



Building Your Industrial Brand: The Power of LinkedIn

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- 830 Million+ Professionals Worldwide
- A vast pool of potential clients in the industrial sector
- 40% of Users are Decision-Makers
- Connect directly with those who can influence purchasing decisions
- Targeted Advertising Capabilities
- Reach highly specific audiences within the industrial sector
- Strong Focus on B2B Marketing
- Ideal platform for promoting industrial products and services



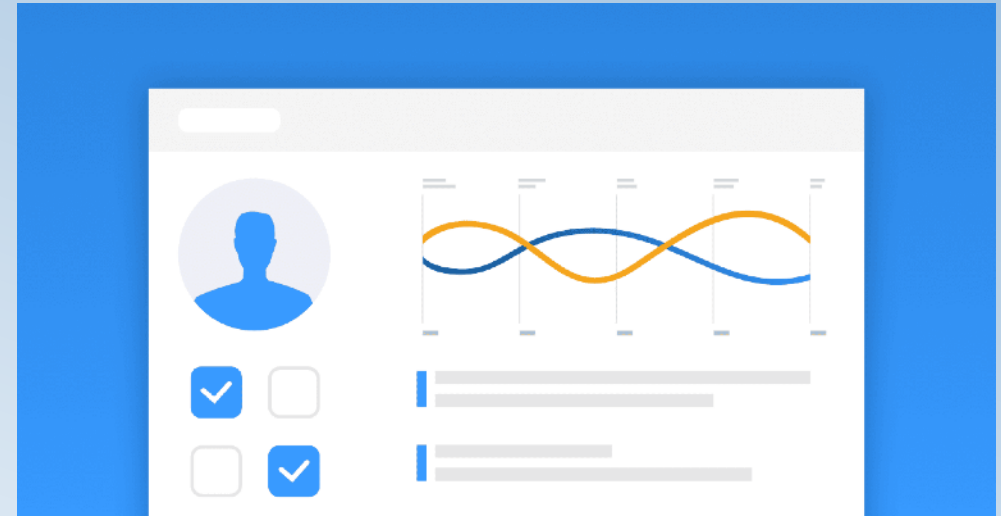
Why Use LinkedIn?



- **First Impressions Matter:** Your LinkedIn profile is often the first point of contact for potential clients and industry professionals.
- **Showcase Your Expertise:** Highlight your skills, experience, and accomplishments relevant to the industrial sector.
- **Build Credibility:** Utilize endorsements, recommendations, and professional certifications to establish your credibility.
- **Connect with Opportunity:** A strong profile increases your discoverability within LinkedIn searches and positions you for potential industry collaborations.

Your LinkedIn Profile: The Foundation of Your Industrial Brand

- Professional Headshot
 - Makes a strong first impression and conveys professionalism
- Compelling Headline
 - Briefly summarize your value proposition and industry expertise
- Detailed Summary of Skills and Experience
 - Highlight skills and experience relevant to the industrial sector
- Include Relevant Keywords
 - Use keywords that professionals searching for industrial expertise might use
- Showcase Achievements and Awards
 - Demonstrate your expertise and accomplishments within the industry
- Request Recommendations
 - Build social proof and credibility with endorsements from colleagues



Optimizing Your Personal Profile

- Share Industry News and Trends
 - Position yourself as informed and engaged with the industrial landscape
- Post Articles and Blog Content
 - Share your expertise and insights on relevant industrial topics
- Engage in Industry Discussions
 - Participate in conversations and offer valuable contributions
- Participate in Relevant Groups
 - Connect with like-minded professionals and showcase your knowledge
- Showcase Your Expertise
 - Establish yourself as a thought leader within the industrial community



Content is King: Share Industry Insights



- Streamline Content Creation
 - **Example:** ChatGPT is an AI writing assistant used by companies to generate content drafts and overcome writer's block.
 - **Scheduling Tools:** Utilize scheduling tools like Hootsuite or Buffer to automate content publishing and maintain a consistent posting schedule on LinkedIn.
- Optimize Content Performance
 - **AI Analytics:** Implement AI-powered analytics tools like BuzzSumo or Brandwatch to track content performance and identify areas for improvement.
 - **A/B Testing:** Utilize A/B testing platforms like Optimizely or Google Optimize to optimize headlines, visuals, and calls to action for maximum engagement with your LinkedIn audience.

Using AI and Automation to Share Content on LinkedIn



LinkedIn for the Manufacturing Industry

Unlock the power of virtual selling



Company Page vs. Personal Profile: Key Differences

- Focus and Purpose
 - **Personal Profile:** Focuses on individual achievements, skills, and career aspirations.
 - **Company Page:** Represents your entire organization, showcasing its brand, products, and services.
- Content and Voice
 - **Personal Profile:** Shares a mix of professional and personal content using a more personal voice.
 - **Company Page:** This page maintains a professional tone and focuses on company news, industry insights, and thought leadership content.
- Audience and Connections
 - **Personal Profile:** Connects with colleagues & industry professionals.
 - **Company Page:** Reaches a broader audience, including potential clients, partners, and media outlets.
- Management and Analytics
 - **Personal Profile:** Managed by a single individual.
 - **Company Page:** Can be managed by multiple authorized team members, allowing for collaborative content creation and data analysis.

- **Brand Awareness and Visibility**
 - Establish your company as a leader within the industrial sector and increase brand awareness among your target audience.
- **Content Hub for Industry Insights**
 - Share valuable content, showcase your expertise, and position your company as a trusted resource within the industrial community.
- **Lead Generation and Sales**
 - Generate leads by attracting potential clients interested in your industrial products and services.
- **Employee Advocacy**
 - Encourage employees to follow and share company updates, further amplifying your brand message.
- **Targeted Audience Engagement**
 - Utilize LinkedIn's powerful targeting capabilities to connect with highly relevant industrial professionals.
- **Recruitment Tool**
 - Attract top talent within the industrial sector by showcasing your company culture and career opportunities.

Why Your Company Needs a LinkedIn Page

- **Claim Your Company Page:**
 - Search for your company on LinkedIn and claim your existing page if it hasn't been done already.
- **Optimize Your Page:**
 - Upload a professional company logo and captivating banner image.
 - Craft a compelling headline and detailed company description highlighting your mission and value proposition within the industrial sector.
 - Include relevant keywords to enhance discoverability in searches.
- **Showcase Your Expertise:**
 - Detail your company's products and services relevant to the industrial sector.
 - Share case studies, success stories, and white papers demonstrating your expertise and impact.
 - Include high-quality visuals (photos and videos) showcasing your manufacturing capabilities and company culture.
- **Build Your Network:**
 - Utilize the 250 monthly company invites to connect with potential clients, partners, and industry influencers every month.
 - Encourage employees to follow and share company updates to expand your reach.
 - Join relevant LinkedIn Groups to connect with industry professionals and participate in industry discussions.

Building Your Company Page: Action Steps on LinkedIn

- Publish regular updates
- Respond to comments and messages
- Participate in industry discussions
- Share employee success stories
- Run polls and Q&A sessions



LinkedIn

LinkedIn Audience Network

Reach millions of professionals across multiple touchpoints

Why the LinkedIn Audience Network?

- Reach targeted professional audiences across multiple touchpoints and in different trusted environments to boost performance across your advertising objectives.**
- Reach more professionals, more frequently**
Extend your Sponsored Content ads to professionals who are active on our Audience Network. Scale your message with up to **25% more reach** and up to **9 more monthly touchpoints**.
- Boost campaign performance across your objectives**
Achieve better return on ad spend and engagement rates by activating your message on both the LinkedIn feed and on our network. Customers have seen **eCPM reduced by 60%** and up to **2x higher view-through rates**.

Reach, engage, and convert the same professional audiences on the LinkedIn Audience Network

Within the **top 5 segments marketers are targeting** via LinkedIn, these professionals are equally active on the feed and the LinkedIn Audience Network

- Executive 50+
- Individual Contributors without Bachelor's Degree
- Self-Directed
- Individual Contributors with Bachelor's Degree
- Educated Young Professionals

Activate Sponsored Content image or video campaigns across a suite of trusted publishers on mobile and desktop

We automatically optimize your Sponsored Content creative to **engage professionals across placements**.


For each campaign, the placements will adjust based on the screen and placement of each profile.

Learn more about how to extend your Sponsored Content reach on the LinkedIn Audience Network.

LinkedIn

Engaging Your Audience


What you can do with Matched Audiences



Website Targeting

Define target audiences and deliver relevant ad content based on the pages they visited on your site.


[Learn more](#)



Contact Targeting

Build a customized audience by securely uploading your email address lists or connecting your contact management platform.

[Learn more](#)



Account Targeting

Run account-based marketing (ABM) campaigns, powered by LinkedIn data. Securely upload a list of target companies to match against the 8+ million Company Pages on LinkedIn.

[Learn more](#)

- Granular Targeting Options
 - Reach the most relevant industrial professionals within the vast LinkedIn network
- Focus on Demographics
 - Target by job title (e.g., engineer, project manager), industry (e.g., manufacturing, construction), and company size
- Target by Interests and Behaviors
 - Reach professionals who actively demonstrate interest in specific industrial topics
- Lookalike Audiences for Broader Reach
 - Expand your reach to audiences similar to your existing high-value industrial clients

Leveraging LinkedIn Ads: Target the Right Audience


- Brand Awareness
 - Increase visibility and establish your company as a leader within the industrial space
- Lead Generation
 - Capture qualified leads for your sales team to nurture and convert into clients
- Website Traffic
 - Drive traffic to specific landing pages showcasing your industrial offerings
- Conversions
 - Encourage desired actions (e.g., requesting a demo, downloading white papers) through targeted ad campaigns

Objective ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness	Consideration	Conversions
<input type="checkbox"/> Brand awareness	<input type="checkbox"/> Website visits	<input type="checkbox"/> Lead generation
	<input type="checkbox"/> Engagement	<input type="checkbox"/> Website conversions
	<input type="checkbox"/> Video views	<input type="checkbox"/> Job applicants

Campaign Objectives: Define Your Goals



Do business where business is done!

Engage the largest professional community in the world with Campaign Manager. Generate leads, drive website traffic, and build brand awareness.

Let's set up your Campaign Manager account
This account will contain all your campaigns, ads, and related billing information

Account name

0/100

Associate a LinkedIn Page
Connect your company page to unlock all available ad formats

Currency
Your currency is set to **USD**. [Change](#)
This is used for billing and reporting purposes. It can't be changed once your account is created.

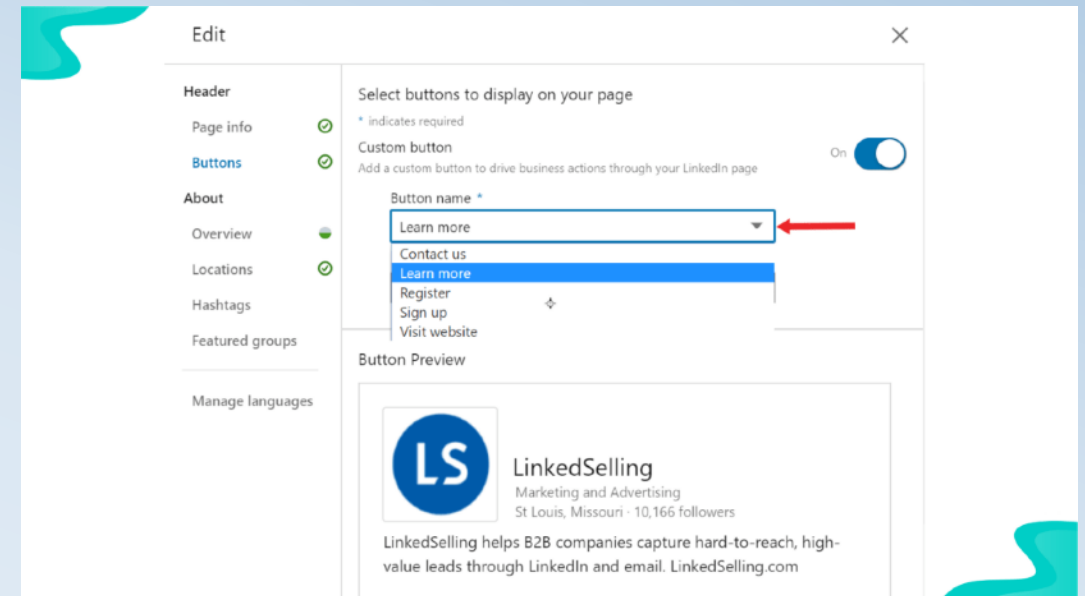
By clicking "Agree & create account", you agree to the [Ads Agreement](#)

[Agree & create account](#)

- **Sponsored Content:** Native ad format seamlessly integrated into the LinkedIn feed
- **Text Ads:** Concise and targeted ads displayed on the LinkedIn sidebar
- **Dynamic Ads:** Personalized ads featuring user profile data

Campaign Formats: Choose the Right Tool

- Guiding User Action
 - A compelling call to action (CTA) is essential in every LinkedIn ad, guiding users toward a desired action.



The Power of the Call to Action (CTA) in LinkedIn Ads



- **Increased Conversions:** Clear CTAs convert viewers into leads or customers by telling them exactly what to do next.
- **Focused Audience Engagement:** Effective CTAs ensure your target audience understands the value proposition and motivates them to take the next step.
- **Measurable Results:** By tracking CTA clicks, you can measure the effectiveness of your ad campaigns and optimize for better results.

Benefits of Clear CTAs

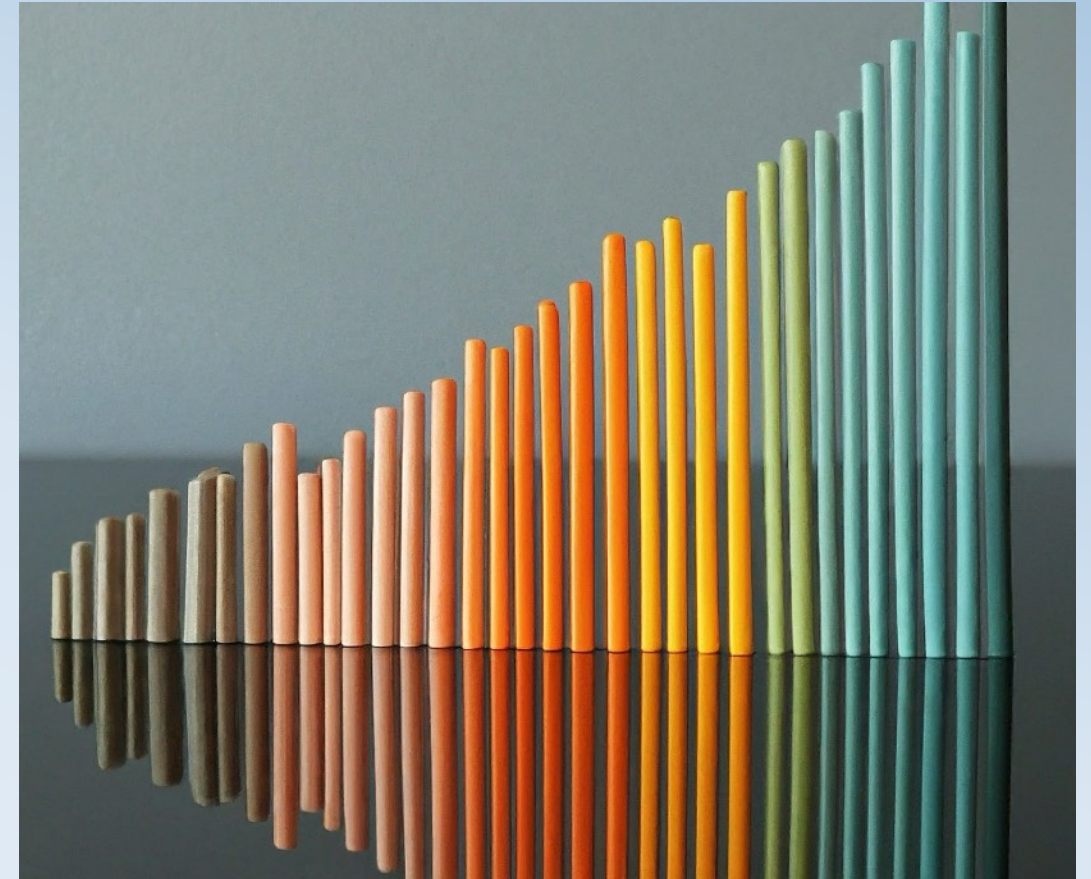
- **Action Verbs:** Utilize strong action verbs like "Download," "Learn More," or "Contact Us" to clearly communicate the desired action.
- **Specificity Matters:** Be specific about what you want users to do next. Avoid generic CTAs like "Click Here."
- **Urgency and Scarcity:** Consider incorporating elements of urgency or scarcity to encourage immediate action (e.g., "Limited Time Offer" or "Download Before It's Gone").
- **Align with Campaign Goals:** Ensure your CTA aligns with your overall campaign objectives. Lead generation campaigns might utilize CTAs like "Request a Demo" or "Sign Up for a Free Trial," while brand awareness campaigns might focus on CTAs like "Learn More" or "Visit Our Website."

Crafting Effective CTAs on LinkedIn

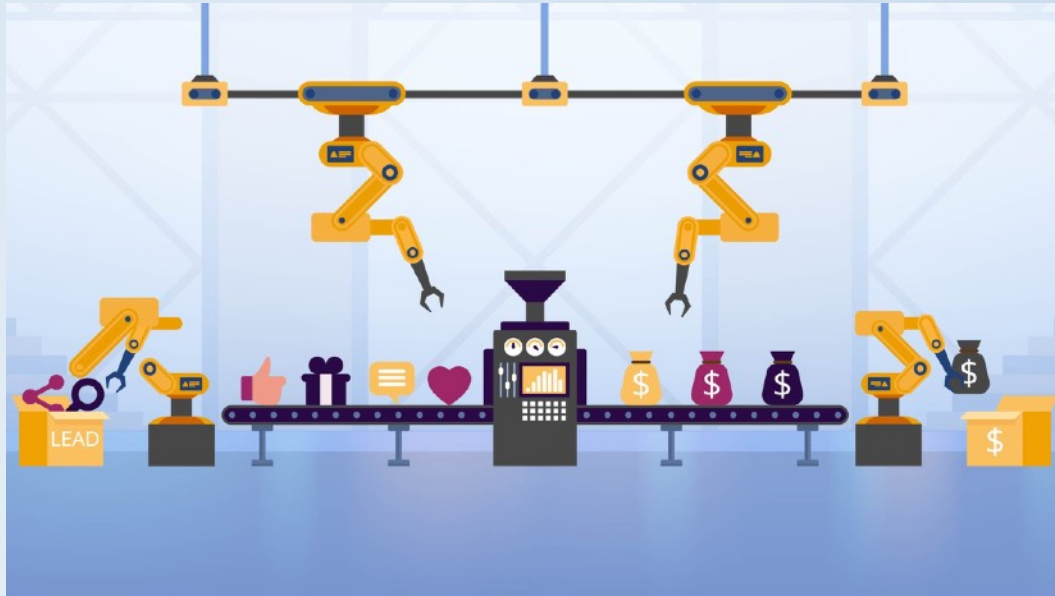
- **Multiple CTA Options:** LinkedIn Ads offer a variety of CTA buttons to suit your campaign goals. Choose from options like "Learn More," "Download," "Visit Website," "Contact Us," or "Watch Now."
- **A/B Testing:** Utilize LinkedIn's A/B testing feature to experiment with different CTA variations and identify the ones that resonate best with your target audience.
- **Landing Page Optimization:** Ensure your landing page aligns with your ad's message and CTA. This creates a seamless user experience and increases the likelihood of conversion.

LinkedIn's CTA Advantage

- Monitor key performance indicators (KPIs)
 - Track metrics aligned with your campaign objectives (e.g., clicks, impressions, conversions)
- Analyze campaign performance data
 - Gain insights into how your ad is performing and identify areas for improvement
- Optimize campaigns for better results
 - Continuously refine your targeting, messaging, and ad format based on data insights
- Track conversions and return on investment (ROI)
 - Measure the effectiveness of your campaign in generating leads and driving sales



Track and Analyze Results



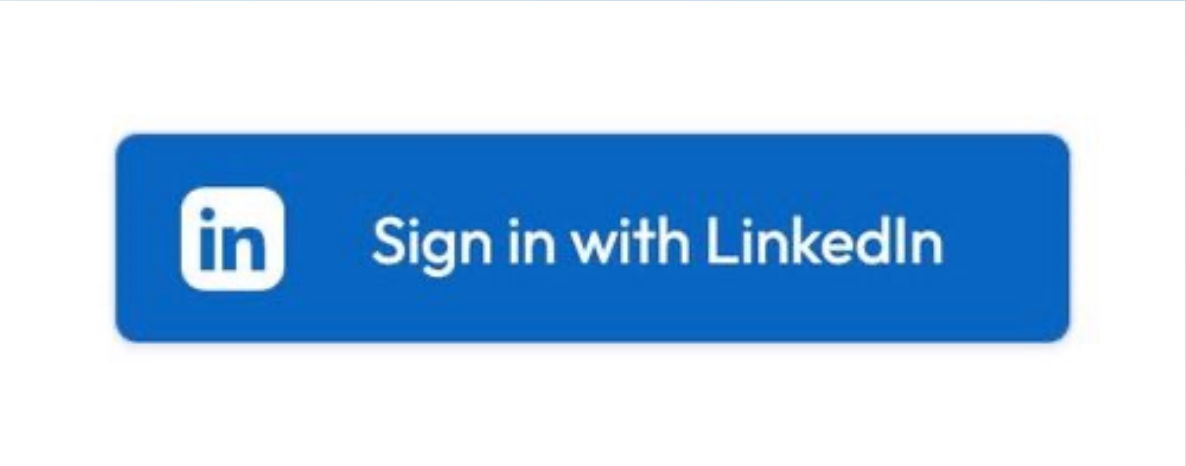
- Case Study: Manufacturing Company X Drives Lead Generation
 - Imagine a mid-sized manufacturing company struggling to generate qualified leads for their industrial automation solutions.
 - By launching a targeted LinkedIn Ads campaign focusing on engineers and project managers within the manufacturing industry, they were able to connect with highly relevant decision-makers.
 - Through compelling ad creatives and clear calls to action, they captured a significant number of qualified leads interested in their automation solutions.

Success Story: Leveraging LinkedIn Ads for Industrial Growth

- Build brand awareness
- Generate leads and drive sales
- Position yourself as a thought leader
- Connect with key decision-makers
- Expand your reach and visibility



Conclusion: Leverage the Power of LinkedIn



Thank You!

We look forward to connecting with you on LinkedIn!

