

5 TIPS TO USE LINKEDIN

Nowadays social media should be a key part of any business strategy. But for it to be successful, you have to be doing it in the right way, or it simply becomes another random piece of marketing.

The primary social network for professionals is, of course, LinkedIn, where you can not only connect with like-minded businesspeople, but also promote your company and personal brand.

But how does LinkedIn work?

Just like any other social channel, it takes time to master and you have to experiment with different things. Today I want to share with you 5 tips that will help your business grow on LinkedIn.



INVITE

This is still being tested and not everyone has it yet, but you should definitely use it if you see it on your profile! This feature allows you to **invite** your connections (up to 25 per day) to like your business page. You will see an amazing **growth** in your followers.

Of course, you have to invite people who would be interested in what you do, otherwise they will just ignore you.

VIDEO

Video is king on most social media channels and LinkedIn is no different. You can either link them from other video-hosting platforms (such as YouTube) or upload them directly on to LinkedIn. The maximum length is 10 minutes, but it is known that you must catch the viewer's interest in the first seconds so please try to state your message early on.

Include **subtitles** as the majority of videos are played without sound, close with a strong CTA (call to action) and don't forget to add a captivating caption.



ADS

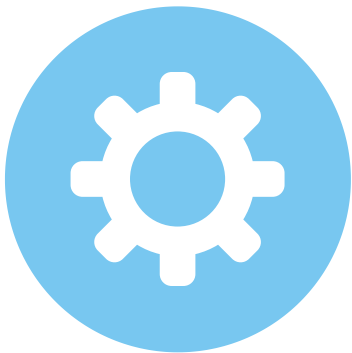
Ads are extremely common everywhere on the internet and they can help you on LinkedIn as well. If you want to experiment with ads, set up a **Campaign Manager** account: this will help you set up the budget, objectives and target of your campaign. There are many types of ads (single image, video, carousel, message, dynamic...) and it is up to you to find out which one will work best for your business. As usual, it is all about trial and error.

I will share more information about LinkedIn ads in the **next guide** as there is a lot to say!

SUPPORT

Ask for support of friends and 1st connections: This is the simplest thing but not everyone thinks about it! When you create a post, send it to your friends and relevant 1st connections and ask them to support it with **likes, comments** and **shares**. You could also create a Slack channel dedicated to supporting each other's posts.

When your 1st connections share your post, their connections will see it and so on, and you will be able to **reach** a lot of people.



TOOLS

There are many **tools** that can facilitate your efforts on LinkedIn.

Lempod, for example, is an extremely cheap software that will help you receive tons of likes, shares and comments from your connections.

Crystal can provide feedback on a personal's profile and tell you about their personality, making it easier to communicate with them.

LeadFuze is one of the most popular LinkedIn lead generation tools: you can quickly create a list of leads and target the relevant accounts.

There is a software **for everyone and everything**. I'll share more in the following months as there are always new features and new tools coming out!

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