



**Taking your Business to New Heights**

# Marketing Workshop

Presented by Jeff Sesol CEO Pull the Chute

Guest Presenter: Tracy Davison - CEO Network in Action Nashville



Welcome to the Pull the Chute - Taking your Business to New Heights Marketing Workshop. We are excited you chose to be part of this event and we hope you walk away having learned a few marketing skills that will help you take your business to new heights. This workbook is designed to help you answer the questions and develop thoughts and ideas to implement into your business.

Marketing cannot be taken lightly and is the foundation to your success. Building your brand, and having a clear and succinct messaging are the key to who you are, and what makes you different from everyone else. As a reminder, since 2021 over 15 million people have started some type of business. There is a ton of competition out there, what is going to make you stand out from the rest. Your Marketing is the answer.

Remember the story of Walt Disney, his approach was to be bold and do things that didn't fit the norm. He did things because no one ever told him he couldn't. Don't be afraid to step out and be different. As of June 2023 there are over 64 million influencers on Instagram. As of 2022 that and estimated market size of \$16.4 billion, and estimate \$21.1 billion in 2023. All because they never let anyone tell them they couldn't. A couple additional stats 61% of people will trust an influencer's recommendation and 38% of the people will trust branded social media content.

Don't be afraid to try things, some will fail, some may become huge successes, but you'll never know if you don't try. Remember no matter what you try your brand and your messaging need to be consistent. It is the key to building your brand and your business.

Thank you for attending. We are always here if you have questions or want to discuss ideas or opportunities, don't hesitate to reach out.

Sincerely,  
Jeff and the Pull the Chute Team

Jeff - [jeff@pullthechute.net](mailto:jeff@pullthechute.net) - 615-572-9500



## **Brand Discovery Questionnaire**

The first step in crafting your brand identity / website, is really to understand your business, your customers and your story. So, before we get started, please help by answering the following questions:

### **Brand Positioning**

1. What is your business about?
2. What problem do you solve for your customers?
3. Who are your 3 main competitors (direct or indirect)? What do you like about their presence? What do you dislike about their visual identity?
4. How do you think you are currently perceived by the industry/ your customers? How is this different from how you would like to be perceived?
5. When you think about your solutions for business and enterprise, what comes to your mind? The industry may have a standard way of thinking about this, but what is your way?
6. Share 5 adjectives or words that best describe your company.



### **Point of Difference**

7. What about your background/ product/ service sets you apart from your competitors? What is your key point of difference? Why should your prospects buy from you or engage with you?

8. What would you say is your clear competitive advantage?

9. If your company could only stand for one thing, what would that be?

### **Defining the Target Market**

10. Describe your ideal customer.

11. What industry verticals do you most want to reach? List which ones you are currently working in/ want to keep, as well as new verticals that you would like to break into.

12. Are there any customers or markets that you want to avoid? Why?

13. What is the primary message that you want to convey to your customers?



14. Share 5 adjectives or words that best describe your ideal customer.

**Brand Identity**

15. What is the purpose behind this exercise? Why now?

16. If you have an existing brand/identity, why do you want to change it?

17. Do you have specific guidelines (do's and don'ts) about the messaging or brand identity? Anything that you want to avoid or steer clear of?

18. Please share 3 links of brands who inspire you. What do you like best about them?

19. Please share 3 brands/logos that you thought were weak, and what made you feel that way.

20. Using 5 adjectives or short phrases, describe your brand's desired look and feel.



# PULL THE CHUTE

grow your people, grow your company

## Marketing Plan Worksheet

### Introduction

Briefly describe your business environment, including: current conditions; brief business history; recent business activities; sales/performance history; market share; and major customers.

Describe your company's vision for the future.

How do you wish to be perceived by your current and potential customers?

What are some of your company's specific goals and objectives that can be achieved through this marketing plan? (summarize)

Short-Term

Long-Term

Describe your marketing approach to help you achieve your company goals. (summarize)

### Company Profile

Products and/or Services

What specific products and/or services do you currently offer?

How much revenue was generated by each product and/or service during the past year?



What advantages do your product and/or service have over the competition (unique features, expertise, patents, training/experience, etc.)?

What are the drawbacks or perceived weaknesses of your product and/or service?

List the specific features of your product and/or service?

What benefits do these product and/or service features give your customers?

### **Price**

What are the prices of your product and/or service?

What is your current product and/or service mark-up (dollars and/or percent)?

Do your prices cover costs and leave a desirable margin of profit?

How do these prices compare with your competition?

Are your prices in line with what your potential customers are willing/able to pay?

Are your prices in line with your desired image?

### **Distribution**

What are your methods of selling/distributing your product?

Where are your products and/or services currently being bought and sold?



How accessible are your products and/or services to your potential customers?

### **Promotion**

Through what channels are your product and/or service currently being advertised/promoted?

How much was spent on advertising/promotion last year (broken down)?

How successful has your advertising/promotions been?

How did you measure and evaluate your advertising/promotions?

### **Market Analysis**

#### **Customers & Target Markets**

Describe your current customers.

What market segments (categories) can your current customers be grouped into?

What are the demographics (For Individuals: sex, age, education, income, residential status, family status, profession, etc. – For Businesses: years in business, annual revenue, number of employees, products/services sold, etc.) and psychographics (personal tastes/needs, preferences, buying habits, lifestyle, etc.) of your current customers?

What is your market area (i.e. the specific region, area, territory where you currently sell your product and/or service - neighborhood, city/town, county, region, state, continent, global)?





Who are potential customers for your product and/or service in your market area?

Do these prospective customers differ from your current customers?

If so, what are the demographics (For Individuals: sex, age, education, income, residential status, family status, profession, etc. – For Businesses: years in business, annual revenue, number of employees, products/services sold, etc.) and psychographics (personal tastes, preferences, buying habits, lifestyle, etc.) of your potential customers?

Why do or would your current/potential customers purchase your types of products/services?

What qualities do your current/potential customers look for when purchasing these product and/or service (price, product quality, product features, geography, image, etc.)?

Where do your current/potential customers presently go to purchase these products/services?

How much will your current/potential customers spend this year (plus any historical trends) on your type of products?

How do your current/potential customers learn about your types of products/services?

### **Competition**

Who are your leading direct competitors?

How many years have they been in business?



What products/services do they offer?

What is their estimated market share?

How do they compare to your business in terms of price, quality, service, personnel, reputation, brand recognition, and marketing approach?

Who are your leading indirect competitors?

How many years have they been in business?

What products/services do they offer?

How do they compare to you in terms of price, quality, service, brand recognition, and marketing approach?

### **Opportunities & Obstacles**

What opportunities exist to attract new customers in your current market?

What opportunities exist to attract new customers in new market areas?

What opportunities exist to increase sales to your current customers?

What obstacles exist to attract new customers in your current market?

What obstacles exist to attract new customers in new market areas?

What obstacles exist to increase sales to your current customers?



### **Marketing Objectives, Strategies & Tactics**

Repeat section for each customer segment.

What goals/objectives do you hope to accomplish through your marketing efforts? (i.e. Increase customers in your current market area? Increase sales to your current customers in your current market area? Increase customers in new market areas?)

What do you wish to relay to your existing/potential customers through your marketing?

Within what length of time do you hope to achieve your goals/objectives?

Describe your marketing mix (i.e., How much of your marketing efforts will focus on developing new products/services or enhancing existing product and/or service features? Altering the price? Changing your location or distribution channels? Improving your promotion/advertising? Adjusting the size/skills of your customer service/sales force?).

What specific types of changes are you planning to make? Why?

How will these changes be introduced to your existing and potential customers?

How do you expect your customers to react to these changes?



### **Implementation**

What tasks will need to be completed prior to launching your marketing campaign?

What tasks will need to be undertaken in support of your marketing campaign?

What is your schedule/timeline for carrying through each step of your marketing campaign (from preparation to evaluation)?

Who will be responsible for directing and evaluating your marketing campaign and what will their duties be?

Who will be assisting in your marketing campaign and what will their respective duties entail?

### **Marketing Budget**

What percent of your net sales will be spent implementing your marketing strategy?

What are the specific costs associated with your marketing strategy (amount towards Ads, Social Media, Public Relations, Email Campaigns, direct mail, radio, etc.)?

How much of your marketing budget will be spent on each product and/or service?

How much of your marketing budget will be spent on each of your target markets?



### **Projected Outcomes & Sales Forecasts**

How are your total sales expected to be affected by this marketing strategy (i.e. what percentage increase)?

How are the sales of each of your products/services expected to be affected by this marketing strategy?

How are your sales expected to be affected in each of your market areas?

What result (in sales) is each component of your promotional strategy expected to produce (public relations, direct mail, radio, etc.)?

### **Evaluation & Measurement**

How will you measure the impact of your marketing strategy?

How often will you evaluate and reassess your marketing plan and marketing strategy?



## **The 5 Key Elements of an Effective Marketing Strategy?**

### **1. Branding**

To achieve long-term and consistent success, branding is the first step to focus on. Begin by understanding long-term goals, identifying the organization's strengths and weaknesses, and determining what makes the business unique. Furthermore, utilize this knowledge to create a distinct brand identity for the business: Incorporate elements such as a unique logo, carefully selected colors, fonts, messaging, a consistent tone of voice, and clear brand values. Implementing branding across all marketing channels fosters brand recognition, establishes credibility, and builds trust with the target audience.

### **2. Target Market**

Secondly, it is crucial to identify and understand the target market for effective marketing. This is because a target market can help businesses concentrate their marketing efforts on customers who are more likely to make purchases. To find one's target market, begin by conducting research and analyzing the demographics, psychographics, and behaviors of an organization's ideal customers. By defining the target market, one can customize marketing efforts to align with their needs, preferences, and pain points.

### **3. Clear Value Proposition**

To differentiate the product or service from competitors, develop a compelling value proposition. The value proposition should answer the question: "Why should customers choose your offering?" Describe how the product fills a specific need, outline its additional benefits, and why it surpasses similar products.

### **4. Multichannel Marketing Plan**

Multichannel marketing is a highly effective approach for marketing for business. This strategy involves utilizing various channels, such as social media marketing, advertising, direct mail, emails, and text messages. With multichannel marketing, customers have the freedom to choose and subscribe to their preferred communication channels. This strategy not only enhances brand visibility but also facilitates engagement with customers at different stages of their journey. Furthermore, it allows businesses to maximize their overall reach, ensuring a wider audience is reached through diverse channels.

### **5. Marketing Measurement and Analytics**

Lastly, effective marketing strategies necessitate continuous measurement and analysis to achieve a greater Return on Investment (ROI). This approach aids in tracking performance and making data-driven decisions. Key Performance Indicators (KPIs), such as traffic, conversion rates, and customer acquisition cost, offer insights into the effectiveness of marketing.



Furthermore, leveraging these KPIs can identify successful tactics, optimize strategies, and allocate resources efficiently. Consequently, this leads to more informed marketing decisions that yield a higher ROI.

### **How Can Businesses Measure the Success of Their Marketing Efforts?**

To measure the success of marketing for business, identify specific KPIs that align with marketing objectives. Here are some key KPIs that businesses can measure to assess the success of their marketing efforts:

#### **ROI**

Measure the revenue or profit generated from marketing activities and compare it to the cost incurred, providing insights into the profitability and efficiency of the investment.

#### **Cost Per Lead**

Determine the amount of money spent to acquire each lead, indicating the financial effectiveness of marketing campaigns in terms of lead generation.

#### **Customer Lifetime Value**

Predict the net profit attributed to the entire relationship with a customer over their lifetime, helping businesses understand the long-term value and profitability of their customer base.

#### **Conversion Rate**

Calculate the percentage of website visitors or leads who take the desired action, such as making a purchase or completing a form, indicating the effectiveness of converting prospects into customers.

#### **Website Traffic**

Track the number of visitors actively accessing a website, providing insights into the level of engagement, visibility, and reach of the website among its target audience

### **What are the Latest Marketing Trends for Businesses?**

#### **LinkedIn**

As the world's largest professional network, LinkedIn generates leads 227% more effectively than Facebook and Twitter, so it's an essential platform for your business when it comes to marketing. Your page should offer ample opportunities for prospective customers to learn more about your brand and the people who work there, as well as engage with relevant content.

#### **Authentic Long-Form Content**



Instead of solely prioritizing short and superficial content, businesses realize the significance of offering comprehensive and insightful resources. This includes content such as blog posts, e-books, videos, and podcasts that deliver value and in-depth information to the audience. Moreover, creating long-form content can help establish expertise and foster trust with the target audience.

### **Short-Form Video Content**

Short-form video content has gained significant popularity as a marketing trend. With the rise of platforms such as TikTok, Instagram Reels, and YouTube Shorts, businesses are leveraging these platforms to create engaging and visually appealing videos that capture the attention of their target audience. Furthermore, utilizing short-form videos can allow a business to showcase its brand personality and establish a connection with its audience.

### **Chatbots**

With the rise of Artificial Intelligence (AI), chatbots have become an increasingly prevalent trend in marketing for businesses. These AI-powered virtual assistants are developed to simulate human-like conversations, delivering instant and personalized responses to user queries. Additionally, chatbots can be seamlessly integrated into websites, messaging apps, or social media platforms. Furthermore, the ultimate aim of chatbots is to enable businesses to enhance customer satisfaction by automating customer interactions, offering 24/7 support, and streamlining the overall customer experience.

### **What are Some Common Marketing Mistakes That Businesses Should Avoid?**

#### **Ignoring Email and SMS Marketing Opportunities**

Email and SMS marketing channels provide direct and personalized communication with customers, allowing businesses to nurture relationships, promote offers, and drive conversions.

#### **Not Utilizing Social Media**

Failing to establish a strong social media presence can result in missed opportunities to engage with potential customers, share valuable content, and drive traffic to the business website.

#### **Overlooking Proofreading**

Careless spelling or grammatical errors in marketing materials can damage the credibility and professionalism of a business.





### **Not Prioritizing SEO Best Practices**

Ignoring SEO best practices, such as optimizing website structure, using relevant keywords, and creating quality content, can lower search engine results in visibility.

### **Quantity Over Quality**

Overemphasizing the production of a high volume of marketing content without ensuring quality and relevance can prove counterproductive. Prioritizing quality over quantity is crucial, as businesses should strive to create valuable and engaging content that resonates with the target audience.



## The Foundation of Social Media Marketing

### Before You Get Started on Social Media

I have seven questions I would like to ask you as we begin our journey together. It's my hope that they'll stir in you a realization of the critical nature of this course for your business success.

**Do you have a content marketing strategy that is clearly documented?** If you don't, then you may be missing the majority of your opportunities to increase your revenue through this method.

**Do you have different content for each stage of the Buyer's Journey?** You can think of it this way: The Buyer's Journey is a "map" that helps you understand the "journey" that a buyer goes through before they make a purchase. There are 3 main stages: Benefits of Ownership, Objections to Ownership, and Vendor Selection. Each stage of the journey requires a different marketing and sales approach, and therefore, a different social media approach.

In the Benefits of Ownership (sometimes referred to as Awareness) stage, a prospect has a specific need but is unaware of your company and the benefits you provide to meet their need. In this phase, you'll want to lean heavily on educational content.

In the Objections to Ownership (Consideration) stage, the prospect is now aware of your presence and the benefits you offer, but various objections now enter the picture such as price, selection, timing of the purchase, financing, etc. You'll want to overcome these objections through the use of marketing material such as expert courses, eBooks, case studies, live demos, comparison white papers, webinars, and videos.

In the Vendor Selection (Decision) stage, the prospect is trying to decide between you and your competitors. The number one way to compel a prospect to contact you is through a compelling CTA (Call to Action). Use testimonials, trial offers, comparisons against competitors, free reports, Idea Guides, and possibly coupons or discounts when appropriate.

**To what extent does your content target the hot button issues of your prospects?**

"Hot buttons" are essential to understand how to grow a business. They are the key considerations that customers think about when they process whether or not they should buy your product or service. Here are some example hot buttons:

For a mechanic, the hot button issue is trust.

For a coach or consultant, the hot button issue is results.



For a pizza delivery company, the hot button issue is speed.

For an auto parts supply company, the hot button issue is having a broad selection.

**Can you describe your sales cycle? What's the usual Buyer's Journey?** You'll not only want to understand the Benefits (Awareness), Objections (Consideration), and Vendor (Decision) stages, but also the typical timeframe for each stage.

What are your goals for your content, besides making sales? You might think that's all you need. However, when you see the possibilities, you'll be so pleased that there's always more that you can achieve. Perhaps you want:

To be known as the source of innovative ideas.

To have clients respect you at a deeper level.

To become the trusted authority for your profession

To be known as a business of the highest integrity.

To be known as the experts in your industry.

To get people to share your information and thereby generate referrals.

There are many other strategic objectives you might consider. The point is that if you're not thinking this through, and deliberately building strategy into all your tactics, then your tactics will not maximize on the opportunity you are presented with. However, if you systematically build in 4 or 5 strategic objectives each time, your tactics work harder for you and you get massive influence.

**What are the hot button issues in your target market? What keeps your prospects awake at night? What problems, frustrations, questions and concerns keep coming up?** If you aren't sure what those are, you can ask your customers, your front line sales staff, your receptionist, and your customer support division for their input.

Finally,

**What's your Market Dominating Position?** A Market Dominating Position is basically a distinctive advantage targeting the hot buttons of your market. This is the foundational element of marketing. It's the "position you take" that allows you to dominate the market so that your business is the natural or logical first choice for buyers. This will need to be clearly and carefully articulated in your content marketing assets.



## **You Can't Do It All**

What follows are the exact steps you need to take to roll out an effective content marketing initiative for your business. Be aware that you won't be able to do it by yourself. You'll need help.

You'll need to understand your approximate budget for a comprehensive content marketing initiative before you can decide how to move forward.

If you're a small business on a limited budget, then a single individual with dedicated time might be able to tackle this for you. Alternately, a digital agency might help you.

If you're a larger business, a small team of people might be necessary to be effective. You might need a Marketing Manager to oversee the project. You'll also need a writer, an editor, a designer, and a publishing coordinator (aka Social Media Manager).

Yes, in a bigger business, one person could do 2 or 3 jobs, but certainly not all 5 jobs, or at least not effectively. It's possible to outsource some of the roles, but there are still costs for production and design. You also need to take into account the time and expense that you'll incur for testing ideas. All marketing involves testing, and some content promotions will outperform others, but you won't know which ones work until you test.

We will show you the exact questions you need to ask, in the right order, to both find the breakthroughs and the actions that need to be taken.

You'll learn the steps to perfect implementation.

You'll be able to create a plan that will actually bring you results.

And if you're not able to do the work yourself, you'll have the necessary knowledge to hold others accountable. Talk to your business coach about whether this information is right for you and your business. If you're going to ask your business coach or consultant or marketing team member to help you implement a winning social media program, you'll now have a playbook so everyone can remain on the right track.



## **How to Create Your Company Story on Social Media Platforms**

Having a compelling company story is imperative for content marketing. Why? Because people often care more about the “why” behind your product or service more than “what” you're selling. Stories enchant people and you must captivate your audience in this attention-deficit culture.

Ask Yourself:

1. What's your company story?
2. What's your mission?
3. What do you stand for?
4. What do you stand against?
5. To what extent does your story make you stand out?
6. Do your stories elicit an emotional response from your prospects?
7. Do your stories involve conflict and resolution?
8. Do you have (or need) different stories that match each phase of the Buyer's Journey?

As a reminder, in the Benefits (Awareness) stage, a prospect may be unaware of your company and your ability to meet their need. In this phase, you'll want to lean heavily on educational content.

In the Objection (Consideration) stage, the prospect is now aware of how you can meet their need and your presence, and their research into all their options for a solution begins. You'll want to use marketing material such as expert courses, eBooks, case studies, live demos, comparison white papers, webinars and videos.

In the Vendor (Decision) stage, the prospect is trying to decide between you and your competitors. The number one way to grow is through a compelling CTA (Call to Action). Use testimonials, trial offers, comparisons against competitors, reports, Idea Guides and possibly coupons or discounts.



### **Keys to Effective Implementation**

1. Write down your company story.
2. Ensure that your mission is clearly seen in the story.
3. Examine the story to determine if there's a way to make it elicit a stronger emotional response from the readers.
4. Review the story again to see if you can increase the conflict which will make the resolution even more satisfying.
5. If you have or need different stories that match each phase of the Buyer's Journey, write the title of the subject of each of these areas.

### **Creating Your Fantastic Ideas to Post on Social Media**

Even the highest level of creative people run out of ideas... unless they have a process to consistently generate new ideas.

Ask Yourself:

1. What's your process to consistently produce high-quality content ideas?
2. Around which elements of your buyer persona could you develop content?
3. What are the major changes that are upcoming in your company in the next 12 months?
4. Have you done a competitive analysis to see which of their content gets the most attention (that you could learn from and possibly replicate)?
5. Which of your content that performed well in the recent past could you use to produce similar or complementary content?
6. What questions do your prospects ask that you could create content around?
7. What ideas could you come up with using suggested keyword tools?

### **Keys to Effective Implementation:**

1. Brainstorm new ideas. (Write out ideas that come to you or brainstorm in a small group of people, preferably at a regularly scheduled time.)
2. Document your idea creation process.
3. Are there significant upcoming changes in your company that will require additional content to be created?



4. Write down a selection of topics that you could create content around.
5. With that list, compare it to the hot buttons for your prospects and see which of your ideas should be the most popular.
6. Take time to examine the performance of past content to see what performed well. Use Google Analytics or your own dashboards for this insight. If you don't have analytics set up, make it part of the agenda (more on Analytics toward the end of this course).
7. Write down your final plan.

### **Designing Your Social Media Roadmap**

Ask Yourself:

1. What's your strategy for developing and deploying long-term content?
2. Do you have a written plan?
3. To what extent is the written plan followed?
4. Have you developed your buyer personas?
5. Are you satisfied with the buyer personas that you have developed?
6. Have you created a specific and realistic journey for your ideal buyers to follow?

### **Keys to Effective Implementation:**

1. Create a written plan if you don't have one.
  - a. Set marketing goals. Make sure they are SMART goals -- Specific, Measureable, Attainable, Relevant, Timely.
  - b. Identify buyer personas in detail.
  - c. Determine how you will develop and distribute content.
2. Make a list of your company's content assets and initiatives.
  - a. Organize the content so you can easily find it—Stage of the Buyer's Journey, Type of content, Topic, Title, File location.
  - b. Create a Spreadsheet of these so they are easily located. You can then organize the content by campaigns or special events so you know which content goes into which campaign.
3. Identify the Buyer's Journey for your ideal customers and buyer personas.



4. Continue to develop your own plan. See the Sample Content Planning Worksheet that comes with this program as an example of how you might organize your plan.

### **Your Process for Developing Market-Dominating, Competition-Crushing Content**

Ask Yourself:

1. Do you have a specific and written process in your company for creating content? (Timelines, editing procedures, publishing procedures)
2. How effective is your process?
3. How might it be improved?

### **Keys to Effective Implementation:**

1. Content ideas must be generated, then they have to be written, then edited, then designed, then published, and every step of the process must be managed. Assign team members to each role (some team members may fill multiple roles, but will likely not do every role very well.)
2. According to your budget and level of aggressiveness, plan a minimum of 2-3 content offers per quarter, organized by the stages of your prospect's Buyer's Journey.
3. Create a process to ensure that the content is SEO optimized, delivered on time, and with no mistakes. Focus on quality over quantity.
4. Identify the channels where you will publish your content.
5. Identify how you will drive traffic to your new content.
6. Analyze results (Google Analytics).

Consider researching free tools. Use our Resource section for suggestions.

### **How You Can Turn One Email into Multiple Social Media Posts**

What does it mean to repurpose content and why would you want to? Repurposing content means that you're finding new ways to recycle your best content so that you can make the most of your past efforts to reach new people, or reach the same people in different ways. Some people love video while others like guides or reports.

Ask Yourself:

1. Do you have an effective plan to repurpose content across multiple platforms?





2. To what extent is your plan to repurpose content effective?

**Keys to Effective Implementation:**

1. Understand your available options for repurposing content. Check out our Resource section for ideas:
2. Access the list of content that you developed in your Content Development Strategy.
3. For each piece of content, write out 2-5 ideas as to how it can be repurposed.
4. Document your plan to publish the repurposed content. When you do so, consider best practices:
  - a. Wait at least 2 weeks,
  - b. Change the headline,
  - c. Include a call to action,
  - d. Publish only the top performers,
  - e. Link back to your website,
  - f. Use canonical tags for repurposed content,
  - g. “NoIndex” the repurposed content.

**How to Get Your Social Media Posts In Front of Your Ideal Clients**

Now that you have your content, how will you promote it so that the right people see it in the right places? Will you use Native ads on Facebook or LinkedIn? Will you use advertorials? Will you reach out to influencers in the market? Will you guest post on someone’s blog? Or perhaps get media coverage through local or national media outlets?

Ask Yourself:

1. Do you have an effective content promotion strategy?
2. If so, explain it.



### **Keys to Effective Implementation:**

1. Understand your available options detailing how you can effectively promote content. Use our suggested template in our Resource section.
2. Decide how you will promote each piece of content (paid vs native) and to what extent you will promote it.
3. Schedule a promotion plan using a calendar.
4. Continue to monitor and analyze results (see the next section).

### **How to Measure Engagement Of Your Social Media Activity**

Why is it important to analyze and measure the performance of your content? Simply speaking, if you don't, you won't know what's working. You won't know what produces results. This is called "spray and pray" marketing, and you'll be throwing away money, month after month with no accountability.

Ask Yourself:

1. Do you have a plan to analyze and measure the performance of your content?
2. What metrics are you tracking? (Areas you can track and measure are brand awareness, engagement, lead generation, conversion and sales, customer loyalty and retention, website performance.)
3. What is the ROI of your total content marketing efforts? (Include employee costs, technical costs, and advertising costs.)
4. How does this compare to paid marketing/advertising initiatives?

### **Keys to Effective Implementation:**

1. Decide on the metrics you want to track. A few of the many options are:
  - a. Number, Source, and Location of leads
  - b. Time on pages
  - c. Bounce rates
  - d. Mobile vs desktop
  - e. Email open rates
  - f. CTR (Click Through Rate)
  - g. Sales (Overall, Per Channel, Per Content Piece)



- h. Popularity of content (blog posts, videos, shares, comments, CTR, etc.)
2. Establish SMART goals for your metrics.
3. Create tracking URLs with UTM parameters using Google's URL builder found at <https://ga-dev-tools.appspot.com/campaign-url-builder/>.
4. Keep your Monthly Marketing Report updated. Consider templates for reporting such as those found in our Resource section.
5. Draw conclusions from the reports and update goals as appropriate.
6. Draw conclusions from the reports and update goals as appropriate.

Allow me to add a final plea for sanity. If you attempt to do this on your own, please take the time to track and measure your results. If you do, you'll optimize your profits. If you don't, you'll throw away your money. And by all means, if you hire someone like your business coach to do this for you, demand to see your monthly reports. Without accountability, you won't get the results that you deserve.

### **Now That You're Crushing the Competition With Your Social Media Engagement, In What Other Areas of Your Business Can You Also Dominate?**

It's not too hard to see that you could easily grow your business by 3% to 5% or even much more by implementing this one simple area. Now imagine the impact you'll see if you multiplied your efforts over different areas of business growth. Content Marketing is just one facet of Internet Marketing. And Internet Marketing is just one of the dozens of areas of impact in which true business growth professionals are trained to help you.

If you found this course helpful and you appreciated the quality of the questions, then consider the possibilities if you were to have someone help you find breakthroughs across these additional areas:

- Market Dominating Position
- Strategy
- Trust, Expertise, Education
- Policies & Procedures
- Leads
- Alliances & Joint Ventures
- Referral Systems
- Internet Marketing



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- Publicity & PR
- Direct Mail
- Advertising
- Compelling Offer
- Scripts
- Sales Team
- Initial Close Rate
- Follow-up Close Rate
- More Appointments
- Down-sell
- Back end
- Reactivate Former Customers
- Increase Frequency of Purchases
- Increase Price
- Up-sell and Cross-sell
- Increase Longevity of the Buying Relationship
- Drip Campaign
- Bundling Products and Services
- Cost Cutting

Because each of these areas requires special training and a unique skill set, enlisting the help of your business coach typically produces a high return on your investment. They can guide you with the right steps to take, at the right time. Reach out to your coach to have a conversation about how they can help you implement the ideas that you've learned in this lesson.



Additional information to help you get  
the most out of your Marketing effort  
when it comes to Websites, Social  
Media and LinkedIn

## What does Product Marketing Do?

Successful product marketing drives sales. But what exactly is product marketing, and what does product marketing *do*?



Despite its necessity and ubiquity, many business owners aren't sure how to answer this question. While a quick Google query brings up a host of articles about how to use product marketing, very few pieces start from the ground up.

→ [Download Now: Free Product Marketing Kit \[Free Templates\]](#)

Why? Because product marketing is one of the few job functions that touches product, marketing, *and sales*. It all comes down to knowing the target customer and finding ways to learn more about them and how best to interact with them.

### What does product marketing do?

Product marketing is the process of facilitating a product's journey to market.

This includes deciding the product's positioning and messaging, launching the product, and



ensuring salespeople and customers understand it.

Product marketing aims to drive the demand and usage of the product.

## **The Basics of Product Marketing**

Product marketing doesn't stop once the product has gone to market. Instead, product marketing is an ongoing process that helps products succeed both immediately and over time. Here's a look at the basics of product marketing.

The first step involves creating a strategic plan. Inbound marketing can help define the scope of this plan with a focus on attracting your audience and turning them into loyal customers that advocate for your product.

Next, you create a story for your product. This includes defining buyer personas and clearly identifying what your product does, why it matters, and how it can specifically help your target audience.

Finally, product marketing focuses on long-term success. In practice, this means regularly revisiting product marketing strategies to ensure steady sales over time.

## **Starting Strong: Act, Engage, Delight**



As noted above, inbound marketing can help kickstart your product marketing efforts. One useful framework for this process is Attract, Engage, and Delight.

### **Attract**

Attract is all about getting attention. Common tools include ads, videos, blogs, or social media posts that help your brand stand out from the crowd and capture consumer interest.

### **Engage**

Engage focuses on getting prospective consumers to interact with your brand. This might include strategies such as email marketing and tools such as chatbots. Engagement also looks to identify and manage potential lead sources.

### **Delight**

Delight is the stage that keeps customers coming back.

This could include automation tools or smart content creation that delivers a tailored experience to users where, when, and how they want it, in turn helping your brand stand out from the crowd.



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## Finding Focus: Tell Your Story

A great product means nothing if it doesn't get the attention of the people who would benefit from it. As a result, it's critical to define, write, and then tell your story to the world. To find your story focus, start with a few simple questions:

*Who is the audience for this product?*

*How (and where) are you reaching them?*

*What audience need does your product address?*

*What sets you apart from the competition?*

Answering these questions provides the basis for your product story, which lets you create messaging that reliably captures audience attention.

## Digging In: Seven Critical Steps in Effective Product Marketing

Once marketers understand their target audience and the need they're serving, product marketing can begin in earnest. Here are seven steps to help streamline the process.

### 1. Product Research

A helpful and well-made product isn't made in a vacuum, and it also isn't marketed in one.

In the weeks and months before a product launch, product marketers work with the product's developers to test the product both internally and externally through controlled beta environments.

### 2. Product Story

Products are also brought to market in the form of a story.

What problem does the product solve? Who's facing this problem? How does it solve this problem? What does it do that competitors don't?

### 3. Product-Focused Content

Product marketing's next step is at the desks of the content creators.

Here, product marketers may create and A/B test various marketing copy, blog content, case studies, and landing pages on their website — all dedicated to describing the product.

### 4. Product Launch Plan

No product marketing team is complete without a written launch plan, spelling out every last stage of the [marketing process](#) and who's responsible at each point.

### 5. Product Launch Meeting





When the product is launched, everyone involved meets the day it's rolled out.

Much like a rocket launch, this is the product marketer's finest hour — it's the climax of a product marketing campaign.

## 6. Community Engagement

As product marketing generates enough buzz around the product within the industry, it's common for the marketing team to capitalize on what the market is saying about them.

This includes reaching out to partners, influencers, and existing customers for commentary.

## 7. Sales Enablement

As a product is being prepared for the marketplace, the sales team is waiting in the wings to develop a sales strategy around this new business opportunity.

It's the product marketing team's job to meet with sales staff before, during, and after the product is rolled out to the public.

This ensures the messaging created for this product is consistent through to the first sales call.

With all of this in mind, you may be wondering what exactly a product marketer has to do to see these projects to completion. Let's dive into it.

## **Promoting Your Product with a Plan**

Product marketing isn't a one-and-done process. Instead, it's a series of steps that help capture audience attention, tell your brand story, and keep customers coming back.

In practice, effective product marketing requires continual effort from marketers, sales teams, and managers to ensure that the right audience is hearing the right story at the right time.

Put simply? To see success, start with a plan and stay the course with a long-term product marketing strategy.



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## Social Media Strategy Template

### Goal Setting

When establishing the goals you are working towards and the key performance indicators (KPIs) that you will track for your social media campaign, it is important to consider the objectives of your business and overall marketing strategy.

### Setting S.M.A.R.T. Goals

SMART, which stands for Specific, Measurable, Attainable, Relevant, and Time-bound, is a methodology that helps you establish concrete and achievable goals.

#### Goal 1

<b>Goal</b>	<i>Increase website traffic by 25% through social media referrals within the first 90 days of the campaign.</i>
<b>Specific</b>	<i>The goal clearly states what needs to be achieved.</i>
<b>Measurable</b>	<i>The goal can be quantified by measuring the percentage increase in website traffic.</i>
<b>Attainable</b>	<i>A 25% increase in website traffic through social media referrals is achievable considering past performance and optimization potential.</i>
<b>Relevant</b>	<i>The goal is relevant to the social media campaign's objective of driving website traffic.</i>
<b>Time-bound</b>	<i>The goal has a specific time frame of 90 days, providing a clear deadline for achieving the increase in website traffic.</i>

#### Goal 2

<b>Goal</b>	<i>Increase brand awareness by achieving 10,000 impressions on our campaign hashtag within the next 30 days.</i>
<b>Specific</b>	<i>The goal focuses on increasing a specific metric (brand awareness) through a specific metric (achieving 10,00 impressions on the campaign hashtag).</i>
<b>Measurable</b>	<i>The goal includes a quantifiable metric (10,000 hashtag impressions) which can be measured using social media analytics tools.</i>



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<b>Attainable</b>	<i>The goal of achieving 10,000 hashtag impressions is realistic and attainable based on the campaign's estimated reach and audience size.</i>
<b>Relevant</b>	<i>Increasing brand awareness aligns with the social media campaign's objective and is relevant to overarching marketing goals.</i>
<b>Time-bound</b>	<i>The goal has a clear timeframe of 30 days, providing a specific deadline for achieving the targeted number of hashtag impressions.</i>

## Determine KPIs

Key Performance Indicators (KPIs) are quantifiable metrics you'll use to gauge your strategy's success. Examples: Number of website visits that came from social profiles Number of followers or subscribers gained Number of newsletter sign-ups Number of shares per post Number of comments received per post.

	<b>Key Performance Indicator</b>	<b>Target Metric</b>	<b>Tracking Frequency</b>
<b>KPI 1</b>	<i>e.g., Reach or number of unique users reached</i>	<i>e.g., 500,000 unique users reached during the campaign period</i>	<i>e.g., Monthly</i>
<b>KPI 2</b>	<i>e.g., Engagement or likes, comments, and shares</i>	<i>e.g., 5,000 likes, comments, and shares combined during the campaign period</i>	<i>e.g., Weekly</i>
<b>KPI 3</b>	<i>e.g., Click-Through-Rate (CTR) or percentage of clicks on links</i>	<i>e.g., 3% of total audience clicks on campaign CTA link during the campaign period</i>	<i>e.g., Weekly</i>
<b>KPI 4</b>	<i>e.g., Return on Ad Spend (ROAS) or revenue generated per dollar spent on social media advertising</i>	<i>e.g., 400% ROAS, or \$4 generated for every \$1 spent on ads during the campaign period</i>	<i>e.g., Bi-Weekly</i>
<b>KPI 5</b>	<i>e.g., Follower Growth or increase in total social media followers</i>	<i>e.g., Gain 1,000 new followers during the campaign period</i>	<i>e.g., Monthly</i>



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## Audience and Competition

Developing a deep understanding of your audience and competition can help you lay a strong foundation for a strategic and impactful social media campaign that captures attention and fosters meaningful brand engagement.

## Target Audience Identification

Your target audience's demographics, beliefs, hobbies, and goals should stay top of mind throughout your campaign. These prompts can help you get a sense of who your content is for.

### Persona 1

<b>Persona Name</b>	<i>Create a fictional name that represents this persona.</i>
<b>Gender</b>	<i>Helps personalize content and improve ad targeting for relevancy and resonance.</i>
<b>Location</b>	<i>Targets specific regions for localized campaigns and audience relevance.</i>
<b>Occupation</b>	<i>Tailors content to align with professional interests and needs.</i>
<b>Annual Income</b>	<i>Determines affordability and buying behavior for more effective targeting and messaging.</i>
<b>Interests and Hobbies</b>	<i>Helps craft compelling content and engagement strategies.</i>
<b>Preferred Social Media Platform</b>	<i>Targets where audience spends most of their digital time for more effective reach.</i>
<b>Frequency of Social Media Usage</b>	<i>Optimizes timing and frequency of content publication.</i>
<b>Pain Points and Challenges</b>	<i>As related to your product or offering.</i>
<b>Content Preferences</b>	<i>What type of content do they engage with? What is their preferred tone and style of their preferred content?</i>
<b>Purchase Behavior</b>	<i>What factors influence their buying decisions? What other industries or brands do they purchase from?</i>



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## Competitor Research

Researching the competition can teach you about what works and what doesn't, or give you inspiration when you run into creative blocks. Try to get into the competitor's mind and ask yourself why they made certain social media decisions. Choose three competitor brands to analyze with these prompts.

### Competitor 1

<b>Competitor Name</b>	<i>Name of the competitor being researched.</i>
<b>Social Media Platforms</b>	<i>List and/or link to the social media platforms where the competitor has a presence.</i>
<b>Follower Count</b>	<i>Number of followers or subscribers on each platform.</i>
<b>Types of Content</b>	<i>e.g., images, videos, or blog posts</i>
<b>Frequency of Posting</b>	<i>e.g., daily, weekly, etc.</i>
<b>Audience Demographics</b>	<i>General information about the competitor's core audience demographics.</i>
<b>Top Performing Content</b>	<i>List examples of their most engaging or most viral posts; analyze common themes or elements in successful content.</i>
<b>Influencer Collaborations</b>	<i>List any applicable partnerships or brand ambassadors.</i>
<b>Opportunities and Threats</b>	<i>Highlight potential opportunities and threads based on competitor's social media activities.</i>
<b>Key Takeaways</b>	<i>Summarize your learnings and lessons learned from competitor research.</i>

### Competitor 2

<b>Competitor Name</b>	<i>Name of the competitor being researched.</i>
<b>Social Media</b>	<i>List and/or link to the social media platforms where the competitor</i>



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<b>Platforms</b>	<i>has a presence.</i>
<b>Follower Count</b>	<i>Number of followers or subscribers on each platform.</i>
<b>Types of Content</b>	<i>e.g., images, videos, or blog posts</i>
<b>Frequency of Posting</b>	<i>e.g., daily, weekly, etc.</i>
<b>Audience Demographics</b>	<i>General information about the competitor's core audience demographics.</i>
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<b>Influencer Collaborations</b>	<i>List any applicable partnerships or brand ambassadors.</i>
<b>Opportunities and Threats</b>	<i>Highlight potential opportunities and threads based on competitor's social media activities.</i>
<b>Key Takeaways</b>	<i>Summarize your learnings and lessons learned from competitor research.</i>

## Competitor 3

<b>Competitor Name</b>	<i>Name of the competitor being researched.</i>
<b>Social Media Platforms</b>	<i>List and/or link to the social media platforms where the competitor has a presence.</i>
<b>Follower Count</b>	<i>Number of followers or subscribers on each platform.</i>
<b>Types of Content</b>	<i>e.g., images, videos, or blog posts</i>
<b>Frequency of Posting</b>	<i>e.g., daily, weekly, etc.</i>
<b>Audience Demographics</b>	<i>General information about the competitor's core audience demographics.</i>
<b>Top Performing</b>	<i>List examples of their most engaging or most viral posts; analyze</i>



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<b>Content</b>	<i>common themes or elements in successful content.</i>
<b>Influencer Collaborations</b>	<i>List any applicable partnerships or brand ambassadors.</i>
<b>Opportunities and Threats</b>	<i>Highlight potential opportunities and threads based on competitor's social media activities.</i>
<b>Key Takeaways</b>	<i>Summarize your learnings and lessons learned from competitor research.</i>



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## Selecting the Right Platforms

In an age where a new social media platform seems to pop up around every corner, it can be challenging to determine where your brand needs to be active and visible. Selecting the right social media platforms for your brand (and campaign) is vital to maximize reach and impact. Consider your target audience, available resources, and competitor's presence as you determine which platforms you are willing and able to leverage.

### Platform 1

<b>Platform Name</b>	<i>Name of the platform you are considering for the campaign.</i>
<b>Audience</b>	<i>How does this platform align with or serve your target audience?</i>
<b>Key Features</b>	<i>What are the main features and strengths of this platform?</i>
<b>Purpose</b>	<i>How will this platform align with your campaign objectives?</i>
<b>Types of Content</b>	<i>What types of content will you be publishing on this platform? e.g., images, videos, blog posts, etc.</i>
<b>Content Frequency</b>	<i>How often will you publish content on this platform?</i>
<b>Campaign KPIs</b>	<i>What KPIs will you be tracking on this platform?</i>
<b>Current Data</b>	<i>List the current metrics for any relevant KPIs as well as the date they were captured.</i>

### Platform 2

<b>Platform Name</b>	<i>Name of the platform you are considering for the campaign.</i>
<b>Audience</b>	<i>How does this platform align with or serve your target audience?</i>
<b>Key Features</b>	<i>What are the main features and strengths of this platform?</i>
<b>Purpose</b>	<i>How will this platform align with your campaign objectives?</i>
<b>Types of Content</b>	<i>What types of content will you be publishing on this platform? e.g., images, videos, blog posts, etc.</i>





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<b>Content Frequency</b>	<i>How often will you publish content on this platform?</i>
<b>Campaign KPIs</b>	<i>What KPIs will you be tracking on this platform?</i>
<b>Current Data</b>	<i>List the current metrics for any relevant KPIs as well as the date they were captured</i>

## Determining Your Content Strategy

Creating a well-defined content strategy is a fundamental step in any successful social media campaign. This process involves developing a deep understanding of your target audience's preferences, needs, and challenges. An informed content strategy lays the foundation for delivering valuable content that not only captures user attention but also drives meaningful connection and brand engagement.

### Theme 1

<b>Description</b>	<i>Briefly describe the content theme and its relevance to the campaign.</i>
<b>Target Audience</b>	<i>Specify the personas or audience segment this theme addresses.</i>
<b>Campaign Objectives</b>	<i>How will this content theme contribute to achieving a specific campaign goal?</i>
<b>Platform</b>	<i>Which platforms will see the most success with content related to this theme?</i>
<b>Content Types</b>	<i>Identify the types of content suitable for this theme.</i>
<b>Call to Action (CTA)</b>	<i>Specify the desired action or goal for each content piece.</i>

### Theme 2

<b>Description</b>	<i>Briefly describe the content theme and its relevance to the campaign.</i>
<b>Target Audience</b>	<i>Specify the personas or audience segment this theme addresses.</i>
<b>Campaign Objectives</b>	<i>How will this content theme contribute to achieving a specific campaign goal?</i>



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<b>Platform</b>	<i>Which platforms will see the most success with content related to this theme?</i>
<b>Content Types</b>	<i>Identify the types of content suitable for this theme.</i>
<b>Call to Action (CTA)</b>	<i>Specify the desired action or goal for each content piece.</i>

## Theme 3

<b>Description</b>	<i>Briefly describe the content theme and its relevance to the campaign.</i>
<b>Target Audience</b>	<i>Specify the personas or audience segment this theme addresses.</i>
<b>Campaign Objectives</b>	<i>How will this content theme contribute to achieving a specific campaign goal?</i>
<b>Platform</b>	<i>Which platforms will see the most success with content related to this theme?</i>
<b>Content Types</b>	<i>Identify the types of content suitable for this theme.</i>
<b>Call to Action (CTA)</b>	<i>Specify the desired action or goal for each content piece.</i>

## Theme 4

<b>Description</b>	<i>Briefly describe the content theme and its relevance to the campaign.</i>
<b>Target Audience</b>	<i>Specify the personas or audience segment this theme addresses.</i>
<b>Campaign Objectives</b>	<i>How will this content theme contribute to achieving a specific campaign goal?</i>
<b>Platform</b>	<i>Which platforms will see the most success with content related to this theme?</i>
<b>Content Types</b>	<i>Identify the types of content suitable for this theme.</i>
<b>Call to Action (CTA)</b>	<i>Specify the desired action or goal for each content piece.</i>



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## Engagement and Community Management

Community engagement and management strategies are essential pillars of a successful social media strategy. By prioritizing engagement and community building, brands are able to foster brand advocacy, improve customer retention and loyalty, and foster a positive brand reputation.

### Engagement and Moderation Strategies

<b>Content Interactions</b>	<i>Define your planned approach for handling likes, comments, and shares. Be sure to plan for how you will respond to questions, comments, and feedback—both positive and negative.</i>
<b>Comment Moderation</b>	<i>Plan for addressing conflicts or negative comments in a way that aligns with your brand tone and business goals.</i>
<b>User Engagement</b>	<i>Outline strategies for how you will encourage content sharing and positive content engagement.</i>
<b>Polls and Surveys</b>	<i>Determine if polls and surveys are relevant to meeting your campaign goals. How will you run them in a way that will improve engagement?</i>
<b>User-Generated Content (UGC)</b>	<i>Establish guidelines for collecting, sharing, and reposting UGC. Determine criteria for approving or rejecting user-generated content.</i>

### Cross-Departmental Collaboration

<b>Customer Service</b>	<i>Coordinate with the customer support team to create a unified response strategy. Foster open communication channels between the social media and customer service teams to share insights, feedback, and trends.</i>
<b>Sales</b>	<i>Collaborate on lead generation strategies to ensure social media interactions align with sales objectives. Share customer insights and feedback gathered from social media interactions to aid sales strategies.</i>
<b>Product Development</b>	<i>Seek input from the product development team on potential content ideas or features that resonate with the audience. Use social media to gather user feedback on existing products or to test new offerings.</i>
<b>Public Relations</b>	<i>Coordinate crisis communication plans to address potential social media crises and reputation management. Leverage social media to</i>



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*amplify PR efforts and engage with media and influencers.*

## Analytics and Measurement

Social media analytics provide a deeper understanding of user behavior and overall campaign impact, enabling brands to make smarter, better-informed decisions about developing content strategies that will resonate with audiences. By using an analytical lens, social media can become a powerful tool for enhancing brand visibility and achieving campaign objectives.

### Social Media Metrics Tracker

Platform	Date Range	Followers	Engagements	Views	CTA CTR
<i>e.g., Facebook</i>	<i>06/01-06/30</i>	<i>1,200 (+200)</i>	<i>10,200 (+34%)</i>	<i>16,200 (+13%)</i>	<i>4.5%</i>

## Social Media Audit

After each campaign (as well as before and during, if you wish), conduct an audit of your social media accounts to track your KPIs and tweak your strategy as necessary.

<b>Timing and Frequency</b>	<i>How often will you conduct a social media audit? (Ex: 1x/month, after each campaign, etc.)</i>
<b>Platforms</b>	<i>Which platforms are performing well for your strategy?</i>
<b>User Engagement</b>	<i>What engagement strategies are working well? How quickly are you responding to comments, messages, and other inquiries?</i>
<b>Successful Content</b>	<i>What types of content are working based on your campaign's KPIs?</i>
<b>Unsuccessful Content</b>	<i>What types of content are underperforming based on your campaign's KPIs?</i>



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<b>Top Performing Posts</b>	<i>What are the top-performing posts from your most recent campaign?</i>
<b>Emerging Trends and Opportunities</b>	<i>Are there any emerging social media trends or features that you should consider leveraging moving forward in your strategy?</i>



# The Beginner's Guide to LinkedIn Marketing & Networking

## How to use LinkedIn for Business and Marketing

Did you know LinkedIn has over [774 million](#) users across the globe? This metric alone makes the platform one of the top social networks today.

Is your business using LinkedIn to its fullest potential to improve brand awareness, build your network, boost leads and conversions, and increase revenue? With new social networks sprouting up constantly, LinkedIn is a platform that's often underutilized. The truth is, LinkedIn can be a powerful addition to your social media content strategy.

This guide is chock full of LinkedIn tips you can begin implementing immediately to help you learn how to use the platform to improve brand awareness, share your marketing content, and grow your business.

## How to Use LinkedIn

- Customize your public Profile URL.

- Add a LinkedIn background photo to your Profile.

- Add, remove, and rearrange sections of your Profile.

- Optimize your LinkedIn Profile for the search engines.

- Become a service provider on LinkedIn.

- Take advantage of the blog and website links on your LinkedIn Profile.

- Check your Network Updates (or share your own).

- Be identifiable.

- Check out who's viewed your LinkedIn Profile.

- Design all aspects of your LinkedIn page.

1. Customize your public Profile URL.



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Make your Profile look more professional, and easier to share, by [customizing your LinkedIn public Profile URL](#). Instead of a URL with confusing numbers at the end, it will look nice and clean like this:

<http://www.linkedin.com/in/amandazantalwiener>.

You can do this by clicking View Profile and then clicking Edit Public Profile and URL. Here you can change your URL to anything you'd like — such as your first and last name or business name — assuming it hasn't already been taken by another LinkedIn user.


## 2. Add a LinkedIn background photo to your Profile.


Give your LinkedIn Profile a little bit more personality by [adding an on-brand background photo](#). Although one is automatically provided to you, you can update it to showcase your personal brand, special interests, or catch the eyes of hiring managers and recruiters.


LinkedIn recommends a background photo size of [1584 x 396 pixels](#), and it must be a JPG, PNG, or GIF file under 8MB


Add a background ×


---


 **Upload a photo**  
Showcase your personality, interests, work, or team moments

 **Add a custom image**  
Choose an image that captures your interests or personality

  My home office

  Juggling work & family

  Work life balance

  Self-ID for Equity



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### 3. Add, remove, and rearrange sections of your Profile.

You can [edit](#) and [reorder](#) sections of your LinkedIn Profile to highlight specific pieces of information in any way you see fit. When you're in edit mode, simply hover your mouse over the double-sided arrow in each section. Your mouse will turn into a four-arrow icon, at which point you can click, drag, and drop to another position on your Profile.

### 4. Optimize your LinkedIn Profile for the search engines.

[Search engine optimization \(SEO\)](#) isn't limited to blogging — you can also optimize your Profile to get discovered by people searching LinkedIn for key terms you want to be found for. You can add these keywords to various sections of your Profile, such as your headline, your summary, or your work experience.

[Download a free SEO starter pack to learn everything you need to know about optimizing your business' content.](#)

### 5. Become a service provider on LinkedIn.

You can become a service provider on LinkedIn by saying you're open to providing services on your profile.

## LinkedIn Networking Tips

Networking on LinkedIn may feel nerve-wracking, but remember that the worst thing you can hear is the word “no.”

If you're using your personal LinkedIn profile to network with clients, or if you'd simply like to use LinkedIn to network with those in and outside of your industry, use the following tips.

#### 1. Optimize your profile to invite connection requests.

If you want the right people to find you and hit “Connect,” it's essential to optimize your profile and make networking with you as appealing as possible. For that reason, you'll want to:

**Showcase your unique value proposition:** Highlight what sets you apart from others in your field. Share specific accomplishments, quantifiable results, and notable projects — that way, you can demonstrate your expertise.

**Include images and videos:** Make your profile visually appealing and engaging by adding multimedia elements. Text alone can work, but to network more






effectively you'll want a few pictures to do the talking. Videos, presentations, infographics, relevant projects — everything is game.

Optimize your professional headline: Instead of using just your job title, how about highlighting your key skills or the problems you solve? This helps you stand out and piques the interest of potential connections or employers. Have fun with it (but not too much fun!).



**Tristen Taylor**  (She/Her) · 1st

Creating & optimizing content to reach professionals around the  | Associate Marketing Manager in HubSpot Blog

Houston, Texas, United States · [Contact info](#)

[Image Source](#)

## 2. Personalize your connection requests.

By far, the most important thing you can do to network on LinkedIn is personalizing your networking requests.

Instead of sending generic requests, take a moment to write a note for each one. You can mention where and how you met, for instance, or explain your interest in connecting. This personal touch increases the likelihood of your request being accepted.

It sure worked when the young man below sent me a connection request, but I didn't recognize his face! When he explained why he wanted to connect with me, I



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immediately accepted it. It turns out that we were both recipients of the same scholarship.

[REDACTED] · 1st

Aspiring Pracademic|Kindness Connoisseur| Dumbledore-in-training

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MAY 26, 2021



[REDACTED] · 11:52 AM

Hi Ivelisse,

I found you from the Questbridge Network and am a fellow Questie that graduated from UVA. I thought I'd connect! :)

Something important to note is that your connection request message gets converted into an inbox message. This gives you a chance to start a conversation. Consider asking a question or an icebreaker to get people to interact with you after they click “Accept.”

After connecting with someone on LinkedIn, follow up to maintain the relationship. Engage with their content, congratulate them on achievements, or simply reach out to check-in periodically. Networking on LinkedIn isn't just about having hundreds of connections — it's about nurturing each one.

### 3. Engage with other people's LinkedIn posts.

This one could be a bit obvious, but networking on LinkedIn requires interaction. Remember, we're not just trying to have a long list of connections, but have a trackable presence. Interacting with other people's content is one key way to build that presence and meaningfully connect with others.




LinkedIn not only has a feed, but it also sends you a notification when someone in your network has posted or interacted with another post.



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All My posts Mentions

-  **Kyle Denhoff, Amanda Huffman, and 1 other connection** reacted to a post: I am still buzzing from last week. #INBOUND23 was an incredible time to connect with our...  
20h  
1,417 Reactions • 41 Comments
-  **Kyle Denhoff, Dan Tyre, and 1 other connection** reacted to a post: INBOUND Black@INBOUND Community You don't owe me a THING! Our sophomore year of Black@INBOUND was...  
1d  
146 Reactions • 31 Comments
-  **Jana Rumberger, Basha Coleman, and 2 other connections** reacted to a post: I don't usually post on LinkedIn, but I do want to share my first article for the Globe. [https://lnkd.in/e\\_7ccweb](https://lnkd.in/e_7ccweb)  
3d  
18 Reactions • 2 Comments

These are all prime networking opportunities. But I especially love the curated notifications from LinkedIn, because they offer an opportunity to interact with content posted outside of your immediate network.

Plus, if your existing connections are interacting with that person's posts, then chances are that they're a good prospect to add to your network!

Then, it's time to interact, but not to fear: It doesn't have to be too complicated, either. You can regularly engage with posts, articles, and comments on LinkedIn with a simple like or share.





If you're in the mood, you can also leave thoughtful comments, which can more effectively build relationships and increase your visibility within your network. This also demonstrates your expertise and willingness to contribute to discussions.



#### 4. Join and participate in LinkedIn Groups.

Groups ▾ All filters

About 2,370,000 results

-  **Media & Marketing Professionals Worldwide** Join  
965K members  
World's #1 - Largest Group of Media & Marketing Professionals on LinkedIn with over 500,000 professionals from across the globe members of it, for the purpose of networking, sharing knowledge, discuss business...
-  **Telecoms Professionals: IoT, LTE, M2M, 5G, Internet of Things** Join  
889K members  
The group for Telecoms & Media to discuss: IoT, 5g, New Devices & Technology, Mobile, Billing, IPTV, Cloud Computing, LTE, WiMax, Connected TV, Edge Computing, Telecoms Marketing & Advertising, PR, Jobs,...
-  **Cloud Computing, SaaS, Data Centre & Virtualization** Join  
881K members  
A group for Cloud Computing , Data Centre, App, & Virtualization professionals to expand their network of contacts, share idea's and discuss industry related topics. The group covers VMware, SaaS, PaaS, BaaS,...
-  **Brain Expansion Group** Join  
907K members  
Sharing knowledge will expand your brain. Share knowledge on the topic that you are interested. Your post can be related to motivation, technology, renewables, management(marketing, finance, etc.). You are posti...

LinkedIn Groups are a goldmine of networking opportunities. It's so essential that we've mentioned it twice in this post. It's good not just for marketing yourself or your business, but for expanding your network.

The best part is that you can find new networking opportunities based on an affinity or identity — which is much more organized than simply using LinkedIn search (although you should definitely use search).

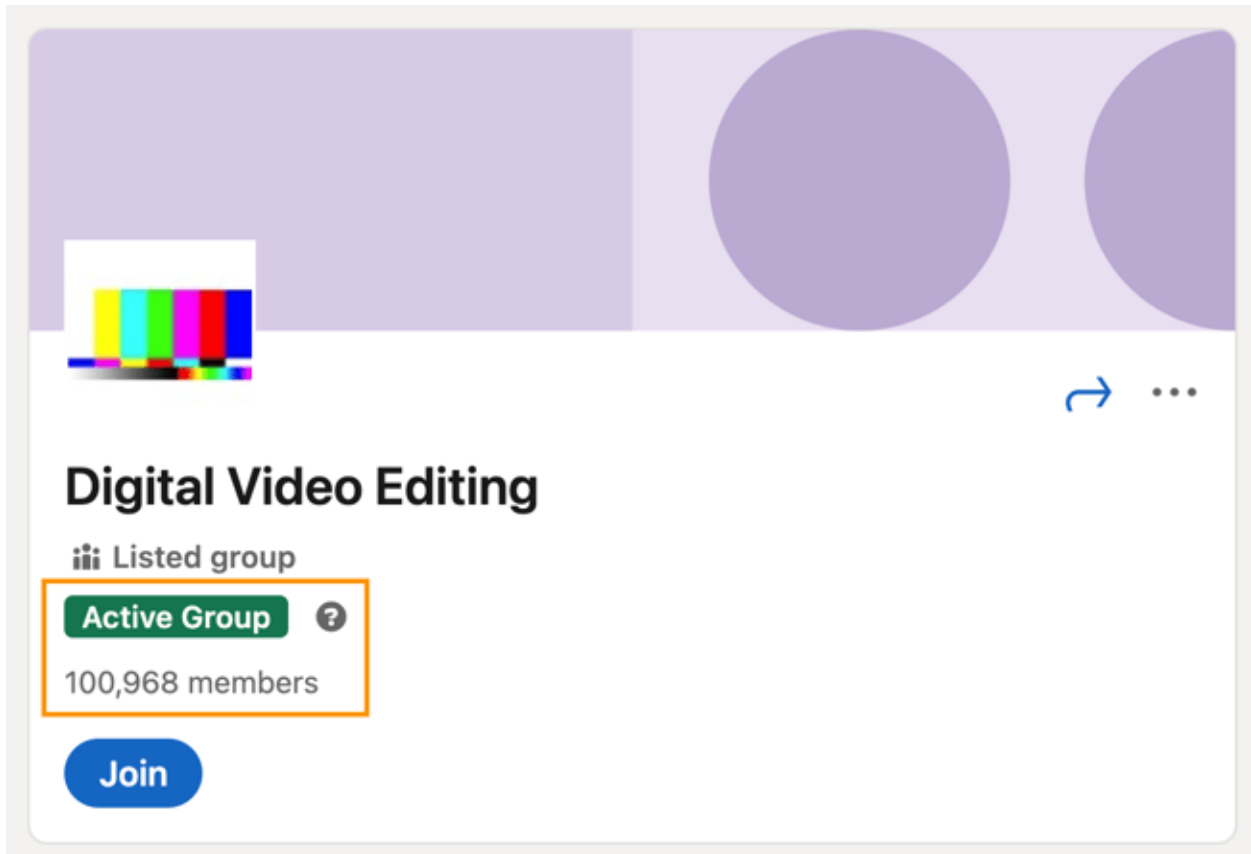
I highly recommend joining relevant LinkedIn groups to connect with like-minded professionals in your industry or field. Now, don't do it willy-nilly; be selective and choose groups that are relevant, or will become relevant in case of a career change.

Also, look for active groups with a significant number of members where the discussions align with your professional interests. If the posts don't interest you, don't clutter your feed with the group's updates.



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There are a few ways to get the most out of LinkedIn groups:

**Start meaningful discussions:** Post thought-provoking questions, share interesting articles or resources, or seek advice from group members

**Share insights and expertise:** Share valuable insights, offer advice, and provide solutions to common challenges in your field

**Scout for potential connections:** Engage with individuals who share similar interests, connect with them, and interact with their content and posts

## 5. Request and give recommendations to other LinkedIn users.

A recommendation is the LinkedIn equivalent of a hug. If you really want to nurture your existing connections — and make it clear that you're a valuable connection — consider giving your past and current colleagues a recommendation, even before they ask for one.




(Plus, that makes it easy to request one later!)

**Recommendations** [Show all pending](#) + ✎


Received **Given**

---

 **Basha Coleman** · 1st  
Senior Marketing Manager 🌱 Organic and AI Content Scientist  
March 16, 2023, Ivelisse worked with Basha on the same team

Heads up: Basha is an SEO content and project management POWERHOUSE. Every project, every challenge, and every task, she tackles with the perfect balance of tactical skill, strategy, and cross-collaboration. After aligning the needs and priorities of several HubSpot stakeholders and teams, she started an entirely new program that now has a dedicated project manager. Plus, she revamped the HubSpot blogs' featured image strategy, improve our click-through-rates and refining our aesthetic in time with a major redesign. An incredible marketer, strategist, and human that we're very lucky to have.

---

 **Kathryn Patterson** · 1st  
User Experience Designer II at The Home Depot  
June 4, 2019, Ivelisse worked with Kathryn on the same team

Kathryn was a phenomenal coworker--not only because of her work ethic, but because of her positive energy and enthusiasm. When she walked in the room, it always brought a smile to my face. Her growth while at Shofur was more than impressive and she was always willing to take up new projects regardless of how difficult they were. She had a way of succeeding through challenges--I don't know how she did it, but it

Now, I can't emphasize the importance of requesting recommendations enough. By getting recommendations from colleagues, clients, or partners you've worked with, you can build credibility — which makes you a valuable addition to any network. That makes it easier for people to click "Connect."

Don't have time to recommend colleagues, or feeling shy about requesting a recommendation? Consider endorsing a colleague's skill on their profile instead. It's simple and easy. It may not be as satisfactory as a hug, but it can be like a pat on the back, and that's enough to keep you top-of-mind.





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## Skills

### Public Speaking



Endorsed by 3 colleagues at InnoLead



Endorsed by 1 people in the last 6 months



11 endorsements

✓ Endorsed

### Adobe Creative Suite



Endorsed by 3 colleagues at InnoLead



6 endorsements

Endorse

### Final Cut Pro

[Image Source](#)

## 6. Send thoughtful direct messages.

Sending direct messages on LinkedIn is one of the best ways to strengthen your existing network. But you have to be strategic about the direct messages you send. They should be thoughtful, have a clear purpose, and make it clear you're genuinely interested in that person.

Make sure your message is personalized, concise, and valuable. Maybe even try to offer something relevant to the person, such as an interesting article or helpful insight.

Direct messages are a uniquely powerful way to nurture your existing network and expand your number of connections. Why? Because it's private, personalized interaction — almost like having a conversation at a professional convention.



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[REDACTED]  
Brand Marketing Director @ Foodics | Food & Restaurant Tech | SaaS

MAR 15



[REDACTED]  
Hi Ivelisse, hope you're doing great.

I'm interested to know more about Historical Optimization. This is my first time to hear about it.

MAR 16



**Ivelisse Rodriguez** · 5:45 PM

Hi Omar! I didn't hear of it either prior to my current role. As a historical optimization manager, I update older content on the HubSpot blog so it continues ranking well in search engines. Really excellent strategy so that your evergreen content continues performing well!

I'll be sure to check out Foodics. I really like the way your blog strategy leverages holidays, awards, and trends such as robotics (which is definitely new to me! But maybe not to a restaurant owner, which is

Plus, thoughtful direct messages help shape your professional brand and reputation on LinkedIn. When you consistently send well-crafted messages that add value, you establish a positive image as a proactive, thoughtful, and valuable connection.

## 7. Use LinkedIn's advanced search features.

Once you've joined groups, perused your notifications, and even looked through your connections' network, it's time to use LinkedIn's advanced search to find more potential connections.

I recommend taking this step once you've sufficiently "warmed" your existing network, or are in need of additional opportunities.





To start an advanced search, simply input a term into LinkedIn's search bar, which will take you to a results page with a wide variety of filters.

The screenshot displays the LinkedIn search interface for the term "marketer". At the top, the LinkedIn logo and search bar are visible, with "marketer" entered. Navigation icons for Home, My Network, Jobs, Messaging, Notifications, and Me are present. Below the search bar, a row of filters includes Jobs, People, Posts, Groups, Products, Schools, Courses, Events, Companies, Services, and All filters. The "Jobs" filter is selected, showing a list of job results. The first job is "Social Media Marketer" at "Wade Marketing" in the "United States (Remote)", posted 8 hours ago. The second job is "Performance Media Marketer (Media Analyst)" at "Whole Foods Market" in "Austin, Texas, United States", posted 6 hours ago, with an "Actively recruiting" badge. The third job is another "Social Media Marketer" at "Wade Marketing" in the "United States (Remote)", also posted 8 hours ago. Each job listing includes a "Save" button. Below the job listings, there is a link to "See all job results in United States". The "People" section is also visible, showing "People who talk about #marketer" with two profile cards: Michelle James and Yawa Degboe.

You'll want to click the "People" bubble so you can see whom you can connect with. From there, you can filter by common connections, location, or current company.



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The screenshot shows the LinkedIn search interface for the term "marketer". At the top, there is a search bar with "in" and "marketer" entered. Navigation icons for Home, My Network, Jobs, Messaging, and Notifications are visible. Below the search bar, there are filter buttons: "People" (selected), "Connections", "Locations", "Current company", and "All filters". The search results show "About 769,000 results". A promotional banner for Sales Navigator is displayed, stating "Ivelisse, you're missing out on 190K+ decision makers in your search for 'marketer'. See them in Sales Navigator." and "Try Sales Navigator for \$0". Below this, four profile cards are shown, each with a profile picture, name, title, location, and a "Connect" or "Follow" button. The profiles are: Hannah McCabe (Integrated Campaigns & Content Marketer, Greater Boston), Marirose George (Growth Marketer at Chainlink Labs, Atlanta, GA), Kayla Alexander (Digital Marketer | Digital Guest Experience at IHG, Atlanta, GA), and Brandon Doty (Growth Marketer, Atlanta Metropolitan Area).

If you click “All filters,” you can go even further, filtering people by alma mater, industry, or even whom they follow (which is handy for finding those with common interests!). All of this enables you to strategically connect with like-minded professionals.

## 8. Use LinkedIn’s “Open to” feature.

If you want to network on LinkedIn specifically for the purpose of finding new job opportunities, hires, or clients, enable the “Open to” feature.

Under your profile headline, tap “Open to,” then tap your preferred option. You have three:



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**Finding a new job:** This places an “Open to work” banner on your image.

**Hiring:** If you’re a recruiter, you can use this option to signal you’re hiring.

**Providing services:** This places a banner in your profile that showcases the services you’re providing.

Atlanta Metropolitan Area · [Contact info](#)

500+ connections

Open to

Add profile section

More

**Finding a new job**

Show recruiters and others that you’re open to work

**Hiring**

Share that you’re hiring and attract qualified candidates

**Providing services**

Showcase services you offer so new clients can discover you

Not only is this useful for advertising your services directly to your network, it also allows new clients to find you via LinkedIn Search. Voila — more networking opportunities right at your doorstep with business potential, too.

## 9. Publish valuable content on your LinkedIn profile.

While most successful networking entails you interacting with others, you’ll also want to provide that opportunity for others by posting content.

That not only allows your network to interact with you, it also allows you to share your expertise — strengthening your LinkedIn brand and positioning you as a thought leader.

Plus, it can help you broaden your reach. Your posts have the potential to go beyond your immediate network through LinkedIn’s algorithm and content discovery features.



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This means that your valuable insights can resonate with a wider audience, attracting new connections. For instance, when my colleague liked the below post, it showed up on my feed, even though I don't follow the original poster.

A screenshot of a LinkedIn post. At the top, it says "Basha Coleman likes this" with a small profile picture and a close button. The post is by "Samantha McKenna • 2nd", identified as "Founder @ #samsales | Sales + LinkedIn + Linked..." with a "+ Follow" button. The post text discusses improving travel policies for employees. It lists two ways: "Expense access directly through their airline of choice" and "Expense access via paying for their annual cc fee like a Chase Sapphire or Amex Platinum". It also mentions morale benefits and a selfish reason (free drinks, food, WiFi). The post has a "#samsales" hashtag, is liked by "Basha Coleman and 1,910 others", and has "179 comments • 23 reposts". At the bottom are icons for "Like", "Comment", "Repost", and "Send".

Basha Coleman likes this

**Samantha McKenna** • 2nd  
Founder @ #samsales | Sales + LinkedIn + Linked...  
5d • 🌐 [+ Follow](#)

If you're confident your employee will be traveling at least four times a year, please improve your travel policy to give them access to airport lounges.

Easiest way:

Expense access directly through their airline of choice

Expense access via paying for their annual cc fee like a Chase Sapphire or Amex Platinum

Not only will you boost their morale by having access, but you'll give them an easy spot to rest, work, read, and decompress from being on the road, and infinitely healthier food to access.

Need a selfish reason? Between free drinks, free food, and free WiFi, odds are high you'll save the company money to boot.

[#samsales](#)

Basha Coleman and 1,910 others 179 comments • 23 reposts

Like Comment Repost Send

If you post valuable content, you can increase your chances of showing up in users' feeds and earning a follow or a connection request.

10. Read or participate in LinkedIn collaborative articles.


All collaborative articles / Content Management / Writing

## How can you develop your writing skills for the future?


Powered by AI and the LinkedIn community

Writing is a valuable skill that can help you communicate effectively, express your ideas, and advance your career. However, writing is also a dynamic and evolving practice that requires constant learning and improvement. How can you develop your writing skills for the future? Here are some tips and strategies to help you become a better writer in the digital age.

**Share your insights alongside other invited experts**  
Scroll to add your perspective to any article section

 **Earn a Community Top Voice badge**  
Add to collaborative articles to get recognized for your expertise on your profile. [Learn more](#)

Start a contribution

 See what others are saying ↓

LinkedIn has recently rolled out something called “[collaborative articles](#),” where you can post your insights on a pre-written article generated by AI.

The ability to contribute has been made available to a limited number of users by invitation, but you can always read collaborative articles to find new networking opportunities.



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## Practice regularly and diversely

Another essential way to develop your writing skills is to write as often as you can, and in different formats and contexts. Writing regularly helps you build your confidence, creativity, and fluency. Writing diversely helps you adapt your writing to different purposes, audiences, and platforms. For example, you can write a blog post, a social media caption, a personal journal, a business email, a short story, or a review. You can also experiment with different genres, tones, and formats, such as narrative, persuasive, descriptive, or informative writing. The more you write, the more you discover your strengths and weaknesses, and the more you learn from your mistakes and feedback.



Add your perspective



**Jonathan Corrales** ✨ Leading distributed software teams to dev...

One thing I've found helpful is reading, writing, and editing every day. One session per activity.

I read books in print (easier on my eyes), so I can annotate 'em. I pay attention to sentence structure, word choice, a...see more

👍 Like - 🗨️ 14 ...



**Constantin Weiss** ✨ Leading to Automation | 37,000+ Follower | ...

keep going - never stop - try different styles until you find your way of confidence.

I have 2 "faces" on LinkedIn - the posting face - which I love writing my own stories inspired by other friends (lea...see more

👍 Like - 🗨️ 3 ...

See more contributions

You can like contributions and access each contributor's profile. From there, you can easily send a personalized connection request and start a conversation. This feature is currently in beta, but I hope it gets fully rolled out in the next year.

Now that you know how to use LinkedIn and how to expand your network, let's learn how to market yourself or your business on the social media platform.

## How to Market on LinkedIn

Use Saved Searches and Search Alerts in LinkedIn Recruiter.

List job opportunities and recruit new talent with LinkedIn's job postings.

Take advantage of LinkedIn Endorsements.

Use Open Profile to send messages to people you're not connected to.

Export connections.

Customize your Connections to grow your professional network.





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Join LinkedIn Groups.

Create your own LinkedIn Group.

Communicate with your LinkedIn Group.

Share your LinkedIn status updates on other platforms.

Leverage @mentions in your status updates.

Create LinkedIn Showcase Pages.

Post company status updates and target them.

Experiment with LinkedIn Sponsored Content & Native Ads.

Share content through LinkedIn's publishing platform.

Add a Page Follow button to your website.

Analyze your LinkedIn marketing performance.

## 1. Use Saved Searches and Search Alerts in LinkedIn Recruiter.

If you use [LinkedIn Recruiter](#), you can use [Saved Searches](#) to save your search criteria – if you're marketing job opportunities via LinkedIn, this is a great addition to your tool belt.

With the feature, you can save as many searches as you want and receive alerts when new candidates match your filter refinements and criteria. You can elect to receive [daily or weekly search alerts](#) from the system about relevant results via the Recruiter homepage.



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editorial in United States  
6,142 results

**Multimedia Journalist**  
WZMQ-TV 19 CBS  
Marquette, MI (On-site)  
Actively recruiting  
Promoted · Easy Apply

**Showroom Administrator**  
Wallin Search Group  
Hyannis, MA (On-site)  
\$60K/yr - \$70K/yr · 401(k), +6 benefits  
Actively recruiting  
Promoted · 11 applicants · Easy Apply

**Editorial Operations Manager, CNN Underscored**  
CNN  
New York, NY (On-site)  
\$94K/yr - \$175K/yr · Medical, +1 benefit  
10 school alumni work here

**Multimedia Journalist**  
WZMQ-TV 19 CBS · Marquette, MI (On-site)  
Full-time  
11-50 employees  
See how you compare to 11 applicants  
Skills: Reporting, Broadcast Journalis

Easy Apply Save

**Meet the hiring team**  
Brian Trauring · 3rd  
Executive Vice President at Lilly |  
Job poster · LinkedIn member since 2

**About the job**  
The Upper Peninsula of Michigan offers a

2. List job opportunities and recruit new talent with LinkedIn's job postings.

And speaking of your business' open job opportunities, don't forget to add and market your new positions on the [LinkedIn Jobs](#) page.

Here, candidates can learn about your business and openings by searching for specific keywords such as job title, industry, location, salary, experience level, and more.







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**Posting a free job just became easier**  
Rated #1 in increasing quality of hire.<sup>1</sup>


Job title 


Company


 

 This company is already posting jobs with LinkedIn. To post a job for this company, please contact your internal recruiting team.

Workplace type

You can now choose hybrid as a workplace type. 

Job location 

### 3. Take advantage of LinkedIn Endorsements.

LinkedIn offers a feature called [Endorsements](#) — this allows you to recognize people you work with by endorsing their skills.

You can promote and endorse the skills of the people you work closest with to help refer them for other work, make their Profiles more impressive, show your support, and more.

Or, as mentioned, you can use this to nurture your existing network.



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## Skills

### Public Speaking



Endorsed by 3 colleagues at InnoLead



Endorsed by 1 people in the last 6 months



11 endorsements

✓ Endorsed

### Adobe Creative Suite



Endorsed by 3 colleagues at InnoLead



6 endorsements

Endorse

### Final Cut Pro

#### 4. Use Open Profile to send messages to people you're not connected to.

To branch out and make new connections with potential partners, customers, and other industry leaders, you might want to send them a personalized message.

With the exception of fellow [LinkedIn Group](#) members, the platform only allows you to send messages to people with whom you share a first-degree connection. But did you know some people let you send them messages anyway, even if you're not connected?

Here's how that works: The ability to be part of the [Open Profile](#) network is only available to [Premium](#) account holders, but it allows those users to be available for messaging by any other LinkedIn member regardless of membership type.

Additionally, there are options for sending messages to those with whom you're not yet connected, similar to sending a request to connect with a note (though we don't recommend overusing this technique). Additionally, if you have a premium account, you can use [InMail](#).

#### 5. Export connections.

Now, it's no secret that you can use the connections you make on LinkedIn to drive traffic to your site and grow your base of paying customers. [Exporting your](#)

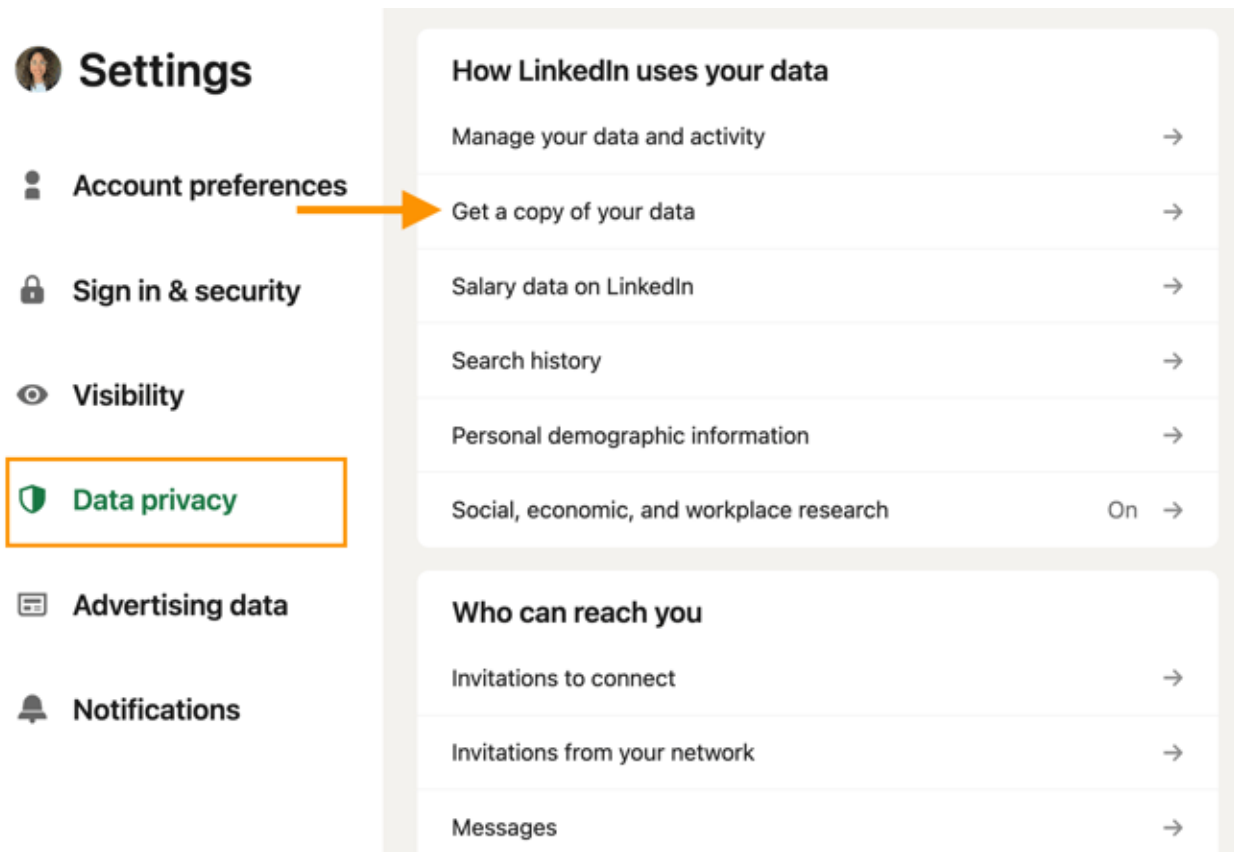


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[connections](#) — to a [contact management system](#), for example — is a great place to start.

Simply go to "Settings", "Data Privacy", then click "Get a copy of your data" to start exporting your LinkedIn connections.



## 6. Customize your Connections to grow your professional network.

LinkedIn offers features to help you grow your professional network and make valuable [connections](#). There are several ways to do this depending on what you're looking to accomplish.

Here are some examples:

Add, view, and remove connections depending on their level of value to your business.

Control who can see your connections — maybe you do or don't want your competitors to see that list of people.



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Leverage your [second and third-degree connections](#) to grow your network and build new relationships.

Import and sync your contacts from your email and other sources to stay in touch with colleagues, partners, leads, and customers across the board. These connections will see your content in multiple places so they learn more about who you are as a business, deepening their relationship with your brand.

## 7. Join LinkedIn Groups.

[LinkedIn Groups](#) are a great way to make connections with people who work in, or are interested in, your industry. They serve as a hub for you and other members to share content, grow your contact list, establish yourself as an expert in the field, and boost brand awareness.

There are several other benefits that come from joining LinkedIn Groups. For example, by joining Groups related to your industry and participating in discussions within those groups, you'll inspire thought leadership in your industry.

Additionally, by joining Groups, you can view complete Profiles of other members of the same group without being connected. Also, if you're a member of the same group as another user, LinkedIn allows you to send up to 15 free 1:1 messages to fellow group members per month (typically, you can only do this if you're a first-degree connection).

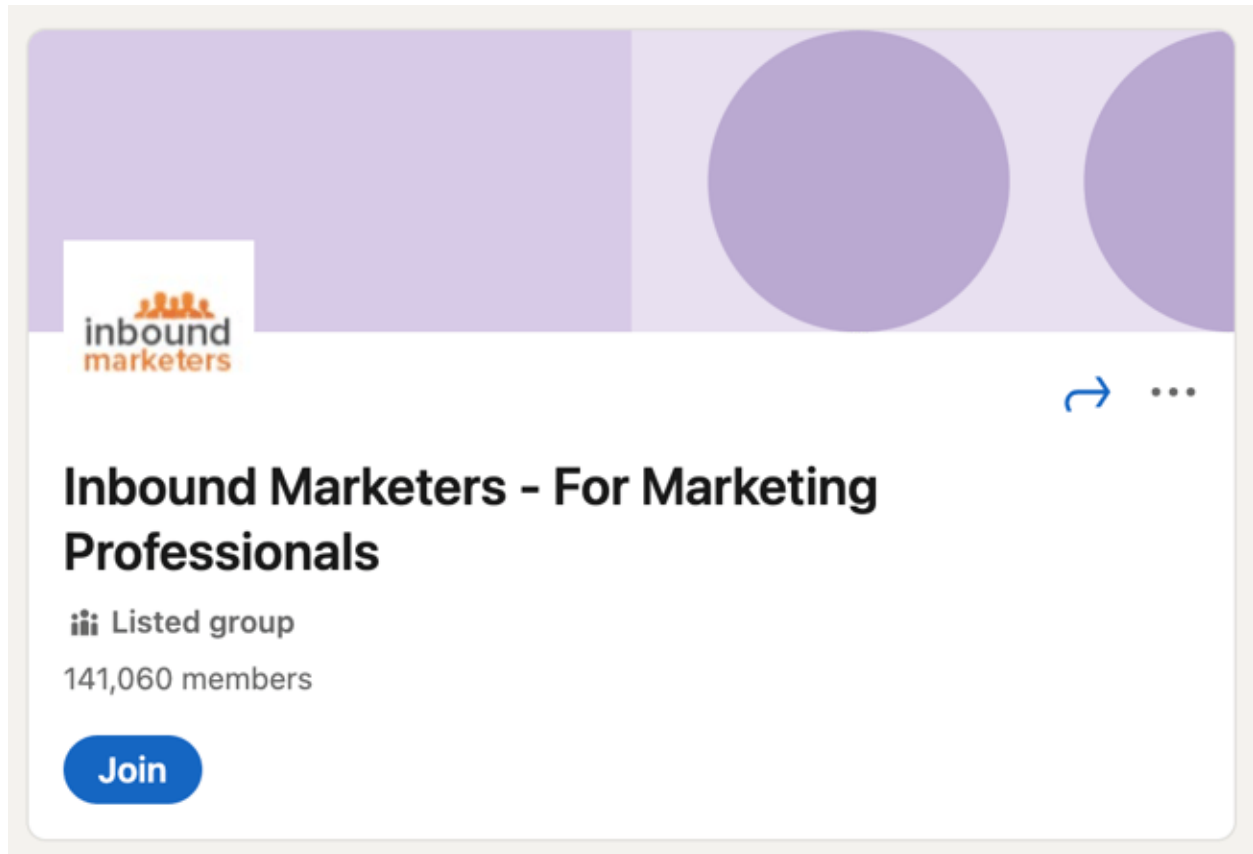
## 8. Create your own LinkedIn Group.

Consider creating a LinkedIn Group of your very own, like HubSpot did with the popular [Inbound Marketers Group](#).



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You can use your group to establish yourself as a thought leader in your industry, grow a community of advocates, generate new marketing content ideas, promote brand awareness, and generate new leads.

## 9. Communicate with your LinkedIn Group.

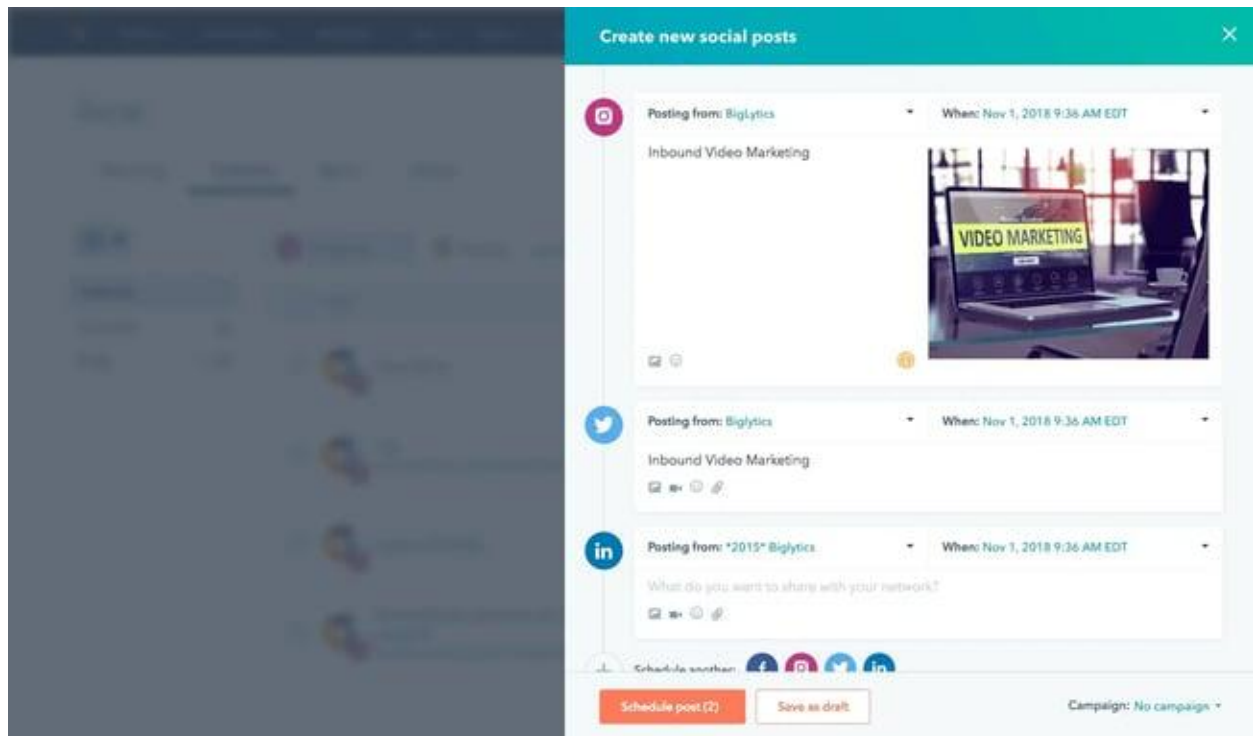
And on that note, there are more reasons to create your own Group on LinkedIn. In fact, one of the perks of managing a LinkedIn Group is that LinkedIn makes it simple to interact and communicate with the members of the Group you're in charge of.

You can either [send messages to group members](#) or [create a group post](#). Sending messages allows you to write a member of your group directly, or share content with them, from your group's page. This is great if you have something to share with a specific person in your group. Creating a group post allows you to share any content you'd like on your group's page which is ideal for initiating a discussion.

## 10. Share your LinkedIn status updates on other platforms.



Consider using a [social media tool such as Marketing Hub's](#) to cross-post your LinkedIn status updates on other platforms. This is also a great way to boost your followers across a wide variety of channels and increase your LinkedIn connections.



[Cross-post on LinkedIn and other platforms using HubSpot's social media management software.](#)

For example, if you're posting an update to LinkedIn that you'd also like your Twitter followers to see, you can easily syndicate that update by creating a new post in Marketing Hub and selecting both LinkedIn and Twitter. Just make sure that the post is apt for both audiences.

## 11. Leverage @mentions in your status updates.

Want another LinkedIn user or company to see your status update? On LinkedIn, you can tag — or @mention — users and other companies in your status updates much like the way it works on Facebook, Twitter, or Instagram.

Include the @ symbol immediately followed by the user's/ company's name in your status update or post. As a result, that user/ company will be alerted that you mentioned them, and their name will also link to their Profile and Page in the status update itself. This is a great way to boost engagement and interaction on your content as well as improve brand awareness.



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## 12. Create LinkedIn Showcase Pages.

[LinkedIn Showcase Pages](#) are niche pages that branch off your business' page to highlight specific initiatives and campaigns or feature specific content you're working on.

Think of [Showcase Pages](#) as extensions of your main page that allow you to promote specific products or cater to your marketing personas — this provides a more personalized and targeted experience for your page visitors. This is a great way to expand your network on LinkedIn because other users can choose to follow your Showcase Page(s) even if they haven't followed your main page.

## 13. Post company status updates and target them.

Publish status updates for your business on your LinkedIn page for your followers to see. This keeps your LinkedIn connections engaged and in the loop regarding your business' latest developments, work, content, and updates. In your status updates, you can share written information, images, videos, documents, and more.

You can also post [Targeted LinkedIn Status Updates](#) tailored towards specific people and groups within your audience. To do this, use criteria such as company size, industry, job function, seniority, geography, language, or by including/ excluding company employees.

These targeted updates will appear on your page — or Showcase Page — as well as on LinkedIn for the targeted users (specifically, in their Network Updates feed).



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Post settings ×

---

**Who can see your post?**

**Anyone**  
Anyone on or off LinkedIn

**Targeted audience** ▶

**Comment control**  
Anyone ▶

**Brand partnership** ⓘ  
Off

## 14. Experiment with LinkedIn Sponsored Content and Native Ads.

If you're looking to complement your organic LinkedIn marketing efforts with some paid advertising, [LinkedIn Ads](#) are a smart choice. One of the biggest benefits of LinkedIn advertising: the targeting options.

LinkedIn's PPC ads let you target specific job titles, job functions, industries, or company size, to name a few — you know, the people who are more likely to want/need what you sell.

If you want to get started with LinkedIn's advertising platform, check out our [free guide to advertising on LinkedIn](#).

## 15. Share content through LinkedIn's publishing platform.

Good news! You no longer have to be a LinkedIn influencer to publish new articles on LinkedIn. Publishing is available to all users on the platform. Experiment with how this feature can support your marketing goals by creating content and promoting it on your business' LinkedIn page.

For example, you might experiment with syndicating content from your blog to LinkedIn — this way, you can promote subscriptions to your blog via LinkedIn.

## 16. Add a Page Follow button to your website.





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Add the [LinkedIn Company Follow button](#) to your website to promote your company's LinkedIn presence and the content you share on the platform. When your website visitors follow your LinkedIn page via your site, they'll automatically become connected to you and be able to view your company's latest updates on the platform.

Using this method, you can boost your engagement and number of connections on LinkedIn by driving traffic to the platform directly from your website.

## 18. Analyze your LinkedIn marketing performance.

So ... how are your LinkedIn marketing efforts faring? Analyzing your efforts and making necessary adjustments is critical to your success on the platform.

LinkedIn has in-depth [page analytics](#) as well as [reporting tools for businesses](#) to evaluate overall performance. There are specific data about how effective your status updates, content, and reach are as well as details about your page's engagement and followers (like audience member demographics).

## LinkedIn Marketing Options

LinkedIn allows you to drive traffic to your website, identify quality leads, share your expertise through thought-leadership content, and grow your network. It's also a great way to market job openings and attract new talent to your company. Using ads will amplify all of these benefits to make them even more useful for your business. There are four different [types of ads you can use on LinkedIn](#), each one is crafted to help you achieve different goals for your business.

### 1. Sponsored Content

The LinkedIn homepage for users features a news feed that is custom to each profile's network. Sponsored content will show up in the LinkedIn news feed and reach a highly engaged audience. This content is labeled as "promoted" so it stands apart from the regular news feed. [Sponsored content](#) can include single image ads, video ads, carousel ads, or event ads.

### 2. Sponsored Messages

Each user on LinkedIn has an inbox to connect with other users. Only [48% of businesses use messaging](#) to engage with potential leads, so there's a great opportunity for you to be ahead of the curve with it. There are conversation ads that are in the style of "choose your own path" and [message ads](#) which are direct messages to potential leads.

### 3. Lead Gen Forms



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Converting leads is the goal of your ads, and easily collecting their information makes the process streamlined for them and your business. These are [pre-filled forms](#) that help you collect and record leads on LinkedIn.

## 4. Text Ads

The LinkedIn platform has a right rail that can also [feature ads](#). These can be text, spotlight, or follower. These are smaller, more condensed ads compared to the sponsored content.

## Market Your Business on LinkedIn

Are you ready to get started marketing your business on LinkedIn?

With so many updates and additions to LinkedIn on the horizon, we can't wait to see how the network continues to make itself an integral resource and platform for marketers, job seekers, candidate seekers, and other professionals. Get started marketing on LinkedIn by experimenting with one of these best practices.



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## What Are Core Web Vitals? (+ How to Improve Yours)

“Core web vitals” — you’ve probably heard this phrase buzzing in digital marketing. But what are the core web vitals? Picture them as the three pillars supporting your website’s performance.



The trifecta includes page speed, responsiveness, and visual stability. Imagine them as your site’s hospitality team, ensuring everything is fast, friendly, and visually pleasing. If they drop the ball, they’re looking at a potential 32% increase in users saying goodbye. Time doesn’t wait for anyone.

But don’t sweat it. We’ve got your back! This article is all set to be your guide, helping you navigate these digital waters.



We'll show you how to improve core web vitals, ramp up your website's performance, and how these little tweaks can significantly impact [Google's search](#) rankings.

Keep reading to learn how to build a better, brighter, SEO-enhanced website.

### **What exactly are core web vitals?**

While it's instantaneous, online pages load in pieces, which means that forms, photos, and headlines appear at different times, and the speed of each element contributes to the overall load time.

Understanding your page performance is critical to appease impatient users and meet the Core Web Vitals standards.

To achieve your goal, you must first learn about the metrics that comprise the Core Web Vitals.

### **Improving Largest Contentful Paint (LCP)**

Largest Contentful Paint (LCP) tracks how swiftly the main content of a page loads. Google suggests keeping the LCP under 2.5 seconds for about 75% of page loads to ensure optimal user experience.

Case Study: Enhancing LCP on a News Website

Consider a news website with feature articles accompanied by images.

When a user clicks on a news story, LCP measures the time the main headline or photo loads. The website could optimize the sizes of images, use lazy loading, and enhance server response times to meet the LCP threshold.

This way, the site offers a fast and engaging user experience.

### **Optimizing First Input Delay (FID)**

FID evaluates the responsiveness of your page to user actions.

It's the time taken from when a user interacts (like clicking a link or button) to when the browser responds. For a positive user experience, Google recommends maintaining an FID under 100 milliseconds for 75% of page loads.

Case Study: Boosting FID on an E-commerce Website

Take an e-commerce website where customers add products to their shopping carts. If a user clicks the "Add to Cart" button, FID measures the time it takes for the site to respond to this action.

The website can minimize third-party scripts, optimize JavaScript execution, and employ asynchronous loading to meet the FID threshold. Such practices result in a smoother shopping experience.



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## Minimizing Cumulative Layout Shift (CLS)

CLS gauges the visual stability of your webpage. It scores between zero (indicating no layout shifts) and a positive value (indicating layout shifts).

Unexpected layout shifts often lead to poor user experience, making it crucial to maintain a low CLS. Google recommends a CLS score of 0.1 or less.

### Case Study: Reducing CLS on a Blog Website

A blog incorporates ads within content.

When an ad loads dynamically, it can cause a layout shift, displacing the text. The website can reduce layout shifts by reserving ad space and using placeholders.

This approach results in a stable, reader-friendly experience, meeting the CLS threshold.

According to Google, when you meet the core vitals, there's a 24% lesser likelihood of users abandoning page loads. You can find the underpinning research in Google's article "Establishing the Core Web Vitals metric thresholds."

## How to Improve Core Web Vitals

First and foremost, you require baseline metrics for your site. Follow these procedures to determine your starting point:

Enter your URL into Google PageSpeed Insights.

Choose 'Analyze.'

Examine your performance. Your URL is labeled "Bad," "Needs Improvement," and "Excellent" on both mobile and desktop. Toggle between the two in the page's upper left corner.

The desktop version performs better than the mobile, which is typical.

In a five-million-page study, Backlinko found that the average web page takes 87.84% longer to load on mobile versus desktop — significant factors affected speed: the type of CMS, CDNs and hosting, and page weight.

If your URL doesn't have enough data for a specific Core Web Vitals metric, you won't see that metric appear on the report. However, once your URL has enough data, your page status will reflect the metric that performs the worst.



## **Core Web Vitals to Measure**

Besides the three main Core Web Vitals (Largest Contentful Paint, First Input Delay, and Cumulative Layout Shift), there are other metrics you can measure to acquire a more thorough knowledge of your website's performance and user experience.

While these metrics are not part of the core set defined by Google, they can provide valuable insights. Here are a few additional web vitals to consider.

### **Time to First Byte (TTFB)**

TTFB measures the time a user's browser takes to receive the first byte of a response from the server after making a request. It reflects the server's responsiveness and can impact overall page load time.

### **Time to Interactive (TTI)**

Time-to-interactivity (TTI) measures how long it takes for a loaded web page to start responding to the user's actions. It analyzes the page's usefulness regarding JavaScript execution, rendering, and resource loading.

### **Total Blocking Time (TBT)**

TBT measures the total time during page load when the main thread is blocked and unable to respond to user input. It accounts for tasks that block the main line, such as long JavaScript execution, and can impact interactivity and responsiveness.

### **First Contentful Paint (FCP)**

To gauge how quickly content is loaded, FCP tracks how long it takes for the initial render to complete. It helps calculate consumers' initial visual impressions.

### **Time to First Meaningful Paint (TTFMP)**

TTFMP measures the time it takes for the first meaningful content to be displayed on the screen, indicating when the user perceives the page as valuable and informative.

While these metrics go beyond the core set of Core Web Vitals, monitoring and optimizing them can contribute to a more comprehensive understanding of your website's performance and help provide a better user experience.

### **Largest Contentful Paint (LCP)**

This metric measures the loading performance of a webpage. Under 2.5 seconds is a strong LCP score. LCP can be measured using tools like PageSpeed Insights, Lighthouse, or the Chrome User Experience Report.

### **First Input Delay (FID)**



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A metric known as “First Input Delay” (FID) measures the responsiveness and interaction of a website. AAnAnID time of less than 100 ms is considered acceptable. FID can be measured using tools like PageSpeed Insights, the Chrome User Experience Report, or JavaScript libraries developed by Google.

## **Cumulative Layout Shift (CLS)**

CLS measures the visual stability of a webpage, ensuring that elements on the page don't shift unexpectedly. Any CLS value below 0.1 is considered excellent. Tools like PageSpeed Insights, Lighthouse, or the Chrome User Experience Report can help measure this.

## **Interaction to Next Paint (INP)**

The upcoming replacement for FID, INP, measures the time between user page interaction and browser response time. Google will include INP in the Core Web Vitals report later this year, allowing site owners and developers to start measuring their new INP scores.

## **How to Fix Issues in Core Web Vitals**

Sure, let's explore some practical steps you can take to address issues in your core web vitals. Remember, improving these metrics boosts your core web vitals SEO and enhances your users' overall browsing experience.

Step 1: Analyze your website performance.

First, use tools like Google's PageSpeed Insights or Web Vitals Extension to evaluate your site's performance. These tools provide valuable data on your core web vitals, helping you identify areas for improvement.

Step 2: Optimize your images.

Large, high-resolution images can slow your site's load time, negatively impacting your page speed score. Optimize your images by compressing them, resizing them appropriately for the web, and using modern formats like WebP.

Step 3: Enable browser caching.

Browser caching stores parts of your site in a user's browser, so they don't need to load everything from scratch each time they visit. As a result, the caching process can significantly improve your page load speed.





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Step 4: Minimize CSS and JavaScript.

Excessive CSS and JavaScript can bog down your site. Instead, minimize these elements using tools or plugins designed for this purpose. Also, consider “lazy loading” your JavaScript to further enhance responsiveness.

Step 5: Address layout shifts.

To tackle visual stability issues, avoid adding content above existing content on the page unless it's in response to a user action. Also, specify dimensions for images and videos to prevent layout shifts.

Step 6: Sort issues by label.

Start with anything labeled “Poor.” Finally, prioritize your work based on the large-scale issues affecting the most significant number of critical URLs. Next, there are issues with the “Needs Improvement” designation.

Step 7: Make a list.

Make a prioritized task list for the site upgrading team. Add the following common page fixes for future reference:

- Reduce the size of the page to less than 500KB.

- For optimal mobile performance, keep each page to 50 resources.

- Consider using AMP to optimize your page for fast loading.

Step 8: Share common fixes.

A dozen ways exist to improve the threshold for each Core Web Vitals statistic. Below, I've described the main reasons for a “Bad” status and how to remedy each.

Slow server response times, client-side rendering, render-blocking JavaScript and CSS, and slow resource load times all impact improving LCP. You may enhance LCD by enhancing the following site elements:

- Apply instant loading with the PRPL pattern

- Critical Rendering Path

- CSS

- Images

- Web Fonts

- JavaScript

Optimizing FID entails measuring how quickly your website responds to user actions.





For example, you wish to improve people's negative first impressions of a page.

First, do a performance audit with Chrome's Lighthouse tool to learn how to increase your FID threshold and how people interact with your site.

You can also attempt the following modifications to improve your mark.

- Reduce the impact of third-party code

- Reduce JavaScript execution time

- Minimize main thread work

- Keep request counts low and transfer sizes small

Adhering to some simple guidelines can achieve better CLS and fewer fluctuations. Put an end to banner blindness and misclicks forever.

- For photos and videos, add size attributes or CSS aspect ratio boxes. These values inform the browser of the space to reserve for the element while it loads, avoiding any repositioning as the component becomes visible.

- Don't add content above existing content. The only exception is if it's responding to a user action where you expect a shift.

- Contextualize transitions. If you're moving people from one portion of the page to another, all animations and transitions inside a layout require context and continuity.

After resolving a specific issue:

- Review the Search Console Core Web Vitals report seeing improvements in the thresholds.

- Click "Start Tracking" to begin a 28-day validation session to monitor your site for any indications of the problem.

- Consider it fixed if it does not appear during that time.

Like other ranking criteria, the devil is in the details. If you're a developer or techie looking for more information on optimizing the Core Web Vitals, check out Google's guidelines for optimizing LCP, FID, or CSL.

Step 9: Monitor and adjust.

Improving core web vitals is a continuous process. Regularly monitor your performance and make adjustments as necessary. Keep up with SEO trends and Google's evolving algorithms to stay ahead of the curve.



By following these steps, you'll be well on your way to improving your website's core web vitals, enhancing user experience, and boosting your search rankings.

### Best Practices for Improving Core Web Vitals

#### 1. Prioritize mobile optimization.

Google's mobile-first indexing means your site's mobile version is like the preliminary version. Therefore, ensure your site is responsive and delivers a smooth experience on mobile devices.

#### 2. Leverage a Content Delivery Network (CDN).

A CDN can reduce the time it takes for your site to load by storing copies of your site's pages in various locations so users can access your site more quickly, no matter where they are.

#### 3. Use preloading techniques.

Preloading essential resources can help your page load faster. This technique tells the browser to fetch necessary resources before you need them, saving precious time.

#### 4. Implement server-side rendering (SSR).

SSR allows your page to load more quickly by sending a fully rendered page to the browser, improving page speed and the overall user experience.

#### 5. Optimize font delivery.

Fonts can cause significant delays in visual rendering. Optimize your font delivery by hosting fonts locally, compressing them, and using modern formats.

#### 6. Regularly test and update your site.

Regular testing helps identify any slowdowns or bottlenecks that may creep up over time. Use tools like Lighthouse and CrUX to assess and improve your site's performance regularly.

Adopting these best practices better equips your business to address issues in your core web vitals and deliver an exceptional user experience, boosting your core web vitals SEO.

### Timeline for Core Web Vitals Ranking

With the latest transition from First Input Delay (FID) to Interaction to Next Paint (INP), Google's Core Web Vitals undergo a development, validation, and implementation lifecycle.

INP analyzes runtime performance more comprehensively and will become a Core Web Vital in March 2024.