

Leveraging LinkedIn

Multi-channel marketing has grown exponentially in the last few years. Whether your company is publishing content on your social channels or growing your B2B marketing, it's likely you're missing one key component. Metrics.

In my position here at Adobe as a Search Marketing Manager, one of my responsibilities is helping our customers harness better ways to pinpoint reaching their audience. But not in the broad sense. Instead, we've developed a multi-channel perspective which dovetails targeting your customers with deep analytics.

For instance, what drives my passions in customer acquisition is by leveraging LinkedIn marketing opportunities. If you're targeting B2B scenarios, there's no better channel than LinkedIn. But why? It starts by an all-out-assault identifying your target customer. Then developing creative such as meaningful text and graphics to develop engagement. Lastly, the icing on the cake is delivering enormous value in your offer.

Remember, LinkedIn is the granddaddy networking site for professionals. From IT to fortune 500 companies, your prospective buyers are spending more time than ever before using LinkedIn to network, market and grow their businesses. However, there's three mistakes too many marketers make when building LinkedIn campaigns. It's the lack of fully integrating a consistent approach to customer profiling, creative themes and then evaluating performance.

Consistency isn't rocket science. Although it's often a common theme I see within many campaigns. For example, a robust LinkedIn marketing effort needs to begin with a dissection who your target market is besides the usual mantra 'everyone.' In fact, one of the problems I see with poorly structured campaigns is little to no investment in hard data on the target audience.

To illustrate my point, let's use an Adobe case study. Recently we were tasked to help a corporate customer develop a LinkedIn campaign. Our first step was to create a profile target which included not only top companies with more than 500 employees but also senior managers along with geo-targeting parameters. Essentially, we built the perfect target profile while filtering out segments that would never convert into buyers of our customer's product.

Once our market was defined, the creative elements fell into place as our team collaborated to plan a 90-minute workshop offering. The offer was simple yet effective for one reason. We knew our market which were senior brand executives struggling to grow their digital marketing platforms. Therefore, by developing a free 90-minute workshop offer, we were able to deliver an increase of opt-ins by 90% over three quarters.

Despite the initial success of our campaign, we were able to further improve their performance of workshop attendee opt-ins by enhancing both the text and graphic creative in our offer. But don't overlook the mission-critical part of our proven formula. Much of the heavy lifting is done by analyzing the metrics of impressions, engagement as well as the content of the target landing pages. One of the reasons this campaign was so successful is in how we monitored engagement.

Leveraging LinkedIn requires the methodical management of engagement analysis. At one point during this campaign, we were able to pinpoint the factors causing a decreased response by evaluating the performance of specific versions of our landing pages. Then we updated our campaigns accordingly for improved ROI.

Amplifying your LinkedIn marketing requires a commitment to metrics which drive response. The secret is using your analytics data to leverage your engagement.