



6 AWESOME

LinkedIn Content Strategy Examples

(And Why They Work)



Hays Talent Solutions
1,812 followers
3w

Request your copy of our What Workers Want report to find how out to remove the roadblocks and improve your applicant journey



What Workers Want 2018
cloud.email.hays.com

Hays serves up multiple types of assets to meet that need head on. With every click, users know they will likely learn something new and be able to integrate into their staffing and workplace management practices.

WHY IT WORKS

Through its Hays Talent Solutions showcase page, Hays uses LinkedIn as a **content hub**. LinkedIn users aren't on the hunt for content that helps pass the time or clickbait that's mildly entertaining. These are B2B professionals wanting their workdays to be more efficient and their companies more successful.



ADOBE

Adobe is at the forefront of its industry, so its ideas matter. As a provider of digital media platforms and creative marketing software, Adobe's services have an array of uses.

Its LinkedIn profile mirrors this breadth of services with social content that is, at times, branded, educational, research-driven, graphical, collaborative, motivational and more.

Audiences beyond the traditional B2B persona may find their posts insightful, and that's what Adobe tries to focus on: **content that's interesting**, as opposed to content that's conspicuously calculated for lead generation.



Adobe

1,121,312 followers

5d

Everyone has a story to tell. See how technology can help students explore their creativity & foster a hunger to **#KeepLearning**: <https://adobe.ly/2Ndy90P>



Sparking Creativity in Classrooms Around the World | Adobe Blog
theblog.adobe.com





MAILCHIMP

Sure, LinkedIn's a B2B platform, but **audience engagement is audience engagement**. That's what MailChimp's LinkedIn content strategy proves with each post.

A short, auto-play video here, a photographic mashup of employees in MailChimp sweaters there, and you start to forget you're on LinkedIn, not Instagram.




By transferring over the visual marketing practices of a platform like Instagram or even Snapchat, MailChimp successfully **strikes a balance between professional and cheerful**.





MailChimp
44,177 followers
3mo

"Once we installed the pop-up form, we were getting 3, 4, 5 new email addresses a day, and that helped us grow our customer list really quickly," the team at Highway Robbery says. Learn how they did it: <http://expi.co/01mXHW>



People buy them they like them they get excited about them they tell other people about them.

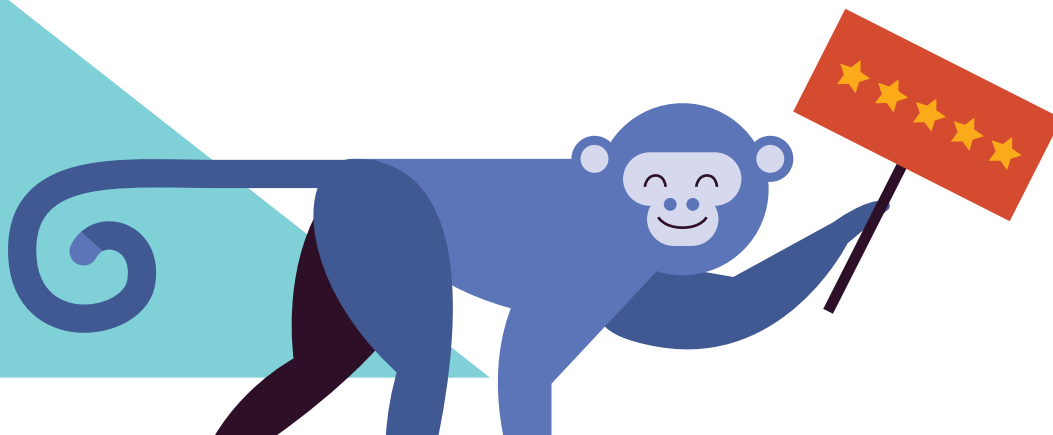
WHY IT WORKS

MailChimp weaves in video testimonials and written case studies to its LinkedIn publishing schedule, providing followers with real-life takeaways on the benefits of their services.

So, not only do readers gain a better understanding of MailChimp products and the added trust conferred from a testimonial, but they also obtain a **strong sense of the company's personality and values.**

Though LinkedIn is often a repository for industry opinions and longer form content — especially LinkedIn Pulse — it doesn't have to be.

Short videos with subtitles, custom illustrations for feature images and simple animations also have a purpose on LinkedIn, and MailChimp shows us how.



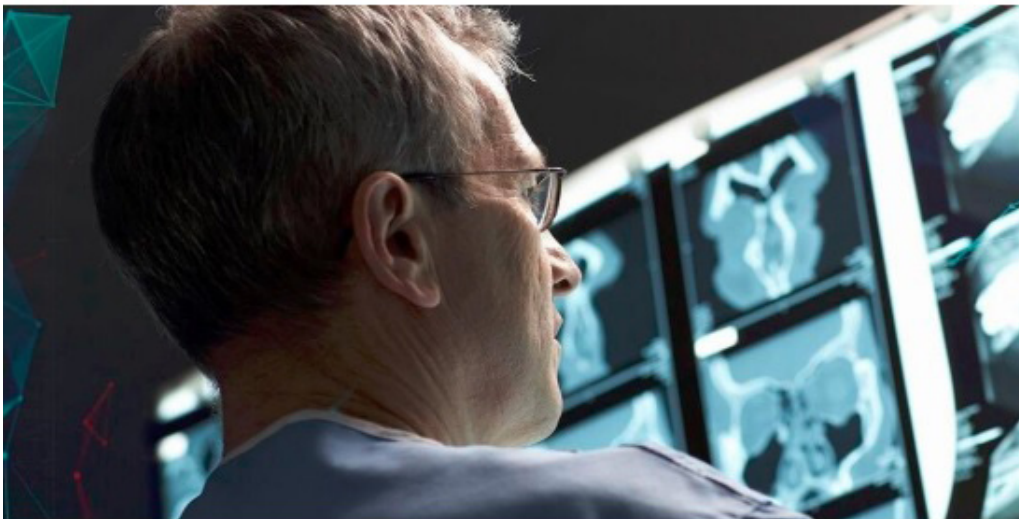


Amazon Web Services

935,563 followers

1d

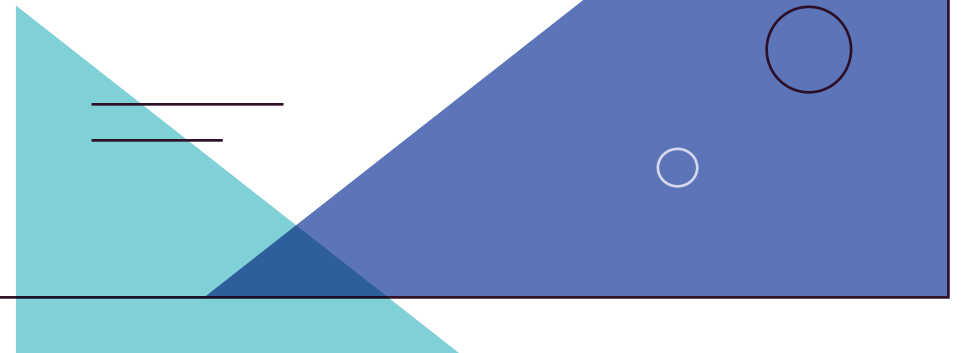
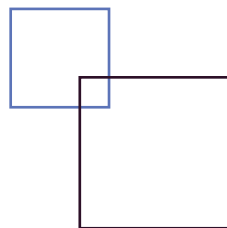
As AI becomes common across every industry, partnerships are becoming the next launch pad for innovation. Learn how GE Healthcare, Intuit & more innovate with machine learning on AWS. <https://amzn.to/2OyWGdq>



WHY IT WORKS

Each of AWS's LinkedIn posts is effectively a mini case study on how impactful its technology is and the ways it is being utilized.

By elaborating and offering examples on the latest tech, such as machine learning and artificial intelligence, AWS co-opts part of the larger conversation around these topics. And by inputting their own expertise and use cases, they position themselves on LinkedIn as a **go-to resource for timely content on important tech developments.**



HUBSPOT

We'd be remiss if we didn't touch on LinkedIn Ads, the targeted, self-service advertising suite that businesses use to complement their organic LinkedIn efforts.

In 2016 and 2017, HubSpot began experimenting more with paid social ads, and they uncovered a number of key findings that helped them better budget for the future. Those included:



9 percent conversion rate through LinkedIn Sponsored Content compared to about **2.5 percent** through Google search.



\$90 per LinkedIn lead versus **\$125** per Google Ads (formerly AdWords) lead.



Fill Your Funnel

Generate leads from LinkedIn with HubSpot's free guide.

From: HubSpot

Go To URL: <http://www.hubspot.com/how-to-generate-leads-using->



Get Leads From LinkedIn

Use HubSpot's free guide and generate leads from LinkedIn starting today.

From: HubSpot

Go To URL: <http://www.hubspot.com/how-to-generate-leads-using->

CPCs for LinkedIn ads are higher than search and other social ads, but for B2B companies, the payoff is there in the form of lower cost per lead (highly qualified lead, at that).



Online Marketing Software

More Leads. More Customers. See
HubSpot's All-In-One Marketing Software!

From: HubSpot

Go To URL: <http://go.hubspot.com/ppc-demo/?source=hspd-linkedin->

WHY IT WORKS

As the numbers show, social ads for targeted audiences can generate **stronger ROI** than even some forms of organic content; that's the nature of operating on a more niche platform with user groups that are homed in on what they specifically desire.

In the case of HubSpot, it knew its audience overlapped substantially with LinkedIn marketers, so placing text ads directly in front of B2B users was a no-brainer.

Being a marketing organization itself, HubSpot was likely able to leverage tons of its own customer data to better craft the ad creative for maximum impact.

This example highlights the necessity of using the full spectrum of LinkedIn's offerings to more fully stand out from other business users. It also underscores how effective the platform can be in generating leads at scale.





WHY IT WORKS

Deloitte is the largest professional services network in the world, with roughly \$40 billion in annual revenue. Its expertise in consulting business leaders and advising enterprises is put on display on LinkedIn, which is precisely the platform to do so.

When your primary offering to customers is a somewhat nebulous service like “consulting,” it can be difficult to speak plainly, to show results, to convince others of your inherent value. But Deloitte — irrespective of its existing brand image and name recognition — uses LinkedIn as a tool for fleshing out its messaging and reinforcing what it brings to the table.

By scanning the company's LinkedIn content, you immediately get the idea that it is abreast of business trends, has predictions for the future and employs experts who have something to offer customers of all stripes. Moreover, because **senior executives and decision-makers prefer quick, visual content, Deloitte formats its posts to cater specifically to this audience.**



CONCLUSION

In many ways, LinkedIn is a more precise platform than other social channels. Its demographic user base and intent is more homogenous, meaning its users — who on average spend only 17 minutes a month on LinkedIn — log on with more commercial intent relative to other social platforms.

Even if the initial goal of a user is networking, information-gathering or engaging with content, the underlying motive is to **advance professional and organizational objectives**, either now or at some point in the future.

What can be learned from the above content strategies, and **how will your team refine your LinkedIn marketing moving forward?**





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