



**Amazing, right? Here's more -**

- 80% of B2B leads come from LinkedIn.
- LinkedIn Sponsored Content features 28% lower cost per head compared to Google AdWords.
- 74% of B2B buyers use LinkedIn to make purchasing decisions.

The point of it all - If you are looking to reach and engage 828 audience, a LinkedIn marketing campaign is just the thing for you!

### **Creating LinkedIn Company and Showcase Pages:**

If you're like most businesses, you'd rather do it later. It seems such hard work. Or you're simply busy. Well, leave it to the experts. Let our LinkedIn experts create an engaging company page for your brand and manage it professionally.

Having well-built company pages and showcase pages on LinkedIn enable you to deliver relevant content to your audience and get an unprecedented engagement. While company pages are for building and nurturing relationships by featuring relevant content on a periodic basis, showcase

[www.isynbus.com](http://www.isynbus.com)

pages are for sending across marketing messages for specific business lines, products or initiatives. Both create brand awareness, generate leads, and help you establish thought leadership in your domain.

### **Publishing on LinkedIn:**

Today, LinkedIn is not merely a meeting place for recruiters and job seekers. Rather it's an ever-growing platform for sharing and consuming branded content. With a potential to reach nearly 20% of your network, compared to Facebook's reach around 2.6%, it 's the best publishing platform for marketers. Publishing content on LinkedIn is a great way to establish thought leadership amongst an engaged audience. When publishing on LinkedIn, try to avoid cheesy or salesy content. Rather, focus on the insightful long-form posts.

Over 1 million professionals are already publishing more than 130,000 posts a week on LinkedIn. Don't miss out on this opportunity to engage with the influencers and decision makers. Let the experienced content writers at VirtualEmployee.com help you build a thought leadership in your domain.



## **Running LinkedIn Sponsored Content and Text Ads:**

You can also leverage advertising through LinkedIn, by running a text ad or sponsoring content shared on your profile.

- 1 Sponsored :** Sponsored Content lets you reach your audience right in their LinkedIn feed - Get across your company's updates, spark meaningful conversations, raise awareness, drive leads and lots more. Our experts will help you getting your sponsored content in front of the world's leading professionals, no matter what device they're on.
- 2 Text Ads:** Running a text ad on LinkedIn is a great way to drive new customers to your business, on budget and on value. Text ads work on a pay per click or pay per impression basis, needing no long-term commitments on your part. Better yet, it lets you track the number of leads. Following the best practices of LinkedIn Text Ads, our digital marketing experts have managed and optimized hundreds of winning campaigns.

## **Identifying Relevant LinkedIn Groups:**



To build an engaged community, you have to find places where you can spark meaningful conversations with your target demographic and consistently add value to their lives. Joining the relevant LinkedIn groups is the way to go about it. A robust presence on such groups also helps you to build rapport with industry influencers. Think creative - Ask questions to crowdsource views, talk about industry trends and challenges or be a catalyst in starting forum discussions.





## Posting on LinkedIn SlideShare:

With more than 70 million monthly unique visitors, LinkedIn SlideShare boasts of being the world's largest content sharing community. There's nothing that builds your credibility faster and better than consistently posting insightful content on SlideShare. Our content team has gained expertise in creating SlideShare presentations, infographics, webinar docks and lots more.

## Partner With Us Make the Most of LinkedIn

With our turn-key LinkedIn Marketing services, we help businesses send their message across a highly targeted audience and capitalize on the professional network. Boasting of a team of expert developers, designers and marketers, we help forward-thinking businesses to leave a lasting impression on LinkedIn.




-  **Customized Plans** - Whether you are looking to make more of your presence on LinkedIn or you don't even have a company page yet, we put together a custom marketing plan for your unique business needs.
-  **Agile and Scalable Marketing Solutions** - With a streamlined, integrated approach to LinkedIn marketing, we help you go to market faster and scale your campaigns seamlessly.
-  **Innovative LinkedIn Strategy** - On time, on budget and on value.

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**Stay Ahead of Competition** - Anticipate what's next and stay ahead of it with deep market insights.
- 
**Track Just About Anything, Anywhere** - Success is only real when measured. We give you real-time reports on the performance of each campaign.
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**Get Transformational Business Value** - from day one.
- 
**24x7 Support** - Dedicated support to help you every step of the way.

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### **One-stop solution for all your LinkedIn Marketing needs**


We at Virtual Employee have a team of Certified LinkedIn Experts to help you create and implement innovative, engaging and converting LinkedIn marketing strategies that work for your business.

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 Help you to improve online visibility, brand reputation and conversion.
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 Create, optimize and regularly update your profile with keyword rich content, images, hyperlinks and descriptions.
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 Help you get connected with clients, prospects and related professionals.

- Create engaging and responsive company pages and showcase pages.
- Create competent LinkedIn ad campaigns.
- Send invites and marketing messages to your network regarding upcoming events, conferences and webinars.
- Connect with relevant groups to continually expand your network.
- Give you a real-time report on the performance of your campaigns.

### A robust team of certified LinkedIn marketing experts

- 30+ Social media experts, 20+ Seasoned Content Writers, 60+ Animators
- Served 250+ clients across 18 countries, delivering 500+ successful projects
- Proven record of building communities with 10,00,000+ millions fans and followers
- Driving 20X growth in traffic to website from social media activities.
- Campaigns with a reach of 2 million+ people without any ad spend.

 Engaged more than 300,000+ communities for branding and engagement

 100+ queries attended on daily basis from existing and new clients.

Plus, you get your very own **dedicated LinkedIn marketing consultant** to resolve your campaign related concerns on time, on budget and on value.