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Content Marketers: 3 Tips for Leveraging LinkedIn

By [Rebecca McIntyre](#) on October 16, 2014

Are you getting all you can out of LinkedIn when it comes to supporting your content marketing? Because it's a professional networking site, you're probably already using it to build business contacts. But you can also get a lot of value when it comes to sharing your content. Something as simple as participating in a relevant LinkedIn group can help grow content awareness, establish connections, and increase visibility among prospects and peers for your company. But don't stop there; here are three tips to help you leverage LinkedIn:



1. Keep your company page up-to-date

No one wants to see a dead company page that shows that the most recent post is from last month—or worse, last year. Make sure that you take a few seconds to update your company page to demonstrate that you're thriving, have lots of new information to share, and employ bright employees. Don't worry—this isn't an overwhelming task. You can repurpose your content, even if it's simply using similar copy that you promoted on Twitter, Facebook, or another social media channel. (Hint: [Opentopic](#) can make this process really easy.)

2. Share your articles with your followers

Most people who frequent LinkedIn have noticed that influencers are building big followings around their content. You can use their strategies to your advantage by gaining your own followers and sharing your content with them. That will help your company get on the path to becoming an influencer in and of itself.

3. Participate in groups

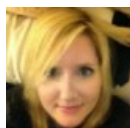
There are several best practices for participating in LinkedIn groups. First, you need to make sure that the group is legit – avoid those that are inundated with spam and promotional posts. When you find the groups that meet your needs, introduce yourself; participate in conversations; and share your company (in a non-promotional way). Group participation has the potential to expand your content awareness, demonstrate your expertise, and develop loyal followers or business contacts. This isn't an opportunity that you should pass up.

For more details and additional advice about using LinkedIn to achieve your business goals, check out this article from the Content Marketing Institute, [5 Ways Content Marketers Can Get More Value from LinkedIn](#).

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About Rebecca McIntyre

Rebecca is the Marketing Manager at Opentopic. She has worked as a marketing communicator in a wide variety of fields, ranging from architecture to financial services to communications consultancies. As a passionate writer and content marketer, she decided to join the startup world--and is loving it! She enjoys connecting with people, so feel free to reach out to her on Twitter.

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