

5 Smart Ways to Grow Your Business Using LinkedIn

Many people look to LinkedIn for job opportunities, references and even networking. But do you know that LinkedIn is the most effective social network for sales? According to the [Content Marketing Institute](#), 63% of marketers reported positive results from using LinkedIn.

So, if you are trying to increase your sales efficiency, build successful campaigns or reach out to a wider target audience, then LinkedIn is worth exploring as a digital marketing tool to grow your business.

For starters, here are 5 successful strategies to boost your marketing results via LinkedIn:

1) Create A LinkedIn Company Page

Asides having an impeccable personal profile on LinkedIn, you need a LinkedIn company page to boost your company's brand image to its consumers. A LinkedIn company page provides an avenue for you to talk about your company and your service or product offerings. It is also a platform for your employees to enhance your company's employer brand, as they become brand advocates who get to share or engage with the latest news, happenings and achievements of the company.

2) Benefit From Advanced Search

Know how to find your consumer. LinkedIn's advanced search features allow you to filter results by location, industry, company size, position and other parameters. Making use of advanced search will save you time, as opposed to searching randomly for individuals to connect with. You might also want to consider signing up for LinkedIn Premium, which allows you send personalized In-mails and reach a wider range of people.

3) Make quality connections

Before sending out a request to connect, be sure of the legitimacy of the individual by reviewing their profile. The key things to look out for are a professional picture, summary of their career history and at least 150 LinkedIn connections. Without having these key factors, there is a probability that the individual you are about to connect with does not use LinkedIn often. Connecting with people who have a high number of LinkedIn connections allows you to further expand your network and build meaningful relationships.

4) Use LinkedIn for Content Marketing

LinkedIn is a professional networking site that highlights your educational and professional background. You could consider posting articles that depict you as an expert in your chosen field or industry; this serves as a great resource for content marketing. You can also share posts or blog stories on your company page. LinkedIn Pulse allows you publish articles and share content with those who are not part of your connections, helping to attract traffic to your website.

5) Use Sponsored Updates

Through sponsored updates companies pay to push their posts on an individual's LinkedIn feed. This Pay Per Click (PPC) feature allows companies customise the target audience who get to view their posts based on industry, demographics, job function, groups etc. A sponsored update is an effective way to promote engaging and informative content with a strong call to action. With Sponsored posts, companies can target a specific audience, increase website traffic and ultimately generate sales leads.

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