

# Leveraging LinkedIn to Position your B2B Brand as a Leader



## Leading the Way with LinkedIn

More than 730 million people and 55 million companies use LinkedIn.<sup>1</sup> While it's not the largest social media platform by membership or daily users, it is arguably the most powerful channel for B2B businesses to interact with influential and engaged industry professionals. Launched in 2003, LinkedIn is now available in over 20 languages with members located in more than 200 countries and territories.

LinkedIn offers many benefits for businesses and is instrumental for B2B organizations.

It supports awareness building, enhances credibility, enables information sharing and strengthens employee engagement and hiring efforts. Plus, LinkedIn's audience has twice the buying power of the average web audience.<sup>2</sup>

This e-book will give B2B marketers a closer look at successful strategies for securing new LinkedIn connections and followers, building lasting relationships with target audiences and positioning their brands as thought leaders on this platform and beyond.



## Establishing a Link with Customers, Prospects and Employees

### LinkedIn enables B2B brands to interact with numerous groups, including:

**Customers** – It costs five times more to acquire a new customer than it does to retain an existing one.<sup>3</sup> Continually looking for ways to maintain and strengthen relationships with existing customers is essential. LinkedIn supports this goal by informing customers of the latest company innovations and updates; helping individuals troubleshoot or avoid issues that result in downtime and losses; and highlighting shared values and expertise.

**Prospects** – Potential customers and partners vet companies before committing to making a purchase or forming a relationship. According to the DemandGen Report 2020 Content Preferences Study, 51% of B2B buyers now place a higher emphasis on the trustworthiness of the source of the content they consume than they previously did.<sup>4</sup> This makes having

a robust and professional corporate LinkedIn page featuring insightful content even more important.

A company's LinkedIn page can set it apart from competitors by spotlighting customer success stories that demonstrate capabilities and satisfaction; educating prospects on innovative services and solutions; and sharing emerging trends and best practices to establish thought leadership and credibility.

**Employees** – Companies must not overlook how LinkedIn can help them engage with current and prospective employees. The social media network gives employees access to important company news; enhances visibility of leaders; offers opportunities to celebrate employees; showcases corporate culture and social responsibility; and helps attract new talent aligned with an organization's mission, vision and values.



## Focusing on Content Creation

Useful and insightful content helps businesses establish themselves as thought leaders. In 2020, content creation on LinkedIn increased 60%.<sup>5</sup> The DemandGen Report 2020 found that compared to 2019, 67% of respondents rely even more on content to research and inform their purchase decisions.<sup>6</sup> If your organization is not dedicating time and resources to creating high-quality content, you could lose out on opportunities to capture new customers and grow market share.

Because B2B buyers use content to drive decision making, brands that effectively manage content development can differentiate themselves during the buyer's journey. Research shows that the average B2B buyer's journey involves 13 pieces of content.<sup>7</sup> Therefore, both the quality and availability of content is essential. Frequently creating new and informative content for B2B buyers can help pull them through the funnel, sometimes at a faster rate.

### Content can take many forms, including:

**Blogs** – Blogs are ideal for expanding on content themes and offering best practices. You can post blogs to your company website and direct LinkedIn followers to the content. You can also have leaders within your company use the “Write Article” feature on their personal profiles and then promote their content on the corporate LinkedIn page to bring greater visibility to each author and topic.

GE Aviation's blog is updated numerous times per month. It showcases both recent and featured content and brings people to the forefront in addition to highlighting technology and trending topics.<sup>8</sup> GE Aviation's LinkedIn page shares updates around the blogs as well as LinkedIn articles written by company leaders.



#### PEOPLE

### Creating Community: How GE Aviation's African American Forum is Connecting Employees

Feb 25, 2021



#### PEOPLE

### Finding Purpose in Customer Service: GE Employees Help Airlines Avoid Maintenance Delays

Mar 8, 2021

**Long-form content** – Long-form content can be incredibly helpful for effectively explaining more complex topics and trends. This can come in the form of e-books, guides, research reports and white papers. To keep readers interested in this in-depth content, combine your copy with design elements like images, icons, charts and sidebars.

For example, JustFood, a software solution for food processors, offers numerous white papers on its website.<sup>9</sup> Some are ungated while others offer a summary alongside a form to download the content. The gated white papers rely on copy, graphs, relevant imagery and design elements in JustFood's brand colors.

## Food manufacturing metrics that matter to production operations



WHITE PAPER

Food manufacturing metrics that matter to production operations

Nothing is more important than efficiency to production managers in food companies. They sit at the very heart of what the business does, so if they don't have their eye on the ball the company suffers. For these people, a mistake may mean halting production in the middle of a run due to a shortage of raw materials. While having access to better data

**Case studies and testimonials** – Written and video case studies and shorter testimonials bring your customers to the forefront. These help prospects better envision the results they can achieve with your services and products. If possible, include both qualitative and quantitative results that showcase ROI and short- and long-term improvements.

Ordermark, a platform that help restaurants better manage online orders, includes detailed case studies featuring iconic and smaller brands on its website. These case studies combine copy with engaging imagery and graphs to demonstrate the increase in online ordering sales.<sup>10</sup>

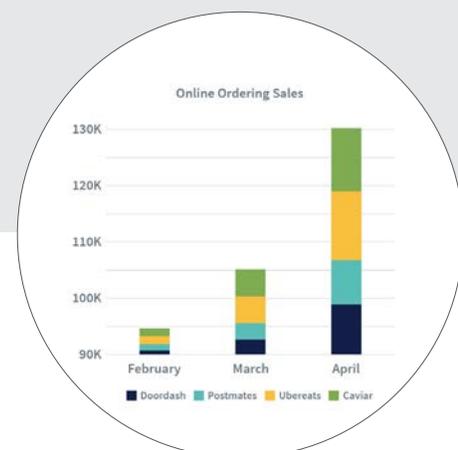


## Solution

After 2 months with Ordermark, **Tony's Pizza Napoletana** simplified online ordering operations and reduced the number of hours their staff spent managing orders each day.

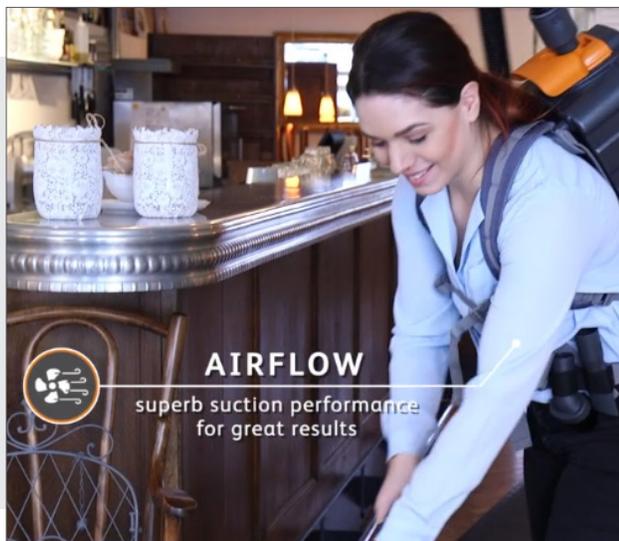
Ordermark eliminated the need to confirm each individual order for each platform and provided Tony's with a simple way to pause their orders during a busy dine-in rush, directly through the tablet.

The ability to easily manage their online ordering business allowed Tony's to **reduce missed and canceled orders, cutting down on staff errors.**



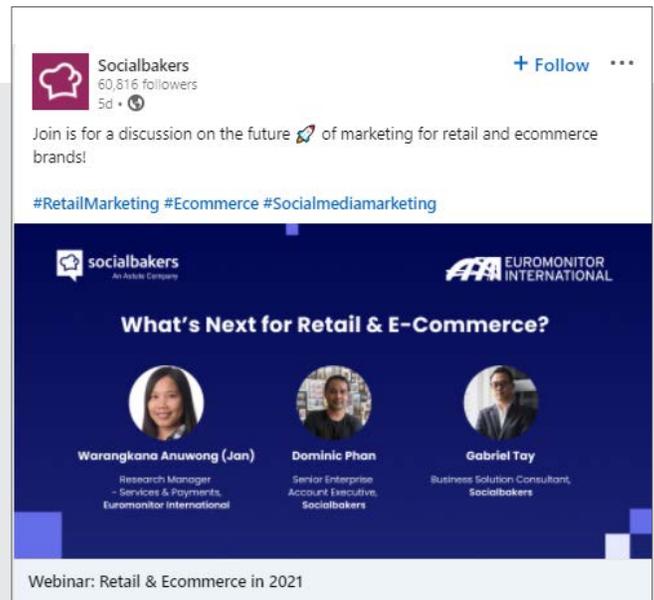
**Videos (how-to, corporate culture, product launch, etc.)** – There are many innovative ways to use video to convey information about a product, service, company or important topic. This can include interview-style videos supplemented with B-roll footage, animated videos or promotional videos featuring a product, background music and on-screen text or voiceover.

Diversey Holdings, Ltd. uses video to showcase its three-in-one commercial vacuum.<sup>12</sup> The video highlights various functions and product features to illustrate the different ways the vacuum can be used. The application video enables potential customers to envision their own teams using the equipment.



**Webinars and podcasts** – Looking for a way to further engage your audience? Consider a webinar series or a recurring podcast that introduces your audience to your team of experts and addresses topics of concern and interest. Both tactics also enable you to invite customers, partners and other relevant influencers to share their viewpoints.

Socialbakers, an AI-powered social media marketing platform, promotes its webinars on LinkedIn by highlighting the featured speakers and using hashtags relevant to the discussion topic. When interested registrants click through to the website, they are greeted with a summary of anticipated learnings.<sup>11</sup> After the webinar, the content will remain un gated and available on the website along with a list of key takeaways.



**Socialbakers**  
60,816 followers  
5d • 🌐

Join us for a discussion on the future 🚀 of marketing for retail and ecommerce brands!

#RetailMarketing #Ecommerce #Socialmediamarketing

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**What's Next for Retail & E-Commerce?**

**Warangkana Anuwong (Jan)**  
Research Manager  
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**Dominic Phan**  
Senior Enterprise  
Account Executive,  
Socialbakers

**Gabriel Tay**  
Business Solution Consultant,  
Socialbakers

Webinar: Retail & Ecommerce in 2021

**Infographics** – Infographics bring important information to life through design. Incorporating icons, bold numerals and color makes the data and copy more digestible and interesting. When designing infographics, make sure that your content visually aligns with your brand guidelines and is organized in an easy-to-follow format.

To help restore order, confidence and safety during the COVID-19 pandemic, the Global Biorisk Advisory Council, a Division of ISSA, published an infographic highlighting the proper use of disinfectants in professional settings as part of a multi-infographic series.<sup>13</sup> Best practices, key statistics and easy-to-identify visuals come together to tell a story and help businesses respond to a public health emergency.

## PROPER USE OF DISINFECTANTS IN RESPONSE TO CORONAVIRUS

To properly clean and safely disinfect for the novel coronavirus (SARS-CoV-2), facility managers and staff must understand how to properly identify and use the right products.

**Is your disinfectant effective against coronavirus?**

**Seal of Approval**  
Use disinfecting/antimicrobial products that have been registered with your country's authorities for use against human coronavirus.



**Around the Globe**  
Many countries have their own registry for disinfectants/antimicrobial products. Check with your country first. If you do not have a registry, refer to the US Environmental Protection Agency (EPA) or the European Chemicals Agency (ECHA).



**Check the Source**  
If you aren't sure your disinfectant can combat coronavirus, refer to the manufacturer's website, your country's disinfectant registry, the [US EPA List N](#) or the [ECHA Biocidal supplier list](#).



**To properly clean and disinfect, follow these simple tips:**

**Spray and Stay**  
**10 seconds – 10 minutes:** Disinfectant dwell times range anywhere from 10 seconds to 10 minutes. Read the instructions on the back of the bottle to achieve virus kill claims.



**"C" comes before "D"**  
**Clean first** - Before disinfecting, use an all-purpose cleaner to effectively remove dust, debris, and other contaminants on a surface.

**Disinfect second** - Apply a registered disinfectant to the surface and keep the surface wet for the required dwell time.

**One and Done**  
**1** - The number of surfaces you should clean with a single side of a towel or disinfecting wipe. Once finished, use a clean side of the towel or a new towel or disposable wipe.



**Scrub, Rinse, Repeat**  
**20 seconds** - The amount of time you should spend washing your hands before tasks, between them and after you finish.

**60%** - Use an alcohol-based hand sanitizer with at least 60% alcohol when soap and water is unavailable.



The Global Biorisk Advisory Council (GBAC), a Division of ISSA, the Worldwide Cleaning Industry Association, provides hygiene guidance, accreditation, certification, crisis management assistance and leadership to help organizations prevent, respond and recover from infectious disease outbreaks and biohazard incidents. As GBAC's Chief Executive Officer, I am proud to be the industry's only national prevention, response and recovery organization for facilities of all sizes and types. For more information, visit [www.gbac.org](http://www.gbac.org).




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It's also important to remember that brands don't have to create all of their own content. Read the sidebar "Leveraging External Content Creators" to learn more about how user-generated content helps brands fill LinkedIn feeds with exciting content and better connect with followers.

## Leveraging External Content Creators

Some organizations successfully leverage user-generated content on LinkedIn to influence buyers. If customers are posting photos of your product and tagging your page, repost them to highlight the community you've built around your brand. You can even host a contest that encourages followers to submit content, like equipment manufacturer Rototilt did to celebrate the many different ways its customers use its tiltrotators.

You can also take a hybrid approach to user-generated content. One way to do so is by repurposing customer testimonials you receive into custom social media designs that feature the client's quote as well as your brand colors and logo. Incorporating user-generated visuals into original designs developed in house helps to differentiate your LinkedIn content and keep it fresh.



**Rototilt Inc.**  
1,337 followers  
1mo · 🌐

[+ Follow](#) ⋮

Do you have a beauty shot of your machine with Rototilt in action?

We want to see it. Take a chance...enter into our 2022 Rototilt North America Calendar contest for an opportunity to have your machine with Rototilt chosen.

Thank you to [M. Davis Landscape & Design Inc.](#) for your submission!

Enter your photos directly with this link <https://bit.ly/2ODA1Bq>





## Prioritizing Content Promotion

Content distribution is even more important than content creation. This is because content essentially falls into a black hole if it does not reach or engage the right people, thereby diminishing your content creation efforts. To enhance the opportunity for target audiences to see, interact with and download your brand's content, consider the following best practices for promoting content:

### 1 **Adjust messaging and imagery based on your target audience.**

Are you trying to get your product or service in front of multiple audiences, such as IT department leaders and customer service representatives, or quality assurance managers in food processing plants and facility managers in schools? Or perhaps you want to feature some employee appreciation posts on your page that both staff and customers can enjoy. To do so effectively, you'll need to customize your content and the way you promote it.

Your content needs to successfully “speak” to your target audience to keep them from scrolling past it. Consider the concerns, needs and interests of each audience when developing LinkedIn posts. For example, the copy and imagery you use to promote an e-book to the C-suite leaders of your customers will be different than what you rely on to target your own entry-level employees. Develop custom graphics, carefully select relevant stock images and incorporate videos and GIFs that align with your brand voice and the preferences of your customers, prospects and employees.

### 2 **Think about the way users like to access and consume content.**

Unfortunately, LinkedIn followers don't see every update brands post to their pages due to the platform's algorithm. To keep your page's followers engaged, repost your content regularly so you can secure impressions from as many followers

as possible. When reposting, consider modifying the copy and imagery, as this can encourage higher engagement. Determine when your audience is most active on LinkedIn and try to post within this timeframe to maximize reach.

Additionally, remember that many users are not consuming content using the desktop version of LinkedIn. In fact, more than half (57%) of the site's traffic is mobile.<sup>14</sup> To capture the attention of mobile users, make sure your content is designed and formatted to engage users who may be on the go.

Lastly, decide on when it makes sense to gate content, meaning it is "locked" behind a lead generation form. Sometimes you can capture leads by gating long-form content like e-books, while other times it will be better to leave content ungated so users can access it freely and without worry that they will be bombarded with a sales pitch. If you opt to use a lead generation form, make it succinct so users are not turned off by filling out a long form simply to access content that interests them.

**3****Consider investing in paid promotions.**

Organic content only goes so far due to every social media platform's reliance on paid advertising and algorithms.

You may want to allocate budget to promotions that will improve the reach of your content. LinkedIn targeting is very precise, enabling you to target members of specific LinkedIn groups, job titles, industries, age groups, geographic areas and more.

Consider LinkedIn's Sponsored Content, which is available as single image ads, video ads and carousel ads featuring multiple images.<sup>15</sup> These native ads run in users' newsfeeds and can help companies secure new followers, content downloads and website visits. There are numerous goals that brands can select from to make the most of their advertising budget. LinkedIn also features a helpful, easily accessible dashboard that showcases ad results, such as impressions and clicks. By following LinkedIn's best practices, businesses can successfully manage Sponsored Content ads.<sup>16</sup>

Another ad type to consider is Sponsored InMail or Message Ads.<sup>17</sup> These are direct messages delivered to target audience members, enabling brands to easily get in front of the right industry professionals. Message Ads are especially useful for promoting guides and research reports, as well as events like webinars and virtual shows. LinkedIn offers tips for developing Message Ads, and even recommends which days to send these (Tuesday and Wednesday) to increase the likelihood of opens and clicks.<sup>18</sup>



## Achieving Long-term Success

One of the keys to long-term success on LinkedIn is to continually review your LinkedIn page metrics, as they are a window to what's working and what's not. Company page admins can review analytics related to visitors, updates and followers to track progress, review follower demographics, access post engagement and more. Consider exporting results on a weekly or monthly basis so you can take a closer look at how your content is being received.

Once you have a clearer picture of your metrics, apply your learnings to future content creation. For example, consider developing a series based on a successful piece of content to further promote a specific theme. This can take shape as a series of infographics, videos or even e-books. You can also re-post and re-promote content that achieves high engagement if the topic is relevant over the long term. Additionally, you can repurpose content in different formats if a topic proves successful. A popular blog topic can become a short video tutorial, a webinar or even an infographic.

Making ongoing adjustments to your content strategy is also helpful. While your strategy provides a framework for your LinkedIn campaign, it's important to be flexible in your execution. For instance, emerging trends, crises and solutions can guide the creation of new content topics and types. Observe what your competitors are doing, as this can also provide inspiration for content development once you identify which topics and types of content are securing the highest engagement. Lastly, look for ways to elevate the profiles of staff or partners and position them as experts to further build credibility.

Your employees are also instrumental to your company's LinkedIn success. Leverage their extensive networks to help you reach more users who will find your content useful. To ensure that your employees are the finest brand advocates, share tips for promoting your company's LinkedIn content. This can include creating a social media guide, developing social media copy for employees

to share on their LinkedIn profiles and hosting a contest that awards employees who achieve high engagement on posts related to your company's content. Educating employees on how to use LinkedIn regularly and appropriately can help you to grow your corporate LinkedIn network and increase engagement with customers and prospects.



## A Necessary Network

LinkedIn can unlock many opportunities for B2B organizations. From securing new leads to building customer loyalty to enhancing employee morale and tenure, LinkedIn has the power to strengthen businesses internally and improve perceptions externally.

Executing a sound LinkedIn strategy is key to guiding your company's efforts on this platform. Your plan should consider who you want to reach, the types of content and themes your brand will focus on, how you'll promote your content and strategies for keeping your LinkedIn audience engaged. With this in mind, you'll be able to develop high-quality content that drives credibility, excites your employees and pulls B2B buyers through the sales funnel.

## Boosting your B2B brand and making business to business personal

### About Mulberry Marketing Communications

Mulberry Marketing Communications is an award-winning international business-to-business (B2B) marketing and communications agency. Mulberry offers a full range of services, including strategy, brand, public relations, social media, content marketing, research, video and design.

For more information, visit [www.mulberrymc.com](http://www.mulberrymc.com)



## SOURCES

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<sup>3</sup> <https://www.forbes.com/sites/jiawertz/2018/09/12/dont-spend-5-times-more-attracting-new-customers-nurture-the-existing-ones/?sh=5aad90fa5a8e>

<sup>4</sup> <https://www.demandgenreport.com/resources/reports/2020-content-preferences-study-b2b-buyers-increasingly-looking-for-credible-show-and-tell-experiences-to-drive-buying-decisions/>

<sup>5</sup> <https://business.linkedin.com/marketing-solutions/blog/linkedin-b2b-marketing/2020/ready-your-business-for-2021-sales-and-success>

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<sup>7</sup> <https://martechtoday.com/b2b-buyers-consume-an-average-of-13-content-pieces-before-deciding-on-a-vendor-238540>

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