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| **The Perfect Step-By-Step Linkedin Marketing Plan For 2020**   * Step 1 – Define Your Marketing Goals * Step 2 - Create AND Optimize Your Profile * Step 3 - Create AND Optimize Your Company Page * Step 4 – Grow Your Audience * Step 5 - Create And Publish Original Content * Step 6 – Sponsor Your Content And Create Ads * Step 7 – Analyze Your Performance   **Tips For Creating Awesome Linkedin Native Content In 2020**   * Start By Making Sure Your Content Is Set Up For Maximum Distribution * Analyze Interactions And Comments * Focus On Headlines And Cover Images * Write About Industry-Sensitive Topics * Give Career Related Insights And Advice * Push Native Articles Through Posts   **Powerful InMail Strategies That Work In 2020**   * Composing An InMail Message * Use Personalized Templates * Add Calls To Action To Trigger The “Next Step” * Send Your InMails At The Right Time * Send InMails To Users That Have A Certain Degree Of Connection With You   **Linkedin Marketing Don’ts**   * Don’t Be Off Topic * Don’t Join Irrelevant Groups * Don’t Over Promote * Don’t Be Pushy * Don’t Argue * Don’t Be Generic * Don’t Send Random Requests * Don’t Send Mass Messages Without Personalization * Don’t Do Unrequested Outreach Outside Of Linkedin * Don’t Advertise Irrelevant Stuff | **Simple Linkedin Marketing Hacks To Grow Your B2B Audience**   * Comment On Relevant Content * Produce Rich-Media Posts * Add Your Custom Linkedin URL To Email Signatures * Host Live Events * Encourage Staff Networking   **How To Make The Linkedin Algorithm Work For You In 2020**   * Publish Question-Based Posts * Post Time-Sensitive News * Post Infographics * Post Stuff About Your Employees And Staff * Cover Events * Tag Companies And Other Users In Your Posts * “Like” and Comment On Industry Content   **Linkedin Marketing Do’s**   * Set A Content Marketing Plan * Be Active * Get Endorsed * Proof Read Everything * Use Video To Build Awareness * Use Simple Language * Personalize Connections * Reply Fast * Monitor And Optimize * Be Mobile Ready   **Linkedin Marketing Premium Tools And Services To Consider**   * [**GrowthLead**](https://growthlead.io/?utm_term=linkedin%2520automation&utm_campaign=GL%2520Global%2520Campaign&utm_source=adwords&utm_medium=ppc&hsa_acc=2838214215&hsa_cam=6540554526&hsa_grp=75923240342&hsa_ad=409829457540&hsa_src=g&hsa_tgt=kwd-309151351136&hsa_kw=linkedin%2520automation&hsa_mt=b&hsa_net=adwords&hsa_ver=3&gclid=CjwKCAiA-vLyBRBWEiwAzOkGVPaSKWjxtuEpoyBCWgaDTMrFhsJJ8FkZrQuigdWSpEqcddXWWQcMeBoC2T0QAvD_BwE) * [**Crystal**](https://www.crystalknows.com/) * [**LeadFuze**](https://www.leadfuze.com/) * [**SalesLoft**](https://salesloft.com/products/integrations-partnerships/) * [**Voogy**](https://voogy.com/) * [**eLink Pro**](https://elink-pro.com/) * [**Discoverly**](http://discover.ly/) * [**Guru**](https://www.getguru.com/) * [**Sales Navigator for Gmail**](https://rapportive.com/) * [**Dux-Soup**](https://www.dux-soup.com/)   **Linkedin Marketing Success Stories**   * [**DOCUSIGN**](https://www.marketingsherpa.com/article/case-study/docusign%25E2%2580%2599s-targeted-linkedin-inmail-strategy) * **Eurex** * [**PostcardMania**](https://www.socialmediaexaminer.com/how-linkedin-brought-72000-in-sales-for-postcardmania/) * [**Schneider**](https://oursocialtimes.com/linkedin-marketing-5-businesses-that-got-big-results-with-zero-spend/) * [**Wild Apricot**](https://www.slideshare.net/LImarketingsolutions/wild-apricot-case-study) * [**Callaway Golf**](https://business.linkedin.com/content/dam/business/marketing-solutions/global/en_US/site/pdf/cs/Linkedin-Callaway-CaseStudy.pdf?src=e-nurt) * [**IBM**](https://www.socialmediaexaminer.com/4-linkedin-mini-case-studies/) * [**UPS**](https://www.socialmediaexaminer.com/4-linkedin-mini-case-studies/) * [**Vestas**](https://linkedselling.com/case-study-how-vestas-used-linkedin-to-launch-their-largest-marketing-campaign-ever/) * [**Maetz Resume Consulting**](https://linkedselling.com/how-a-resume-consultant-used-linkedin-to-rapidly-grow-his-business/) |