



DOMINATING LINKEDIN

LinkedIn Marketing Strategy

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LINKEDIN BEST PRACTICES

■ **Post industry trends, how-tos, and thought-leadership content**

People on LinkedIn are generally interested in informative and educational content.

The top phrases used in the headline of the most shared articles:

- Industry trends and news: “the future of”, “in the world”, and “of the year”
- How-to articles: “X ways to”, “how to get”, and “how to make”

■ **Make use of the analytics**

Using this information, we can tailor our posts to their interests by sharing content that is relevant to their job functions, industry, company size, and roles in the organization.

LINKEDIN BEST PRACTICES

- **Use images and videos**

One of the best practices for running a LinkedIn Company Page is to use rich media like images and videos. Images lead to a 98 percent higher comment rate while links to YouTube videos can result in a 75 percent higher share rate.

- **Use data to find your best time to post**

Focus on your brand's best time to post based on page analytics.

- **Schedule 1 post per weekday**

LinkedIn has found that 20 posts per month can help you reach 60 percent of your unique audience.

LINKEDIN BEST PRACTICES

- **Study other Company Pages**

Study similar company pages, learn what's working well for them, and experiment those ideas on your own company page.

- **Let your colleagues help you**

Encourage all employees to create their own LinkedIn profile and engage with the company page by following the page and interacting with the content.

- **Explore LinkedIn ads**

Objectives

BRAND BUILDING

Gain credibility through a presentable business page

AWARENESS

Establish brand presence with organic and paid content

CONSIDERATION

Target right audience and redirect them to Madimack's channels

Target Audience



Corporate Decision Makers

Business heads,
executives, possible
investors

Why? To push our products fit for commercial spaces. To make business connections for possible future collaborations



Trade and Installers

Trade client
prospects

Why? To connect with business owners/professionals and get leads on more trade clients



Pool Owners

End users

Why? To introduce brand to end users and build credibility to be part of the consideration stage

COMPETITIVE ANALYSIS

FLUIDRA
AUSTRALIA

- 2000 followers
- Carries Astral and Zodiac Products
- Based in NSW
- Posts 2x/week



- 812 followers
- Posts 3x a week
- Content consists of product highlights, installations and promotions



- 37 followers
- No posts
- Have no presence in LinkedIn except an empty business page



- 3 followers
- Zodiac Australia has no official linked in Page

Insight: No brand in the same industry has a stable and well built presence in LinkedIn.



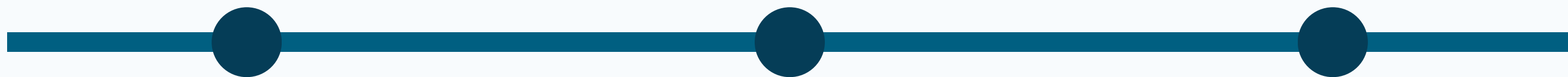
WHAT IS THE MOST IMPORTANT ELEMENT OF LINKED IN MARKETING?

CONTENT.

LinkedIn content must be credible and consistent through factual industry insights and experts' study and opinions. Users of this channel look for trustworthy content that has real value.

CONTENT STRATEGY

GOAL: Establish Madimack's brand as the industry experts for pool heating and other innovative pool technologies through relevant content. Own the channel by being the top business profile in the pool heating industry.



ORGANIC

- Educational Articles
- Industry Insights
- Product Launches
- Corporate Activities

PAID

- Sponsored content
- Dynamic Ads
- Brand Spotlight Ads
- Awareness Ads
- Consideration Ads

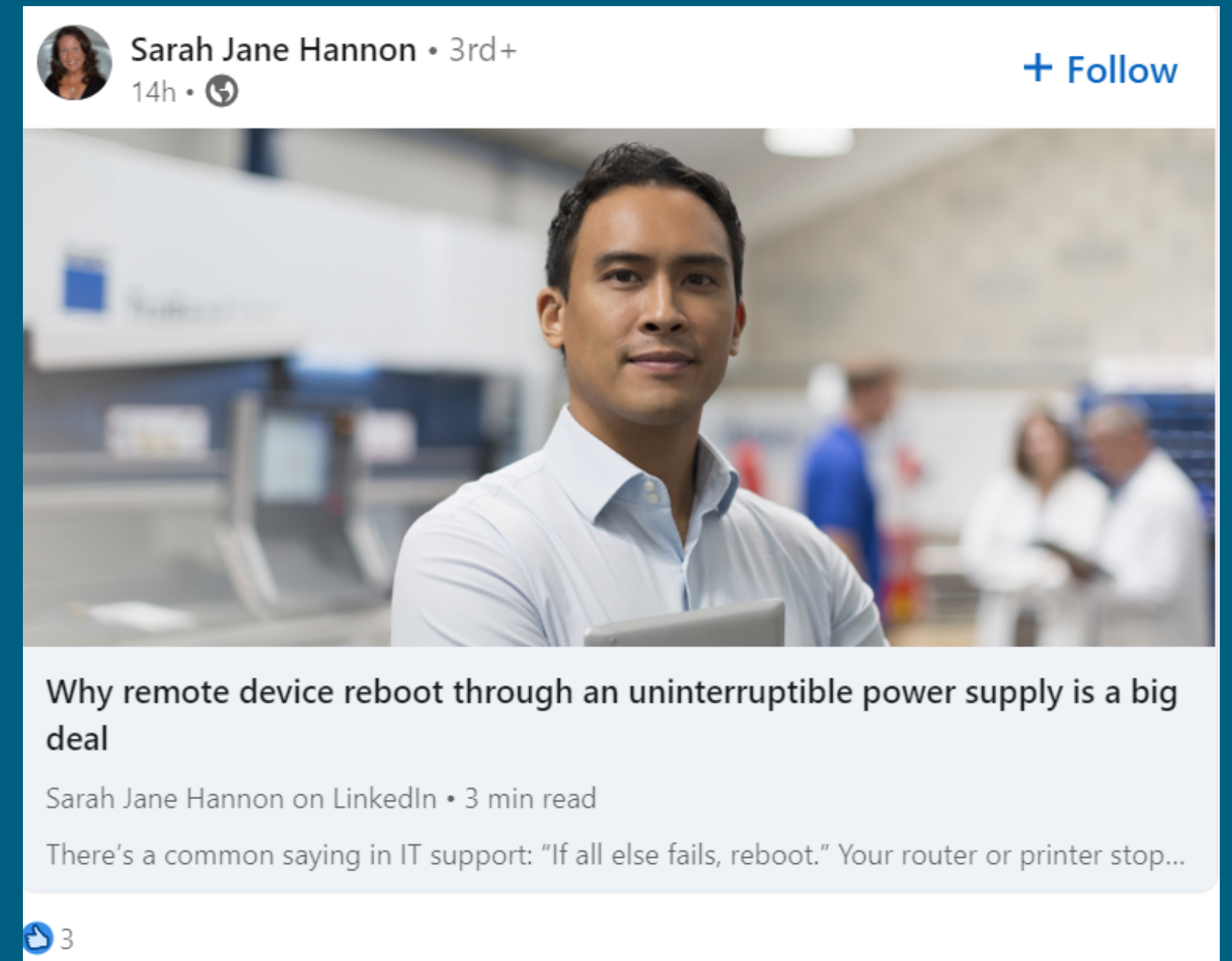
MESSAGES

- Sponsored Messages
- InMail Ads
- Conversation Ads
- Organic Lead Messaging

Organic Content

The most popular content type in LinkedIn are Articles. These articles commonly discuss the following topics:

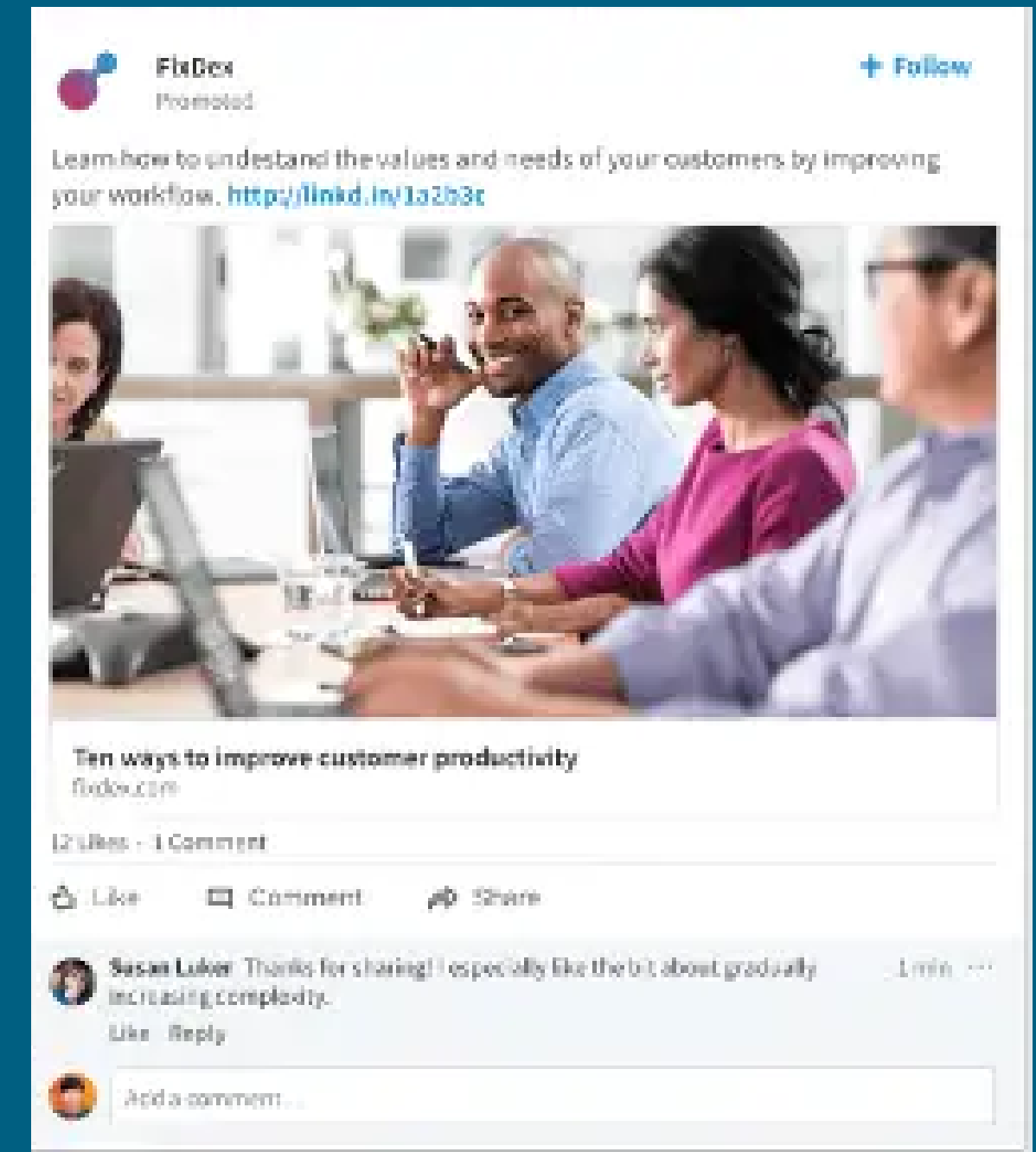
- Educational Articles
- Industry Insights
- Corporate Activities
- Employee Related Events
- Anecdotes



Paid Content

Take advantage of LinkedIn Business' advertising features. The most relevant for Madimack are the following:

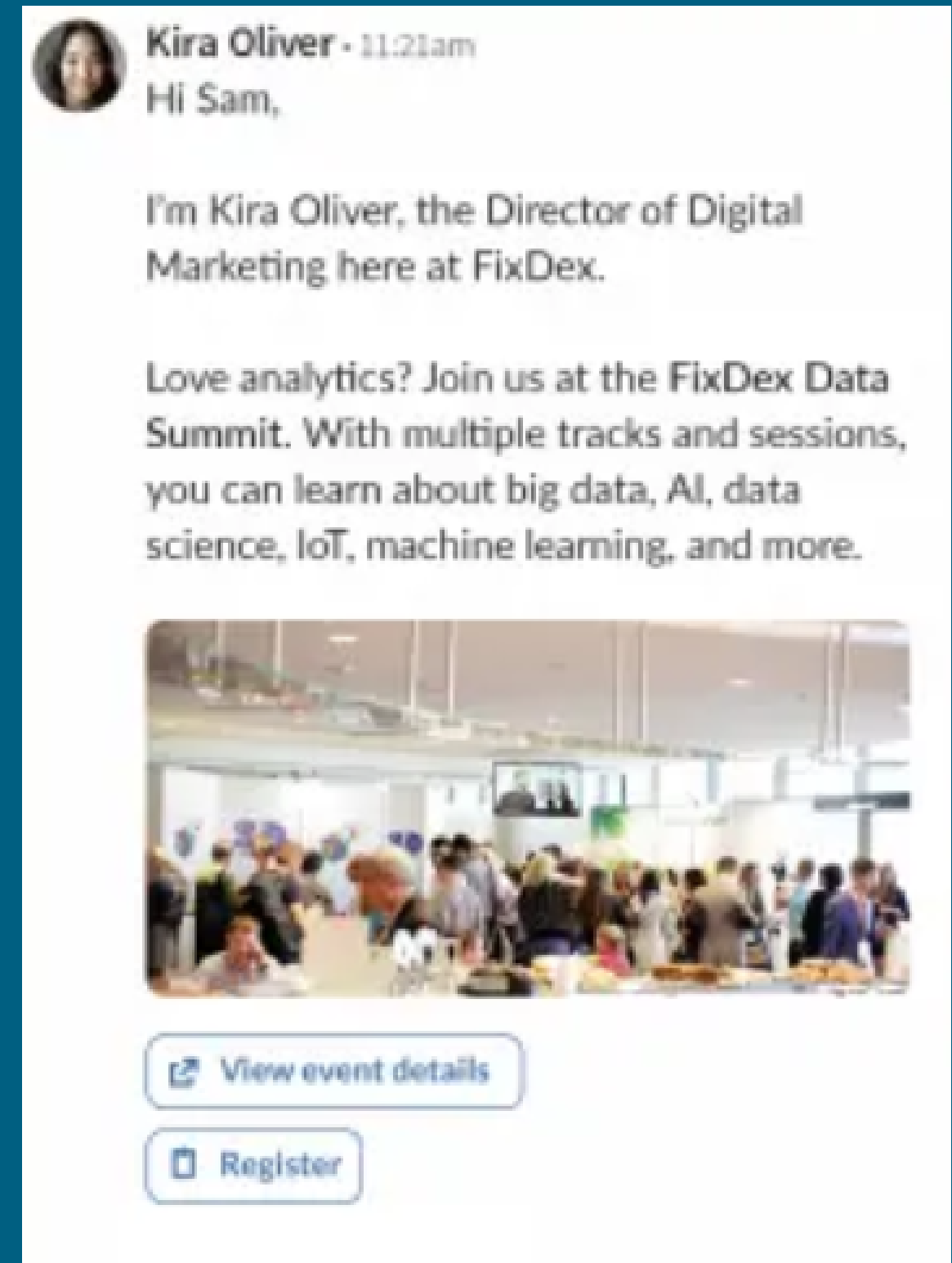
- **Sponsored content** - shows up on audiences' LinkedIn feed
- **Dynamic Ads** - run in the right rail of LinkedIn and speak to audiences directly through personalization.
- **Brand Spotlight Ads** - shine a light on your products, services, content and more.
- **Awareness Ads** - help get audiences talking about your products, services and brand.
- **Consideration Ads** - Website traffic



Messages

Messaging is one of the top features in LinkedIn that users take advantage of in terms of building connections and lead generation. This feature can be maximized through:

- **Sponsored Messages** - directly advertise to LinkedIn members in their inbox
- **InMail Ads** - lets you send a direct message to your audiences' inbox, complete with a CTA.
- **Conversation Ads** - offer a choose-your-own-path experience for audiences
- **Organic Lead Messaging**



Execution, Budget, KPIs

CONTENT	FREQUENCY	Proposed Budget AUD	KPIs / TARGETS
Organic Blog Post	1x/week	(organic)	Engagement (Reactions, Comments and Shares)
Product Highlight (Photo/Video)	2x / week	(organic)	Engagement (Reactions, Comments and Shares)
Sponsored Content	Monthly	100\$ / Month	200 Clicks, 10% Click Thru Rate
Awareness Campaign/ Brand Spotlight	Monthly	150\$ / Month	300 Clicks, 10% CTR
Consideration Ad	Monthly	150\$ / Month	300 Clicks, 10% CTR
Sponsored Messages	Monthly	50\$ / Month	100 Opens, 10% Reply Rate

THANK YOU
