























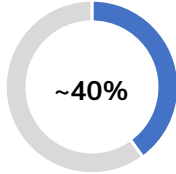
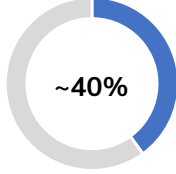
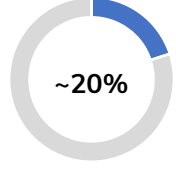


# 2023 Digital Marketing Strategy



  
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Funnel Stage	Goal	LinkedIn	Twitter	FB/Insta	YT	Other
Awareness Problem Unaware	ICP knows the problem you solve, Content Consumption	 YES Paid  YES Organic	 MAYBE Paid  MAYBE Organic	 NO Paid  MAYBE Organic	 MAYBE Paid  MAYBE Organic	Reddit, Podcasts, TikTok, Communities
Evaluation Problem Aware	Educate & Inform	 YES Paid  YES Organic	 YES Paid  MAYBE Organic	 YES Paid  MAYBE Organic	 YES Paid  YES Organic	Review Sites, Sponsorships, Communities, Podcasts
Decision Solution Aware	We're the right tool for the job, Validation, Proof	 YES Paid  YES Organic	 MAYBE Paid  MAYBE Organic	 MAYBE Paid  NO Organic	 MAYBE Paid  YES Organic	Review Sites
Funnel Stage	Goal	Content/Offer	Channel	Tactic	Outcome	Budget Allocation
Awareness Problem Unaware	ICP knows the problem you solve, Content Consumption	POV, Challenge norms, Blogs, social post, stats, video, infographics, case studies	Social, Search, Podcasts, Influencers, Employees, Partners	Content Promotion, ABM/Intent Ads Organic Social, Employee Amplification, Social selling	Impressions, Engagement, Traffic to Site	
Evaluation Problem Aware	Educate & Inform	Tips, Guides, Playbooks, Reports, Events, Assessments, Calculators	Social, Search, Podcasts, Influencers, Sales, Partners, Email	Content Promotion, Organic Social, Social selling, <b>Social Retargeting (Content, InMail, Document Ads, Event Ads), Sponsorships</b>	Traffic to Site, Opt-in, Registrations	
Decision Solution Aware	We're the right tool for the job, Validation, Proof	Consultation, Analysis, Demo, Trial	Social, Search, Sales, Marketing Automation, Email	<b>Intent Retargeting</b> (Content, InMail, Conversation Ads, Event Ads), Social Selling	Traffic to Site, Opt-ins, Appointments, Demos	

# Tips for Running LinkedIn Ads

1

Run “always-on” brand awareness ads (i.e., posts) that deliver value in the feed. A mix of video views, impressions, and website visits.

## WHY?

Guaranteed consumption of your content + the Best value for ICP attention.

2

Run traffic ads to landing pages vs. native lead gen forms for content download. These are great for retargeting audiences.

## PRO TIP:

Call out the job title in the heading. Ex: CEO's Ultimate Guide to Kubernetes Optimization.

3

Run multiple posts in a single campaign (at least 4). Budget at least \$100/Day. This seems to trigger the LI algorithm for best performance.

## PRO TIP:

Shoot for a frequency of 3-4.

4

Pulse in/out new posts regularly—test different creative and long/short from copy.

## PRO TIP:

Don't pulse out anything until a post starts to wain. So start with 4 posts and then keep adding new content weekly but only pulse out when it slows down.

5

Write your ads like organic posts. Play with emotion, and don't get to caught up on brand guidelines. You want them to catch the attention of your audience. The less they look like ads, the better.

## PRO TIP:

Make sure your post makes sense even if they look at your creative or read your headline.

6

Leverage the LinkedIn insight tag and Custom Conversions. This will show how your content performs even if the user doesn't engage with the ad but goes to your site later.

## PRO TIP:

Monitor what companies are visiting your website and add them back into your “always on” campaign in Tip 1.

7

Build audiences by targeting Function vs. Title. Use as few selections as possible to keep the cost down.

## PRO TIP:

Also, upload target account lists, contacts lists, and intent lists.