**LinkedIn marketing:** LinkedIn marketing  is the process of using **LinkedIn** to make connections, generate leads, improve brand awareness, foster business relationships and partnerships, share content, and drive traffic to your website.

**There are 2 ways of LinkedIn Marketing:**

1. **Organic Marketing:** In this, people connect you through your organic activities like through your content, through your posts, etc.
2. **Paid Marketing:** In this, business leads or people connect you through paid advertisement.

**How to do LinkedIn marketing?**

* First, you need a LinkedIn profile to create LinkedIn business page.
* Find your targeted customer and try to make the connection with them.
* Focus on your customer and tell them your product/services through your regular content.
* Optimized your profile professionaly.
* For leads make your email marketing list, do personalized emails to your connections for joining your email list.
* Post-high-quality content gives you quality & genuine connections.
* Join the groups and stay active.
* Create your LinkedIn group and make your network strong.
* Build relationships with your connection as well as your clients.
* Paid ads also help you to generate leads, new connections, and network.

**Why LinkedIn is the most powerful marketing tool:**

LinkedIn is the most powerful marketing tool of the 21st century and there are three main reasons why — media, partnerships and clients.

LinkedIn certainly has some [impressive statistics](http://press.linkedin.com/about):

• LinkedIn operates the world’s largest professional network on the Internet with more than 313 million members in over 200 countries and territories.  
• Professionals are signing up to join LinkedIn at a rate of more than two new members per second.  
• There are over 39 million students and recent college graduates on LinkedIn. They are LinkedIn’s fastest-growing demographic.  
• LinkedIn counts executives from all 2013 Fortune 500 companies as members; its corporate talent solutions are used by 94 of the Fortune 100 companies.  
• There are more than 1.5 million unique publishers actively using the LinkedIn Share button on their sites to send content into the LinkedIn platform.

**What is a LinkedIn ad campaign?**

LinkedIn ads are sold through the ad auction , where your bid competes with other advertisers who want to reach the same target audience. Target audience is made up of the LinkedIn members you are trying to reach with the ad campaign. The cost required to win the auction depends on the bid and the desirability of your target audience.