**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.