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Marketing Masterclass Series:

Increase sales with LinkedIn

Your guide to engaging prospects
and building pipeline on LinkedIn



What you didn't know about LinkedIn

You probably have a personal LinkedIn profile - most business people do. But there's a lot more to LinkedIn than meets the eye. If you're not already using LinkedIn's marketing services to build closer relationships with HPE customers and engage new prospects you could be missing out.

Personal or Business?

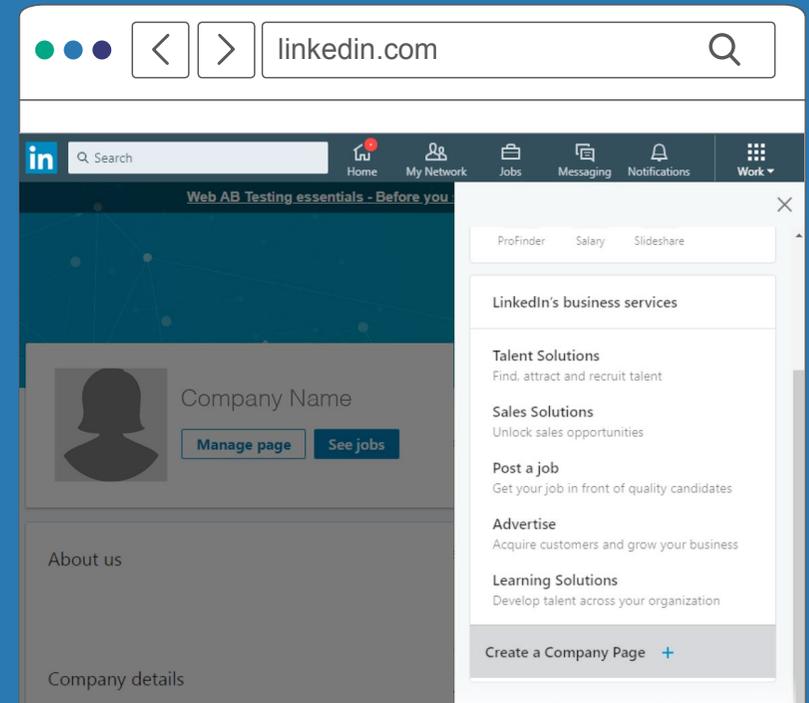
You can create a personal or a business page, and engage customers through either:

Personal profile

This is all about building your personal brand. Lots of sales people use their personal pages to engage directly with customers. Why not join a relevant IT decision makers' community and start commenting, liking and sharing other people's posts? Then post your own. This gets you noticed and gives you a finger on the pulse of your customers' issues.

Business profile page

Essentially a personal page but 'owned' by the business. Use your business pages to profile the organisation - who you are, what you do, why you're different, share company news, awards and new content with your followers. It's not as personal, and is usually managed by one of your marketing team, but you'll need a company page to take advantage of the wider LinkedIn marketing and engagement services.



Creating a business page

Click on Work in the top right-hand corner and then scroll down to Create a Company Page +

5 ways to boost sales with LinkedIn



LinkedIn as a campaign tool

Above and beyond creating personal and business profile pages, LinkedIn is one of the best ways to get your messages out and new leads in. According to the DemandWave 2017 state of B2B Digital Marketing Report, LinkedIn is the number 1 platform for lead generation.

Here's how to create a powerful LinkedIn marketing campaign from your business profile page.

LinkedIn is fully GDPR compliant. All the data is kept on-platform so you won't run any regulatory risks with data protection and privacy.

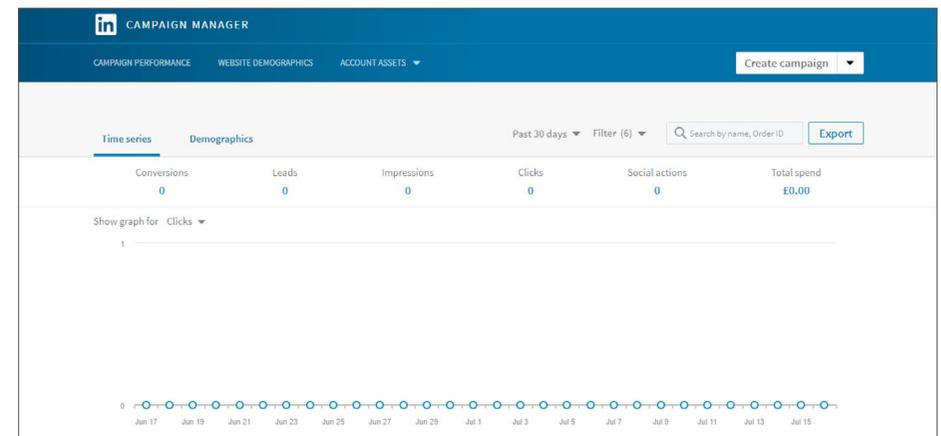
Create Ad

Go to <https://business.linkedin.com/marketing-solutions/ads> and select Create Ad:



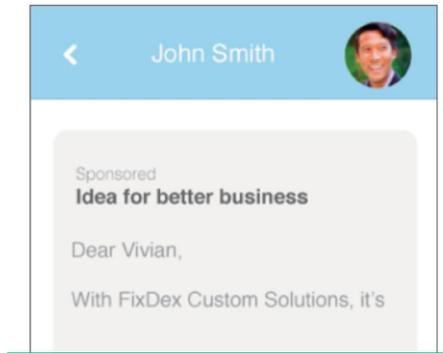
Create Campaign

Select your company / business account and then select Create Campaign:



Choose your engagement options

With your target audience confirmed, it's time to choose which LinkedIn marketing services to use. They're all very effective, and can be used in combination with one another. The right choice depends on your campaign objectives. All of these campaigns can be set up on a cost per click or cost per view basis. Just set your daily budget and the amount you would like to bid for each click/impression.



Sponsored InMail

InMails are personalised LinkedIn messages sent directly to prospects. These messages are only delivered when members are active on LinkedIn and strict delivery frequency caps eliminate vendor overload and ensures your messages gets noticed.

Perfect for...

- Engaging 121 with target individuals
- Boosting registrations with personalised invites to webinars or in-person events
- Driving conversions with targeted product and service promotions

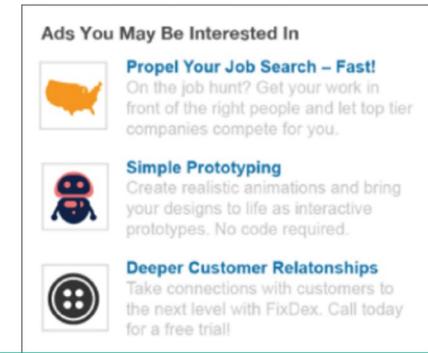


Sponsored Content

Sponsored Content 'ads' appear in the LinkedIn feeds of your target audiences. These are less direct than InMails and aimed at engaging audiences and building brand through great content.

Perfect for...

- Promoting content downloads of infographics, white papers, eBooks, and more
- Measuring campaign activity through engagement metrics
- Gaining a greater understanding of your audiences with demographic reporting



Text Ads

Text ads is a pay per click (PPC) advertising platform aimed at driving audiences to your website. You create the ads (it's easy) and upload from your company page.

Perfect for...

- Creating and launching well-targeted ad campaigns
- Generating quality traffic and leads from an audience of decision-makers and influencers
- Getting started right away (it takes just minutes to plan and post your ad)

Create your advert

Select whether you want respondents to be directed to your LinkedIn page or company website. Write your ad copy and load images to create enticing ads that deliver your message with the highest level of impact. You can also select the size of ad that you want to create.



Best Practice for LinkedIn ads

Here are some best practices to optimize the performance of your LinkedIn ad campaigns and ensure they successfully engage your target audience.

Create compelling content

Ads that perform best are those relevant to their target audience and are written with clear, compelling words.

Test your advert variations

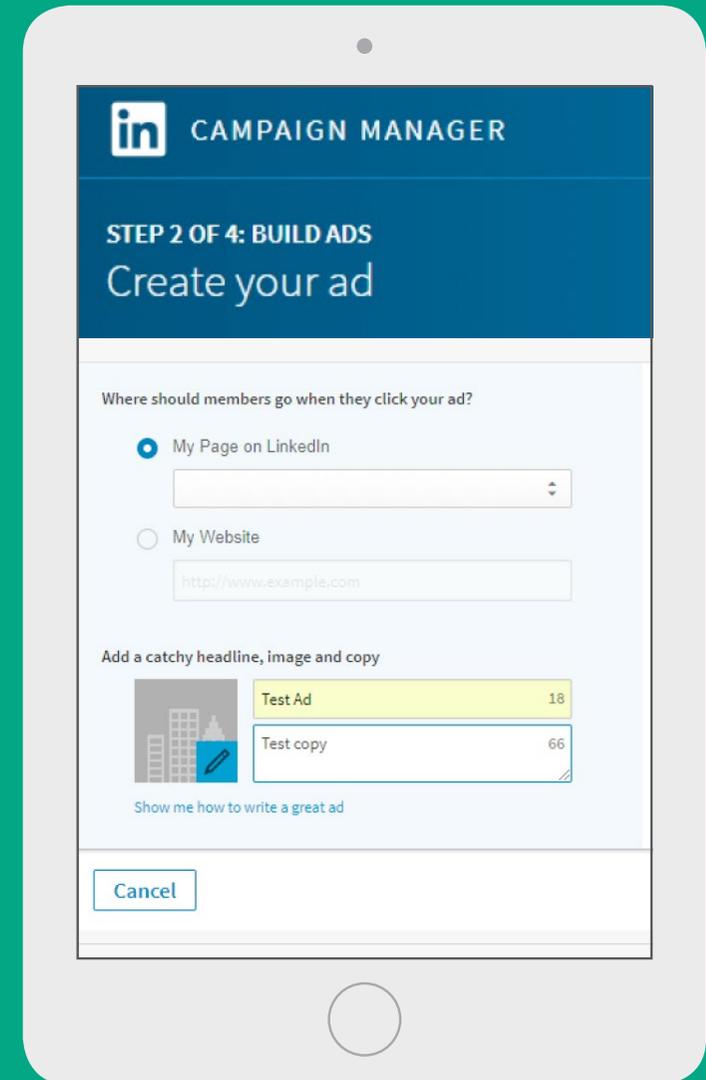
Within your campaign, create at least 2-4 ad variations - varying the ad text, call-to-action phrases, and images. By testing multiple ads, you can discover which ads perform best.

Target the right audience

Narrow your target audience to people who may be interested in what you offer. Make sure to create ads that resonate with that particular audience.

Set a competitive bid

If your goal is to have a competitive bid and win the auction against other advertisers competing for the same target audience, we suggest that you set a bid that's within the higher end of the Suggested Bid Range. The Suggested Bid Range is an estimate of the current competing bids by other advertisers. The higher your bid within the range, the more likely it is for your ad to be shown and receive clicks.

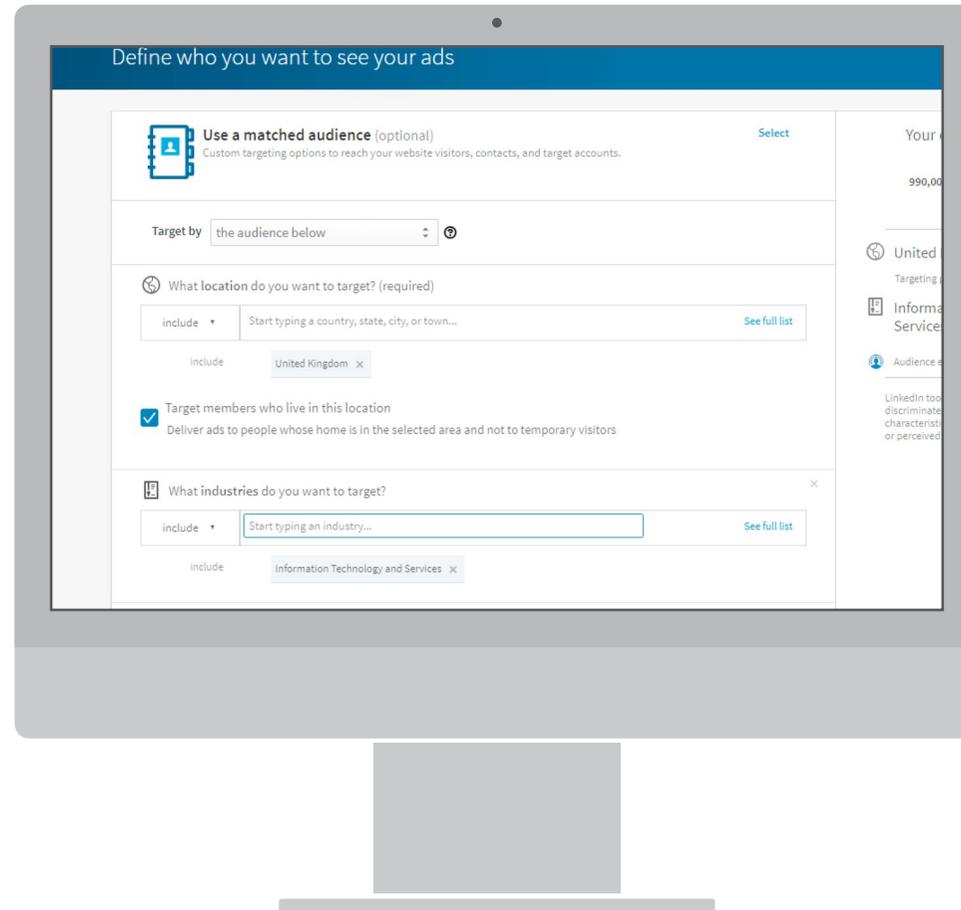


Define who you want to see your adverts

LinkedIn offers a particularly powerful search engine which enables you to target people and companies using a variety of criteria including location, industry, job title etc. to ensure you are targeting the right audience for your business and delivering the best possible return on your advertising investment.



Here's an example of how to define your audience:



It pays to plan your content delivery in advance – mixing and matching LinkedIn InMails and ads as relevant. Develop a plan to coincide with a new HPE product launch, or around a key market issue (such as the recent GDPR) to further increase audience engagement.

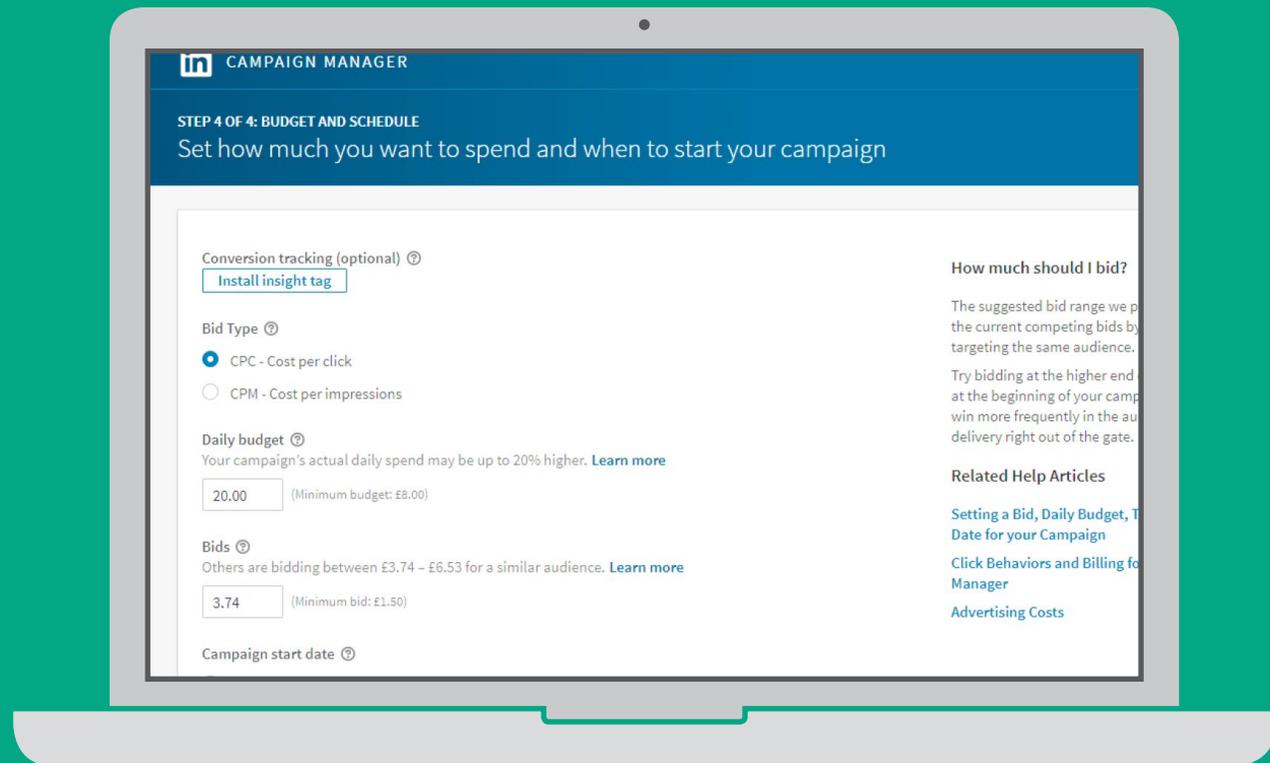
Here is a good example of a LinkedIn content plan:

Promotion	Phase	
	1	2
Emails	Positional email	Offer outline
CTA	Get in touch, request a call, arrange meeting	Download rate card
Promote in emails	Y	Y
Promote in InMail	Y	Y
Promote in Sponsored Posts		Y
Promote in Text Ads	Y	

It's important to share content that is relevant to your target audience. You can find lots of material on the [Horizon](#) or [HPE](#) portals.

Set your budget

You've made your choice. Now it's time to set your budget. Go big or start small, it's up to you. Choose your delivery service, specify your budget and LinkedIn will confirm how many of your targets you'll be able to reach. Based on success, you're free to change your budget for next time. It's quick, straightforward and you're always in control.



Unlocking the power of LinkedIn

LinkedIn can be a powerful marketing and sales tool. Start by becoming familiar with how it works. 'Read your feed' to see what your audiences are talking about, and join forums where the hot issues being discussed. Like, share and comment when relevant. Then start to plan your campaign and content. It's always a good idea to study the sponsored posts and ads placed by other companies to see what works and what doesn't.

Then get going!

Find out more about all the services offered by LinkedIn here.

To find your Ingram Micro contacts please visit ingramhorizon.com

