

TOP Linked STRATEGIES



**GENERATE
LEADS**



**BUILD
AUTHORITY**



**DRIVE
SALES**

FOR B2B BUSINESSES



01

OPTIMIZE YOUR PROFILE

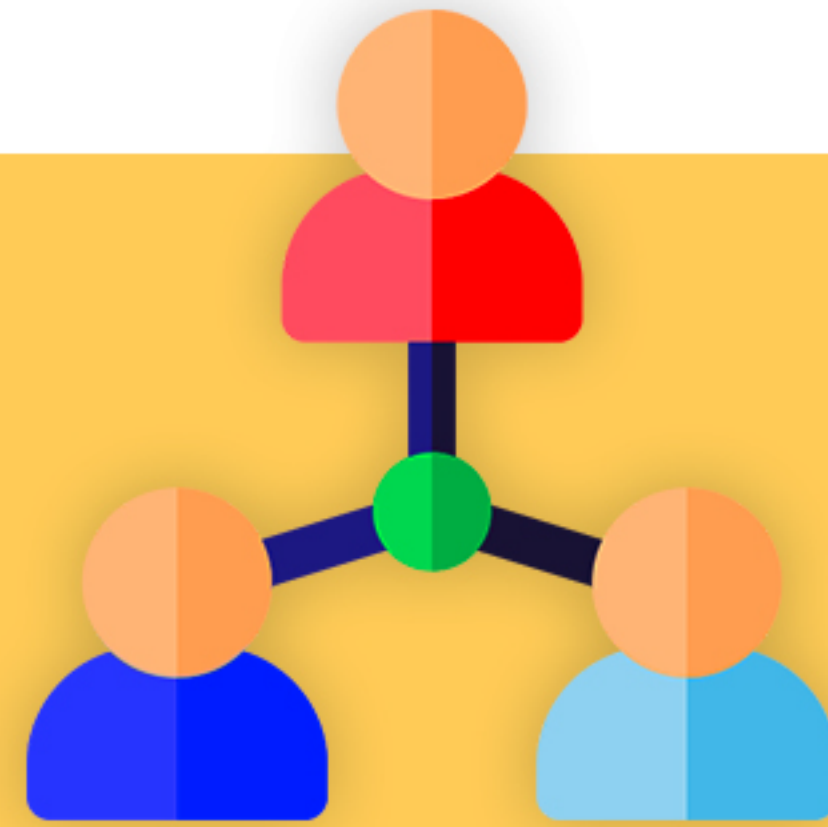
Use a professional profile photo & banner with branding. Write a compelling headline & 'About' section with clear value. Add keywords to boost visibility in search results.

02



SHARE HIGH VALUE CONTENT

Post case studies, industry insights, & client success stories. Use videos, carousels, and interactive posts for better reach. Share data driven content to establish credibility.



03

BUILD CONNECTIONS

Comment, like, & share relevant industry posts.
Join & actively participate in LinkedIn Groups.
Send personalized DMs instead of generic
connection requests.



04

BE CONSISTENT

Post at least 3-4 times a week to stay visible. Encourage employees to reshare & engage with company posts. Tag relevant people & use strategic hashtags for organic reach.