



## 3 Ways **LinkedIn** Can Grow Your Business

It's possible that you already know LinkedIn is filled with tech-savvy professionals from just about every industry. Some degree programs are even requiring their students to create a LinkedIn profile. **But you don't have one.**

Maybe you've stayed away from LinkedIn because you don't get it, or you think Facebook is where it's at. Facebook gets a lot of traffic after all, and why wouldn't you go where the traffic is?

But Facebook isn't business-friendly, at least not in the way LinkedIn is. LinkedIn is designed for business by business-minded professionals. It's a place to network with others in your industry, or

even just other business owners. You can generate new leads, promote your brand, and gain new customers through LinkedIn's robust profiles and Company Pages. If you own a business and you want it to grow, why aren't you on LinkedIn yet?

LinkedIn can do a lot for you, but there are three major bullet points that you should be aware of when it comes to promoting your business on this social media platform. Large, small, or mid-sized business, you owe it to yourself and your bottom line to check out what LinkedIn has to offer.

## Lead Generation

Take the time to optimize your profile and company page. Post consistent and relevant content as you build your brand on LinkedIn. A great and wanted side effect of this is the generation of new leads. By choosing what is in your profile, you show potential leads the best side of yourself, controlling the narrative and driving them where you want to go, which should be doing business with you. You can also use LinkedIn's robust search feature to find out what your competitors are up to and stay ahead of them. It's good for finding new potential customers, too.



LinkedIn is full of groups devoted to specific areas or topics. Join a relevant group and become an active participant in discussions that will help you and your company gain recognition in your field. After participating for a while, consider starting your own group, or even posting an article for the group to read and discuss. Don't just use the site to push your product or platform. Instead, use it to gain insights and feedback from like-minded professionals.

**Showcase Pages** are free extensions of your brand or company page, designed to specifically highlight a special brand, unit, or initiative. Use this for things with unique messages or marketing so that you can target a specific audience.

Does your business have a global reach? No problem. You can create your company page or showcase pages in more than 20 languages.



You can use specific filters such as language and geography to pinpoint the audience you want to target in those countries.

Make sure you are sharing company news, industry articles, or thought-provoking leadership articles on a daily basis. This is the most effective way to start a conversation and drive word of mouth. It's also one of the best ways to directly engage directly with your target audience. These posts will appear on your **Company Page** as well as the homepage of each one of your followers, across all devices and platforms.

## Promote Your Brand As An Authority

Reach your ideal customer on the world's largest professional network. Advertising on LinkedIn can help your business, no matter the size, achieve your sales goals. With LinkedIn advertising, you can:

**Target a unique audience.** More than 500 million active professionals are using LinkedIn. You can target these business professionals by job title, function, their industry, and more. According to a 2016 study, LinkedIn's audience has twice the buying power of the average web audience. This means that you're targeting a quality audience within a professional context: IT decision makers, small business owners,

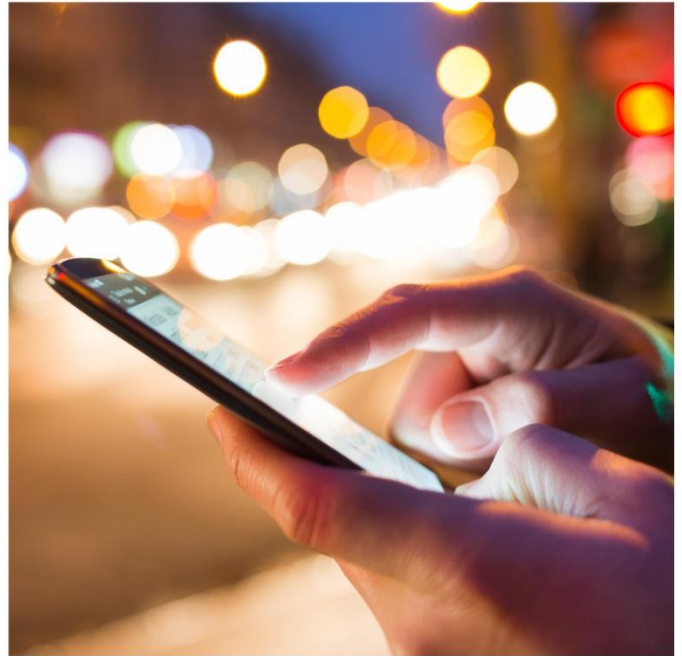
prospective students, C-level executives, CEO's, and more.

**Create easy and effective ads.** It doesn't matter if your goal is leads, brand awareness, or event registration, LinkedIn ads can help you. LinkedIn ads can get your brand out across all platforms using comprehensive targeting options, allowing you to reach exactly the audience you want. You can use **Lead Gen Forms** on mobile to convert more users.

**Control your budget and costs** with flexible pricing. You can start with any budget amount and cut it off whenever you want.

With LinkedIn ads, you choose the type of pricing structure that works best for you. You can use cost-per-click (CPC), which means you only pay when someone clicks on your ad. This is good for driving traffic to your website or generating leads. Cost-per-1,000-impressions (CPM) has you pay when someone sees your ad.

This is best for driving awareness to your brand. Then there's cost-per-send (CPS), which has you pay when special Sponsored InMail messages are delivered to potential customers. This works best for driving highly qualified leads or event registration.



**LinkedIn has evolved into a wonderful networking tool, enabling businesses like yours to grow your customer base, share your ideas, and gain valuable feedback from those people you want to hear from the most: potential customers.**