

4 STEPS TO CREATING EXPLOSIVE SUCCESS WITH CONTENT MARKETING ON LINKEDIN

Viveka von Rosen

Meet Viveka von Rosen

- Viveka von Rosen (@LinkedInExpert)
- Author of “LinkedIn Marketing: An Hour a Day” and “LinkedIn: 101 Ways to Rock Your Personal Brand.”
- Contributor: SME, LinkedIn, Forbes, Entrepreneur
- 32K+ Followers on LinkedIn
- 84K+ Followers on Twitter
- Forbes “Top Social Media Influencer”



Viveka von Rosen

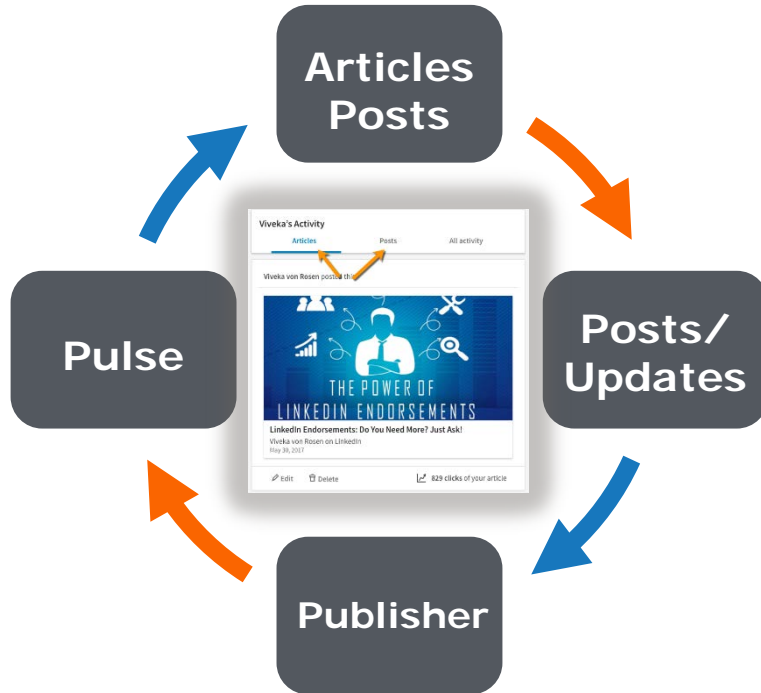
LinkedIn Expert
Speaker and Author



What We'll Cover

- Publisher, Posts, Articles and Pulse (Oh My!)
- Tips for article-writing on topics, style, reach
- Publisher checklist
- Other content for thought leadership on LinkedIn
- Q&A

PUBLISHER, POSTS, ARTICLES UPDATES AND PULSE

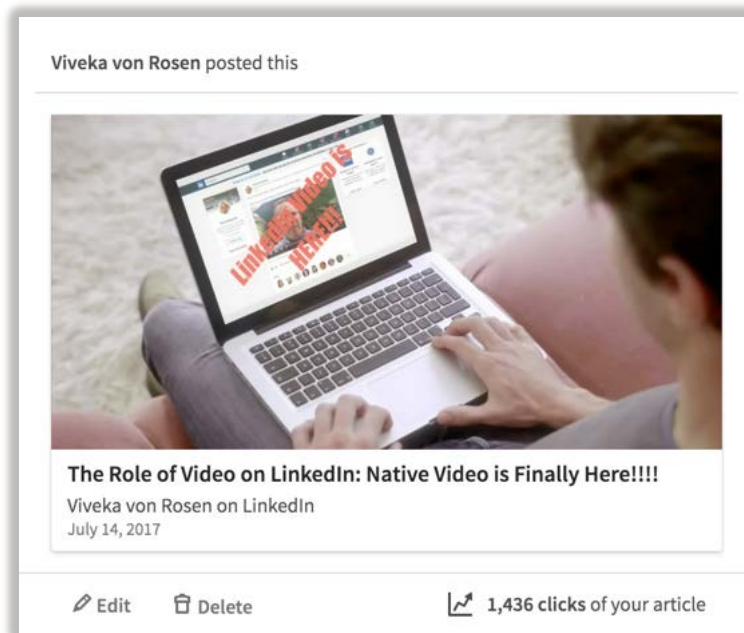


- ✓ Posts/ Articles are the long form blog like content you create
- ✓ Posts/Updates are the short form tweet-like updates you share after your Posy is published
- ✓ Publisher is the feature you use to create these Posts
- ✓ Pulse is LinkedIn's newsreader.. that you might be lucky enough to get featured in!

Articles VS Updates

The Benefits of LinkedIn Publisher

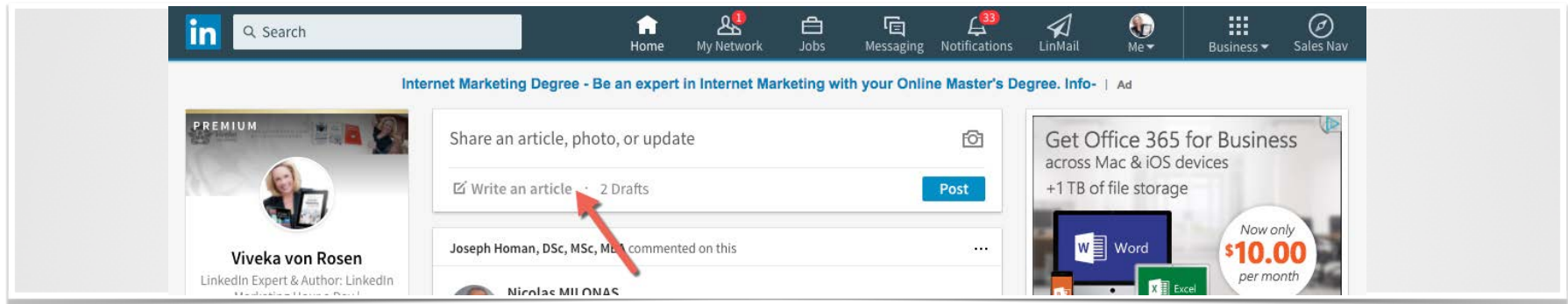
- Sticky
- Add Visual Impact
- SEO Searchable
- Thought Leader Positioning
- Drive Traffic
- Lead Generation





Getting Started on Publisher

Where to Find (and Use) LinkedIn Publisher




Home Page - "Write an Article"

<https://www.linkedin.com/post/new>

Features of LinkedIn Publisher

finding her husband, she watched him become the dad to their daughter that she'd always dreamed of having.



Video Embed

H2

Related Post:




Image Upload

Top 10 Reasons Being a Dad Rocks

There is nothing in life like being in the delivery room by your wife's side when the baby comes. The feelings of anticipation. The rush of the delivery. Then the sense of utter joy and amazement once the baby is delivered!

About the Author: John White is a recovering 13-year veteran of the wireless industry, current owner and chief marketer at Social Marketing Solutions, and is a contributing writer to The Good Men Project, Dice Insights, and the Social Marketing Blog. When he is not blogging or Tweeting, John enjoys being a dad, playing tennis, and eating Mexican food. Call or text me: 970-692-3270.

Hyperlink

- Header Settings
- Font Formatting
- Bullets
- Quotes
- Links
- Visuals

A Father Should Be Great

Feb 25, 2016 | 2,908 views | 318 Likes | 77 Comments

Title

"And all of your words fall flat. I made something of myself and now you want to come back. But your love, it isn't free, it has to be earned. Back then I didn't have anything you needed so I was worthless." - Kelly Clarkson

Quote

Did you see the amazing performance by Kelly Clarkson on American Idol last week? In case you missed it, she brought the house down with her song, Piece

Type of Content People Share

- 'How To' Posts
- Posts With Tips in the Title
- Guides
- Top Ten Lists
- Research-Focused Posts
- Infographics

The Top-performing
40,000 Marketing Posts of the Year
Received an Average of
377 Shares with a median of 127¹

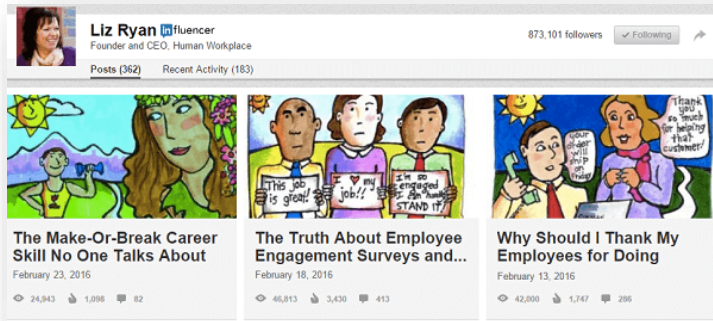
However, post formats and types that were focused on practical tips and advice far out-performed this:

TYPE OF POST	NUM. OF SHARES
'How To' posts	1,501
Posts with Tips in the title	1,759
Guides	1,403
Top Ten lists	1,208
Research-focused posts	1,706
Infographics	1,133

<https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/content-marketing/2017/revealed-at-last-the-secret-code-for-successful-content>

Tips for Article Writing

1. 500 to 10,000 Words
2. Use Calls to Action
3. Add a Contact Info and a Calendar Link
4. Use Cohesive and Strong Visuals
5. Write Compilation or Round Up Posts



Custom Invites

To customize an invitation with your LinkedIn mobile app, click on the profile of someone you want to connect with. DON'T click on the "connect" button! Instead, click on the top 3 dots on the top right of the app. Then click on Personalize Invite. And that's all it takes!

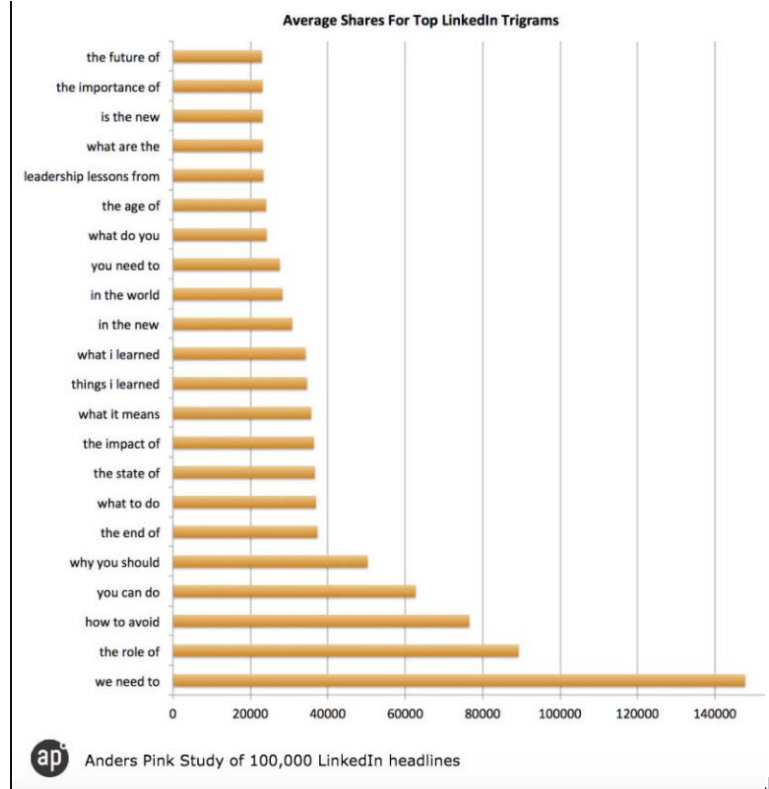
Do you have questions about how to use LinkedIn mobile in your business? [Book a free 15-minute consulting call with me here!](#)

Most Shared Titles

The most shared headlines were:

- We need to...
- The role of...
- How to avoid...

<http://blog.anderspink.com/2017/06/linkedin-social-selling-and-engagement-insights-from-100000-posts/>





Finding, Creating and Curating Content

Customize Your Content

- If you're already creating valuable content in the form of blog posts, newsletters, and other articles, you can repurpose content for LinkedIn Publisher.
- But you'll also want to create original content for your LinkedIn readers.
- You can use Publisher to test content too!



Ask.

ASK Your Audience

- Read Ryan Levesque's ASK
- Ask in an update
- Ask in an email
- Ask on all your social channels
- Ask in a webinar

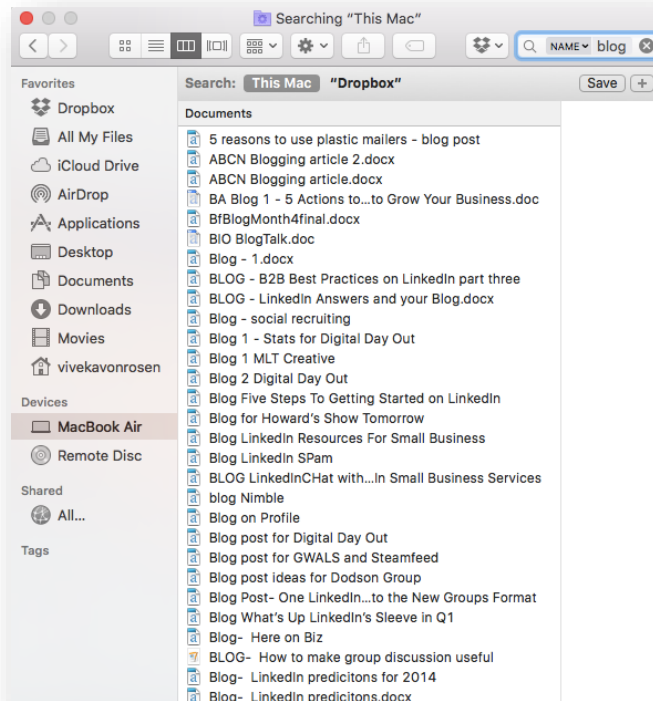
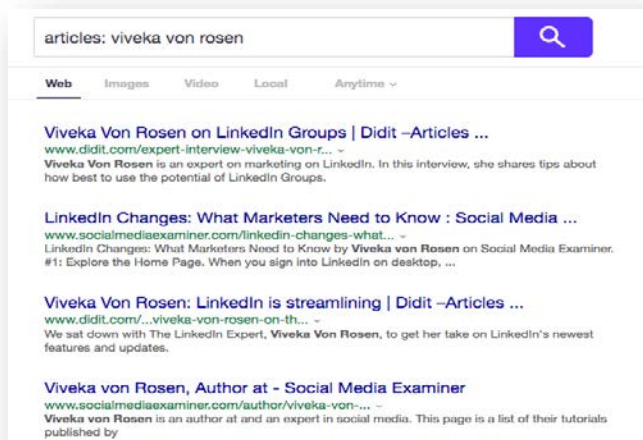
AND LISTEN!!!

<http://gettaskbook.com/ask-book-sample.pdf>



Audit Existing Content

- Google your Content
- Audit your Computer Files
- Review Newsletters
- Customize Resource Material



Sharing Ninja Trick!!!!

In order to add a LinkedIn sharing link, you must *first publish the article*. Then *click the icon to share* your article on LinkedIn and *copy the URL* from the pop-up window. Add either a text and/or visual *call to share* link.



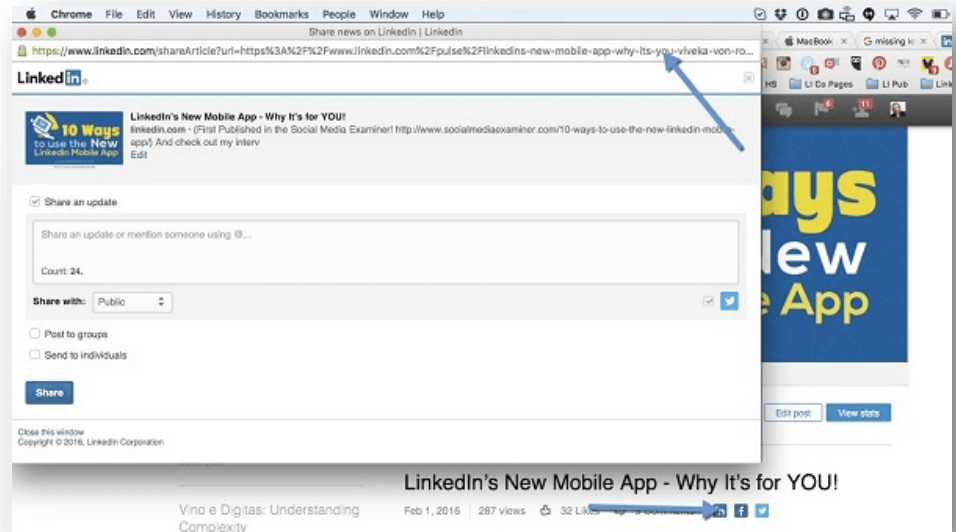
Poor Copy is a Result of Poor Targeting

The Four Types of Questions You Should Be Asking About Every Single One Of Your Customers


Let's dive right into this post with a bold statement: **Most Marketers are LAZY Targeters.**

If you like this, [click here to share on LinkedIn!](#) - Alyson

Most people think that if you're going into business, you can hang your virtual



The Publisher Checklist!



LinkedIn Publisher Checklist

Publisher Foundations

Audit

- ☐ Review existing presentations, newsletters and marketing collateral.
- ☐ Create a "LinkedIn Publisher" folder and move relevant content over

Compilation Posts

- ☐ Create a list of Influencers in your Company (for compilation posts)
- ☐ Create a list of Influencers in your Industry (for compilation posts)
- ☐ Create a list of your favorite business/industry books

Preparation

Preparation

- ☐ Choose an existing presentation or create a new post
- ☐ Create original content in a Word document, or copy and paste existing content into a Word document.
- ☐ Clear formatting (you will add LinkedIn formatting in Publisher)
- ☐ Find or Create images for the post
- ☐ Create a mini biography (100 words) for the bottom of your post.

Driving Engagement


- ☐ Make a list of website pages to share
- ☐ Make a list of products or services you are promoting this month
- ☐ Create/gather images for your product or service (if you have them)

Creation

Create and Format Post

- ☐ Open Publisher (on home page click on "Create an Article")
- ☐ Upload main image (banner style works best)
- ☐ Add Headline (Attention grabbing and/or trending and/or numbers/best of's work best)
- ☐ Add unformatted content (900 - 1400 words is best)
- ☐ Customize content with LinkedIn's formatting options: H1, H1, bullets, numbers, bold, italic, underscore, quotes
- ☐ Add hyperlinks where relevant
- ☐ Add Bio and Image at bottom
- ☐ Add Contact info and/or Calendar link

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NOTE: If you do not see all the formatting option, open in a different browser. Chrome extensions seem to conflict with the Publisher feature.

Visuals

- ☐ Add visuals (images, videos, Slideshare presentation, HTML)
- ☐ Add landing page/ traffic driving media
- ☐ Use Calls to Action: Watch the Video, Click HERE to see Original Post, Comment Below, Click HERE to Share with your Audience, Click HERE for your free eBook, Click Image Below for your FREE Checklist

Saving and Publishing

- ☐ It will auto-save
- ☐ Click Publish when you are ready to Publish or Click on "More" to see Drafts (<https://www.linkedin.com/post/new/drafts>)
- ☐ Add hashtags to your Published Update
- ☐ Share when Publishing to Facebook, LinkedIn and Twitter (tag any Influencers mentioned in the post)

Sharing

Share as Updates

- ☐ Save post link (maybe in Chrome folder or favorites)
- ☐ Add link (description/title/image) to sharing tool you use (Hubspot, Hootsuite, AgoraPulse, Buffer.com etc.)
- ☐ Share 3x a week for the first week, 2x a week for the 2nd week and weekly for the remaining month on LinkedIn and Twitter. Share weekly on FB and G+.
- ☐ Then 1-2x a month while article is relevant all platforms
- ☐ If you don't have a sharing tool, use an Excel file or calendar to remind yourself to share content.
- ☐ Share in relevant groups


Employee Engagement

- ☐ Share content on your LinkedIn Company page (if you have one)
- ☐ Email employees to share your content from the Company page or send them the easy share link.

Sharing through Private Messages

- ☐ Share article link with key prospects in private messages (not more than 2x a month)
- ☐ Consider LinkedIn to make messaging easier
- ☐ Email your LinkedIn Post to your list

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Post Engagement

Engagement

- ☐ During the first week, check engagement every day (from Profile page or phone)
- ☐ Respond to comments
- ☐ Connect with good prospects who comment or share your post
- ☐ Suggest a phone call with REALLY good prospect to answer any questions they might post

Short Checklist

- ☐ Create (re-purpose) weekly post
- ☐ Add elements (media/quotes/links)
- ☐ Add contact info
- ☐ Add calendar link (Calendar.com)
- ☐ Send notification of new post (with synopsis) via messenger (or LinMailPro) to appropriate connections

Curating Content

Updates

- ☐ Follow & Save Link to Company Page
- ☐ Share Update from Company Page(s) 3x a week
- ☐ Save and share from Company Blog
- ☐ Choose People and Channels from Pulse: <https://www.linkedin.com/pulse/discover>
- ☐ Save Links to your favorite Pulse Channel and share articles as an update 3x a week.

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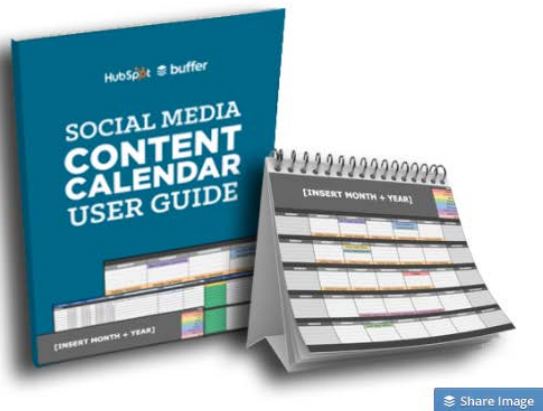
www.LinkedInPublisherChecklist.com



Amplifying Your Content

Create a Content Calendar

- Excel
- Online Content Calendar
- Hubspot Content Calendar
- Project Management Tool (Asana, Co-Schedule)
- Regular Calendar
- Google Calendar
- Paper Calendar



THE SOCIAL MEDIA CONTENT CALENDAR TEMPLATE

Manage and plan your social media content

Sharing Posts to Social



- Think of your LinkedIn posts as you would a product you're promoting.
- Share them on all of your social media sites and share them more than once.
- Add your Posts to your Social Sharing Tools like:
 - ✓ Hubspot
 - ✓ HeroicSocial
 - ✓ AgoraPulse
 - ✓ Oktopost
 - ✓ Hootsuite
 - ✓ SocialMonials

Sharing Posts with Messaging

- Copy URL for Post
- Copy “Sharing” URL
- Find potentially “Interested Parties” in your connections
- Tag them for future posts (Use Dux-Soup)
- Briefly outline post (WIIFT)
- Message connections (individually)
- Use LinkedHelper

Hi Zachary,

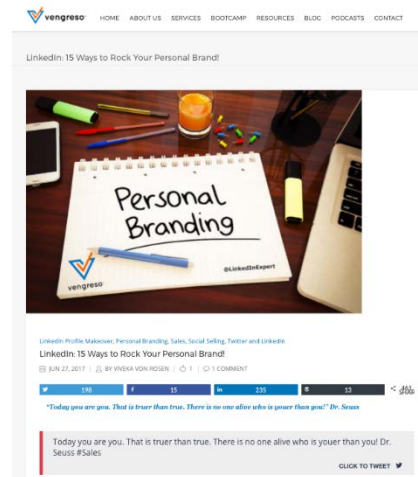
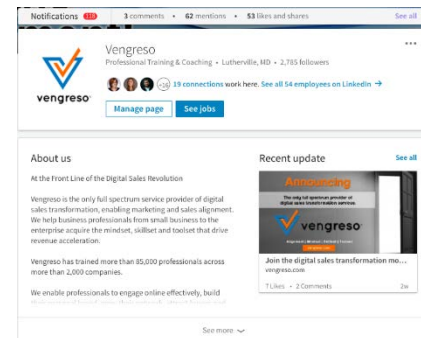
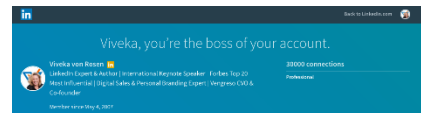
Here's a new post I wrote on "The Customer Journey Map Starts With Customers". I hope it adds value for you.

<https://www.linkedin.com/pulse/customer-journey-map-starts-customers-jeanne-bliss>

Thanks,
Jeanne

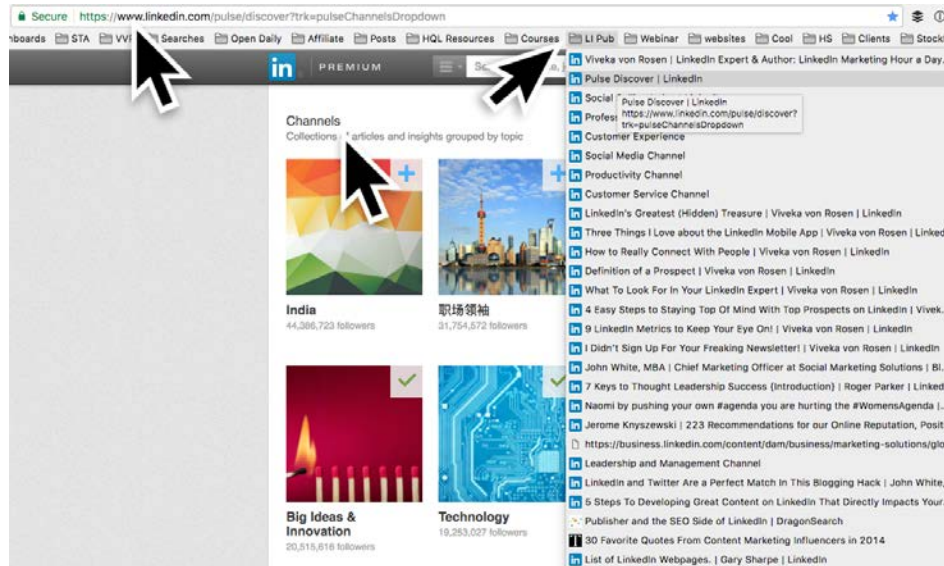
Other Content You Can Share

- Your Own Company Blog Posts
- Your LinkedIn Company Page Updates
- Find Content through Feed Preferences: ([LinkedIn.com/feed/follow](https://www.linkedin.com/feed/follow))
- Find Content on Pulse ([LinkedIn.com/pulse/discover](https://www.linkedin.com/pulse/discover))
- Find Content your best leads are sharing



LinkedIn Pulse

- Find and Save Pulse URL: <https://www.linkedin.com/pulse/discover>
- Find and save your favorite Influencers, Channels and Publications
- Find and share articles 3x a week



Wrapping up

1

Create New or Repurpose Existing Content on Publisher

2

Share, Share and Share Again

3

Find and Save Content to Consistently Share

QUESTIONS?

THANK YOU

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