

Top 10 Benefits of LinkedIn Marketing

Introduction

The types of marketing differed with the increase in the need for it, as many countries became interested in marketing through influencers and also through social media such as marketing through Facebook, Instagram, Snapchat, YouTube and other applications that actually affect the company's goals and sales and attract customers in faster ways than it was in traditional marketing

With the diversity of applications affecting social media, the importance of marketing on LinkedIn has increased significantly over the past few years after Microsoft purchased it in 2016 and made many improvements to it.

It is worth noting that LinkedIn is one of the oldest major social media platforms, as it was founded in 2003, meaning that it is now 18 years old

In addition to being the most important social networking platform for job seekers in various fields, it is also considered one of the most important e-marketing channels today

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What are the basic requirements to start marketing on LinkedIn

In this article, you will find everything you need to know about the basics of improving your personal account, and creating a page for your company or organization to start marketing on LinkedIn correctly

Create a personal account and enter your data

Use your personal account to interact

Create a page for your company or organization

Create an ad account to manage ads

Entering payment method data (bank card)

LinkedIn had nearly 740 million users in early 2021, an increase of 90 million users in just one year, from 650 million users in early 2020

As for the Arab countries, the number of LinkedIn users in Egypt has exceeded 5 million users, as is the case in Saudi Arabia, and it is close to this number in the United Arab Emirates

Basic requirements to start marketing on LinkedIn

As with any social media platform that provides the creation of sponsored ads, there are some basic requirements to start marketing on LinkedIn and they are as follows

Create a personal account and enter your data

You must first create a personal account on LinkedIn and enter the basic contact data (country of residence - phone number - email), and upload a professional photo to be the profile picture

Use your personal account to interact

After you create your personal account on LinkedIn, you will not be able to create a business page for your business at the same time, but you must enter your account data, and use it for a period of time

If you try to create a commercial page immediately after creating your personal account, you will often see an error message and you will not be able to create the page (and this is the most question I get from those who want to start marketing on LinkedIn, where this message appears to them)

Create a page for your company or organization

10-14 days after creating your account and using it to add friends, follow pages, post some content, and interact with some of the posts that you see while browsing, you can try creating a page on LinkedIn

Create an ad account to manage ads

After creating the page, you can now create an advertising account on LinkedIn by clicking on the word Advertise that appears on the far right of

your personal account
After that, you will be directed to the Campaign Manager page, where you can create an ad account to start creating and managing paid ads of different types.
Entering payment method data (bank card)
In general, the types of bank cards are divided into 3 main types
Prepaid Card
Debit Card
Credit Card
You can ask about the requirements for extracting the different versions of these cards by contacting the nearest bank to you
But it is very important that you make sure that the card you are extracting supports online payment and purchase, so that you can use it to pay for LinkedIn ads easily



The most important benefits of creating a personal account for you on LinkedIn

Linkedin is not just a social networking site to search for jobs or advertise them only, as many believe, but it has many advantages for a wider range than that, and the most important advantages of creating a personal account on it can be summarized as follows
View the latest developments and developments in your field by following the accounts of the most prominent experts and specialists
Constantly follow up on the available jobs in your field of specialization, and apply to join some of them if they are suitable for you
Build professional friendships and working relationships with many professionals in your field or work areas related to your field and benefit from their expertise
If you want to develop yourself in some disciplines, you can take some LinkedIn Learning courses and get a certificate after completing your studies

Share some glimpses of your skills or experiences in the form of text, images or videos, which helps in attracting potential customers to your account and connecting with you
Establish new partnerships and take advantage of cooperation opportunities with specialists in areas related to your field of work
The ability to create a commercial page for your company or organization (if you own a company or market for a company) as well as create sub-pages to it that are dedicated to specific products or sections
The ability to create an advertising account on LinkedIn to promote what you publish on your company page, direct visitors to your site or collect potential customers, with very accurate targeting options
Showcase your key skills in your personal account so that they are clearly visible to HR officials who are looking for employees in your specialty
If you have a company or organization, you can advertise the existence of available jobs through the LinkedIn Talent Solutions section so that it appears to LinkedIn users who meet the specifications you require
You can create a group on LinkedIn to be joined by professionals in your field or potential clients, as it is another marketing channel besides your company page
The ability to contact data with your most important potential customers after adding them as friends, where you can get their phone numbers and email addresses from their personal accounts



How to create a LinkedIn page for your company or organization

First make sure that you complete the basic data entry for your personal account, follow some pages, add some friends, interact with the posts that appear to you and share some of them for 10-14 days and then create the business page ,You may be interested to see what are the best strategies used on Tik Tok
How to adjust the most important settings on your company page
After creating a page for your company to start marketing on LinkedIn, you will have to enter its basic data and contact information as you did previously in

your personal account

You must put a profile picture for the company's page that includes its official logo to distinguish it among the pages of other companies, as well as put a cover photo for the page

You can also assign administrators to manage the page with different roles and permissions, as well as send invitations to your friends who are on your personal account to follow the page, with a maximum of 100 additions per month

The page allows you to publish text content in your field of specialization on the page, and upload videos directly to the page with a maximum of 10 minutes per video until writing this article, but you can share longer videos than on YouTube



What types of ads do you download on LinkedIn

Before you start marketing on LinkedIn, you must first know the types of advertising goals and the types of ads included in these campaigns and determine the appropriate ones to achieve your marketing goals, You may be interested in seeing the most important steps needed to create advertising campaigns on Snapchat

LinkedIn includes 7 types of advertising goals that include different types of ads, for example, if you choose the Engagement ad goal, you will find types of ads such as promoting an image or video to increase interaction or creating an ad to increase page followers, and among these goals
Awareness: It includes different types of advertisements (text - image - video - messages - ..), and the aim is to reach a large number of new target audience to introduce them to your brand only, but I do not recommend this type if your budget is limited

Website Visits: This advertising objective includes creating ads to bring visitors to your website, online store, or any landing page you choose

Engagement: The purpose of this advertising objective is to increase engagement and followers on your Page's posts, and you can also use it to raise awareness of your brand as your ads reach a new audience

Video Views: It includes one type of advertising, which is promoting videos only to increase the number of views on them

Lead Generation: This includes creating ads with a template that you design to collect leads, and you can use their collected email addresses to also follow up with them with your email marketing platform

Website Conversions
To be able to create ads for this ad objective, you must install the tracking code for your ad account called LinkedIn Insight Tag so that LinkedIn can measure the extent to which the goal of the ad is achieved, whether it is buying a product or service from your site or recording data with it

Job Applications: This advertising objective is useful for corporate recruiters as they can advertise vacancies and reach ideal candidates for these jobs using LinkedIn's precise targeting options



How to create an ad on LinkedIn

In the beginning, make sure that a large percentage of your target audience is on LinkedIn, meaning that it is worth investing in LinkedIn marketing, and there are, of course, several ways to make sure of this, I will explain them to you in a simple way, You may be interested in reading 4 steps to become a professional in Instagram marketing

First: Make sure the total number of LinkedIn users in the country you want to market your products or services in, where it is preferable that the number of users in the country you are targeting is not less than 300,000 users

Second: Make sure your target audience is at least 100,000 users, after adding

the main targeting data (country - age - gender - general interests - other detailed targeting data)

Third: After meeting the previous two conditions, be sure to allocate a budget of $ 300 to run a test advertising campaign to measure the average costs of achieving key marketing objectives, especially the cost of acquiring a lead

In general, the duration of the test advertising campaign should not be less than 7 continuous days in any advertising platform, but in the case of marketing on LinkedIn, it is preferable that the duration of the test advertising campaign be 15 continuous days with a budget of $ 20 per day

You should bear in mind that the behavior of users on LinkedIn differs from Facebook and Instagram in terms of the number of visits to the site or application, as well as the daily usage period

Fourth: After analyzing the results of the test advertising campaign and making sure that the cost per lead is appropriate for your business, you can invest more in marketing on LinkedIn and make paid ads on it

Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the digitsmark team

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