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Trusted by the biggest brands in the world

Are You Clued in to LinkedIn?

Read. Learn. Utilize. Make the most of marketing for your business with LinkedIn Marketing Solutions.



A CAR MANUFACTURER'S SUCCESS ON LINKEDIN

In less than 30 days, over 2,700 fans recommended their favorite cars and shared it with their professional networks on LinkedIn. In the same time period, this leading car manufacturer gained over 2,300 followers asking to stay abreast of the latest news and developments on their LinkedIn Company Page.

When LinkedIn launched its new marketing solutions for businesses to connect with professionals, it provided the perfect opportunity for one of the world's leading automobile manufacturers to increase brand awareness with one of the fastest growing markets in their industry. With professionals spending more time at work and more time interacting with their colleagues, this car manufacturer wanted to connect with this professional network to build brand loyalty and influence decision-making.

They became the first major auto company to establish a presence on LinkedIn Company Pages in this market, which allowed LinkedIn members to post reviews and make recommendations to their professional networks.

The car company also launched a series of LinkedIn Recommendation Ads to encourage more professionals to join their page. With LinkedIn's precise targeting capabilities, the car manufacturer was able to connect with professionals who matched their buyer profile, showcase endorsements from actual LinkedIn members and invite others to recommend their favorite car model.

The campaign was a huge success!

THE WORLD'S LARGEST AUDIENCE OF AFFLUENT, INFLUENTIAL PROFESSIONALS

With over 120 million members, LinkedIn is the world's largest audience of professionals. They can connect and network with the click of a button, and benefit greatly from sharing their professional experiences.

Now businesses have the opportunity to extend their reach into this network using LinkedIn's new marketing solutions. Companies can track new developments, explore new business opportunities, list job openings, and even allow users to compare their products and services. The following pages provide an overview of these LinkedIn marketing solutions.



COMPANY PAGES

Your LinkedIn Company Page is the first impression that visitors will get of your business. Take a look at Dell (www.linkedin.com/company/dell) or Hewlett Packard (www.linkedin.com/company/hewlett-packard).

- The **Overview Tab** introduces your company to professionals by sending updates and providing a quick summary of your key company statistics. You can also connect directly with your followers through status updates.
- The **Product and Services Tab** allows you to display personalized content to a designated target audience. The content will be tailored to each person's profile; that way a Finance executive is not seeing content targeted to a Pharmaceutical executive.
- The **Analytics Tab** tracks who visits your company page, where they go, and how you stack up against similar companies. You can even see the industries, titles, and companies of your fan base.
- The **Careers Tab** displays your employees, lists job opportunities, and provides insight into your company's culture and hiring practices. It is a useful tool for interacting with job seekers.

Your LinkedIn Company Page allows you to control your company's presence, employment objectives, and product and services awareness. The information you present should align with your brand voice to remain consistent to your audience.

Your Company Page is the first impression LinkedIn professionals get of your business; make sure it aligns with your brand and objectives.

The screenshot shows the LinkedIn profile for Hewlett-Packard. At the top, there's a navigation bar with 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. Below that, the page is titled 'Companies > Hewlett-Packard' with tabs for 'Overview', 'Careers', and 'Products & Services'. The main content area features a welcome message, a product spotlight for 'END-TO-END SECURITY', and a section for 'Featured Products and Services' listing HP Laptops, HP Printers, and ePrint. On the right side, there's a sidebar with 'Hewlett-Packard has 363,379 followers', '19 Products & Services', '3,657 Recommendations', and '4 people in your network recommend Hewlett-Packard'.

RECOMMENDATION ADS

Recommendations from friends, peers and colleagues carry far more weight when it comes to buying decisions than your company's marketing efforts. Now LinkedIn has made this technique available on your Company Page. Each time a LinkedIn member endorses your products or services, their recommendation becomes visible to all of their connections, giving your company the most credible, authentic showcase of endorsements.

Nothing beats word-of-mouth recommendations for generating new business. This makes Recommendation Ads one of the most powerful tools for marketers on LinkedIn.

GROUPS

Groups are a great way for brands to interact with LinkedIn members. Groups are professionals collaborating, sharing, and connecting around a passion, interest, or goal they all share. Posting interesting and provocative topics will draw people to your company because it shows that you are active in the progress of your industry. Groups are a terrific method of gaining meaningful insight while creating lasting relationships.



ADDITIONAL MARKETING SOLUTIONS

Display Ads

There are many Display Ad options available. The simplest is **Standard Text Links**. These ads consist of a headline and a live link to a Group or Company Page, for example. **Content Ads** distribute streams of dynamic content, such as videos, twitter feeds, and photos in a single ad space. **Homepage Takeover Ads** allow you to direct relevant advertising to a specific segment of professionals with high-impact.

Content Ads



Social Ads

Social Ads are a type of Display Ad that have a more specific call-to-action. There are multiple types of Social Ads:

- **Featured Company Ads** increase traffic to your Company Page. These ads pull information from your Company Page and share it with your connections anonymously.
- **Join Group Ads** increase membership in your groups by highlighting current conversations and showing you relevant content.
- **Follow Company Ads** helps build your company's follower-base.

Partner Messages

Partner Messages give you the ability to incorporate marketing copy into a co-branded landing page with ads and a call-to-action element. It is an intimate way to communicate with specific LinkedIn professionals by using targeted email marketing.

White Paper Distribution

White Paper Distribution allows you to deliver white papers to professionals in or outside your company's network. By providing relevant content to a targeted audience you successfully position your company as a leader in your field.

Featured Company Ads



ADDITIONAL MARKETING SOLUTIONS (CONT.)

Applications

Applications enrich your profile and give you the key insights you need to reach your goals. These features are added to your company page, enabling you to control the information you gather and who has access to it.

Here is a sampling of the applications available:

- **Events** allow you to post and view information about conferences and local meet-ups. It is a great way to stay connected to your network and stay top of mind in your industry.
- **Polls** enable you to leverage the opinions of millions of professionals. Your company can quickly and easily gather actionable data on questions pertaining to your industry.
- **SlideShare** enables you to upload your presentations and view presentations colleagues have posted. It is a useful tool for showing your expertise in the industry and finding experts your company can connect with.

Visit www.linkedin.com/static?key=application_directory for a full listing of LinkedIn applications.

Insights

LinkedIn makes gathering analytics from your Company Page, Groups and Polls easy. Their **Analytics & Reporting** function lets you gain insight across all activities on LinkedIn. This reporting includes your campaign's audience and performance and Company Page visitors and follows. LinkedIn's **Research** function will answer key marketing questions around your campaign based on information gathered from the millions of members.

Mobile

The LinkedIn mobile app is free for iPhone, Android, and RIM users. You can update your Company's status to ensure you are delivering relevant messages in a timely manner right from the app.



Visit www.marketing.linkedin.com to view all the marketing solutions LinkedIn offers.

CASE STUDIES

Energy and Healthcare

Objective

- Create an online community dedicated to innovation.

Marketing Solutions

- LinkedIn Groups

Results

- 30,000+ members, 60% manager level or above
- 4,400 discussions

A leading Energy and Healthcare company was looking to create an online community for professionals. They created a LinkedIn Group that allowed them to be at the forefront of driving innovation, collaboration, and future industry developments. They knew it was critical to engage members in focused discussions about relative topics in the Energy and Healthcare industry. They encouraged members to spark conversations to develop their knowledge and grow their community. This initiative resulted in a globally active group of 30,000+ members. 60% of the group members are at the manager level or above. Over 4,400 discussions were dedicated to innovation in the Energy and Healthcare industry.

Information Technology

Objective

- Connect with clients and encourage reviews

Marketing Solutions

- LinkedIn Recommendation Ads

Results

- 20,000 new followers
- 2,000 recommendations
- 5,000 viral updates

A leading Information Technology company wanted to connect with clients while encouraging professionals to recommend their products and services. They created a solid company profile to reach out to professionals in a business context, and then they released a recommendation campaign inviting users to endorse their products and services. The company took advantage of Recommendation Ads to speed up the process and quickly create endorsements for their products and services. In two weeks, they had 20,000 new members following their profile, 2,000 recommendations and 500,000 viral updates for their products and services.

Business Services

Objective

- Increase brand awareness

Marketing Solutions

- LinkedIn Polls & Answers

Results

- 4 polls averaged a 1.11% click-through rate

A Business Services company wanted to increase their brand awareness. They focused on creating interesting polls to engage professionals and gain valuable insight. This company successfully drove LinkedIn members to their company page and gathered analytics. The answers to their polls achieved a 0.48% click-through rate (with one of the questions receiving over 150 comments). In total, the 4 polls posted averaged an outstanding 1.11% click-through rate.

HOW TO GET YOUR COMPANY STARTED

There are extensive marketing solutions available to businesses on LinkedIn. Using the right mix of solutions to achieve your company's goals is the challenge. Here is a checklist that will help make your LinkedIn marketing initiatives a success.

- 1. IDENTIFY** your challenges on LinkedIn. What areas are you lacking in and where do you want to see success?
 - 2. CHOOSE** solutions based on your challenges. Your challenges will dictate which solutions will work best.
 - 3. ESTABLISH** your goals. By defining your challenges and solutions, you should be able to set realistic goals.
 - 4. IMPLEMENT** the marketing solutions. Start advertising!
 - 5. EVALUATE** the results. It is important to monitor your advertising. Treat this as a part of any social media campaign.
 - 6. ADJUST** based on the results. If your chosen LinkedIn solution isn't garnering the results you were expecting, then make adjustments. The beauty of social media is the ability to make immediate changes.
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Thinkdm2 can help evaluate challenges, set goals and develop solutions as well as create the messaging and advertising needed to reach those goals. With the help of a specialized LinkedIn marketing solutions expert, that messaging can be implemented. From there, we will review the results and adjust as necessary to ensure your goals are reached. So, if you're interested, we suggest working with us and LinkedIn on putting a successful creative plan together today!

Contact us at info@thinkdm2.com or 201.313.4180.

