

LinkedIn Marketing Strategy

 Time	Opportunity	What to share	Key metrics	Action items
30-60 minutes/day	LinkedIn Company and Showcase pages	<ul style="list-style-type: none"> Whitepapers E-guides Videos Case studies & How-to's 	<ul style="list-style-type: none"> Followers Post clicks Inquiries Event registrations 	<ul style="list-style-type: none"> Post 1-2x / day Engage with followers by posting comments Change image 2x/year
30 min/day	LinkedIn SlideShare	<ul style="list-style-type: none"> Infographics Webinar decks Solution decks 	<ul style="list-style-type: none"> Views Inquiries & comments Linkbacks and embeds 	<ul style="list-style-type: none"> Update weekly Highlight on profile page Group into categories
90 min/week	Publishing on LinkedIn (blogs, articles)	<ul style="list-style-type: none"> Professional expertise Industry trends Lessons learned 	<ul style="list-style-type: none"> Post views Post likes & comments Profile views 	<ul style="list-style-type: none"> 2-4x/month
20 min/day	LinkedIn Groups	<ul style="list-style-type: none"> Thought leadership and community Spark ideas Ask questions Avoid self-promotion 	<ul style="list-style-type: none"> New profile views New connections Engagement with others 	<ul style="list-style-type: none"> Create your own group Monitor groups daily (both yours and others) Promote your group
20 min/day	Review Who Viewed Your Profile	<ul style="list-style-type: none"> Thought leadership Comments Useful content 	<ul style="list-style-type: none"> Number of prospects Interactions with saved leads 	<ul style="list-style-type: none"> Search for new leads weekly
30 min/day	Sponsored content	<ul style="list-style-type: none"> Eye catching visuals Thought leadership blog posts Case studies 	<ul style="list-style-type: none"> Leads generated Engagement New followers on page 	<ul style="list-style-type: none"> Run one ad for 3 weeks and then iterate