

LinkedIn Webinar Recap

- LinkedIn is a great platform for thought leadership and to show off your expertise. It's also a great place to discover relevant content.
- Posting content regularly on LinkedIn will help you look more professional and improve your credibility. It can also help keep you top of mind and provide opportunities for others to engage with you.
- Similar to Facebook, consider the funnel when posting on LinkedIn. Ask yourself whether the content you are posting sits at the Awareness or Action stage as this will influence your targeting.
- The targeting capabilities on LinkedIn are excellent, you can target by Job Title, Industry, Company and more. Keep in mind, the cost to advertise on LinkedIn can be quite high compared to Facebook.

