



HOW TO USE LINKEDIN FOR MARKETING

What We Will Cover

Overview of the main sections on LinkedIn and how they fit together

- Your profile, Your Network, Feed, Groups, Pages, Search, Ads

How to use LinkedIn for marketing – a 4 step approach

1. Optimise your profile – how to create an excellent LinkedIn profile

- Important privacy settings you should be aware of
- Best practice tips for completing the key sections of your profile

2. Grow your connections and network

- Tactics for growing your connections and network

3. Increase awareness of your business on LinkedIn

- Best practice for posting on LinkedIn
- Company pages
- SEO

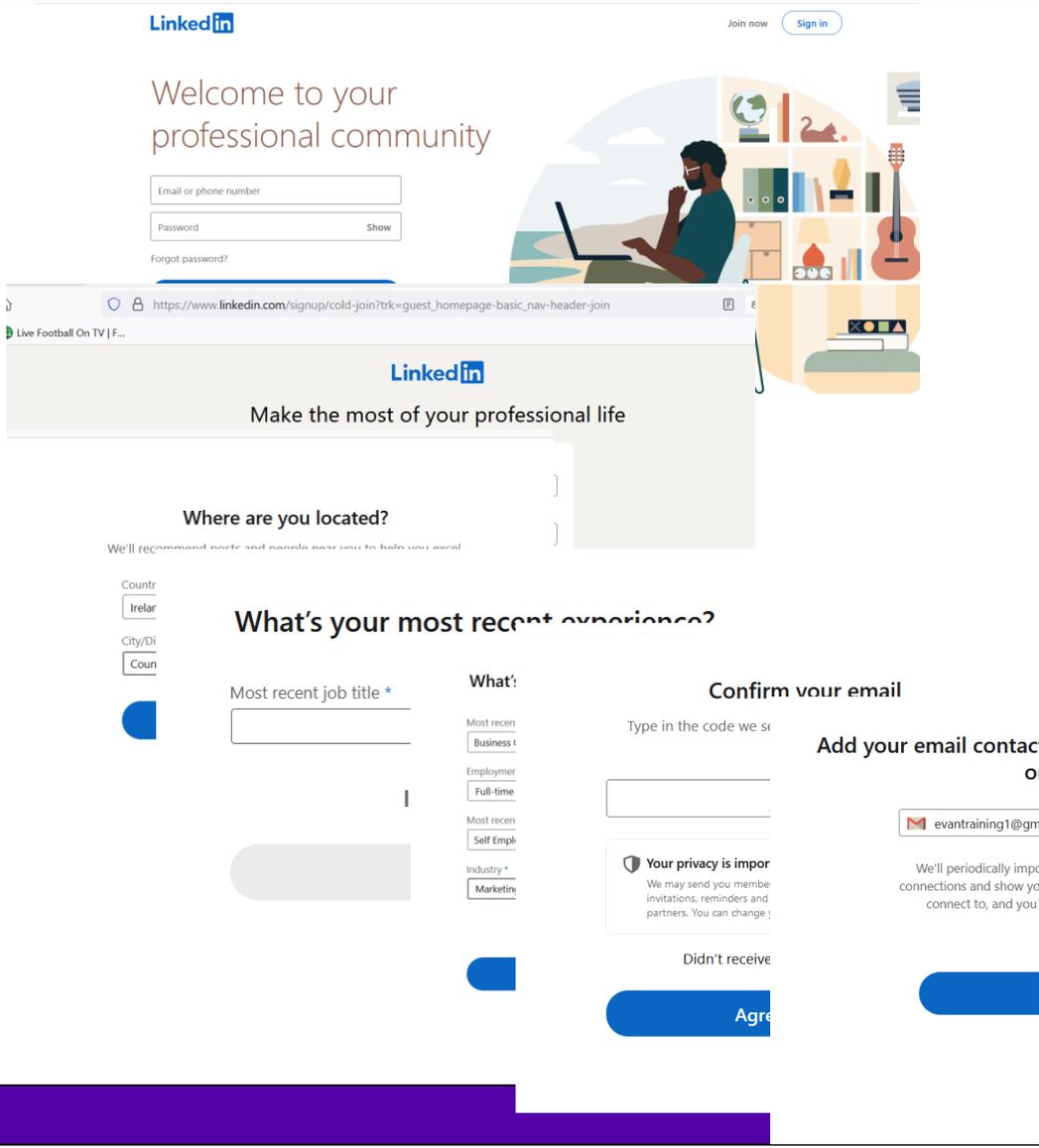
4. Generate leads and sales

- Free / Organic tactics
- How ads work on LinkedIn

What is in the premium version of LinkedIn and do you need it?

Recap: What type of a marketing tool is LinkedIn?

How to signup



Go to LinkedIn.com

Enter your email address or mobile number and choose a password

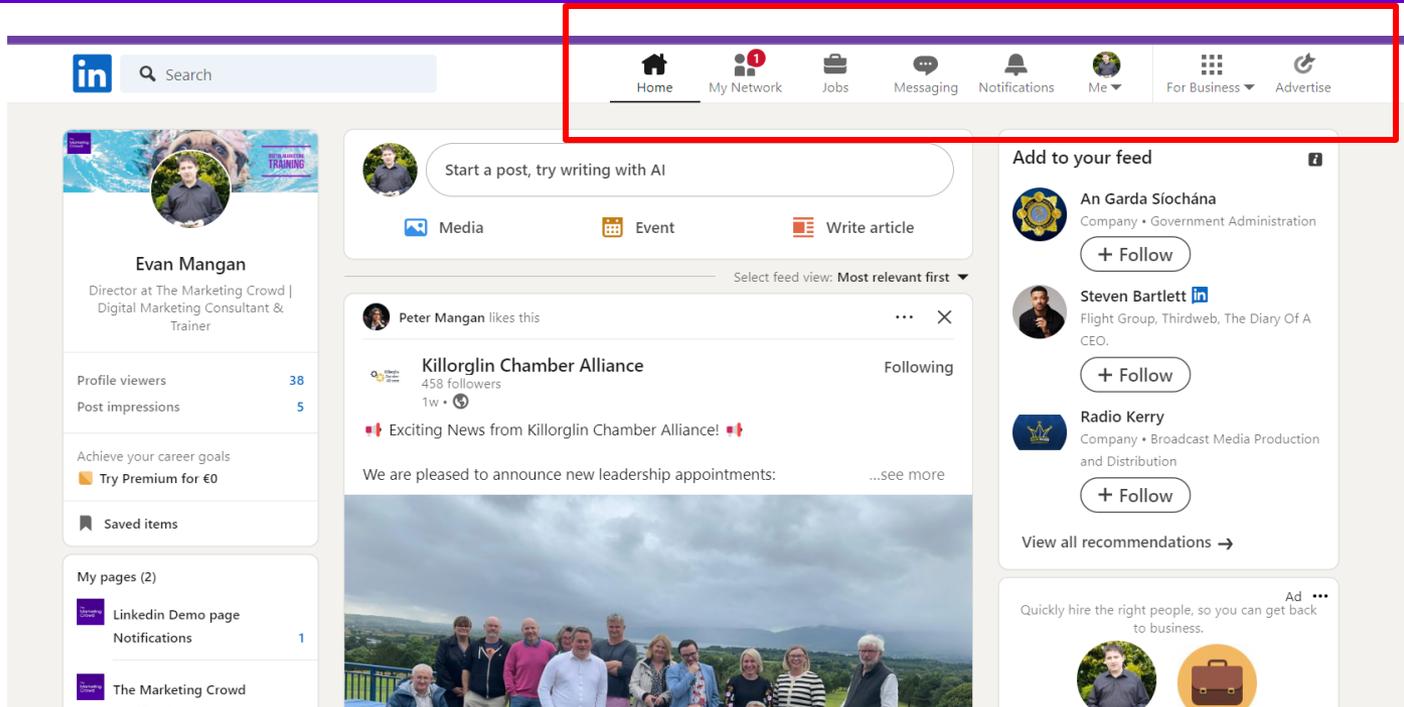
Then proceed through the signup process

Connecting with people lets you see updates and keep in touch

Search for someone specific to connect with...

-  (+)
Elaine Heffernan
Business Owner at Self Employed
-  (+)
Donna Davidson
Business Owner at Self Employed
-  (+)
Gerwyn Duggan
Business Owner at Self Employed
-  (+)
Gordon Manning
Business Owner at Self Employed

Overview of the Key Areas



The main areas are the Feed, Your Network, your profile, groups. Pages, ads
However, I won't be working my way directly across. Instead I'll start in the order that makes sense from a marketing point of view which is

1. Ensure your profile is updated and is the best representation of you
2. Then Connect with other people (customers / potential customers)
3. Then post interesting content into the feed of your network
4. Then move on to groups pages, etc.

Your Profile

The screenshot shows a LinkedIn profile for Evan Mangan. At the top, the navigation bar includes Home, My Network, Jobs, Messaging, Notifications, Me (with a dropdown arrow), For Business, and Advertise. The profile banner features a pug in a pool and the text 'DIGITAL MARKETING TRAINING'. The profile picture is a circular image of Evan Mangan. Below the picture, his name 'Evan Mangan' is displayed with a 'Verify now' badge. His current position is 'Director at The Marketing Crowd | Digital Marketing Consultant & Trainer'. He is also associated with 'The Marketing Crowd' and 'University College Dublin'. The page shows he has 2,422 followers and 500+ connections. There are buttons for 'Open to', 'Add profile section', 'Enhance profile', and 'More'. A 'Suggested for you' section is visible at the bottom left. On the right side, there are sections for 'Profile language' (English), 'Public profile & URL' (www.linkedin.com/in/evanmangan), a promoted post for 'Valeo Foods Ireland', and 'Other similar profiles' including Sara Kennedy.

Everyone on LinkedIn has a profile which includes

- Name & Headline (Title)
- Highlights
- Featured
- Activity
- About
- Experience
- Education
- Skills & endorsements
- Interests

- Honors & Awards

To get to your profile click on the dropdown called “Me” and select “My profile”

Your Profile

The screenshot shows a LinkedIn profile for Evan Mangan. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, and Messaging. Below this is a banner image featuring a pug dog swimming in water with its tongue out, and the text 'DIGITAL MARKETING TRAINING'. To the left of the banner is a circular profile picture of Evan Mangan. Below the profile picture, his name 'Evan Mangan' is displayed with a 'Verify now' button. His title is 'Director at The Marketing Crowd | Digital Marketing Consultant & Trainer'. He is located in 'County Kerry, Ireland' and has '2,422 followers' and '500+ connections'. There are three buttons: 'Open to', 'Add profile section', and 'More'. To the right of the profile information, there are logos for 'The Marketing Crowd' and 'University College Dublin'. At the bottom, there is a 'Suggested for you' section with a privacy setting of 'Private to you'.

This is what a profile looks like.

When you join LinkedIn the first thing you do is complete your profile –

I will give you tips on how best to fill in your profile later.

However, at this stage realise ..

1. Your profile is your chance to showcase your skills and your experience
2. A well filled in profile will help you connect to other people and will help you use LinkedIn for marketing.
3. You should also view your profile as a landing page that you will use to drive people to key pages on your website

My Network (Connections)

The screenshot shows the LinkedIn interface. At the top, the navigation bar includes the LinkedIn logo, a search bar, and several icons: Home, My Network (circled in red), Jobs, Messaging, Notifications, Me, For Business, and Advertise. Below the navigation bar, there are four 'Join' buttons. The main content area is titled 'People you may know based on your recent activity' and features a grid of profile cards. Each card includes a profile picture, name, title, and a 'Connect' button. The sidebar on the left is titled 'Manage my network' and lists various network-related metrics and options.

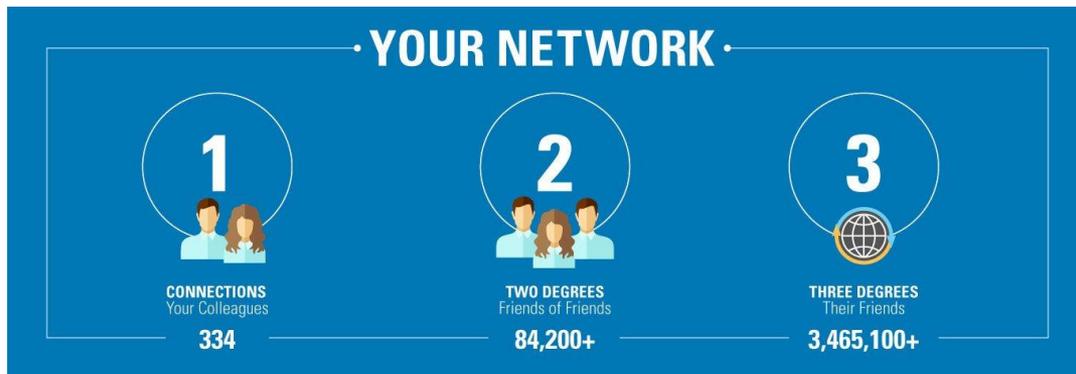
Profile Name	Title	Mutual Connections
Brian Commins	CEO at Dublin City FM	8 mutual connections
Feebee Foran	Herbalist, Green Witch & Owner of multi award...	27 mutual connections
Sara Kennedy	Digital Marketing Director at Uplift...	7 mutual connections
Ronan Hickey	Marketing Consultant Business Consultant ...	7 mutual connections
Keith Feighery	★ Director of Digital	-
Irene Feighan	-	-
Stuart Holly	Managing Director at The	-

After you fill in your profile the next step is to connect with other people on LinkedIn e.g. Colleagues, customers, potential customers (prospects)

My Network is an Area where you can manage your contacts & connections

- Search your connections
- You can also review groups you have joined, hashtags you have followed.

Understanding the 3 levels of Connections on Linked



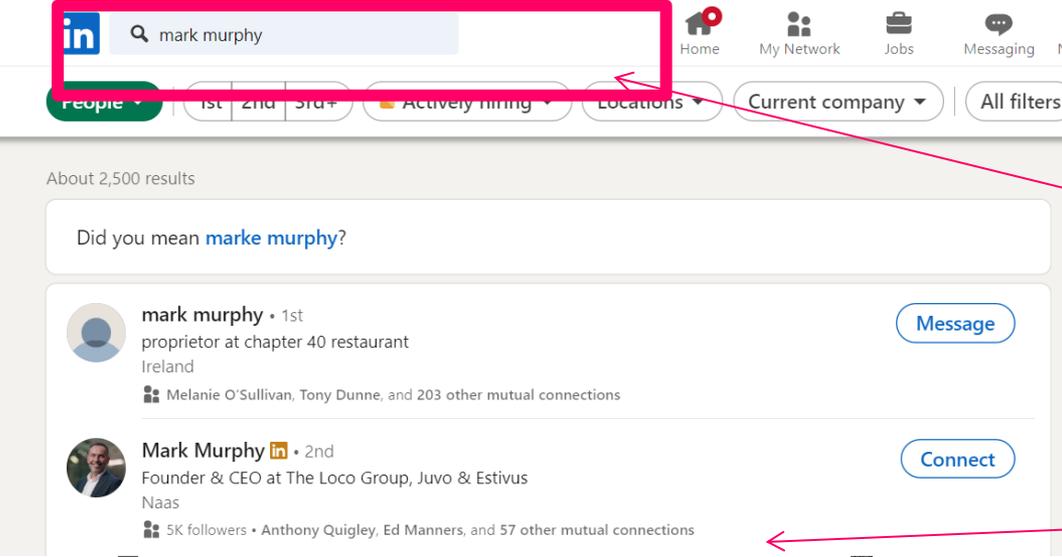
- 1st level connections** are people you have connected with. You can
- message them
 - see their posts and their activity in your feed.
 - Ask for or provide a recommendation

- 2nd level contacts** are the connections of your 1st level connections. It is quite easy to ask them to connect but you cannot
- message them
 - see their posts and their activity in your newsfeed.
 - Ask for or provide a recommendation

You can search for and find people if they are 2nd level contacts.

3rd level connections include the connections of all 2nd level Connections

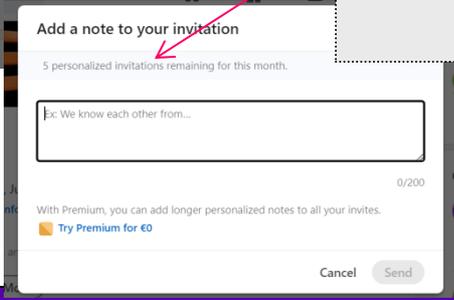
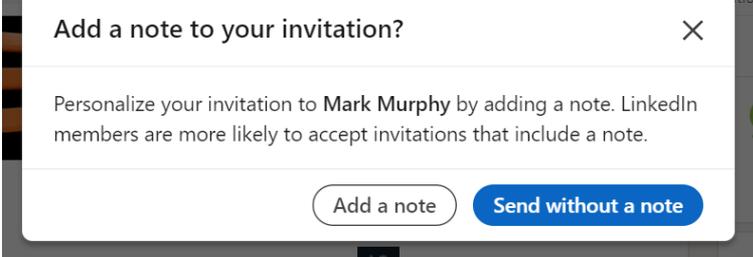
How to Find a connection by searching for their name



Simply enter a name in the search box
In the search result click on the persons name. Then click on Connect

You will then get an option to write a message

Tip – personalise this message



Home = Your Feed

The screenshot shows the LinkedIn Home feed. At the top, the navigation bar includes the LinkedIn logo, a search bar, and icons for Home (circled in red), My Network, Jobs, and Messaging. Below the navigation bar is a profile card for Evan Mangan, Director at The Marketing Crowd. The main feed area shows a post by Angela Geraghty celebrating a post by Katie Curran. Katie Curran's post is about attending the annual celebration of Diversity and Inclusion Day at Ibec with Jill Galvin. The post includes a photo of the event.

Once you have connected with other people on LinkedIn your homepage becomes more useful / interesting. It is just like the Facebook feed where you see posts from your connections.

You can send out a post that goes into the feeds of your 1st level connections e.g.

- a link to an interesting blog post
- You can see updates from your network e.g.. connections, updates in groups
- Activities from your connection e.g. posts they have liked or commented on, groups they have joined



- Next you might want to join some groups
- Over 1 million groups covering specialist topics
- You can search & join up to 100 groups and you can manage up to 30
- You can create your own group
- You can discuss topics with group members
- You can post “news” items & blog posts
- You can browse member directory & contact members

Groups enable you to ...

1. Position your company as a thought leader / expert
2. Keep up to date with industry developments
3. Improve your expertise
4. Drive traffic to your website

Jobs

The screenshot shows the LinkedIn Jobs interface. At the top, there is a search bar with 'digital marketing' entered and a location filter set to 'Ireland'. Below the search bar, there are several filter buttons: 'Jobs', 'Date posted', 'Experience level', 'Company', 'Remote', 'Easy Apply', and 'All filters'. The search results are displayed in a list format. The first result is for 'Full Time Marketing Lecturer' at Dublin Business School. The second result is for 'Head of Marketing' at Lex Consultancy Recruitment. The third result is for 'Global Digital Marketing Lead' at Atlas. A red arrow points from the 'Jobs' button in the navigation bar to the search results.

- If you are looking for a Job or you want to recruit someone you should head to the Jobs section
- People can search for jobs & apply for jobs
- You can setup a Job alert and get notified

Company pages

The screenshot shows the LinkedIn profile page for 'The Brehon Hotel & Spa'. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, and Notifications. Below this is a search bar and a banner image of the hotel building. The profile picture is a dark blue square with the hotel's logo. The name 'The Brehon Hotel & Spa' is prominently displayed, followed by the tagline 'In Line With Tradition, In Tune With Today.' and details: 'Hospitality · Killarney, Co. Kerry · 3K followers · 51-200 employees'. A section indicates 'Shane & 88 other connections follow this page'. Below this are buttons for 'Message', 'Following', and a menu icon. At the bottom, there are tabs for 'Home', 'About', 'Posts', 'Jobs', and 'People'. The 'About' tab is currently selected, showing the start of an 'About' section.

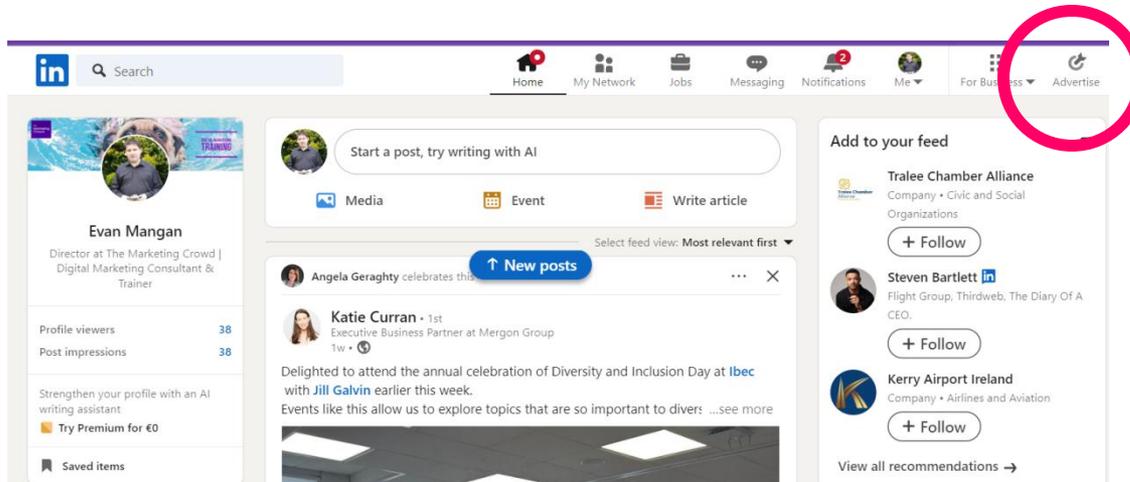
You can create a “Company Page” for your business where you can

- Provide an overview of the company
- List the people working for the company
- List the current vacancies
- Post status updates (links to their content, news etc)

People can follow companies and keep updated with news / vacancies etc.

To search for a company type the name in search and click on the company name in the search result

LinkedIn Ads



In the top right menu select Work and then “Advertise”

You can run an advertising campaign on LinkedIn

- Text adverts
- Pay per click you can control your budget
- Ability to target specific functions, title, sector, companies, members of specific groups

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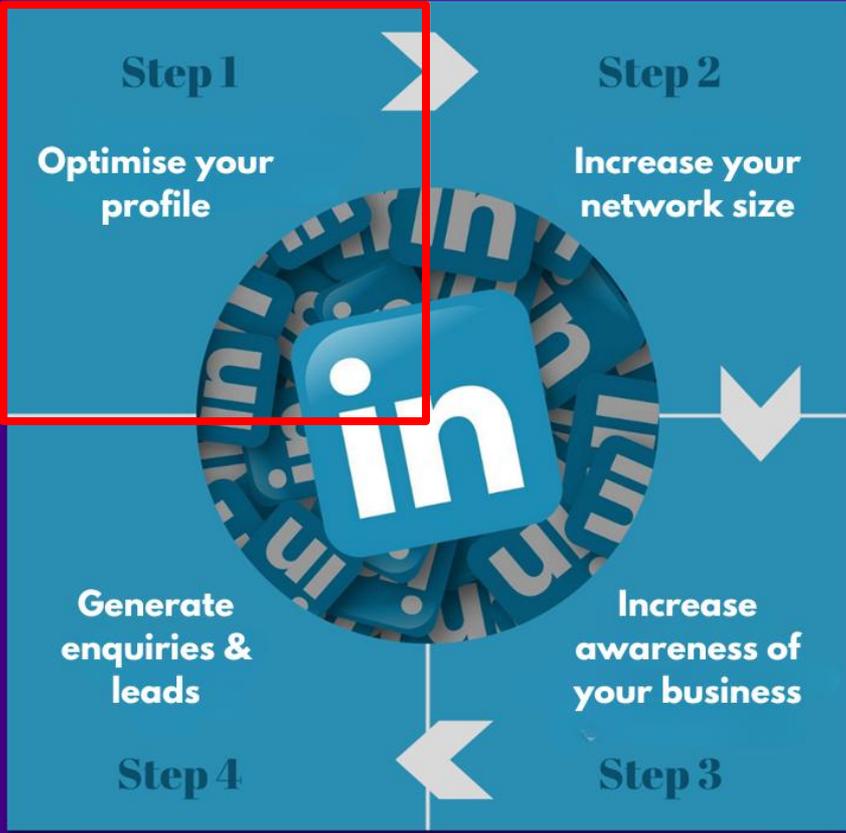
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Recap: What type of a marketing tool is LinkedIn?

A Marketing Framework For LinkedIn



How to use LinkedIn for marketing

Understand important settings before updating your profile and visiting other people's profiles

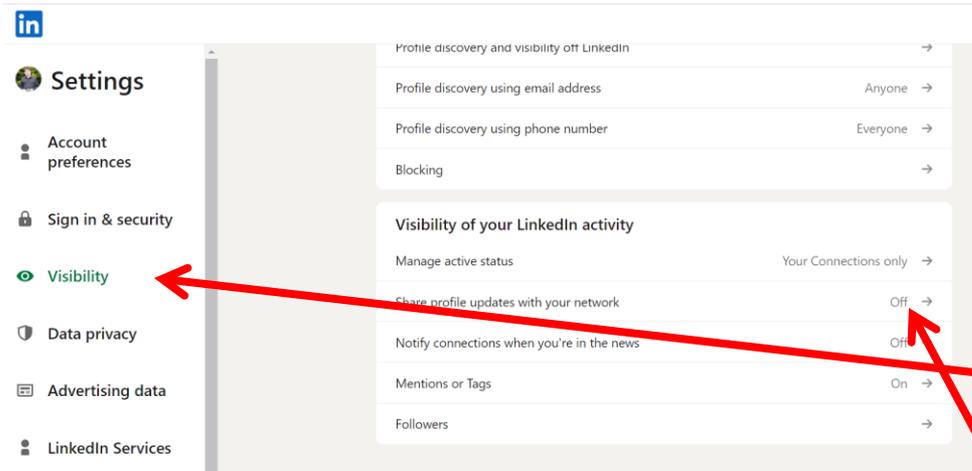
The image shows a screenshot of the LinkedIn home page. At the top, the navigation bar includes Home, My Network, Jobs, Messaging, Notifications (with a red badge), and Me (with a red circle around it). Below the navigation bar is a post creation area with a search bar, a profile picture, and a text input field. The main feed shows a post by Pamela Clancy. On the right, there are suggestions for other users to follow. Below the main content, a settings menu is open, showing options like Account preferences, Sign in & security, Visibility, Data privacy, Advertising data, and LinkedIn Services. The settings menu is also highlighted with a red circle.

Very important section where you can change the settings in your account such as

Click the drop-down menu under your Me in the top of the page, then select “settings & privacy”. In here you can ...

- Upgrade your account
- Decide
 - How strangers can see your profile info
 - Whether others can browse your list of connections
 - Plus lots more

Decide whether you want your connections to be told when you update your profile



When you update your profile your connection can get notifications in their newsfeed / and in a LinkedIn update email that you have update your profile image and other section of your profile

If you don't want that to happen ...

In Privacy settings go to "Visibility"

Then "Share profile updates with your network"

Then change it to OFF

If you don't want people to see that you have visited their profile, make yourself "anonymous"

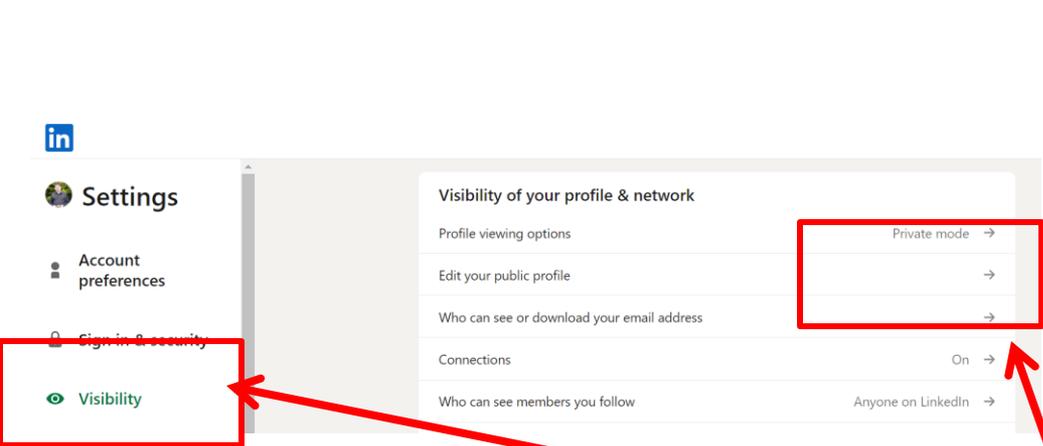
The screenshot displays the LinkedIn account settings page. On the left, a sidebar menu has 'Visibility' highlighted with a red box. The main content area is titled 'Visibility of your profile & network' and contains three sections: 'Profile viewing options', 'Story viewing options', and 'Edit your public profile'. Each section has a 'Change' button, with the 'Profile viewing options' button also highlighted by a red box. Below this, a modal window is open, showing a detailed view of the 'Profile viewing options' settings. It includes a 'Close' button and a 'Private mode' link. The modal lists three options: 'Your name and headline' (selected), 'Private profile characteristics' (Someone at University College Dublin), and 'Private mode' (Anonymous LinkedIn Member, which is selected with a green circle). A note at the bottom states: 'Selecting Private profile characteristics or Private mode will disable Who's Viewed Your Profile and erase your viewer history. Upgrade to Premium to see all your viewers in the last 90 days while browsing in private mode.'

- If you don't like the idea of people knowing that have viewed their profile you may want to switch your profile setting to anonymous so that individuals and companies can't tell that you've been looking at their profiles.

To make your profile anonymous, choose

- Visibility
- Then Profile viewing options
- From there, you have three options: Display your name and headline; Display an anonymous profile with some characteristics identified such as industry and title, or totally private mode.

Decide what Strangers will see when they visit your profile

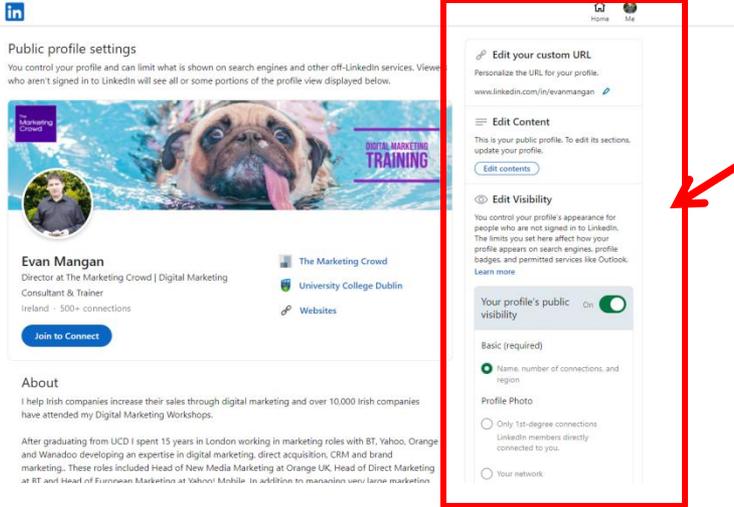


Decide what Strangers will see when they visit your profile

Google favours LinkedIn for people searches. With that in mind, make sure your profile is as complete and clean as possible.

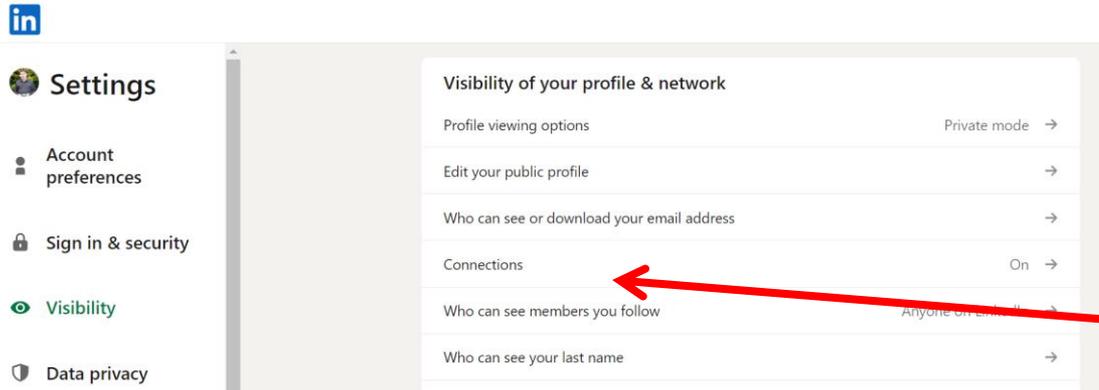
How to select what strangers will see?

Go to settings and Visibility select Visibility of your profile and then edit your public profile



Click on this and in the new page click the box next to the sections that you wish to appear on your public profile

If you don't want people to see your connections you can switch this off

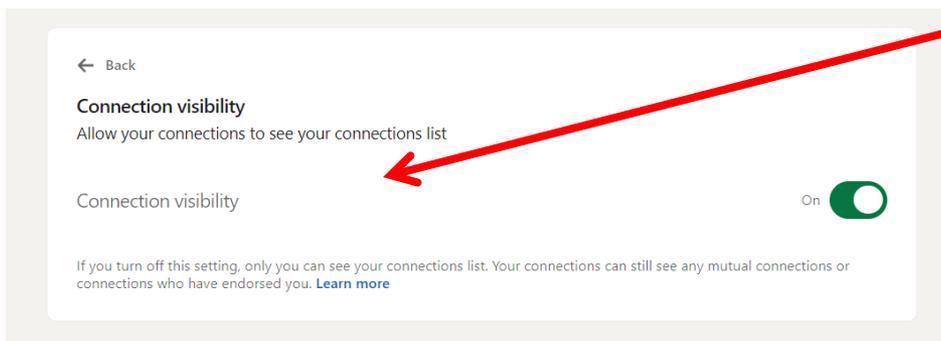


•If you think your list of connections is business critical e.g. if you were a recruitment firm – you can switch this off

Go to Visibility of your LinkedIn activity

Then click connections

Then choose if you want to switch it off



Profile Setup – Be 100% clear about what you want to achieve using LinkedIn and factor that into the content on your profile



For example, if I appear in search results and people click through or if someone sees my content and clicks through to my profile, there are two main services I want to promote to them

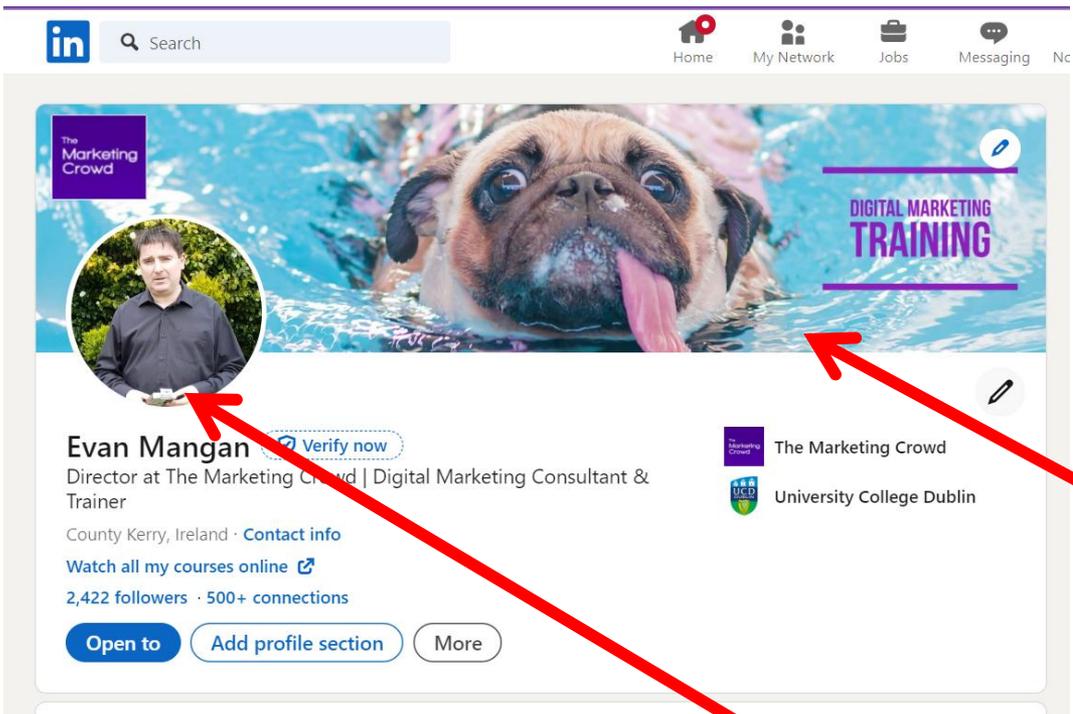
1. Watch all my courses online in our digital marketing school
2. Book a 1-1 digital marketing advice session that is tailored to your business

So I ensure that these two products / services are very prominent and I link to them on the website wherever Possible

What do you mainly want to achieve?

- What 1-2 products / services to you want to generate leads for

Profile Setup - Add a cover & profile image to your profile



To Update you profile images go to your profile. Click on "me" in the top menu and then my profile

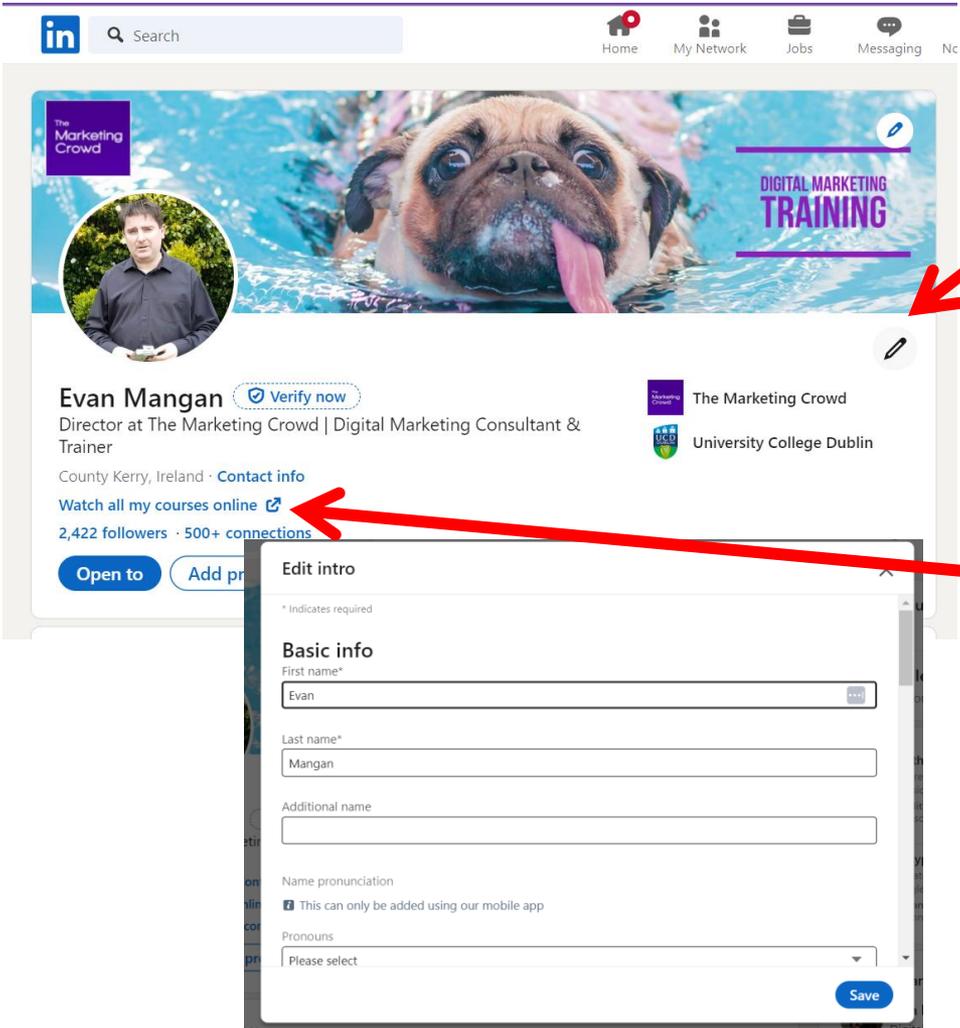
The main cover image is a chance to make an impression when people land on your Profile

Specs

- 1,584 x 396 pixels is the recommended cover photo size
- Cover photos have a maximum file size of 8mb
- LinkedIn accepts PNG, JPG, and GIF file types for cover photos

Ensure your Profile pic is a business related image

Profile Setup – Fill in the “Intro” section



When you click on the pencil icon you can then ...

- Edit your name
- Add a headline which is visible whenever you appear on LinkedIn
- Location
- Contact information
- Your current position

Add a prominent link to page on your site that promotes one of your main objectives

Profile Setup - Fill in the "Open To" section

Need Senior Developers? - Hire the top 3% of developers in 48 hours. \$0 recruiting fee. !

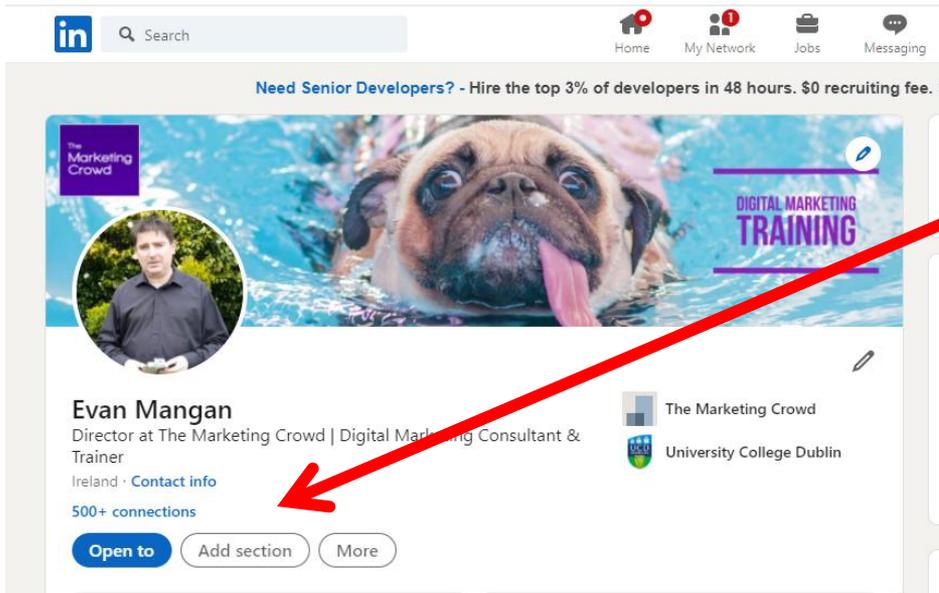
Evan Mangan
Director at The Marketing Crowd | Digital Marketing Consultant & Trainer
Ireland · [Contact Info](#)
500+ connections

[Open to](#) [Add section](#) [More](#)

When you click the button "Open To" you can indicate whether you are open to

- Finding a new Job (**it is NOT advisable to say this**)
- Providing service
- Hiring candidates

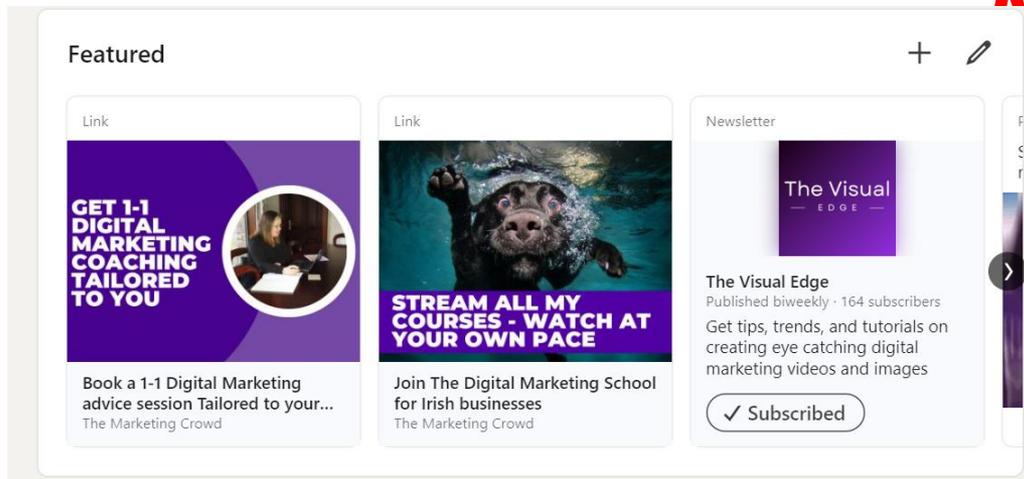
Profile Setup - Fill in the "Core "sections and recommended sections



Click on add section and you will then be able to add ...

- About
- Previous roles
- Skills

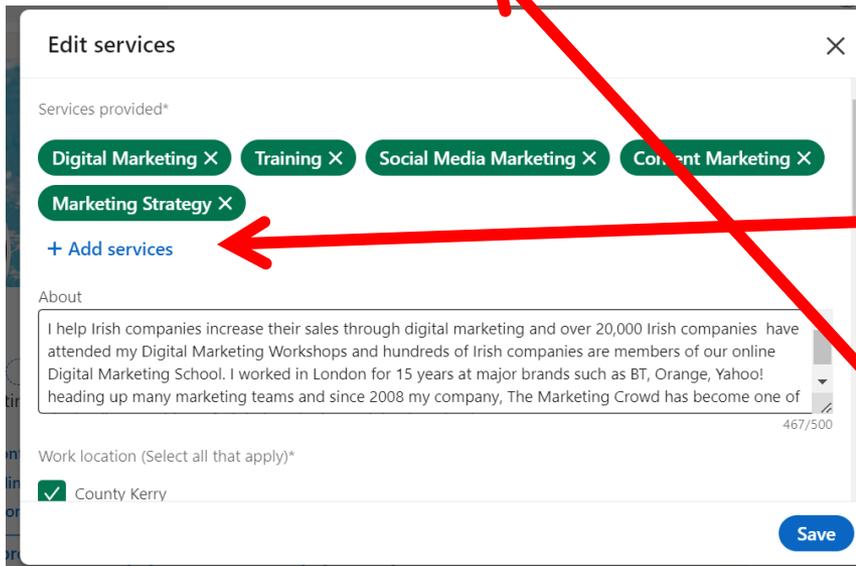
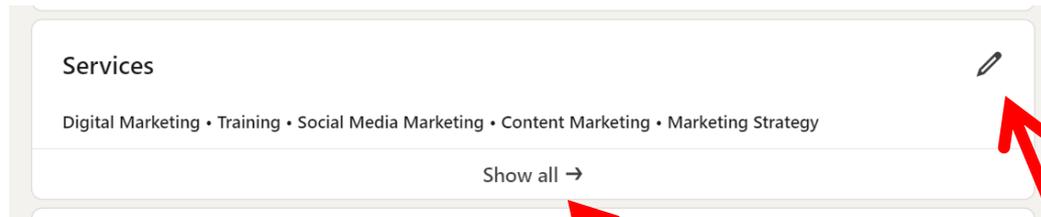
Profile Setup – Setup the “featured” section



Use the featured section to draw attention to ...

- The main products or services you want to promote – feature a link to a product or service page on your website (image dimension for a link image 355 x 267)
 - Previous posts you have sent out
 - Photos
 - Documents
-
- Click on the + icon to add featured content

Profile Setup – If you offer Services fill in the services section



To add this section Click on "open to 2 and select services

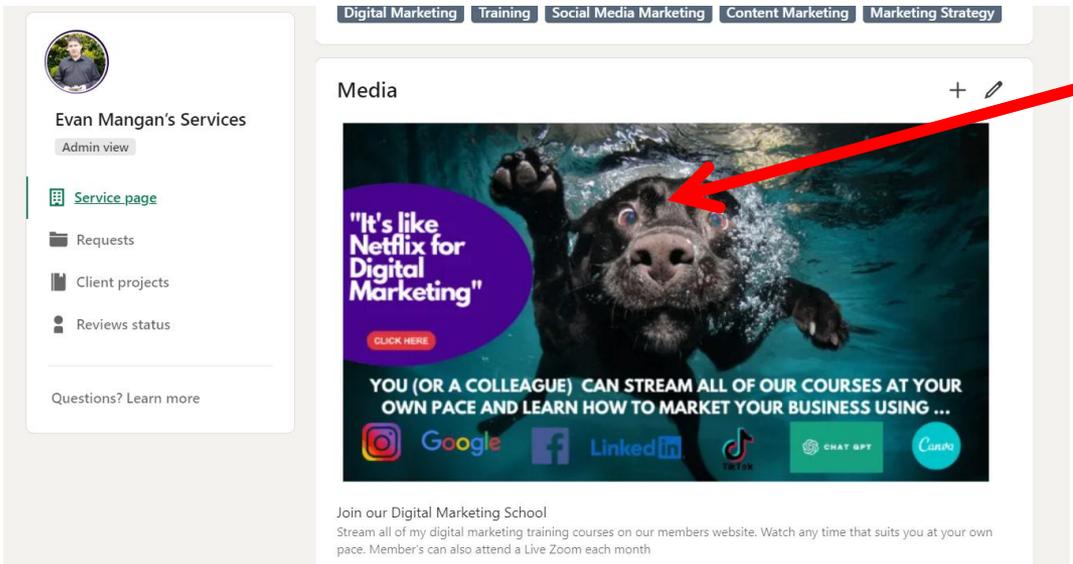
The services section will then appear.

Click the pencil and Add services in order to add the services you offer and want to promote

You can also add images / video and links for your services.

Click Show all and then add images or video for the main service / services that you want to generate leads for

Profile Setup – If you offer Services fill in the services section



You can also add images / video and links for your services.

Click Show all and then add images or video for the main service / services that you want to generate leads for. Ideally add a link to the relevant pages on your website

Profile Setup - Write a compelling About Section

About

I help Irish companies increase their sales through digital marketing and over 20,000 Irish companies have attended my Digital Marketing Workshops and hundreds of Irish companies are members of our online Digital Marketing School.

After graduating from UCD I spent 15 years in London working in marketing roles with BT, Yahoo, Orange and '...see more

To Add a section to your profile click on "Add Section"

One section you should definitely add is the About section

Write more than one sentence in your About section . This is your 30 second Elevator pitch and a chance to communicate succinctly about your experience and expertise

Profile Setup - Detail your experience & education

Experience + ✎



Director at The Marketing Crowd | Digital Marketing Consultant & Trainer
The Marketing Crowd
Nov 2006 - Present · 17 yrs 9 mos
Kerry, Ireland

The Marketing Crowd is a digital marketing agency with clients throughout Ireland. We deliver digital marketing training on behalf of 12 Local Enterprise Offices and more than 20,000 Irish businesses have attended ...see more



1-1 Training on Digital Marketing Topics
Are you looking for tailored 1-1 Digital marketing training? We offer a variety of one to one digital marketing training options for your business



Consultancy Role - Head of Broadband Customer Marketing
Orange
2006 - 2006 · Less than a year

This was a maternity cover consultancy contract and my role was to head up Orange Broadband's churn management team, delivering against aggressive retention targets. Specifically my role involved;... ..see more



Orange Broadband Commercial

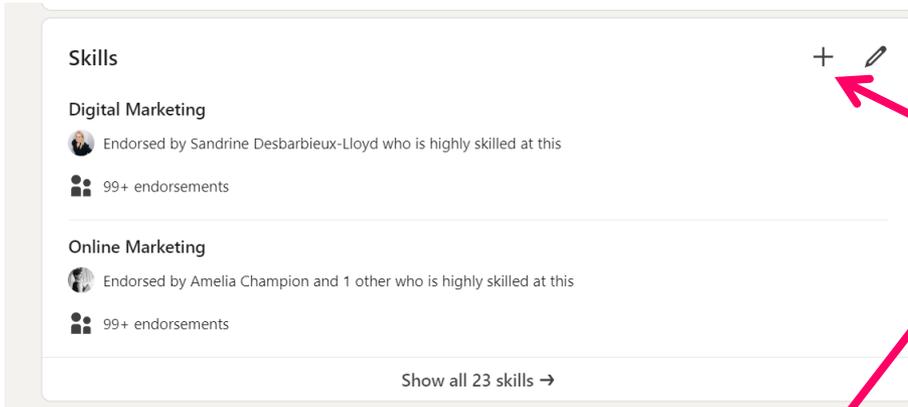
Provide as much detail as you are comfortable sharing about what you did in each job – not just the job title

Also add an image or link to a video for each role to bring your experience to life more

People will checkout your profile for all sorts of reasons. For example, They might land on your website and then Google your name to see your Experience and then click through to your LinkedIn profile

If you think having a lot of detail will increase your credibility and reputation, then add the detail.

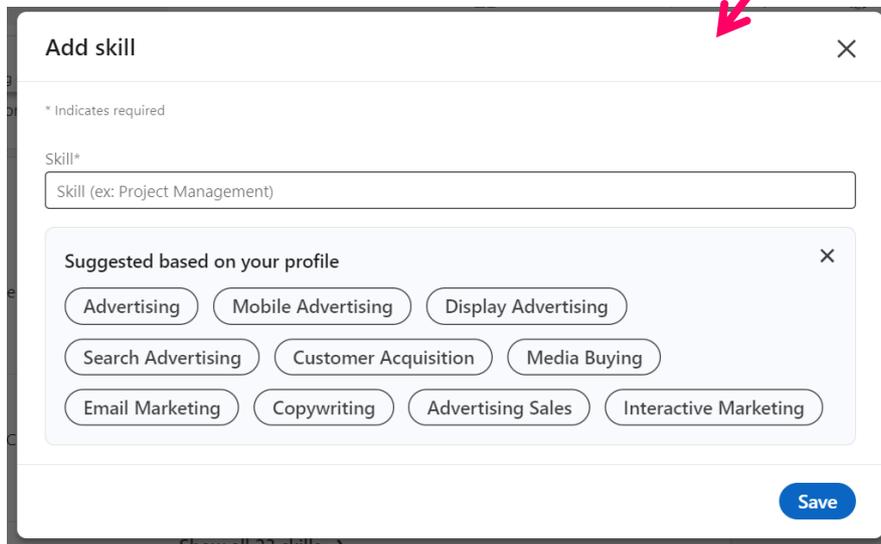
Profile Setup – Fill in the skills section



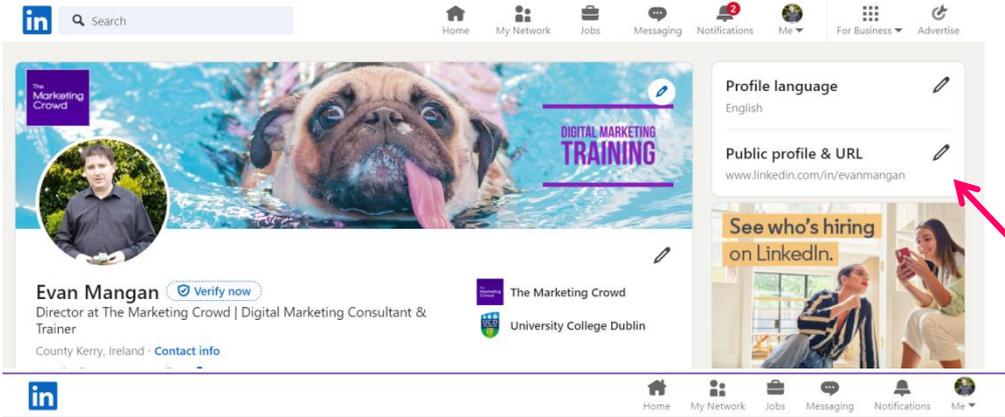
List the skills that you have by tapping on the + icon

1st level connections will then be able to endorse you for any of these skills e.g.. Confirm that you have that skill

Visitors to your profile can see the number of endorsements for each skill



Profile Setup Personalise your LinkedIn Profile url



To help you get found in Google search results and also to have a short punchy url for your profile you can personalise it.

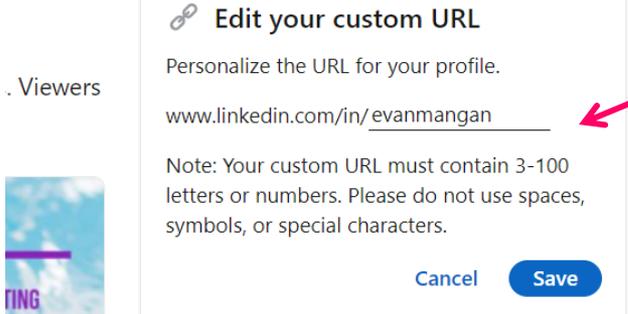
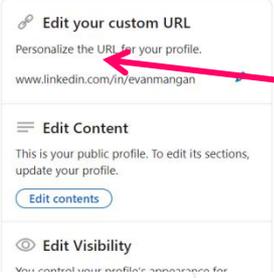
On your profile click the pencil next to public profile and url

Then click edit your custom url

Add your name to the end of the url

Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



Profile Setup : Get Recommendations

in Search Home My Network Jobs Messaging

[Need Senior Developers? - Hire the top 3% of developers in 48 hours. \\$0 recruiting fee.](#)

Fiona Leahy · 1st
Business Advisor & Training Co-ordinator at Kerry Local Enterprise Office
Ireland · [Contact info](#)

500+ connections
389 mutual connections · [Melanie O'Sullivan](#), [Theresa Mahon](#), and 387 others

Message More

What is Fiona's top skill?

Request Recommendations

Recommendations provide a lot of depth to your profile and greatly increase your credibility.

Request recommendations from your first level connections that you have worked with. It is very natural to request these.

Go to a 1st level connection, click on More and select Request a recommendations

Always

- Specify the work that you are requesting the recommendation for
- Personalise your request.

Profile Setup: How Chat GPT or Google Gemini can assist you



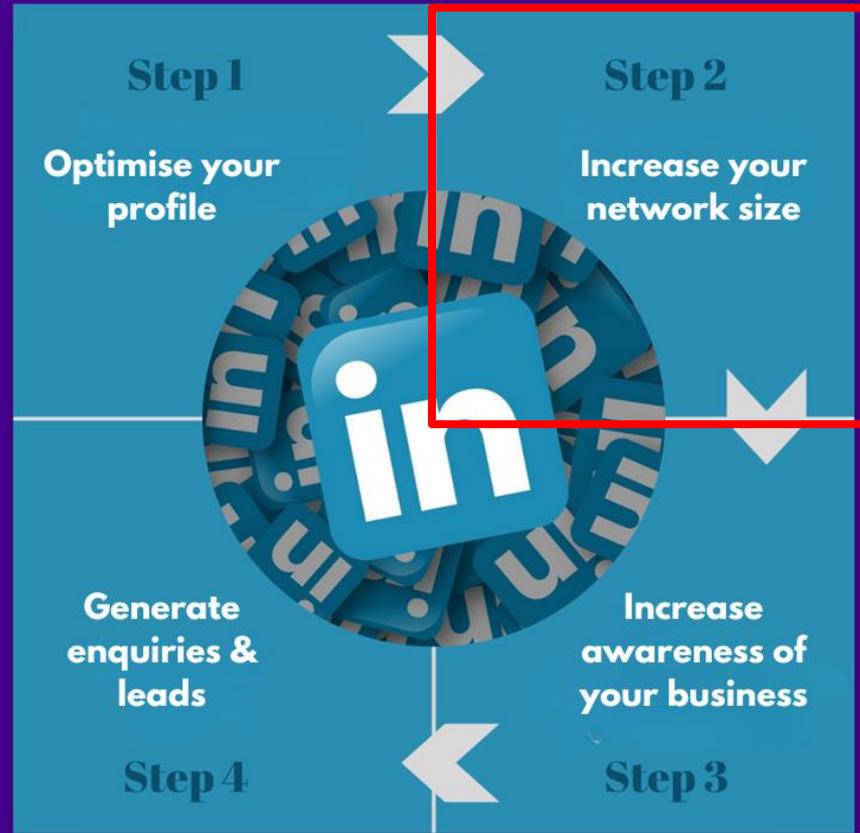
You could use Chat GPT or Gemini to help you with writing some initial draft content for your LinkedIn profile

1. Step 1 – tell the Ai about your career history, what you did in each job and what your current company and role is.
2. Then tell the AI that you want it to act like a LinkedIn expert and answer the following questions
 - Brainstorm 5 headlines for my LinkedIn profile
 - Write an about section for my profile
 - Write a brief summary for each of the roles I worked in.

View the answers as a draft that you can then work on.

A Marketing Framework For LinkedIn

The
Marketing
Crowd



How to use LinkedIn for marketing

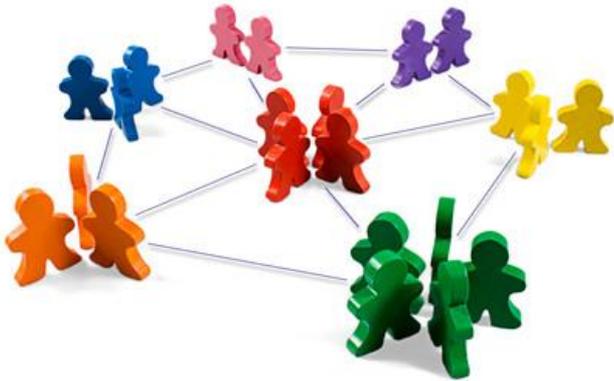
Step 1: Grow your network: The difference between open and closed networkers



What is a closed networker?

- Most people on LinkedIn simply connect with the people that they know very well
- They do not aim to connect with people that they do not know well i.e.. They do not send out requests to connect or they do not accept invitations from people they do not know.
- They want their network to be small and tight. Therefore, their 1st level network is small

Should you have a small network or a large network?



What is an Open networker?

- An open networker believes that LinkedIn provides an amazing opportunity to find business opportunities, to get introduced and to be found by potential customers.
- They want to expand their network as wide as possible in order to increase the potential business opportunities. The more people in their network, the greater the opportunity.

Aim to have a network of min 750 – 1,000 + connections



The marketing advantages of being an open Networker

1. Your connections see your posts, articles, newsletters and upcoming live events. Therefore, a larger network is getting exposed to your expertise and your messages.
2. You can search for and more easily connect with people if they are 2nd level contacts. Therefore, the more 1st level contacts you have, the more diverse they are and the more connected they are, the larger the opportunity to be to find an connect with people in specific companies, industries etc.

Ways to Grow your network: Invite people you interact with in business to connect



Invite people you interact with in business

Whenever you meet new contacts through business – Either prospects or new clients immediately send them a LinkedIn invitation.

Make it a habit

Ensure you always rewrite the template invite text – send a personalised message



When you invite people to connect never send the template message. It screams that you want to connect but you can't be bothered to take the time to ask.

Writing a short message make an impression and make you / your LEO look professional....

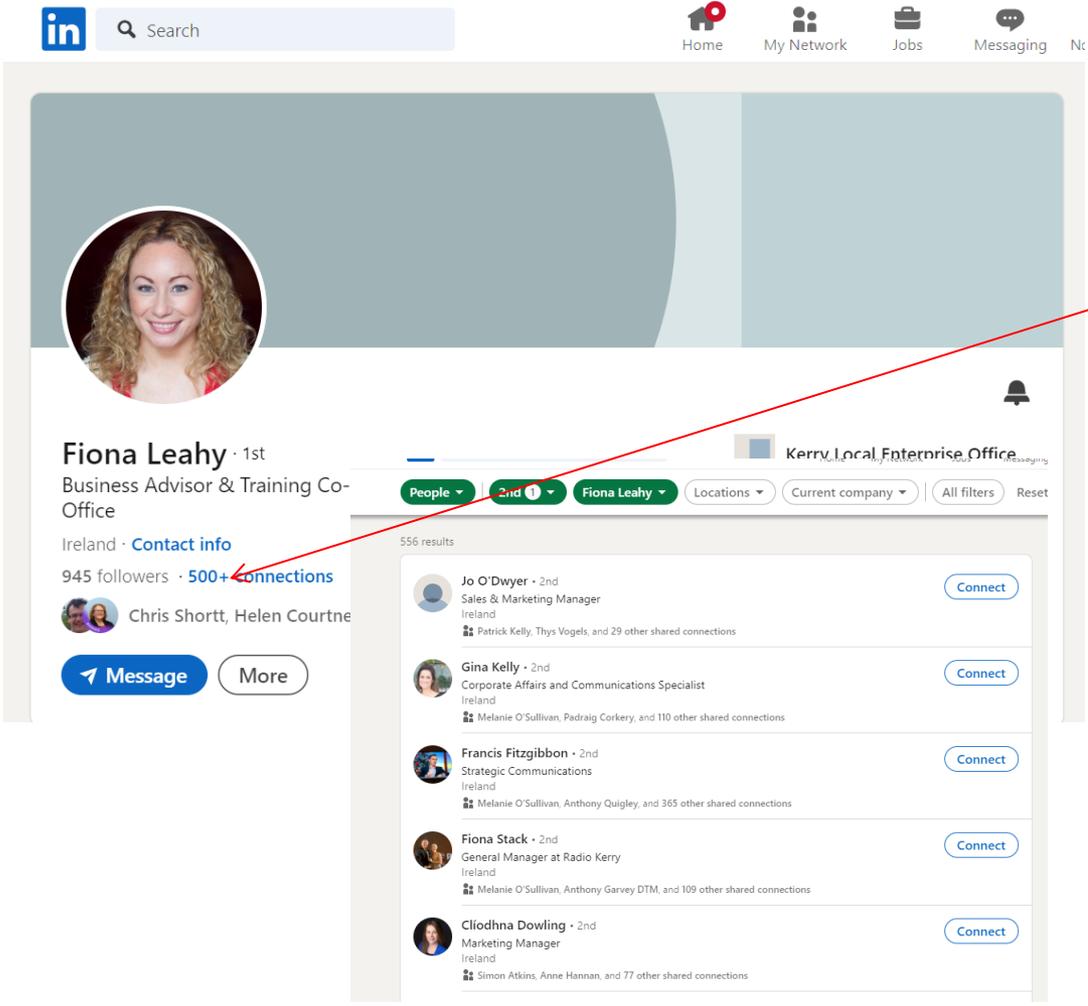
Hi John

Hope you're well. I thought we could connect on LinkedIn to help broaden each other's networks.

All the best

Evan

How to Find a connection by browsing others connections



Go to one of your first level connections

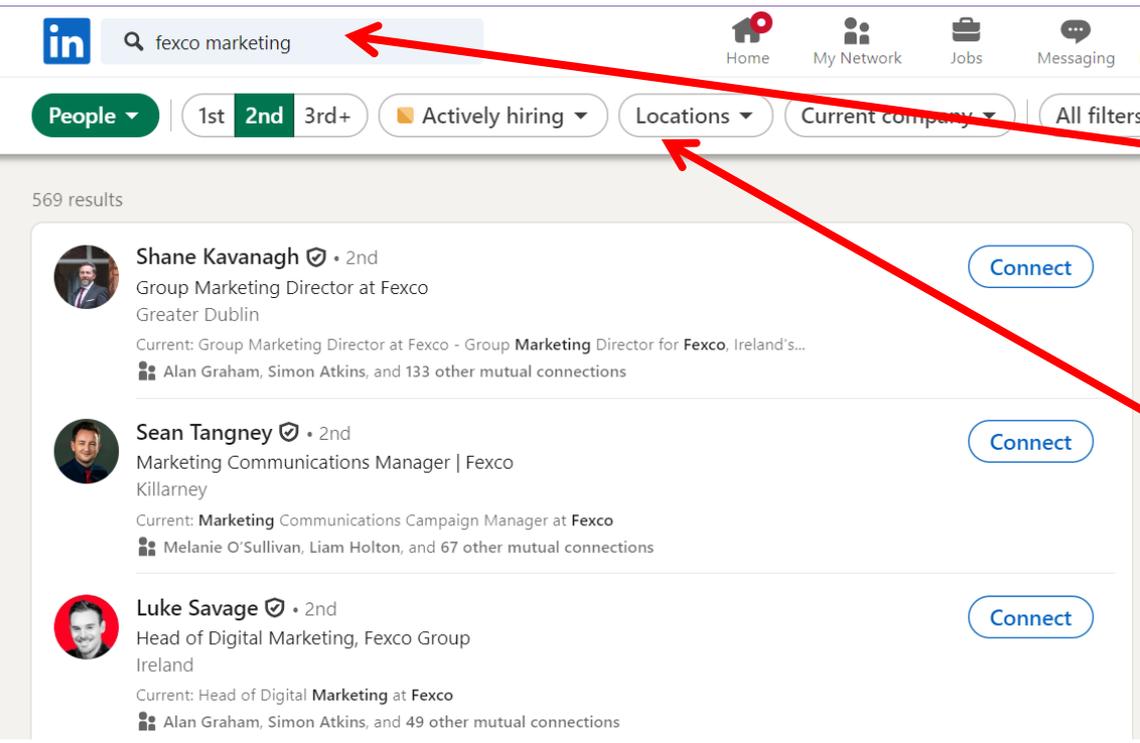
Click on “connections”

You will then be able to browse through a list of all of their connections and invite them to connect.

You can filter and select “2nd connections” - now you only see the people that you are not connected to

This is a very useful way of discovering people (and potential business leads)

How to find a connection by searching for company name & function

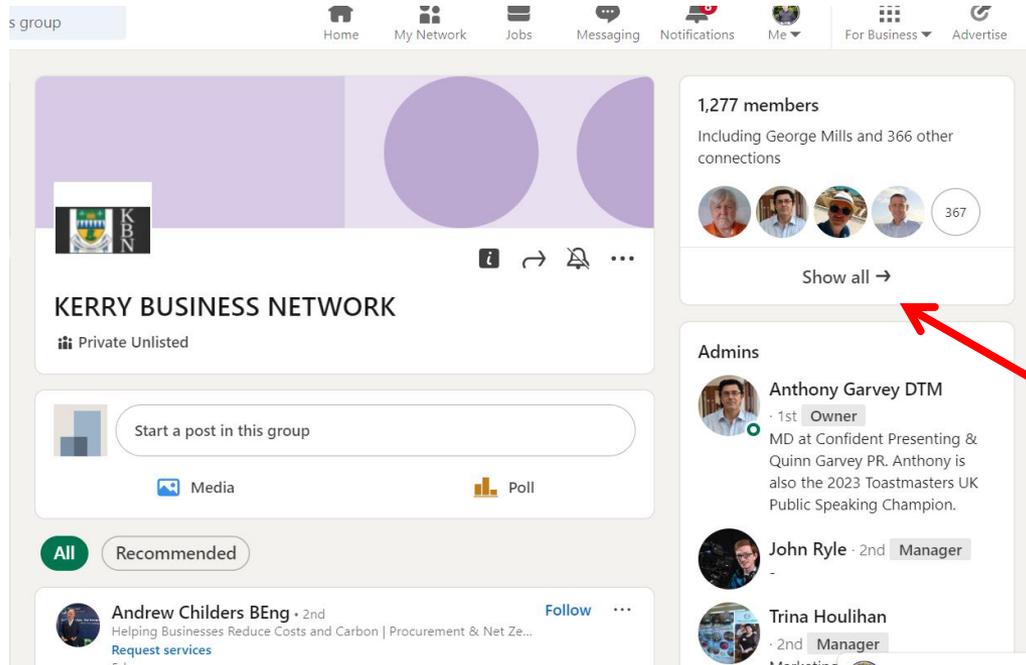


In this example I am searching for “Fexco Marketing” and in the search results I am shown everyone in the company Fexco who works in marketing

You can then filter these results by ..

1. Whether someone is a 1st, 2nd, 3rd level connection
2. Their location
3. Their current company

Ways to Grow your network: Join relevant groups and then connect with members



Use LinkedIn Groups to connect

You can join up to 100 groups and you can send a connection invite to any member of the groups you are in.

Go to a group you are a member of
Click Show all

Also, you can get active in the group and connect with people you interact with a lot.

Growing your network: How Chat GPT or Google Gemini can assist

I am an estate agent in Kerry, Ireland and I want to grow my connections on LinkedIn. Act like a LinkedIn expert and brainstorm 20 tactics I could employ to grow my connections



Sure! Here are 20 tactics you can employ to grow your connections on LinkedIn as an estate agent in Kerry, Ireland:

1. **Optimize Your Profile:** Ensure your LinkedIn profile is fully optimized with a professional photo, a compelling headline, a detailed summary, and a complete experience section.
2. **Engage with Local Content:** Regularly engage with posts and articles related to Kerry and Ireland's real estate market by liking, commenting, and sharing.
3. **Publish Valuable Content:** Share insights, tips, and updates about the real estate market in Kerry. This positions you as a knowledgeable and reliable expert in your field.

 Message ChatGPT

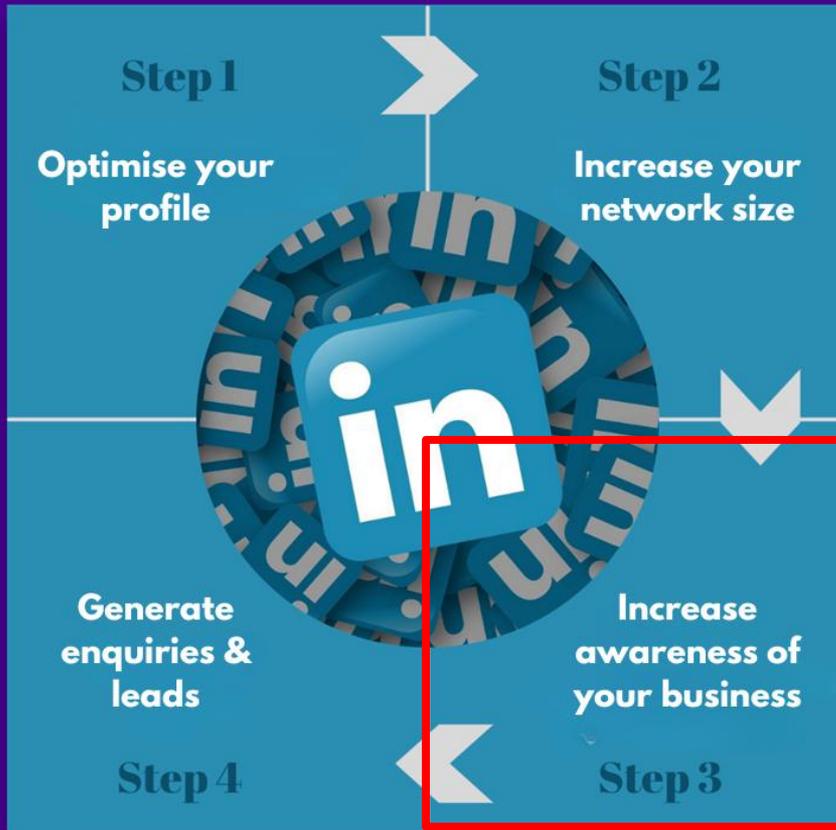


Use this prompt:

I am an estate agent in Kerry (replace with your profession and location) , Ireland and I want to grow my connections on LinkedIn. Act like a LinkedIn expert and brainstorm 20 tactics I could employ to grow my connections

A Marketing Framework For LinkedIn

The
Marketing
Crowd



How to use LinkedIn for marketing

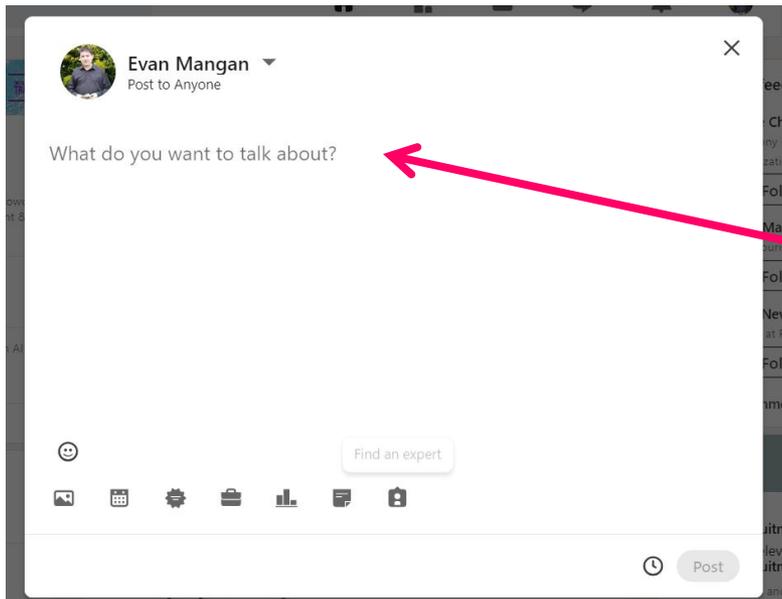
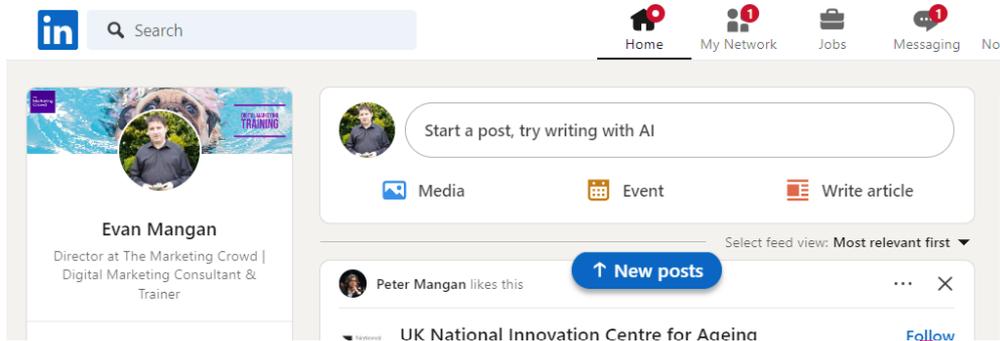
Increase awareness of your business, products, expertise: Post regularly. Position yourself and business as experts in your area



Regularly post status updates

- You can post a status update which can be anything from a link to a blog post on your website, a PR announcement, some company news etc. You can post an update from your feed
- Your updates are seen by your connections when they login to their LinkedIn homepage. People can click on the links in your updates and are taken to your website where they are exposed to your marketing messages / incentivised to download an ebook (therefore joining your e-marketing list)
- Therefore, it is an excellent way of getting your news and your expertise in front of your connections. The larger your network, the more people are exposed to your updates

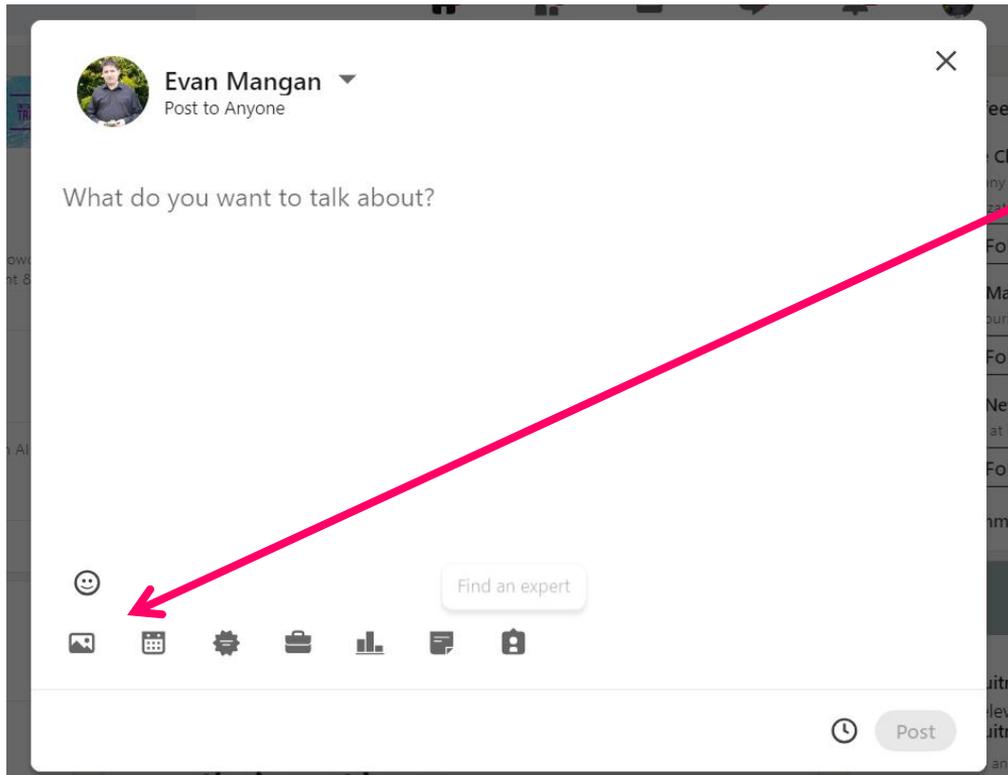
How to post – an overview



- You can post an image (s) , a link to an interesting article or blog post, or a video that your connections would be interested in.
- It is the same principle as posting an update on your Facebook business page or Instagram profile
- Click on the box that says start a post. Then a larger box pops up
- Simply type your update in the box

You can also add Hashtags to your post.

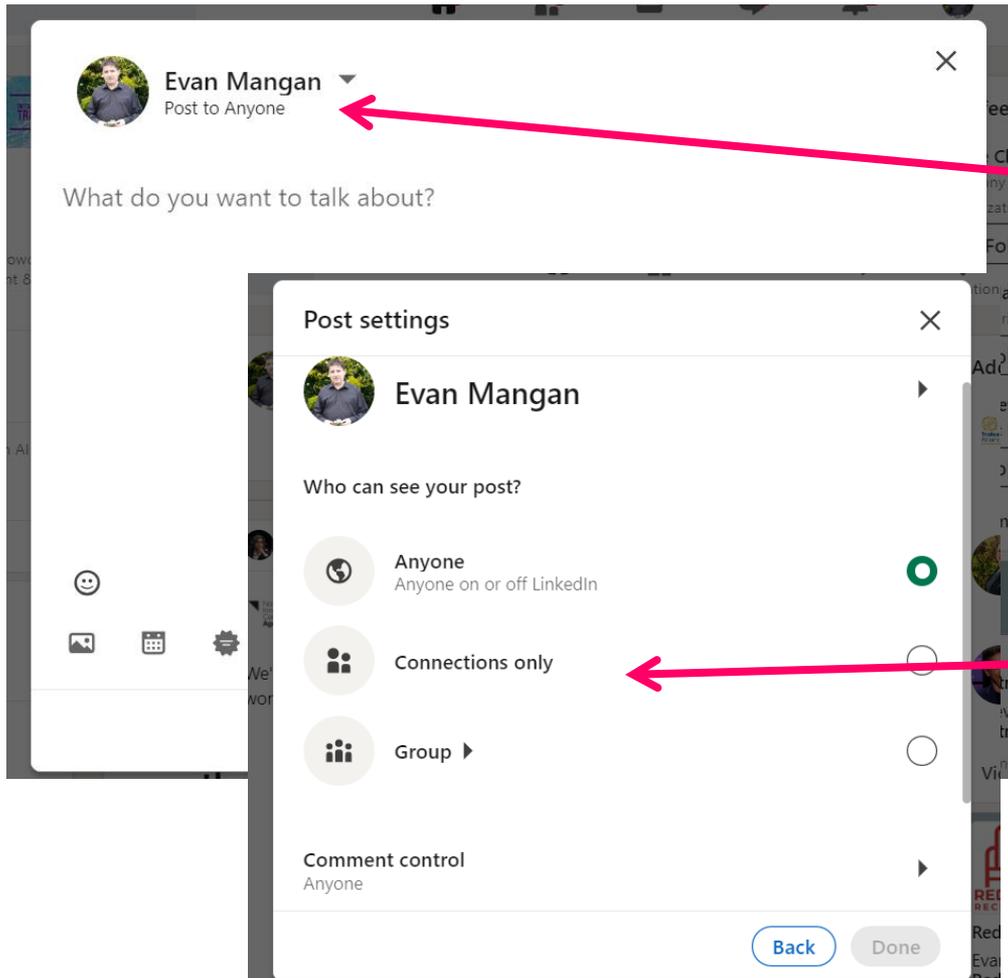
How to post – an overview



Be aware that the options at the bottom allow you to

1. Add media (images or video)
2. Create an event
3. Celebrate an occasion e.g. you have completed a project, got a new job
4. Share that you are hiring and post details of the job
5. Create a Poll
6. Indicate that you are looking for an expert and provide details

How to post – an overview



Also, by clicking “post to everyone” in the top you can

- Share with all on LinkedIn (visible to your connections and non connections)
- Or choose to share with your connections only (on their homepage feed)
- Or you can choose a group to send this post to

You can also restrict comments to either your connections or switch comments off

Use Hashtags



Hashtags increase the discoverability and reach of your post

Add hashtags to your posts just like you would on Facebook or Instagram

There is No limit but the optimum is 3 - 6

How can hashtags help you get discovered?

1. When someone clicks on a hashtag, your post will hashtag appear in the search results
2. Is someone searches for content, if those search words are in your post (in a hashtag_ your content will appear in the search results

Increase awareness of your business, products, expertise: Post Videos



Video has become very important on LinkedIn like on any social network

Post more videos where possible

Videos can be anywhere from three seconds to 10 minutes in length, with a maximum file size of 5GB. LinkedIn allows you to upload square, landscape and vertical videos,

Square or vertical are better than landscape. Vertical is quickly becoming the norm in LinkedIn.

Increase awareness of your business, products, expertise: Post Carousels



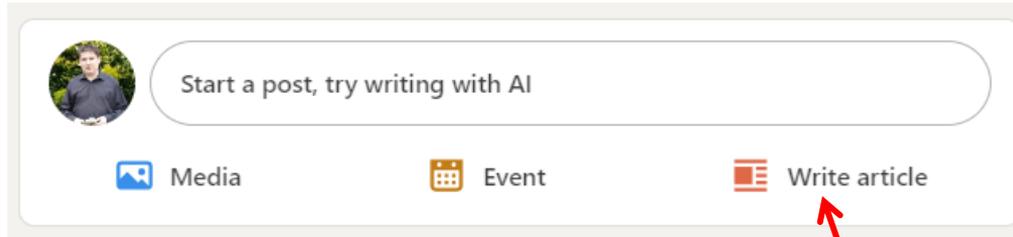
Just like there are carousel posts on Instagram (multiple images that you can swipe through) you can also post Carousels on LinkedIn

But it's not obvious how you do it

Essentially you need to attach a pdf.

- 1. Go to Canva and create the first image as a square*
- 2. Then add a 2nd page and add your 2nd image*
- 3. Repeat with as many images as you want.*
- 4. Then when you are downloading it from Canva ensure you save as a pdf*

Increase awareness of your business, products, expertise: Consider posting longer articles



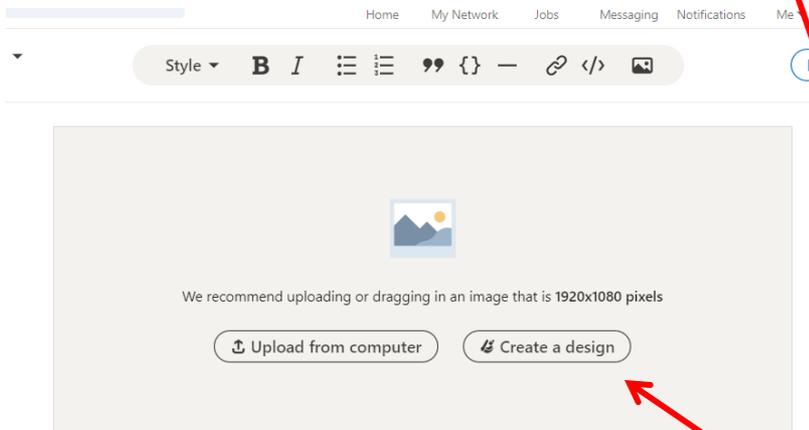
View articles as like LinkedIn Blog posts that allow you to provide a lot more information. These articles allow you to share your expertise and helpful content.

Your LinkedIn articles can be seen by:
Your connections: People who are connected to you on LinkedIn will see your articles in their feed.

People who follow you: If someone follows your company page or your personal profile, they will see your articles.

People who search for relevant topics: LinkedIn's search algorithm can help your article reach a wider audience based on its content and keywords.

Click on Write article
Then add an image and your content. You can add images or embed videos into your article



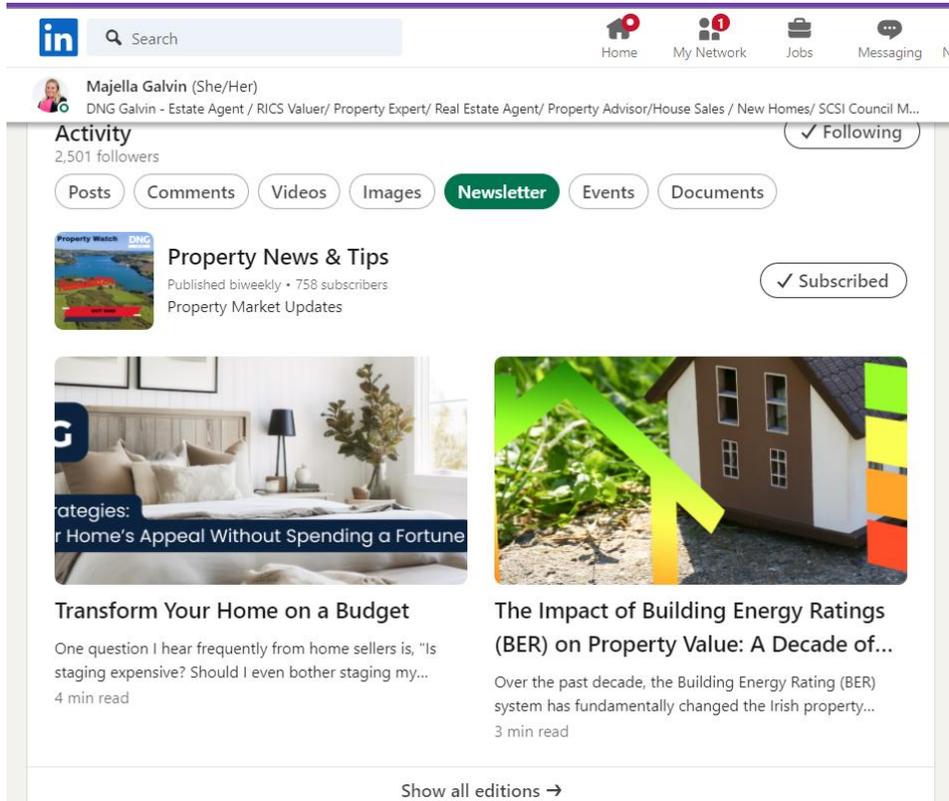
Title

Write here. You can also include @mentions.

Example

<https://www.linkedin.com/pulse/5-text-tips-making-your-marketing-graphics-more-eye-catching-mangan-naufe/?trackingId=9egQZM0yRwilX93m3Tn7%2Fg%3D%3D>

Increase awareness of your business, products, expertise: Consider creating a Newsletter



Example

Think of a LinkedIn Newsletter as similar to a regular (weekly / monthly) marketing email you might send out using Mailer Lite or Mailchimp.

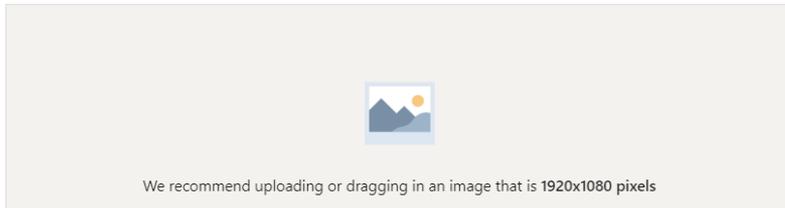
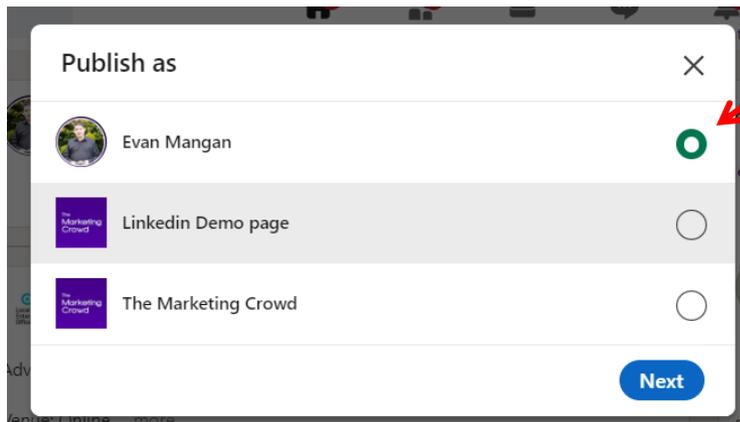
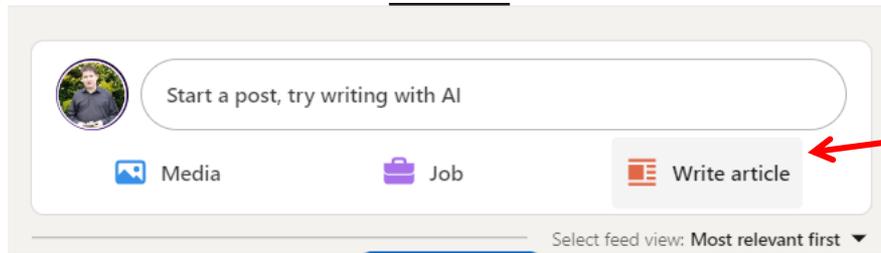
When you create a topic for your Newsletter and a description, your connections will be promoted by LinkedIn to sign up for your newsletter

A prompt to sign up for your Newsletter will appear on your Profile and people can read your previous newsletters.

When you then go to write an article you can choose to have the article go out as a newsletter to everyone who subscribed to the newsletter.

This is a great way to share helpful and useful content that gets across your expertise and builds awareness of your business.

Increase awareness of your business, products, expertise: Consider creating a Newsletter



How to create a Newsletter

1. Click write and article
2. Then choose if you want to create this as you or as your page
3. You will then be taken to the section where you can write and article. However, click on Manage an in the dropdown select Newsletter and then click Create a Newsletter

You can then give your newsletter a name, add a logo for it, write a description about what is in the newsletter.

Increase awareness of your business, products, expertise: Consider creating a Newsletter



How to create a Newsletter

When you then go to write an article, on the left-hand side there is a dropdown. Click this dropdown and you will see that you can either create an article on its own or you can create an article that will be part of the newsletter

Increase awareness of your business, products, expertise: Consider creating an event (Physical or Live event)

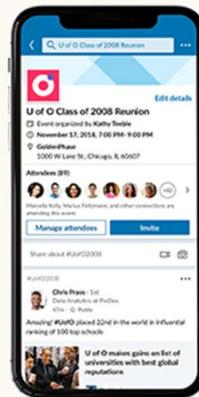
You could promote an upcoming Live (online) event or a physical event

This could be

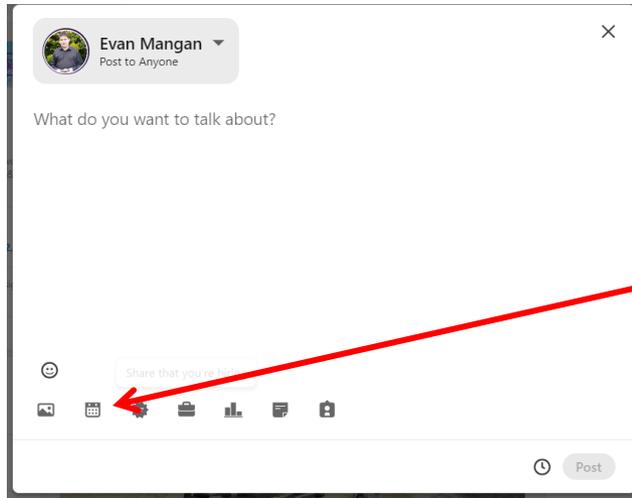
- Interviewing someone within your company or industry about an interesting topic
- Sharing an update about industry news / trends
- Sharing tips / advice on a topic

Note: People can search for and find events. Also, LinkedIn will recommend events to users. So it's a good way to get discovered.


LinkedIn
Events.



Increase awareness of your business, products, expertise: Consider creating an event



How to create an event

1. In the create a post box click on the icon for Create Event
2. Upload an image for your event – you could design one in Canva that has the name of the event. (A 16:9 landscape image e.g. YouTube thumbnail)
3. Select Online
4. From the dropdown select “LinkedIn Live” or Physical event
5. Choose the time of the event

linkedin.com/feed/

Create an event

Event type
 Online In person

Event format*
Select

Event name*
0/75

Timezone*
(UTC+00:00) Coordinated Universal Time

Start date* Start time*

Back Next

Increase awareness of your business, products, expertise: Consider creating an event

Create an event ✕

0/75

Timezone*

(UTC+01:00) Dublin, Edinburgh, Lisbon, London

Start date* Start time*

7/30/2024 12:00 PM

End date* End time*

7/30/2024 01:00 PM

Description

Ex: topics, schedule, etc.

0/5,000

Speakers

🔍

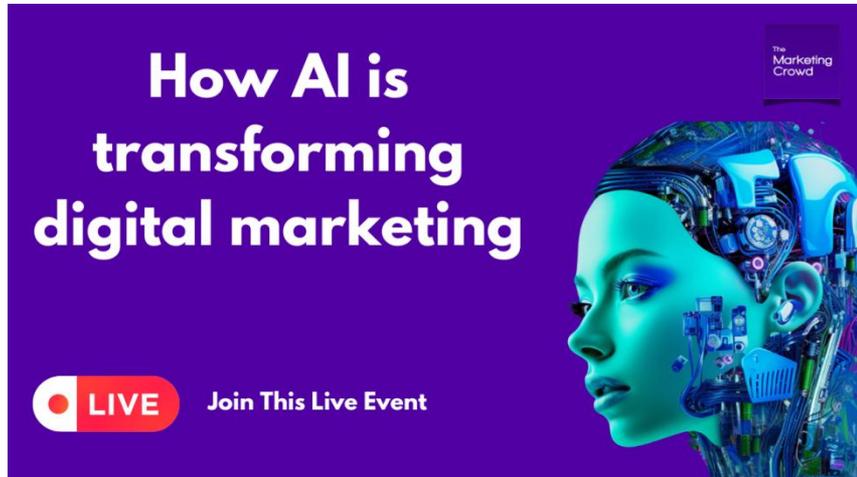
Add connections to speak at the event. Speakers can join the event early and will be shown in the event's Details section and presenter area. They cannot allow attendees to speak or end

[Back](#) [Next](#)

How to create an Event

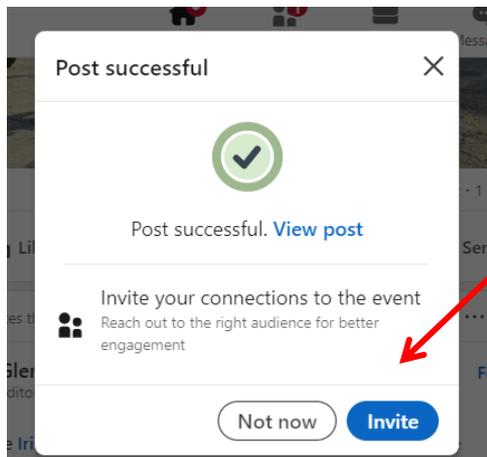
6. Enter a start and end time
7. Write a description – what is event about and how will people benefit
8. You can then enter the names of people who will be speakers.

Increase awareness of your business, products, expertise: Consider creating an audio event



What happens once you create the Audio event?

1. It will go out as a post into the feeds of followers and they will be able to indicate that they want to attend. If they do, they will get a reminder just before the event
2. You can invite people to the event and they can indicate that they want to attend



Increase awareness of your business, products, expertise: About Going Live



However, you cannot broadcast live within LinkedIn. You have to use a 3rd party live streaming service

These are Restream, Socialive, StreamYard, Switcher Studio, Video or Zoom

E.g.

1. Go to restream and setup an account
2. Create a live event
3. Connect to your LinkedIn account
4. A post will then go out on LinkedIn about your upcoming live event
5. When it is time to go live login to your restream account and go Live.
6. It will then appear on LinkedIn and people on LinkedIn can view it.

Increase awareness of your business, products, expertise: About Going Live



If you want to go live using Zoom, here is LinkedIn's step by step instructions on how to do it

<https://www.LinkedIn.com/help/LinkedIn/answer/a523091>

Increase awareness of your business, products, expertise: SEO: Get found on LinkedIn search



Keywords are the foundation of LinkedIn search. By strategically incorporating them into your profile and content, you can significantly boost your visibility.

Profile Optimization: Keywords in your headline, summary, experience, and skills sections make your profile more searchable for relevant terms.

Headline Enhancement: Include target keywords in your headline

Summary Refinement: Use keywords to describe your skills, experience, and career goals within your summary.

Experience Section Optimization: Incorporate keywords into your job titles, company names, and job descriptions.

Skills Showcase: List relevant skills to improve discoverability in skill-based searches.

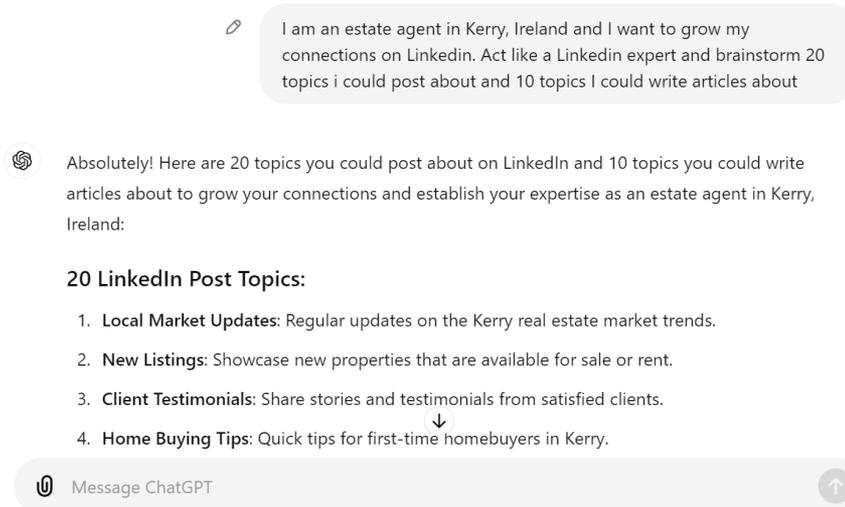
Increase awareness of your business, products, expertise: SEO: Get found on LinkedIn search



Content Keywording: Add keywords naturally into your LinkedIn posts, articles, and updates.

Company Page Optimization: Incorporate keywords into your company page's description and content.

Increase awareness of your business, products, expertise: How Chat GPT or Google Gemini can assist



Use this prompt:

I am an estate agent in Kerry, Ireland and I want to grow my connections on LinkedIn. Act like a LinkedIn expert and brainstorm 20 topics I could post about and 10 topics I could write articles about

Brainstorm 10 options for a name for my LinkedIn Newsletter

Brainstorm 20 search terms I should try to get found for on LinkedIn and tell me where I should include those search terms in order to get found.

Increase awareness of your business, products, expertise: Consider Creating a company page for your Business



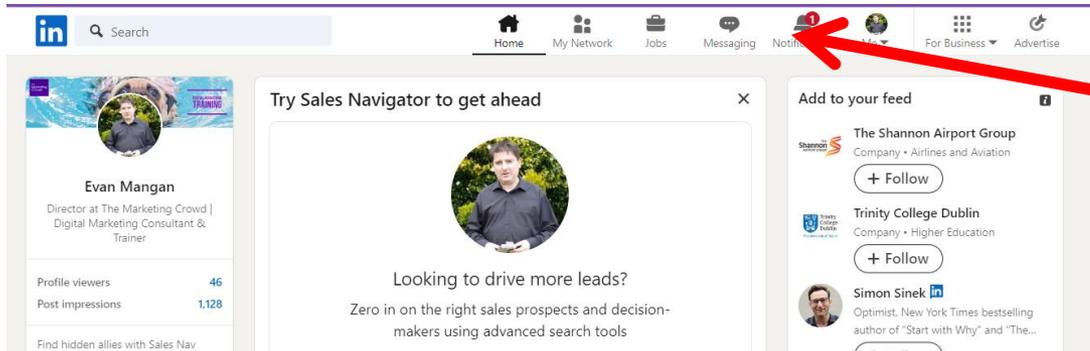
Showcase your business to prospects through a company page

You can create a company page for your business. people who browse your company page can

- View an overview of your business
- See job vacancies
- Read about your products and services and watch a video about your products and services
- Read your recent updates
- Follow you

A company page is a useful way of providing an insight into your business

Increase awareness of your business, products, expertise: How to create a company page

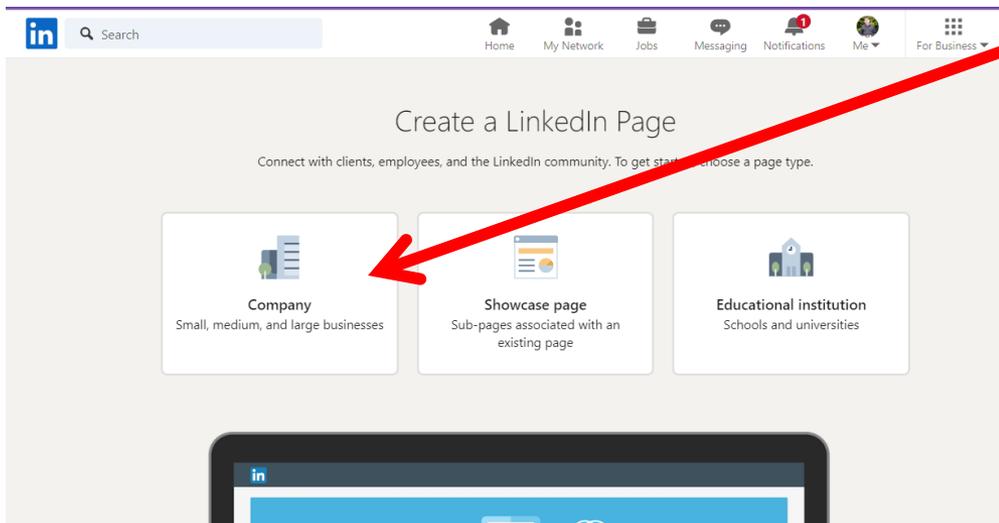


Step 1:

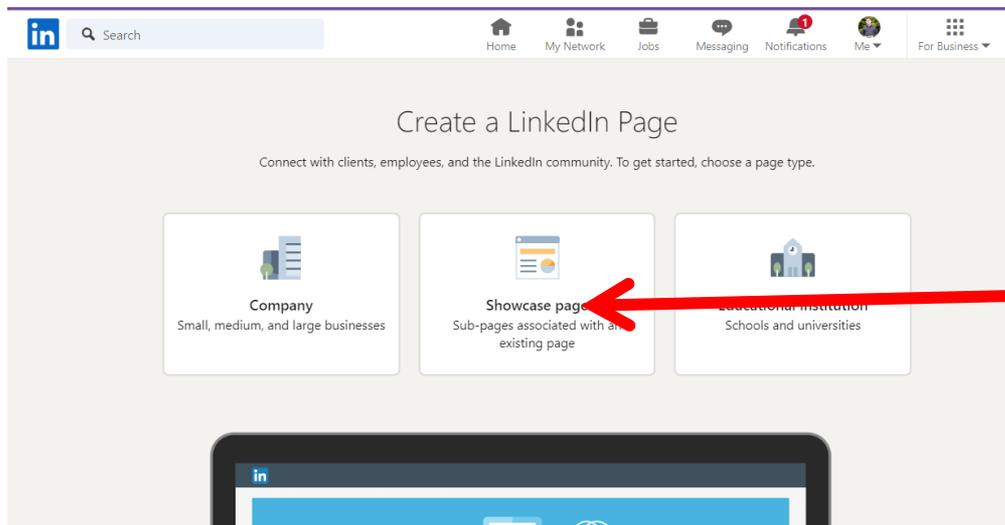
Click on For Business

Then click on the option for
“create a company page”

Then click on Company



What is a Showcase page?



Examples of showcase pages

<https://www.LinkedIn.com/showcase/adobe-creative-cloud/>

<https://www.LinkedIn.com/showcase/appexchange/>

LinkedIn Showcase Pages are essentially sub-pages of your main company LinkedIn page. They allow you to focus on specific products, services, brands, or initiatives within your company. Think of them as micro-pages within your overall company profile.

Benefits of Showcase Pages:

Targeted content: Deliver specific content to specific audiences.

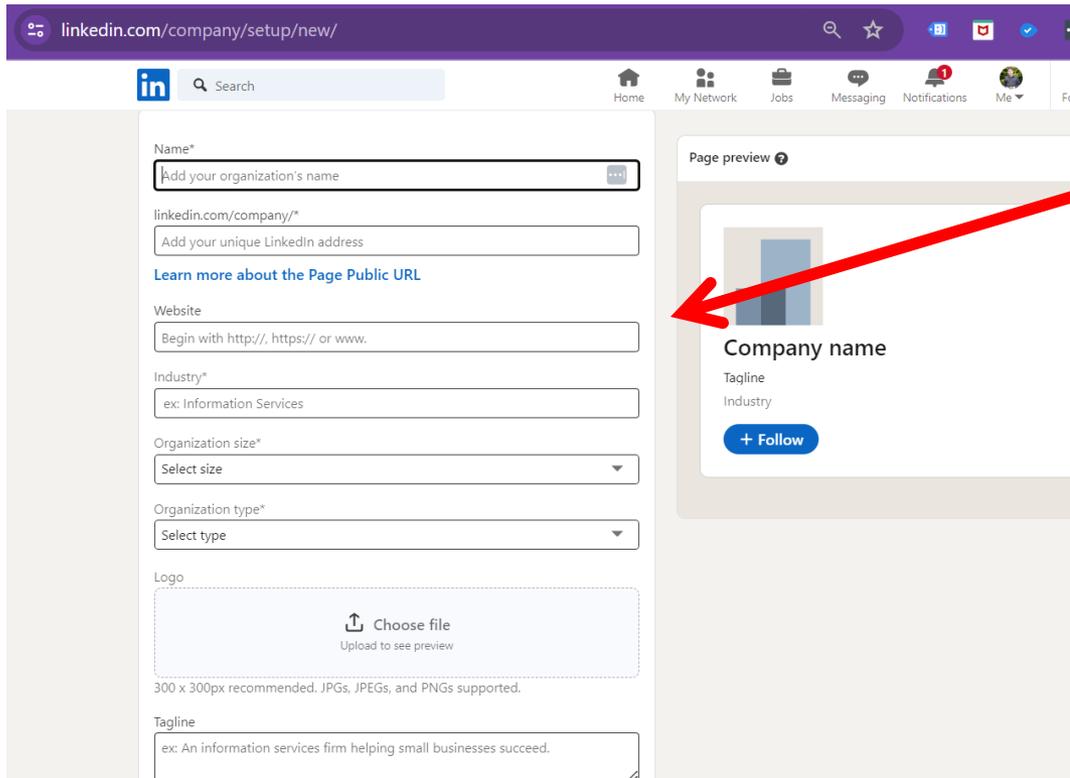
Increased engagement: Build dedicated communities around particular products or services.

Improved analytics: Track performance of individual product lines or campaigns.

Enhanced brand awareness: Highlight specific aspects of your company.

For example: A car manufacturer might have Showcase Pages for different car models, while a tech company might have Showcase Pages for various software products.

How to create a company page



The screenshot shows the LinkedIn company page setup interface. The browser address bar displays "linkedin.com/company/setup/new/". The navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and Me. The main form area is divided into two columns. The left column contains input fields for: "Name*" (with placeholder "Add your organization's name"), "linkedin.com/company/*" (with placeholder "Add your unique LinkedIn address" and a link "Learn more about the Page Public URL"), "Website" (with placeholder "Begin with http://, https:// or www."), "Industry*" (with placeholder "ex: Information Services"), "Organization size*" (with a "Select size" dropdown), "Organization type*" (with a "Select type" dropdown), "Logo" (with a "Choose file" button and "Upload to see preview" text, and a note "300 x 300px recommended. JPGs, JPEGs, and PNGs supported."), and "Tagline" (with placeholder "ex: An information services firm helping small businesses succeed."). The right column shows a "Page preview" section with a placeholder image, the text "Company name", "Tagline", "Industry", and a "+ Follow" button. A red arrow points from the right side of the page towards the "Logo" upload area in the form.

Step 2:

Complete all the details and upload your Logo

How to create a company page

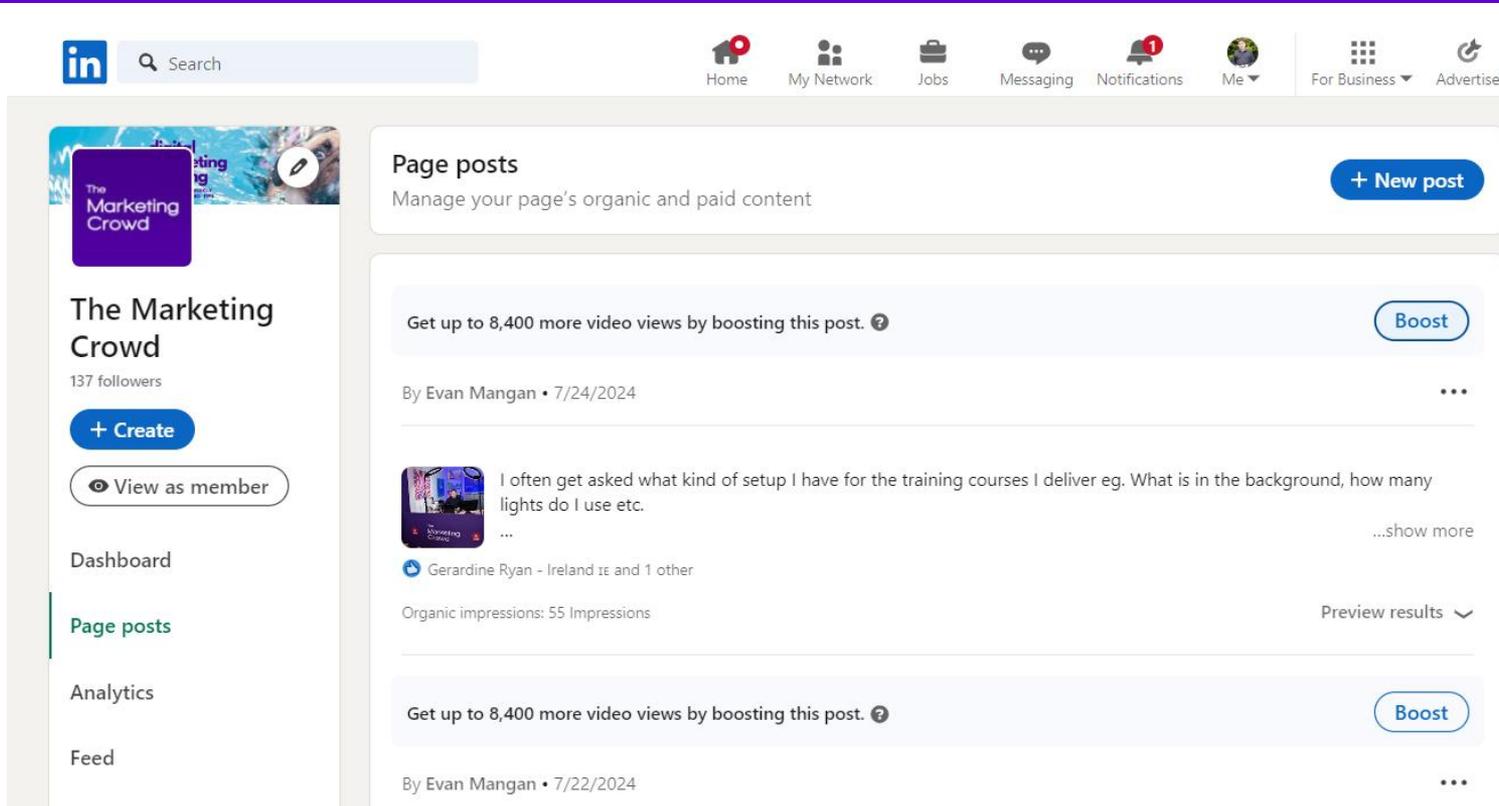


Step 3:

When you click continue they will send you an email so that you can verify that it is your email address

Click on the link in the email

Increase awareness of your business, products, expertise: How to post from your company page



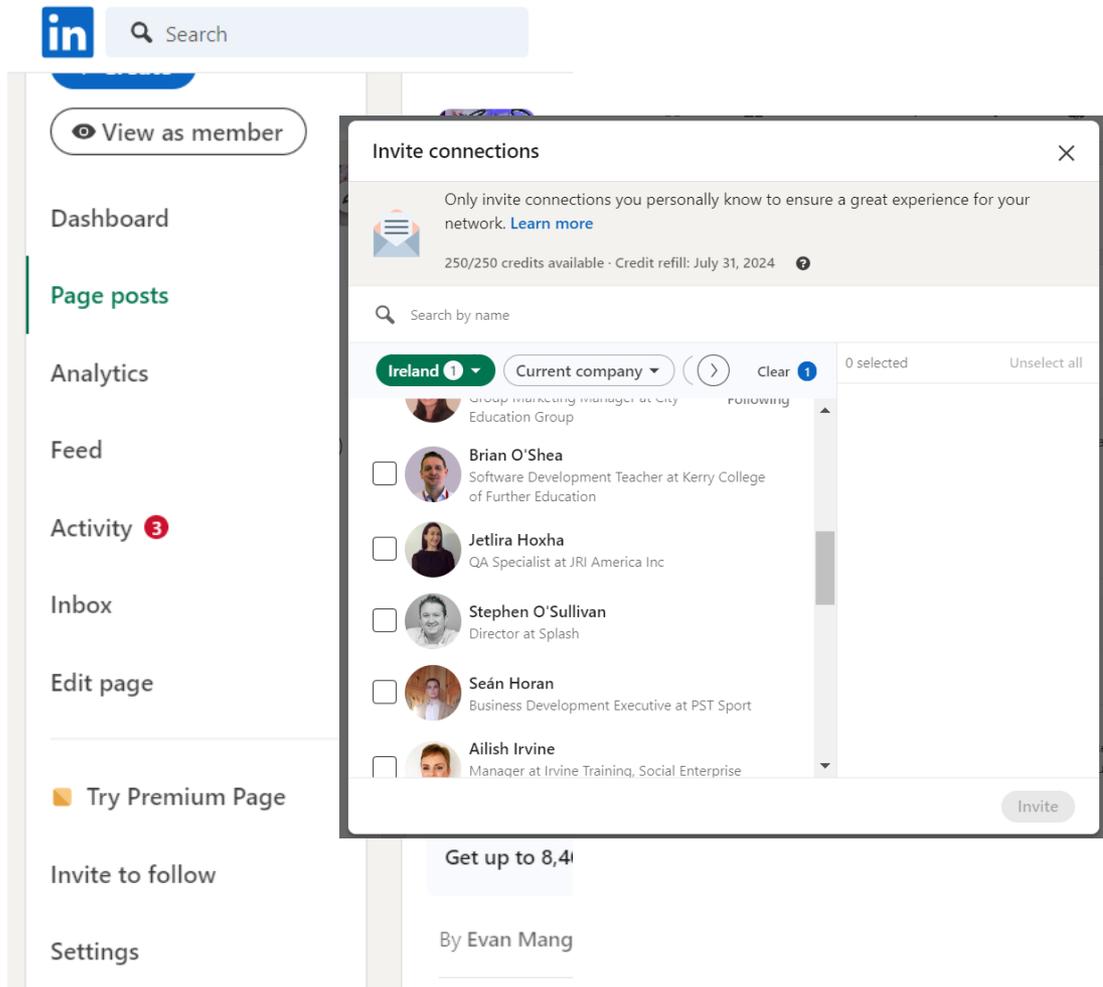
The screenshot displays the LinkedIn interface for the company page 'The Marketing Crowd'. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise. The left sidebar shows the company profile with a cover image, name, 137 followers, and navigation options: Dashboard, Page posts (highlighted), Analytics, and Feed. The main content area is titled 'Page posts' and features a '+ New post' button. Two posts are visible, each with a 'Boost' button and a 'Get up to 8,400 more video views by boosting this post.' notification. The first post is by Evan Mangan, dated 7/24/2024, and includes a video thumbnail and text: 'I often get asked what kind of setup I have for the training courses I deliver eg. What is in the background, how many lights do I use etc. ...show more'. It is liked by Gerardine Ryan - Ireland and 1 other, with 55 organic impressions. The second post is also by Evan Mangan, dated 7/22/2024.

To post from your page click on New Post

The process is then the same as creating a post using your Profile

The Algorithm will then place this post into the feeds of some of your page followers

Increase awareness of your business, products, expertise: How to invite your connections to follow your page



The screenshot shows the LinkedIn interface with a modal window titled "Invite connections". The modal contains the following elements:

- Header:** "Invite connections" with a close button (X).
- Message:** "Only invite connections you personally know to ensure a great experience for your network. [Learn more](#)"
- Credits:** "250/250 credits available · Credit refill: July 31, 2024" with a help icon.
- Search:** "Search by name" input field.
- Filters:** "Ireland 1" (selected), "Current company" (dropdown), "Clear 1" (button), "0 selected", and "Unselect all" (button).
- Connection List:**
 - Group marketing manager at City Education Group (following)
 - Brian O'Shea**, Software Development Teacher at Kerry College of Further Education
 - Jetlira Hoxha**, QA Specialist at JRI America Inc
 - Stephen O'Sullivan**, Director at Splash
 - Seán Horan**, Business Development Executive at PST Sport
 - Ailish Irvine**, Manager at Irvine Training, Social Enterprise
- Footer:** "Invite" button.

Below the modal, the page content is partially visible, showing "Get up to 8,4" and "By Evan Mang".

The best way to grow your followers is to invite your 1st level connections to follow your Page

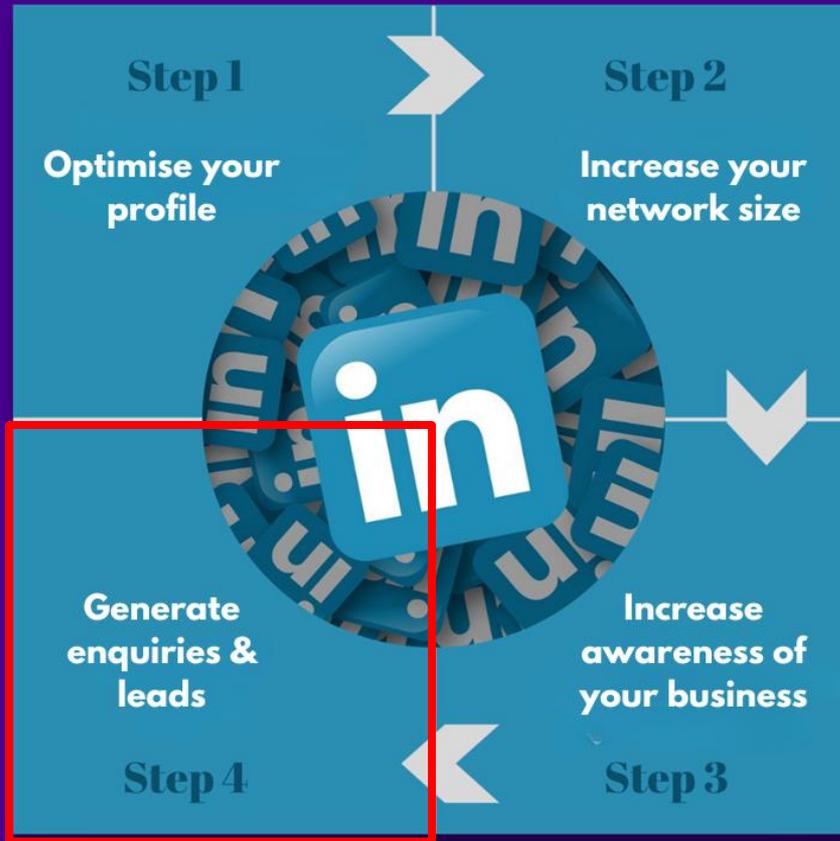
On the left menu of your page click on Invite to follow

You can then browse through your connections and tick the ones you wish to invite.

You can invite 250 per month

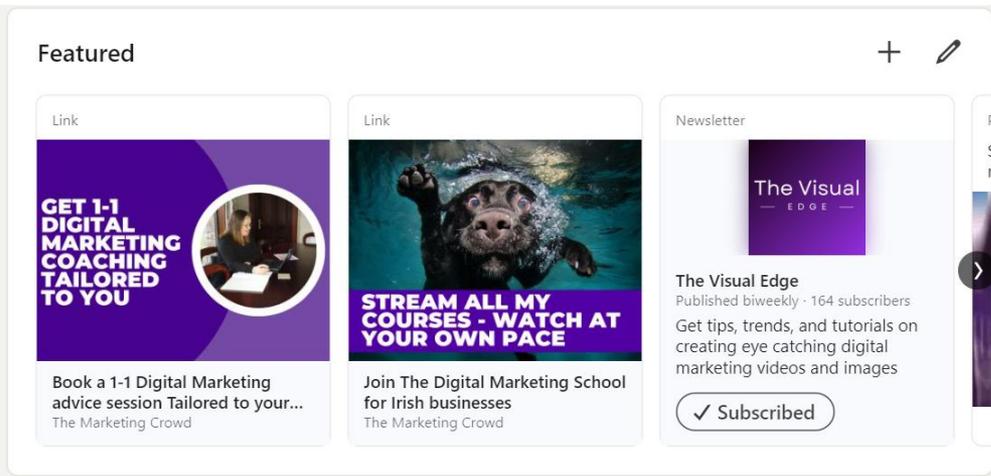
A Marketing Framework For LinkedIn

The
Marketing
Crowd



How to use LinkedIn for marketing

Generate Leads: Ensure that your profile is fully focused on promoting your 1-2 main products or services



As covered in the optimise your profile section

...

1. Decide what are the 1-2 main products of services you want to generate leads for
2. The add a prominent link to one of them at the top of your profile
3. Add an image link for each in the featured section
4. Add an image and links for each in the current employment section of your profile

So, whenever people check out your profile having searched, viewed a post, article, newsletter, Live event, they will be prompted to check out your main services products.

Generate Leads: Post occasional links to pages on your website about your products / services which go out to connections in their feeds

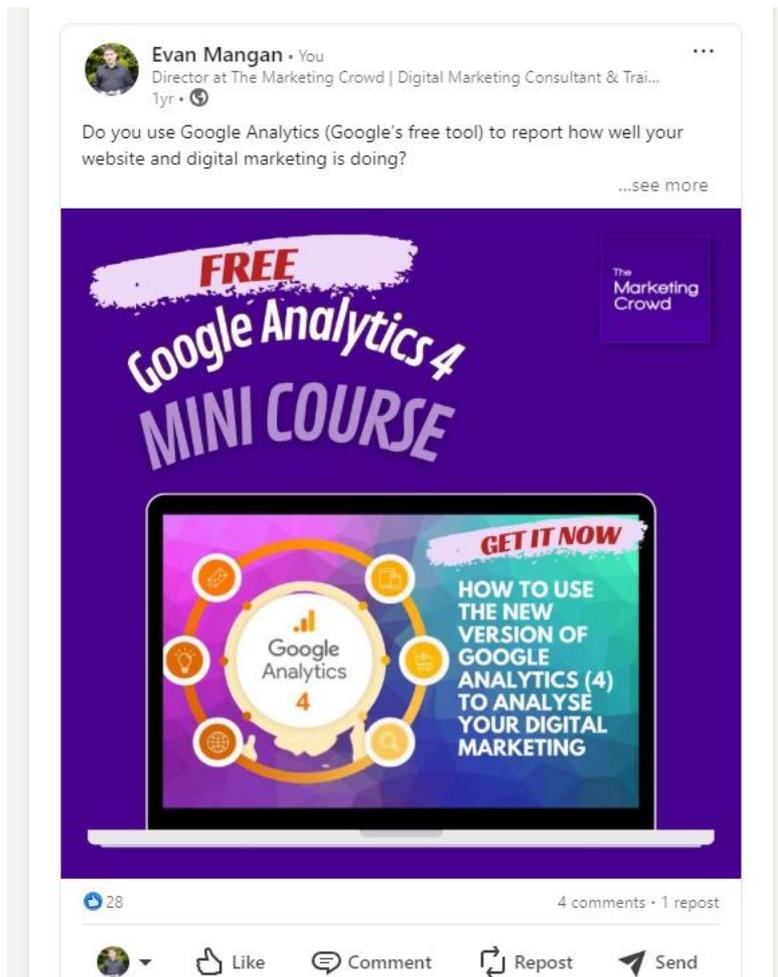
The image shows a Facebook post from Evan Mangan, Director at The Marketing Crowd. The post is for a page called 'Local Enterprise Office Offaly', which has 1,373 followers. The post text says: 'There are a few spaces left on this 6 week Digital Marketing programme I am delivering for Local Enterprise Office Offaly'. Below the text is a promotional graphic for the 'Digital Marketing Programme' running from Nov 8th to Dec 13th. The graphic features a hand holding a smartphone with various icons (credit card, megaphone, people) and the text '6 Sessions Online Digital Marketing Programme'. The post has 11 reactions and 380 impressions.

Most of the content you send out should be useful, interesting and helpful.

However, you should also post occasional updates about your products / services and ideally link back to your website

These could be image, video or Carousel posts.

Generate Leads: Post occasional links to lead magnets on your website

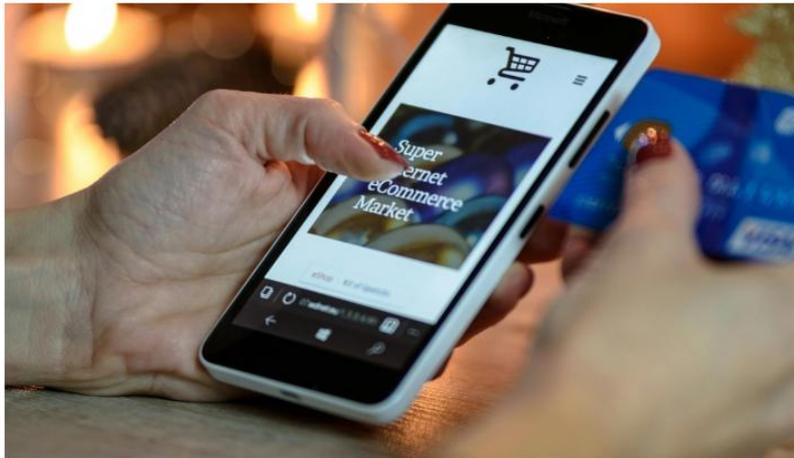


Do you use email for marketing? If so, have you created downloadable guides or in depth videos that people can access when they signup with their email?

If so, you should then share a link to these in a post. You could send this out ..

1. From your personal profile
2. From your business page
3. On any relevant groups

Generate Leads: Post articles about topics that potential customers might be searching. Establish credibility and then link back to your site.



Ensuring WCAG Accessibility for Your Website: How Egg Design Can Help You Comply with New EU Laws



John Sheahan

Owner @ Egg Design / WordPress Web Design Specialist. | Elevating Brands with Top-Tier Websites and Support and...



July 18, 2024

As we move into 2025, the European Union is taking significant steps to ensure that all websites are accessible to everyone, including people with disabilities. The new EU Web Accessibility Directive, which mandates compliance with the Web

LinkedIn articles get found in search results. So use keywords in the headline and body text to get your article found.

These articles also get into the feeds of your followers.

Provide expert knowledge and advice. Then link back to your website to generate enquiries

<https://www.Linkedin.com/pulse/ensuring-wcag-accessibility-your-website-how-egg-design-sheahan--zifye/?trackingId=QOOoAdwBS1KrrStzM62lew%3D%3D>

Generate Leads: Use LinkedIn groups to promote products / services by sharing links to your tips / tutorials / blog posts

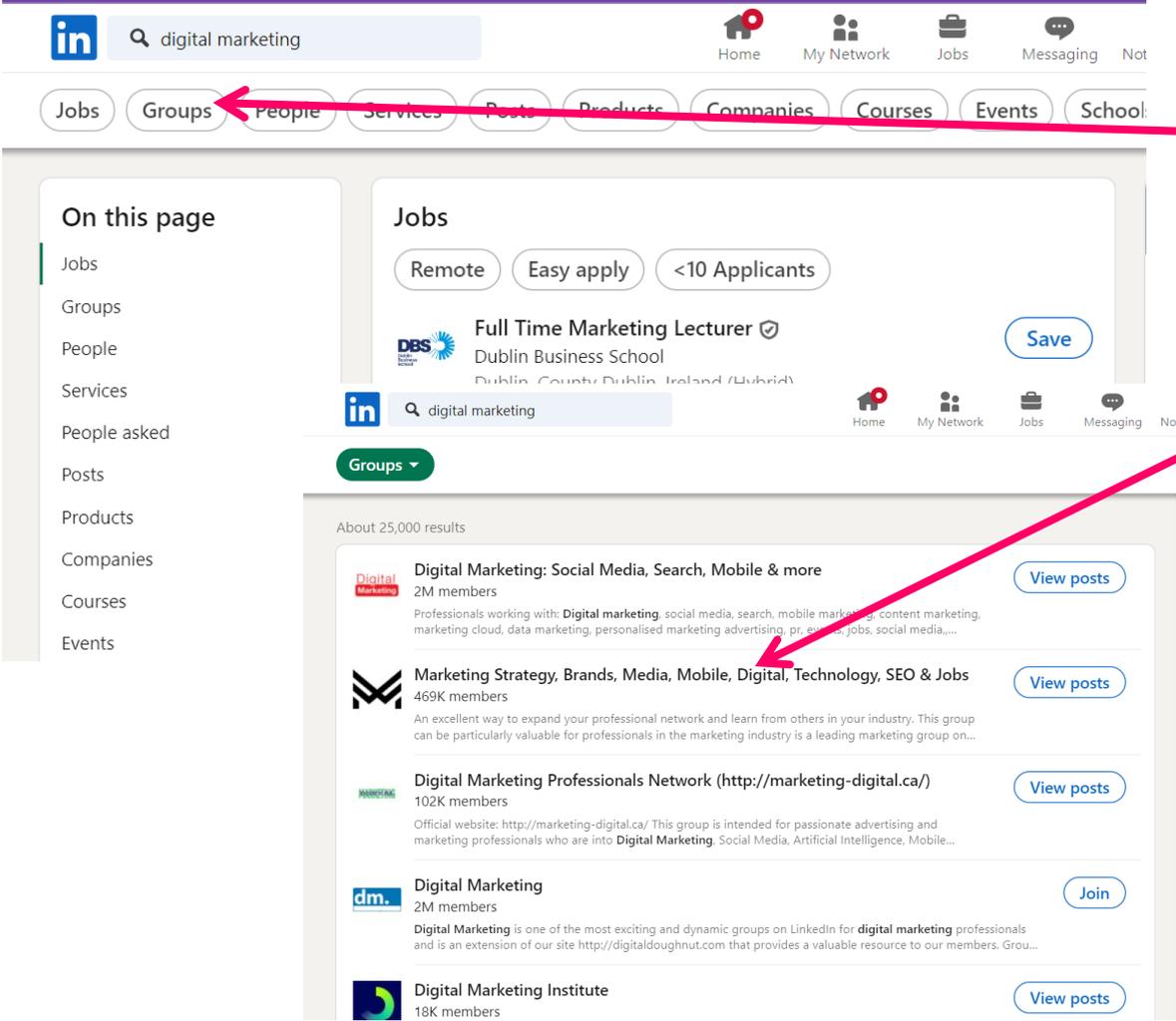


Find relevant groups that businesses in your Geographic area would be in e.g.. Kerry Business Network

In these groups...

1. Post links to blog posts / tips on your website
2. Flag upcoming free events if appropriate
3. Answer relevant questions that businesses are asking

How to search for groups

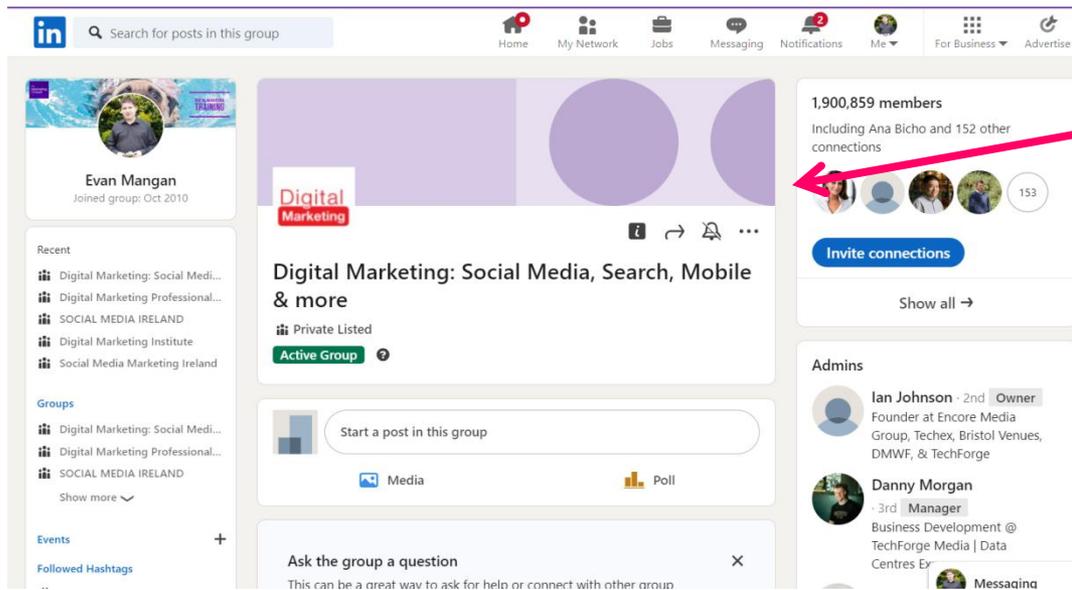


To search for a group type the topic in the search box

Then click on Groups

Then browse the list of groups

Features Of Groups



Features of groups

- Groups exist for companies, sectors / industries, alumni, people
- You can search for groups & simply click "Request to Join Group"
- The Group manager will have to accept you
- You can then browse the directory of members & invite them to connect with you
- You can initiate and get involved
- You can post links to articles / blogs
- You can have the group logo on your profile

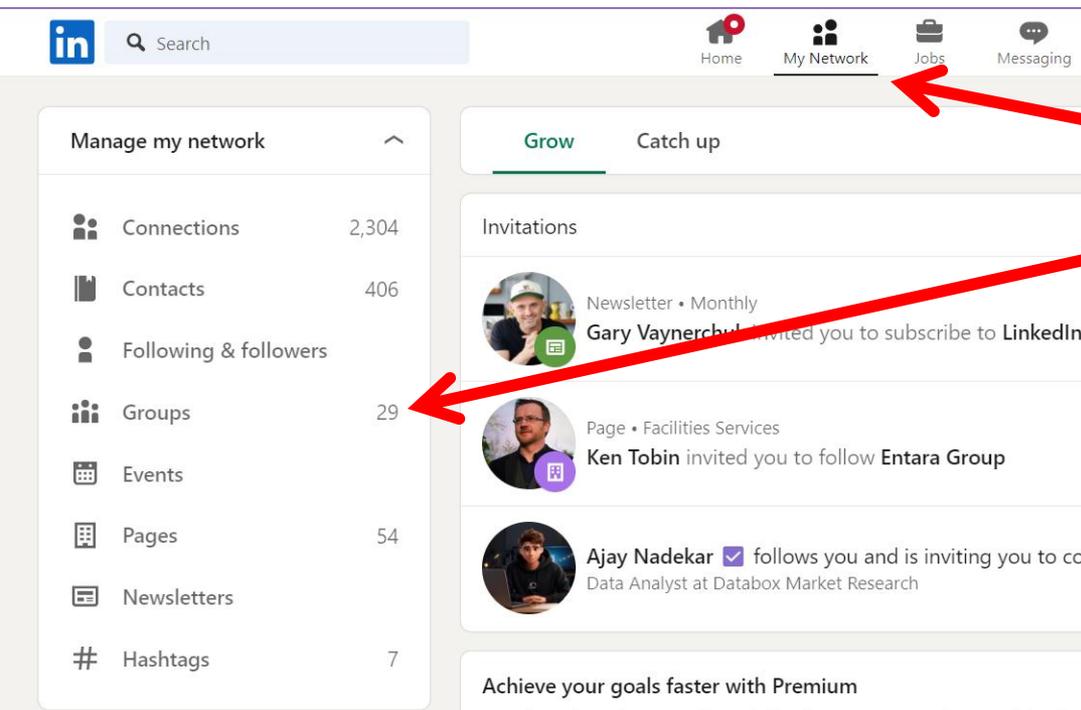
Features Of Groups

The screenshot shows the LinkedIn interface for a group. At the top, there's a search bar and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise. The group header includes the group name, a description, and a member count of 1,900,859. A red arrow points to the 'Show all' link under the 'Invite connections' button. The page also features a list of recent groups, a 'Start a post in this group' section with options for Media and Poll, and an 'Admins' section listing Ian Johnson (Owner) and Danny Morgan (Manager).

Features of groups

- Once you are a member you can then browse the directory of members
- You search through the members invite them to connect with you if not already a 1st level connection
- You can create a post e.g. post links to articles / blogs. This will then go into the newsfeed of Group members as well as being visible on the group.

How to see the list of groups you are a member of



To find the list of groups you are a member of ...

1. Click on "My Network"
2. Select Groups
3. You'll now see the list of Groups

Generate Leads: Advertise on LinkedIn to drive traffic to your site

LinkedIn Marketing Solutions

Products

Customer Stories

Resources

Blog

Manage Ads

Advertise on LinkedIn

Reach your ideal customers on the world's largest professional network

Manage Ads



Advertising on LinkedIn helps businesses of any size achieve their goals.



You can run an advertising campaign on LinkedIn

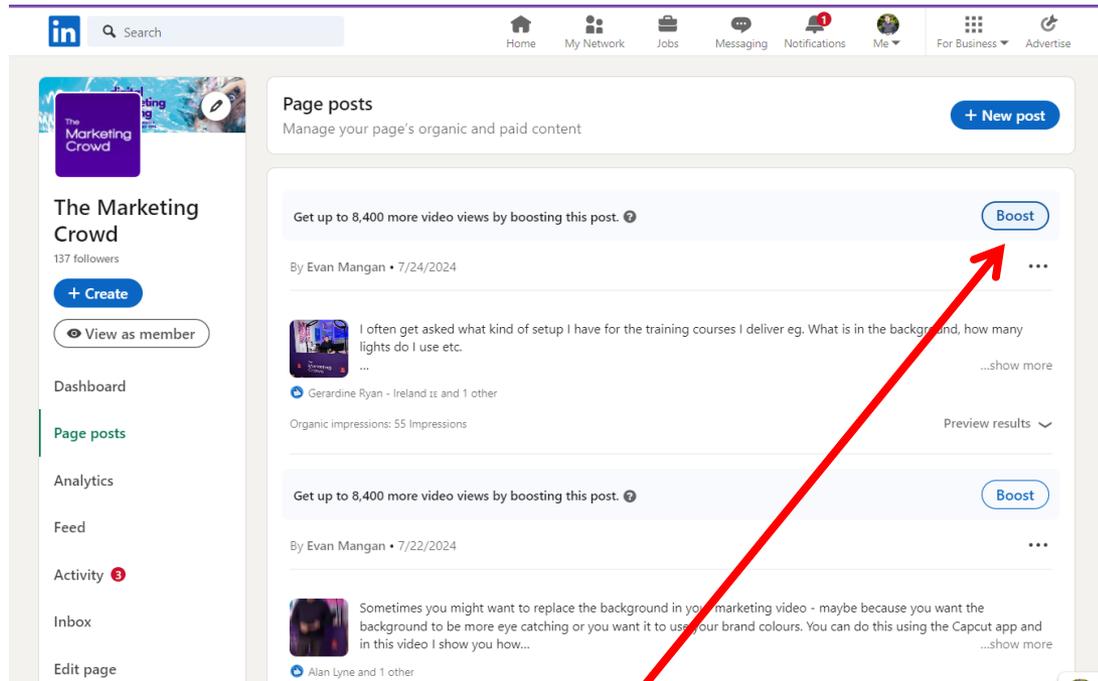
- Text adverts
- Pay per click you can control your budget
- Ability to target specific functions, title, sector, companies, members of specific groups

These ads are more expensive than Facebook or twitter ads but you are getting in front of (high level) decision makers

Min spend is €10 per day

Typical cost per click is between €4 and €8 so it is expensive.

How to Advertise: Option 1 Boost a post from your Company page



To get started ..

Go to your Company page
Click on Posts

Find a post you want to turn into an Ad and then click Boost.

How to Advertise: Option 1 Boost a post from your Company page

Select objective [?]
Share your video post ▾

Select audience [?]
Profile based ▾

Audience

Include people who have any of the following attributes [?] Clear all

+ Locations
Ireland ✕

Select audience profile language English [?]

+ Company Industries
+ Job Seniorities
+ Job Functions

Forecasted Results [?]

Target Audience Size	Total Spend	Views
3,200,000+	€860 - €2,100	3,300 - 14,000

Results shown reflect spend and key results for 13 days. Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Preview ad

Mobile Feed ▾

i Actual ads shown in Feed will not be cropped or altered

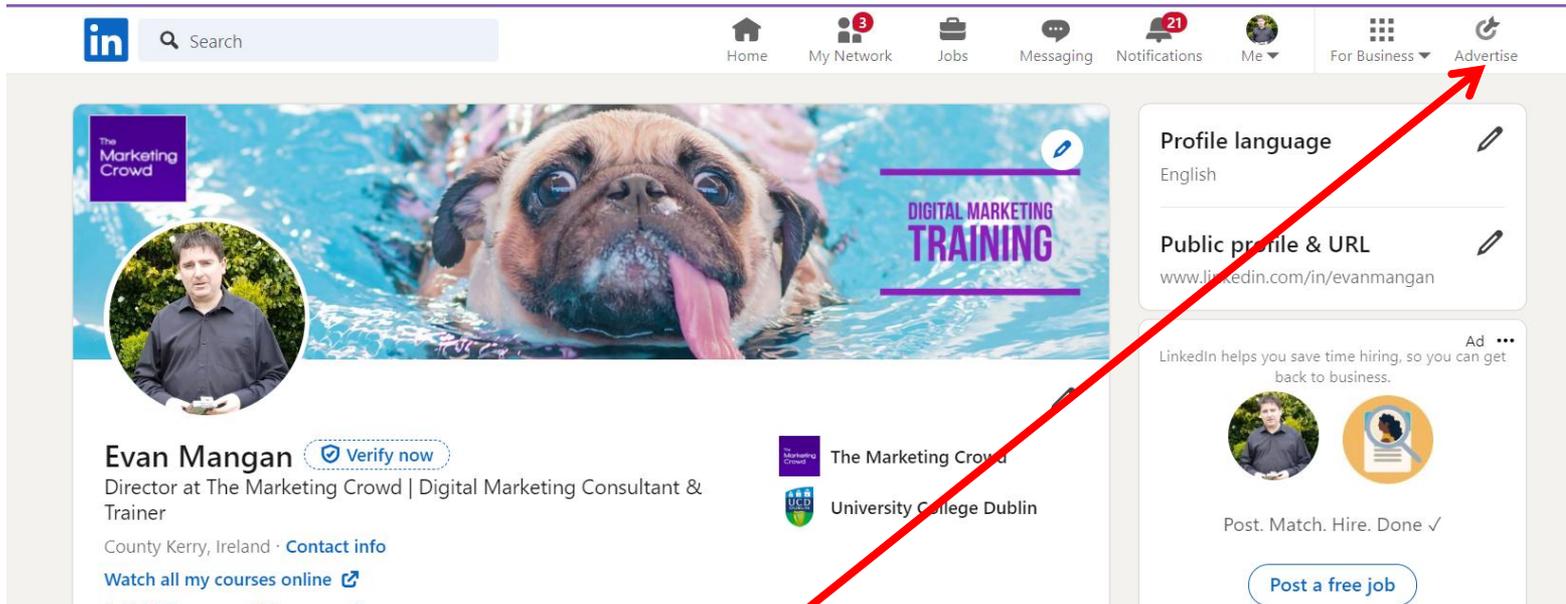
The Marketing Crowd
137 followers
14h

I often get asked what kind of setup I have for the training courses I deliver eg. What is in the background, how many lights do I use etc.more

You can now ...

Target your ad by location, job title, seniority of the person, interests,
Schedule a start and end date
Choose budget

How to advertise: Option2 – use the ads tool



To get started ..

Click on Advertise in the main menu

You will then be prompted to setup an Ad account.

By using the Ads tool you get more targeting options, you can choose different types of ads to run and you can create the Ads from scratch (not just Boosting a post)

Generate Leads: Advertise on LinkedIn to drive traffic to your site

Filters Time range: 6/24/2024 - 7/23/2024

Account Name	Company Name	Status	Created Date	Spent	Lifetime Bl
<input type="text" value="Search by account name or ID"/>	<input type="text" value="Search by company name"/>				
<input type="checkbox"/> 3 accounts	2 companies	-	-	-	€0.00
<input type="checkbox"/> Individual Account 2138569 Account ID: 2138569	Evan Mangan	Active	4/25/2013	-	-
<input type="checkbox"/> Evan Mangan's Ad Account - training Account ID: 500684820	The Marketing Crowd Advertising Services	On hold Payment method required	11/1/2021	-	-
<input type="checkbox"/> The Marketing Crowd	The Marketing Crowd Advertising Services	Active	4/6/2014	-	€0.00

in Ads | Campaign Manager

Evan Mangan's A...
508909759 On hold

Plan
Advertis
Test
Analyze

Campaign groups 2 total Campaigns 2 total Ads 1 total

Create Performance Chart Demographics Export

Filters(2) Columns: Performance Breakdown Time range: 6/24/2024 - 7/23/2024 Compare:

Once your ad account is setup, click on the name of your ad account to start a campaign
Then click on Create and select Campaign Group.

Generate Leads: Advertise on LinkedIn to drive traffic to your site

Details

Name
Summer Campaigns

Status 
Active

Group Objective On 

Streamline your workflow by setting one objective for all campaigns in this Campaign Group. Once you select an objective you'll also be able to leverage Dynamic Group Budget, which automatically allocates budget to your best performing campaigns. [Learn more](#)

Awareness	Consideration	Conversions
 Brand awareness	 Website visits	 Lead generation

You now have to name your campaign group.

The structure of LinkedIn ads is 1) You have a campaign group e.g., Summer campaigns 2) Within that you can have many campaigns e.g., June 20% sale , July Event, August 10% sale . Within each campaign you have ads

After you name the group, choose an objective e.g., Website visits

Generate Leads: Advertise on LinkedIn to drive traffic to your site

Group Budget & Schedule

Define how and when you plan to spend across your campaigns.

Budget Optimization Off

We'll automatically distribute your group budget across your best performing campaigns for better ROI based on your bid strategy. [Learn more](#)

Run continuously from a start date

Set a start and end date

Set a start and end date with a budget

Lifetime budget ?

This budget is not optimized and will simply prevent your campaigns from overspending.

Schedule ?

Start date *

mm/dd/yyyy

End date *

mm/dd/yyyy

Then set a lifetime budget for your campaign group. Note – the min spend per day is €10

Also set a start and end date

Then click Create in the bottom right corner

Generate Leads: Advertise on LinkedIn to drive traffic to your site

The screenshot displays the LinkedIn Ads Campaign Manager interface. On the left, a sidebar shows account information for 'Evan Mangan's A...' and a list of campaign groups: '2 campaign groups', 'Christmas campaigns' (ID: 619383544), and 'Summer Campaigns' (ID: 700782604). The main area shows a table of these groups with columns for 'Campaign Group Name', 'Off/On', 'Status', 'Spent', and 'Impressions'. The 'Summer Campaigns' group is highlighted with a red arrow pointing to it. Below this, a detailed view of the 'Summer Campaigns' group is shown, with '1 selected' and a 'Create' button highlighted with another red arrow. The detailed view includes a search bar, filters, and columns for 'Campaign Name', 'Off/On', 'Status', 'Key Results', 'Campaign Group', 'Spent', and 'Cost Per Result'.

Now click on Your campaign group

And then click Create and then select campaign (you want to create a new campaign within this campaign group)

Generate Leads: Advertise on LinkedIn to drive traffic to your site

The screenshot shows the LinkedIn Campaign Manager interface. At the top left, it says "in Ads | Campaign Manager" and at the top right, "Evan Mangan's Ad Account - training". Below this, there is a navigation bar with a back arrow and the text "Summer Campaigns" and "Untitled Campaign".

The main content area is divided into a left sidebar and a main panel. The sidebar shows a progress indicator with three steps: "Step 1 Select Campaign Group", "Step 2 Set up Campaign", and "Step 3" (partially visible). Under "Step 2 Set up Campaign", there is a list of settings: Campaign details, Audience, Ad format, URL Parameters, Placement, Budget & schedule, and Conversion tracking.

The main panel has two tabs: "Quick" and "Advanced" (which is selected). Below the tabs, there is a "Campaign Group" section with a "Change group" link. Inside this section, there is a card for "Summer Campaigns" with an "Active" status and an "Edit group" link. The card displays the following information:

Objective Website visits	Schedule 7/23/2024 to 7/31/2024
Lifetime Budget €200.00	Current Spend €0.00
Remaining Budget €200.00	Bid Strategy Set at a campaign level

At the bottom of the main panel, there are two buttons: "Save and exit" and "Next". A red arrow points from the text below to the "Next" button. A notification box in the bottom left corner says "Changes saved successfully."

Review your campaign group settings and then click Next

Generate Leads: Advertise on LinkedIn to drive traffic to your site

The screenshot displays the LinkedIn campaign creation interface. On the left, the 'Campaign name' field contains 'July Promotion' (14/200 characters). Below it, the 'Group objective' is set to 'Website visits'. The 'Audience' section shows 'Saved Audiences' and 'Audiences' options, with a 'Create a new audience' link. Under 'Where is your target audience?', the 'Locations' dropdown is set to 'Recent or permanent location', and 'Ireland' is selected. On the right, the 'Forecasted results' panel shows: Target audience size (3,200,000+), 30-day spend (€2,700.00 - €4,500.00), 30-day impressions (29,000 - 78,000), CTR (0.40% - 0.62%), 30-day clicks (160 - 460, marked as a Key Result), and 30-day cost per click (€13.54 - €20.32). A note states: 'Forecasted results are directional estimates and do not guarantee performance. Learn more'. At the bottom, there is a feedback prompt: 'Is this helpful? Yes No'.

Give your campaign a name you will recognise

Then you can target your ad starting with location. You can insert one or many countries or you can type in counties e.g., Kerry, Cork, Limerick.

Note = on the right hand side it tells you how many people match your criteria

Generate Leads: Advertise on LinkedIn to drive traffic to your site

The screenshot shows the LinkedIn advertising targeting interface. At the top, it says "Exclude people in other locations". Below that, a dropdown menu shows "English" selected for "Profile Language". A note explains that audience size varies by language. Under "Who is your target audience?", there are two options: "Narrow audience further" and "Exclude people by audience attributes and Matched Audiences". A disclaimer states that LinkedIn tools may not be used to discriminate based on personal race/ethnicity. The "Audiences" section is highlighted with a blue bar and includes a description: "Use your data to retarget website visitors or reach known contacts and accounts". The "Audience attributes" section is also highlighted and includes a description: "Add targeting criteria like job title, industry, or skills". A list of targeting methods is shown on the right: List upload, Lookalike, Predictive, Retargeting, Third party, and Other. Two red arrows point from the text below to the "Narrow" and "Audience attributes" options.

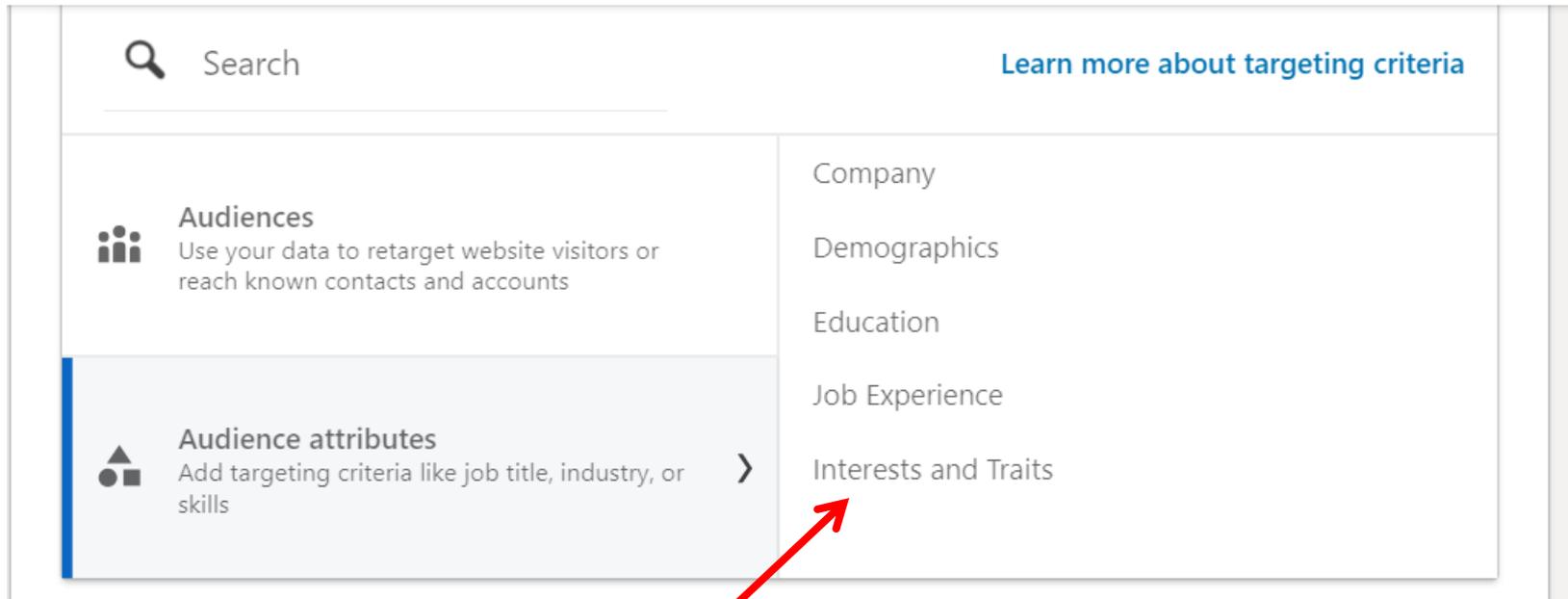
To add more targeting criteria than just location, click on Narrow

You can now choose between Audiences or Audience attributes.

Audiences – these are advanced audiences e.g.. Upload an email list, add a retargeting pixel

Audience attributes – these are LinkedIn criteria you choose from. Starting out use these

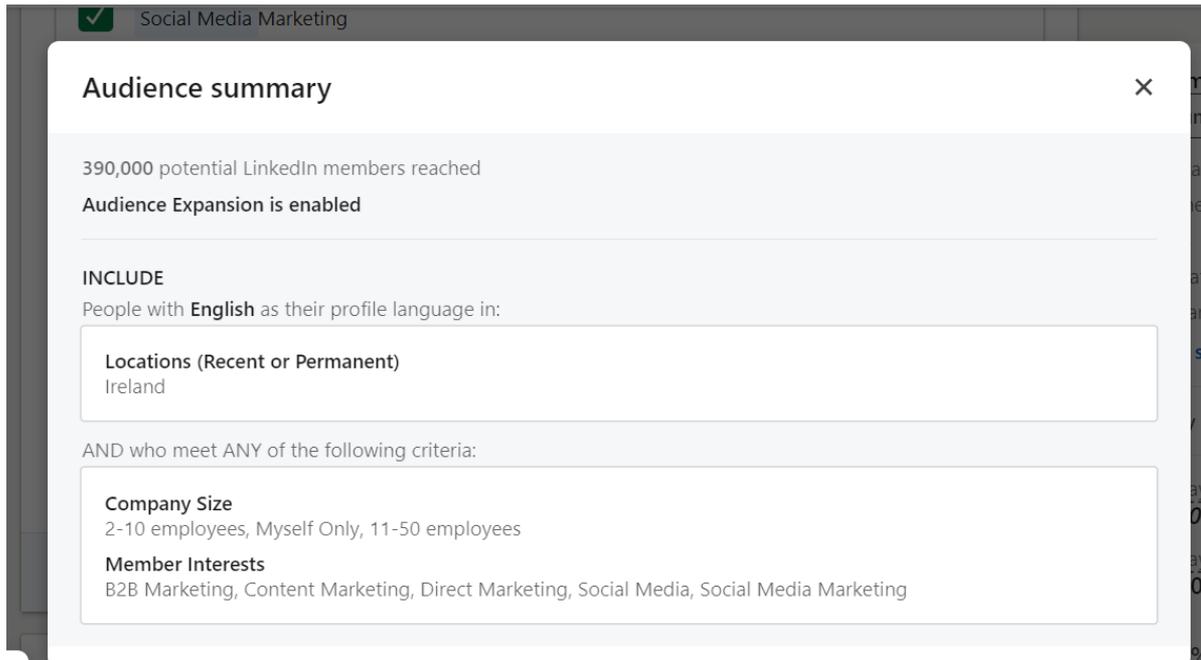
Generate Leads: Advertise on LinkedIn to drive traffic to your site



Browse through the Audience attributes and choose the criteria you want

E.g. You can target people who
Work in companies of a certain size
Have specific job titles
Have joined particular groups
Have an interest in x and Y

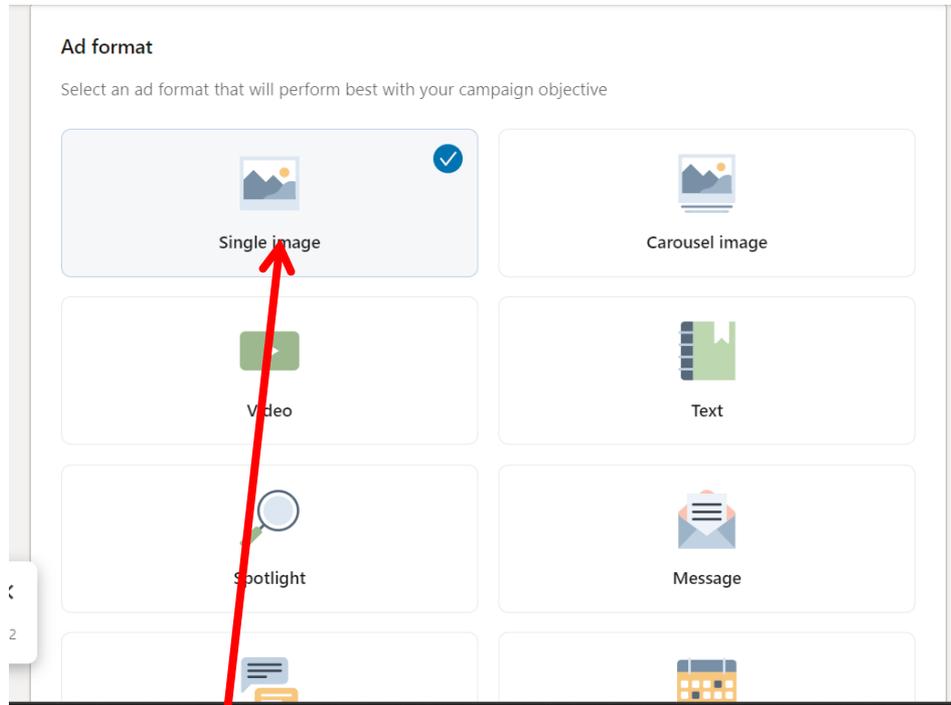
Generate Leads: Advertise on LinkedIn to drive traffic to your site



The screenshot shows a LinkedIn 'Audience summary' dialog box. At the top, it indicates '390,000 potential LinkedIn members reached' and 'Audience Expansion is enabled'. Under the 'INCLUDE' section, it specifies 'People with English as their profile language in:'. A box for 'Locations (Recent or Permanent)' contains 'Ireland'. Below that, it states 'AND who meet ANY of the following criteria:'. Two boxes list these criteria: 'Company Size' (2-10 employees, Myself Only, 11-50 employees) and 'Member Interests' (B2B Marketing, Content Marketing, Direct Marketing, Social Media, Social Media Marketing).

I have chosen to target people in Ireland who work in companies from 1 – 50 employees and who have shown an interest in marketing

Generate Leads: Advertise on LinkedIn to drive traffic to your site



You now choose your ad format

Single image, video or carousel would be typical

Message is if you want to send people a private message as an ad

Choose one then scroll down

Generate Leads: Advertise on LinkedIn to drive traffic to your site

The screenshot displays the LinkedIn campaign setup interface. On the left, the 'Budget & schedule' section shows a lifetime budget of €200.00 and a scheduled run from 7/23/2024 to 7/31/2024. Below this, the 'Budget' section has a dropdown menu set to 'Set a daily budget'. The 'Daily Budget' section shows a value of €15.00. A red arrow points from the 'Daily Budget' input field to the 'Forecasted results' panel on the right. The 'Forecasted results' panel shows a target audience size of 390,000+, a 7-day spend of €62.00 - €105.00, 7-day impressions of 3,200 - 8,500, a CTR of 0.52% - 0.79%, 7-day clicks of 24 - 65 (marked as a Key Result), and a 7-day cost per click of €2.22 - €3.33. A red arrow also points from the '7-day clicks' value to the explanatory text below.

Forecasted results

Target audience size
390,000+

Show segments

1-day 7-day 30-day

7-day spend
€62.00 - €105.00

7-day impressions
3,200 - 8,500

CTR
0.52% - 0.79%

7-day clicks **Key Result**
24 - 65

7-day cost per click
€2.22 - €3.33

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Budget & schedule

Your Campaign Group lifetime budget is €200.00

Your Campaign Group is scheduled to run from 7/23/2024 to 7/31/2024

Budget

Set a daily budget

Daily Budget

€15.00 Actual amount spent daily may vary

Increase your daily budget to €150.00

Your budget is too low to maximize performance and get consistency in ad delivery. Based on an analysis of your account's historical performance and the others targeting this audience, we recommend increasing your daily budget to €150.00 to get an estimated +0 clicks (0%) per day with +€2.82 cost per click.

Note: These results are an estimate and do not guarantee actual campaign performance.

Then choose a daily budget for your campaign

It will then show you on the right hand and an estimate of how many clicks you might get and the estimated average cost per click.

Generate Leads: Advertise on LinkedIn to drive traffic to your site

Note: These results are an estimate and do not guarantee actual campaign performance.

 Your campaign group remaining budget is €200. [Update group budget](#)

Schedule

Run campaign continuously

Start date

mm/dd/yyyy

Your campaign will run **continuously** starting from **July 23, 2024**. Your campaign will spend no more than **€90.00** this week. From next week, your campaign will spend no more than **€105.00** in a week.

Set a start and end date

Bidding

Optimization goal 
Landing page clicks [Change](#)

Bidding strategy 

Maximum delivery - Get the most results possible with your full budget

Cost cap - Get as many results as possible while staying under your desired maximum cost per result

Set a start and end date for your campaign
leave it set to maximum delivery

Then click Next and Save

Generate Leads: Advertise on LinkedIn to drive traffic to your site

Create an ad for your campaign

Select creative and copy that appeals to your audience

[Create new ad\(s\)](#) [Browse existing content](#)

Forecasted results

Target audience size
390,000+

[Show segments](#)

1-day 7-day 30-day

7-day spend
€62.00 - €105.00

7-day impressions
3,200 - 8,500

CTR
0.52% - 0.79%

7-day clicks **Key Result**
24 - 65

7-day cost per click
€2.22 - €3.33

Forecasted results are directional estimates and

You now need to create your ad. You can

- 1) Choose a post that you have sent out from your Company page
- 2) Or create a new ad.

I have chosen create new ad

Generate Leads: Advertise on LinkedIn to drive traffic to your site

← Create new image ads for this campaign

Name this ad (optional)

AI tools Ad 11/255

Introductory text  *

transform your digital marketing. Over 20,000 Irish businesses have attended the Digital MARKeting courses we deliver for 12 Local Ennterprise offices and all of these courses are available to watch online in our Digital Marketing School - including all our AI courses. 

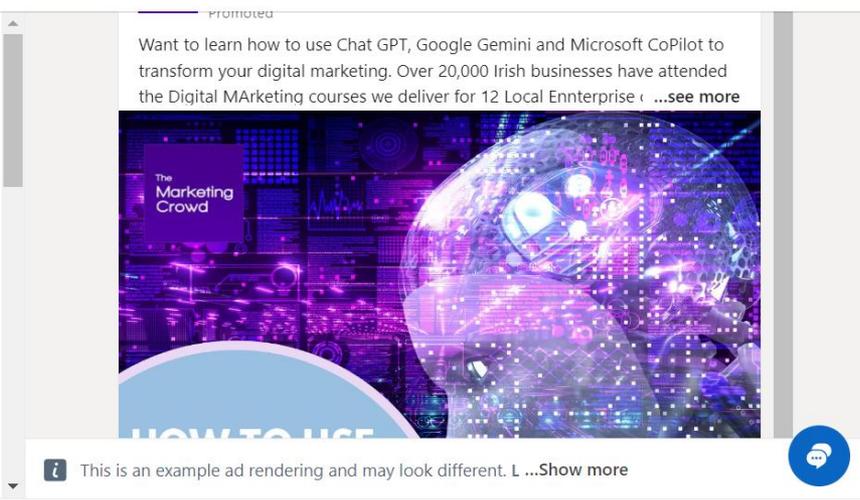
URLs in this field are automatically shortened. 343/600

Destination URL

<https://themarketingcrowd.ie/digital-marketing-school/> Scrape

Scraping will transfer the image and text from this URL to your ad. You can also manually adjust the

Cancel



Add to campaign  Save ad

You can now create your ad by adding the text, destination url and the image. Here are the dimensions you can use

Single Image Ads

Horizontal: 640 x 360 pixels (minimum), 7680 x 4320 pixels (maximum)

Square: 360 x 360 pixels (minimum), 4320 x 4320 pixels (maximum)

What We Will Cover

Overview of the main sections on LinkedIn and how they fit together

- Your profile, Your Network, Feed, Groups, Pages, Search, Ads

How to use LinkedIn for marketing – a 4 step approach

1. Optimise your profile – how to create an excellent LinkedIn profile

- Important privacy settings you should be aware of
- Best practice tips for completing the key sections of your profile

2. Grow your connections and network

- Tactics for growing your connections and network

3. Increase awareness of your business on LinkedIn

- Best practice for posting on LinkedIn
- Company pages
- SEO

4. Generate leads and sales

- Free / Organic tactics
- How ads work on LinkedIn

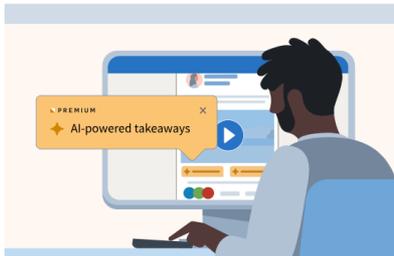
What is in the premium version of LinkedIn and do you need it?

Recap: What type of a marketing tool is LinkedIn?

What is in the premium version of LinkedIn and do you need it?

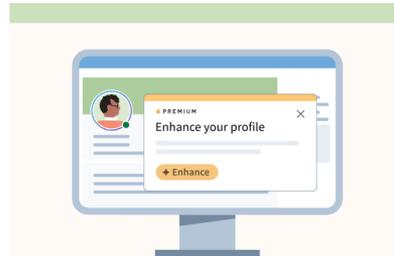
LinkedIn PREMIUM

Start my free trial



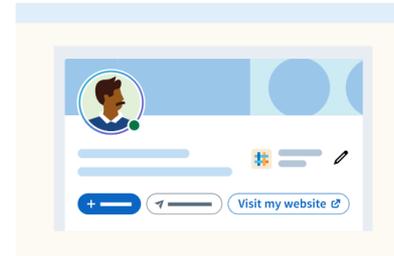
Get ahead with personalized AI-powered advice and takeaways

Get takeaways on topics that matter most in your Feed and advice on the right jobs for you.



Enhance your profile and messages with AI writing

Get personalized AI writing suggestions for your profile and outreach messages.



Drive viewers to take action with a Custom button

Drive viewers to visit your website, book an appointment and more with a custom button on your profile and across LinkedIn.

Limited offer

After your free month, pay as little as ~~€45.73~~ €34.30* / month when billed annually

Cancel anytime. We'll remind you 7 days before your trial ends.

Try now for €0

Secure checkout

To get a free trial of LinkedIn premium for 30 days go to <https://premium.LinkedIn.com>

After the free trial it is €45 a month or €34 if paid annually

What is in the premium version of LinkedIn and do you need it?

**LINKEDIN
PREMIUM**

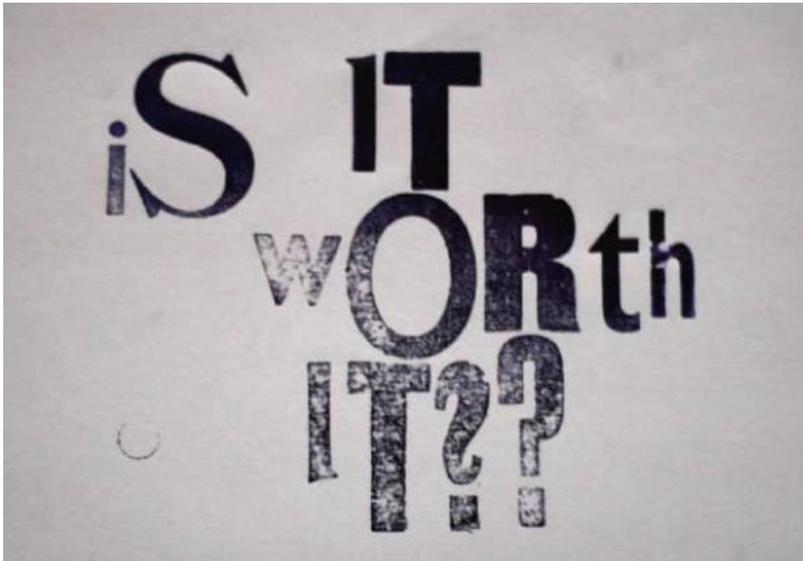


**There is premium for Job seekers,
Recruiters and for Businesses.**

What do businesses get in premiums?

1. More powerful and comprehensive search results that could help you find potential leads
2. Send Inmail messages to people who are outside your network
3. Ai tools to help you draft your posts
4. AI tools to help you improve your profile e.g.. Writing your headline and summary
5. See everyone who has viewed your profile (except people who have chosen to be anonymous)
6. Access all of LinkedIn Learning courses
7. Get a custom button for your website that can drive people to any page
8. A premium badge on your profile

What is in the premium version of LinkedIn and do you need it?



Yes if ...

- If you work in Sales, then the expanded search results and the ability to email anyone is very useful. Also the ability to see who has viewed your profile
- If you want a custom button on your profile that also appears on your posts. It's very noticeable
- If you want to learn about a lot of different topics the unlimited access to courses is useful

But ...

If you know how to use Chat GPT you know how to use AI tools anyway

The badge is a nice add on only.

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- Tactics for growing your connections and network

3. Increase awareness of your business on LinkedIn

- Best practice for posting on LinkedIn
- Company pages
- SEO

4. Generate leads and sales

- Free / Organic tactics
- How ads work on LinkedIn

What is in the premium version of LinkedIn and do you need it?

Recap: What type of a marketing tool is LinkedIn?

What kind of marketing tool is LinkedIn



Essentially, LinkedIn provides a unique blend of social interaction, lead generation, content marketing, and advertising capabilities, making it a powerful tool for businesses to connect with their target audience and achieve marketing goals.

Social network: Building and nurturing relationships with professionals in your industry.

Lead generation platform: Identifying and connecting with potential customers.

Content distribution channel: Sharing valuable content to position your business as an industry expert.

Employer branding tool: Attracting and retaining top talent.

Advertising platform: Reaching a targeted audience through paid advertising.

What kind of marketing tool is LinkedIn



It is not a hard selling tool.

- Most businesses are on LinkedIn in order to help further their business. But don't fall into the trap of being seen as a hard sell salesman. Therefore;
 - Don't build up a connections list and then start sending out direct messages about your products / services
 - Don't send out "thanks for connecting" messages which contain a sales message. It comes across as crass.
 - Don't go for the heavy sell.
- You can do occasional selling

What kind of marketing tool is LinkedIn



But even though it isn't a "hard Selling environment you can definitely use LinkedIn to generate leads / enquiries

- It's a platform for building relationships, establishing credibility, and positioning your business as a solution provider.
- While you might not make a direct sale through a LinkedIn post, it's an excellent place to start a conversation, generate interest, and ultimately guide prospects towards a purchase.
- Essentially, LinkedIn is a key component of the sales funnel, helping you move leads from awareness to consideration and eventually to conversion.