinkedIn, because it is their digital resume

INOGRAPHIC: LINKEDIN IS THE MOST TRUSTED SOCIAL PLATFORM

“Which of these platforms do you feel the safest participating in or posting on?”
Our Audience Sets Us Apart With Marketers
Data is up to date, accurate & substantial, resulting in higher quality leads

LinkedIn Member Data
- Industry
- Function
- Company
- Company Size
- Occupation
- Seniority
- Title
- Geo
- Connections
- Group Membership
Our Members **Engage** With An Investment Mindset
Professional network users connect with brands that align with drive for success

**Personal Networks**

“**Spend Time**”

- Info on friends
- Info on personal interests
- Entertainment updates

**Professional Networks**

“**Invest Time**”

- Career info
- Updates on brands
- Current affairs

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1 – The Mindset Divide research study, TNS, September 2012
From brand awareness to lead generation, marketers can reach their audiences on the LinkedIn platform.
Test different targeting combinations to reach your audience

**LinkedIn ad targeting options**

- **Company name**
- **Company industry**
  derived from Company Page
- **Company size**
  derived from Company Page
- **Location**

- **Job title**
- **Job seniority**
  derived from Job title
- **Job function**
  derived from Job title
- **Years of experience**
  derived from start year and month of current roles

- **Member skills**
  Based on skills, endorsements and keywords in profile
- **Member groups**
- **Member age**
  Derived by using the earliest degree
- **Member gender**
  derived from Member name

- **Field of study**
- **Degrees**
- **Member schools**
- **Member interests**
Introduction to Pages
Establish your brand’s place in the world’s professional community

- Manage your page on your mobile device
- Get alerts when your company or employees are mentioned
- Built in content suggestions
- Enhanced insights
- Two way communication with your followers
- Both organic and paid

buffer  Hootsuite  salesforce
HubSpot  sprout social
SprinKlr  Spredfast

Showcase Pages

A Showcase Page can be utilized by a Page admin to represent a brand, business unit, or organization initiative.

Showcase Pages are intended to develop a long-term relationship with a specific audience and shouldn’t be used for short-term marketing campaigns.

Affiliated Pages

An affiliated LinkedIn Page is linked to another LinkedIn Page by the LinkedIn Support team and represents a related or subsidiary organization. The Affiliated pages section on a LinkedIn Page will reflect all affiliations.

Examples of when an affiliated Page may be necessary include, but aren’t limited to when:

- An organization wants their affiliations or initiatives to be more visible to their followers.
- An organization is acquired, but remains a separate working entity.
- An organization is acquired and its products continue to function under the acquired brand.
Complete reimagining:

- Know and grow your audience
- Join the conversations that matter most
- Engage your people
Know and grow audiences with **Content Suggestions**

- **Remote Workers Are Outperforming Office Workers—Here’s Why**
  - Research shows that office workers cannot concentrate at their desks.
  - INC Magazine
  - 18% Engagement rate

- **My “work from home” job is studying how to keep other remote workers engaged**
  - Here’s what I’ve learned.
  - Quartz at Work
  - 71% Engagement rate

- **How these professionals get everything done in a 4-day workweek**
  - Studies have shown working fewer hours can make you more productive. We...
  - Fast Company
  - 16% Engagement rate

- **The lost art of concentration: being distracted in a digital world**
  - It is difficult to imagine life before our personal and professional worlds were so dominated...
  - eMedia.com
  - 12% Engagement rate
Join the right conversations with Communities Hashtags
Engage your employees with in-product notifications
Accelerate growth with our portfolio of solutions

Business Growth

Informed Strategy
- LinkedIn Advertising

Key Learnings
- Know and Grow Audiences
- Join the Right Conversations
- Engage your People

Your Foundation
- LinkedIn Pages
Pages Best Practices
Companies with completed and active Pages are more successful at achieving growth objectives.

You’ll need to add the following:

- Logo
- Industry
- Description
- Organization Type
- Location (city + country)
- Website URL (if you have one)
Build a compelling presence through your LinkedIn Page

LinkedIn Pages is your place in the world’s professional community

- Complete your Page
- Publish & share content (at least monthly)
- Attract followers (+150)
Pages that post daily get 2x the member engagement

100M
of members visit LinkedIn monthly.

1-2 times/day
To capture mindshare, organizations should post daily, 1-2 times/day. Overtime, this will establish your brand as a trusted voice.

Comments, likes and shares are up
30% year-over year.

About
45% Of LinkedIn articles readers are in upper-level positions (managers, VPs, Directors, C-level)

Executives from all Fortune 500 Companies are members

61M LinkedIn Users are senior-level influencers

40M Are in decision-making positions

45%
Of all social media traffic to a company’s homepage comes from LinkedIn
Using Content Suggestions to Discover Trending Topics & Articles

Refine insights by job function, industry, seniority, and more.

See content and topics your followers/audiences are engaging with, across LinkedIn.
Leverage the voice of your customers or employees to highlight the best of your brand

Keep it authentic by re-sharing your best customer testimonials or employee shout-outs
Include videos, custom images or documents to bring your brand to life.
Coming soon, brands can give
Kudos on LinkedIn

Send a thank you

Recognize impact

Spotlight an inspirational leader
Include Community Hashtags with each post

Tell a stronger brand story, by keeping members up-to-date on what matters most to your brand.

Expand your professional community and grow followers by clicking into the hashtag feed and joining in on conversations with members who may not be currently following your Page.
Posting Tips Let’s Review!

**When to Post**
- Post daily, 1-2 times per day, to establish a trust cadence with your audience
- Test to figure out your sweet spot

**What to Post**
- Use Content Suggestions to identify what’s top of mind
- Reshare @mentions from employees & customers
- Include images or videos
- Make it a two-sided conversation
- Test your messages & broaden your content mix

**How to Post**
- Use Communities Hashtags to track member engagement and join conversations
- Post and respond on the go with Mobile Admin
- Schedule out your posts to make your life easier!
Lemonade Finds Its Sweet Spot by Developing a Community on LinkedIn

Challenge:

Lemonade prides itself on being a very different kind of insurance company. Through machine learning and AI, the licensed carrier offers a simple quote and claims process by replacing brokers with bots and paperwork with algorithms. They also take a flat fee and don't profit by denying claims, removing the conflict of interest that has sewn consumer distrust.

Lemonade takes pride in their social initiatives, giving back to nonprofits as a Certified B-Corp. But getting their message out, in an industry occupied by several entrenched global corporations, isn't easy. This innovative business needed innovative marketing methods, so they turned to LinkedIn.

“Professionals are humans, first and foremost, so our content has to be valuable to them and tap into their personal interests.”

Yael Wissner-Levy
Head of Communications and Content, Lemonade
Solution:

The team at Lemonade knew their product was having the desired impact when they started seeing more and more customers writing about their experiences with it on social media. Seeing this, Lemonade made a commitment to interact with these people – as well as non-policyholders – and foster genuine online conversations. “We were surprised by the good karma that we were getting from people - who thought insurance would be such a social media worthy subject- and that kind of led us to engage with them even more so,” says Yael Wissner-Levy, Head of Communications and Content. This strategy goes beyond the Lemonade brand itself; the company’s CEO and cofounder Daniel Schreiber, and cofounder and COO Shai Wininger, engage with members and share thought leadership content from their personal profile, which expands organic reach and adds a distinct human element.

“We aim to answer everyone that writes to us on LinkedIn, and love to watch and participate in the conversations that develop around us.”

Yael Wissner-Levy
Head of Communications and Content, Lemonade
Results

Customers + Employees Company Values = Growth

Lemonade has quickly grown its presence on LinkedIn by carving out a unique niche and staying true to it. Rather than aligning with the traditional “all business” context often associated with the platform, the disruptive tech-driven insurance provider moves in the opposite direction by orienting content toward customers, employees, and company values. “Professionals want to read stuff that goes beyond another productivity hack,” asserts Wissner-Levy. “LinkedIn is a community of humans that want to connect to each other through stories, and people connect through all kinds of stories.” One of Lemonade’s most successful campaigns is called “The Transparency Chronicles,” in which they share very candid, behind-the-scenes stories about their business, reflecting on missteps rather than running away from them. As Lemonade has learned, this kind of content can really stand out and gain traction in feeds full of corporate messaging, especially when contrasted against many competitors in the insurance industry.

https://business.linkedin.com/marketing-solutions/case-studies/lemonade
Exercise
How would you leverage your LinkedIn Page to solve for the two initiatives below?

1. You just launched your business in Toronto, Canada and you need to grow awareness and engagement in that region.

2. A new product launched at your company and you need to spread awareness.
Appendix
### Quick tips for Video

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<thead>
<tr>
<th><strong>What to Post</strong></th>
<th><strong>How to</strong></th>
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<tbody>
<tr>
<td><strong>Strong opening</strong></td>
<td>Opening shot of video should be compelling</td>
</tr>
<tr>
<td><strong>Keep it casual</strong></td>
<td>Authentic, not overly-produced content stands out in the feed</td>
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<tr>
<td><strong>Keep it short</strong></td>
<td>1-3 minutes</td>
</tr>
<tr>
<td><strong>Add captioning</strong></td>
<td>Optimize for mobile audiences (with volume on “mute”)</td>
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What to Post

Make it a two-sided conversation, get creative, and ask questions!
How to Grow
Followers
Your Game Plan for Growing Followers...

<table>
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<tr>
<th><strong>x1 ONE TIME</strong></th>
<th><strong>DAILY</strong></th>
<th><strong>WEEKLY</strong></th>
<th><strong>MONTHLY</strong></th>
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<tbody>
<tr>
<td>Ask your employees to update their LinkedIn profile → this is newly important!</td>
<td>Link to your Page in all of your marketing comms</td>
<td>Review analytics weekly to identify which content performed best, and where there are visitor and follower opportunity gaps</td>
<td>Encourage your employees to re-share your content with Employee Notifications (coming soon)</td>
</tr>
<tr>
<td>Add the LinkedIn “Follow” button to your website</td>
<td>Post daily to establish a trusted voice</td>
<td>Ensure you are publishing a broad content mix to attract new audiences</td>
<td>Switch up your Communities Hashtags to reach new, relevant audiences</td>
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<td>Invite your first-degree profile connections to follow your Page</td>
<td>Reply to comments &amp; encourage further discussion</td>
<td>Interact on your Communities Hashtag feeds</td>
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Target your most valuable audiences using accurate, profile-based, first-party data.

Reach your prospects anywhere: Publish your content in the LinkedIn feed and in high-quality placements beyond, on mobile and desktop.

Grow your business at every stage: Drive quality leads, generate engagement, and raise brand awareness.

Sponsored Content

Build customer relationships at every stage of the buyer’s journey by targeting content to your most valuable audiences wherever they spend their time.
Sponsored Content

Target people in a professional mindset with native ads on LinkedIn

Carousel

Single Image

Video
Sponsored InMail

Send timely, convenient, and relevant private messages to the people that matter most to your business

• Mobile-optimized design for easy clicks
• Real-time delivery ensures timely reach
• Uncluttered professional context
• Flexibility to tailor your content
Easily create, manage and optimize well-targeted, customized campaigns in just minutes — on a budget that works for you.

Text Ads

Generate quality leads with an easy, self-serve solution
Drive engagement with premium audiences using dynamically generated ads, powered by profile data, customizable to meet your campaign objectives.

**Dynamic Ads**

Engage prospects with ads automatically personalized to them

Drive engagement with premium audiences using dynamically generated ads, powered by profile data, customizable to meet your campaign objectives.

**Build brand awareness**

by increasing Company Page followers and engagement

Follower Ad

**Drive conversions**

with more clicks to your landing page, website, or app

Spotlight Ad

**Generate leads**

by promoting your LinkedIn content

Content Ad