

SIX

Content Ideas for your LinkedIn Page.

On LinkedIn, there are over
30 million Pages.

If yours isn't one of them, you're throwing away chances to present your content to the audience that matters most to your company.

You might feel like you don't have enough content to post three to four times a day if you're just getting started with your LinkedIn Page, or are a one-person content powerhouse team, but the truth is that you probably have the content right in front of you, **it's on your company website, blog, other articles, and more!**

There is no doubt that the goals of various posts vary. Your update may connect to a landing page for a gated eBook or whitepaper if your goal is lead generation.

In a TL;DR world where there is actually way too much content and not enough effective content, here are **Six Content Ideas** to help inspire you to publish more effective posts on your LinkedIn Page and grow your following.

01 | Incorporating video into your LinkedIn Page content strategy.

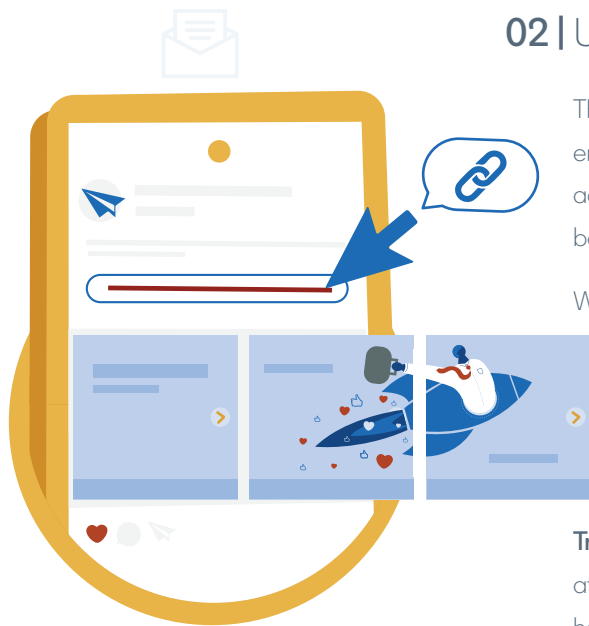
Here are two of the many ways you can utilise video in your content strategy for your LinkedIn Page:

01 | 'The LinkedIn Marketing Minute series' videos offer you **practical guidance**.

02 | Include influencers in your content, like Ann Handley below, to boost credibility and expand your audience because they'll **spread the word** to their networks.

- It is a video.
- It is a case study.
- It's a 30-second video promoting a case study.
- **Short, engaging, and delightful.**





02 | Utilising **Carousel posts, Newsletters and Articles**

This post feature allows users to scroll through a **carousel of images** that offers engaging, branded content. You can gradually communicate your story across numerous photographs using these postings, which bridge the gap between quick videos and single-image articles.

What's not to love about **newsletters**?

Bite-sized nuggets maintain reader interest and give them the option to read more.

Members and Pages with more than 150 followers with a track-record of posting original content can access this well-liked content type.

Try publishing Articles if long-form writing is your thing. You can attract attention by offering a fresh take on pertinent industry news or by sharing how your company came up with a novel solution for a client's issue.

03 | Get the most out of these interactive features: **Events, Poll, Thought leadership**

The popularity of **LinkedIn Live events** has skyrocketed, and they are a goldmine for material.

- **Create anticipation** for the event with postings that tease to the live show.
- Then use **highlights and pearls of wisdom** from the live stream to share with others
 - Creating anticipation for your next LinkedIn Live!
- **Polls** are a great way to spark a discussion on your Page!
 - Your followers will be more inclined to respond to the question in the comments if you present them with options that would inspire passionate reactions.
- Not every post needs to be about your company or its products and services. Adopting a new take on a hot topic can develop **thought leadership and authority in your field**.

04 | Keeping your **audience wanting more**

Punchy statements are a terrific technique to get people to stop scrolling through their feeds and pay attention when you want them to.

- **Keep your audience informed** of the most recent developments in your products or services.
- Next, discuss the most **effective techniques** for using them.

Great image copy includes

- Quick nuggets of knowledge,
- Probing inquiries, and
- Highlighted links to related content.

Describe the goals and mission

of your organisation from the inside out.

Be proud of your company's accomplishments and express your appreciation to your supporters and clients for helping you reach your objectives.



Sales are made
by **individuals**,
not by businesses.

05 | Humanising your brand

- Create a **human connection** with your audience by letting them see a little bit of your **company culture**, and simultaneously showcase your **top staff as thought leaders**.
- Our 'Live with Marketers' episodes and (award-winning!) webcasts frequently see **significant registration numbers** thanks to our Showcase Page.
- To increase the campaign's shelf life, we usually produce **4-5 visuals and videos** when we launch an eBook featuring the cover, facts, quotes, and advice from the text.

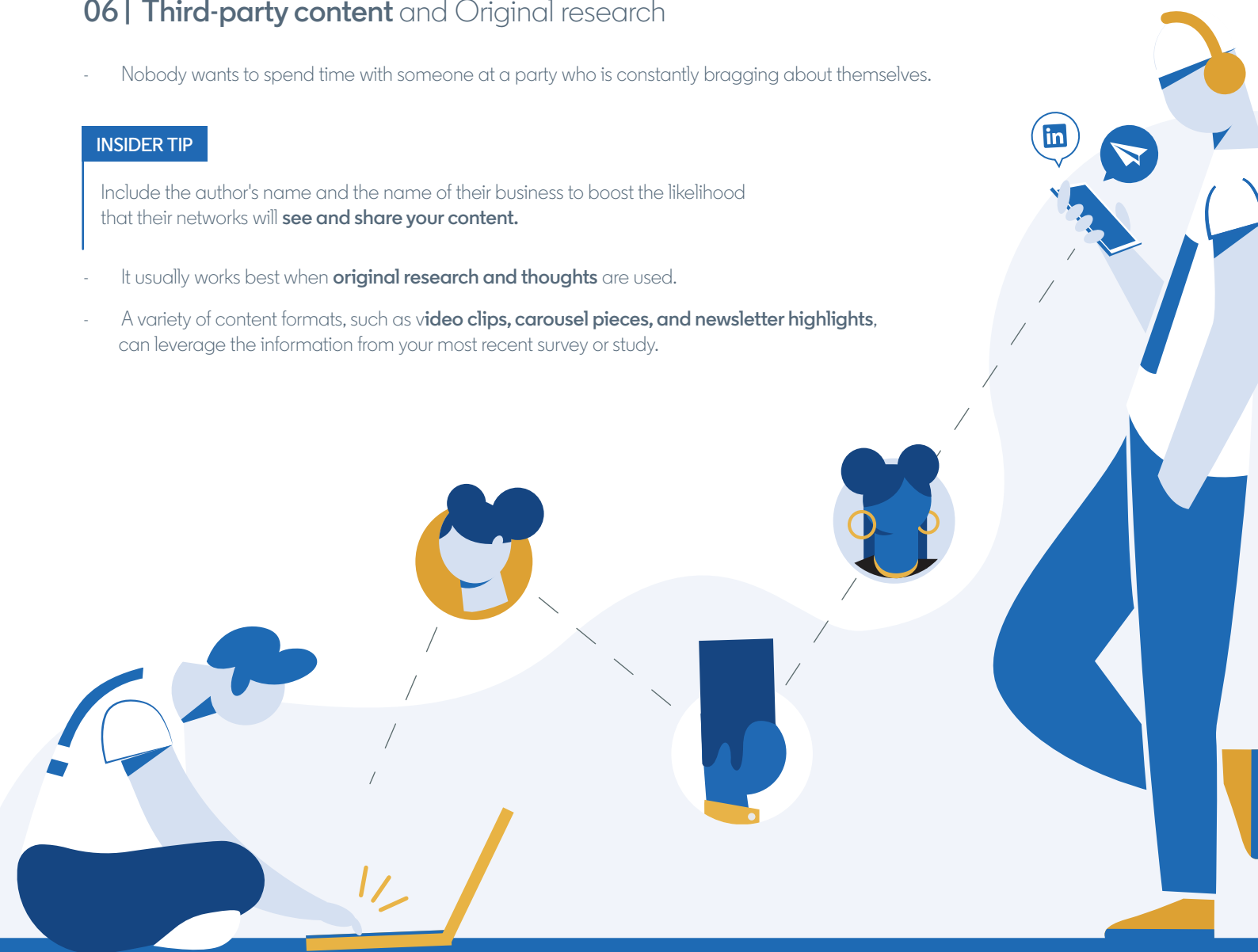
06 | Third-party content and Original research

- Nobody wants to spend time with someone at a party who is constantly bragging about themselves.

INSIDER TIP

Include the author's name and the name of their business to boost the likelihood that their networks will **see and share your content**.

- It usually works best when **original research and thoughts** are used.
- A variety of content formats, such as **video clips, carousel pieces, and newsletter highlights**, can leverage the information from your most recent survey or study.



Contact Us

ZA | +27 21 286 8606
KE | +254 722 831 667
NG | +234 708 835 0952

Visit Us

Office 15, The Powder Mill
5 Sunrise Circle
Ndabeni
7405

Reach Out

info@turnleftmedia.co.za
www.turnleftmedia.africa
@Turnleftmedia