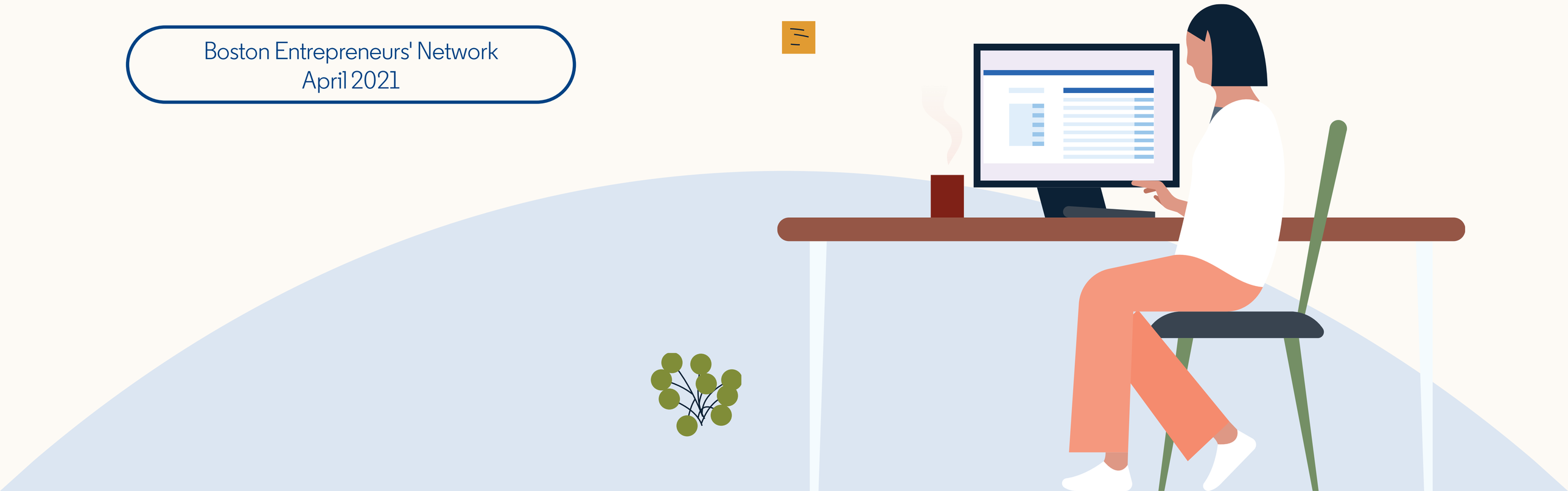
LinkedIn Marketing Solutions

5 New Customer Engagement Strategies

Boston Entrepreneurs' Network
April 2021



Allow me to introduce myself

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Why Build on LinkedIn

706 Million+ members

2.9 million Groups

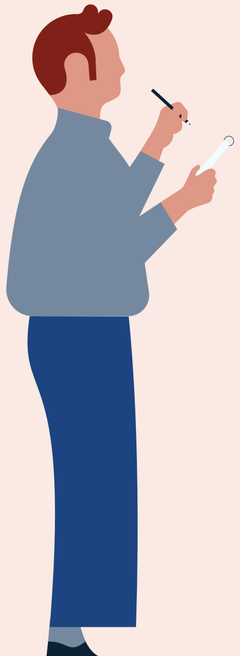
Every month, 1 billion+ interactions on Pages

In 2020, 6.3 million members attended virtual events

60% more content created

Perceived as higher quality, more professional, more respectable

Customer Engagement Strategies



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Position for the long-term

02

Know who your customer's customers are

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Revolve around the customer journey

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Strengthen sales and marketing collaboration

05 Earn trust through thought leadership

Position for the long-term

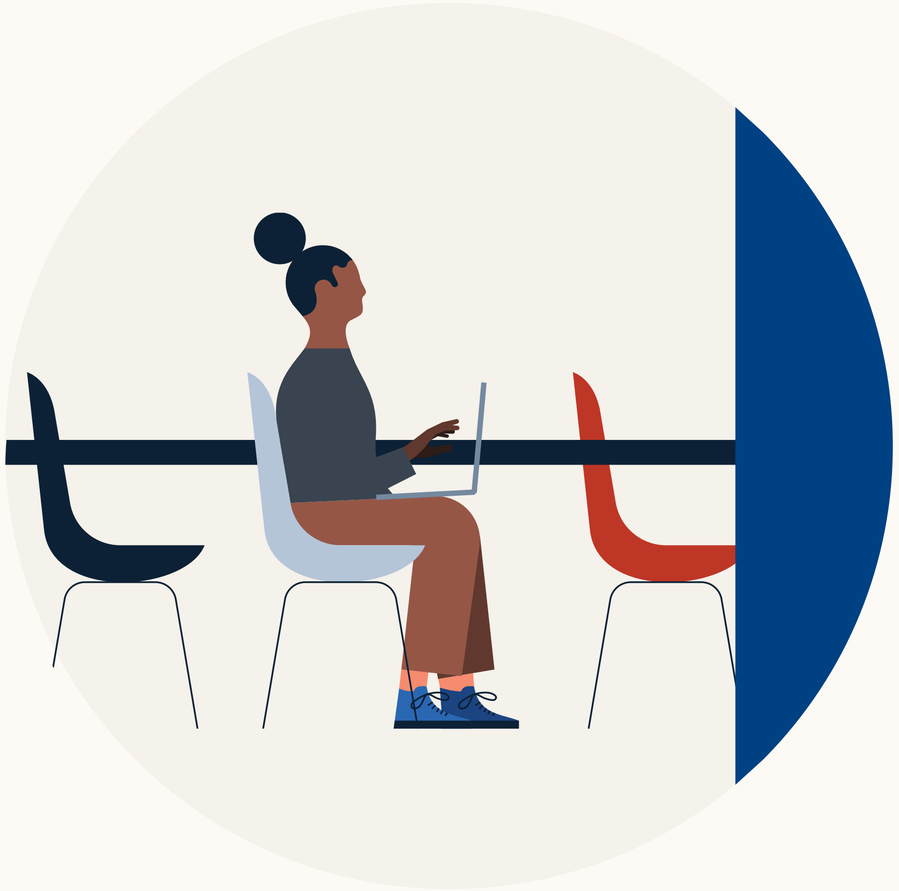
How to implement at your marketing org:

- ✓ Conduct market research
- ✓ Ask for honest feedback from customers
- ✓ Check CRM notes

How to implement by leveraging LinkedIn:

- ✓ Update your Page
  - ✓ Revisit your organization's "About us" section
  - ✓ Refresh the hero image banner
  - ✓ Invest in brand awareness campaigns — using organic and paid tactics

Know your customer's customers



How to implement at your marketing org:

- ✓ Capitalize on segmentation strategies

How to implement by leveraging LinkedIn:

- ✓ Take advantage of LinkedIn's unique targeting and filtering features to hone in on your audience
- ✓ Look for commonalities, patterns, and trends within the cohort
- ✓ Try LinkedIn's Insight Tag, Matched Audiences, and Account-based marketing tools

Revolve around the customer journey

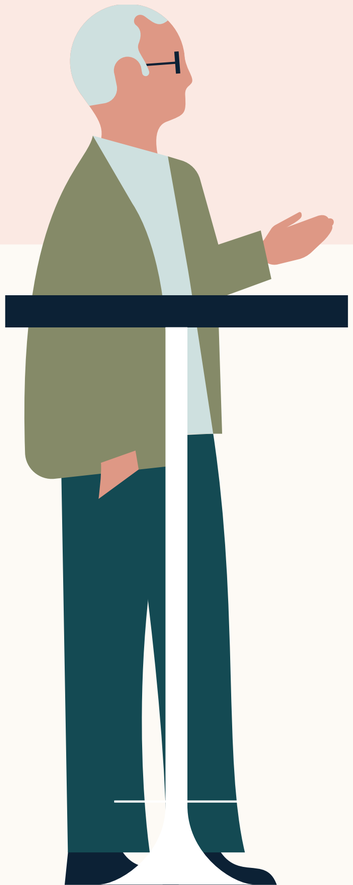
How to implement at your marketing org:

- ✓ Identify potential buyers early — and engage them via content marketing
- ✓ Pursue content and experiences aimed at reducing barriers to prospective customers

How to implement by leveraging LinkedIn:

- ✓ Build trust by sparking meaningful and thought-provoking conversations within LinkedIn Groups
- ✓ Take notice of what content your customers are engaging with
- ✓ Build a quality Page for your company:
  - ✓ Regularly publish quality content
  - ✓ Engage in community management
  - ✓ Ask and answer questions and respond to comments

Strengthen your sales and marketing collaboration



How to implement at your marketing org:

- ✓ Source insights and inspiration from sales counterparts to acquire understanding of critical pipeline KPIs, customer journey stages, and touchpoints where challenges are occurring
- ✓ Generate content that can tie directly to sales efforts
- ✓ Generate late-stage materials to prove value to reluctant buyers
- ✓ **How to implement by leveraging LinkedIn:**
- ✓ Design a content plan that connects your branding — and lead gen efforts — to sales activation
- ✓ Run a Sponsored Content campaign on a specific message. Then, ask sales to outreach with content that mirrors and expands upon the same messaging.
- ✓ Introduce one of your sales reps in a virtual event to establish familiarity and rapport with attending prospects

Earn trust through thought leadership

How to implement at your marketing org:

- ✓ Perform primary research — this empowers you to help your customers to solve timely challenges in concrete ways
- ✓ Measure progress
- ✓ Take advantage of all your channels (e.g., blogs, social channels, industry forums)

How to implement by leveraging LinkedIn:

- ✓ Host a LinkedIn Event, then use organic and paid options to boost awareness. Post about your upcoming LinkedIn Event on your LinkedIn Page and Group.
- ✓ Share relevant industry research conducted by your company or a trusted third party partner on your Page
- ✓ Feature your company's leaders within videos and posts
- ✓ Partner up with industry influencers to co-create content

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5 New B2B Customer Engagement Strategies

Return to growth 2021

LinkedIn

https://lnkd.in/fivestrategies

Return to growth 2021

Strategy #1
Position for the long term

Think...

“ Which value props seem best to highlight given the current environment?

“ Can we revisit our corporate messaging and offerings to help clients emerge from the pandemic stronger?

Revisit and highlight your mission, purpose, and offerings in light of what will be most helpful to your customers.

How to implement this at your marketing organization

- Conduct market research
- Ask for honest feedback from customers
- Check CRM notes

How to implement this by leveraging LinkedIn

- Update your Page
  - Revisit your organization's "About us" section
  - Refresh the hero image/banner
- Invest in brand awareness campaigns — using organic and paid tactics

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