

# INTRODUCTION

## LINKEDIN MARKETING

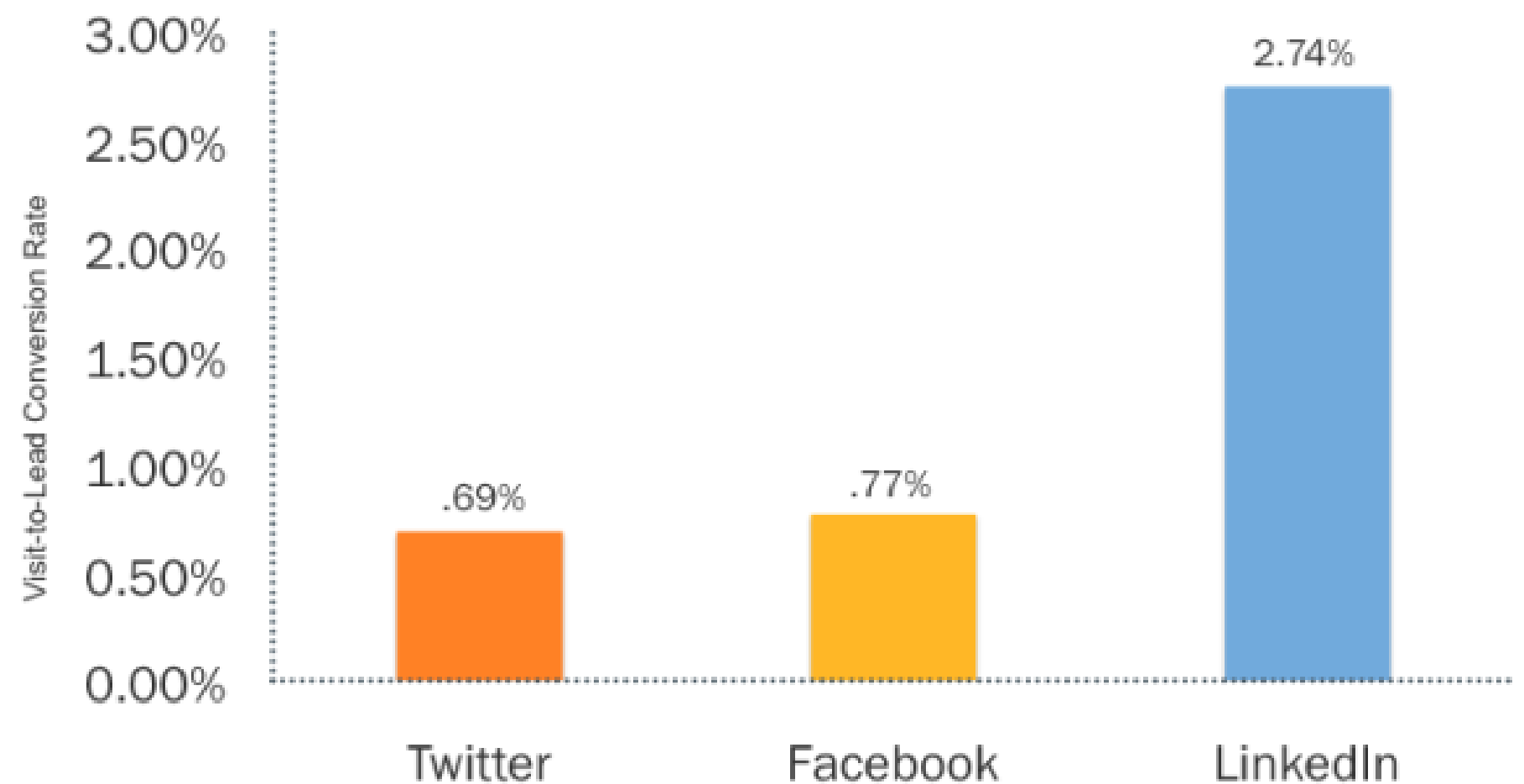
[WWW.EAT-POPCORN.COM](http://WWW.EAT-POPCORN.COM)



# LEAD GENERATION BY NUMBERS

HubSpot found that traffic from **LinkedIn generated the highest visitor-to-lead conversion rate at 2.74%**, almost 3 times higher (277%) than both Twitter (.69%) and Facebook (.77%).

LinkedIn Best Social Network for Lead Generation



This study by HubSpot.com included 5,198 B2B and B2C businesses.



JANUARY 08, 2020 : RESOURCE: [HTTPS://BLOG.HUBSPOT.COM/BLOG/TABID/6307/BID/30030/LINKEDIN-277-MORE-EFFECTIVE-FOR-LEAD-GENERATION-THAN-FACEBOOK-TWITTER-NEW-DATA.ASPX](https://blog.hubspot.com/blog/tabid/6307/bid/30030/linkedin-277-more-effective-for-lead-generation-than-facebook-twitter-new-data.aspx)

# PRE-REQUISITES

To consider before  
setting up a LinkedIn Ad



**LINKEDIN COMPANY  
PAGE**



**CONTENT STRATEGY**



**TARGETING STRATEGY:  
BUYER PERSONAS**



**OBJECTIVE: TYPE OF  
CAMPAIGN**



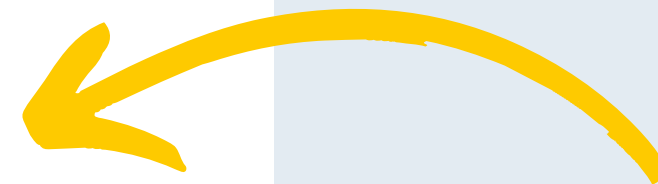
**BUDGETING AND  
BIDDING ON LINKEDIN**

**30%**



**ON AVERAGE, FULLY  
COMPLETED LINKEDIN  
PAGES GET 30% MORE  
VIEWS.**

**LINKEDIN TELLS US THAT 51%  
OF COMPANIES HAVE  
ACQUIRED A B2C CUSTOMER  
THROUGH THE PLATFORM.**



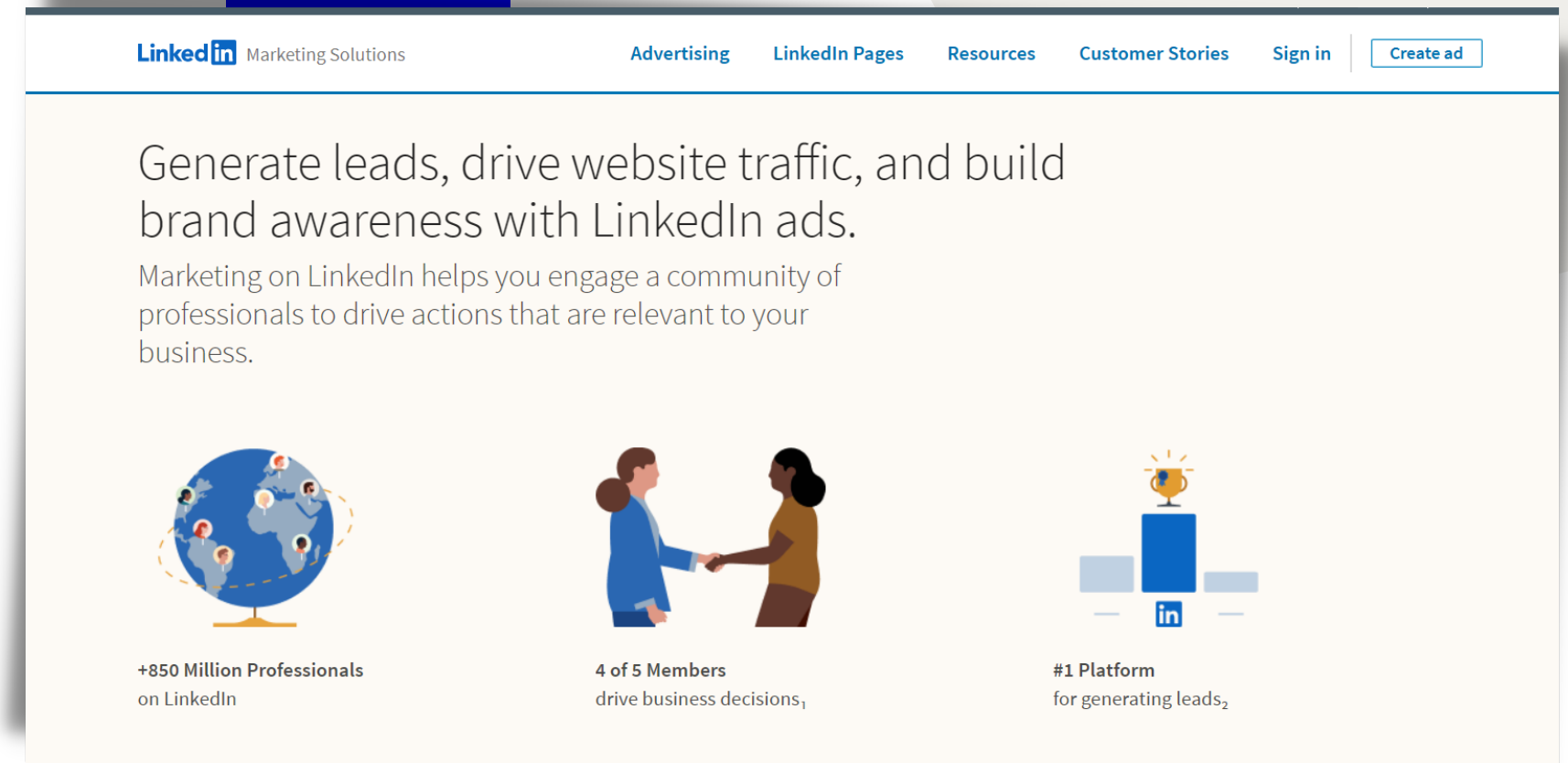
**51%**

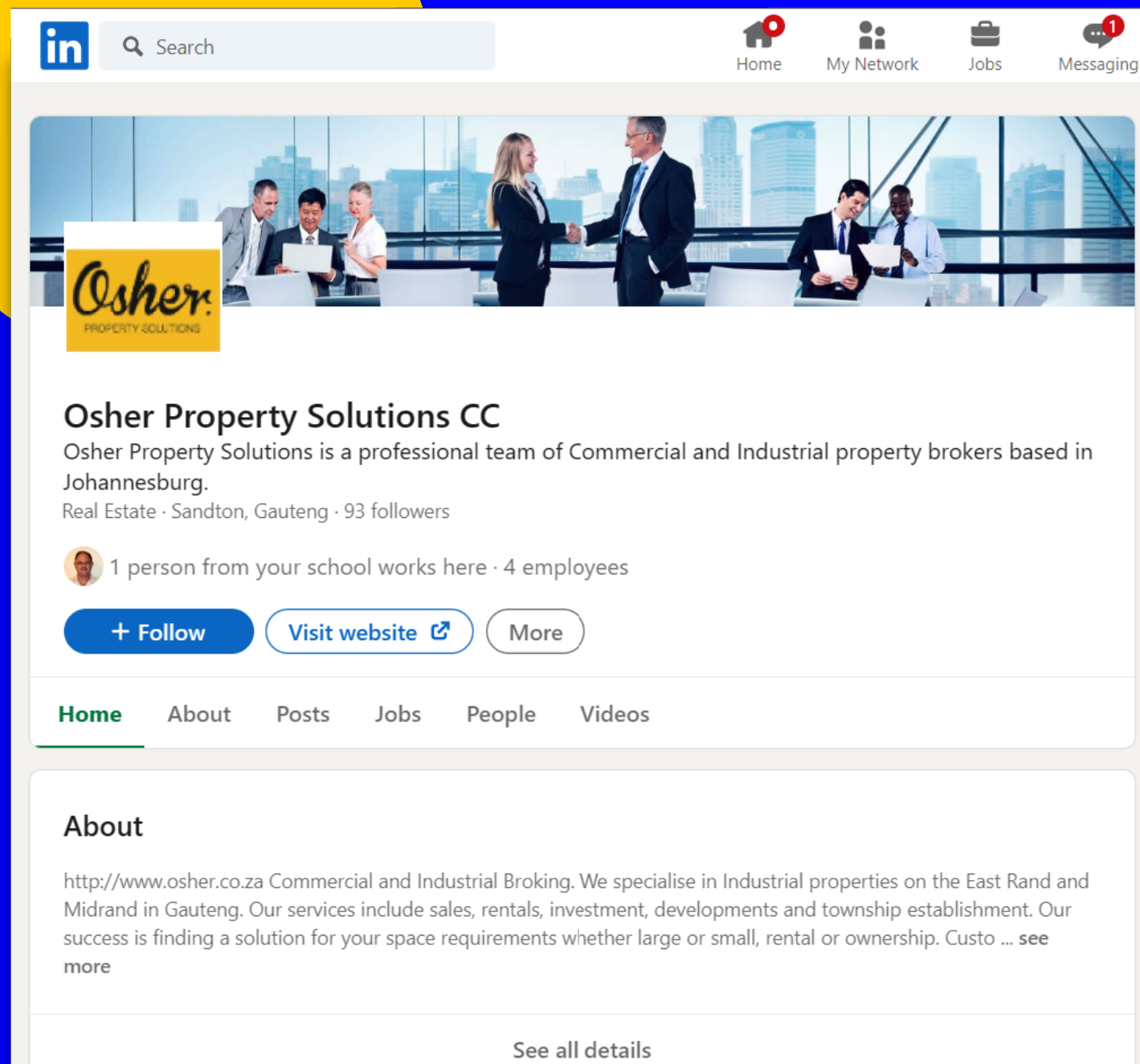


# INTRODUCTION

LinkedIn is the largest professional networking platform with over +722 million members, providing opportunities for businesses to reach their target audience through sponsored content, targeted advertising, and influencer marketing. It is the top B2B social media platform for content distribution and a valuable B2B ad platform.

To maximize results, it is important to have a **well-optimized Company Page** before starting with LinkedIn Ads.



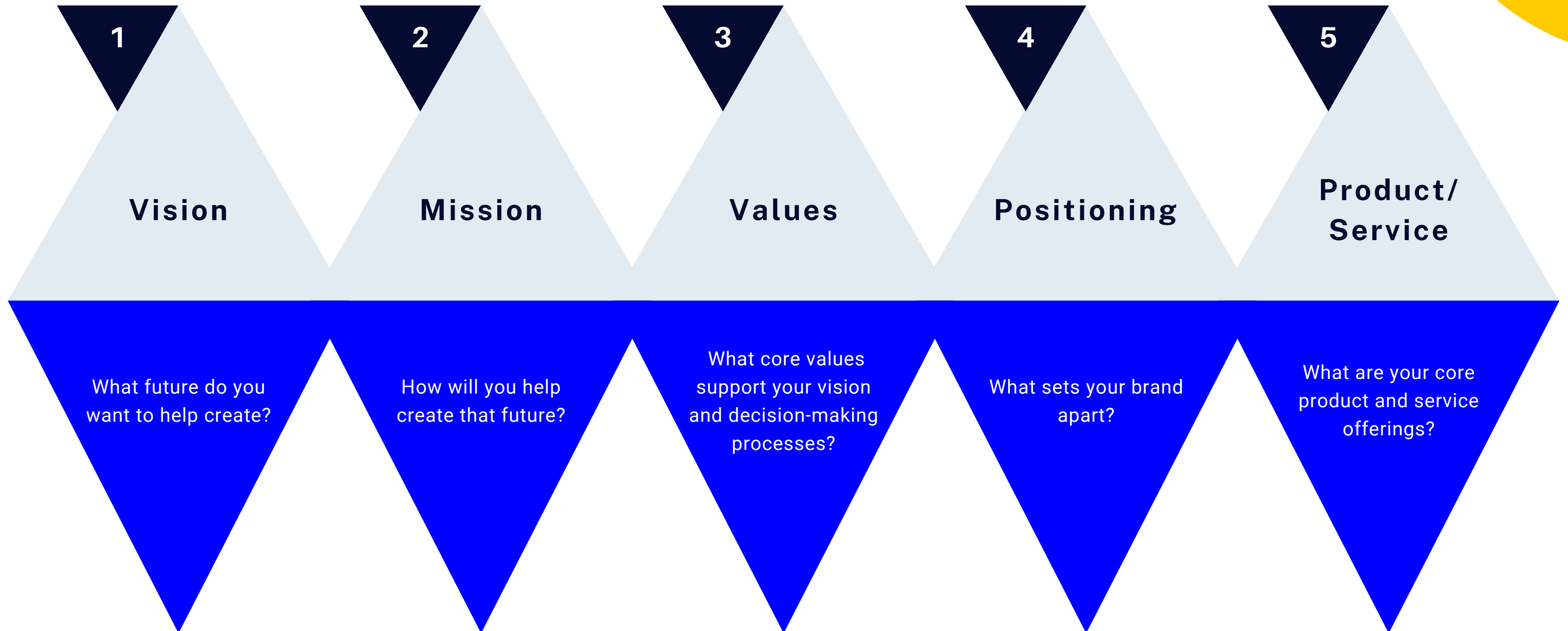


Your **LinkedIn Company Page** is the foundation for your brand presence on LinkedIn. Having a LinkedIn page also matters beyond the LinkedIn network since LinkedIn Company Pages rank on search engine results pages (or SERPs) like any other website or social network.

Pages are also excellent vehicles for you to share news and videos, promote events, and show the world your company culture.

***THINK OF YOUR LINKEDIN PAGE AS THE CENTRAL COMPONENT IN YOUR MARKETING STRATEGY ON THE PLATFORM.***

# LINKEDIN DESCRIPTION KEY POINTS





# **DEVELOPING A WINNING CONTENT STRATEGY**

You'll also want to have your Content Strategy in place so when individuals return to your page after viewing an ad, they can learn more about your company and its products and services.





# TYPES OF CONTENT

Posts are a good method for lead generation by offering an Ebook, white paper, or report to download.

Here are some types of content that you can post to promote engagement and grow an organic following on your page.

01

## VIDEOS

It gives your company a face and a personality that people can associate with, and helps people connect with you in a more human way.

02

## CHARTS AND INFOGRAPHICS

Can help your audience easily visualize information.

03

## SLIDESHARES

Enable you to easily share more visual content. Use a SlideShare if you need 5–7 images to demonstrate a topic. These types of posts are especially useful for people on mobile devices who can slide a finger to move through the images.

04

## LISTS

Are a great way to quickly grab attention.

05

## HOW-TO POSTS

Provides additional value to your followers.

06

## WEBINARS

Share your upcoming webinars and give people the opportunity to sign up.

07

## LIVESTREAM

Livestreaming your events is a fantastic way to directly engage your audience.

08

## POLLS

Engage your audience and give you valuable information.



# TYPES OF CAMPAIGN

## Three Types of Campaigns



### AWARENESS

Awareness Campaigns charge by impressions (cost per thousand, or CPM). These are ideal for high-level brand building and prospecting.

BRAND AWARENESS

### CONSIDERATION

Consideration campaigns are straightforward and will be priced based on desired action. These are helpful for clicks to your website, engagement with content, social sharing, getting more company followers, or getting folks to watch a promotional video.

WEBSITE VISITS

ENGAGEMENT

VIDEO VIEWS

### CONVERSION

The conversion objective takes it one step further and optimizes for an action on your website. These campaigns are ideal for generating leads (and offer lead gen forms), getting downloads of content like whitepapers or templates on your website, or driving applicants to a job posting.

LEAD GENERATION

WEBSITE CONVERSIONS

JOB APPLICANTS



# **TARGETTING STRATEGY: BUYER PERSONA**



LinkedIn is incredibly valuable for lead generation because it's a professional network, making it easy for B2B marketers to leverage professional targeting to their advantage.

LinkedIn makes up more than 50% of all social traffic to B2B websites & blogs.

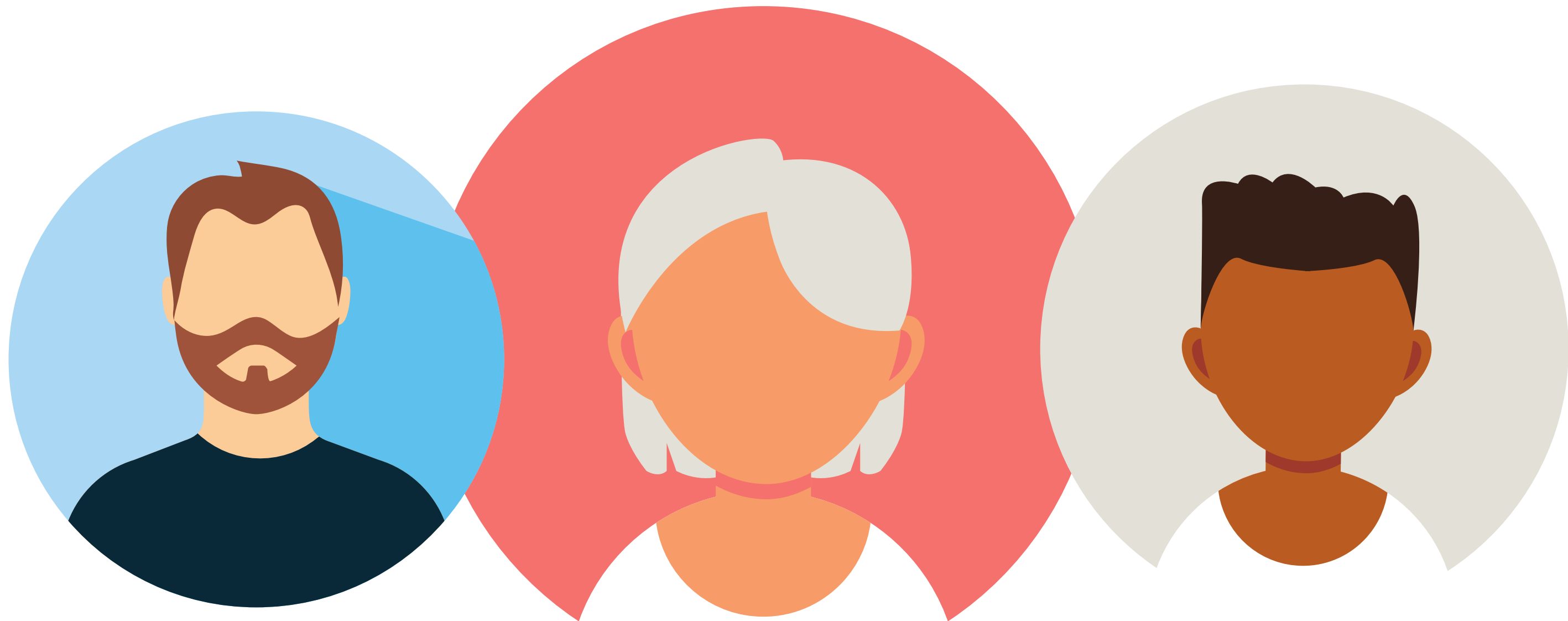
## LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

90% of the social traffic was driven by the big three networks, with half of it coming from LinkedIn



Source: Hubspot

**A BUYER PERSONA IS A FICTIONALIZED, GENERALIZED  
REPRESENTATION OF YOUR IDEAL CUSTOMER.**



## BUYER PERSONA CRITERIA

A buyer persona is a fictional representation of your ideal customer, based on market research and real data about your current customers.

**DEMOGRAPHIC INFORMATION**  
age, gender, location, income, education, etc.

**PSYCHOGRAPHIC INFORMATION**  
Personality, values, interests, lifestyle, etc.

**BEHAVIORAL DATA**  
purchasing habits, pain points, decision-making process, etc.

**GOALS AND CHALLENGES**  
What motivates the customer, what problems they're trying to solve, etc.

**DIGITAL BEHAVIOR**  
How they interact with your website, social media, etc.

**By combining this information, you can create a detailed and accurate representation of your target customer, which can guide your marketing and sales strategies.**

# BUDGET & BIDDING OPTIONS

## **COST-PER-CLICK (CPC)**

**YOU PAY WHEN  
SOMEONE CLICKS  
ON YOUR AD.**

## **COST-PER-1,000- IMPRESSIONS (CPM)**

**YOU PAY WHEN YOUR  
TARGET AUDIENCE  
SEES YOUR AD.**

## **COST-PER-SEND (CPS)**

**YOU PAY WHEN  
MESSAGE ADS ARE  
DELIVERED  
SUCCESSFULLY.**

## **HOW IT WORKS**

LinkedIn's advertising system operates on a **bidding system**, where the highest bidder wins the placement for their ad. The platform considers past campaign performance, so previous advertising experiences on LinkedIn can impact the outcome. The winning bid is calculated based on the amount needed to surpass the second highest bid, rather than the full amount bid.

The cost of targeting specific audiences can vary based on the level of competition for those criteria. To maximize the return on investment, it's crucial to have an **optimized bidding strategy**.

# BUDGETING STRATEGY TIPS



## **LIMIT YOUR TARGETING FEATURE TO THE ONES YOU NEED.**

If you have a lower budget, zero in on your targeting criteria to get a smaller pool of users.



## **SET A COMPETITIVE BID.**

Bid ambitiously at the high end of the suggested range in your ads interface to improve your chances of winning at auction and delivering your budget.



## **DON'T SET YOUR BUDGET CAPS BELOW ZAR 2500-00.**

If you are using LinkedIn from a different country, your cap may be different. When you set a bid, you also set how much budget you're willing to pay for the ads. Set a generous daily budget to start — doing so will help you reach more of your audience.



## **DITCH THE DAILY BUDGET.**

If you're having trouble delivering impressions, avoid capping your budget at a certain dollar amount each day. Instead, try setting a total budget to be spent over time. This will maximize the reach of your ads.

# CONCLUSION

In conclusion, a well-executed LinkedIn marketing strategy can have a significant impact on your business by helping you reach and engage with your target audience, generate leads, and build your brand reputation.

With over 700 million active users, LinkedIn is a highly effective platform for B2B marketing, making it essential for any business looking to expand its reach and attract new customers. By leveraging LinkedIn's advanced targeting and engagement features, you can reach the right people at the right time and drive real results for your business.

With the right approach, LinkedIn marketing can help you achieve your business goals and establish a strong online presence that supports your growth and success.

# THANK YOU!

We appreciate your interest in our presentation and are hope you found the information helpful.

If you would like to get in touch, please don't hesitate to reach out to us today.



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