6 Tips to Boost Your LinkedIn Game

How to Upgrade Your LinkedIn B2B Marketing Strategy: LinkedIn reigns supreme for lead generation among all social networks. It is the only professional online social network to make business connections. If you haven't been on LinkedIn recently, here are some tips to increase your LI visibility and get new leads and clients.



Why Your Business Should Be On LinkedIn: Statistics

- [ ] 59% of marketers generate B2B leads on LinkedIn, compared to 26% on other social platforms
- [ ] 78% of B2B marketers rate LinkedIn the most effective social media platform at helping their organization achieve specific objectives
- [ ] 9 out of 10 customers reduced their cost per lead with LinkedIn Lead Gen Forms
- [ ] 45% of all social media traffic to a company's homepage comes from LinkedIn
- [ ] Learn More: https://www.socialmediatoday.com/news/the-case-for-b2b-marketing-on-linkedin-infographic-3/532681/

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- [ ] Optimize your LI Headline: For most LI users, your headline is all they will ever see. Make it interesting, accurate and memorable. Keywords that are commonly used in your field will help prospects find you and decide if you are a valuable connection.
- [ ] Use Hashtags Strategically: LinkedIn only recently began supporting hashtags. Hashtags are searchable, so use branded or topical hashtags in or at the end of your post so people can find your posts. Be strategic: LinkedIn isn't Twitter or Instagram, 2 or 3 #s should be sufficient for most posts.
- [ ] Blog on LinkedIn: LinkedIn's free blogging platform has been around for several years, and while there are more users, the vast majority of LinkedIn users do not use it. A LinkedIn article can raise your visibility on LinkedIn and drive more users to see your profile and connect. Your LI contacts are all notified that you have posted a n article!

- [ ] Demonstrate Your Credibility and Authority: Share content that shows your contacts and prospects that you can help them solve their problem. Source content with strong images and messaging and add insightful comments that demonstrate your knowledge in your field.

- [ ] Give and Ask for LinkedIn Recommendations: Ask your colleagues and clients to provide you with a LI recommendation that demonstrates your professionalism, trust and expertise. When someone gives you a recommendation, it shows in your feed, plus the activity of the person who recommended you so all their contacts will see the recommendation also. One new recommendation annually provides social proof and will keep your profile current and professional. Give honest, specific recommendations to your contacts, customers and colleagues.

- [ ] Share and Comment: Be active on LinkedIn. If you see an article you agree with, give it a Like. Show your expertise and add a Comment. Share the article with your contacts if it is relevant to your business or theirs. Follow Companies, Groups and Influencers and interact with them regularly. Be sure to follow your own company and Like, Comment and Share their posts with your network.

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