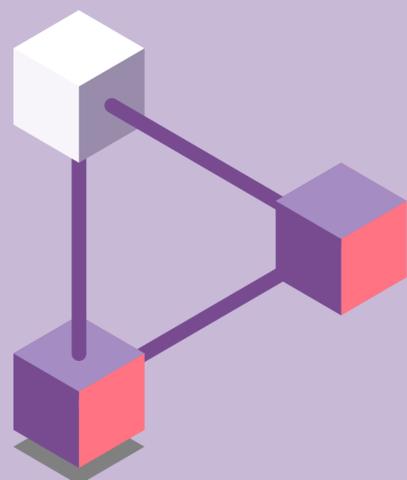
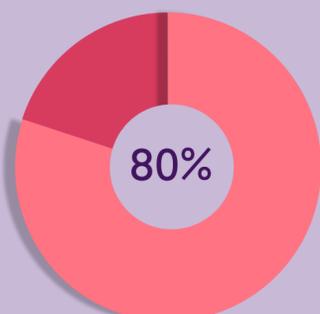


Using LinkedIn to boost your brand

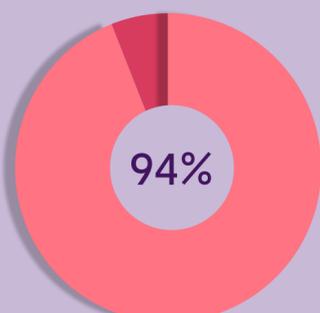
Professional networking platform LinkedIn can be a powerful business tool for brands and the people who market them.



690 million
The number of LinkedIn users globally



of B2B social media leads come from LinkedIn

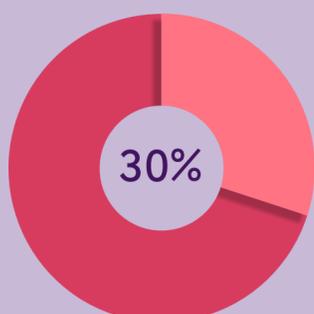


of marketers use LinkedIn to distribute content

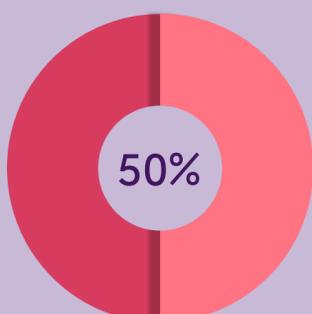


LinkedIn Pages

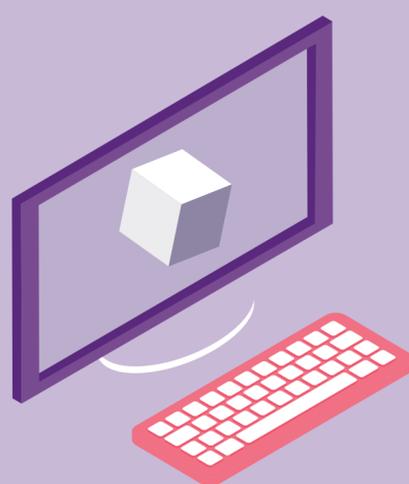
The name given to LinkedIn business pages (as opposed to personal profiles). Marketing guru Neil Patel says you should view yours as a lead generation opportunity by linking it directly to your website



The increase in traffic when a LinkedIn Page is fully completed

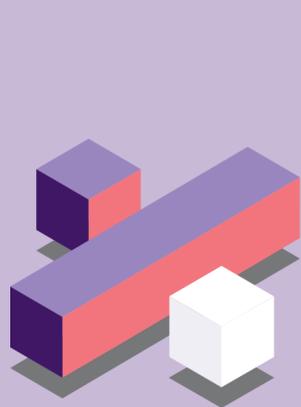


of LinkedIn members are more likely to buy from a company they engage with on LinkedIn

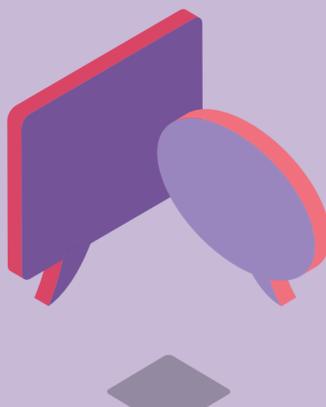


“Unapologetic Marketing Truth-Teller”

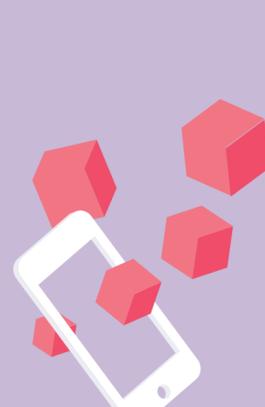
An example of a more dynamic alternative to the run-of-the-mill “marketing specialist” when creating a professional profile, according to LinkedIn



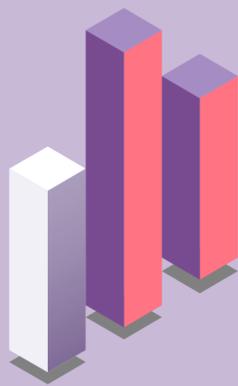
63%
of marketers rate LinkedIn as the most effective channel for B2B social media



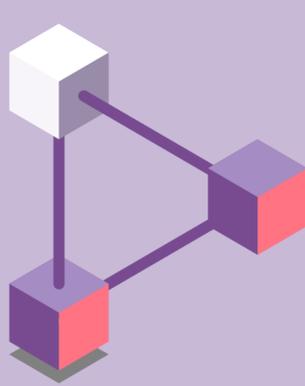
130,000
The number of long-form postings on LinkedIn each week. Marketers (or other thought leaders in the company) write these to establish authority within their industry



5 – 6
The maximum number of hashtags (a great way to expand your audience) that are recommended for each post



20x
The increase in likelihood of content featuring a video being shared compared with a static posting



4-1-1
The ‘golden rule’ for sharing content on LinkedIn: for every 1 piece of promotional material you share about your brand, you should share 1 non-promotional piece about your industry and 4 posts written by others that are relevant to your audience



Tuesday
8am or 5pm – 6pm
The best time to post something to LinkedIn if you want to maximise chances of engagement

