

Next-Level LinkedIn Marketing Made Easy

Chapter 1: What is LinkedIn Marketing all about?

- What is LinkedIn?
- How Does It Work?
- Why Should You Consider LinkedIn for Marketing?
- What Benefits Can LinkedIn Bring For Marketing Your Business?
- What's The Future For LinkedIn Marketing?

Chapter 2: Setting Up A LinkedIn Profile That's Optimized For Business

- Getting Started
- Setting Up And Optimizing Your Profile
- Customizing Your Profile URL

Chapter 3: Creating An Engaging Company Page

- Getting Started
- Creating The Company Page
- Customizing The Company Page
- Linking Your Company Page To Your Profile

Chapter 4: Using "Content Suggestions" To Find Trending LinkedIn Topics

- Getting Started
- Using Content Suggestions
- Bonus Strategy

Chapter 5: Creating Effective LinkedIn Marketing Posts

- Getting Started
- Creating A LinkedIn Marketing Post
- Publishing A Post The Right Way

Chapter 6: Sponsoring LinkedIn Marketing Posts The Right Way

- Getting Started
- Creating The Promoted Post Campaign

Chapter 7: Creating And Growing A LinkedIn Group For Prospects

- Getting Started
- Creating A LinkedIn Group
- Bonus Strategy

Chapter 8: Using "Search" To Find And Connect With Leads

- Getting Started
- Using "Search" To Find Leads

Chapter 9: Creating A LinkedIn Traffic Ad

- Getting Started
- Setting Up The Ad Campaign
- Creating The Ad
- Launching The Traffic Ad Campaign

Chapter 10: Creating A LinkedIn Video Ad

- Getting Started
- Creating The Campaign
- Creating The Ad
- Launching The Video Ad Campaign

Chapter 11: Creating A LinkedIn Messaging Ad

- Getting Started
- Setting Up The Campaign
- Creating The Message Ad
- Launching The Campaign And Sending Your Message Ad

Chapter 12: 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

Chapter 13: Simple LinkedIn Marketing Hacks To Grow Your B2B Audience

- Comment On Relevant Content
- Produce Rich-Media Posts
- Add Your Custom LinkedIn URL To Email Signature
- Host Live Events
- Encourage Staff Networking
- Start By Making Sure Your Content Is Set Up For Maximum Distribution

Chapter 14: Tips For Creating Awesome LinkedIn Native Content In 2020

- 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
- What Is The LinkedIn Algorithm?
- This Is How The LinkedIn Algorithm Works

Chapter 15: 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

Chapter 16: 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

Chapter 17: LinkedIn Marketing Do's And Don'ts

- 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
- 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

Chapter 18: LinkedIn Marketing Premium Tools And Services To Consider

- GrowthLead
- Crystal
- LeadFuze
- SalesLoft
- Voogy
- eLink Pro
- Discoverly
- Guru
- Sales Navigator for Gmail
- Dux-Soup

Chapter 19: LinkedIn Marketing Success Stories

- DOCUSIGN
- Eurex
- PostcardMania
- Schneider
- Wild Apricot
- Callaway Golf
- IBM
- UPS
- Vestas
- Maetz Resume Consulting

Chapter 20: LinkedIn Marketing Frequently Asked Questions

- What Makes LinkedIn Marketing Different From The Rest Of Social Marketing?
- Are LinkedIn Leads Of Higher Quality Than Leads From Other Platforms?
- Can You Drive Sales On LinkedIn?
- Is There A Way To Accelerate Profits On LinkedIn Once You Start Selling?
- Can You Repurpose Content or Data From LinkedIn For Other Platforms?
- Is There A Trick To Keep A LinkedIn Audience Engaged?
- What Can You Do To Fix Your Ads If They're Not Returning Your Investment?
- Should You Stop Running Ads If You Don't Find A Way To Fix Them?
- Can You Still Get Results From LinkedIn Marketing If You Run A Business-To-Consumer Company?
- What's The Easiest Way To Find Not Only Followers But Also Potential Clients If Your Company Is In A Very Narrow Niche?