



Use LinkedIn to Build Community and Inspire Brand Advocates



Mike Pilarz

Content Marketing Evangelist

#socialshakeup

@MikePilarz

What we'll cover

1

LinkedIn's role vs. other platforms and channels

2

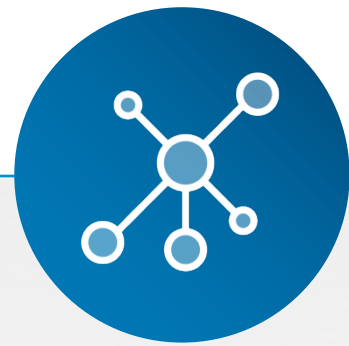
The content that resonates on LinkedIn

3

Finding an audience for your content on LinkedIn

LinkedIn's role

Increasingly, professionals discover content on LinkedIn



9 billion

9 billion content impressions are served on LinkedIn each week



7x

Members engage with content 7 times more than with job postings



60%

60% of engagement happens on mobile device

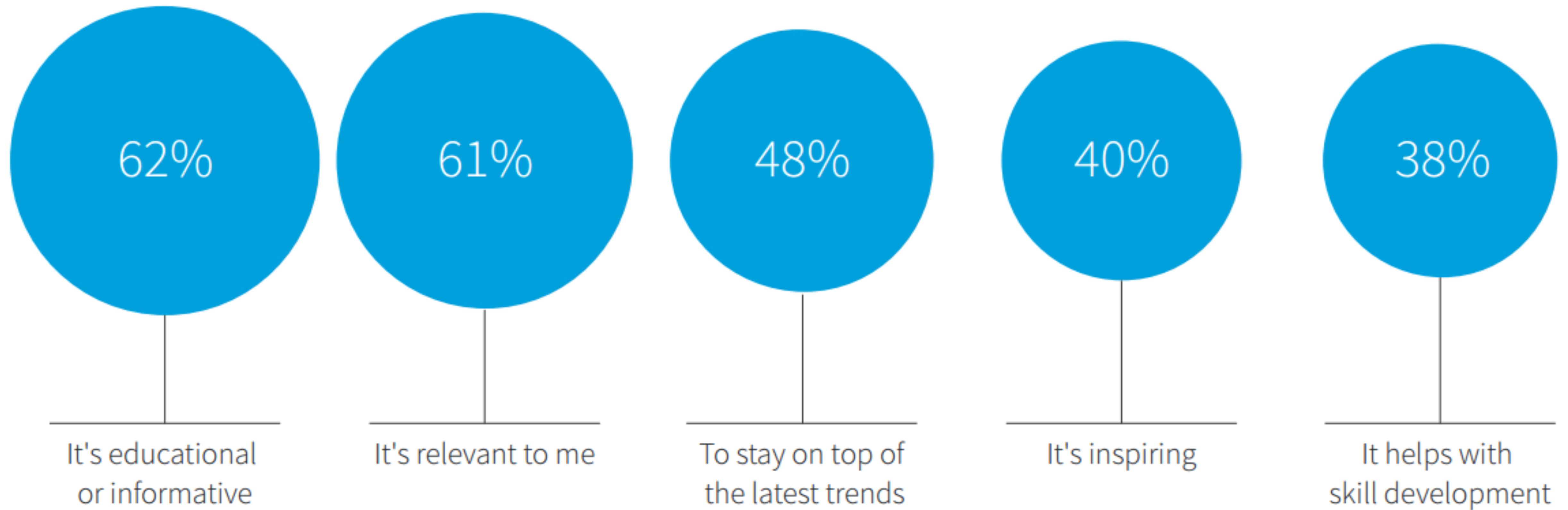
Forbes

“We’ve started to pitch editors in the newsroom with ideas we think would work well for LinkedIn.”

SHAUNA GLEASON, DIRECTOR OF SOCIAL MEDIA, FORBES

The content that resonates on LinkedIn

Why do LinkedIn members engage with content?



What topics drive the most engagement on LinkedIn?



All of your content should pass at least one of 3 litmus tests



Is it helpful?

Will it make your audience more informed, productive, or successful?



Is it inspiring?

Does it tap into the inspirational mindset of the socially active professional?



Is it entertaining?

Is it human? Does it create an emotional connection?

Helpful



Moz
13,434 followers
10 d

Are your marketing channels allocated effectively?
Rand shows you how and why to audit your funnel in today's Whiteboard Friday. <http://mz.com/1OKVtZ8>



Creating the Right Marketing Mix - Whiteboard Friday
moz.com

68 Likes



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Inspiring



https://commons.wikimedia.org/wiki/File:Ustad_Mansur_Chameleon.jpg

Playing Chameleon: How I Learned to Adapt My Perspective

Published on April 27, 2016



Beth Comstock  **fluencer** |  **Following**
Vice Chair at GE
[52 articles](#)



1,801



125



342

At the start of my career, I was under no illusion that I knew it all. In fact, I worried way too much about what I didn't know. I suffered from a nagging inner voice that told me my inexperience and uncertainty were liabilities and just a passing phase. I was sure that when I finally grew up professionally, I would have it all figured out.

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Entertaining

Taken 3 Bryan Mills has officially joined LinkedIn. View his work history, network with other like-minded people and even endorse Bryan's particular set of skills.



Bryan Mills

linkedin.com · My decades of hands-on experience has given me a particular set of skills. Skills that make me very useful - or very dangerous - to certain people.

Like (288) · Comment (42) · Share · 8 days ago

👍 Misty Edwards, David Caplin +286

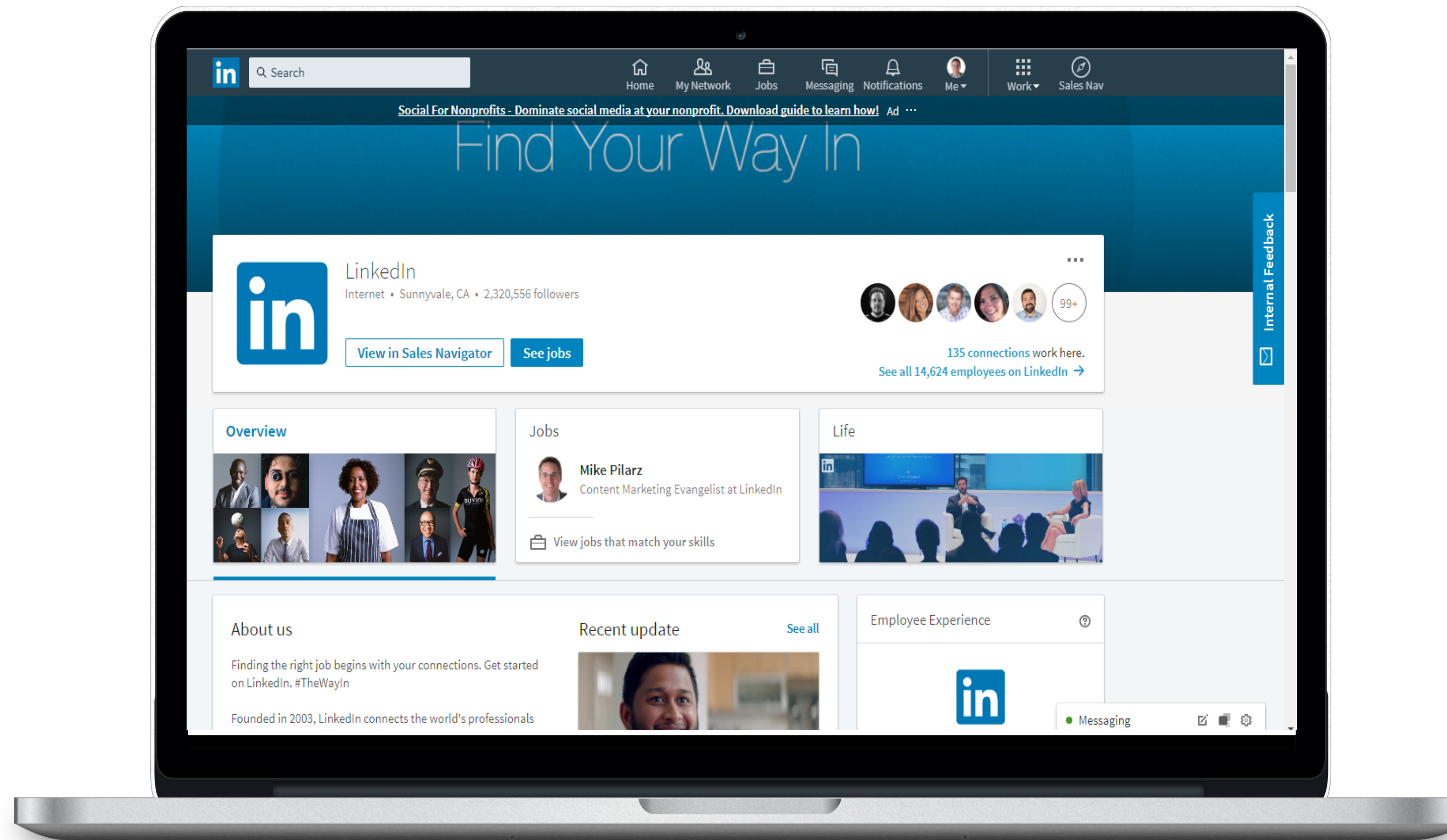


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Finding an audience for your content on LinkedIn

It all starts with your LinkedIn Company Page



There are 3 flavors of Company Page content



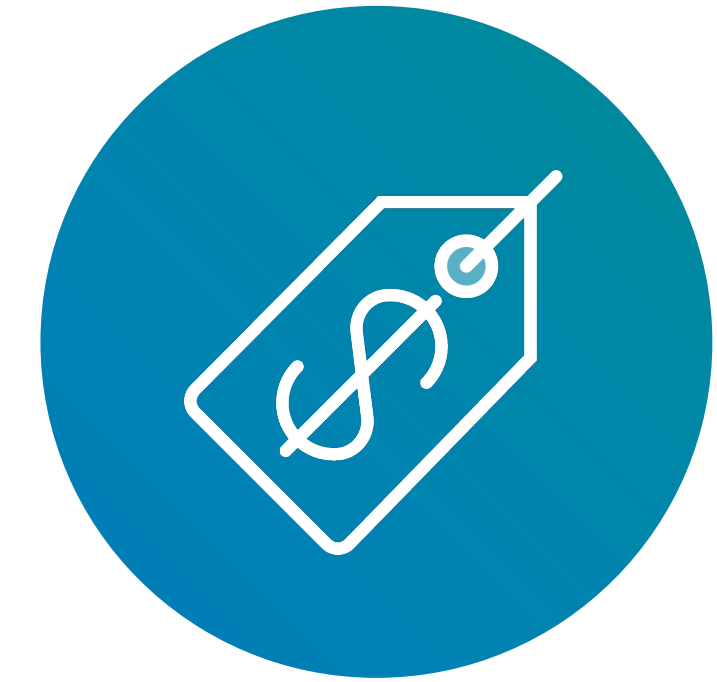
Organic Content

Appears on the
Company Page and
reaches followers



Sponsored Content

Appears on the
Company Page and
reaches targeted
audiences



Direct Sponsored Content

Does not appear on the
Company Page and
reaches targeted
audiences

Packaging is a critical part of branding



The same is true for content



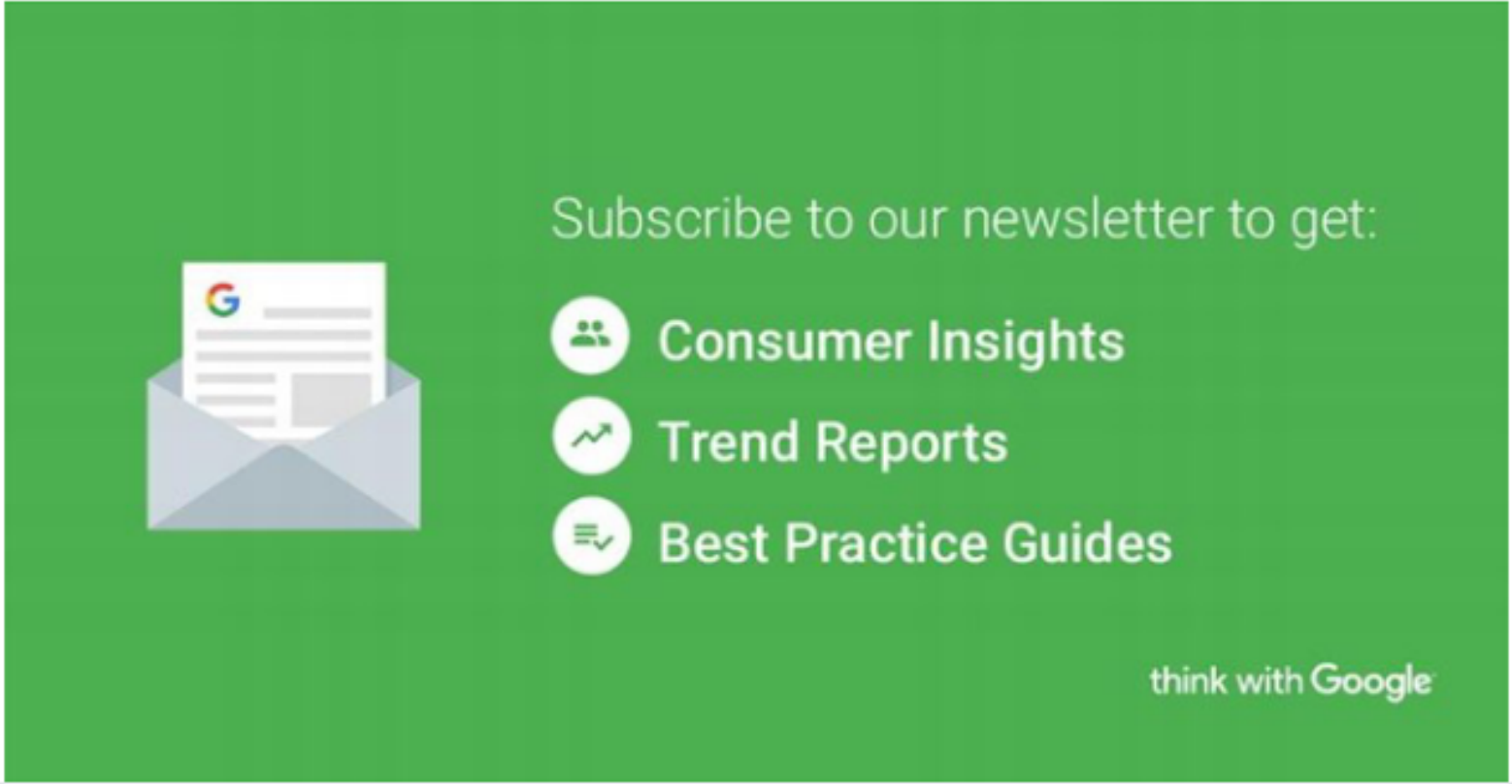
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Leading brands create distinct visual identities on LinkedIn

think with Google
302,905 followers
1 mon

Put Google research and insight behind your thinking. Subscribe to our newsletter now: <https://goo.gl/Jd8VR9>




97 Likes

Like Comment Share

think with Google
302,905 followers
8 d

To create a successful app, let the user's needs guide your app's design. For ideas on how to prioritize usability, check out our guide. <https://go> ...see more



234 Likes • 4 Comments

Like Comment Share

A/B testing via Direct Sponsored Content is critical

Version A: Image featuring device

LinkedIn Marketing Solutions shared: Following • 21d

Win Big With Content Marketing: Introducing your One-Stop-Shop <https://lnkd.in/dVFCJyi>



Version B: Image featuring person

LinkedIn Marketing Solutions shared: Following • 21d

Win Big With Content Marketing: Introducing your One-Stop-Shop https://lnkd.in/dG9_MXz



160% Higher CTR

Follow the scientific method: test one variable at a time

Version A: "Guide"

LinkedIn Marketing Solutions Here's everything you need to know about content marketing. Download the guide today: <https://lnkd.in/dv-ci5j>



95% Higher CTR

Version B: "eBook"

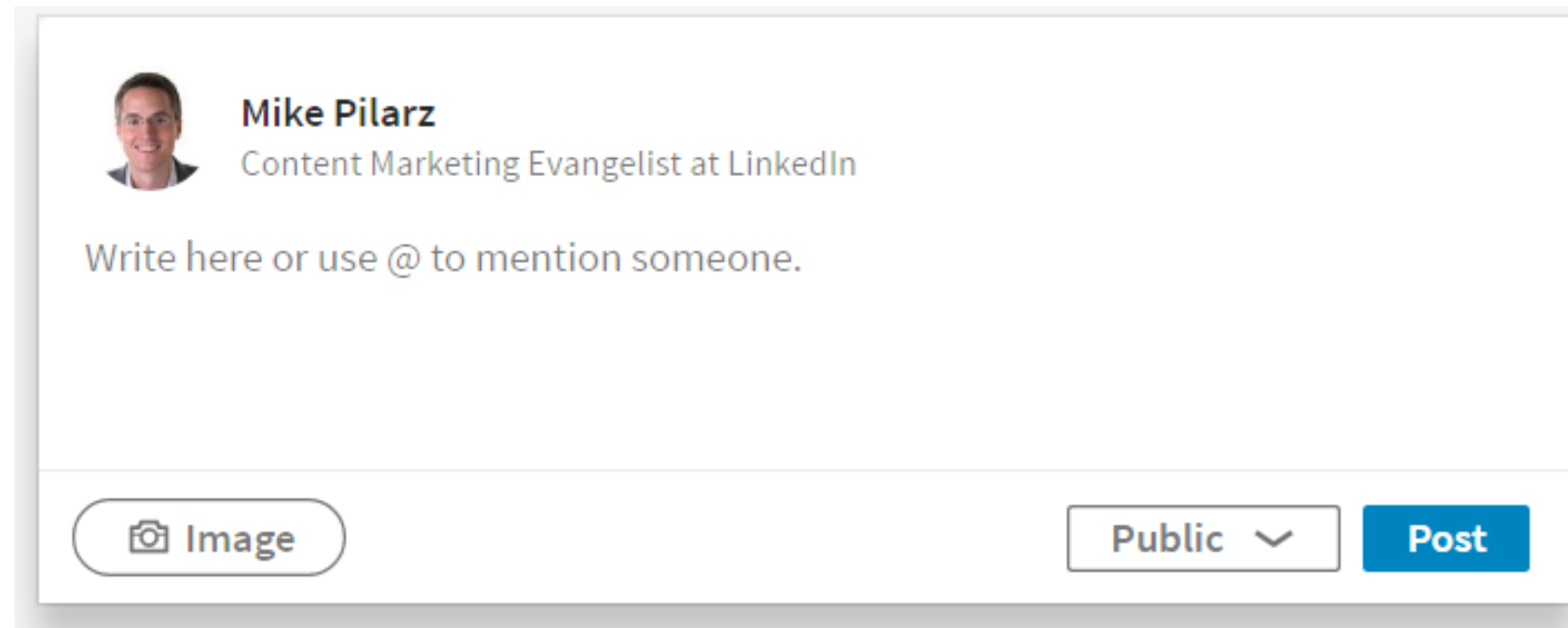
LinkedIn Marketing Solutions Here's everything you need to know about content marketing. Download the eBook today: <https://lnkd.in/dJ3HraE>



Your employees are also a critical distribution channel

Employee Sharing

Share articles, images,
and other content with your network

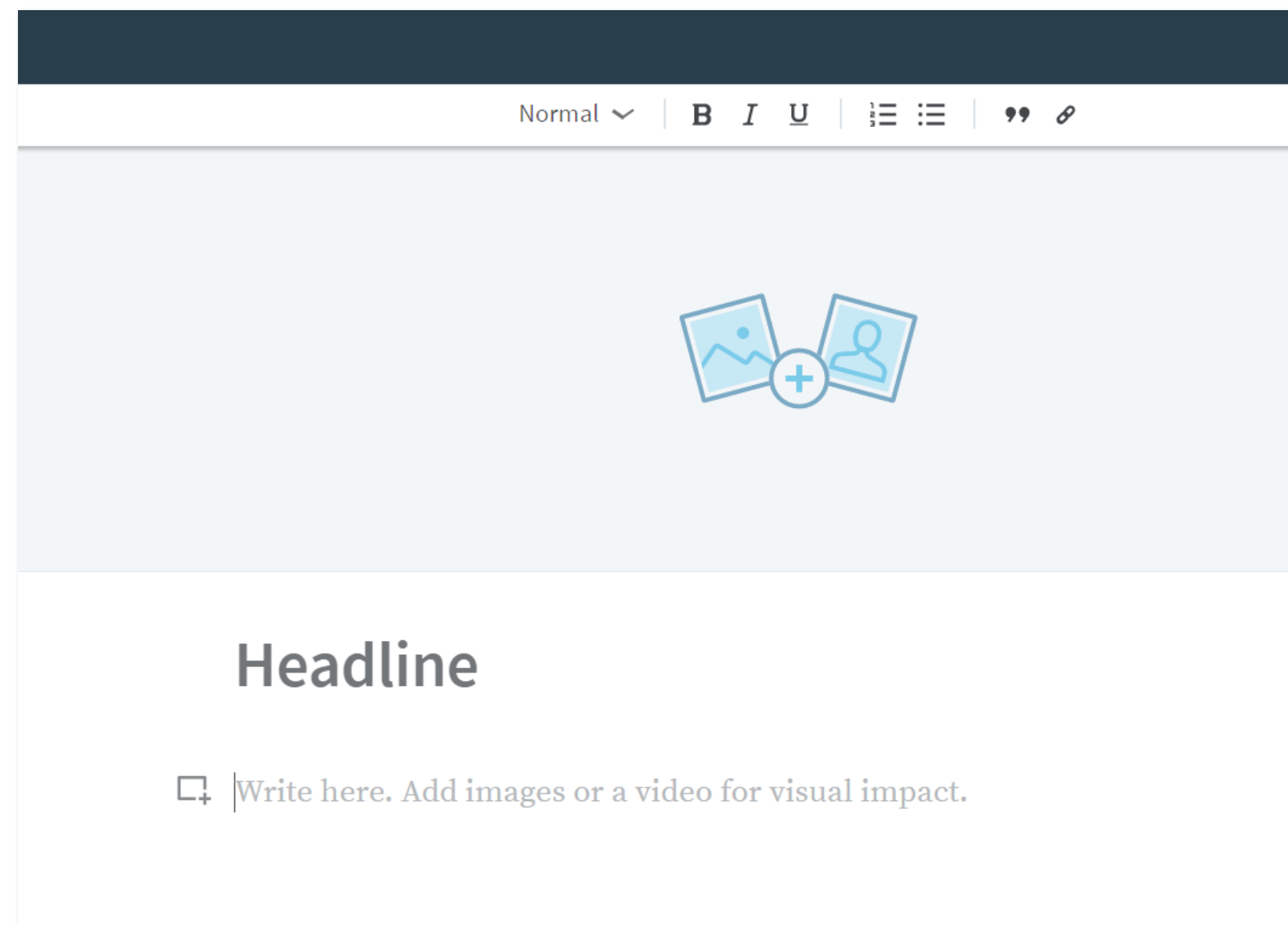


The image shows a screenshot of a LinkedIn post creation interface. At the top left, there is a profile picture of Mike Pilarz, followed by his name "Mike Pilarz" and his title "Content Marketing Evangelist at LinkedIn". Below this, there is a text input field with the placeholder text "Write here or use @ to mention someone.". At the bottom left, there is a button with a camera icon and the text "Image". At the bottom right, there is a dropdown menu showing "Public" with a downward arrow, and a blue button with the text "Post".

Your employees are also a critical distribution channel

Employee Publishing

Dive deep on topics that matter to you and your network



A screenshot of a social media post creation interface. At the top, there is a dark blue header bar. Below it is a white toolbar with the text "Normal" and a dropdown arrow, followed by icons for bold (B), italic (I), underline (U), bulleted list, numbered list, quote, and link. The main content area is light blue and contains a central icon of two overlapping photos with a plus sign in the middle. Below this is a white section with the word "Headline" in bold. At the bottom, there is a text input field with a cursor and the placeholder text "Write here. Add images or a video for visual impact."

Key Takeaways

- LinkedIn is now primarily a content platform.
- Share inspirational, relevant content that either makes your audience smarter or helps them perform better at their jobs.
- Followers are already advocates. Other members are not. Tailor content accordingly.
- Imagery is critical. Create a distinct visual brand for your content.

Key Takeaways

- A/B test via Direct Sponsored Content.
- Employees are a critical distribution channel. Consider:
 - An employee activation program.
 - A thought leadership program via publishing.

Thank you