

## **Title - LinkedIn Marketing: X Ways to Promote Your SaaS Company**

With the infinite number of ways to promote your SaaS company, why choose LinkedIn? For starters, did you know that over 65 million global business professionals use LinkedIn? Were you aware that the average LinkedIn member has an average annual household income of \$109,000? Every second, somebody is creating a new LinkedIn profile, and nearly 50% of LinkedIn members have decision-making authority for their companies.

### **The Pathway to Promotion – LinkedIn step by step!**

LinkedIn is the perfect platform to identify and cultivate your potential customers, as its sole purpose stands to create an extensive network within the business world. You have the ability to easily connect with those in your geographical location, or you may easily extend outwards and connect with those internationally. Regarding social media marketing, LinkedIn is the most professional way to market.

### **Don't Skip On Important Details!**

LinkedIn is divided by six main components being the Home page, My Network page, Jobs page, Messaging, Notifications page, and Me page. These various aspects of website are incredibly important in defining success. As discussed in the above-mentioned text LinkedIn has the Me page, which is similar to the Facebook profile page as well as the page dedicated to sharing articles and information known as the Home page. Furthermore, LinkedIn incorporate a page specifically for jobs, where those seeking job opportunities and those seeking employees can discover one another. Also included in this page are other companies in your network so at your fingertips you can quickly find other SaaS companies you have befriended or potential business clients.

Each page of LinkedIn is incredibly important in ensuring social media marketing success, but the page that can reap the most benefits is the Home page. This is because on the Home page you have the ability to pay for advertisements. This is HUGE. Especially as LinkedIn users scroll their LinkedIn newsfeed as much as Facebook users do, this can grant you unlimited possibilities in terms of business growth and success. Between having the ability to pay for advertisements as well as organically promote your own company via articles, imagery, and information your company must take complete advantage of the Home page for promotional activity.

Thus, as discussed in the above-mentioned text, the Network page is not only incredibly useful, but also important in reaching your targeted audience. Do you already have a few companies in mind that you'd like to advertise to? Well, with the Network page you can easily search by company, person, jobs, or posts! The possibilities are endless! What is believed to be the best thing about the Network page is that it often suggests people you may know, usually from mutual friends or similar positions or companies. Expansion of your network is incredibly important to success, as you the success rate of your advertisements on the Home page being answered will be higher. In addition, the greater number of connections you have, the higher chance you will have that people will respond to the articles, images, and/or information you post! Influence comes in the form of quantity and quality when it comes to LinkedIn marketing.

The Messaging page of the site is also incredibly handy because not only can you personalize messages to clients, but also you can also mass-market and personalize messages simultaneously. If you wish to market online companies within the same sector, say for example online boutiques, you can send them all a specific marketing proposal. Thus, not only is it incredibly efficient but also personalized based upon the business sector.

In addition to the ability to network and send messages to those in your current network, you should also participate in groups. You have the ability to join groups related to your business and your interests. If you

participate in online discussions related to your field, this could definitely help get you established as an expert in your field. However, you must understand that this does not mean you must always talk about or promote your business. Rather, if you just answer questions and are a trustworthy resource, then you will have more business success. Not only would members of these groups trust you with business ventures, but they would also be much more willing to recommend you to others.

### **How Do You Optimize Your Company Page?**

Now that you have a basic understanding of the different aspects of LinkedIn and the key things that determine success for your business, we can discuss how to optimize your company page. There are ten easy steps that you should follow once you create your company page!

First and foremost, you should create admins on the page, including yourself and others who are managing social media marketing in your SaaS company. You should then create a very helpful “Company Overview” description. Starting with the most important information at the top, be thorough and use your creativity to capture the minds and hearts of business prospects! However, please note that visually speaking after line eight or nine, your informational paragraph will be truncated. Thus, with the short amount of space to get your most important message across, a great idea would be to direct visitors to other parts of your company page, your website, or to a specific landing page on your website. This is ultimately more effective at driving leads and customers.

Once you have set up the admins for your company page, write your first introductory status! It is necessary to have an active profile, so make sure that alongside with expanding your network you also post a status update twice a day. The timing of your status updates is also very important because it will determine whether or not you people will see your posts and be more likely to engage in response. The best times to post are around lunchtime, when people will be scrolling their phones while on break, or during the early evening.

You should opt-in on your company page to include “show news.” Enabling this feature is not only incredibly easy but it will automatically post interesting and relevant news articles and press releases about your company to your company page. If potential clients wonder how you are positively impacting the industry, well they no longer will because this news will be published on your page!

The best way to engage with the LinkedIn community is by posting blog articles, discussion questions, and interesting information related to your business. Also, to help send traffic to your website automatically post your blog articles via the Blog RSS Feed to your LinkedIn page to help auto-populate your page. Another way to help your company be discovered is to include “Company Specialties,” which include specific terms that when searched bring up your company. This is a great SEO strategy, and thus you should use a variety of terminology to ensure your company will appear in the search bar.

So, with all of these tips, one important part of the LinkedIn company page is missing – the “Products” section. The “Products” section is a really powerful tool. Here you can list your products or services and explain why it is valuable. In this section you can also add “Banners” to your Products section and link it to interior pages of your website. You can upload a killer image and link it to one of your landing pages! With the Product section, things get even crazier! Here you can also upload an awesome YouTube video to compliment and legitimize the excellent work you advertise.

The most important thing about the “Products” section is that once you have linked and explained your products and services individually, customers have the opportunity to “recommend” them! This is the gateway to success!

**Always Upgrade**

As lightly touched upon in the above-mentioned text, using LinkedIn's upgraded professional services would be a great way to help your business become a success. These services are a great way to monopolize on social media marketing. You could easily pay LinkedIn for advertising; in comparison to other marketing prices, it is a relative bargain. Not only is it a bargain, but also it can definitely help get your business ahead of the game, and in the top percentage of success rate within your market.

In addition to being financially savvy by trying LinkedIn advertising, you should also consider upgrading to a paid LinkedIn membership. You have the opportunity to try this membership with the free trial before making the commitment. However, it offers "Career," "Business," "Sales," and "Hiring" upgrade options.

### **You Won't Regret Adding LinkedIn to Your Marketing Strategy!**

You definitely will not regret adding LinkedIn to your marketing strategy as it can help you expand your network, find clients/customers, and create a professional image internationally for you and your business. As a networking resource, LinkedIn has the ability to give you connections that can lead to publicity, higher demand for products or services, and other great successful business growing advantages.