

# The Sophisticated Marketer's Guide to

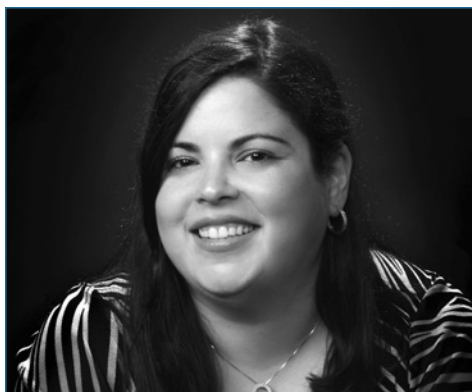
LinkedIn



## PART 8:

# Ask the Expert:

## KRISTINA JARAMILLO



**LinkedIn Marketing Expert,  
GetLinkedInHelp.com**

**LI:** How are your marketing objectives different on LinkedIn compared to other social networks?

**KJ:** I do not do anything on Facebook as my complete focus is on CEOs, C-level marketing and sales executives and small business owners in B2B organizations. Twitter, I use as a tool to broadcast my different messages.

I use LinkedIn to directly connect with and build relationships with key

decision makers (my prospects), key professionals that influence business marketing decisions, and potential referral sources/white label partners.

**LI:** What type of content best connects with audiences on LinkedIn? Is there a specific type of content you prefer to consume on LinkedIn?

**KJ:** The best type of content that I found is case studies and real life examples—this demonstrates your relevance. Most business leaders and B2B marketers' LinkedIn profiles do not have case studies. They talk about their skills and expertise but there is no content for their targeted prospects to see why they should connect. Within the different LinkedIn Groups, you should also create discussions on real life case studies. This gives B2B organizations a chance to showcase their expertise and at the same time educate prospects on the challenges companies are having and the steps they need to take to overcome the challenge.

Here are some other forms of content that have worked well for me and for my Get LinkedIn Help clients:

Radio show interviews—I host a B2B marketing radio show at <http://www.b2bmarketingradioshow.com> where guest experts, including LinkedIn's senior content marketing manager Jason Miller, share their insights.

SlideShare presentations and videos which support your case study and result-based LinkedIn profile. Some of our clients most read discussions were based on their SlideShare presentation content.

Blog posts and articles that change the way people think and act—I personally love content that is meant to start a debate. The goal is to change how people present themselves on LinkedIn and how they market on LinkedIn.

**LI:** How do you make sure personal time spent on LinkedIn is productive? How does this differ from other social networks?

**KJ:** You create a LinkedIn strategy that includes identifying your goals, (lead generation, brand awareness, thought leadership, strengthening strategic alliances, community building, getting more VAR, etc.) defining your target audience, locating the Groups your targeted audiences belong to and identifying the type of content that your audience will relate to. Within your strategy, you have to also map out the actions needed to take on LinkedIn (webinars, webcasts, white papers, email marketing).

**LI:** How are marketers getting it wrong with LinkedIn?

**KJ:** Marketers are getting it wrong with LinkedIn in a number of ways including: They're basically completing brand maintenance activities instead of a tool for lead generation. They may do some updates and some commenting on discussions but there is no strategy behind their efforts. They are just connecting with anyone and everyone.

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B2B marketers (especially technology companies) are creating content for prospects in the later buying cycles. They are creating tutorials and product demos and trying to create conversations on it.

They're also failing to integrate the rest of their content marketing activities with LinkedIn marketing. Content Marketing Institute's latest study shows that B2B organizations are using at least 13 different content marketing tactics. Now, how many of those tactics did they integrate into their social media and LinkedIn marketing efforts. Let me show you what I mean by integration. I built a relationship with a key Forbes.com column editor through LinkedIn. She approached me to write an article. Within a couple days the article had several thousand hits and over 200 tweets. Everyone that tweeted (that was a targeted prospect or potential referral source for me) I thanked and invited them to connect on LinkedIn and to join my LinkedIn

Group. I also created a number of discussions inside the different LinkedIn Groups to make my article go viral.

**LI:** What's something that's not in your LinkedIn profile?

**KJ:** You won't find a resume on my LinkedIn profile. For example, you won't find me putting Founder of Get LinkedIn Help as my previous position and a listing of my past positions. What you'll find are positions that speak to different audiences with different needs.

Each section of my LinkedIn profile is meant to establish a relationship with you, build credibility, show why you need to connect with me—and most importantly get you into my sales funnel. Too many B2B marketing and sales professionals have copy that would speak to HR and recruiting executives.

