

LINKEDIST

**LINKEDIN
MARKETING
STRATEGY
FOR IT&SAAS
COMPANIES**

Ready to Use

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Chapter 01

INTRODUCTION TO LINKEDIN MARKETING FOR IT & SAAS COMPANIES



“Be where your customers are.”

“The more content, the better.”

“Humans do business with humans.”

“If you’re not on social media, you don’t exist.”

You’ve definitely heard these affirmations multiple times before.

But with these many channels where you can communicate with your customers (LinkedIn, Facebook, Instagram, Twitter, TikTok, Whatsapp, Telegram, Emails, etc.), how do you choose which ones are the most important?

To help you solve this mystery, we have analyzed, put together our expertise, talked with people, done some extra research, and we came to a conclusion.

If your company is in the IT industry and sells B2B,
YOU HAVE TO BE PRESENT ON LINKEDIN

Why, you may ask?

Because LinkedIn is the biggest B2B social media platform. Last time they checked, there were 800 million active users around the world and 164 million users in Europe. All of them are from the professional world.

Here are more relevant numbers:

- 48.5% of US LinkedIn users are Monthly Active Users
- There are 61 million senior-level influencers and 65 million decision-makers on LinkedIn
- An estimated 34% of young millennials (19-25) and 41% of older millennials (26-35) on the platform have decision-making responsibilities
- There are 17 million opinion leaders and 10 million C-Level executives on LinkedIn
- More than 74% of LinkedIn users are from outside the US

In other words, it means that there is a very big chance that most, if not all the decision makers from your buying committee, are on LinkedIn and could follow you right now.

This still doesn't say much to you?

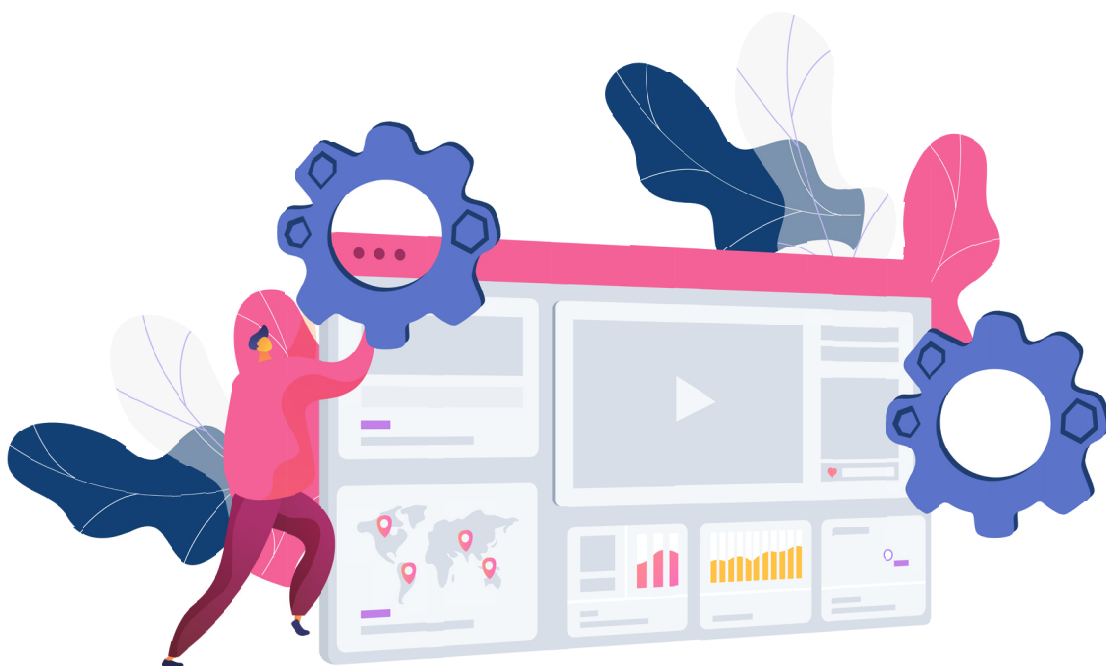
Read on.

According to statistics, 1 in 3 buyers have already completed independent research before first making contact with a technology vendor. And because users are business representatives, employees of various companies, investors, etc., looking to buy from other businesses, there is a high probability that they will look you up on a professional social network like LinkedIn.

To sum it up, this is what you need to know.

With the help of LinkedIn, **you can:**

- Reach business representatives in different regions of the world
- Increase the company's brand awareness
- Search for employees and new team members
- Increase sales
- Advertise your products or services
- Position yourself as a market leader



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Chapter 2

CONTENT THEMES



Now that you understand the power of LinkedIn, there comes the question:

“What should we post on LinkedIn?”

Before we tell you what, let us share a secret. You are not the only one having this question. From our workshops, content creation projects and private discussions, we learned that 95% of people planning to start their activity on LinkedIn wonder the same thing.

With this being said, let’s go back to the topic.

When it comes to social media marketing and content creation, there are a few rules that can give structure to your project.

The one that we most use and see results from is the **4:1:1** rule.

The **4:1:1** rule guides you to a ratio, that for every 6 (six) posts:

- **Four (4)** should be Educational content that adds value and is relevant to your audience. This can be from other sources or created by you, from your experience. For example, it can be third party articles, problem-solving tips, knowledge, FAQ from your audience.
- **One (1)** should be Company insights, Personal company stories, and Work culture. Such content gives character to your brand and adds a human touch, making it relatable for your audience. This also includes customer testimonials.
- **One (1)** piece of content is Promotional content, aimed at making sales. Here you can talk about the benefits of your product or service, your offers and discounts.



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Chapter 3

**PRACTICAL
IDEAS BY
THEME**



To give you a better overview of what each of the mentioned categories include, here is your cheat sheet with ideas. What you will need to do is to pick one and create the content by answering it.

SOFTWARE OUTSOURCING – EDUCATIONAL

- How do software development vendors typically estimate projects?
- How can you outsource your software project?
- Poll idea: What is your big pain when outsourcing?
- How do I outsource software development for startups?
- What is the best way to outsource software development without compromising security and company secrets?
- What are some best practices when changing outsourced software development teams?
- What is your ultimate guide to picking a software development outsourcing partner in 2022?
- 5 ways software outsourcing will positively impact your business
- Why outsourcing software development can be a good idea?

SAAS – EDUCATIONAL

- IT trends
- How can your solution help businesses?
- What is the importance of your solutions in different industries?
- How do SaaS solutions create efficiency for large companies?
- What tech solutions have you loved lately?
- Why do more and more businesses choose tech solutions for their business?
- What are the top 3 SaaS solutions every company should have?
- Poll idea: How many SaaS do you use?
- Why should everyone take advantage of the existing technology?

COMPANY INSIGHTS

- Company achievements: nominations, participation in events, investments, new market entry, growth
- Customer testimonials
- Job openings
- Changes in the team
- Company's point of view in diverse matters

WORK CULTURE

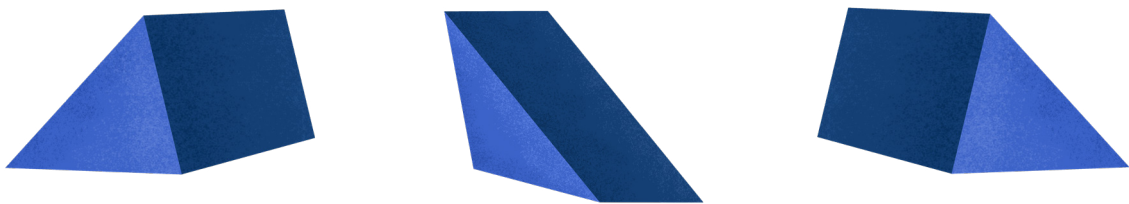
- What should people know about your company culture?
- Does a good work culture increase results and productivity?
- How do you build a company culture remotely/on-site?
- Is your company culture affected by digital transformation and emerging technologies?
- What does it mean to work at your company?
- What are the main values, attributes, goals moving forward in your company?
- Benefits of flexible working
- How do you keep the motivation high in your company?
- Why should professionals choose your company?

PERSONAL COMPANY STORIES

- Personal story from employees - what's your career journey?
- What are some uncommon ways to work smarter instead of harder?
- Books that impacted your team members' life?
- Work - life balance - how do people at your company take care of it?

PROMOTIONAL CONTENT

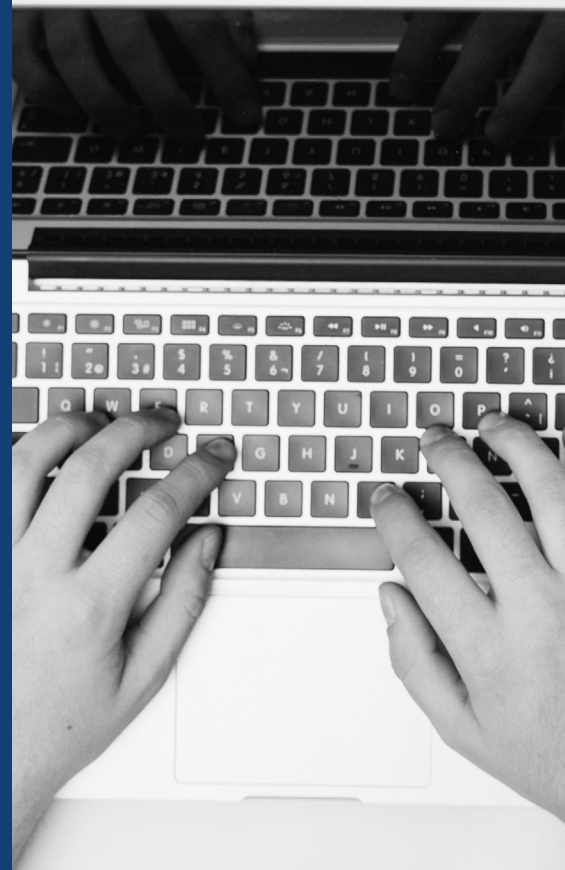
- How can your solution help businesses?
- What is the importance of your solutions in different industries?
- Book a discovery meeting
- Offer a free consultation
- Discount codes
- 5 reasons why you should try our product/service
- Benefits of working with us
- E-Books or other freebie content



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Chapter 4

TYPES OF CONTENT



After you decide on the topic for the post, the next step is to choose how you want to write and visualize it. LinkedIn likes it when users engage with different types of content, so you need to think about the format of the post. As of today, LinkedIn allows 7 different types of content.

Content Type: Text only

These posts work best when talking about one specific topic covered in short or slightly longer form, using up the total character limit. Text-only LinkedIn posts can include hashtags and emojis.

IMPORTANT:

In a text-only format, you can write up to 3000 characters

BEST FORMAT FOR:

Thought leadership posts where you can share knowledge in a compressed way

Content Type: Documents

This format allows you to share PowerPoint files, Word documents, or PDFs directly in a post on your feed. However, the file size cannot exceed 100MB and 300 pages.

IMPORTANT:

You can edit the description of your document or remove the post after it's uploaded. You cannot change or edit the document in the post.

For accessibility purposes, members who can view your post will be able to download your document as a PDF.

BEST FORMAT FOR:

Building authority, sharing press releases or longer forms of content that require visual elements to add value (case studies, reports, analysis, financial sheets, etc.)

Content Type: Carousel

Carousel posts are traditionally found as a format in LinkedIn's advertising product. However, not many people know you can create your own carousel-style post by uploading a PDF or PPT file, directly into a post. When you upload a multipage or slide document to a LinkedIn post, the user will be given left and right buttons to move through your content in a carousel style.

IMPORTANT:

Consider a mobile-friendly display and size (1200 x 1200 pixels)

BEST FORMAT FOR:

Features, FAQs, tips, recommendations

Content Type: Single image

With this format, you can share a picture or a graphic that visually conveys your message.

IMPORTANT:

- The size limit for an upload is 5 MB
- We recommend that the photo is at least 552 (width) x 276 (height) pixels
- The photo frame ratio ranges from 3:1 to 2:3 (width/height).
If the ratio is larger, the image will be centered and cropped
- Uploaded photos can't be resized
- Uploaded photos can't be edited
- Small, low-resolution photos may appear low-quality
- Tailor it for mobile-friendliness

BEST FORMAT FOR:

Spotlights, team introduction, customer testimonials, quotes

Content Type: Multi image

Multi-image posts allow you to share a gallery of images (up to nine) within one post.

IMPORTANT:

Based on the number of pictures, the layout will be different:

- 2 images - cropped to show as portrait side by side
- 3 images - 1 image on top as landscape and 2 below cropped squared
- 4 images - 1 on top as landscape and 3 below cropped in portrait
- 5 images - 2 at top cropped squared and 3 at bottom cropped in portrait
- If you share more than 5 images it will simply overlay a +1 over the last image to indicate there is more

BEST FORMAT FOR:

Event pictures, team buildings

Content Type: Native video

Native videos are uploaded directly to LinkedIn or created on the platform itself. LinkedIn native video autoplays in-feed, which is more likely to grab attention and will increase the reach of your content by keeping a user watching.

IMPORTANT:

Video File Requirements:

- Maximum file size: 5GB, Minimum file size: 75KB
- Maximum video duration: 15 minutes when uploading from desktop and 10 minutes when uploading from the LinkedIn mobile app. , Minimum video duration: 3 seconds
- Resolution range: 256x144 to 4096x2304
- Aspect ratio: 1:2.4 - 2.4:1, Frame rates: 10fps - 60 fps, Bit rates: 192 kbps - 30 Mbps

BEST FORMAT FOR:

Slide shows, events, speeches, video testimonials

Content Type: Polls

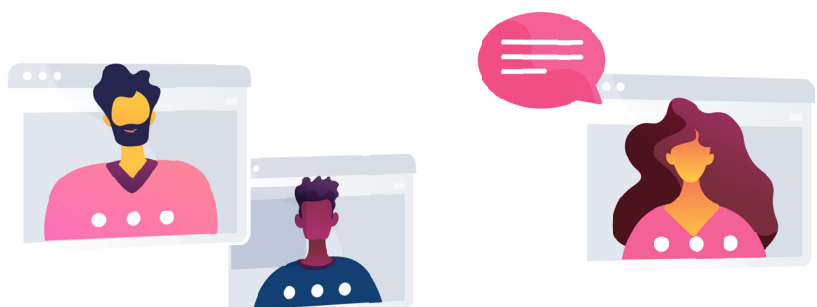
The LinkedIn Polls feature helps you engage with your followers by asking them their perspectives on various topics. If there is a big enough sample size, polls help you understand trends and opinions and can be a great conversation starter.

IMPORTANT:

- Duration of a poll can be 1 day, 3 days, 1 week, or 2 weeks
- The author of the poll will be able to view who voted and how each person voted
- Poll questions are limited to a maximum of 140 characters and answer options are limited to a maximum of 30 characters
- A poll can't be edited once it's created
- A poll can have four answer options to choose from

BEST FORMAT FOR:

Surveys, audience opinion



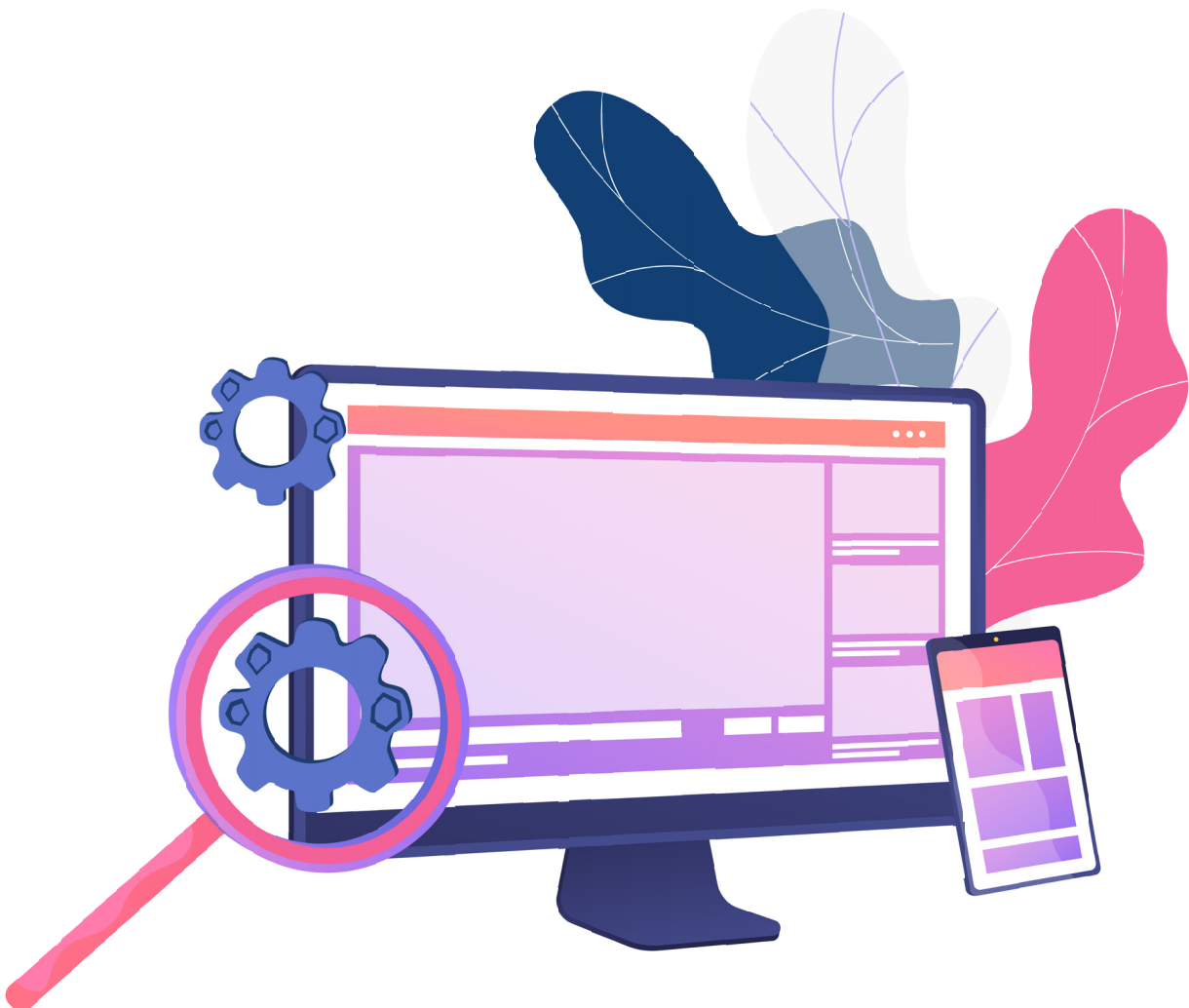
Other options:

LinkedIn Live

LinkedIn Live Video allows approved members and Pages to broadcast live video content to a LinkedIn profile, LinkedIn Page, or Event.

LinkedIn Events

As of 2021, LinkedIn offers online events as a new feature. Members can now create and advertise professional events, which the LinkedIn community can view, join, and attend.



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Chapter 5

HASHTAGS



Using hashtags on LinkedIn will make your content more discoverable and help you connect with members interested in your company.

Since LinkedIn is a professional platform, it's important to keep the hashtags appropriate for the type of content you create. Hashtags that are trending on other sites aren't always a good fit for LinkedIn. According to research, the optimal number of hashtags for LinkedIn is 3 to 4.

TRENDING HASHTAGS

#innovation - 38,755,184 followers
#management - 35,963,835 followers
#humanresources - 33,222,281 followers
#digitalmarketing - 27,354,320 followers
#technology - 26,410,898 followers
#creativity - 25,181,030 followers
#future - 24,549,805 followers
#futurism - 23,468,785 followers
#entrepreneurship - 22,708,086 followers
#careers - 22,507,701 followers
#markets - 22,235,225 followers
#startups - 21,219,691 followers
#marketing - 20,337,584 followers
#socialmedia - 19,684,050 followers
#venturecapital - 19,297,811 followers

TRENDING HASHTAGS FOR IT & SAAS

#automation - 150,092 followers
#cloud - 278,650 followers
#computerscience - 491,716 followers
#python - 536,702 followers
#ai - 571,931 followers
#datascience - 795,362 followers
#deeplearning - 886,237 followers
#engineering - 1,957,108 follower
#softwareengineering - 6,625,124 followers
#cloudcomputing - 3,887,153 followers
#data - 6,134,093 followers
#datamining - 6,184,922 followers
#softwaredesign - 6,228,059 followers
#programming - 6,637,977 followers
#integration - 8,460 followers



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Chapter 6

ONE-MONTH CONTENT CALENDAR



Now that you have some ideas, know about the different formats and have an overview of the hashtags. The only thing missing is building a structure based on these elements.

Sure, it might be difficult to decide what, when and how to post it, so we prepared an example for you.

Here is a suggestion for how the content calendar could look like for an entire month.

1 MONTH CONTENT CALENDAR

MON	TUE	WED	THU	FRI
	Educational: Video + text / How can our solution help businesses?		Personal company stories: Document / Top recommendations from the team	
Educational: Poll / Software outsourcing. What is your big pain when outsourcing? SaaS. How many SaaS do you use?		Educational: Text + Single Image / Why should everyone take advantage of the existing technology?		
	Promotional: Document / "5 reasons why you should try our product/service"			Educational: Text + Single Image / "What tech solutions have you loved lately?"
		Company insights: Text + Single Image / Customer testimonial		
	Educational: Text + link / IT trends for 2022		Work Culture Document / Why should professionals choose your company?	

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Chapter 7

TIPS & TRICKS FOR CONTENT WRITING



The strategy should be in place at this point.

Let's get to the execution!

When preparing the text for the post, here are a few tips you'll want to keep in mind:

Tip #1

Focus on the first 3 lines.

Tip #2

Short and clear sentences.

Tip #3

Divide your post into smaller chunks.

Tip #4

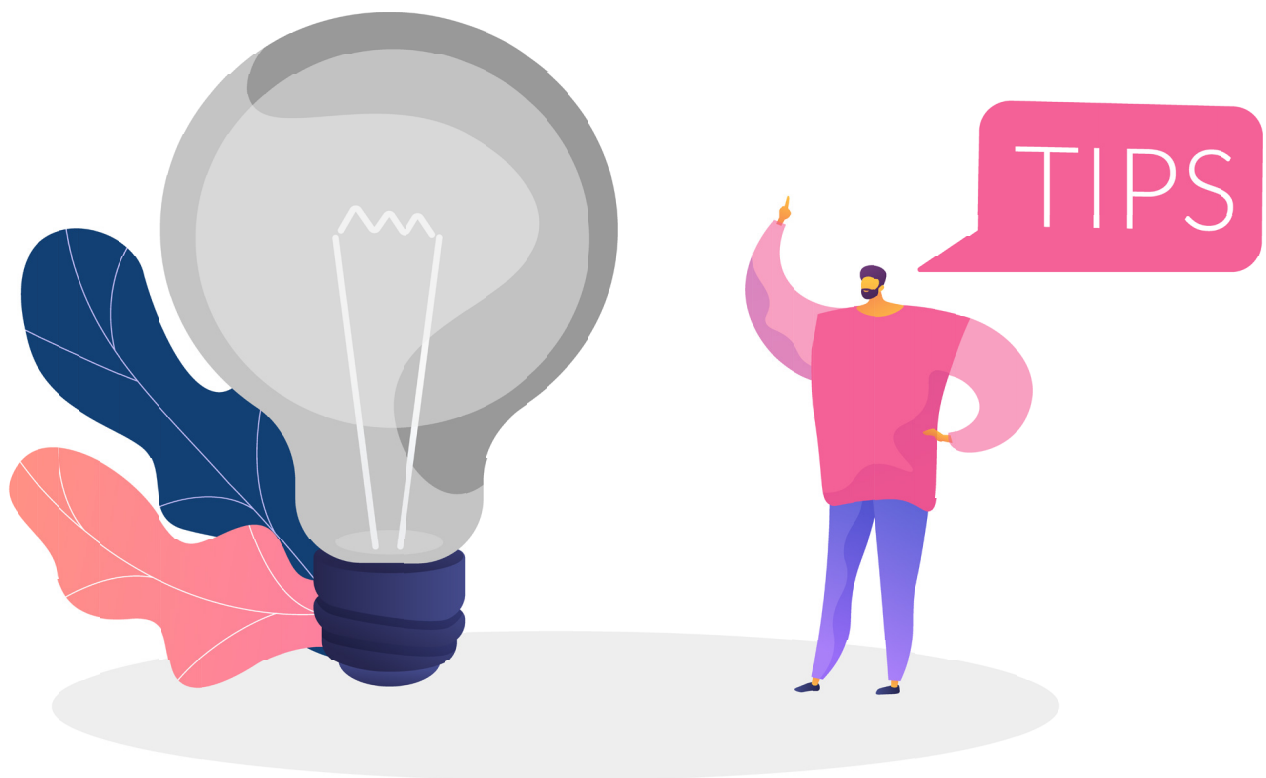
Use bullet points.

Tip #5

Include a CTA at the end of your post.

Tip #6

Use relevant hashtags.



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Chapter 8 CONCLUSION



We hope that by now, you understand why and how you should create a content strategy for LinkedIn. This strategy can get you closer to your business development, marketing, and recruiting objectives if done right.

Something to keep in mind: to see results, it's essential to keep the pulse on the latest developments within this rapidly changing platform. There are continuous changes taking place, both within the LinkedIn platform itself and how professionals are using it. Staying on top of these changes and developing a marketing strategy that fully leverages them can have a dramatic impact on your ability to engage with established decision-makers in the B2B sector.

In short, investing in your foothold on LinkedIn may produce more results than you bargained for! Make sure to stay up to date and relevant with your content.



ABOUT US

Does all of this sound too complicated to implement on your own? Do you want to have a successful LinkedIn presence/content strategy but don't want to struggle with all the processes?

Then we can support you in your LinkedIn journey.

Linkedist is a niche marketing agency focused solely on LinkedIn. Since 2019 we've been helping companies in IT, technology, finance, legal, banking, education, and other industries grow with the power of LinkedIn. Our client portfolio includes LEGO, Visma, NFQ, BCR, Confinn, Funcom, Omnisend, Oxylabs, The Informal School of IT.

Besides our workshop and content creation services, we have recently launched **Linkedist Courses Academy**, an online platform designed to help you grow your brand or business on LinkedIn. Check our courses about Personal Branding on LinkedIn, Sales on LinkedIn, and Advertising on LinkedIn.

We work virtually from Europe with a circle of clients from all over the world. And we want to work with you too!

Now, the final question is:

Are you ready for the next step in your LinkedIn journey?

If it's a **yes**, then let's talk!



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