

# 7 SIMPLE STEPS

## To boost your Content Marketing reach on LinkedIn

There is no argument that LinkedIn is the top platform for B2B marketers, as well as the fastest growing social platform in the world. But how do you reach your target audience amongst the 675 million users in 200 countries, currently on LinkedIn? Here are 7 simple steps to boost your organic Content Marketing reach on LinkedIn.



**AN IMPRESSIVE STAT:**

**95%**

*of B2B marketers use LinkedIn for organic marketing.*

**1**

Make sure to @ **mention people** who are associated with the content to **gain exposure to their network.**

**2**

Research **trending hashtags** and add relevant ones to your post to **join popular conversations.**

- Joining trending topics exposes you to new audiences in your field.
- Your most-used hashtags may become associated with your LinkedIn Page.
- LinkedIn watercooler series and LMS blog are good resources, to see what stories are becoming popular on LinkedIn.

**3**

**Share your best** @ mentions to authentically promote your brand and share your employees' best LinkedIn posts to **leverage their connections.**

- Content shared by employees has **2x** higher engagement than when it's shared by a company.
- A typical company's employee base has **10x** the social reach of the company itself.

**4**

**Respond quickly** to any engagement on your posts. Be sure that a responsible person has the LinkedIn app on their phone for convenient, easy access and **responsive lead times.**



5

To extend your organic reach, **leverage the influence** of your workforce. Incentivise and encourage staff to react and share your content. As always, **they are your greatest asset:**

- On average, an employee base has **10x** the social reach of the company itself.
- Content shared by workers have **2x** higher engagement than when it's shared by their company.
- According to LMS research, only **45%** of the U.S. trust institutions, whilst **63%** do trust people like themselves. Use this to your benefit **#P2PbeforeB2B**

6

**Boost your organic reach** by sponsoring posts and using paid advertising. If you have a small budget, **a little goes a long way**...watch out for more on this topic in BlueMelon's socials!

7

For those who are familiar with Account Based Marketing (ABM) you'll already be on board with leveraging LinkedIn's amazing **audience targeting capabilities**. This means you reach the RIGHT audience, not just ANY audience. **If not, stay tuned.**

**NEED HELP WITH YOUR CONTENT MARKETING FOR LINKEDIN?**

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