



The Content Marketing Trifecta

“The Content Marketer’s Guide to Marketing with Articles on LinkedIn”

Executive Summary

This is webinar #2 in the 3-part series:

1. The Content Marketer's Guide to Converting Articles to YouTube Videos
2. The Content Marketer's Quick-Start Guide to Marketing with Articles on LinkedIn
3. The Content Marketer's Guide to Creating Money-Making Info-Graphics

The Content Marketer’s Quick-Start Guide to Marketing with Articles on LinkedIn



- With Jim Edwards and Jeff Herring

Anatomy of a Great LinkedIn Article



These are screenshots of some of Jeff's LinkedIn posts. They each of the 5 key components of a great LinkedIn article:

- Compelling Lead Graphic
- Numbered Title
- Segmented Body
- Graphics for each "chunk"
- Multiple Calls to Action

The importance of your lead-in graphic - this helps to pull views and likes (so it shows up on their news stream

Don't just grab anything to add a graphic. It will determine 90% of your success with your article. It should work to pull people in visually and be related to your title.

You can add text to your graphic, but only 7 words or less.

Graphics Tools

- [Presenter Media](#)
- WordSwag (iPhone / iPad app)
- [Canva](#)
- [PiktoChart](#)

Jeff uses the first two the most because they're so easy and fast.

Your Title

You want to uniquely title your LinkedIn content to grab the maximum number of eyeballs and dramatically increase your exposure.

Key Notes About Titles:

- 7-Word Titles
 - Research has been done, and these are the titles that work the best on LinkedIn
 - We can easily remember seven things - like a phone number
- Begin with a number (such as 5)
- Focus on only **one** keyword phrase
 - Keyword phrase can be at the beginning or the end of your title
- Ask a question?
 - It opens a loop in the reader's brain that they will want to close by reading your article

NOTE: you can even combine using questions and numbers by making your title start with a number and just add a ? At the end!

Short Form LinkedIn Content

There is no minimum or maximum word count on LinkedIn. You should experiment with what works best for your audience.

Basic guidelines for shorter posts:

- 200-500 words
 - Allows experimentation
 - Articles, blog posts, quick thoughts, invitations to your events
- Always include a Call to Action (1-2)
 - You can have multiple CTAs in your content

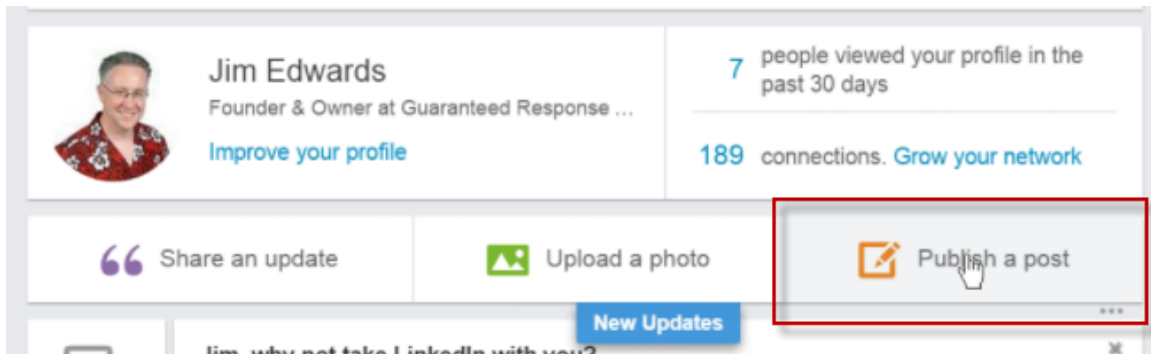
Live Demo

Jim has a LinkedIn account but has been ignoring it. Live on the webinar Jeff coached Jim through adding an article from past content Jim already had.

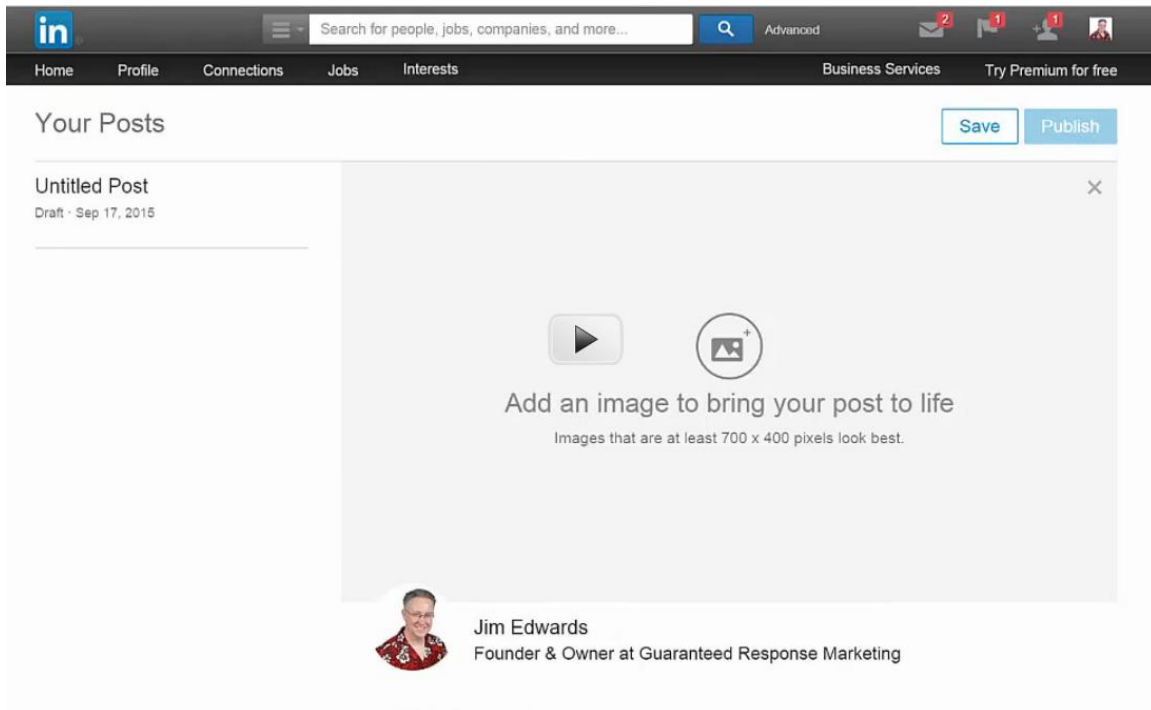
Previously, Jim has never posted an article on LinkedIn.

Here's what they did:

Go to your home in LinkedIn and click on "Publish a post" (aka LinkedIn Publishing)



It will take you to this page



Jim is using an article he created from the Custom Content Wizard (it was using the Advanced Tips template - the article was from just the first tip - was 680 words)

- First step was to enter the title for the article. They tweaked it to start with a number and get it down to only 7 words.
- Next they added a graphic

You can add links, images, and even videos to your article from the editor toolbar!



You can use graphics that work with your subheadings too. So really, you're using multiple images for a single post. You can resize images and the text will wrap around them just fine.

Sprinkle in calls to action within the body of your article as well, including links. You can even make your graphics clickable / calls to action! Just don't overdo it.

Note: For a series of tips articles, you should include a teaser for the next article(s)

Example:

**Stay tuned next time for Advanced Tip #2: How To Use Facebook To
Make Your Book A Best Seller**

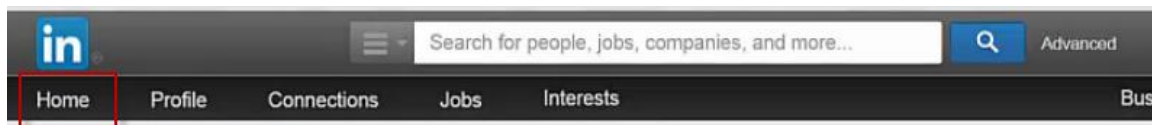
End your article with a call to action with a graphic to pull the eye of the reader to it.

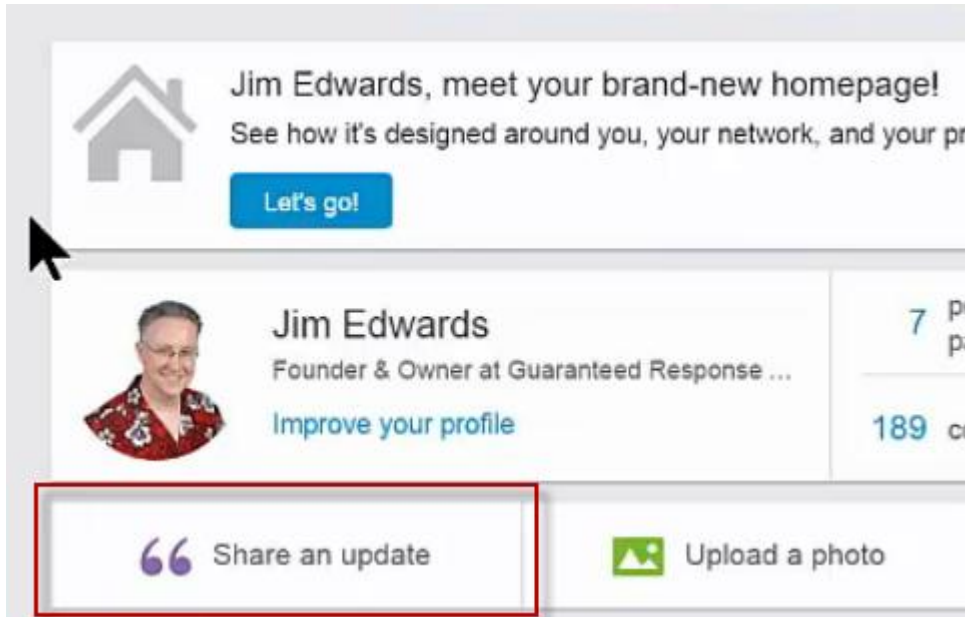


Tags: LinkedIn will only add tags that LinkedIn likes and you can only use 3

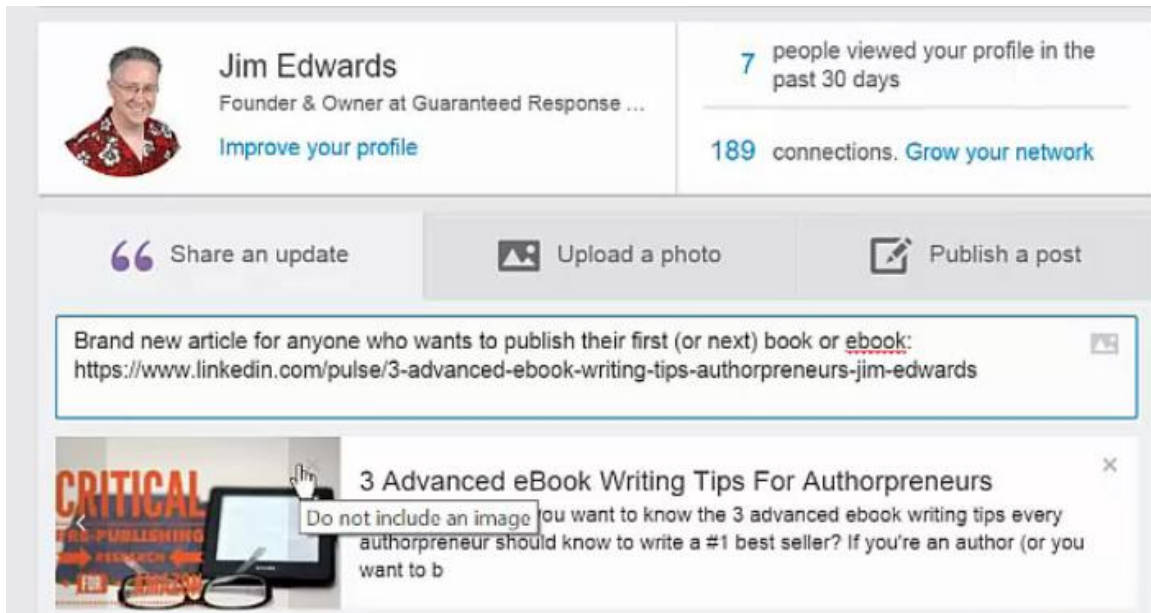
You can share your posts on Facebook and Twitter as well.

To get more views (more than just your contacts), after you publish your post, grab the URL from your browser and share the link in your status update on LinkedIn (go to the Home link at the top of the page and click on "Share an update")





For your update, enter the title of your post or some other teaser and then paste in the link.



Thank click "Share"

Your new LinkedIn post will now appear on your Profile page as well under "Posts".

Your Profile page is where you can see the stats of your post(s) on LinkedIn



You can see the views, percentage of where people are coming, demographics, comments and more!

Recap of Steps:

1. Go to Home
2. Click "Publish a Post"
 - Enter title of article as the headline
 - Add image for the top
 - Add article itself (text)
 - Add at least one Call to Action in the middle
 - Add an image to go with each main thought / subhead
 - Add Call to Action at the end with another image
 - Add tags
3. Click Publish
 - Get link of article and shared it in the status update (from Home)

Q: Is it okay to do a post with just a Call to Action (CTA) to visit my website?

You can, but the problem with that is you won't be building a list. Better to come up with something quick that you can use as an opt-in bribe.

HINT: Use the Custom Content Wizard to create a cool bribe FAST!

Q: Do articles get automatically published in Pulse?

Yes! Connections are targeted first, then it will go to Pulse and be available for everyone to see.

Long Form LinkedIn Content

If you have trouble writing short articles, this is perfect for you! Google likes long-form posts too.

Basic guidelines for longer posts:

- 500-2,000 words
 You can come up with longer posts by combining articles
- Feature your expertise
- 5-7-9 subheadings
 Research shows that these are the best number of subheadings for long articles
- Repurposing is perfect for longer posts
- Multiple calls to action (3-5)
 You can put a CTA at the end of each subheading (should be relevant to the point)
 DON'T overdo it or people will think you only care about selling them something

Repurposing Hint: Write one long post on LinkedIn and then chop it up and you can post the individual chunks over time to other social media sites, driving them back to the long article.

How to Add Compelling Graphics

Create an info-graphic for each number, point or "chunk" of your LinkedIn content

Example:

3 Mistakes Article

Each mistake would have a graphic

The graphic must be related to the point you're making

EXAMPLES:



Myth #1: Content marketing is dead

Believing content marketing is dead hurts you because it's just not so. Imagine the internet without content...



Myth #2: I've got Writer's Block!

Seriously?

Allow me to ask you a couple of questions:

- 1) Have you ever had "talking block?"
- 2) Have you ever had "eating block?"



Myth #3: No one wants to hear my message

This one hangs up many budding content marketers.

The faulty thinking goes something like this:

In Jeff's experience, he gets a far better response to his LinkedIn posts than he does from EzineArticles.com. Much of that is because he can use graphics and multiple calls to action.

LinkedIn Call to Action for Maximum Results and Clicks

You don't want to be the "used car salesman" approach to getting people to click.

Instead, use **invitational language**.

Examples:

"By the way..."

"Now that you know about this, I'd like to invite you to do this..." (something that is in their best interest)

You want it to sound like part of the conversation / a recommendation.

EXAMPLES

Now that you know these myths, I'd like to invite you to further discover the truth about Content Marketing by [watching this mercifully brief video](#) about creating multiple content ideas and content pieces with much less overall human effort.

[Watch it here](#)



Online Visibility Strategy #3 - Get More Bang for Your Buck (Time) - There are lots of ways to automate your web presence so you can work smarter instead of harder, and stay away from the social media vortex of wasted time (SMVOWT for short). Two of my favorite ways to do this are with HootSuite.com and IFTTT.com

Small action to take - Watch the mercifully brief video below to discover how to take one simple action and get 4 big results (HINT: I'm doing it right now to increase my online visibility)...

So as mentioned above one of the best ways to increase your web presence online is to take one action that gets you multiple results.

So grab your **Free Instant Access** to a brief and powerful video on how to multiple your online visibility efforts when you visit <http://JeffHerring.com/pov-optin>

This powerful [online visibility video](#) shows you how to quadruple your visibility is just 3 simple clicks...

It's the difference between inviting someone vs. telling them what to do.

Now I'm inviting you to get your free instant access to a training video all about how to leverage these 4 rules of traffic for more prospects and profits.

Click the little guy on the trike below for your Free Traffic Training Video



[Or simply go here](#) if you don't like clicking on graphics :)

So that you can...

EXAMPLES

So in this week's Results Now Webinar I'm going to do 3 cool things:

1. Reveal my top 5 Content Creation Apps
2. Demonstrate my #1 Content Creation App
3. Combine 3 of the top 5 apps into a powerful way to deliver your content

[Get Started Here](#)



Jim asked if it's okay on LinkedIn to show a screenshot of a video (to make it look like it will pay on the page) as a clickable graphic, but when they click it will take them to your website to watch it.

Jeff said that it's fine.

Where to Place Your Calls to Action

NOTE: This is very different than traditional article marketing.

On LinkedIn you can have multiple calls to action

- Short form posts can have 1-3
- Long form posts can have 3-5
- They can be text or part of graphics (clickable)
- At the end of each subheading / "chunk" in the body of the post

You can have the link go straight to a sales page.

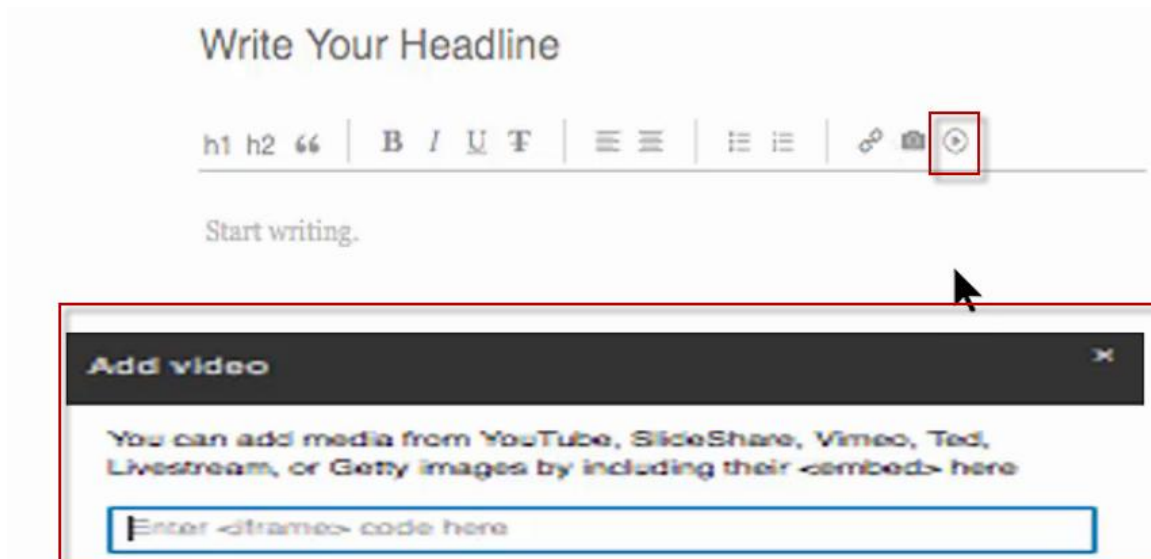
For the best results, make sure your call to action fits with the "chunk" they just read.

HINT: You could find out which CTA is working the best by using tracking links

Pulse = LinkedIn's master blog. It's where all the articles being published are posted and are available to the public. They promote it on the sidebar based on your tags; it can show up next to big name influencers!

How and When to Add Video

You can create multi-media articles on LinkedIn.



Jeff has used this so far to use an article to lead to a webinar replay, and it has worked well.

By doing this, you are hitting people on several different learning levels at the same time. Jeff is planning on doing a short video as an intro to an article. "This is what you're going to learn in this article..."

You can also have a short video sales letter as part of your LinkedIn post.

You may even consider doing a short video for each of the main points in your article.

Point is, you can create multi-media content all in the same post!

HINT: You can repurpose your existing blog posts here (and videos too!)

How Often to Publish on LinkedIn

Recommended publishing schedule:

- 3-5 times per week
 - One long form article
 - 3-4 short form articles
 - Use the Custom Content Wizard to save a ton of time!

Ninja Strategy to Get LinkedIn to Promote Your Post For You

Once you get over 500 views, LinkedIn will market your post for you!

Here's how to get more views...

- Post content chunks on your LinkedIn status update
- Post content chunks on Facebook
- Email your list about your LinkedIn article

NOTE: Your email subscribers do not need to have a LinkedIn account to see your content, but you could ask them to follow you on LinkedIn as well! Once you have more than 500 contacts, you get your posts listed under your category on LinkedIn Pulse as well.

How to use a "Social Media Tour" - Put a piece of your article on Facebook, send them to the article on LinkedIn, which then sends them to your site / opt-in. This also gives readers the impression you are "everywhere" and an authority in your niche.

Repurposing strategy: If you have articles already published on EzineArticles.com, you can use them as your LinkedIn posts (just be sure to remove the EzineArticles info off of your content)

Your Action Steps

- Use the Custom Content Wizard
- Output to a docx file
- Upload to LinkedIn Publishing
- Add graphics
- Add Calls to Action
- Wash - Rinse - Repeat

Why LinkedIn is Important

LinkedIn has 330+ million members. That's a potential of 330+ million readers.

Even the largest and most respected online media sites don't have this many potential authors and readers.

LinkedIn appears poised for explosive growth in content distribution; they are likely to become a major media player - or at least a major disruptor (says Forbes in 2015)

Final Thoughts

- LinkedIn is NOT just for B2B and job seekers anymore
- LinkedIn is poised to become a media giant (says Forbes)
- LinkedIn targets your ideal customers
- LinkedIn is the ONLY social media site whose average member makes 6 figures or more a year
- The Custom Content Wizard gives you an enormous advantage over anyone else in your niche

LinkedIn Profile Tip: Jim asked about how to improve his tagline on his LinkedIn profile. Jeff said it should have a keyword and a benefit. You can elaborate on your benefits in your summary. You can also include links in your summary.

Watch the Replay

<http://thejimedwardsmethod.com/trifecta-dashboard/>