

Analysis on LinkedIn strategies

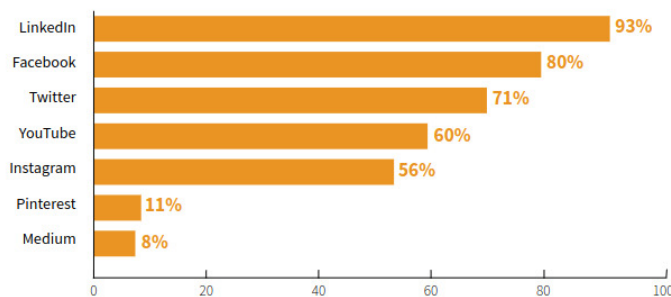
The Content Marketing Institute publishes an annual B2B content marketing report, has some interesting insights regarding B2B marketing.

The following five graphs are from the 2022 version

(https://contentmarketinginstitute.com/wp-content/uploads/2021/10/B2B_2022_Research.pdf)

The following graphs shed light on what the most used tools by such marketers are (both paid and organic).

Organic (Nonpaid) Social Media Platforms B2B Marketers Used to Distribute Content in Last 12 Months

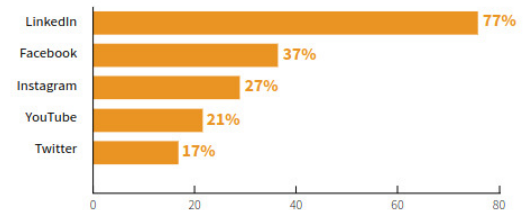


*Base: Content marketers. Aided list; multiple responses permitted.
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021*

Other paid social media platforms used in last 12 months:

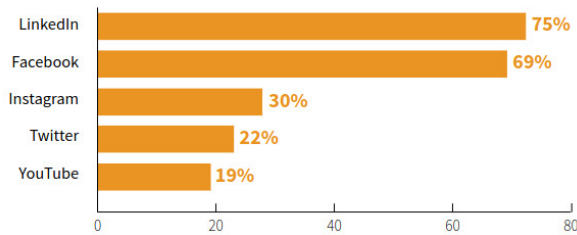
Clubhouse (5%), Quora (5%), TikTok (5%), Reddit (4%),
Discord (2%), Snapchat (2%), Twitter Spaces (2%), Other (3%),
and None (2%).

B2B Organic (Nonpaid) Social Media Platforms That Produced Best Results in Last 12 Months (Top 5)



*Base: Content marketers who used the nonpaid social media platforms listed to distribute content in the last 12 months.
12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021*

Paid Social Media Platforms B2B Content Marketers Used in Last 12 Months (Top 5)



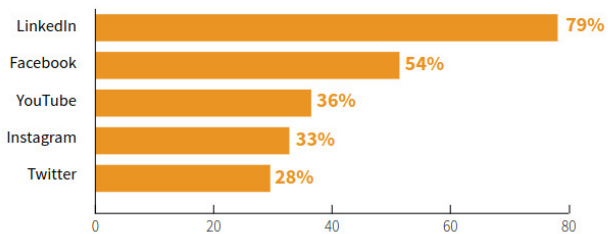
Other paid social media platforms used in last 12 months:

Pinterest (3%), Reddit (2%), TikTok (2%), Quora (1%), Snapchat (1%), and Other (3%).

Base: Content marketers who used social media platforms for paid content promotion in the last 12 months. Aided list; multiple responses permitted.

12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

B2B Paid Social Media Platforms That Produced Best Results in Last 12 Months (Top 5)



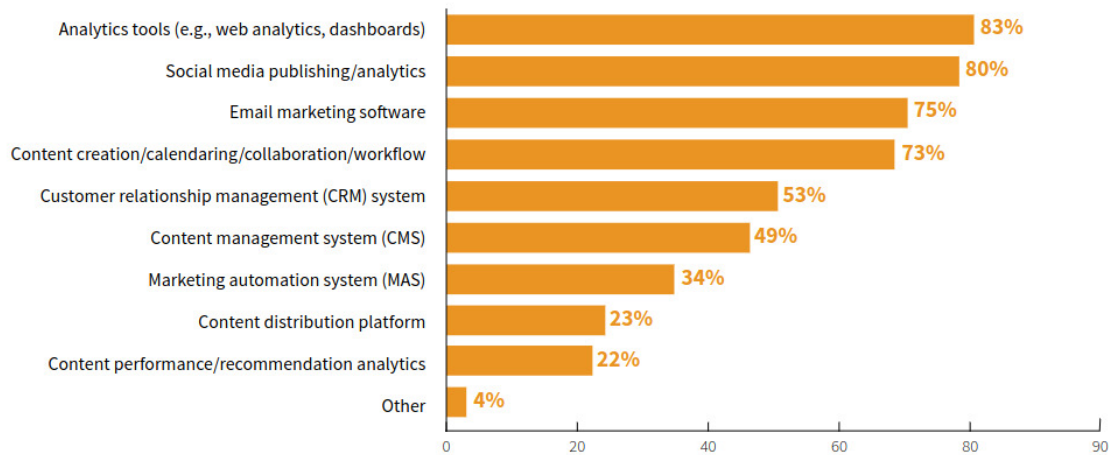
Base: Content marketers who used the social media platforms listed for paid content promotion in the last 12 months. Multiple responses permitted.

12th Annual Content Marketing Survey: Content Marketing Institute/Marketing Profs, July 2021

LinkedIn is the most used tool in both cases.

The following graphs shed some insight on the type of content that is being made, with their accompanying tools

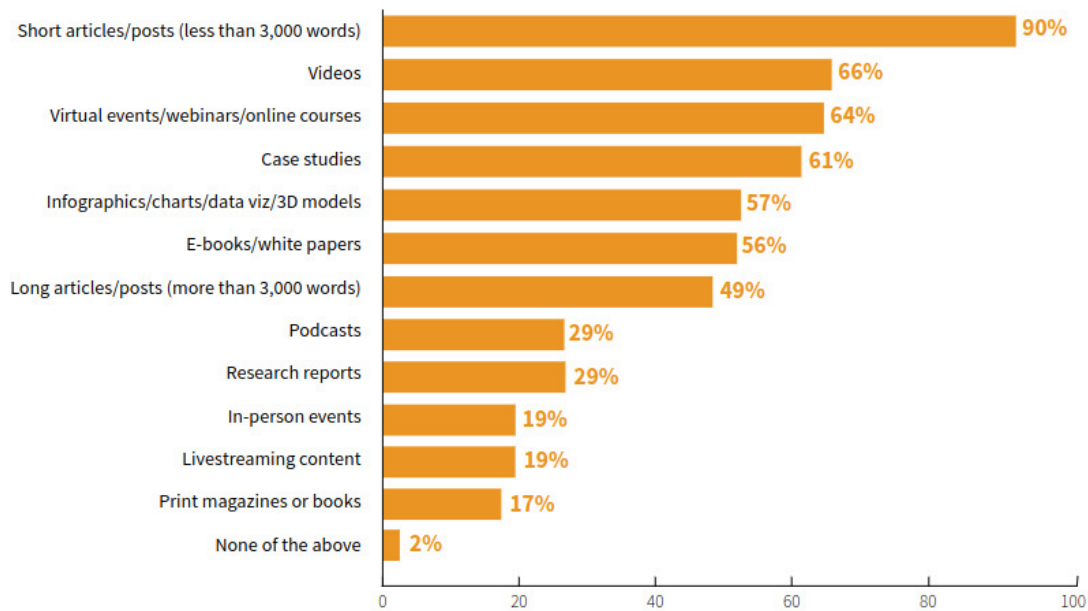
Technologies B2B Organizations Use to Assist With Content Marketing



Base: Content marketers. Aided list; multiple responses permitted.

12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

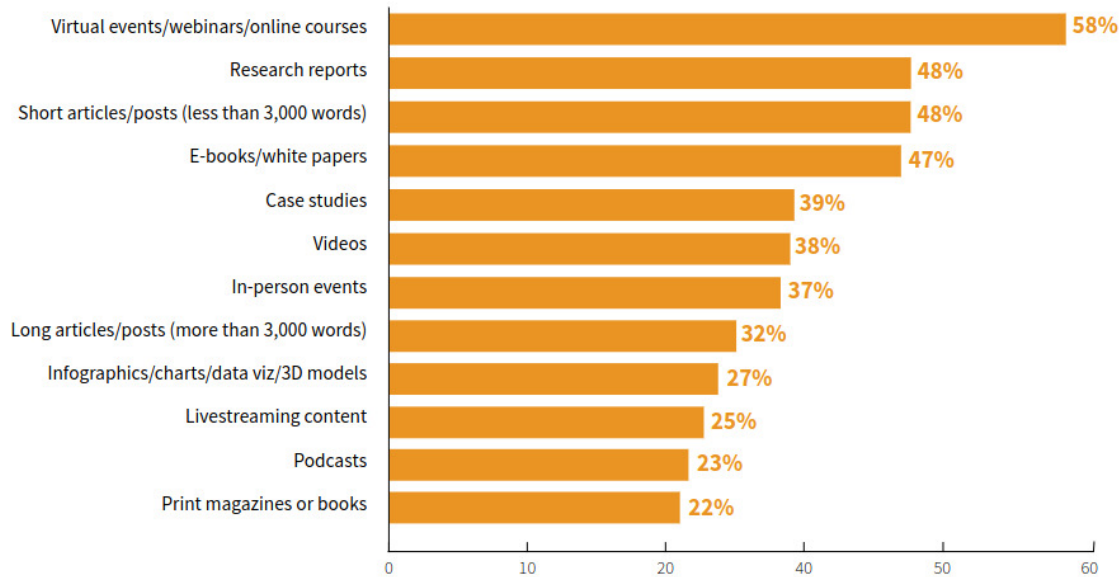
Content Assets B2B Marketers Created/Used in Last 12 Months



Base: Content marketers. Aided list; multiple responses permitted.

12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

B2B Content Assets That Produced the Best Results in Last 12 Months



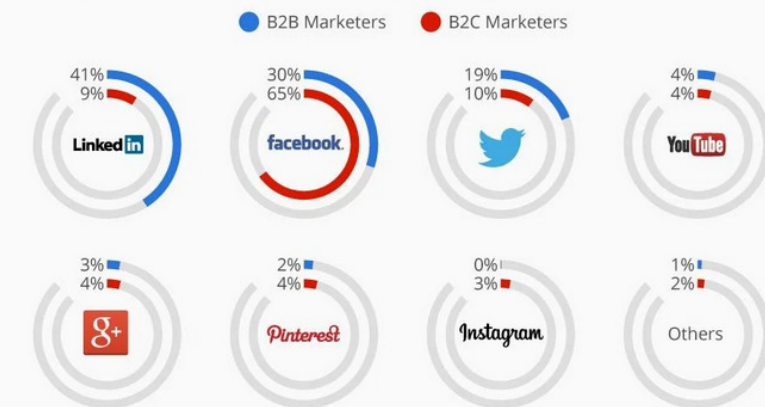
Note: Respondents were shown a display list of the content types they used in the last 12 months and asked, "Which content assets produced the best results for your content marketing in the last 12 months? (Select all that apply.)"

Base: Content marketers who use each content asset listed. Multiple responses permitted.
12th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2021

40 percent of LinkedIn users check the site daily, and 76% among business executives.
(<https://www.entrepreneur.com/science-technology/why-you-cant-ignore-linkedin-for-thought-leadership/269950>)

B2B Marketers Choose LinkedIn Over Facebook

% of respondents naming platform the single most important for their business



Percentages may not add up to 100 due to rounding
Source: Social Media Examiner

statista

General tips:

It has been found that there are certain hours and days when it would be most optimal to post on LinkedIn, to increase the chances of higher early viewership (<https://www.quicksprout.com/best-times-to-post-on-social-media/>) and (<https://influencermarketinghub.com/best-times-to-post-on-linkedin/>)

- **HubSpot:** Saturdays, Sundays, and Wednesdays between 6 - 9 p.m., 3 - 6 p.m., or 12 - 3 p.m
- **Sprout Social:** Tuesdays, Wednesdays and Thursdays 10 a.m. to noon,
- **Buffer:** Wednesday: 8 a.m., 9 a.m., 10 a.m., 12 p.m., 3 p.m.; Thursday: 9 a.m., 10 a.m., 1 p.m., 2 p.m.; Friday: 9 a.m., 11 a.m., 12 p.m.
- **Oberlo:** 10 a.m. to noon on Tuesdays
- **Quintly:** Weekdays between 7 am–8 am, at 12 pm, and between 5 pm–6 pm
- **The Balance SMB:** Weekdays between 7 am–8 am and between 5 pm–6 pm.

This article contains several statistical results regarding what specific content on LinkedIn is the most impactful, and specific phrases to incorporate into posts. <https://buzzsumo.com/blog/write-engaging-b2b-headlines-analysis-10-million-articles-shared-linkedin/>

Delving specifically on some sources which outlined the benefits of each of the three strategies already outlined:

Commenting:

(<https://www.linkedin.com/pulse/how-comment-linkedin-posts-maximum-engagement-feat-sarah-clay/>)
(<https://mann-co.com/6-types-comments-leave-linkedin/>)

So commenting in general it helps in building connections and establishing oneself in an industry, and more importantly helps enhance ones network.

(<https://thingscareerrelated.com/2022/03/09/the-art-of-commenting-on-linkedin-posts-4-rules-to-follow/>)

They also actively influence how LinkedIn's algorithm ranks and distributes content, and how users interact with it.

The following article provides an instance of commenting being leveraged for sales; targetting profiles and optimizing comment headlines.

(<https://www.linkedin.com/pulse/how-use-linkedin-comments-lead-generation-sales-justin-franklin/>)

Notifications:

(<https://www.linkedin.com/pulse/12-social-selling-statistics-you-need-know-2022-daniel-disney/>)

44% of people have their LinkedIn notification on, furthering that notifications can indeed be a valid method of attracting required attention.

(<https://www.moengage.com/learn/push-notification-statistics/>)

Standing at 2.25% LinkedIn notification had an even higher click rate then Email notifications.

(<https://onesignal.com/blog/insights-from-118-billion-push-notifications-sent-through-onesignal/>)

That LinkedIn supports In-app notifications is further beneficial in thsi respect, considering that they have a 25 to 30 percent higher CTR (clicks/impressions) when compared to traditional notifications.

(<https://www.nirandfar.com/notifications-that-work/>)

The science behind why notifications work is backed by studies, with pretty intuitive results.

Enhancing Connections:

The importance and handiness of expanding one's connections with respect to the targeted employee is supported by the fact that LinkedIn users are 60% more likely to respond to posts if they were connected.

(<https://comparecamp.com/linkedin-statistics/>)

Furthermore since 74% of buyers simply end up choosing the first sales rep to come in with value, connected and messaging on LinkedIn earlier helps.

<https://www.highspot.com/en-au/blog/the-secrets-to-creating-winning-sellers/>

Also content shared by employees accounts (with capacity for connections) is 2x higher engagement than when sent directly from the company account.

(<https://rahulogy.com/linkedin-strategies-for-b2b-marketing/>)

The article also describes how the LinkedIn algo pushed the post to 1, 2 and 3 degree connections only if it gets engagement within the first 30-60 minutes, else it limits it to only 1st degree connections; again emphasizing the utility of connections.