



LinkedIn Strategy 2020

Summary

LinkedIn is seen as the standard social platform for businesses-to-candidate and business-to-business outreach. Today, Finch maintains a modest Finch company presence on LinkedIn. And while in recent months, participation has ramped up slightly to include at least weekly postings, Finch is not currently taking advantage of all opportunities to drive reach and lead generation on LinkedIn.

This document outlines suggested activities to increase both reach and lead generation for Finch the company and via Finch employees using organic social efforts, paid social efforts, and employee advocacy.

Goals

Goals for increased activity on LinkedIn are two-fold:

- 1) Increased engagement and thought leadership/brand awareness
- 2) Increased leads

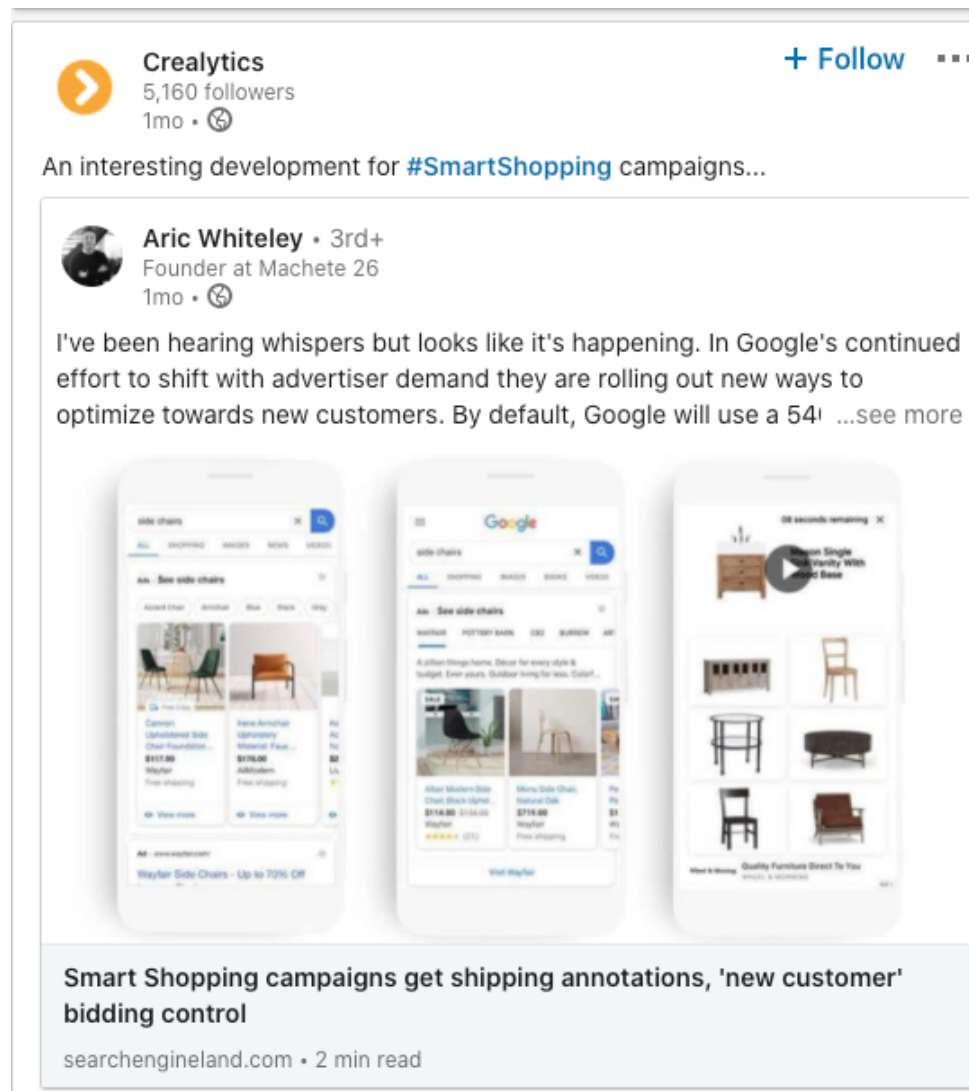
Increase Engagement/Thought Leadership

Increased social media use and an employee advocacy program are recommended to increase engagement.

Organic Social Media

- **Test more illustration/photo-based imagery** that conveys the focus of content for posts.
 - Why? “According to LinkedIn, posts with images receive [98%](#) more comments than those without. LinkedIn [also finds](#) that custom collages that include 3-4 images in one post perform well for pages.”
 - This means testing using an image for LinkedIn posts that promotes blog posts against using the orange feature box that has only text over a colored background.
 - Note: to make this fastest and easiest, it will be ideal to have an image (not the orange box with white copy) for each blog post in the Featured Image section in WordPress that can automatically be pulled to use for social.
- **Post at least twice a week**, more often if possible.
 - **Share** older blog posts, Finch web pages, customer success stories, etc.
- Test using the **LinkedIn carousel** approach via sharing slide presentations as documents
 - <https://designbuffs.com/blog/linkedin-carousel-posts/>
 - Note: Isaac suggested this a way to promote technology and expertise.
- **Create at least three content marketing specific pieces annually** and share on LinkedIn (this is also lead generation)
 - For example downloadable white papers, eBooks, infographics, etc.

- **Distribute and share relevant Finch and third-party content**, such as blog posts, infographics, webinars, or other thought leaders' content, such as from Google, Bing, Amazon, Search Engine Land, and others, and news outlets.
 - For example, we could share this article
<https://www.forbes.com/sites/forbesagencycouncil/2020/08/17/accelerated-digital-marketing-trends-that-will-have-a-lasting-impact/#5063d48c71f5> with a thought of our own, such as we can help with x.
 - And:



- **Create [LinkedIn polls](#)** every few months and share the results over several posts.

- **Identify a handful of relevant groups** and respond as Finch the company to group posts/articles.
- **Consider testing content at specific target audiences**, including unique content in Germany and the US.
- **Consider publishing net new content authored by a Finch author/expert on LinkedIn first** (his/her page or in a group) and then later published on the Finch blog.

Employee Advocacy Program (AKA Brand Ambassadors/Influencers)

- See [LinkedIn Employee Advocacy Strategy 2020](#) for full details.
- Create a three-part advocacy program with parts for:
 1. All employees
 2. Specific, dedicated brand ambassadors/influencers
 3. Executives
 - Equip both groups with a checklist of best practices practices to use/follow, such as updating his/her header and connecting to all Finch clients.
- **Create a Finch Employee Advocacy Program** where we ask Finch employees to share Finch company content on their own networks.
 - Per [LinkedIn](#): While only 3% of employees share content about their company, those shares are responsible for driving a 30% increase in the total engagement a company sees.
 - Employee generated traffic converts at a higher rate also.
 - **Equip employees with:**
 - **A header image for their own social sites.** (See Sid's ask me about article)
 - **Three prepared posts** and one image asset for each webinar, content marketing piece, and select blog posts to share on their own profiles.
 - Posts could be personalized as desired.
 - Salespeople who regularly share are 45% more likely to exceed quota.
 - Notification on sharable third-party content.

- **Identify a handful of relevant groups** and have employee advocates respond and/or post new content to the group.
 - See [Suggestions](#) (subject to change)
- Consider having advocates for each region as well as globally and or simply breaking posts out by region when appropriate (such as when we translate copy or have region specific events).
- Launch program via a series of trainings.
 - Consider an application process for non-sales and execs to participate and get an incentive. \$30 a post. Tell us what you'll do? How to monitor? Submit stuff to us.
- **Ask existing Finch customers and employees to follow us and share content** using the hashtag *#FinchLove*.

Lead Generation Support

The following tactics are recommended to facilitate lead generation using paid ads on LinkedIn and Facebook.

Paid Social

- **Use an illustration/photo-based image header on the company page** that powerfully and immediately conveys the Finch message of helping online companies grow. See <https://neilpatel.com/blog/linkedin-strategies-b2b-marketing/>.
- **Update the company description so that it acts more like a pitch** than a definition.
 - Have the first two or three lines speak directly to our audience and getting them hooked so they want to click to “learn more.”
- **Update company header image** to express improved sales, performance, stable ROAS, or something similar.
- **Consider creating [showcase pages](#)** that align the funnel, such as aligned to the bad timing email campaign.
- Utilize the **LinkedIn carousel**
 - <https://business.linkedin.com/marketing-solutions/native-advertising/carousel-ads>

- Note: Isaac suggested this as a way to promote technology and expertise.
- **When a prospect engages with us on LinkedIn, have someone in Sales send an inmail to the prospect.**
- **Use Advanced Search or [LinkedIn Sales Navigator](#) to find prospects and test outreach inmails** directly on LinkedIn with a salesperson as the sender.
 - Note: This will be covered in the Advocacy training.
 - Further investigation needs done for Sales Navigator.
- **As/if budget allows test paid ads for lead generation** for content created outside of webinars, specifically the **three+ content marketing specific pieces created annually** and shared on LinkedIn (this is also awareness)
 - For example downloadable white papers, eBooks, infographics, etc.

Metrics

To measure progress in reach, Finch will track the following each month with the goal of increasing metrics by at least 5% monthly:

- Organic reach (page views, unique visitors, button clicks)
- Engagement (reactions, comments, shares)
- Followers
- Clicks on posts targeted at thought leadership

To measure progress with lead generation, Finch will track the following, success metric TBD:

- Clicks on paid media and lead-generation specific content, such as webinars
- New leads (if/when possible)
- Paid reach
- Conversions, such as webinar registrations, resource downloads, etc. (if/when possible)

Management and Analysis

To facilitate social management, investigate a platform, such as Sprout Social or Zoho Social.

Timeline ([see sheet](#))

	10/1	10/15	10/30	11/1	11/5	11/30	12/1	12/5	12/30	Full Implementation	
Increase Engagement/Thought Leadership											
Organic Social											
Test more illustration/photo-based imagery with current setup										11/30/2020	
Test more illustration/photo-based imagery with redeveloped WP										TBD	
Post at least twice a week										10/30/2020	
Test using the LinkedIn carousel approach 1x										TBD relevant content	
Create at least three content marketing specific pieces annually										9/30/2021	
Distribute and share relevant Finch and third-party content										11/15/2020	
Create one LinkedIn poll every 2 months and share results										12/30/2020 ?	tie to BF successes story ?

Identify a handful of relevant groups and respond as Finch										10/30/2020	
Consider testing content at specific target audiences										12/30/2020	
Create content authored by Finch employees(publish on LI, then on blog)										TBD	
Employee Advocacy Program (AKA Brand Ambassadors/Influencers)											
All Employees											
Provide three prepared posts and one image for each webinar, blog, etc.										9/30/2020	
Employee training (include #FinchLove)										10/30/2020	
Brand Ambassadors											
Identify participants										10/15/2020	
Train participants										11/15/2020	
Provide header image for use on profiles (all employees)										11/15/2020	
Lead Generation Support											
Test more illustration/photo-based imagery										11/30/2020	
Update the company										10/15/	

description so that it acts more like a pitch										2020	
Update company header image										10/30/2020	
Consider creating showcase pages										As relevant	
Utilize the LinkedIn carousel										As relevant	
When a prospect engages with us on LinkedIn, have Sales send inmail										10/30/2020	
Use Advanced Search to find prospects and test outreach inmails										TBD	