

LINKEDIN CONTENT MARKETING TACTICAL PLAN

Your printable plan for killing it with content marketing on LinkedIn



OPPORTUNITIES	WHAT TO SHARE	OBJECTIVES	KEY METRICS	ACTION ITEMS
 1 HR. DAILY  Pages	- Company news - Blog content - Industry news and research - Case studies	- Brand awareness - Lead generation - Thought leadership - Event registration	- Page followers - Post clicks - Engagement - Inquiries and leads - Event registrants	- Post 3-4X a day - Engage with followers via post comments - Change header image every 6 mos
 30 MIN. DAILY  SlideShare	- Company videos and presentations - Infographics - Webinar decks	- Lead generation - Brand awareness - Thought leadership - SEO	- Views - Leads and inquiries - Linkbacks and embeds	- Upload new content weekly - Highlight decks on profile page - Group content into playlists - Add lead forms
 20 MIN. DAILY  Groups	- Avoid self-promotion - Use as a catalyst for thought leadership and community - Spark conversations about industry trends and challenges - Ask questions to crowdsource sentiment	Thought leadership	- Number of new contributors - Number of discussions - Quality of conversions - Number of profile views - Number of new connections	- Create a group for your company - Ask for opinions and provide insights - Monitor submissions daily - Thank other contributors with a like or a comment - Promote group on social media
 1 HR. WEEKLY  Publishing on LinkedIn	- Professional expertise and experiences - Industry trends - Lessons learned	Thought leadership	- Post views (and demographics of your readers) - Post likes, comments, and shares - Profile views	- Publish whenever you feel passionate - Recommended: bi-weekly or once a month
 30 MIN. DAILY  Sponsored Content	- eBooks - Case studies - Industry articles - Helpful how-to content	- Lead generation - Brand awareness - Thought leadership	- Engagement rate - Impressions - Inquiries or leads - LinkedIn Page followers	- Run for 3 weeks - Share links to lead forms, and add URL tracking code
 1 HR. WEEKLY  Sponsored InMail	- Webinar and event invitations - eBook launches - Program demos - Blog subscription campaigns	- Brand awareness - Lead generation - Event registration - Program enrollments	- Open rate/click-through rate - Inquiries, leads, and conversions - Event registrants - Program applications	- Keep copy <1,000 characters - Use a clear call to action with a 300x250 pixel banner - Use first name personalization - Bid competitively, especially if your audience is narrow
 30 MIN. WEEKLY  Text Ads	- eBook launches - Product one-sheets - Webinar and event invitations - Program demos	- Brand awareness - Lead generation	- Website traffic - Inquiries, leads, and conversions	- Include an image: 50x50 pixels - Use a strong call to action - Use 2-3 active ad variations per campaign to compare success