



PENCIL & COFFEE

6 WAYS TO GROW YOUR BUSINESS USING LINKEDIN



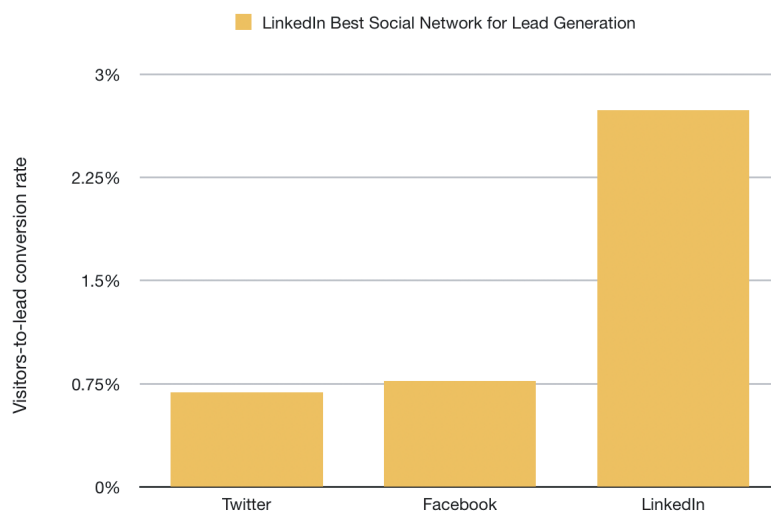


When it comes to B2B lead generation, LinkedIn is second to none. With so many high-level executives and business professionals using the platform, there are more B2B opportunities there compared to any other social network. And the numbers back this up!

LinkedIn is 277% more effective as a social network for B2B lead generation. More so than the likes of Facebook and Twitter. That equates to 3x more return on marketing investment, making it the perfect choice as a B2B lead generation tool.

THE NUMBERS DON'T LIE

According to HubSpot's research about using social media for lead generation for B2B, LinkedIn was the most effective.



In addition to being the most effective social network for B2B leads, LinkedIn also has a large user base which is growing fast. Almost half of LinkedIn's **610 million users** are **active**, and **40%** of them are **using the platform daily**. That's a staggering number and also those are not your average social network users.

Up to **25%** of LinkedIn users are **senior-level influencers and decision-makers**. With **92%** of **Fortune 500 companies** using LinkedIn, you have a much higher chance of getting noticed by these type of people!

As we know there are lots of social networks out there, however LinkedIn alone is driving 46% of social traffic to all B2B sites and is responsible for 80% of B2B social lead generation.

Furthermore, LinkedIn has a 2.74% visitor-to-lead conversion rate. That's 3.5x more than Facebook. This goes to show in the B2B space LinkedIn is way ahead of it's closest competition. And if you're not utilising this opportunity others will be taking it up on your behalf (that is according to Hootsuite).

This success doesn't seem to be slowing down for LinkedIn either. Between 2016 and 2018, LinkedIn gained 123 million new users, As a comparison Twitter only gained 9 million users between this time. With two new business professionals joining LinkedIn every second, the opportunity is endless.

Now that you know how successful LinkedIn can be as a network for B2B lead generation. Let's show you 6 ways you could grow your business via LinkedIn.

WHY LINKEDIN FOR PROSPECTING & SOCIAL SELLING?

610

Million active users

NO.1

Social Media
Channel for B2B
Leads

50%

of B2B buyers use
LinkedIn when
making a purchase
decision

75%

of B2B buyers use
social media when
making a purchase
decision

90%

of C-Suite executives
never reply to cold
calls or emails

GDPR

compliant

**THE NEW WAY
OF SELLING**

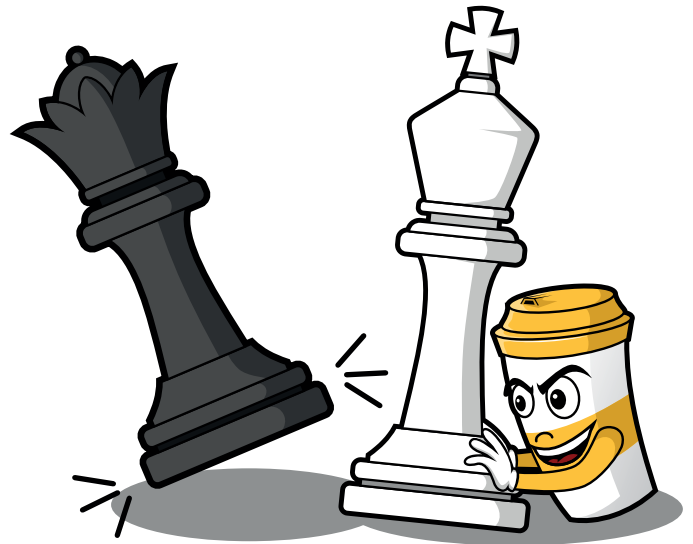


1. AUTOMATED PROSPECTING WITH PERSONAL LINKEDIN PROFILE

Sending LinkedIn invites, personal messages and follow-ups manually is a struggle for anyone using LinkedIn for lead generation. You could be spending countless hours per month on these tasks, and that's where Pencil and Coffee can help. We'll take care of this with our software for you, so you can focus on your business and growing it!

With our LinkedIn automation tool we can generate 10x more LinkedIn leads, while reducing your prospecting time by 80%.

**GENERATE UP TO
10X MORE LEADS,
AND REDUCE
PROSPECTING
TIME BY 80%**

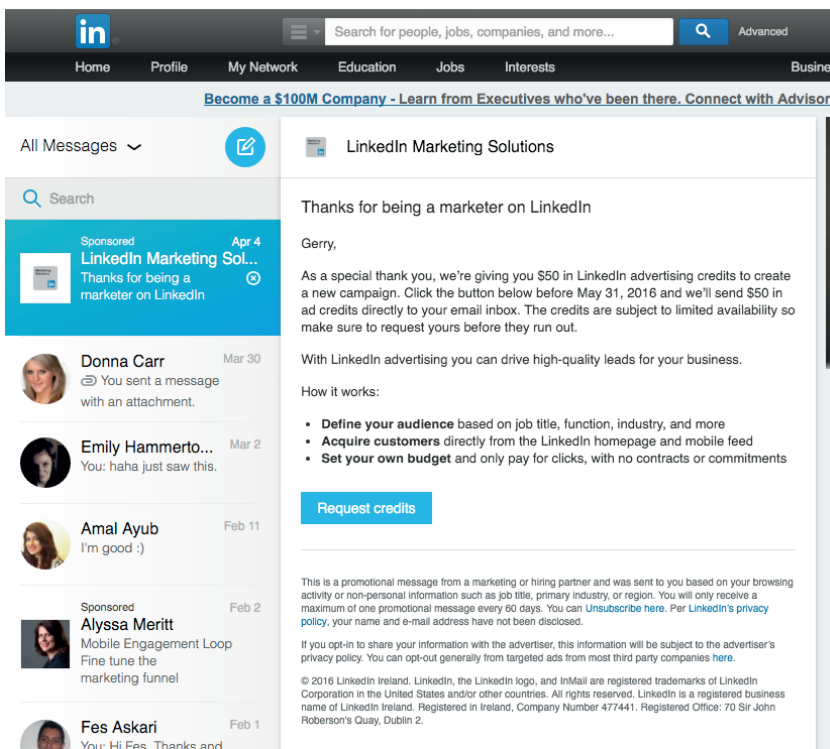


2. SPONSORED LINKEDIN ADS

Although LinkedIn ads are more expensive than Facebook or Google ads, for B2B companies the benefit is you have access to a much better target audience.

At Pencil and Coffee we can help you reach your target audience on LinkedIn via the following methods:

A. INMAIL MESSAGES

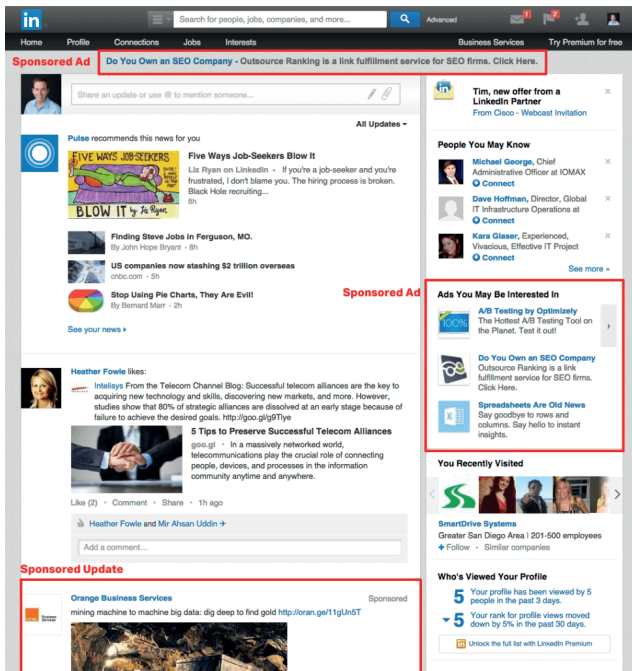


Source: Strategic-ic

With a 300 percent higher response rate than traditional cold emails and up to a staggering 25% of those messages receiving replies. What makes InMail better than regular email is the fact that people receive hundred of emails per day compared to 2-3 InMails. Meaning those InMails get much more attention than an email would.

In addition, you can buy 'sponsored' InMails that will get directly to the inboxes of the people you're targeting. Since people receive only one sponsored message every 45 days, these InMails are very likely to get noticed.

B. TEXT ADS

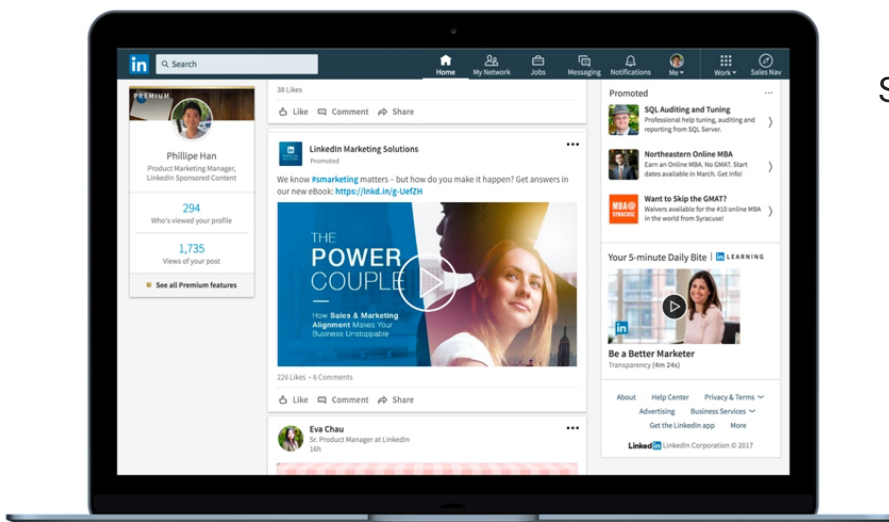


Source: LinkedIn

If you have a tight budget but still want to take advantage of the B2B lead generation opportunities on LinkedIn then Text Ads are a great alternative. These ads allow you to get your message in front of the right people at a more affordable rate compared to Sponsored InMail messages.

Pencil and Coffee can help by creating and managing these ads to ensure maximum ROI.

C. SPONSORED CONTENT



Source: b2bmarketing

You might have heard the saying being used by marketing agencies, that 'content is king'. That's not entirely true, what we mean is that GOOD content is king. Good content is something which adds value to your audience.

With the type of audience you have on LinkedIn, creating valuable content and then giving it a paid boost is worth the effort.

At Pencil and Coffee we can help with creating content around your topics and giving it a sponsored boost so that it reaches more people. Here's just a few tips that can help you with creating shareable content:

- Add a visually-enticing thumbnail to your content
- Create compelling headlines with clear value
- Ask people in your network to share your content

Here's another thing to keep in mind, video content is likely to get 5x more engagement in the form of comments. Here's some tips for creating shareable video content on LinkedIn:

- Keep videos 1-2 minutes long to capture the attention of your audience
- Add subtitles to your videos, many people watch without sound
- Don't over-produce your videos, as this makes them look less authentic

3. RETARGETING WITH LINKEDIN INSIGHTS TAG

Using the LinkedIn Insights Tag on your website we can track everything from conversions to audience insights. This allows Pencil and Coffee to use retargeting marketing to find similar audiences' to the people who visit your websites.

We will be able to use this to target leads outside of LinkedIn too. We can use this service to help improve your lead nurturing process.

The screenshot displays the LinkedIn Campaign Manager interface. At the top, the navigation bar includes the LinkedIn logo, 'CAMPAIGN MANAGER', and an 'Ad Account' dropdown. Below this, the campaign setup progress is shown with 'Step 1: Set up Campaign' and 'Step 2: Set up Ads'. The main content area is divided into three sections: 'Your objective is: Website visits', 'Audience', and 'Forecasted Results'. The 'Audience' section shows 'Profile language' set to 'English' and 'Locations' set to 'Recent or permanent location' with 'Greater San Diego Area' selected. The 'Forecasted Results' section provides a target audience size of 1,600,000+ and a 30-day spend of \$300.00 - \$900.00. Other metrics include 30-day impressions (54,000 - 330,000), CTR (0.013% - 0.019%), and 30-day clicks (30 - 210). A note at the bottom of the forecast section states: 'Note: forecasted results are an estimate and do not guarantee actual campaign performance. Learn more about how we forecast results.'

Source: LinkedIn

4. CONTENT CREATION

High-quality content is a great way for you to build authority and get prospects to notice you on LinkedIn. Things like case studies, articles, and podcasts will help establish yourself as the expert in your field.

Instead of having to create all this content yourself, we at Pencil and Coffee can help create full content services to help establish a strong presence on LinkedIn for you. This is useful for you more so, if you don't have the time or an in-house team to do it.

Along with the content, we can help create a content strategy to help achieve your goals. This includes everything from choosing topics, to the type of content to create, and where to post it.

5. AUTOMATED CONTENT POSTING

Ensuring your LinkedIn account is regularly updated with content is paramount to ensuring a successful content creation strategy. Publishing content, using tools like Buffer, Agorapulse or Roosterly can help automate the process. If time is an issue Pencil and Coffee can help with the creation and posting/scheduling of the content to make sure your account remains active.

Posting on LinkedIn regularly does pay off, according to LinkedIn, profiles that post new content at least once per month can gain new followers up to 6x faster than profiles that don't.



6. LINKDEIN GROUPS MARKETING

We know, LinkedIn groups aren't as active as their Facebook counterparts. However, there are lots of opportunities out there. Since LinkedIn groups are more 'formal', there are lots of opportunities for B2B companies.

While LinkedIn groups weren't closely regulated and were flooded with spam when they first came out. LinkedIn has made substantial changes. These groups are now private, and a limited number of members can join them.

With more than 2 million active groups and more than 8,000 new groups created every week, you can maximize your exposure by contributing in relevant groups. This can help you grow your LinkedIn profiles faster, as profiles that engage in group discussion get 4x more profile views on average.

To make the most out of those LinkedIn groups, you need to participate and remember the following:

- Help, don't spam!
- Know the audience
- Check your spelling
- Don't be salesy
- Read previous messages before you participate

REMEMBER!

Company Pages with complete profiles receive up to 2x more visitors. Make sure your pages have the following:

- Logo
- Company description (use relevant keywords)
- Website URL
- Company size
- Industry
- Company type
- Location

ABOUT PENCIL AND COFFEE

Pencil and Coffee is a digital **marketing** company, our goal is simple - to bring more **customers** to you consistently. **Online marketing** solutions to help **grow and scale your business**.

WWW.PENCILANDCOFFEE.COM



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