

LinkedIn

Platform Info

LinkedIn has become one of the leading platforms for business and organization-related marketing since its launch, with more than 900 monthly active users worldwide. Furthermore, 80% of B2B marketing leads from social media come through LinkedIn, making it a valuable channel for businesses focused on increasing leads and developing a thought-leadership strategy online.

Platform Audience

- 20% are 18-29
- 31% are 30-39
- 23% are 40-49
- 49% female
- 51% male

Posting Cadence

- 3 times a week ideally
- 1 time a week minimum

Posting Times

- 8am-10am, 12pm, 4-5pm
- Tuesday-Thursday

Content Formats

Including images in your LinkedIn posts is key. Images typically result in a 2x higher comment rate on posts, and adding 3-4 images can also increase engagement. Up your game with video posts, which earn 3x the number of engagements as text-only posts and are shared 20x more than any other type of content.

Ad Recommendations

LinkedIn ads offer powerful audience targeting and a variety of formats. Videos work well for awareness, image ads perform best on LinkedIn for lower-funnel activity, and sponsored InMail messages allow you to reach out directly to prospects' inboxes.

Image & Video Specs

- Feed posts: 1:1 (square), 1.91:1 (landscape)
- Cover photo: 4:1
- Video: horizontal/square

Hashtag Use

Experiment with LinkedIn-suggested hashtags, hashtags about geolocations, and hashtags about your brand niche. LinkedIn recommend that you use 2 broad hashtags and 1 niche hashtag.

LinkedIn Post Types

TEXT ONLY

Text posts can be useful for driving engagement. Posing a question to encourage a response is a successful way to engage with your audience. Avoid big blocks of text.

IMAGE POSTS

Visuals are some of the best ways to grab your audience's attention. Posts with at least one image usually get 2x more comments than those without. Use clear, high-quality images to create a professional appearance

VIDEOS

Native videos are video content shared with your followers on LinkedIn. Videos can heighten the emotion and message you are attempting to convey to the audience. Videos on LinkedIn play automatically on members' feeds, maximizing the number of people who watch and engage with the content.

CAROUSELS

In replacement of typical image carousels, LinkedIn has introduced PDF carousels where users can showcase multiple pages of their content or documents within a single ad unit. With PDF carousels, users can present their audience with engaging and informative content in a visually appealing and easily digestible format.

ARTICLES

Publishing articles will allow your followers and supporters to comment, like, and share to their network. You may use articles to share announcements, launch a new campaign, or enforce thought leadership.