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Business-To-Business Marketing On LinkedIn: What Works Now

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Abstract: LinkedIn is known as one of the most fast-growing social media networks and a powerful platform for B2B marketing. It effectively builds a solidly professional network that every business is seeking and already becomes an inevitable part of digital marketing. The number of its users is over 600 million by 2019 and still growing. Additionally, 46% of the social media traffic to B2B company sites is from LinkedIn. Marketers have undervalued LinkedIn for a long time, but now it is getting a lot of traction, especially in B2B marketing. It is evident because since Microsoft acquired LinkedIn, it has grown massively in terms of users and business-friendly features that empower marketers to generate better ROI on marketing investments.

Index Terms - Component, formatting, style, styling, insert.

I. INTRODUCTION

LinkedIn B2B marketing involves the promotion of products or services to other businesses, as opposed to targeting individual consumers. In contrast to consumer-focused companies with broad audiences, B2B companies, including those in software, manufacturing, or advertising, typically have a more specialized and niche audience. The primary goal of B2B marketing on LinkedIn is to capture the attention of key business decision-makers within their respective industries. LinkedIn serves as an ideal platform for B2B marketing due to its ability to connect businesses with professional audiences, making it a popular and effective choice for businesses aiming to reach and engage with relevant professionals.

Most businesses often prefer investing their social media marketing budgets into the big three platforms: Instagram, Facebook, and Twitter. Although these three social media platforms are crucial in promoting businesses, excluding LinkedIn from your marketing strategy is a big mistake most companies make. Since LinkedIn is one of the biggest social media platforms, it generates leads 227% more effectively compared to the three other forums. Therefore, when creating a marketing strategy for your business, it is crucial to include LinkedIn to generate more leads. LinkedIn claims that 71% of professionals utilize its site to help them make business decisions. It's logical for you to reach them wherever they are by joining them on LinkedIn if they already use the site to grow their business.

Reasons to Use LinkedIn for B2B Marketing

Here are some more reasons to use LinkedIn for B2B marketing:

Influencer Marketing: Using the best social media marketing tools, you may become a leading expert in a specific field. The network is a rich field for thought and practice leaders striving to become trusted advisers, from producing high-quality content, participating in LinkedIn forums, and enhancing your profile to answering queries. Influence is closely linked with reputation and leadership. Since networking is LinkedIn's primary focus, it also makes it possible to find and interact with more influencers. Influencer marketing on LinkedIn is not very popular yet, but it is increasing yearly.

Optimize Company Page: The company page should include all the critical information and how the company can help them. This information will help prospective clients understand the business. You can make the following straightforward changes to your profile to boost its functionality:

- ✓ Create a summary line that reviews your work and includes relevant keywords.
- ✓ Make it attractive! Your account can look much more professional with a well-designed profile picture and cover photo. Additionally, your cover image offers a chance to give your page some personality. Learn more how to streamline your B2B account on LinkedIn.
- ✓ Create Awareness and Improve Reputation

LinkedIn is a perfect platform to increase your online presence. Since LinkedIn is a vast community and every second at least two professionals log in to their LinkedIn accounts, it provides businesses more chances to connect to prospective clients. Businesses and the individuals who represent them may all increase their visibility and reputation, both as individuals and as a brand, by using the various personal and group capabilities on LinkedIn. Furthermore, make sure to use the status update option, a tool that is underutilized even if the updates are now more noticeable on the homepage, thanks to the new design.

Selling and Generating Leads: The most effective network for generating leads is certainly LinkedIn. In addition to more conventional strategies like highlighting intriguing content potential consumers can download or directing traffic to relevant sources, LinkedIn offers incredibly personalized means of discovering potential leads, engaging them, and converting them into customers. Listening, evaluating, sharing, participating, networking, and replying are all effective methods for accomplishing this. Increase your chances of closing sales by networking with potential customers and indirectly selling to them on LinkedIn. B2B marketers should use LinkedIn to get new leads because customers and prospects are more likely to express inquiries and want, and 18% of postings are group-related. You may learn more about what interests them by looking at the additional 18% of people who share and like the content.



Benefits of LinkedIn For B2B Marketing

LinkedIn has transformed B2B marketing by offering a suite of tools and features that empower businesses to target their ideal audience, enhance brand visibility, and generate leads.

Utilizing LinkedIn for B2B marketing provides several advantages: Access to market Insights: LinkedIn offers valuable market insights and data, including industry trends, competitor analysis, and customer behavior.

Competitive insights: LinkedIn provides valuable competitive insights, allowing you to monitor competitor activities, track industry trends, and identify fresh business prospects.

Employee advocacy: Encouraging employees to become brand advocates on LinkedIn, sharing content and promoting the brand.

Partnership prospects: LinkedIn offers possibilities for forming partnerships and collaborations with other businesses in your field.

Industry-specific communities: LinkedIn features numerous groups tailored to specific industries, offering valuable information and networking chances.

Access to industry updates: LinkedIn grants access to industry news and developments, keeping you abreast of the latest trends in your sector.

Increased website traffic: Sharing website content on LinkedIn can drive more traffic to your site and improve search engine rankings.

Personalized messaging: LinkedIn enables you to customize your marketing messages for specific target audiences, leading to increased engagement and conversion rates.

Reputation management: LinkedIn serves as a valuable tool for reputation management, allowing businesses to monitor and respond to customer feedback and reviews.

Cross-promotion: LinkedIn facilitates cross-promotion across various social media channels, such as Facebook, Twitter, and Instagram.

Word-of-mouth marketing: LinkedIn serves as a potent tool for referral marketing, letting you leverage your existing network to generate new business opportunities.

Cost-effective advertising: LinkedIn advertising offers a cost-effective means to reach the target audience, with options for both pay-per-click and sponsored content.

American Express

Millions of users are sharing content on LinkedIn - the dominant platform for B2B marketers. Therefore, targeting the audience with a message and resonate them with what you post is easier said than done.

Adobe

Adobe uses the business showcase segment to highlight different lines of its business. Notably, the company creates multiple Showcase Pages or Affiliated Pages on LinkedIn. Each product has a separate page containing content only related to it. This strategy enables the B2B business to promote its product to a targeting market and audience.

How Do Businesses Use LinkedIn for Marketing?

There are many different ways to use LinkedIn as a comprehensive marketing tool. Not only is it a great virtual space to meet and connect with people in your industry and exhibit your brand's progress over time, but it also comes with a lot of built-in features that promote furthering online reach and engagement with your audience. Here are some of the things you can use LinkedIn for:

1. Content distribution

One of the simplest and most straightforward ways in which businesses use LinkedIn for marketing is by using it as a platform for distributing quality content about their brand.

On LinkedIn, you can share photos, videos, and blog posts for a range of different content types that connect with followers in different ways. Experts suggest mixing things up on a regular rotation to find what works best for your brand.

2. Sharing updates on company achievements and successes

The people and businesses that follow you online want to know what's happening in your world. Share relevant and interesting updates to keep them informed and engaged. Update your followers on how you are progressing and succeeding in reaching brand goals.

3. Showcasing the company's values and work environment

LinkedIn is a great place to demonstrate company values, ethics, and culture. Use the content you upload to inform audiences about what ideas your brand is founded upon and how those ideas intersect with your vision for the future.

4. Generating leads

Another major way that LinkedIn is used as a marketing tool is by generating leads for businesses. On this busy platform, there are endless opportunities to identify and connect with different industry icons, clients, and collaborators that expand your network and improve sales.

B2B Marketing Tactics and Content Formats

Here are a few of the most common B2B marketing tactics and content formats to consider including in your strategy:

Blogs: A mainstay for almost any content team. Regularly updated blogs provide organic visibility and drive inbound traffic to your site. Your blog can house any number of different content types and formats. They may not be the central force in content marketing they used to be, but blogs are still valuable!

Search: SEO best practices change as often as Google's algorithm (a lot), making this a tricky space to operate in, but any B2B marketing strategy needs to account for it. Lately the focus has been shifting away from keywords and metadata, and more toward searcher intent signals.

Social Media: Both organic and paid should be in the mix. Social networks allow you to reach and engage prospects where they're active. B2B buyers increasingly use these channels to research potential vendors for purchase decisions.

Whitepapers, e-books, and infographics: Standalone assets containing valuable information, these downloadable documents can either be gated (meaning a user must provide contact information or perform another action to access) or ungated. Often used as a B2B lead generation tool.

Email: While its effectiveness is waning somewhat in the age of spam filters and inbox shock, email won't disappear anytime soon.

Video: This content type can be applied in several of the previous categories mentioned here (blogs, social media, emails) but is worth singling out because it is the driving force behind many successful B2B strategies.

Livestream events and webinars: LinkedIn Live videos get, on average, 7x more reactions and 24x more comments than native video produced by the same broadcasters. LinkedIn Live isn't just great for promoting an event. Take advantage of this feature for demonstrating expertise, showcasing innovation, or giving LinkedIn members a behind-the-scenes view into your company's culture.

Case studies and customer testimonials: Establishing credibility is a must for B2B marketing strategists. Case studies and customer testimonials may not be the most creative ventures, but they're crucial nonetheless. **Podcasts:** Podcasting is gaining popularity for B2B marketing, in part because business owners and founders consume them robustly. Got a podcast geared toward a professional audience? Thinking about starting one? Grow your listening audience by marketing your podcast on LinkedIn.

Infographics:

Engagement Rate: Posts with infographics receive 2x more shares.

Why It Works: Concise and visually appealing.

Text Posts

Engagement Rate: Simple text posts can get 2-3x higher engagement than overly promotional content.

Why It Works: Authentic, conversational, and relatable.

Carousel Posts

Engagement Rate: Carousel posts see 3x more click-throughs compared to static posts.

Why It Works: Interactive and great for storytelling or showcasing step-by-step processes.

Polls

Engagement Rate: Polls often achieve 50% more reach than regular posts.

Why It Works: Interactive and fosters engagement.

Frameworks for Effective LinkedIn B2B Marketing

Before diving into what type of content works best on LinkedIn, let's check out a few frameworks that lead to a good deal of engagement if used correctly. Here are 4 frameworks you can use:

1. The Storytelling Framework

People connect with stories. Share relatable narratives that showcase your brand's journey, challenges, and successes. Use this framework:

Problem: Present an industry-specific challenge.

Solution: Highlight how your product or service solves the problem.

Results: Provide measurable outcomes or testimonials.

2. Value-Driven Framework

This helps to educate your audience with actionable insights. So, you need to create posts that:

Address industry pain points.

Share best practices or "how-to" guides.

Include whitepapers, eBooks, or research findings.

3. Engagement Framework

Another important metric for any social media channel; is engagement. This framework helps you to encourage two-way communication:

Ask open-ended questions.

Create polls to gather opinions.

Share posts with “this or that” scenarios to spark discussions.

4. Visual Storytelling Framework

People process visuals 60,000 times faster than text, and text is what provides context to the visual. Imagine you can use both of them to your advantage. Here’s what you can use:

Infographics

Slide decks (LinkedIn’s document feature)

Short videos under 90 seconds

But eventually it comes down to how readable, scannable, and easy to understand your content is.

B2B LinkedIn Marketing Strategies

Use these proven B2B LinkedIn marketing strategies to reach your target audience with brand messages that resonate at the ideal times.

1. Define Your Brand’s Objectives

The first step to creating any solid marketing strategy is to define your goals. This is true for your marketing strategy for LinkedIn, too. Your goals should dictate the kind of content you share and the approach you use to share it.

These goals can include generating more leads, building brand recognition, improving brand reputation, engaging specific target audiences, or giving your sales a boost. A Free 7-Step Social Media Content Strategy Template Use Clearview Social’s seven-step social media content strategy template to define your company’s strategy and meet your social media marketing goals.

2. Research Your Audience

The better you know your target audience, the better you’ll be able to craft marketing messages that resonate with them. Create ideal buyer personas based on your target groups’ ages, professions, industries, locations, and other demographic data. Additionally, focus specifically on job titles that align with decision-making power.

3. Design A Striking Company Page

Having a strong company page on LinkedIn is an effective way to catch and retain your visitors’ attention. When new visitors are checking you out, your company page is the first aspect of your brand they’ll interact with. Therefore, it needs to be memorable, professional, and informative for the best results. Consider adding some vital information to your company page, including your business location, industry or sector, products and services, team members, headquarters, and more. Also, add your company’s web URL, logo, company size, and other relevant details on your page. This will boost your credibility and enhance your LinkedIn marketing efforts. Include a cover image that aligns with your brand for a complete look. Your company page will include space for a description of your business. Include important details about your company, your offerings, and how leads can get in touch with you via email, phone, social media, or live chat services. Once you’ve set up your company page, you can use it to share relevant content that engages and intrigues your target audience. This will help you to establish your brand as a thought leader in its industry.

4. Optimize Your Company Page with Keywords

Your LinkedIn company page is essentially the face of your brand’s LinkedIn presence. Maximize its power to bring in qualified leads by using SEO practices and targeting keywords in your on-site content. Use the SEO tool of your choice to research the words and phrases that your target audience is searching for. Then, incorporate them into your list of unique skills and your company description. This simple trick is a great way to ensure that your page comes up when people search for B2B businesses and services like yours.

5. Promote Your LinkedIn Company Page

Now that you’ve created your company page, you need to use it to attract new followers and expand your audience on LinkedIn. You can achieve this goal by promoting your page and encouraging people to follow you for value-filled content and expert insights. Add a ‘Follow Us’ button in your email signatures, blogs, web pages, and newsletters to enable your fans to follow you with a single click. Prompting people to follow your company page will boost your visibility and make it easier to generate qualified leads in the future. When

someone follows your company page, all of your updates and posts will show up on their LinkedIn feed. This will increase your reach and improve the credibility of your brand as you gain more followers.

6. Build a Content Calendar

Organizing your content distribution system is crucial for maintaining consistency across social media platforms. It provides structure and foresight to your content strategy and makes it much easier to align your brand goals with brand actions.

7. Use Automation to Streamline Outreach

Outreach is an essential part of expanding your LinkedIn profile, especially during its earlier stages. Manual outreach can be seriously time-consuming. Using automation tools can streamline the process and lead to better results in many cases. Specific LinkedIn automation tools allow you to automate the early prospecting stages and attract more followers using machine learning algorithms. Using them can help to enhance your engagement rates, fuel sales, and lead to higher profits in the long run.

8. Use LinkedIn Groups

Joining and participating in LinkedIn groups related to your industry can be a great way to build your brand's credibility and connect with potential customers. By engaging in conversations and sharing relevant content, you can establish yourself as a thought leader in your industry and gain the trust of potential customers. Participating in groups can also increase your visibility and help you attract new followers and leads. By actively participating and engaging with other members, you can build authentic relationships with potential customers.

Conclusion

LinkedIn significantly impacts B2B marketing strategies since it enables business owners in every sector to reach out to millions of users and effortlessly connect with their target market. This makes it one of the significant B2B social media sites. Establishing a solid customer rapport is challenging, but LinkedIn makes it more accessible. Additionally, it allows you to broaden the industry's reach and raise brand recognition to produce more leads. Utilizing that social network for market research will help you win over your clients' trust.

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