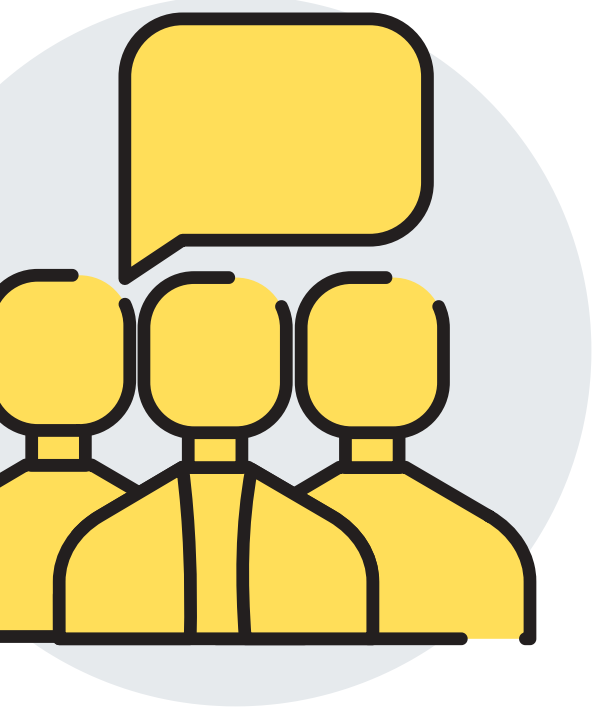


4 Tools to Market Your Business on LinkedIn

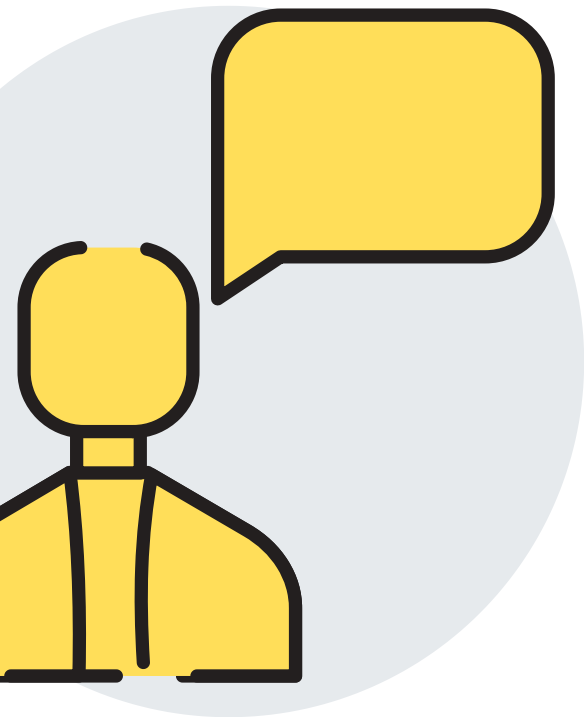


HOST A LINKEDIN GROUP

LinkedIn Groups are a great way to monitor or initiate conversations with like-minded professionals on a specific topic. As group administrator, you can make your group private (invite-only) or public.

LEAD GENERATION FORMS

Available on product pages and LinkedIn ads, lead gen forms allow you to convert traffic directly on your LinkedIn business page. Drive prospects to join your newsletter, request a demo and more.



HOST A LINKEDIN EVENT

Webinars, info sessions and Q&As are great opportunities to deliver relevant content and position yourself as an industry leader and subject matter expert. You can use a third-party hosting service or LinkedIn's Live broadcasting feature.

LINKEDIN EDITORS' PICK

Individuals who post and comment on industry-relevant content are likely to be selected as an Editor's Pick. These comments are featured in the news feed, which are seen by anyone who receives a notification for the trending article.



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