



A guide to using

# LinkedIn

to achieve your  
business kpi's

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# ABOUT MOONDUST

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# Using LinkedIn To Achieve Your Business KPIs

Over 700 million people use LinkedIn. Not just for recruiting and hiring top talent either. Increasingly brands are tapping into LinkedIn's pool of top tier decision makers when promoting their brand.

With its advanced targeting, ever evolving marketing tools and engaged user base, this is a marketer's playground.

In this eBook, our team at Moondust, a leading marketing agency based in Belgium, will show you how you can use LinkedIn to achieve your business KPIs.

We'll share our favourite examples of LinkedIn marketing, explore some platform tools and give you some insider tips and tricks.

# LinkedIn Marketing – The Stats

Before we get into using LinkedIn to hit your KPIs, let's look at some stats. If you're still wondering whether LinkedIn is worth a piece of your budget pie, these will help you decide.

- In Belgium, as of June 2020, 2.8 million people are using LinkedIn. 1.7 million are using it at least once a week. ([GlobalWebIndex](#))
- In Q2 of 2020, LinkedIn revenue increased by 21% year-on-year proving more marketers are investing their spend on the platform ([LinkedIn](#))
- In 2019, LinkedIn was voted the most trusted network. ([Business Insider](#))
- In March 2020, professionals watched over 4 million hours of LinkedIn Learning content. ([LinkedIn](#))
- 45% of internet users earning over \$75,000 annually use LinkedIn. ([Pew Research Center](#))
- LinkedIn's lead conversion rates are 3X higher than other major ad platforms, including Google Ads. ([LinkedIn](#))
- In a study of over 5,000 businesses, traffic from LinkedIn generated the highest visitor-to-lead conversion rate at 2.74%, almost 3x or 277% higher than both Twitter (.69%) and Facebook (.77%). ([HubSpot](#))

# LinkedIn Marketing – Pro Tips

To succeed on LinkedIn, there are some basics to remember. These apply for both individuals and brands.

- **Be Professional** - That doesn't mean boring or corporate. If your colleagues are having a fun game of table tennis on dress down Friday, then share it. However, you should refrain from sharing selfies or Facebook style memes.
- **Be Authentic** - Don't pretend to be something you're not. You don't need to be great at everything, simply be authentic and add value in your space. Give a new perspective on an existing issue, share new findings and explore new ideas.
- **Follow the 4:1:1 ratio** - Want to attract new business? It's all about networking and being seen. Each week share four pieces of content, comment on one piece posted by someone else, and create one piece of your own.
- **Join The Right Groups** - Join Groups within your field of interest where you can learn and potentially add value. Groups are not there for you to drop your promo links each day and leave. Aim to join groups which further your knowledge, inspire discussion and open networking opportunities. Always read the group rules first to make sure you are aligned with their ethos.

## Deciding on KPIs

When we work with businesses, we're keen to understand their KPIs from the start. KPIs (Key Performance Indicators) simply formalise your business goals, in this case on social media. Knowing your goals from the start means you're creating marketing material specifically to achieve those outcomes. It also means you can track those results and not lose yourself in a mire of meaningless stats. If you haven't yet set your KPIs then do so now. Clearly defined objectives should be at the heart of any content marketing strategy. You can measure hundreds of metrics, but the three that cover most brand KPIs are:

1. **Brand Awareness**
2. **New Leads**
3. **Conversion to Sale**

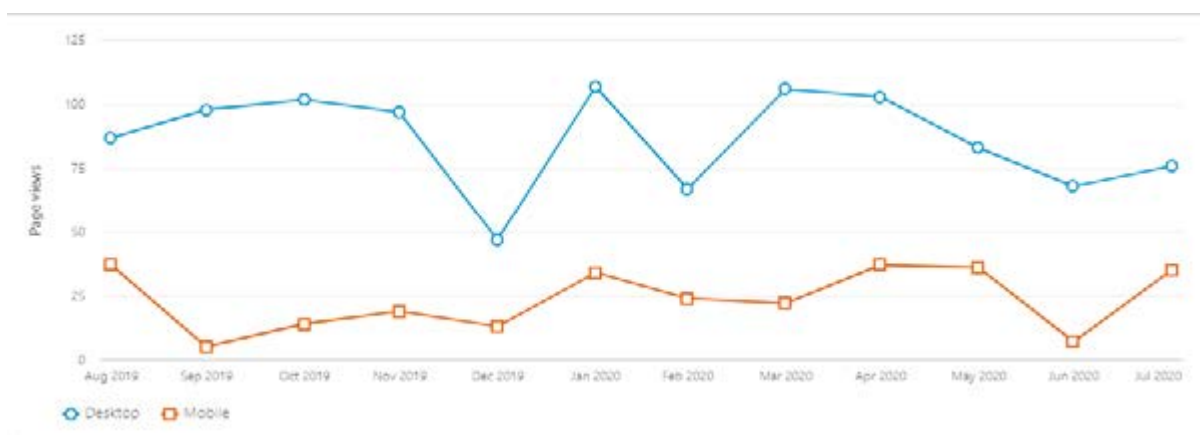
These are also the three metrics we find matter most to company CEOs and shareholders. These individuals care more about the ROI of your social media efforts as opposed to your creativity. Sad but often true! Now, let's move on to look at the ways we can track these three KPIs using LinkedIn and the marketing techniques we should apply to hit our targets.

## #1 Brand Awareness

Many companies cite brand awareness as their number one LinkedIn KPI. If brand awareness is top of your marketing department's priority list, then visitors, followers and engagement should be top of your list. These metrics are available free in the analytics area of your LinkedIn company page.

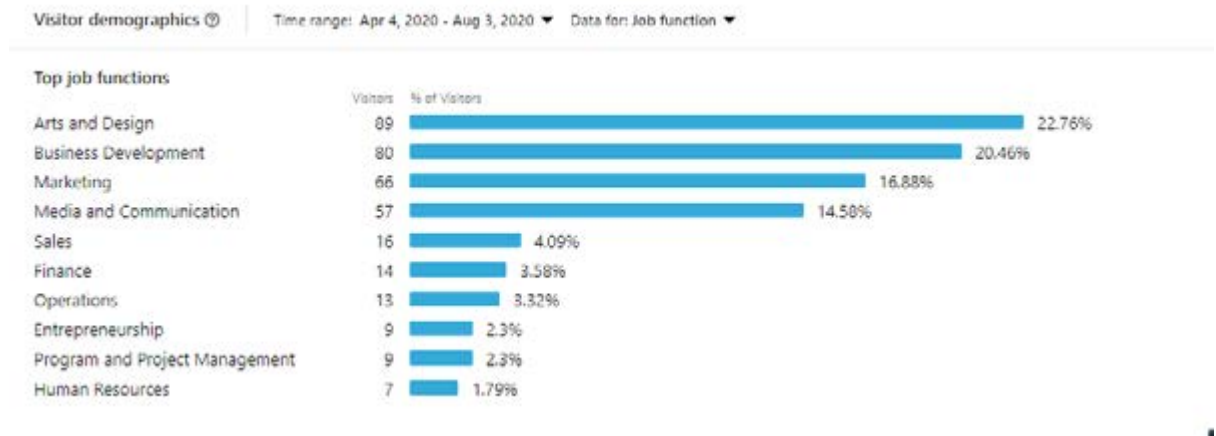
### ✓ Visitors

The below table shows visitors to the company page. You can adjust the date range so that you can view particular timeframes.



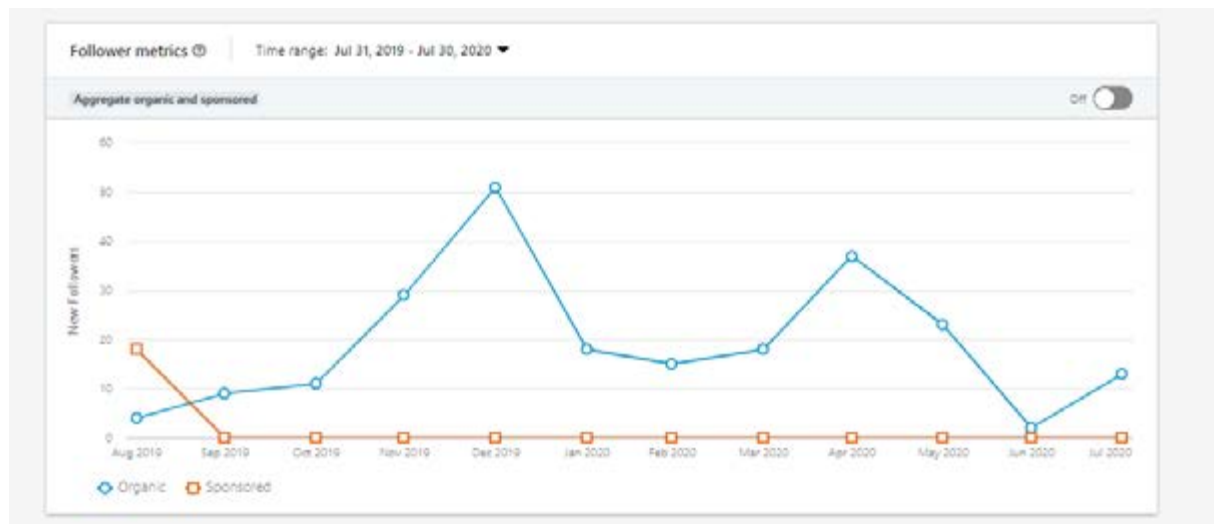
You can also view visitor demographics to understand the type of LinkedIn users visiting your page. This will help you to understand if your content is reaching the right people. Remember, this is just the

analytics for your free company page. You will get a lot more insights from paid advertising.



### ✓ Followers

A visitor does not equate to a follower. But LinkedIn also shows you the follower stats for your company page. This is a good metric if you care about brand awareness as it shows that users have heard of your company, found it and chosen to follow you for updates. They may also find you from shares and comments their friends have made.



It also shows you their location, job function, seniority, industry and company size.





And just like with Facebook's "Pages to watch", it also shows us the pages we might want to track or compete with.

Company	Total followers	New followers	Number of updates	Engagement rate
Contentworks Agency (Your company)	475	248	399	4.01%
QUBE Events	666	346	170	1.79%
R72Technologies	69	63	92	2.79%

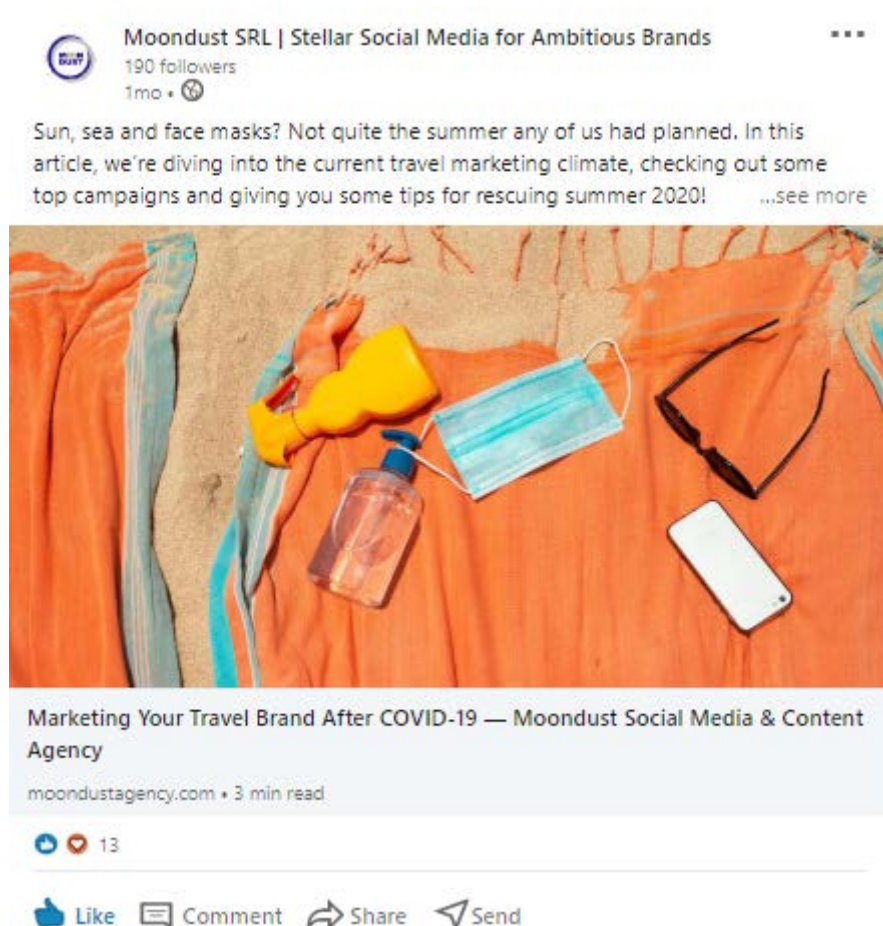
Your LinkedIn KPIs need to be measured and reasonable. For example, setting a target of 500 new fans per month if you're a new page and not spending money on advertising, is overly ambitious. If you're a page of 100,000 fans and regularly advertising then it is more reasonable. You can check back on previous years to see what you achieved and then increase it a bit for the following year.

## ✓ Engagement

Engagement is a really important aspect of brand awareness. It shows that your audience not only saw your message but chose to interact with it. Here are some of the ways you can monitor engagement as part of your brand awareness KPI.

**Post Likes & Comments** - Post likes show that users have engaged with your brand but they also show up to connections. Your page will rank higher on the LinkedIn algorithm if this is consistent. Comments are

especially valuable as they allow you to respond as a brand or tempt others in who may not have been following you. Keeping topics trending and relevant is a great way to encourage engagement.



**Tip-** Notify your employees when you post new content. Their engagement can kickstart your efforts!

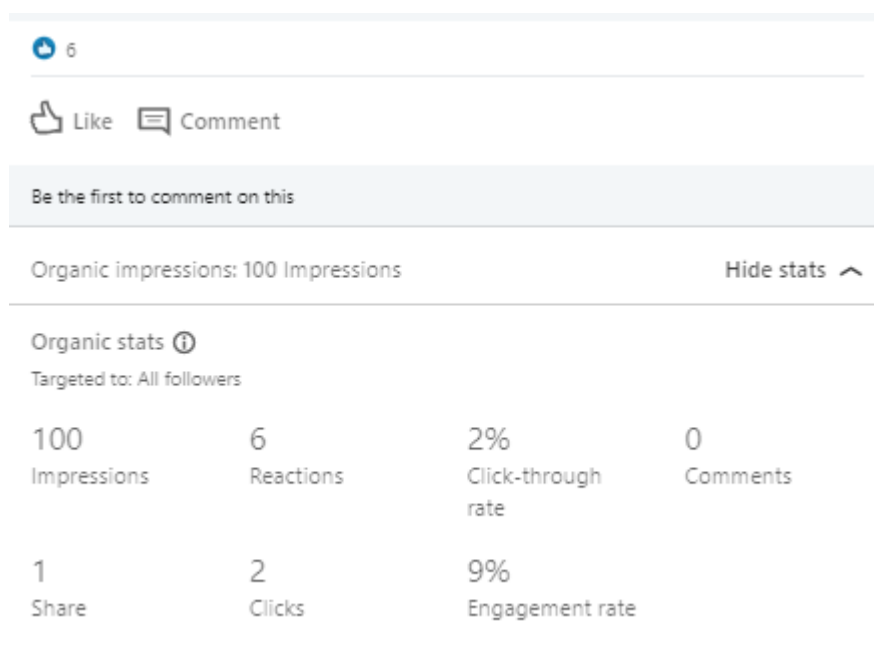
Get more impressions by notifying coworkers.

[Notify Employees](#)

**Mentions-** When another page or follower tags your brand it shows you are being talked about and this contributes to your brand awareness KPI. Brand mentions are rarer than likes and often happen more if you are very active socially, are running events, providing thought leadership or taking part in panel discussions.

**Link Clicks-** Link clicks show you how interesting your post content actually is and whether users have clicked to read more. You can access post stats like this by clicking the dropdown under each page post when you're in admin mode.

**Remember** that a 2% LinkedIn engagement rate that's is considered good and anything above 2% is great. If your posts continuously have a lower than 2% engagement rate, your follower base is not particularly engaged with your content.



**Shares** - Getting shares on LinkedIn is more difficult than on other channels. Perhaps because individuals are keen to present themselves in the best light for potential business and are careful about what they share. They may also choose not to share something that may conflict with their own job or company.

**Did you know** - LinkedIn Live streams have increased by 158% since February 2020. ([LinkedIn](#))

## Tips & Tricks For Getting Brand Awareness

**Use AMAs** - Ask Me Anything sessions are a great way to boost brand awareness as our founder Marie- Helene demonstrates below. These posts are great because you will see a wave of engagement as fans ask questions and then a second wave when you answer the questions and tag them. Remember to tag or mention them!

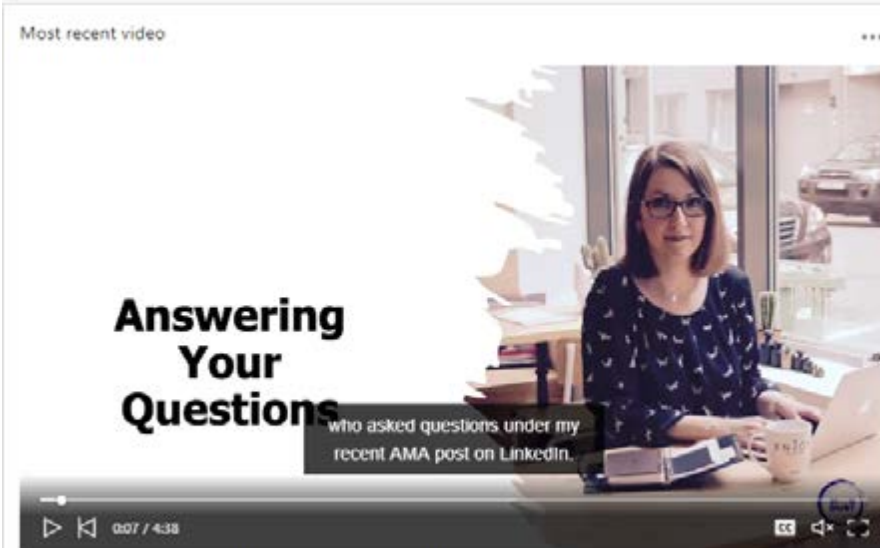


**Moondust SRL | Stellar Social Media for Ambitious Brands** 190 followers  
4mo • 🌐

Got any burning question on Social Media or Content Marketing, in general or relative to this difficult period we are going through? Ask them in the comments!  
...see more

**Ask Me Anything**  
All your social media and content marketing questions answered

4



Most recent video

**Answering Your Questions**  
who asked questions under my recent AMA post on LinkedIn.

0:07 / 4:38

You asked, we answered! Here is PART 2 of our answers to your AMA questions.

**Go Live** - Live broadcasts get 24 x the engagement that a pre-taped video does. Brands have found plenty of reasons to go live, from fireside chats to interviews and webinars. Some have even hosted virtual events or went behind the scenes at a product launch.

**Did you know** - Data shows that the most engaging LinkedIn posts are published on Wednesdays between 8 a.m. to 10 a.m. and noon, Thursday at 9 a.m. and 1 p.m. to 2 p.m., and Friday at 9 a.m. ([Sprout Social](#))

**Use Keywords For SEO** - Yes you do need to care about search engine optimisation even on LinkedIn. By using position zero friendly content in your posts, profile and backlinks, you are increasing your chances of appearing on Google snippets and this will help your brand awareness KPI. Participating in groups, answering fans and posting jobs also helps with this.

**Experiment With Post Length** - Long form or short form content? We normally say short form works best, but lately those long *read more* posts are garnering good engagement. These long posts known as broems, can reach more than a million views and garner thousands of reactions. Recent studies on viral LinkedIn posts show that you should be aiming for between 1700 & 2100 for the best results.

**Take A Stand** - 75% of millennials will favour a brand that takes an ethical stand on an issue. Share your company CSR (corporate social responsibility) news, photos and stories on LinkedIn. We love the way [Ben & Jerry's](#) informs, takes action and still makes great ice cream!



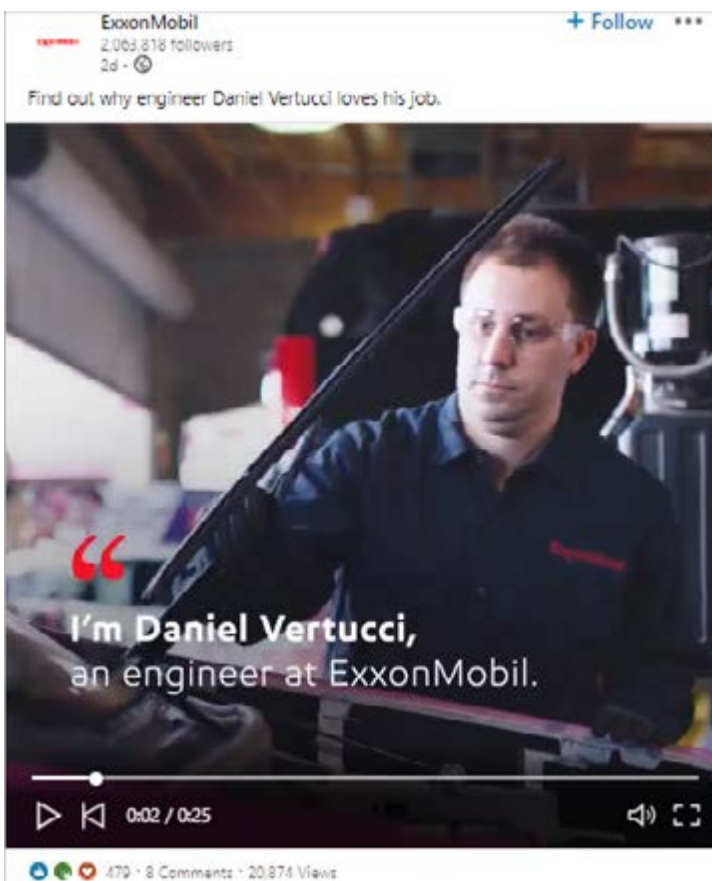
**Post Employee Videos** - Videos, especially of your team or HQ are great for creating brand loyalty, intrigue and generating brand awareness. Plus, employees are 14x more likely to share content from their employers than other content on LinkedIn.

We love this [unboxing video from ASOS](#). Packed with cute new starter goodies, great music and a smiling new starter, this video also raises the brand's profile as a great place to work.





Videos like this [series](#) from [ExxonMobil](#) are smart because they are just 30 seconds long. They feature full annotation for users watching in silent mode. They also emphasise the career benefits of working at ExxonMobil whilst reiterating the quality of the product.



**Create Infographics** – Whether it’s a static infographic or a short animated video, LinkedIn users really appreciate stats being presented in a clear and visual way. We like this [short animated video from British Airways](#) showing the world map and flight routes reopening.



**Did you know** - 59% of LinkedIn executives say they would prefer to receive information via video. Sponsored video content on LinkedIn gets three times more hits than static content and [20 times](#) more shares.




## #2 New Leads

Whether you're B2B or B2C, your company will likely be looking for new leads (interested in purchasing your product or service but hasn't yet done so). It may also be looking to find partners or influencers to work with or investment or funding opportunities. If you're looking for leads then you need to be approaching LinkedIn in a different way.

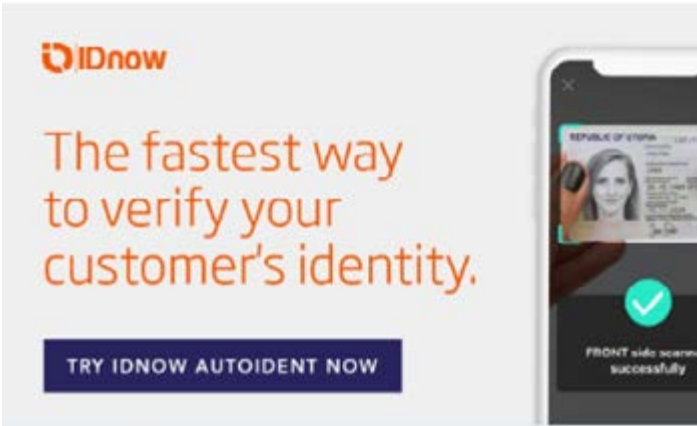
Of course, engagement (likes, follows, shares and comments) are great, but they're not actually leads. Here at Moondust Agency, we like to go organic wherever we can so we will show you the organic options available to you on this one.

### Tips & Tricks For Getting New Leads

**Create Landing Pages** - If you're serious about getting leads then you need to focus user attention and minimise clicks. The best way to do this is with a specific landing page that matches your post. Never drop potential leads on the home page of your website as there is no clear call to action and they will wander off. If you don't have time to make a landing page, you could use LinkedIn lead gen as a paid option. This is how the funnel would look:

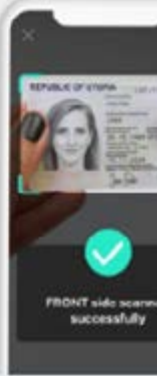
 6,270 followers  
Promoted

Deep ID recognition intelligence ensures highly effective authentication and compliance with KYC requirements. Demo Autoident to see for yourself.




The fastest way to verify your customer's identity.

[TRY IDNOW AUTOIDENT NOW](#)





Demo Autoident  
idnow.io


[Register](#)

 165 • 7 Comments

IDnow ✕



The fastest way to verify your customer's identity.



Try IDnow Autoident.

Everything you need: an ID document and your smartphone. Our AI-based Autoident solution does the rest of the work.

We'll send this information to IDnow, subject to the company's [privacy policy](#)

Email address

Product interest

Estimated identifications per month

First name

Last name

[Submit](#)

**Share A Case Study** – Sharing a case study is a great way to get warm leads for your company. That’s because you’re convincing the reader through the authentic experience of a happy client (social proof). Case studies are extremely effective in the consideration stage of the buyer’s journey when they are actively comparing solutions for a problem they’re experiencing. Reviews work in much the same way. Check out this great post from Agorapulse. By linking to a reputable third party review site, the brand is showing its authenticity and customer ratings. 13% of marketers name case studies as one of the primary forms of media used within their content strategy. This makes them the fifth most popular content after visual content, blogs, and ebooks.

The image shows a LinkedIn post from Agorapulse and a snippet of a TrustRadius review. The LinkedIn post is from Agorapulse, which has 3,387 followers and was posted 6 hours ago. The text of the post reads: "We want to thank YOU for helping us become the #1 Top Ranked tool for Social Media Marketing by TrustRadius! We greatly value our customers. Finding solutions to help businesses and entrepreneurs become more efficient, productive and successful is our top priority. Thank you! <https://bit.ly/2EZNIpB>". The post includes the hashtags #socialmediatool, #socialmediamanagementtools, #socialmediamarketing, and #marketingtools. Below the text is a graphic with the Agorapulse logo and a blue hexagonal badge that says "Top Rated 2020". The text below the badge says "Ranked #1 for Social Media Marketing". Below the graphic is a snippet of a TrustRadius review. The review title is "2020 Top Rated Social Media Marketing Tools". The review text says: "There are plenty of options out there, but here's our shortlist of the best Social Media Marketing Tools. These products won a Top Rated award for having excellent customer satisfaction ratings. The list is based purely on reviews, there is no paid placement, and analyst opinions do not influence the rankings. To qualify, a product must have 10 or more recent reviews and a score of 7.5 or higher, indicating above average satisfaction for business technology. The products with the highest scores appear first on the list. Read more about the Top Rated criteria." Below the review snippet is the Agorapulse logo and a "Learn More" button.

**Agorapulse**  
3,387 followers  
6h • 🌐

We want to thank YOU for helping us become the #1 Top Ranked tool for Social Media Marketing by TrustRadius! We greatly value our customers. Finding solutions to help businesses and entrepreneurs become more efficient, productive and successful is our top priority. Thank you! <https://bit.ly/2EZNIpB>

#socialmediatool #socialmediamanagementtools #socialmediamarketing #marketingtools

agorapulse

Top Rated 2020

Ranked #1 for Social Media Marketing

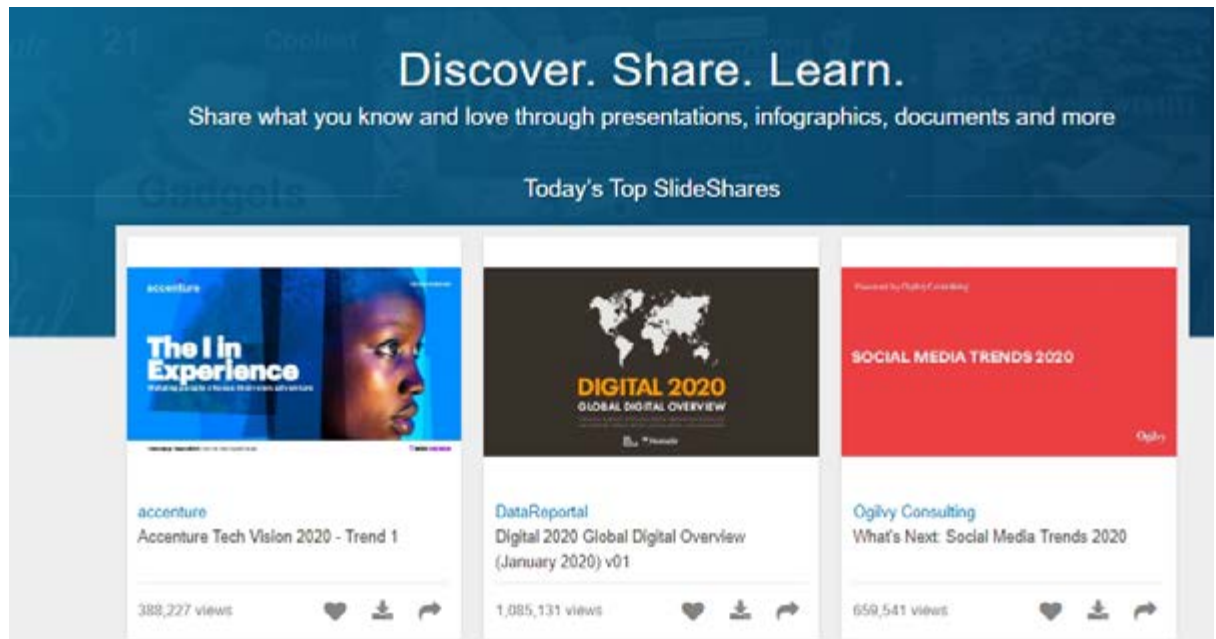
Overview Products Top Rated

**2020 Top Rated Social Media Marketing Tools**

There are plenty of options out there, but here's our shortlist of the best Social Media Marketing Tools. These products won a Top Rated award for having excellent customer satisfaction ratings. The list is based purely on reviews, there is no paid placement, and analyst opinions do not influence the rankings. To qualify, a product must have 10 or more recent reviews and a score of 7.5 or higher, indicating above average satisfaction for business technology. The products with the highest scores appear first on the list. Read more about the Top Rated criteria.

**Agorapulse** 4.5 (425 ratings) [Learn More](#)

**Utilise Slideshare**- Even if you don't share your presentation in an update, SlideShare uploads can reach more than 70,000 monthly visitors. SlideShare records analytics, too so you can see what pages people click on and share. You don't need to make a presentation specifically for Slideshare. Repurpose eBooks and presentations and give them a fresh lease of life on the platform.



**Offer eBooks** - eBooks are great lead magnets. 36.0% of eBook downloaders are 25-34 years old. And eBook consumers are over 20% more likely to have household incomes over \$100,000 per year than non-eBook consumers. So yes, this is a great lead gen technique. The premise is simple, you create an intriguing eBook that appeals to your target audience. They must provide their email and contact details to receive it. At the very least you have a new opted in subscriber. However, we recommend our clients follow up eBook downloaders a week afterwards to see how they got on.


**Run Webinars** - In our online world, webinars are the new events. With 2020 seeing events around the world cancelled, the smartest marketers moved over to webinars. Webinars present real opportunities for lead generation as brands have the online registration details of participants and can follow up afterwards. Don't make your webinars salesy though.


Aim to offer real value, facilitate great discussions and the business will come.

**Thought Leadership** - [47% of execs and decision makers](#) said thought leadership content had a direct impact on awarding business. Conversely, 49% of B2B buyers said their opinion of a company decreased after reading poor quality content or no thought leadership. When you hear the term "thought leadership" you might think of a stuffy professor writing a lengthy article. In fact, there are so many fun options for thought leadership today.


- AMAs
- Interviews
- Photos and stories
- Behind the scenes
- Thought leader collaborations
- And yes- articles definitely work!



[Sallie Krawcheck](#) is an ambassador for her company Ellevest. She has a professional profile that states exactly what she does, regularly publishes articles and AMAs and answers follower questions.




 **TOP VOICES**  
 • 2019 •

[Unfollow](#) [More...](#)

**Sallie Krawcheck** · 2nd   
 CEO and Co-Founder of Ellevest  
 New York, New York · 2,611,853 followers · [Contact info](#)


 Ellevest  
 Columbia Business School

**Activity**  
2,611,853 followers




In this week's What the Elle newsletter, from Ellevest, I share what finally — after...

Sallie shared this  
188 Reactions · 54 Comments




This #FinancialFeministFriday, we're celebrating Zadie Smith — novelist,...

Sallie shared this  
178 Reactions · 79 Comments



Director of Private Wealth Emily Green and Ellevest Financial Advisor Allison...

Sallie shared this  
50 Reactions




What happened when I got mad at work...even though women have be...

Sallie shared this  
1,270 Reactions · 73 Comments


[See all activity](#)

**Experience**



**CEO and Co-Founder**  
Ellevest  
Sep 2015 - Present · 5 yrs  
New York, NY

Ellevest is a mission-driven digital first investment platform, built by women for women. Its goal is to get more money in the hands of women, by closing the gender money gaps (because nothing bad happens when women have more money). It was built based on thousands of hours of research into what women are looking for and is among the fastest growing of the consumer fintech companies. Ellevest has been named one of CNBC's Top 50 "Disruptors," one of LinkedIn's "Most Sought After Startups" and one of Entrepreneur Magazine's "Top 100 Brilliant Ideas."



**Chair**  
Ellevest Network  
May 2013 - Present · 7 yrs 4 mos  
New York, NY


Be sure to thank and acknowledge others as Anna did below:



Provide real value in the form of tutorials, expertise sharing and advice. Remember your target audience and think about what will be useful to them. Providing learning videos or courses like [this one from Jodi Glickman](#) is a great idea.



Popular course on LinkedIn Learning



- Hello.

**Jodi Glickman on Pitching Yourself**  
Learn how to pitch your ideas, your story, and yourself in three easy steps.

**LEARNING**

[View course for free](#)

76,534 • 1,506 Comments

Like Comment Share Send

**Free Trials** – Offering a free trial is a great way to get leads on LinkedIn without looking spammy. Most free trials require users to enter their billing details at the start and tick the recurring payment option. Be sure to make this clear though!



## #3 Conversion to Sale (PAID ADS)

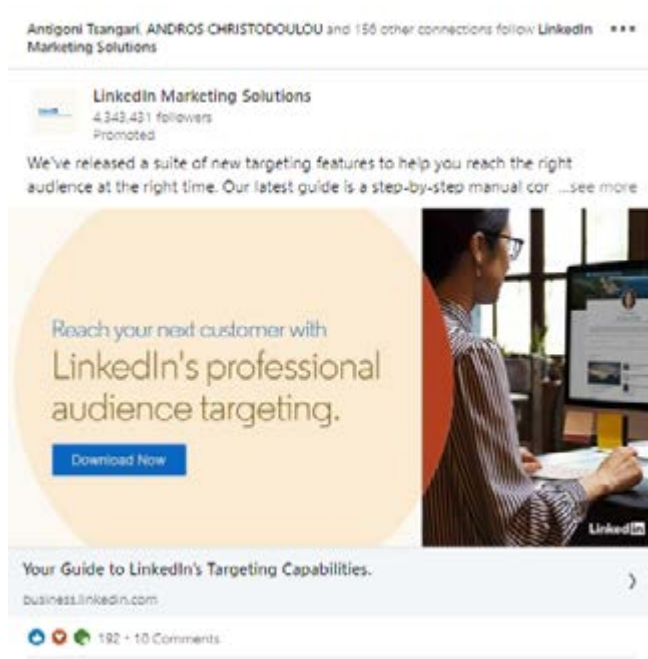
LinkedIn's ads are 277% more effective than Facebook's at lead generation, which is why 65% of B2B companies use LinkedIn ads.

In our experience here at Moondust, LinkedIn is one of the most expensive social media platforms for advertising. BUT and it's a big but... it produces the highest quality leads for our B2B clients. This is really important if we're talking about actually getting sales. That's users who took out their credit card and signed up for your service or bought your product. With plenty of options and the deepest targeting of all the platforms, advertisers are increasingly looking to spend their budget on LinkedIn.

When you set up ads for your business, you will set a budget. The minimum cost-per-click on LinkedIn is \$2, with an average of just over \$5 per click. If you choose pay-per-impression (how many times an ad appears), the average cost is just under \$7 for each 1,000 impressions.

So, let's look at your options:

**Sponsored content** - LinkedIn sponsored content ads appear in a user's LinkedIn feed along with their other content. Seeing your connections engaged with a post is great for social proof and FOMO. In most cases, these ads are nearly indistinguishable from other content. They are good all-rounders providing a boost to your follower count, increased web traffic and brand awareness.



Antigoni Tsangari, ANDROS CHRISTODOULOU and 156 other connections follow LinkedIn Marketing Solutions

**LinkedIn Marketing Solutions**  
4,343,431 followers  
Promoted

We've released a suite of new targeting features to help you reach the right audience at the right time. Our latest guide is a step-by-step manual cor...see more

Reach your next customer with LinkedIn's professional audience targeting.

[Download Now](#)

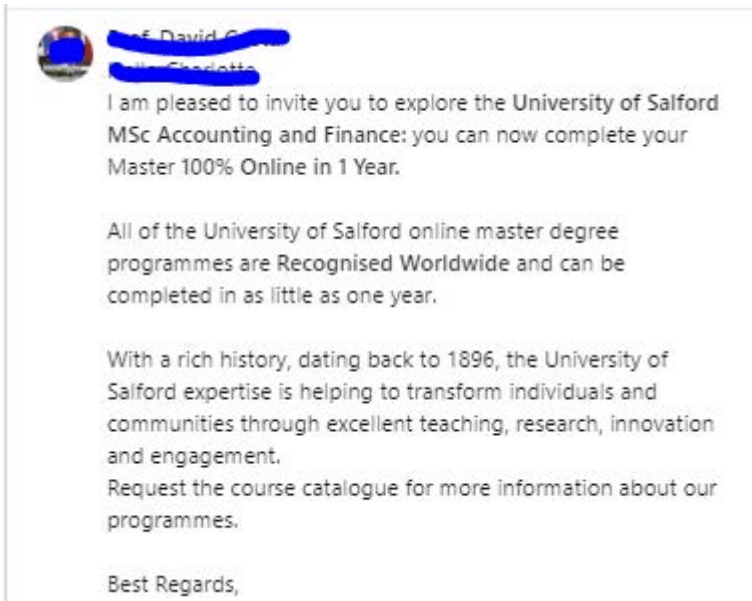
Your Guide to LinkedIn's Targeting Capabilities.  
business.linkedin.com

192 · 10 Comments

**Direct sponsored content** - Direct sponsored ads have the same benefits as sponsored ads but with the ability to select a more targeted audience. Targeting is important on LinkedIn as the cost per click is high. It's essential to get the most bang for your buck!

**Sponsored InMail** - InMail ads are sent directly to a highly targeted audience's LinkedIn inbox. Goals for this type of ad might be B2B lead generations, promoting an event or providing an invitation to discuss an opportunity. Be ready to spend at least 80 cents per send for this type of LinkedIn ad and be certain that your offer and messaging is not spammy. We really hate that! Whilst there is nothing wrong with the below InMail, it is not targeted or relevant and ended up in our trash bin.

**Note : there are now restrictions for the use of sponsored InMail on the EU market due to GDPR regulations.**



**Text ads** - LinkedIn text ads are short ads that appear on the right-side rail of the screen. Consider using these when casting a wider net for more general targets, like “job seekers” in your area instead of a more specific focus.



**Dynamic ads** - Dynamic ads are personalized ads tailored to each member based on their own LinkedIn profile data like company name or job title. The best ads include a call-to-action based on the clear message you are trying to get across.



## Tips & Tricks For Getting Conversion To Sale

- **Use Strong Copy** - Your advert is only as effective as the content you use. To create copy that reaches your audience effectively, avoid using jargon, keep it direct and add the most important information first. Hubspot did a great job with these adverts below.




**HubSpot** · Sponsored

There's about to be a huge shift in the way we think about social media as a marketing tool. Make sure you are prepared:




**The Future of Social Media Lead Management**  
offers.hubspot.com · 44% of marketers self-professed either "advanced" or "expert" level social media ability. It comes as no surprise that most marketers now understand the business value of social media. The question is, how do you take social to...

+ Follow HubSpot · Like (60) · Comment (1) · Share · 2 months ago



**HubSpot** · Sponsored

Did you know that you can design professional-looking infographics right in PowerPoint? No designer or fancy software required! Grab some templates and get started:



**Free Template: How to Easily Create Five Fabulous Infographics in PowerPoint**  
offers.hubspot.com · Learn how to design amazing infographics with nothing but powerpoint with our free template: How to Create 5 Fabulous Infographics in...

+ Follow HubSpot · Like (790) · Comment (65) · Share · 1 month ago

- **Use Great Images** - If you're spending money to advertise on LinkedIn then take the time to get your images right. Including an image in your post can increase engagement by 150%. But only if it's good. Always use licenced, high quality images that are relevant, on-brand or indeed branded for you. We love this [ad image from CloudCall](#). The colours are on brand, the messaging is clear and we love smiling faces. The ad is also well targeted for ZOHO users making it much more relevant in this case.

**CloudCall**  
4,013 followers  
Promoted

Optimise your Zoho CRM with advanced integrated telephony & messaging capabilities.

**CloudCall** + **ZOHOO**

**3 months \*Free Software**

CloudCall helps Zoho users optimise engagements and manage customer interactions, directly from their CRM. Now with integrated SMS & IM.

\*We are offering all customers 3 months \*free software.

**GET CLOUDCALL FOR ZOHO NOW**

Now with SMS & IM - Get it now [Learn more](#)

[go.cloudcall.com](https://go.cloudcall.com)

- **Use Videos** – A short video integrated into your adverts is a great way to grab attention and signups. Videos see 5x more engagement on LinkedIn than any other content type and we can see this number rising in the next few years. Don't forget to add closed captions for hearing impaired and sound-off viewers.
- **Track Analytics** – It's essential you track your advertising analytics on LinkedIn and via Google analytics on your website. Understand what worked, what didn't and know your ROI for each campaign. If your advert was aimed at getting sales, it's important to measure your spend against your earned sales.

**LinkedIn CAMPAIGN MANAGER**

Accounts: 3 total accounts | Campaigns: choose an account | Ads: choose an account

Create account | Performance Chart | Settings/Tools

Filters | Time range: 1/1/2020 - 8/1/2020

Account Name | Company Name | Status | Create Date | Spend | Total Budget | Campaigns

Search by account name or ID | Search by company name

**Did you know** - As of January 2020, 663.3 million users have been reached by LinkedIn Ads. ([We Are Social](#))

# Checklist for Publishing LinkedIn Business Posts

About to hit publish on your next LinkedIn business post? Keep this checklist handy and make sure you have included at least one of these items:

- An image, infographic or video to grab attention
- Emojis or bullet points to define your text
- Quotes or industry stats to add credibility
- A tag for people and pages mentioned
- A question to prompt responses
- A LinkedIn poll for feedback and engagement
- Two to three relevant hashtags added at the end



## Final Word

We hope you enjoyed our eBook Using LinkedIn To Achieve Your Business KPIs.

Moondust is a multilingual Social Media and Content Marketing agency, located in Belgium and working with national and international brands. We have helped ambitious brands in food, fashion & apparel, luxury, entertainment, education, tourism, bank & insurance, automotive...

Talk to our team now for social media and content marketing solutions for your B2B or B2C brand.



# Let's talk marketing

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