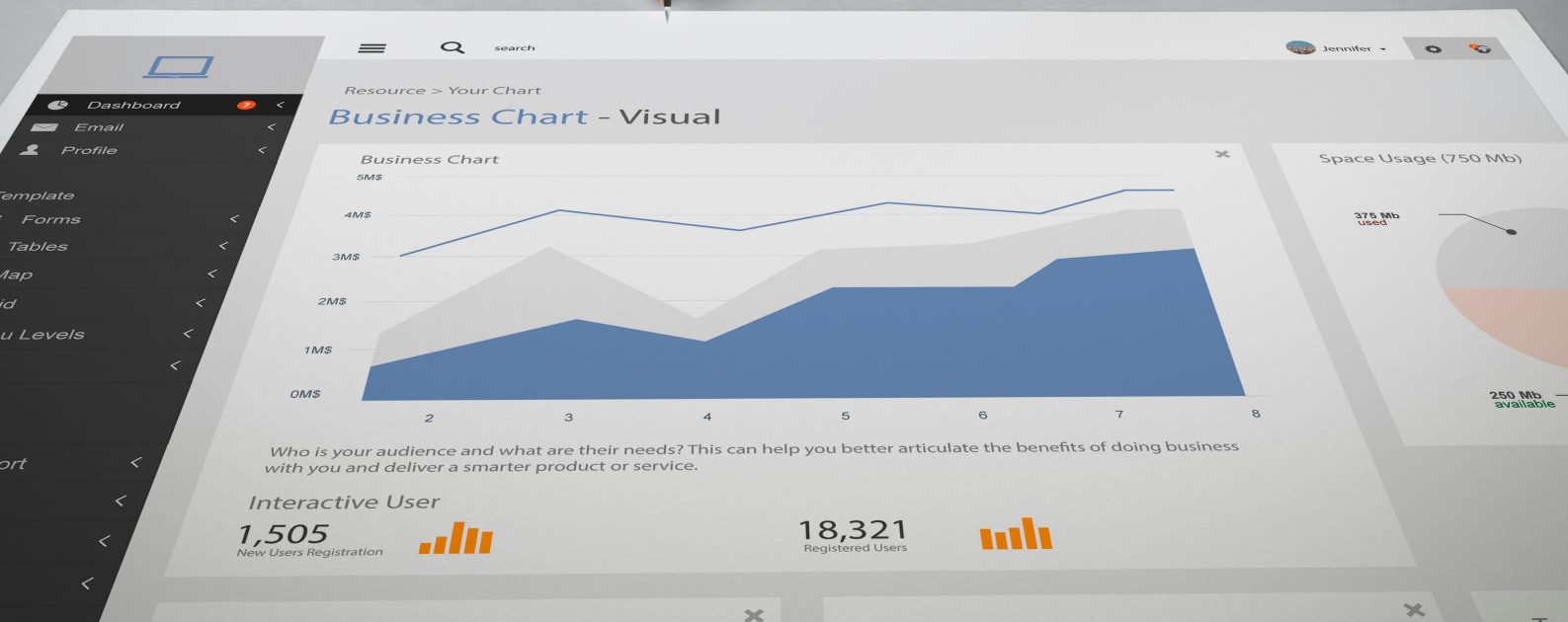


# Performance Marketing & Lead Generation



# You will get to know...

What is Performance marketing?

Key components of performance marketing

Performance marketing - important benefits for businesses

Instagram marketing

Facebook marketing

LinkedIn marketing

WEB D SCHOOL

## What is Performance marketing?

Performance marketing is a form of online advertising where advertisers pay based on specific actions or results achieved, such as clicks, conversions, leads, or sales. Unlike traditional advertising models where advertisers pay for ad placements regardless of the outcome, performance marketing focuses on measurable results and ROI (Return on Investment).



## Key components of performance marketing include



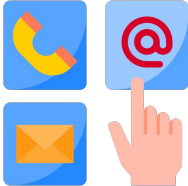
### Cost Per Action (CPA)

Advertisers pay only when a specific action is completed, such as a sale, lead, or signup.



### Cost Per Click (CPC)

Advertisers pay for each click their ads receive, regardless of whether those clicks result in a conversion.



### Cost Per Lead (CPL)

Advertisers pay when a lead (such as contact information) is generated through their ads.



### Cost Per Sale (CPS)

Advertisers pay when a sale is made through their ads.

## Key components of performance marketing include:



### Tracking and Analytics

Performance marketing heavily relies on tracking technologies and analytics tools to measure and optimize campaign performance in real-time.

### Affiliate Marketing

This is a common form of performance marketing where advertisers partner with affiliates (publishers, influencers, or other businesses) who promote their products or services and earn a commission for each sale or conversion they drive.



### Key Performance Indicators (KPIs)

Performance marketing campaigns are often driven by specific KPIs, such as conversion rate, ROI, customer acquisition cost (CAC), and customer lifetime value (CLV).

## Performance marketing offers several important benefits for businesses

**Measurable Results:** Performance marketing campaigns are highly measurable, allowing businesses to track key metrics such as clicks, conversions, and ROI in real-time. This enables advertisers to accurately assess the effectiveness of their campaigns and make data-driven decisions to optimize performance.



**Cost Efficiency:** With performance marketing, advertisers only pay for actual results or actions, such as clicks, leads, or sales. This means marketing budgets are allocated more efficiently, as advertisers are not wasting money on ineffective ad placements or impressions that don't lead to desired outcomes.

**Targeted Advertising:** Performance marketing allows for precise targeting of specific audience segments based on demographics, interests, behavior, and other relevant factors. This ensures that ads are delivered to the most relevant audience, increasing the likelihood of engagement and conversions.



**Scalability:** Performance marketing campaigns can be easily scaled up or down based on budget, objectives, and performance goals.

Advertisers can quickly adjust campaign parameters, such as bidding strategies, ad creative, and targeting criteria, to optimize performance and reach desired outcomes.

**Flexibility and Control:** Advertisers have greater control over their performance marketing campaigns, with the ability to set campaign objectives, budgets, and targeting parameters according to their specific goals and priorities. This flexibility allows businesses to adapt quickly to changing market conditions and consumer behavior.



**Attribution and Insights:** Performance marketing provides valuable insights into consumer behavior, preferences, and the effectiveness of different marketing channels and tactics. By accurately attributing conversions to specific touchpoints along the customer journey, advertisers gain a deeper understanding of what drives engagement and conversions, helping to refine future marketing strategies.



**Return on Investment (ROI):** Ultimately, performance marketing is focused on delivering a positive ROI for advertisers. By paying only for measurable results and continuously optimizing campaigns based on performance data, businesses can achieve higher returns on their marketing investments compared to traditional advertising methods.



Overall, performance marketing plays a crucial role in driving business growth and maximizing marketing effectiveness in today's digital landscape. Its emphasis on accountability, measurability, and efficiency makes it an essential strategy for businesses looking to achieve their marketing objectives in a cost-effective manner.

# Instagram Marketing



## **Instagram marketing**

Instagram marketing is all about using Instagram to promote your brand, product, or personal brand to its massive audience.



It integrates organic content such as posts, stories, and reels, alongside paid advertising and influencer collaborations to foster brand awareness, enhance engagement, and boost sales. Think of it as creating visually engaging content and strategies to connect with and attract your target audience on Instagram.

## **Instagram for business**

Instagram for business is a platform where businesses can create profiles to showcase their products or services visually. With the use of tools like posts, stories, IGTV, and shopping tags, they are able to engage with customers, increase brand recognition, and boost sales.

Companies may successfully customize their content and marketing campaigns by using Instagram's analytics tools to monitor their performance and gain more knowledge of their audience.

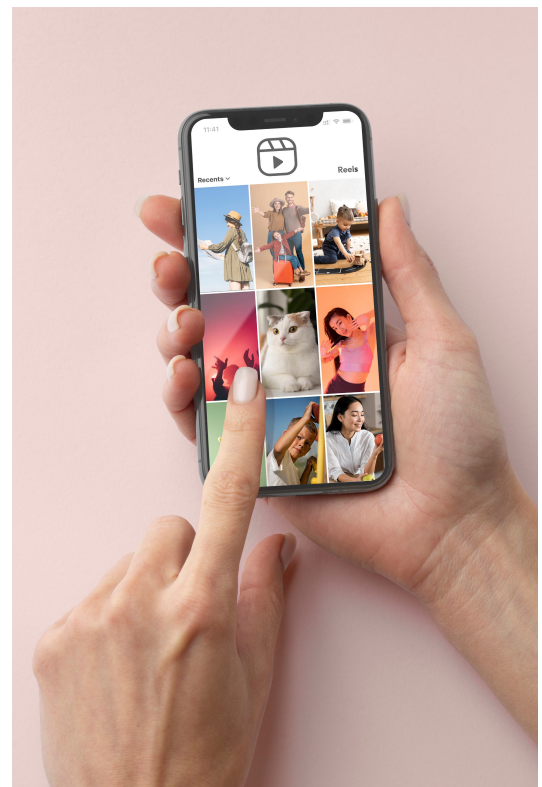
# How to effectively utilize Instagram as a platform for business

In the dynamic landscape of digital marketing, Instagram has emerged as a powerhouse platform, offering unparalleled opportunities for businesses to connect with their target audience. Unlocking Instagram's business potential demands a strategic approach. Integrate diverse elements to amplify visibility, foster engagement, and drive conversions. It's the key to thriving in the digital marketplace.

Here are some tips to help you make the most out of Instagram for your business:

## Create a Business Profile

- Set up a dedicated Instagram business account to access additional features, such as analytics and advertising options.
- Ensure that your profile picture, bio, and contact information accurately represent your brand.



## Define Your Goals

- Clearly define your business objectives on Instagram. Whether it's increasing brand awareness, driving website traffic, or boosting sales, having specific goals will guide your strategy.

## Quality Visual Content

- Post high-quality, visually appealing photos and videos that align with your brand identity.
- Maintain a consistent aesthetic to create a cohesive and recognizable feed.



## Engage with Your Audience

- Respond to comments on your posts and engage with your followers. Building a sense of community fosters loyalty.
- Use Instagram's interactive features, such as polls, quizzes, and questions in Stories, to encourage engagement.

## Use Relevant Hashtags

- Research and use relevant hashtags to increase the discoverability of your posts.
- Create a branded hashtag for your business to encourage user-generated content.

## Optimize Posting Times

- Determine the times when your target audience is most active on Instagram. This may vary based on your industry and location.
- Use Instagram Insights to track the performance of your posts and identify optimal posting times.



## Utilize Instagram Stories

- Leverage Instagram Stories for behind-the-scenes content, promotions, and time-sensitive announcements.
- Use features like polls, quizzes, and countdowns to encourage engagement.

## Explore IGTV

- Share longer-form video content through IGTV. This could include tutorials, product demonstrations, or interviews.
- Cross-promote IGTV videos on your main feed and Stories.

## Collaborate with Influencers

- Identify influencers in your niche and collaborate with them to reach a wider audience.
- Ensure that the influencers align with your brand values and target demographic.



## **Run Contests and Giveaways**

- Engage your audience by running contests or giveaways. Encourage participants to like, comment, and share to increase visibility.
- Ensure that the rules comply with Instagram's guidelines.

## **Invest in Instagram Ads**

- Explore Instagram's advertising options to reach a targeted audience. You can create photo ads, video ads, carousel ads, and more.
- Use Instagram's ad targeting features to narrow down your audience based on demographics, interests, and behaviors.

## **Monitor Analytics and Adjust Strategy**

- Regularly review Instagram Insights to analyze the performance of your content.
- Adjust your strategy based on the data, emphasizing content types and posting times that yield the best results.

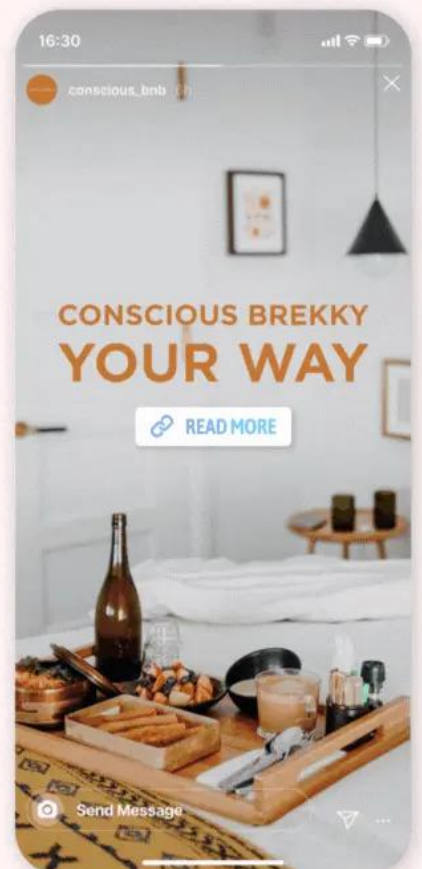
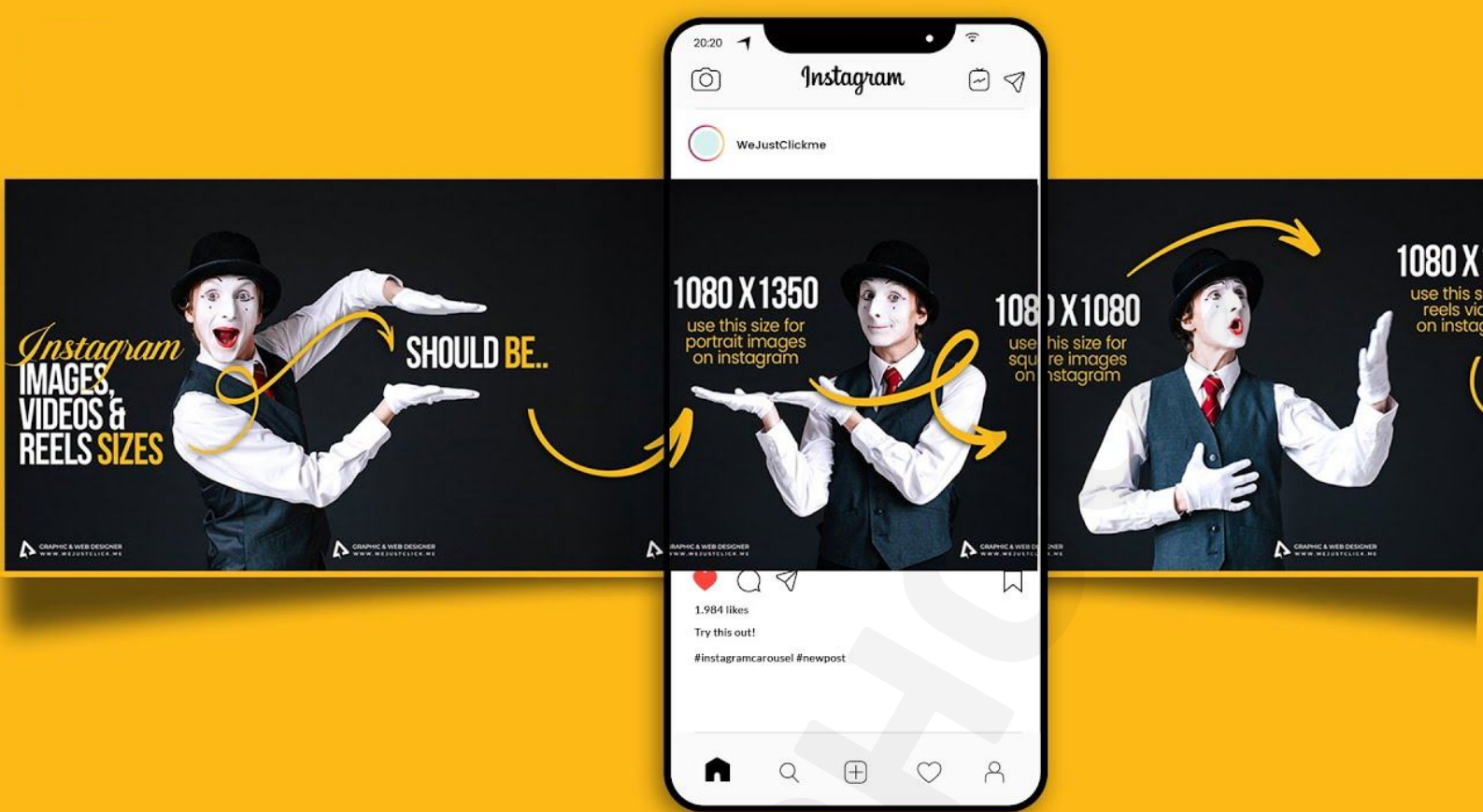
## **Instagram Subscriptions**

- This feature enables creators to provide exclusive content to their most devoted followers for a monthly fee. Subscribers gain access to this content, distinguished by a purple ring, and receive a special subscriber badge displayed next to their name when interacting with the creator's posts or messaging them directly.



“

Consumers trust  
the opinions of  
friends, activist  
and family over  
traditional  
advertising.



# How to Boost a better Instagram content

## Reels

- Write your scripts before and record in one batch.
- Use CAPcut app to edit quickly.
- Use captions app to add dynamic captions.

## Carousels

- Only use as many slides as you need.
- Make the 2nd slide for attention and grabbing
- Add call to action to the final slide.

## Single image

- Experiment with using infographics.
- Checklists and list are easy to get shares.
- Use visuals to communicate and dont use too much text.

## Stories

- Follow a weekly routine with 3 to 5 post daily.
- Don't share links or promo.
- Use sticker for more engagement.

## Live

- Follow a plan or speaking points.
- Keep it concise within 10 to 45 minutes.
- Share a countdown sticker beforehand.

“

Don't be afraid to experiment!

Try different types of content and see what resonates with your audience!



## Posting strategies

**Variety is key:** Mix up your content formats with high-quality photos, videos, Reels, Stories, and Guides.

**Know your audience:** Create content that resonates with their interests and value.

**Insights and analytics:** Utilize data-driven insights to pinpoint the optimal times when your target audience is most engaged and active on Instagram.

**Experiment and track:** Try different posting times and track engagement to see what works best for you.

**Leverage Instagram Live:** Host Q&A sessions, product demos, or behind-the-scenes glimpses to connect authentically.

**Run contests and giveaways:** Generate excitement and attract new followers with interactive activities.

**Track and analyze results:** Use insights and analytics to measure your performance and adjust your strategy based on data.

## Process of creating Instagram AD campaigns

**Link Your Instagram Account to Facebook Business Suit:** Since Instagram ads are managed through Facebook Ads Manager, make sure Instagram account is linked to Facebook Page.

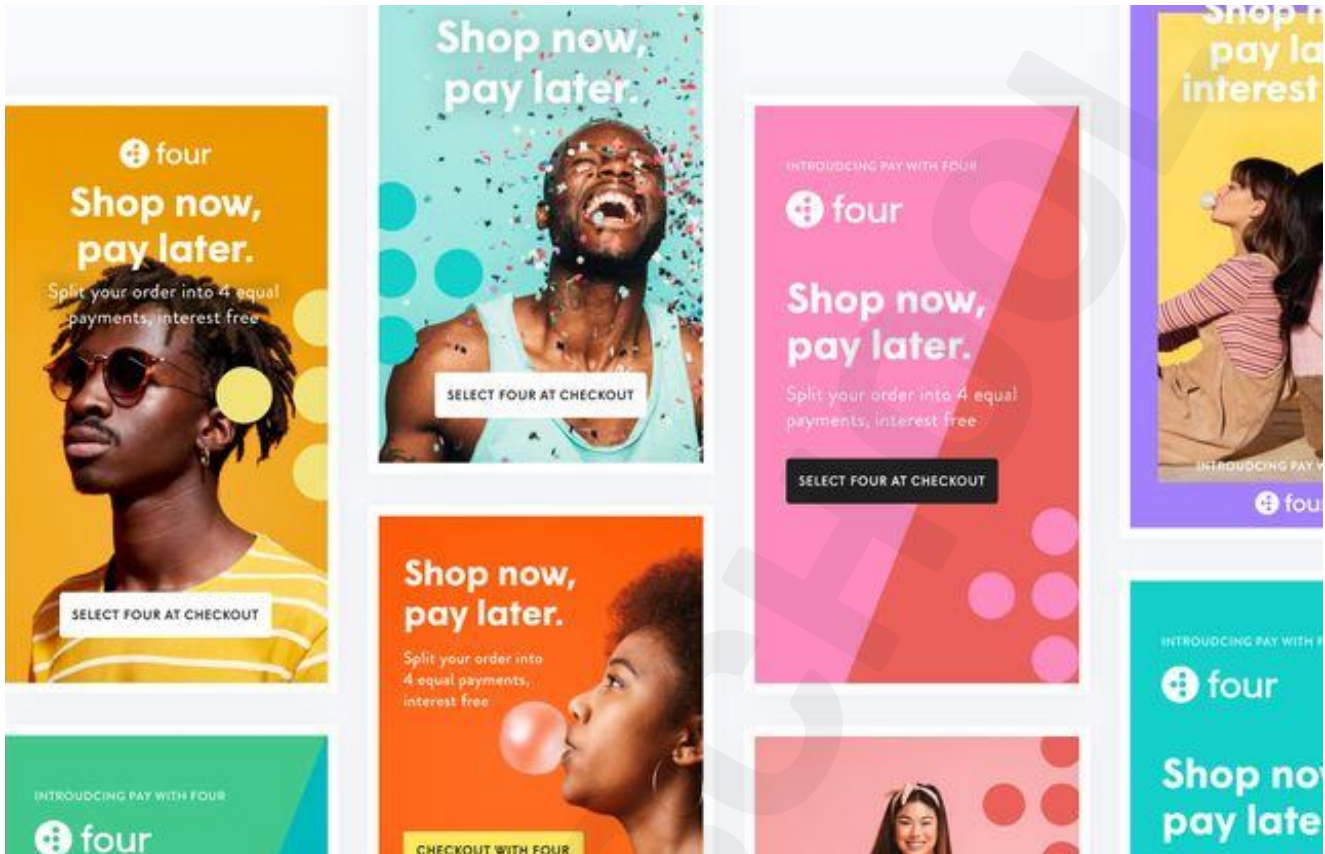
**Access Facebook Ads Manager:** Go to Facebook Page and navigate to Ads Manager. Here, you'll be able to create and manage Instagram ad campaigns.

**Give your Instagram advertising campaign a name:** After you've chosen ad objective, the screen will expand so you can give your campaign a name.

**Decide where you want your ads to appear:** Although the option to choose audience is first on the screen, it's a good idea to scroll through it and choose Instagram-only instead. Because different ad features are accessible for different placements, it's a good idea to get this out of the way first.

**Determine who you want to reach:** Use targeting options to define your audience based on demographics, interests, behaviors, and more. This ensures ads reach the right people.

## Process of creating Instagram AD campaigns



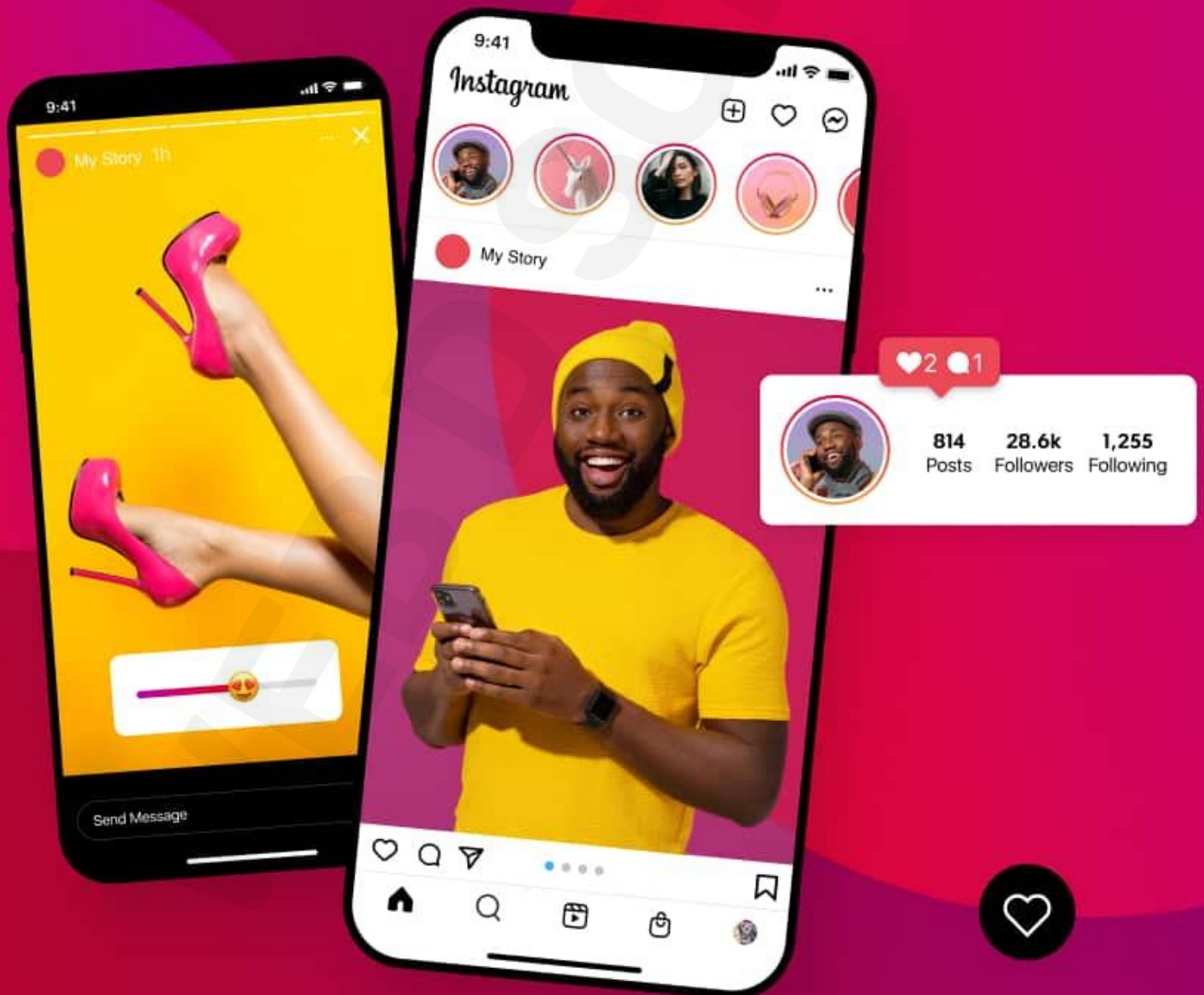
**Establish an ad budget and timeline:** When it comes to budgeting and scheduling your Instagram advertisements, you have complete control over when and how much will be spent.

**Create Your Ad:** Choose the format of ad (image, video, carousel, etc.) and upload creative assets. Write compelling ad copy and include a clear call-to-action.

**Monitor Performance:** Keep an eye on ad's performance using Ads Manager. Track metrics like reach, impressions, clicks, and conversions to see how well your campaign is performing.

## Influencer marketing

Influencer marketing is a strategy where brands collaborate with individuals who have a dedicated and engaged following on social media to promote their products or services, leveraging the influencer's credibility and reach to connect with their target audience.





## **On Instagram, influencer campaigns can take various forms,**

**Sponsored Content:** Influencers create posts or stories featuring a brand's product or service, clearly disclosing the partnership.

**Giveaways and Contests:** Brands collaborate with influencers to host giveaways or contests, leveraging the influencer's audience to increase brand awareness and engagement.

**Takeovers:** Influencers temporarily take over a brand's Instagram account to create and share content, giving followers a behind-the-scenes look or unique perspective.

**Affiliate Marketing:** Influencers promote products or services using unique tracking links or codes, earning a commission for each sale generated through their referral.

**Brand Ambassadorships:** Long-term partnerships where influencers become brand ambassadors, consistently promoting the brand's products or services over an extended period.

**Event Sponsorships:** Brands sponsor events or gatherings hosted by influencers, gaining exposure to attendees and leveraging the influencer's endorsement.

## Let's investigate Growth Tools for 2024

**Sprout Social:** Offers scheduling, analytics, and engagement features, allowing you to create, schedule, publish, and analyze your Instagram posts.

**Hootsuite:** A comprehensive platform with all the Instagram tools you need, including scheduling, analytics, hashtag recommendations, and post boosting.

**SocialPilot:** Cost-effective tool with scheduling, analytics, and reporting across various social media platforms, including Instagram.

**Canva:** User-friendly design platform for creating stunning visuals for your Instagram posts, stories, and ads.

**Movavi Video Editor:** Versatile video editing software for beginners and professionals, ideal for creating high-quality Instagram Reels and video content.

**Pallyy:** Automates posting various content formats and stories, saving you time and effort.

**Influency:** Connects brands with relevant influencers in their niche for effective influencer marketing campaigns.

# NYKAA FASHION

**"Nykaa changed the game for beauty shopping in India."**

Nykaa has revolutionized the beauty product shopping experience, introducing a myriad of innovative approaches to Instagram marketing. Let's delve into some of these distinctive strategies that have reshaped the digital beauty retailing.

- Diverse representation
- Interactive campaigns
- Limited Edition Collections
- Seasonal Campaigns
- Interactive Features

**"Entrepreneurship is about being able to constantly innovate. It's about being on your toes and constantly learning." - Falguni Nayar**

# Facebook Marketing



## Facebook marketing

Facebook marketing refers to the use of Facebook's platform and tools to promote a business, product, service, or brand to a targeted audience. It involves creating and sharing content, engaging with users, running advertising campaigns, and leveraging Facebook's features such as Pages, Groups, Events, and Messenger to reach and connect with potential customers.

### Facebook page creation

**Log in or Sign Up:** If you don't already have a Facebook account, you'll need to sign up for one. If you do have an account, log in.

**Go to Facebook Pages:** Once logged in, go to the Facebook Pages section. You can find this by clicking on the "Pages" link in the left-hand sidebar or by visiting.

**Choose a Page Type:** Select the type that best represents business or organization. Options include Local Business or Place, Company, Organization or Institution, Brand or Product, Artist, Band or Public Figure, Entertainment, and Cause or Community.

**Enter Page Information:** Fill out the basic information about your page, including the page name, category, and description. Make sure to use descriptive and accurate information that will help people understand what your page is about.

# Facebook Page Creation



**Add Profile Picture and Cover Photo:** Upload a profile picture and cover photo for your page. The profile picture is displayed as a small thumbnail, so choose something recognizable like your logo.

**Complete Page Setup:** Facebook will guide through additional setup steps, such as adding website URL, creating a username and providing contact information.

**Customize Page Settings:** Explore the settings menu to customize page further. You can adjust settings related to privacy, notifications, messaging preferences, and more.

**Create Your First Post:** Once page is set up, it's time to start posting content. Share engaging posts, photos, videos, and updates to connect with your audience and build your community. Experiment with different types of content and posting schedules to see what resonates best with your audience.

**Invite Friends and Followers:** Invite friends, colleagues, and existing customers to like and follow your page. You can also promote your page to reach a wider audience through Facebook advertising options.

**Engage with Your Audience:** As people start liking, commenting, and sharing your posts, make sure to engage with them. Respond to comments, answer questions, and participate in conversations to build relationships and foster a sense of community around your page.

“

The biggest risk is not taking any risk.

In a world that's changing really

quickly, the only strategy that is

guaranteed to fail is not taking risks

-- Mark Zuckerberg





## Facebook AD

### What is Meta Ads manager?

Meta Ads Manager is your starting point for running ads on Facebook, Instagram, Messenger or Audience Network. In order to optimize campaigns for better outcomes, it offers tools for defining budgets, monitoring performance indicators, producing ad content, and targeting particular audiences.

### Step - Step by Guide for creating Facebook ads

**Log in to Facebook Ads Manager:** Visit the Ads Manager page on Facebook and log in with your Facebook account credentials.

**Choose Objective:** Facebook offers various ad objectives depending on what you want to achieve, such as awareness, consideration, or conversion. Select the objective that aligns with goals.

**Target Your Audience:** Tell Facebook who you want to see your ad based on age, location, interests, and more. Use detailed targeting options to reach the right people.

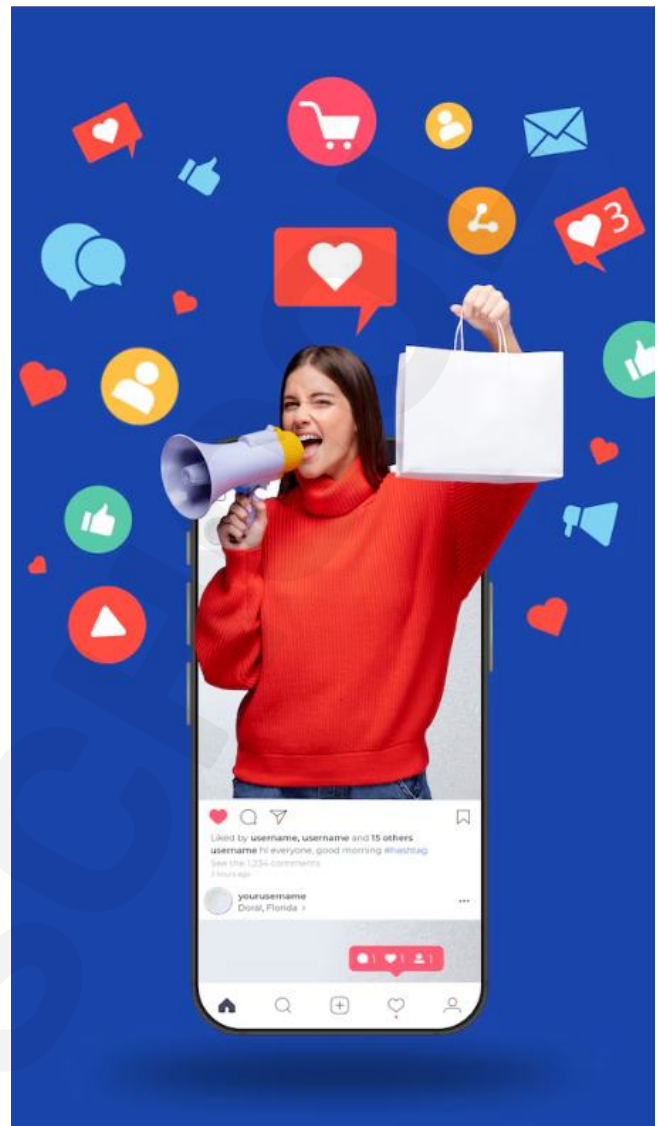
**Set Budget and Schedule:** Decide how much you want to spend on ad campaign and how long want it to run. You can choose between a daily budget or a lifetime budget. eative to improve results.

## Create Ad:

**Format:** Choose between image, video, or carousel ads depending on your message and audience.

**Visuals & Text:** Use high-quality visuals and compelling text that grab attention and clearly communicate your offer.

**Call to Action:** Tell people what you want them to do after seeing your ad.



**Review and Confirm Ad:** Double-check all the details of ad, including targeting, budget, creative elements, and scheduling. Make any necessary adjustments before proceeding.

**Launch & Monitor:** Track your ad's performance using metrics like impressions, clicks, conversions, and cost per result. Based on data, adjust targeting, budget, or ad creative to improve results.

## Budget and Placements of ads

In Facebook Ads Manager, when setting a budget, you can choose between daily or lifetime budgets. Daily budgets allocate a certain amount per day, while lifetime budgets allocate a total amount to be spent over the duration of your ad campaign.



As for placements, Facebook offers a variety of options to reach your target audience effectively. These include the Facebook News Feed, Instagram Feed, Instagram Stories, Audience Network, Messenger, and more. You can select specific placements based on where your audience is most likely to engage with your ads.

## Budget

**Decide on your total budget:** Determine the total amount willing to spend on ad campaign.

**Choose between daily or lifetime budget:** Decide whether you want to spend a certain amount per day (daily budget) or allocate a total amount to be spent over the duration of campaign (lifetime budget).



**Set your budget amount:** Enter the specific dollar amount you want to spend either daily or over the lifetime of your campaign.

**Monitor and adjust:** Keep an eye on campaign's performance and adjust budget accordingly if needed. You can increase or decrease budget based on how well ads are performing and campaign goals.

## Placements

**Locations for ads:** Placements refer to the different areas on Facebook and its partner platforms where your ads can appear.

- Ads appear within users' **News Feeds** as they scroll through Facebook.
- Ads are shown on **third-party websites and apps** that are part of Facebook's Audience Network.
- Ads can be displayed within users' **Messenger** inbox or as sponsored messages in their conversations.
- Ads are shown within the **Facebook Marketplace** platform where users browse and buy/sell items.
- Ads can appear in the **search results** when users search for specific terms on Facebook.
- Ads are displayed within articles that are hosted on Facebook's **Instant Articles** platform.

**Options:** Placements include the Facebook News Feed, Instagram Feed, Stories, Audience Network (third-party websites/apps), Messenger, and more.

**Targeting:** You can choose specific placements based on where target audience is most likely to see and engage with ads.

**Optimization:** Facebook offers automatic placement optimization, placing ads where they're likely to perform best based on user behavior.

## Custom Audience & Retargeting

Custom Audience and Retargeting are the two powerful tools for facebook Marketing which is helpful to reach and engage specific group of people with ads. Lets see the breakdown of each concepts:

### Custom Audiences

A custom audience is a group of users defined by specific criteria, such as their demographics, interests, website visits, or email addresses.



## Benefits:

**Targeted advertising:** Reach users who are more likely to be interested in your product or service.

**Improved campaign performance:** Increase click-through rates, conversions, and return on investment (ROI).

**Segmentation:** Tailor your messaging to different audience segments for better engagement.



## Types of custom audiences:

**Website traffic:** Users who visited your website or specific pages.

**Customer list:** Users who provided their email address or other contact information.

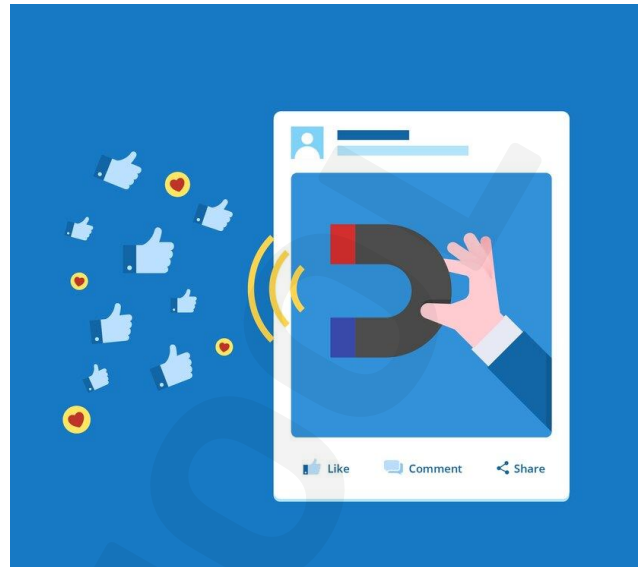
**Engagement:** Users who interacted with your social media posts, videos, or ads.

**Mobile app users:** Users who interacted with your mobile app.

**Similar audiences:** Users who share similar characteristics with your existing customer base.

## Retargeting

Retargeting involves showing ads to users who have already interacted with your brand in some way, such as visiting your website or clicking on an ad.



## Benefits

**Increased conversion rates:** Users who have already shown interest are more likely to convert.

**Brand awareness:** Remind users about your brand and stay top-of-mind.

**Personalization:** Tailor your ads based on users' previous interactions.

## Types of retargeting campaigns

**Website visitors:** Target users who visited specific pages or products on your website.

**Abandoned cart:** Target users who added items to their cart but didn't complete the purchase.

**App users:** Target users who interacted with specific features in your mobile app.

**Video viewers:** Target users who watched a certain portion of your video ad.



## Facebook Pixel - Conversion Ads

A Conversion Ad on Facebook is like a digital salesperson. Its main job is to convince people to take a specific action, like buying a product or signing up for a service, after they click on the ad. It's called a "Conversion Ad" because its success is measured by how many people actually complete that action after seeing the ad. So, it's all about turning ad viewers into actual customers or leads.

**Purpose:** Conversion Ads aim to make people take a specific action on your website, like buying something or signing up.

**Audience Targeting:** They're shown to people who are likely to take that action based on their interests, behaviors, and demographics.

**Tracking:** They use Facebook Pixel to track what people do after clicking on the ad, helping you see if the ad is working.

**Ad Content:** The ad needs to be catchy, explaining clearly what action you want people to take.

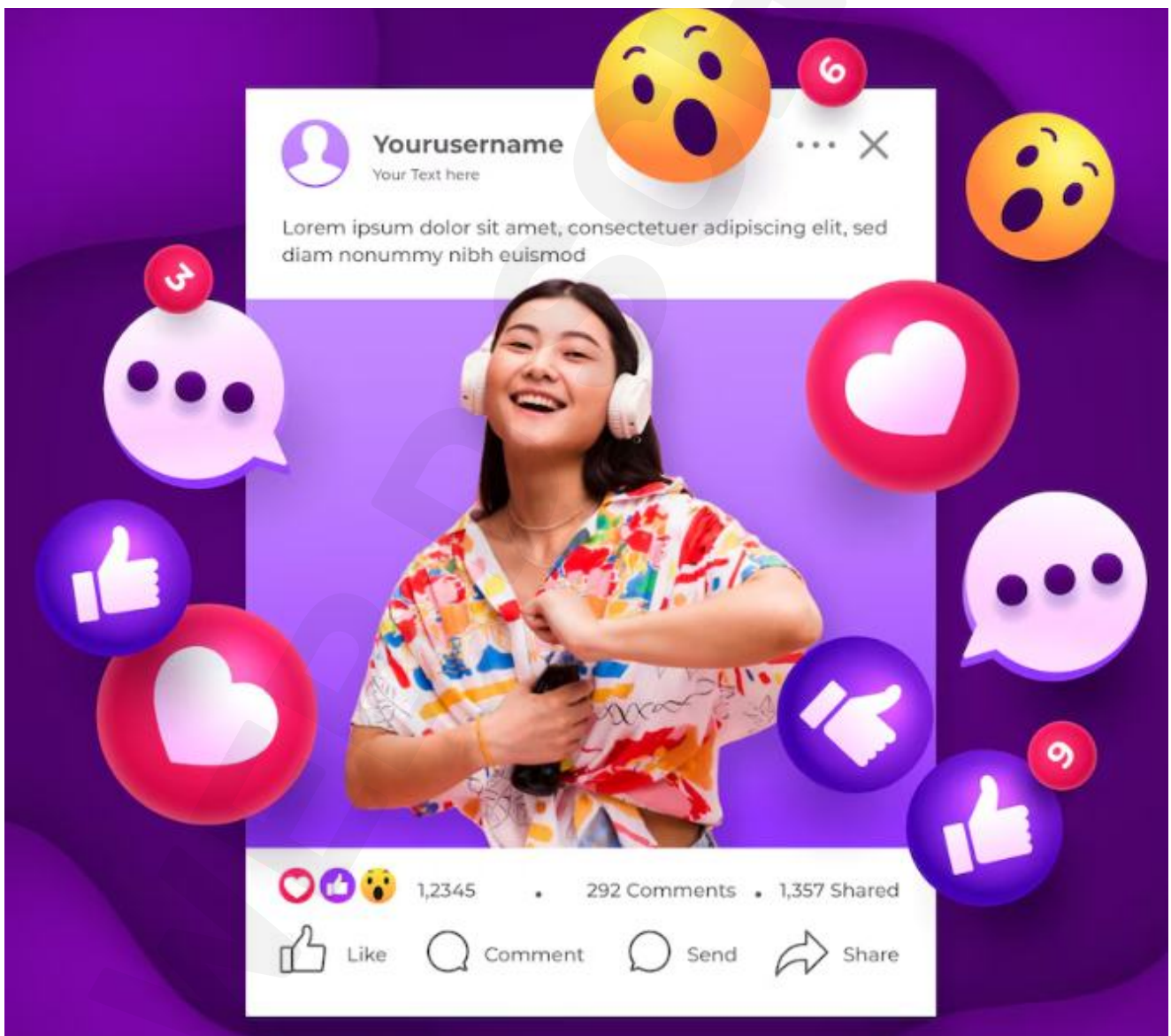
**Testing:** It's important to try different things with your ads to see what works best.

**Budget:** You set a budget for your ads, and Facebook helps you spend it wisely to get more conversions.

**Performance:** You can see how well your ads are doing and adjust them to get better results.

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## Let's explore example for Facebook Marketing

Nike is consistently excels in its Facebook marketing campaigns. They've mastered the art of engaging their audience through compelling content, innovative strategies, and leveraging the platform's various features.

Here's how Nike nails their Facebook marketing:

**Compelling Visual Content:** Nike is known for its visually stunning and emotionally engaging content.

**Interactive Campaigns:** Nike frequently launches interactive campaigns on Facebook, such as challenges, polls, and quizzes.

**Targeted Advertising:** Nike utilizes Facebook's sophisticated targeting options to reach specific demographics with tailored messages.

**Engagement and Community Building:** Nike actively engages with its followers on Facebook by responding to comments, addressing customer inquiries, and participating in conversations.

**"There is no finish line." - This quote emphasizes Nike's belief in continuous improvement and innovation, both in their products and their marketing efforts.**

# LinkedIn Marketing



## LinkedIn Marketing

LinkedIn has emerged as a powerhouse platform for businesses seeking to elevate their digital presence and engage with a professional audience. In this chapter, we delve into the dynamic world of LinkedIn marketing, where businesses harness the platform's robust features to promote their offerings, forge valuable connections with prospective clients, and cultivate relationships with industry peers.

LinkedIn marketing encompasses a spectrum of strategic activities aimed at maximizing brand visibility and driving business growth. From crafting compelling company profiles to curating and sharing insightful content, from targeted advertising campaigns to active participation in the vibrant LinkedIn community – each element plays a pivotal role in achieving marketing success on this platform.

Join us as we explore the strategies, tactics, and best practices that will empower you to leverage LinkedIn's potential to its fullest, enabling you to reach your marketing objectives and establish your brand as a prominent player in your industry.



Search



Username

Lorem Ipsum Dolor

Cdmc, MX - Contact Information

I am interested

Add section

More



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Profile level: Advanced



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Placeholder for a post or recommendation card with profile picture and follow button.

Placeholder for a list of connections with profile pictures and connect buttons.

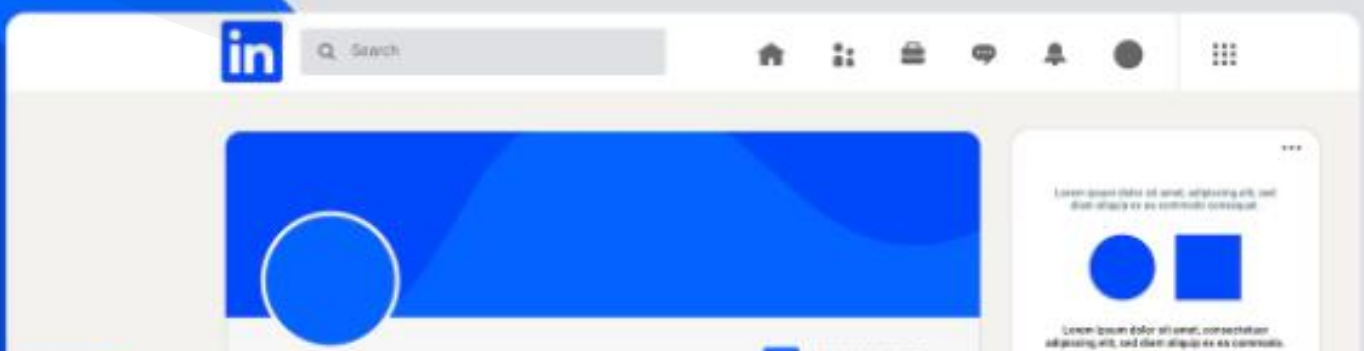
“

LinkedIn marketing is about turning connections into conversations, and conversations into conversions.



## Best practices for creating your LinkedIn profile

- Use a professional photo as your profile picture. This helps you make a good first impression on potential employers or business contacts.
- In the About section of your profile, be sure to include a brief overview of your experience and skills.
- In the Experience section of your profile, be sure to list all relevant work experience, including job titles, dates of employment and descriptions of your responsibilities.
- In the Education section of your profile, be sure to list all relevant educational degrees and coursework.
- In the Skills section of your profile, be sure to list any relevant skills or qualifications you may have. These could include things like proficiency in certain software programs or languages.
- Be sure to connect with other LinkedIn members who you know and trust. This helps you build your network and expand your reach on the site.



## How to use linkedin for B2B Lead generation

LinkedIn can generate sales leads in two ways: through a personal profile that an SDR (Sales Development Representative) will use or through corporate page. Here we've combined five steps to kick-start LinkedIn lead generation strategy, covered from both perspectives:



### Set up a profile:

**Corporate profile:** Consider corporate profile a landing page that has to speak to target audience. Clearly state what it is you do in a profile summary.

**SDR profile:** should state the role at the company you represent. Just as well, fill in every possible field: like education, experience, and groups that interest you.

### **Connect with potential clients:**

**Corporate profile:** You may not be able to send a direct message to each follower, yet you can gain their interest by consistently posting relevant content.

**SDR profile:** Just like emails, this is the first contact you have with a lead: State name and the reason for connecting, and always include the name of a person you're contacting.



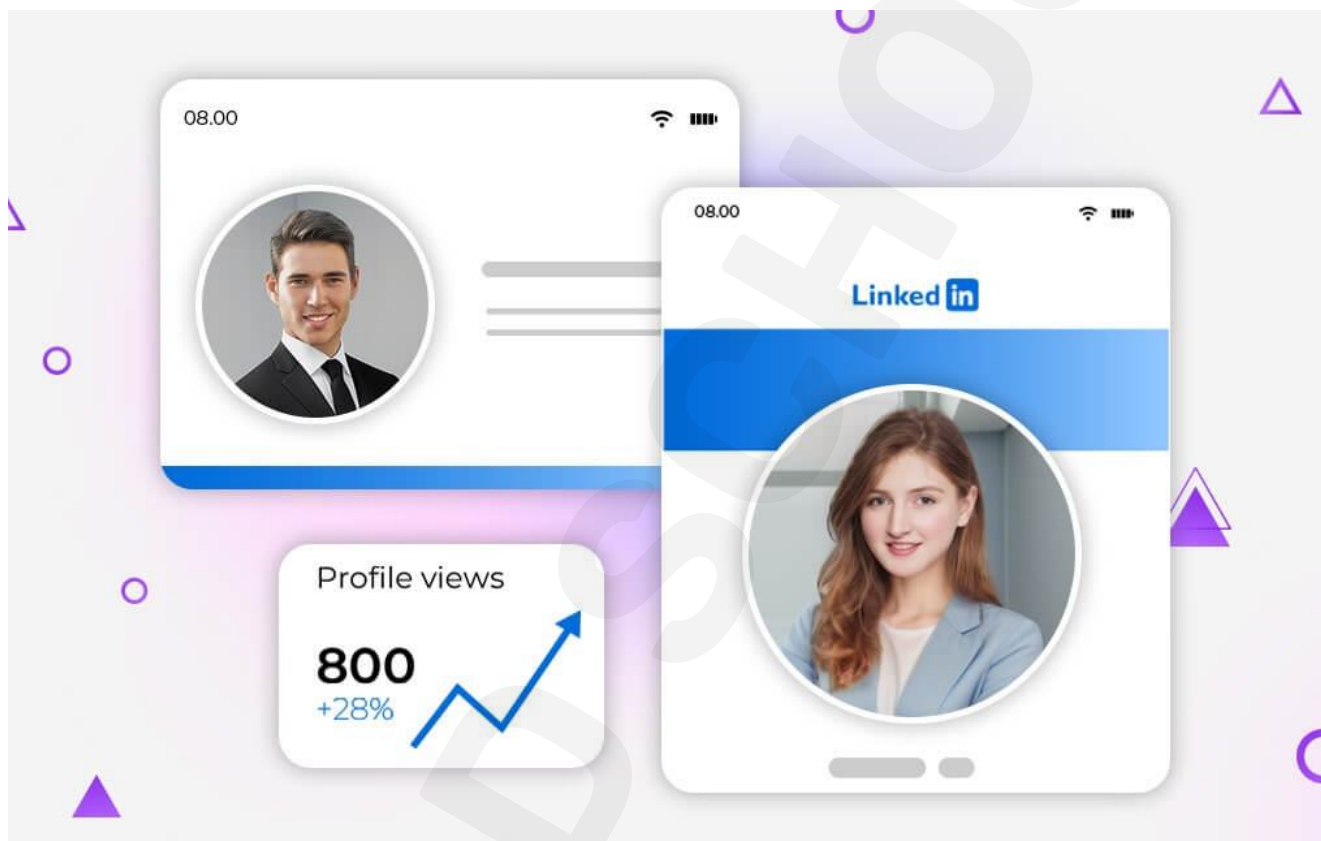
### **Show your value:**

**Corporate profile:** The feed should be filled with valuable tips, insights, thought leadership contents, and interactive elements. The more interactions you have, the more followers and brand awareness you're going to get.

**SDR profile:** The note you send along with the invitation is a great way to showcase your creativity and personalization skills. The better the message, the more chances you have to get your connection accepted.

## Use LinkedIn contact targeting:

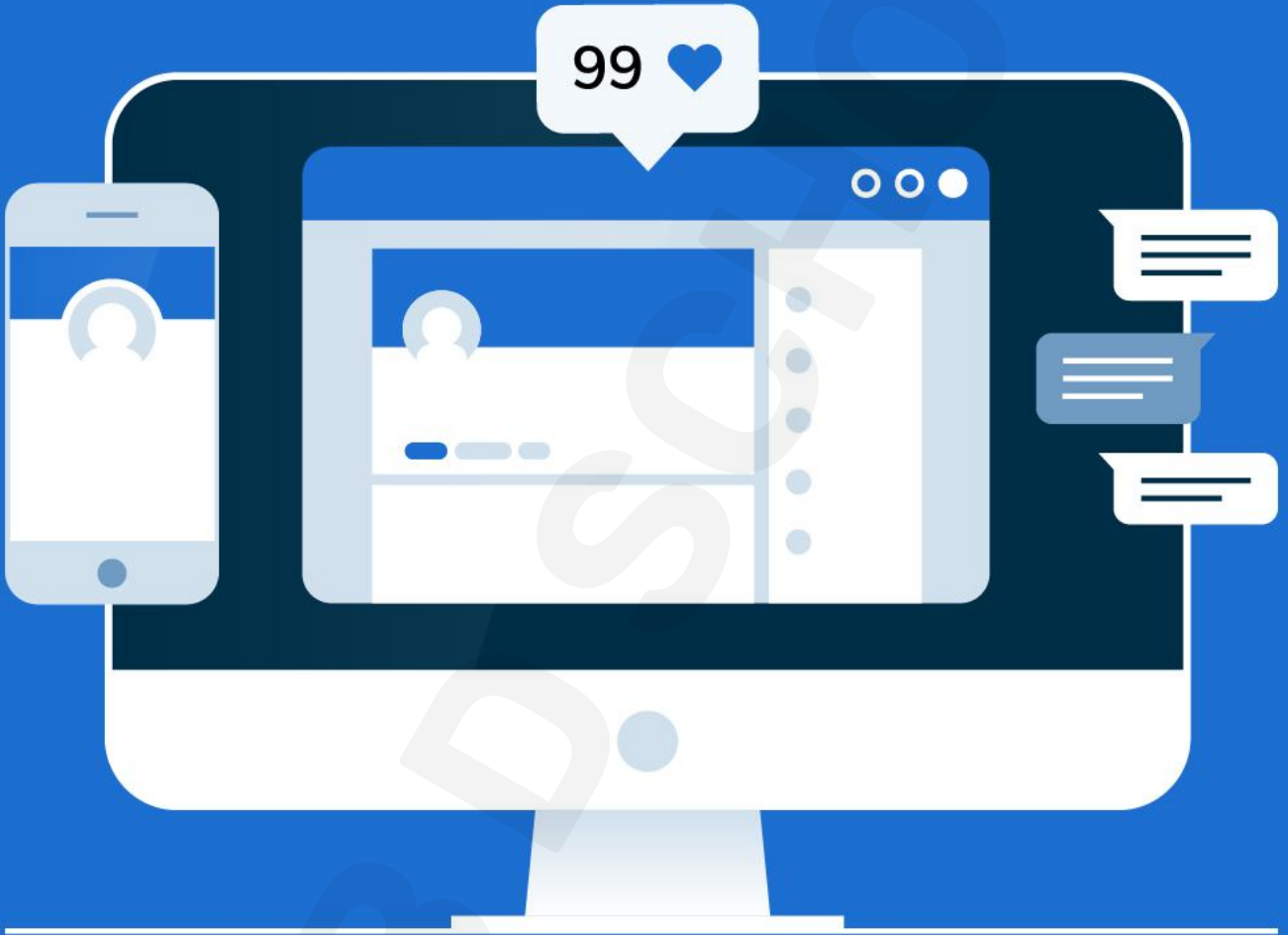
Ads can boost your brand awareness and attract prospects that are ready to use your services. They can be created for a particular outbound campaign or just as a general advertisement for your company.



## Analyze, optimize, and start again:

Corporate profile: Check your page analytics to see what gathers the biggest response from your audience. If polls do nothing for your audience, yet events create quite a buzz, it's clear what goals you should set for the next quarter.

SDR profile: You can change the message that you send, the personalization, or the time of the day you send an invitation. All of these factors can be A/B tested and later optimized.



## Creating high quality linkedin content

**Outline the ideal reader profile:** First, decide who you want to attract to company page. Think about what topics ideal audience is interested in. Use tools to see what similar businesses are doing and how users respond to their content.



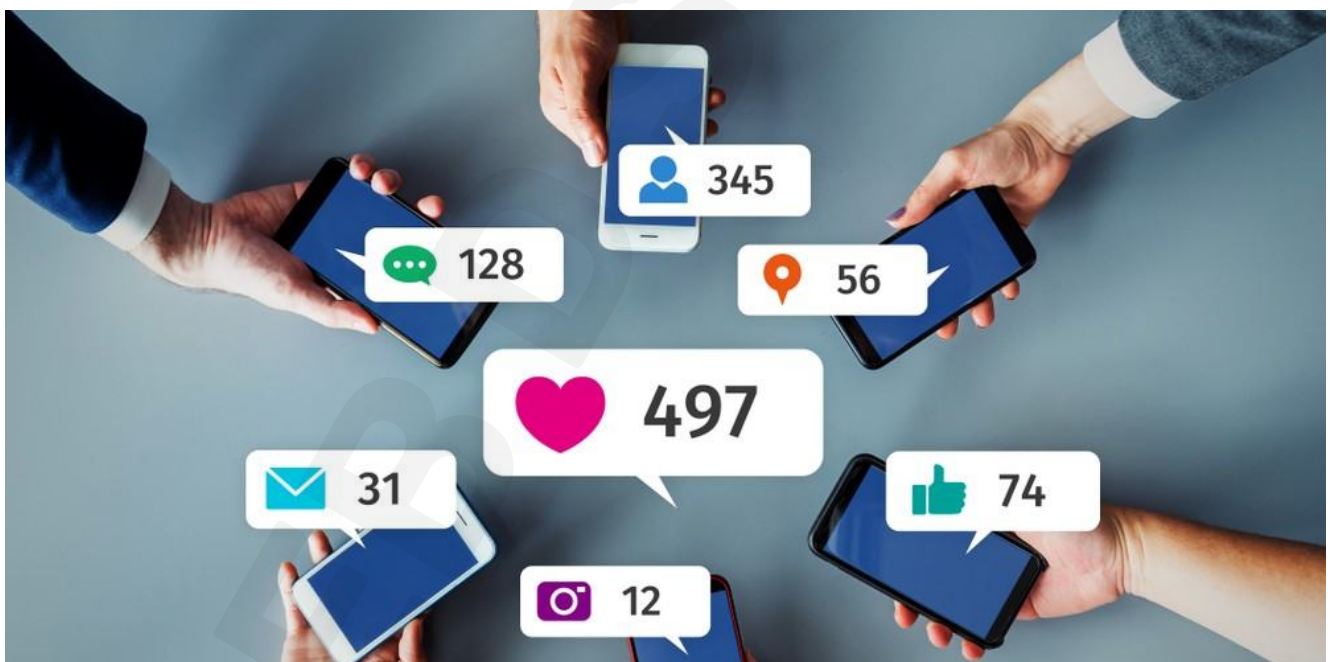
**Identify the objectives:** Second, figure out what you want to accomplish with your LinkedIn content. Whether it's building awareness, getting people interested, or making sales, each goal needs different types of content.

**Define metrics:** Metrics help analyze performance and refine marketing strategies. For visibility, track followers, page views, and reach.

Engagement metrics include comments, shares, and website visits.

Conversion metrics measure sales or inquiries. Goals determine which metrics to prioritize.

**Outline the editorial strategy:** An editorial plan is like a blueprint for how a company communicates on social media. It includes goals, what type of posts will be made, how they'll look, and who's responsible for making them. An editorial calendar is a schedule showing what content will be posted and when.



**Measure results:** Pay attention to how audience responds to your content. Track metrics such as likes, comments, shares, and click-through rates. Use this feedback to refine content strategy.

## What Does Sales Navigator Do?



**Target:** Quickly identify and learn about people and companies that are a likely fit for your product or service.

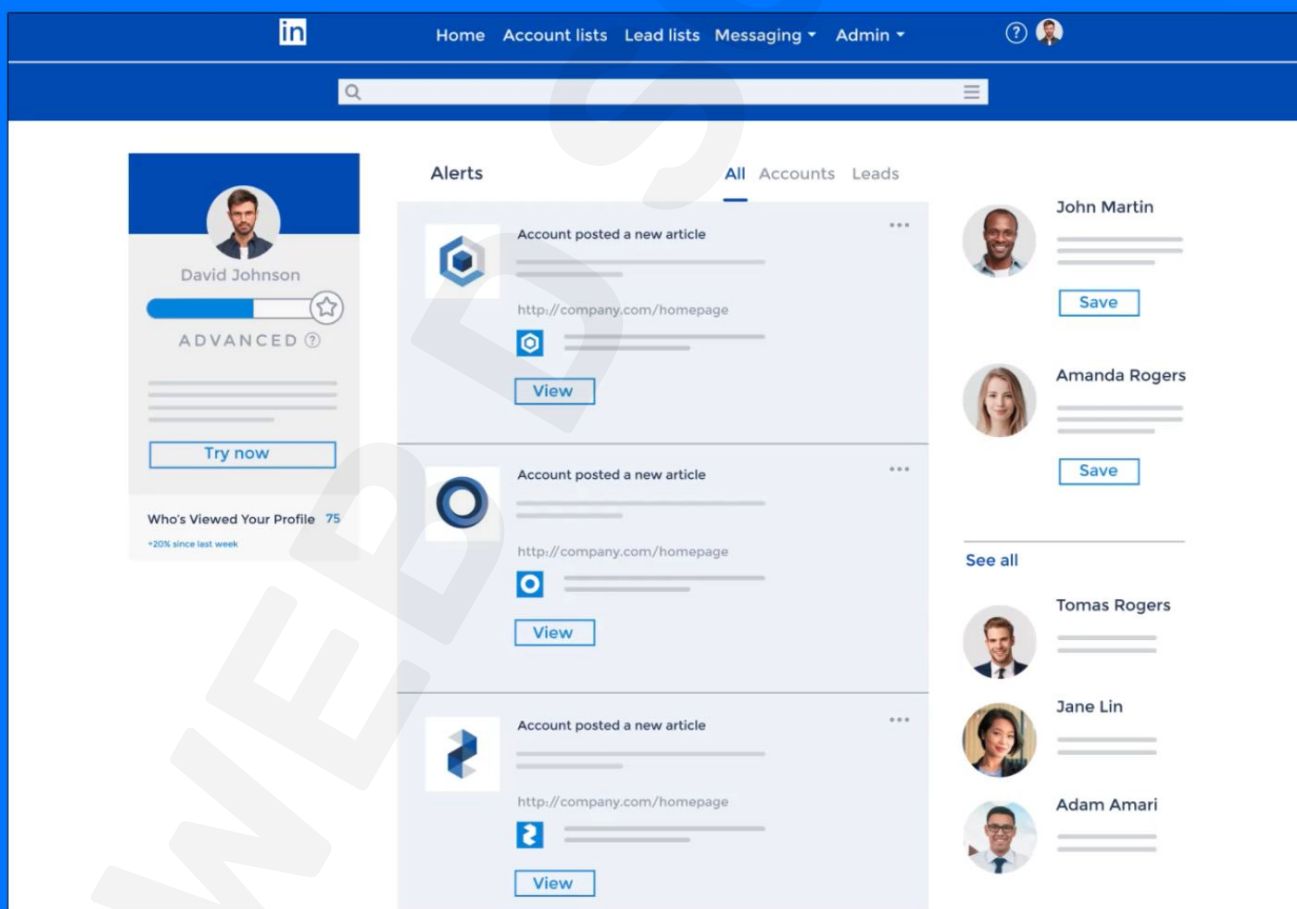
**Understand:** Track key developments at target accounts, such as decision makers changing jobs or indicators of buying intent, to act on opportunities as they arise.

**Engage:** Connect and converse with prospects within a ready-to-do business environment while tapping into the full extent of LinkedIn's messaging and content-sharing capabilities.



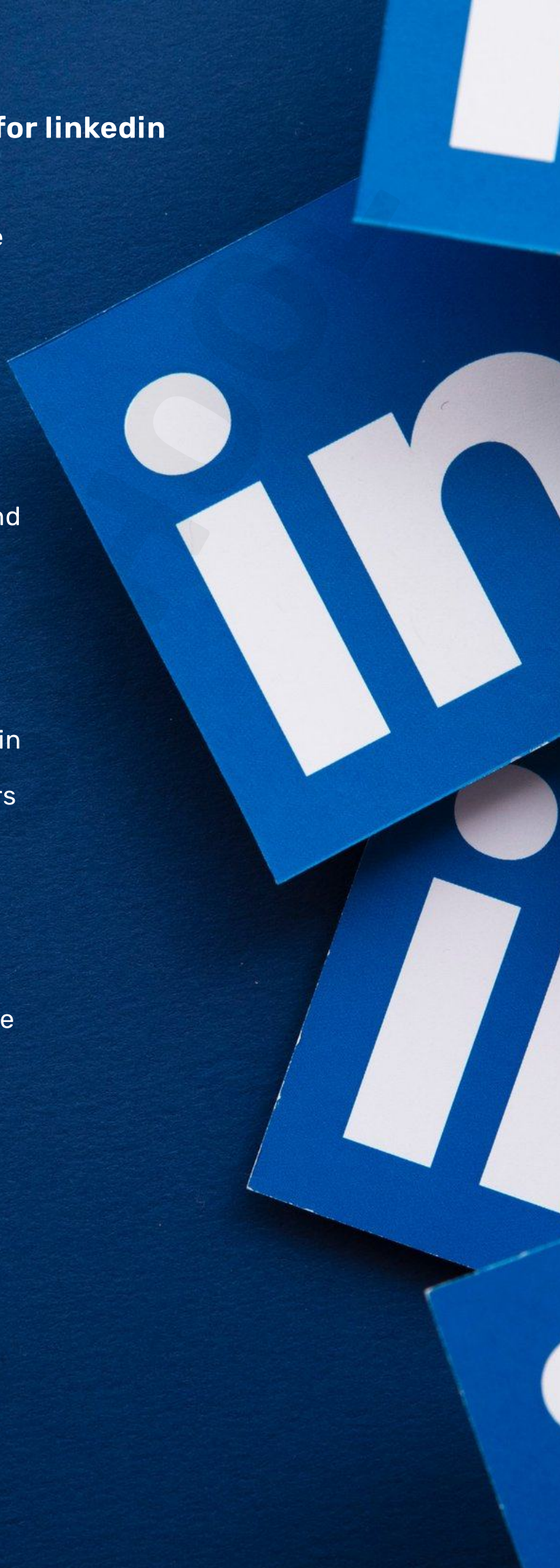
## LinkedIn sales navigator tools

LinkedIn Sales Navigator is a specialized tool designed to assist sales professionals in finding and engaging with potential customers on LinkedIn. It offers advanced search capabilities, personalized lead recommendations, company insights, direct messaging features, lead tracking, and team collaboration tools, all aimed at improving sales prospecting and relationship-building efforts on the platform.



## Personal branding strategies for linkedin

Personal branding on LinkedIn is the process of crafting and promoting a distinct image of yourself on the platform to showcase your professional identity, expertise, and value proposition to your network and potential employers or clients. It involves curating your profile to highlight your skills, experiences, achievements, and unique qualities in a way that sets you apart from others in your field. LinkedIn is a tool to search for jobs and connect with other professionals. But the way it evolved and its unique features make it a definitive channel for boosting personal branding.



## Here are few tips to build your personal brand:

- Create the first impression with the profile photo
- Make your description cliché free
- Keywords matter. Use them sparingly and wisely
- Go light on the cover photo
- Join professional groups and contribute to conversations
- Don't forget to make your profile publicly visible
- Understanding the world of LinkedIn connections .
- Don't hesitate to request endorsements
- Write and share posts, news, and other content related to your industry

**"Your personal brand is a reflection of your true self, your values, and what you stand for."**

**- Oprah Winfrey**

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## How to create AD campaign for LinkedIn



**Access Campaign Manager:** Log into your LinkedIn account and access Campaign Manager, LinkedIn's advertising platform.

**Choose Objective:** Select your advertising objective, such as brand awareness, website visits, or lead generation.

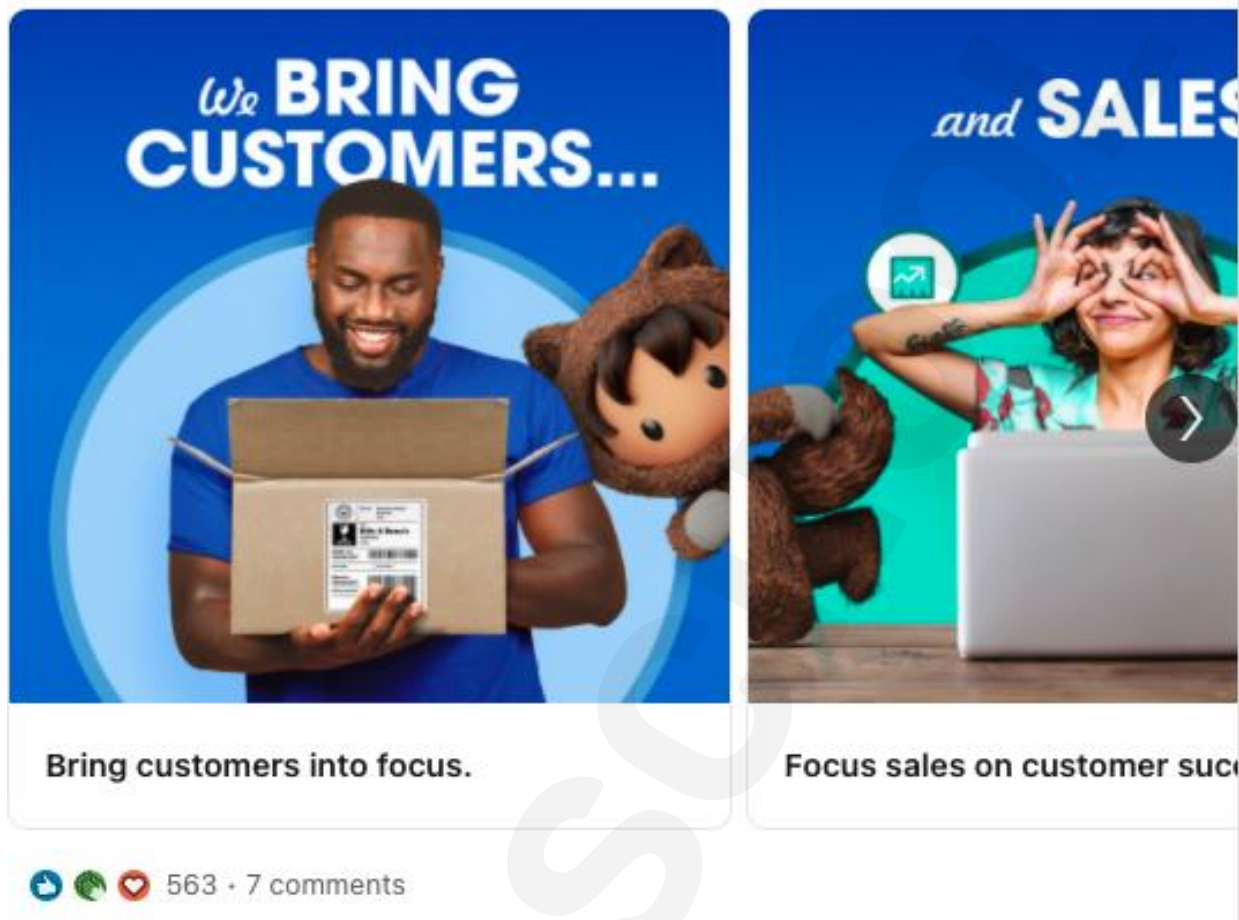
**Create your Audience:** Target your ads to specific demographics, job titles, industries, or interests to reach the right audience.

**Set Your Budget:** Decide how much you want to spend on your ad campaign and set a daily or total budget.

**Choose Ad Format:** Choose the format for your ad, such as sponsored content, text ads, or sponsored InMail messages.

**Select a bid type:** LinkedIn offers the following 3 types of bidding  
Automated Bid, Enhanced CPC Bid, Maximum CPM Bid

Unite all of your teams around your customer. See how Salesforce Customer 360 brings customer focus to your entire team.



*We* **BRING**  
**CUSTOMERS...**

*and* **SALES**

**Bring customers into focus.**

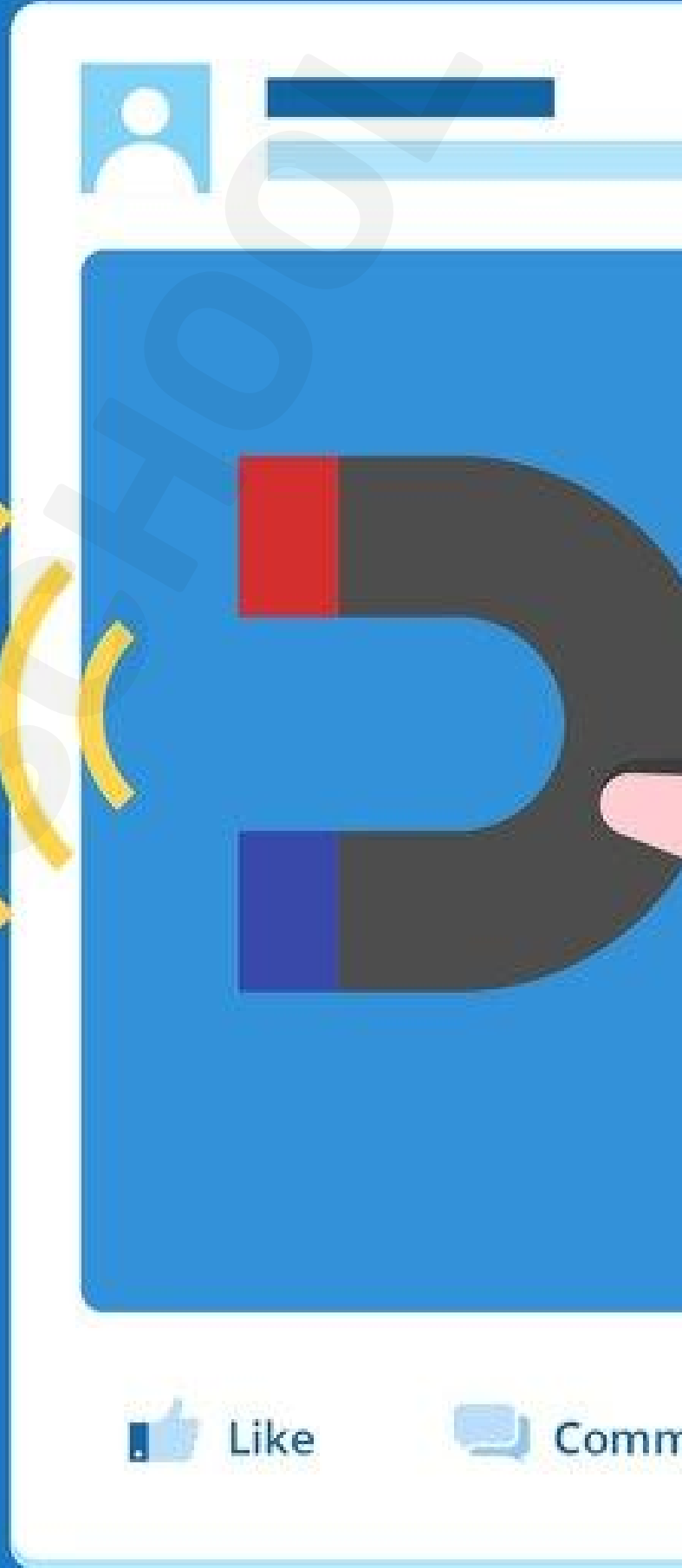
**Focus sales on customer success.**

563 · 7 comments

**Set up conversion tracking:** To track conversions on LinkedIn Ads, install the LinkedIn Insight Tag on your website. Then, in your campaign dashboard, click "+Add conversion" to name and configure your conversion tracking. Remember to choose the right objective and ad format, as it can't be changed later.

**Review and Launch:** Double-check all settings, preview your ads, and then launch your campaign.

**Monitor Performance:** Keep track of your ad performance using Campaign Manager analytics and make adjustments as needed to optimize results.



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