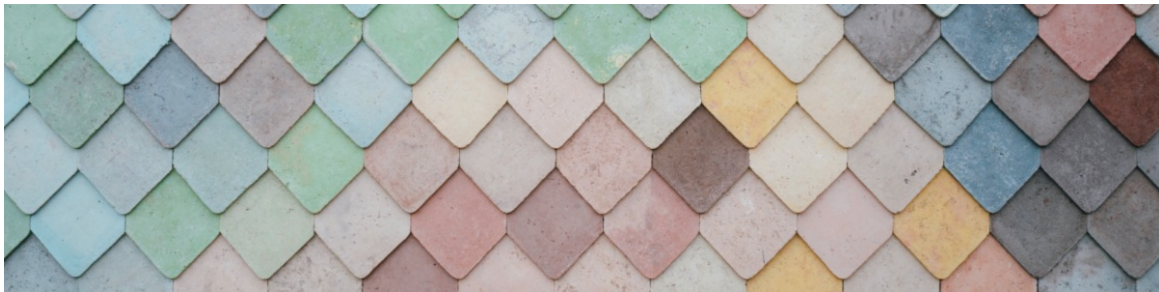


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**Psalm 27:12** The LORD is my light and my salvation; whom shall I fear? The LORD is the stronghold of my life; of whom shall I be afraid?

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## Social Media Marketing: LinkedIn

LinkedIn is considered to be the largest business-oriented networking website geared specifically towards professionals. With its 500 million members in over 200 countries, it is a great platform to network amongst other professionals far and wide. A well-written and optimized profile allows you to get more involved with prospects and customers online to grow your marketing network while also maintaining an online professional brand that could lead to opportunities and connections that you may not have been aware of.

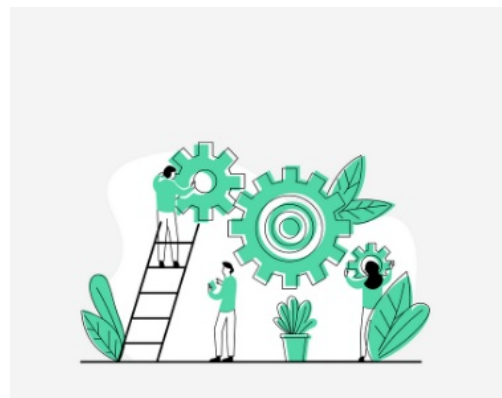
Below we will highlight 5 tips to help boost your LinkedIn Marketing Strategy:

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### Create a Company Profile

It is free to create your own company profile page on LinkedIn. Make sure to upload an image that showcases your brand in a professional manner. You will need to create an "About Us" section that encapsulates your brand. Make sure to include keywords in this section to help the optimization process. Fill out as much information when you are creating your company profile page to provide viewers with everything they need to know about your company- company size, industry, year founded, company type, location, etc. Lastly, you will want to add your featured groups. This is a crucial way to acquire new leads.

Once you have set up your company profile page post it out on your website, social platforms, and even in your blogs.





## Post Actionable Content

Content marketing is an absolutely vital on any platform, and LinkedIn is no exception. You will want to incorporate LinkedIn into your daily posting habits. Try to incorporate different post types like articles, images, and videos to help with reach and engaging your audience with your content. Whatever type of content you choose to post, aim for 5-10 published posts on your LinkedIn page to boot your credibility.

## Connect with your Connections

Interact with your prospects and customers as much as possible. If you want your LinkedIn account to benefit your business and grow your connections for potential leads, you need to make an effort and connect with people within your industry and potential prospects. Encourage your employees and co workers to create LinkedIn profiles, follow industry influencers, and send connection requests out to existing customers or those in your specific target audience.



It is important to engage with others content as well. Like, comment, and share their content. Chances are, if you are active on social media and invested in what your connections are doing, they will return the favor.

## Use the Matched Audience Feature



You can now put your business in front of a highly selective and very profitable audience. You can create sponsored content, regular text ads, or even send targeted messages with sponsored InMail. You can utilize LinkedIn's matched audience tool to retarget the visitors that are already in your sales funnel. The matched audience is Microsoft's recent addition to help optimize LinkedIn as an advertising platform. It allows you to retarget website visitors, upload your existing clients, or even add emails to target with LinkedIn ads.

## Create Incentive

Create an informational LinkedIn group. This is a great tool that LinkedIn provides. Personalized

groups are a great way to jump start your social media marketing plan and get the right information into the right hands. Since these groups are invite only, you can tailor information and conversations to a specific topic or audience that you would not normally share on your public profile page.



LinkedIn is a great resource to grow your marketing network and connect with prospects and customers! If you'd like to learn more about this process and how it can help generate quality leads for your business- [contact us](#) today!

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Let us help you setup an  
Optimized LinkedIn Page for  
your Business

LET'S GET STARTED

**In Case You Missed It!**



**Why to get Started with**



**TikTok Marketing- Should**

## Facebook Ads

Are you interested in getting started with Facebook Ads for your company? First, let us go over the importance of them and why this might be ideal for your current business objectives. Paid advertising on Facebook is gaining popularity which impacts the reach of your content and delivers to your perfect audience for maximum return. There are many benefits to paid advertising on Facebook and we will discuss them in detail below.

[Read More](#)

## My Business Utilize This?

Did you know that TikTok is the #1 in the top 15 free apps on the App Store? It has had a massive adoption worldwide since it was introduced in 2016. TikTok could be the next biggest social media platform for advertising. It is available in over 150 countries, has over 1 billion users, and has been downloaded over 200 million times in the United States alone. So how do you leverage TikTok marketing? Let us go over what TikTok actually is, first then we will provide more insight on this topic.

[Read More](#)



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