



**LINKEDIN MARKETING PLAN WORKSHEET**

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**INTRODUCTION.** What do they say? *Failing to plan is planning to fail.* This worksheet helps you begin to brainstorm a step-by-step LinkedIn marketing plan

**LINKEDIN PROFILE CONCEPT.** Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your LinkedIn profile(s). What angle can you give it that will be in synch with the role of usefulness LinkedIn? How are you going to become a “useful expert” on LinkedIn in and on what domain? What employees will need to participate?

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**LINKEDIN PAGE CONCEPT.** Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your LinkedIn business page. What angle can you give it that will be in synch with the role of usefulness LinkedIn? How are you going to position your Page as a “useful expert” on LinkedIn in and on what domain?

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**TARGET CUSTOMERS.** Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on LinkedIn? Indicate if so, and explain what are they “doing” on LinkedIn -

Type 1: \_\_\_\_\_  
Type 2: \_\_\_\_\_  
Type 3: \_\_\_\_\_

Yes, our customers are on LinkedIn.  No, they are not.

**LINKEDIN MARKETING VALUE.** Summarize the marketing value, if any, you see in LinkedIn for your company, at either the profile and/or business Page level

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We see marketing value in LinkedIn:  a lot  some  neutral  not much

The primary value(s) from LinkedIn to our company are:

- Interacting with existing customers  Finding new customers
- Being discovered via LinkedIn  Staying in contact with customers
- Social sharing, customers will likely share our content
- eWOM  Customer Continuum, nurturing customer evangelists
- Trust indicators: we need to be on LinkedIn to look substantial

We see value in:

- individual profiles, why: \_\_\_\_\_
- company page, why: \_\_\_\_\_

**POST INTERACTIVITY.** Why will potential customers “connect” with you at a profile level and/or “follow” your company at a Page level? What will they “get” out of it? And for individual updates, posts to Pulse, or posts by the Page, why will they like, comment, and even share your posts?

They will follow our Page / connect with our profile because: \_\_\_\_\_  
\_\_\_\_\_

They will like our updates / posts because \_\_\_\_\_  
\_\_\_\_\_

Post Concept #1 \_\_\_\_\_  
They will like this type of post, because: \_\_\_\_\_

Post Concept #2 \_\_\_\_\_

They will like this type of post, because: \_\_\_\_\_

Post Concept #3 \_\_\_\_\_

They will like this type of post, because: \_\_\_\_\_

How is the posting strategy different for individual profiles vs. the company page?

**LINKEDIN RESPONSIBILITY.** Who will be responsible for LinkedIn marketing at your company? At the profile level? At the business Page level?

LinkedIn set up issues: \_\_\_\_\_

Text issues / content: \_\_\_\_\_

Graphical / photo issues \_\_\_\_\_

LinkedIn content issues: \_\_\_\_\_

Finding other people's content to share: \_\_\_\_\_

Creating our own content to share: \_\_\_\_\_

Text content : \_\_\_\_\_

Image / photo content : \_\_\_\_\_

We plan to post to LinkedIn:

\_\_\_\_\_ times per day / week / month

**LINKEDIN SCHMOOZING AND RESEARCH.** LinkedIn is a great research tool (find customer prospects) as well as schmoozing tool (reach out to customers with an 'excuse' to contact them, give them something enticing to start a conversation).

We will research the following types of customers on LinkedIn:

We will reach out to them in the following ways:

They will want to interact with our employees (profiles) and/or company (Pages) because:

**OTHER THOUGHTS AND IDEAS ABOUT LINKEDIN.** Having researched a) whether your potential customers are on LinkedIn, and b) what competitors are doing on LinkedIn (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, “big picture” ideas do you have about LinkedIn?

We see potential in LinkedIn for our business marketing plans because:

After we’ve set up our profiles and/or Page, we believe we can do the following types of posts and they will help us grow our LinkedIn community because:

We see the relationship between our LinkedIn profiles (employee level) and the LinkedIn Page (company level), as:

How will the profile(s) help the Page and the Page help the profiles? Will advertising be used?

We will measure our success on LinkedIn by the following metrics: