

Social Media Post Copy

LinkedIn Post Examples:

Example 1:

EV auto marketing is on the rise! 📈 Despite economic concerns, inflation, and supply constraints, auto companies such as General Motors, Hyundai, and Kia America increased their marketing spending in the first half of 2022, especially for their electric vehicle (EV) offerings.

Auto marketing fell less than expected last year as some car makers pursued brand-building, highlighting their transition to electric vehicles. The focus on brand and EV marketing, combined with improving production this year, suggests that auto marketing could see a rebound, with the automotive category expected to increase in 2023.

To learn more, we asked the opinion of our Vice President of Sales, [\[hyperlink employee's LinkedIn profile\]](#), and he weighed in on the growth trajectory of EV in recent times. Here are his thoughts:

"The growing demand for electric vehicles has made electric cars the future of the automotive industry. By focusing on innovative and targeted marketing strategies to raise awareness and educate consumers about the benefits of electric vehicles, we can capture the attention of a whole new audience and drive growth in the industry."

Want to learn more? View the Wall Street Journal Article here: <https://on.wsj.com/3MKIJtQ>
#automotive #marketing #EV

Example 2:

New insights alert! 📰 Retail spending fell 0.4% in February, showing consumers are tapping the brakes after a fast start to the year, according to today's article by the Wall Street Journal. We sought the perspective of our Retail Product Manager, [\[hyperlink employee's LinkedIn profile\]](#), and he shared his insights on the current trends in retail spending. Here's what he had to say:

“Stores and brands who are continuing to grow through the ups and downs are the ones who are choosing to engage their customers more deeply and meaningfully with content. This is a shift in thinking from transactional to transcendent. Deploying this engagement with digital signage,

interactive displays, music, and scent marketing add both incremental and new dollars to a business and creates a customer retention atmosphere.”

View Wall Street Journal Article here: <https://on.wsj.com/3yGKkIJ>

LinkedIn Company Page Posts To Promote Blog Posts I've Written:

Example 1:

Think differently about the patient and employee journey experience! How do you turn a one-time patient into a loyal patient and invest in your employees through digital signage touch points? Read our ultimate roadmap for healthcare organizations looking to increase patient and employee satisfaction. Learn how [#digitalsignage](#) enhances their journey, increases repeat visits, and keeps employees vested. [#healthcaredigitalsignage](#) [#patientexperience](#) [#digitalexperience](#)

Example 2:

Strengthen your corporate communications strategy with these eight types of content that are perfect for any workforce distribution! Keep your team engaged, informed, and entertained with our expert tips. Read on to discover the best ways to enhance your corporate communications strategy today! [#CorporateCommunications](#) [#WorkforceDistribution](#) [#ContentStrategy](#)