

T.C.S. Pvt Ltd



DIGITAL GURU RAJEEV

LinkedIn Marketing



✓ Mastering LinkedIn Marketing

Learning Objectives:

➡ Build a strong professional presence and generate leads on LinkedIn.

➡ Topics:

✓ Optimizing LinkedIn Profiles & Company Pages

✓ Content Types and Posting Strategy

✓ LinkedIn Ads and Networking

✓ Building Authority and Thought Leadership

➡ Practical Activity:

➡ Create and optimize a LinkedIn business page.



Why LinkedIn Marketing Matters

- 1 billion+ professionals use LinkedIn
- 4 out of 5 members drive business decisions
- Most trusted social platform for B2B marketing
- 80% of B2B leads from social media come from LinkedIn
- We will learn how to:
 - Optimize your personal and company LinkedIn profiles
 - Create effective content and posting strategies
 - Use LinkedIn Ads and networking effectively
 - Build authority and thought leadership



Optimizing LinkedIn Profiles & Company Pages

- Optimizing Your Profile
- Professional headshot (high-quality photo)
- Headline with keywords (what you do + who you help)
- About section: Tell your story, add achievements
- Add featured content (posts, articles, media)
- Customize your URL
 - Creating and Optimizing a Company Page
 - Use a clear logo & banner image
 - Add a keyword-rich description (mission, services)
 - Include website, industry, and specialties
 - Encourage employees to connect
 - Post regularly from the company page



Content Types and Posting Strategy

- LinkedIn Content Types
 - 📸 Images & Carousels (visual storytelling)
 - 📝 Text Posts (tips, industry insights)
 - 🎥 Videos (behind-the-scenes, tutorials)
 - 📰 Articles & Newsletters (in-depth authority content)
 - 💬 Polls (engagement booster)
- Posting Strategy
 - Post 3–5 times/week for consistency
 - Best times: Tuesday–Thursday mornings
 - Mix of content:
 - 40% educational
 - 30% personal insights
 - 20% company news
 - 10% promotional
 - Respond to comments within 24 hours



LinkedIn Ads and Networking

- LinkedIn Ads Overview
- Ad Types:
 - Sponsored Content
 - Message Ads
 - Text Ads
 - Dynamic Ads
- **Tips:**
 - Define your audience (job title, industry, company size)
 - Use strong visuals + clear CTA
 - A/B test ad creatives
 - Track conversions via LinkedIn Insight Tag



Measuring Success

- Metrics to Track:
- Profile and Page Views
- Engagement Rate (likes, comments, shares)
- Follower Growth
- Website Traffic from LinkedIn
- Lead Conversions
- Tools: LinkedIn Analytics, Google Analytics



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Thank You

Let's Get Connected!



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