



\\ LINKED IN HANDBOOK \\

2017

PRO Social CRK

TO GROW YOUR BUSINESS

WWW.LOCALWEBSITEDESIGN.CO.ZA

LINKED IN MARKETING PLAN

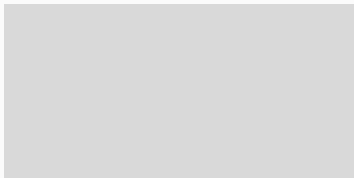
GENERAL MANAGEMENT

LINKED IN PROFILE NAME	LOGIN EMAIL ADDRESS	PASSWORD
Business/Profile Here	Login Email Here	Password Here

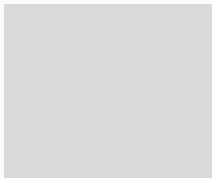
IMAGES SIZES + DIMENSIONS- 2017

Images not to scale. Size in Pixels (px)

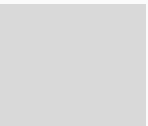
Horizontal Logo : 100 X 60



Square Logo : 50 x 50



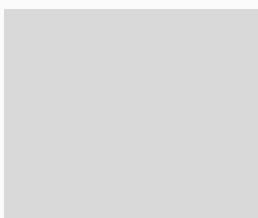
Company Comment Logo : 30 x 30



Shared Link Thumbnail : 180 x 110

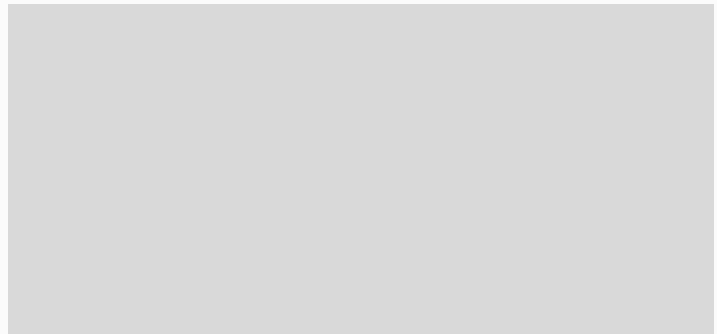
Link Title Description :

240 Characters

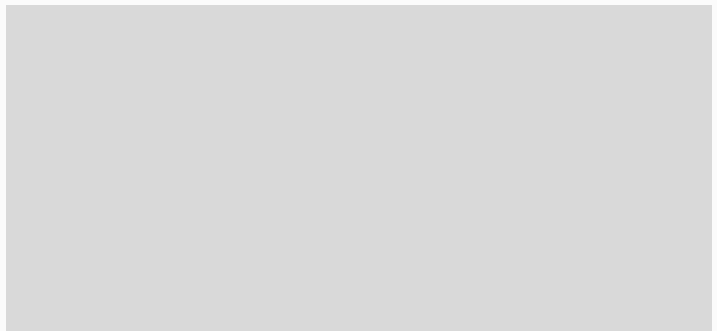


Cover Photo : 646 x 220

Careers Cover Photo : 978 x 238



Products + Services Banner: 646 x 220



Product Title : 100 Characters

Product Description : 1000 Characters

LINKED IN MARKETING PLAN

SITUATION ANALYSIS

DEFINING GOALS, STRENGTHS + WEAKNESSES

GOALS	STRENGTHS	WEAKNESSES
<p>EG: Drive website traffic / Expand Brand Awareness / Relationship Management</p>	<p>EG: Company Name Claimed and in use? (linkedin.com/Companyname).</p>	<p>EG: Move below PAR strengths to weaknesses.</p>

CURRENT PLATFORM USAGE CHECKLIST

- COMPANY PAGE LIVE
- POSTING FREQUENCY PER WEEK
- INDIVIDUALS LISTED AS EMPLOYEES OF THE COMPANY

GROUP MEMBERSHIPS ON LINKED IN

LINKED IN MARKETING PLAN

COMPETITIVE ANALYSIS

COMPETITORS + TOP INDUSTRY PAGES

COMPETITOR SUMMARY

BUSINESS NAME	WEBSITE	ON LINKEDIN	FOLLOWERS

NOTES

LINKED IN MARKETING PLAN

STRATEGIC LINKED IN MARKETING PLAN

AUDIENCE

Define your company's target audience for Linked In using demographics

AGE GROUP

GENDER

OCCUPATION

EDUCATION

INCOME LEVEL HHI

LOCATION

BRAND MESSAGE

Describe the brand message you want your LinkedIn presence to portray? What impression should visitors to your page get? Consider using your company's vision/mission statement here.

LINKED IN MARKETING PLAN

CREATING YOUR LINKED IN COMPANY PAGE

A COMPANY PAGE SHOULD BE ESTABLISHED IF ONE DOESN'T EXIST. IF ONE EXISTS, ENSURE THAT IT MEETS THE FOLLOWING SPECIFICATIONS:

COMPANY LOGO - 100 X 60

BRANDED COVER IMAGE - 646 X 220

COMPANY INFORMATION SHOULD BE FILLED OUT COMPLETELY AND ACCURATELY ON THE COMPANY PAGE, INCLUDING COMPREHENSIVE LISTINGS FOR INDIVIDUAL PRODUCTS AND SERVICES.

EMPLOYEES SHOULD EDIT THEIR PROFILES, REMOVING THEIR PLACE OF EMPLOYMENT, AND THEN RE-ADDING IT, SO THAT A LINK IS ESTABLISHED BETWEEN THE EMPLOYEE AND THE COMPANY PAGE.

CREATING YOUR LINKED IN COMPANY GROUP

CREATING AND MANAGING A LINKED-IN GROUP IS A COMMITMENT THAT TAKES TIME AND EFFORT, AND WILL BE UNLIKELY TO PROVIDE THE COMPANY WITH ANY BENEFIT IF THE COMMUNITY IN THE GROUP IS NOT ACTIVELY MANAGED.

LINKED IN GROUP STRATEGY STATEMENT

USE THE FOLLOWING STATEMENT TO REFINE YOUR LINKED IN GROUP STRATEGY

THE COMPANY (SHOULD / SHOULD NOT) CREATE AND MANAGE A LINKED IN GROUP. THE PURPOSE OF THE GROUP WOULD BE TO (SHARE ANNOUNCEMENTS / PROVIDE CUSTOMER SERVICE / FOSTER DISCUSSIONS ON X TOPIC / PROVIDE A SENSE OF COMMUNITY AMONG CLIENTS / ETC.)

ALL NEW POSTS BY GROUP MEMBERS SHOULD BE ANSWERED BY COMPANY STAFF WITHIN 24 HOURS. FOR POSTS WITH IN-DEPTH CUSTOMER SERVICE REQUESTS, DIRECT THE QUERY TO (SUBMIT A SUPPORT REQUEST ON THE WEBSITE / CONTACT AN EMAIL ADDRESS / CALL THE SUPPORT LINE / ETC.)

THIS SHOULD BE AN (OPEN / CLOSED) GROUP. DEFINE GROUP RULES AND PROTOCOL FOR REMOVING MEMBERS. THE GROUP PROFILE DESCRIPTION SHOULD REFLECT THE RULES AND PROTOCOL.

POTENTIAL MEMBERS SHOULD BE INVITED TO THE GROUP BY EMPLOYEES ON A (DAILY / WEEKLY / MONTHLY) BASIS AT A RATE OF X PER (DAY / WEEK / MONTH).

LINKED IN MARKETING PLAN

EMPLOYEE PROFILE CHECKLIST

USE THIS CHECKLIST ONCE YOU HAVE DETERMINED WHO (ALL EMPLOYEES/KEY EMPLOYEES) WILL BE REQUIRED/ENCOURAGED TO UPDATE THEIR PROFILE TO LINK TO YOUR PAGE.

- PROFESSIONAL HEADSHOT**
- COMPELLING HEADLINE**
- UNIFORMED COMPANY DESCRIPTION**
- CUSTOMIZED PROFILE URL**
- RELEVANT MULTIMEDIA**
- LINK TO COMPANY WEBSITE**
- SKILLS (UP TO 50)**
- UNIQUE PROJECTS**
- PROFILE COMPLETED AS CLOSE TO 100% AS POSSIBLE**

AFTER A COMPANY PAGE IS CREATED, EMPLOYEES WITH EXISTING PROFILES SHOULD EDIT THEIR PLACE OF EMPLOYMENT, DELETING THE CURRENT COMPANY NAME, AND RE-ENTERING IT BY BEGINNING TO TYPE THE COMPANY NAME BUT THEN SELECTING THE COMPANY LISTING THAT APPEARS AS A DROPDOWN. THIS MAKES THE COMPANY LOGO APPEAR ON THEIR PERSONAL PROFILE AND ALLOWS PEOPLE TO CLICK THROUGH TO THE COMPANY PROFILE..

LINKED IN MARKETING PLAN

GET CONNECTED

ENCOURAGE EXISTING CONTACTS TO BECOME LINKEDIN CONNECTIONS IN THE FOLLOWING WAYS:

IMPORT EXISTING CONTACT DATABASES INTO LINKEDIN.

USE THE “PEOPLE YOU MAY KNOW” FEATURE TO EXPLORE SUGGESTED CONNECTIONS.

ALSO PROMOTE THE COMPANY’S LINKEDIN PRESENCE ON OTHER SOCIAL NETWORKS BY OCCASIONALLY SHARING POSTS SUCH AS “DID YOU KNOW YOU CAN ALSO FIND US ON LINKEDIN?” FOLLOWED BY THE COMPANY PAGE OR KEY EMPLOYEE PROFILE URL.

USE A TOOL LIKE XOBNI (FOR OUTLOOK) OR RAPPORTIVE (FOR GMAIL) TO LOCATE EXISTING CONTACT’S LINKEDIN PROFILES (AS WELL AS OTHER SOCIAL MEDIA PROFILES). SEND EACH PERSON A CONNECTION REQUEST EACH TIME YOU NOTICE (VIA THE TOOL) THAT THE PERSON YOU ARE CURRENTLY EMAILING HAS A LINKEDIN PROFILE.*

CARDMUNCH (IPHONE) OR CAMCARD (ANDROID) CAN BE USED TO SCAN BUSINESS CARDS & SEND LINKEDIN CONNECTION REQUESTS IMMEDIATELY UPON MEETING SOMEONE.*

ADDING THE “CONNECT WITH US/ME ON LINKEDIN” CALL-TO-ACTION TO EXISTING ADVERTISING IN ALL FORMS OF MEDIA, THE COMPANY WEBSITE & BLOG, ON EMPLOYEE BUSINESS CARDS, EMAIL SIGNATURES, INVOICES/PACKING SLIPS AND OTHER STATIONARY, PHONE SYSTEM HOLD MESSAGES, THE COMPANY NEWSLETTER, AND ANYWHERE ELSE YOU CAN THINK OF.

*(TOOLS LIKE THESE HELP BYPASS THE LINKEDIN RESTRICTION ON SENDING CONNECTION REQUESTS TO PEOPLE OUTSIDE OF YOUR EXISTING NETWORK, AND ELIMINATE THE NEED TO DEFINE THE EXISTING RELATIONSHIP WITH THE PERSON)

WHO TO CONNECT WITH

DEFINE A STRATEGY/PROTOCOL FOR SEEKING OUT CONNECTIONS, INCLUDING:

- **WHAT TYPE OF INDUSTRIES, COMPANY SIZES, JOB TITLES, ETC. SHOULD BE REACHED OUT TO.**
- **A LIST OF LINKEDIN GROUPS WHERE EMPLOYEES SHOULD TRY TO CONNECT WITH MEMBERS.**
- **DEFINE A PROTOCOL FOR THE INTRODUCTORY MESSAGE ON THE CONNECTION REQUEST. THIS SHOULD ALWAYS BE CUSTOMIZED/PERSONALIZED FOR BETTER RESULTS. CONSIDER SENDING AN INMAIL FIRST IF IT’S AN IMPORTANT PROSPECT.**

CONSIDER THIS: DEFINE A PROTOCOL FOR ACCEPTING CONNECTIONS FROM COMPETITORS, AS THEY WOULD BE ABLE TO SEARCH THROUGH YOUR DATABASE OF CONNECTIONS IF YOU DID CONNECT WITH THEM.

LINKED IN MARKETING PLAN

POSTING ON LINKED IN

WHAT PERCENTAGE OF YOUR LINKED IN POSTS WILL BE BRANDED? % WHAT WILL YOUR PRIMARY CONTENT TOPICS BE?

COMPANY BLOG POSTS

COMPANY ANNOUNCEMENTS

EVENT PROMOTIONS

VACANCIES/JOB

INDUSTRY NEWS

EMPLOYEE POSTING FREQUENCY WILL BE SET AT TIMES PER DAY, TIMES PER WEEK. THESE POSTS WILL INCLUDE:

COMPANY BLOG POSTS

COMPANY ANNOUNCEMENTS

EVENT PROMOTIONS

VACANCIES/JOB

INDUSTRY NEWS

POSTING IN GROUPS NOT OWNED BY THE COMPANY IS AN OPPORTUNITY FOR EMPLOYEES TO POSITION THEMSELVES AS THOUGHT LEADERS IN THE INDUSTRY. CONTENT TO INCLUDE BOTH BRANDED AND NON BRANDED CONTENT:

COMPANY BLOG POSTS

COMPANY ANNOUNCEMENTS

EVENT PROMOTIONS

VACANCIES/JOB

INDUSTRY NEWS

*EACH EMPLOYEE CAN ONLY JOIN A MAXIMUM OF 50 GROUPS, SO CONSIDER ASSIGNING CERTAIN GROUPS TO CERTAIN EMPLOYEES FOR GREATER BRAND REACH. BE SURE THAT CONTENT SHARED WOULD BE OF INTEREST TO THE GROUP MEMBERSHIP. ALSO CHECK EACH GROUP'S POSTING RULES AND ADHERE TO THEM WHEN SHARING CONTENT IN THAT GROUP.

LINKED IN MARKETING PLAN

LINKED IN POSTING MANAGEMENT

SCHEDULE YOUR WEEKLY/MONTHLY POSTS VIA A SOCIAL MEDIA MANAGEMENT TOOL LIKE HOOTSUITE. SELECT THE NUMBER OF POSTS FOR THE WEEK AND SCHEDULE THEM TO BE PUBLISHED DAILY, WEEKLY OR MONTHLY.

POSTS WILL BE PUBLISHED ON A BASIS.

CONTENT SOURCES

LIST OF BLOG ARTICLES AND NEWS SITES THAT CONSISTENTLY PROVIDE HIGH QUALITY ARTICLES IN THE BRAND TOPIC AREA. *CONSIDER USING A STANDALONE RSS READER LIKE FEEDLY, OR A SOCIALLY INTEGRATED RSS READER SUCH AS SPROUT SOCIAL TO EASILY SCAN YOUR SELECTED LISTS FOR DAILY ARTICLES TO POST.

SETUP GOOGLE ALERTS FOR TERMS RELEVANT TO YOUR INDUSTRY IN THE "NEWS" CATEGORY. BE SURE TO SHARE RELEVANT CONTENT AS EARLY AS POSSIBLE TO POSITION YOUR BUSINESS AS A SOURCE OF BREAKING NEWS IN THE INDUSTRY.

CHECKLIST OF COMPANY ASSETS USEFUL AS POST CONTENT

- CURRENT/PAST NEWSLETTERS**
- EVENT CALENDAR**
- BLOG**
- TRAINING VIDEOS**

LINKED IN MARKETING PLAN

ENGAGEMENT + REPUTATION MANAGEMENT

PARTICIPATING EMPLOYEES ARE RESPONSIBLE FOR INTERACTING WITH [REDACTED] POSTS IN THEIR STREAM BY LIKING AND COMMENTING ON A [REDACTED] BASIS.

****LINKED IN CAN BE SET TO SEND NETWORK UPDATES BY EMAIL, ON A DAILY OR WEEKLY BASIS TO PROMPT EMPLOYEES TO INTERACT WITH KEY UPDATES FROM PEOPLE IN THEIR NETWORK. JOB CHANGES AND BIRTHDAYS PROVIDE A PARTICULARLY PROMINENT OPPORTUNITY TO ENGAGE.

PARTICIPATING EMPLOYEES ARE RESPONSIBLE FOR ENGAGING IN DISCUSSION THREADS ON [REDACTED] BASIS IN NON-COMPANY OWNED GROUPS. *REMEMBER TO ASSIGN SPECIFIC GROUPS TO SPECIFIC EMPLOYEES.

IF YOU HAVE SET UP YOUR OWN GROUP, EMPLOYEES MUST ANSWER ALL QUESTIONS ASKED BY COMPANY GROUP POSTERS WITH [REDACTED] (WEEKENDS INCLUDED/NOT INCLUDED) [REDACTED]. IN THE CASE OF CUSTOMER SERVICE RELATED ENQUIRIES DIRECT THE COMPANY GROUP POSTER TO :

[REDACTED] **WEBSITE**

[REDACTED] **FACEBOOK PAGE**

[REDACTED] **SUPPORT TICKET**

[REDACTED] **PHONE NUMBER**

[REDACTED] **EMAIL ADDRESS**

PARTICIPATING EMPLOYEES WILL RESPOND TO ALL NOTEWORTHY COMMENTS ON THEIR STATUS UPDATES WITHIN [REDACTED] HOURS (WEEKENDS INCLUDED/NOT INCLUDED) [REDACTED]

GIVING RECOMMENDATIONS IS A GREAT WAY TO INDIRECTLY SOLICIT RECOMMENDATIONS FOR EMPLOYEE PROFILES. LINKEDIN WILL PROMPT THE PERSON WHO RECEIVED THE RECOMMENDATION TO RETURN THE FAVOR. (ALL EMPLOYEES / KEY EMPLOYEES) SHOULD PERIODICALLY GIVE OUT RECOMMENDATIONS TO CONNECTIONS FOR THIS PURPOSE. SOME THINGS TO KEEP IN MIND ARE:

- RECOMMENDATIONS AN EMPLOYEE GIVES ARE SHOWN ON THEIR PROFILE, PERMANENTLY.
- THEREFORE, CHOOSE WHAT IS SAID VERY CAREFULLY. CONSIDER DEFINING A PROTOCOL FOR THE TYPES OF STATEMENTS THAT CAN AND CANNOT BE MADE IN RECOMMENDATIONS.
- BE AUTHENTIC
- DON'T BE AFRAID TO ASK FOR A CLARIFICATION ON RECEIVED RECOMMENDATIONS. POOR GRAMMAR OR INCORRECT INFORMATION ON A RECOMMENDATION CAN REFLECT POORLY UPON A PROFILE. CONSIDER DEFINING A PROTOCOL FOR APPROVAL OF RECOMMENDATIONS FOR PUBLISHING

ENDORSEMENTS AREN'T IMPACTFUL ENOUGH TO FOCUS ON, BUT RELEVANT ONES SHOULD BE ACCEPTED AND DISPLAYED ON EMPLOYEE PROFILES AS THEY DO GIVE A GOOD IMPRESSION WHEN THERE IS ENOUGH OF A QUANTITY OF THEM, EITHER IN A PARTICULAR SKILL CATEGORY OR OVERALL.

LINKED IN MARKETING PLAN

BRAND REPUTATION MANAGEMENT

IF NEGATIVE COMMUNICATIONS ARE RECEIVED ON LINKEDIN, THE BRAND WILL RESPOND AS QUICKLY AS POSSIBLE ACKNOWLEDGING IN A VERY SPECIFIC MANNER THAT THE BRAND HAS HEARD THEIR COMPLAINT AND WOULD LIKE AN OPPORTUNITY TO ADDRESS IT OFFLINE. THE GOAL SHOULD BE TO MAKE THE COMPLAINER FEEL HEARD AND TO MOVE THE CONVERSATION OFF OF THE INTERNET AND OUT OF THE PUBLIC EYE.

GOOGLE ALERTS SHOULD BE CREATED FOR THE BRAND NAME AND VARIATIONS OF IT, TO ENSURE THAT ALL ONLINE COMMUNICATIONS ABOUT THE BRAND ARE RESPONDED TO IMMEDIATELY.

LINKED IN FOR RECRUITMENT

AT THE MOST BASIC LEVEL, LINKEDIN CAN BE USED FOR RECRUITING PURPOSES BY BUILDING A LARGE AMOUNT OF CONNECTIONS WITH POTENTIAL CANDIDATES, AND POSTING “JOB DISCUSSIONS” IN GROUPS (JOB DISCUSSIONS ARE FREE TO POST, AS OPPOSED TO JOB ADS). OFFICIAL LINKEDIN RECRUITING SOLUTIONS INCLUDE:

- LINKEDIN RECRUITER
- LINKEDIN JOBS NETWORK
- LINKEDIN CAREER PAGES
- WORK WITH US ADS

REMEMBER TO DEFINE THE PROTOCOL FOR USE OF THESE PRODUCTS FOR RECRUITING PURPOSES

LINKED IN MARKETING PLAN

LINKED IN ADVERTISING

THERE ARE SEVERAL TYPES OF ADVERTISING AVAILABLE ON LINKEDIN. MOST ARE MORE COSTLY THAN OTHER SOCIAL AND PAY-PER-CLICK ADVERTISING OPTIONS; HOWEVER, THE TARGETING OPTIONS (INCLUDING LOCATION, COMPANY NAME/SIZE, INDUSTRY, JOB TITLE, SENIORITY, GENDER, AGE, AND MORE) CAN MAKE THESE AD CAMPAIGNS INCREDIBLY SUCCESSFUL AND THEREFORE JUSTIFY THE HIGHER COST.

WEBSITE ADS

- LinkedIn ads that point to the company website often start at two dollars per click and up.
- Ad copy should be compelling and should speak to a pain point that the company solves. An eye-catching image should be used.
- The URL used in the ad should use tracking parameters so that the website traffic from this ad can be identified separately in Google Analytics.
- After an experimentation period of 60 to 90 days, results should be analyzed. Goal tracking should be set up in Google Analytics to count how many contact form submissions are received as a result of this ad.

VIDEO ADS

The minimum cost-per-view for a video ad on LinkedIn is \$4.00, +/- R60 making this one of the pricier options. However, if a return can be demonstrated, that investment may well be worth it. Light experimentation is suggested to gauge the potential ROI for this option.

PROFILE ADS

Individual employee profiles can be promoted. By nature, this is well-suited for job seekers, but can have applications for business networking as well.

COMPANY PAGE ADS

Company pages currently can be promoted via LinkedIn ads; however, since company pages do not see a lot of engagement on LinkedIn, this advertising option may have a limited return

SPONSORED UPDATES

LinkedIn now offers “Sponsored Updates”, similar to promoted posts on Facebook. Company Page posts (status updates) can be promoted in the newsfeeds of both followers and non-followers whose demographics have been specifically targeted.

LINKED IN MARKETING PLAN

REPORTING AND MEASURING

PROJECTED INCREASE GOAL

TOTAL NUMBER OF CONNECTIONS AMONG KEY EMPLOYEES AND SALES REPS. IE: We will aim to increase the total number of connections by a minimum of % per .

GROUP METRICS

- The company group on LinkedIn should increase in membership by % per month
- The minimum number of company group invites per month should be (week / month).
- Post activity should be a minimum of posts per employee per (week / month).

PROSPECT METRICS

- Number of allotted InMails used should be as close to 100% as possible.
- Number of new connections per (week / month) for sales reps should be a minimum of .

AD METRICS

Monitor these metrics to determine the success of your Ad Campaigns

- **CPC (COST PER CLICK)**
- **CPV (COST PER VIDEO VIEW)**
- **COST PER THOUSAND IMPRESSIONS**
- **CPC (CLICK THROUGH RATE)**
- **CLICKS**
- **CONVERSIONS (LEADS/GOALS?TRANSACTIONS IN GOOGLE ANALYTICS)**

READY TO SUCCEED WITH YOUR SOCIAL MEDIA MARKETING?

ARE YOU READY TO EXPERIENCE THE POWER OF SOCIAL TO MAKE YOUR BUSINESS SOAR, BUT STUCK ON TIME AND RESOURCES?

SPEAK TO AN EXPERT TODAY TO UNLOCK THE POWER OF SOCIAL FOR YOUR BUSINESS:

Email us here: info@localwebsitedesign.co.za
or give us a ring on **+27 (0) 84 402 1631**

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