



SOCIAL MEDIA TUTORIAL: ACQUIRE CUSTOMERS VIA LINKEDIN

Step 1: Is LinkedIn your channel?



Know who your target audience is

Think about who your products or services are suitable for. Consider the characteristics of your customers, such as region, age, profession. What are their interests and how do they match your business?



Where is your target audience?

Which social media channel does your target audience use? Also look at what channels your competitors are active. What kind of content is frequently liked, shared, or responded to by your target audience?



Does LinkedIn suit your business?

LinkedIn focuses mainly on business and professional connections and career opportunities. It is widely used for sharing knowledge, trends, and developments. If you have a particular expertise, you can share valuable content about your sector and profession on this platform.

Step 2: Setting goals

What do you want to achieve?

Do you want more brand awareness, draw attention to your service or product, or do you have another goal?

Write down your goals and make them concrete so that you know which messages to post.

For example:

- I want to expand my network. My goal: reach 50 new connections on LinkedIn within the first month by sending invitations and participating in relevant LinkedIn groups and networking events.
- I want to increase engagement. My goal: reach an average of 20 interactions per post within the first 6 months by sharing high-quality and relevant content, such as industry analysis, company updates, and interactive polls.



Step 3: Make a plan



Come up with content

Start brainstorming and come up with great content ideas. Keep your goal from the previous step in mind. Think about sharing knowledge via a blog, whitepaper, or infographic. Customer reviews, an update about your business, or a poll about a certain trend or development also work well. How are you helping your target audience, what is relevant to your target audience and what content are you good at creating?



What suits you?

What is your vision and mission: what are the characteristics of your company and brand that set you apart from others? Share that in your posts. See also: [Vision, mission, and strategy: the basis for success | KVK](#)



Scheduling

Think about how often and when you will share content. Make a schedule for this. This will save you a lot of time. Think in fixed headings or formats. Also create spontaneous content, for example if you are at an event. Or if something is a trending topic.

Tips for LinkedIn

Corporate design

Differentiate yourself with a corporate design on social media. Think colours, fonts and a logo. See also [Make a difference with a good house style | KVK](#)

Business and professional

LinkedIn is primarily a platform for professionals. It focuses on business connections and careers. As an entrepreneur, you can share valuable content that showcases your expertise and attracts potential customers.

Influencers

If you are less creative yourself, follow influencers in your field for inspiration. LinkedIn has a programme "LinkedIn Top Voices" in which they name influencers in different fields, including technology, marketing, and health care.



Tips for LinkedIn

Content ideas for LinkedIn

- **Optimise your profile:** fill out your LinkedIn profile as completely as possible and make sure it looks professional. Use a clear profile picture, a catchy header and a short, concrete summary that highlights your expertise and value to potential followers. Think of your profile as an [elevator pitch](#).
- **Share knowledge and answer questions:** regularly create and share valuable content that is relevant to your target audience. Think articles, blog posts, a document post about a new development in your field, or updates, images, videos, and surveys. Make sure your content is informative, engaging and shareable, and encourage interaction by asking questions and replying to comments.
- **Use hashtags:** do research on relevant and popular hashtags in your sector. Share these hashtags in your posts so that your content is visible to your target audience and people outside your immediate network. This way, you will increase your reach.
- **LinkedIn Live:** if you have access to LinkedIn Live, consider creating and sharing live videos with your network. Live videos often have a higher engagement rate and can help you attract new followers.
- **Networking and interaction:** actively participate in discussions, groups, and events on LinkedIn to increase your visibility and make new connections. Respond to others' posts, send personal invitations to potential followers, and build relationships by engaging in valuable interactions.
- **Company page:** on LinkedIn, you can also create a company page. This is useful when you want to advertise or recruit staff. You can also see the performance of your company page, such as the number of followers, the reach of your posts and the engagement of your audience.



Step 4: Advertising

Try out what works

Advertising on social media is relatively cheap. This allows you to try out what works:

- Think about the purpose of your ad
- Work out the budget
- Place several ads with different texts and videos
- See which ads work best and continue with these
- Adjust your strategy based on the data collected

TIP: Create a LinkedIn company page



Step 5: Adjust if needed



Statistics

If you haven't already done so, create a LinkedIn company page. This will give you access to additional features such as statistics of your page and ad management tools.



Check regularly

Regularly check how often your videos or posts are viewed, how many followers you have, and whether your goals are still being met. Always keep statistics in mind when coming up with new content.



Reschedule

Adjust your content schedule: when did you have the most views or comments? Take this into account in your new schedule.

Do your clients also use other social media channels? Check out the other tutorials on [KVK.nl/en/marketing](https://www.kvk.nl/en/marketing).