

LINKEDIST

Generating B2B marketing growth & results on LinkedIn

Workshop for **swiss
startup
association+**



Agenda

- 1. Personal Branding on LinkedIn**
- 2. Employer Branding**
- 3. Company Content**
- 4. Tools**
- 5. Q&A**

Hello!

Kotryna Kurt

LinkedIn: Kotryna Kurt

Instagram: @kotryna.kurt

Twitter: @KotrynaKurt

Email: contact@linkedist.com



LINKEDIST LINKEDIST
COURSES ACADEMY

swiss ep:  **STARTUP
WISE
GUYS**



Clients



oxylabs®



omnisend

accenture



NORD
SECURITY

smeFinance



Cloudvisor



Surfshark®



Užimtumo
tarnyba



detra
SOLAR

beesure_

Danfoss



coingate



EIMIN



FUNCOM

BCR S

CBS



COPENHAGEN BUSINESS SCHOOL
HANDELSHØJSKOLEN



ROYAL DANISH EMBASSY
Bucharest

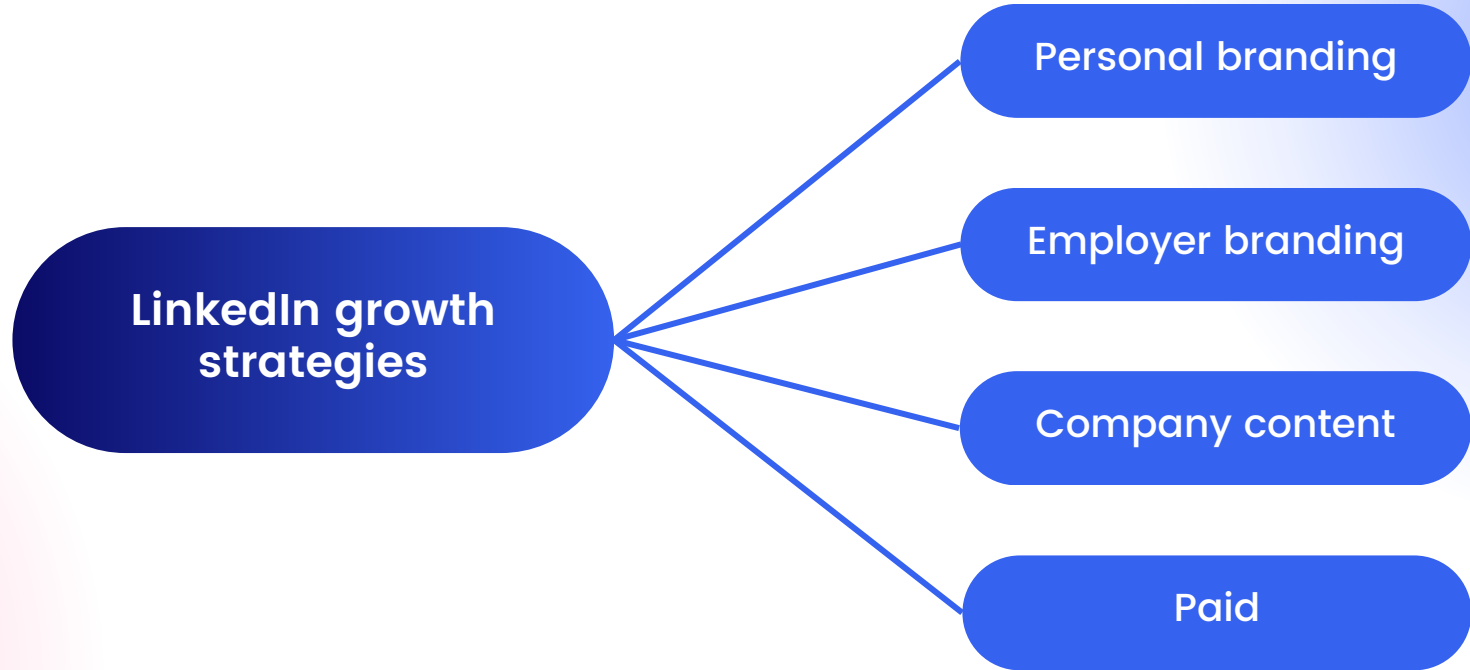
Altechna



Go Vilnius

and many more...

LinkedIn growth strategies



1

Personal branding

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Strong Personal Brand

Why do you need to take care of your personal brand?



Showing Value -
Expertise



Increase Exposure
for **Your Employer**



Establishing and
Achieving **Goals**



**Crisis
Management**

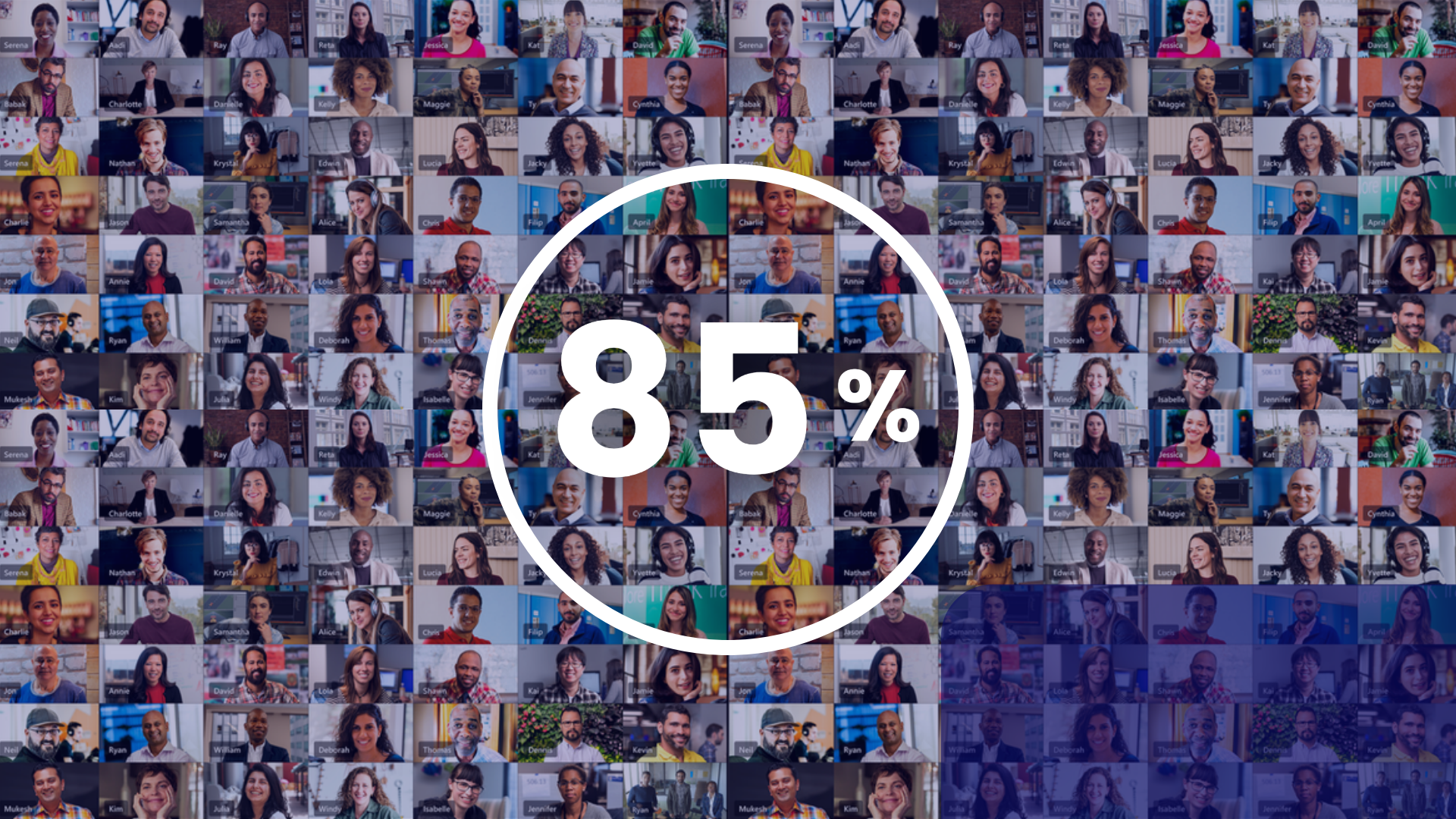


**Investors
Attraction**

Personal brand

=

REPUTATION



85%

Strong Personal Brand



Everyone's personal LinkedIn profile **represents their employer's company**



A strong profile attracts **2 times more profile views** and encourages a potential customer to contact you

Strong personal brand

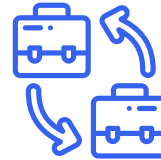
A MUST WHEN IT COMES
TO **EARNING TRUST**



89%

Of Decision-Makers say that Thought Leadership can be effective in **enhancing their perceptions of an organization**

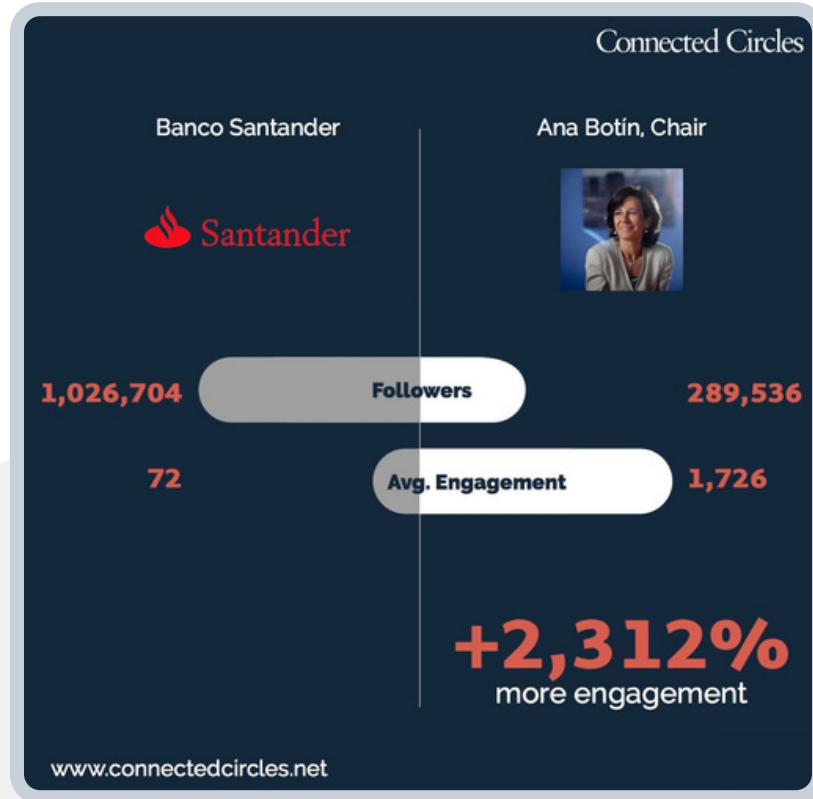
COMPELLING CONTENT
INFLUENCES B2B SALES



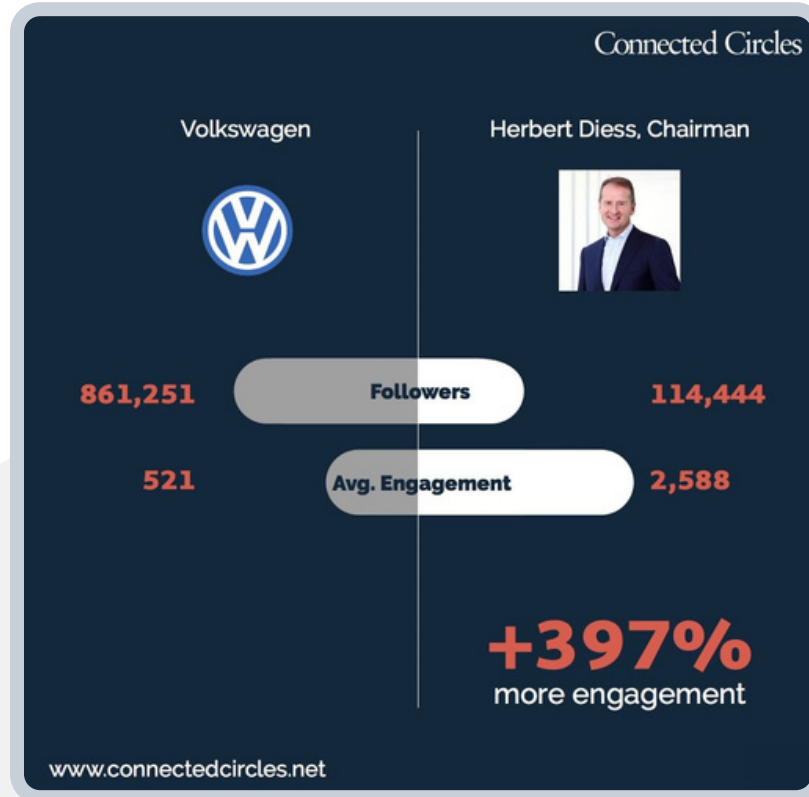
49%

Of Decision-Makers say that Thought Leadership can be effective in **influencing their purchasing decisions**

Strong Personal Brand



Strong Personal Brand

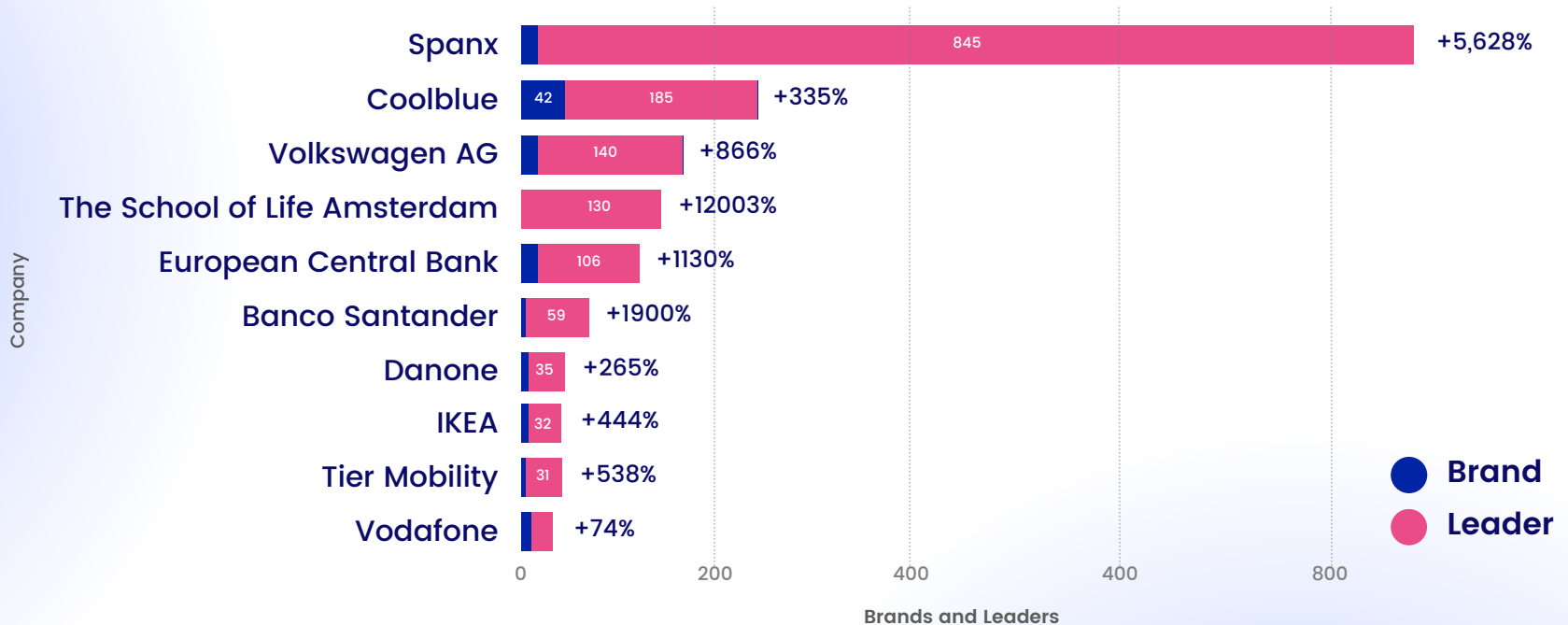


Strong Personal Brand

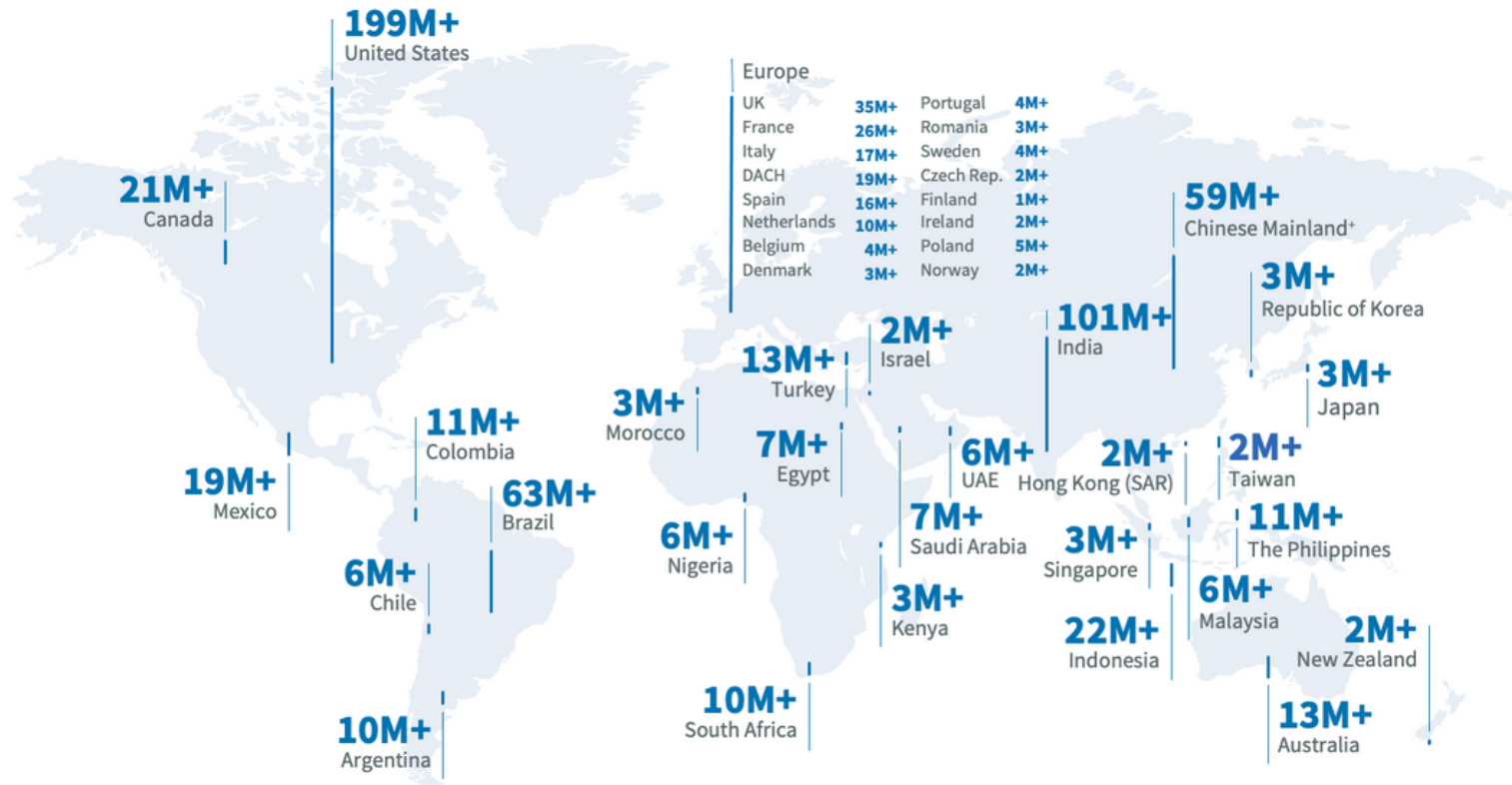


Strong Personal Brand

Average Comments – Brands & Leaders



More than 900m members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft Earnings. * Numbers reflect InCareer app membership as of December 2021.

2

Employer branding

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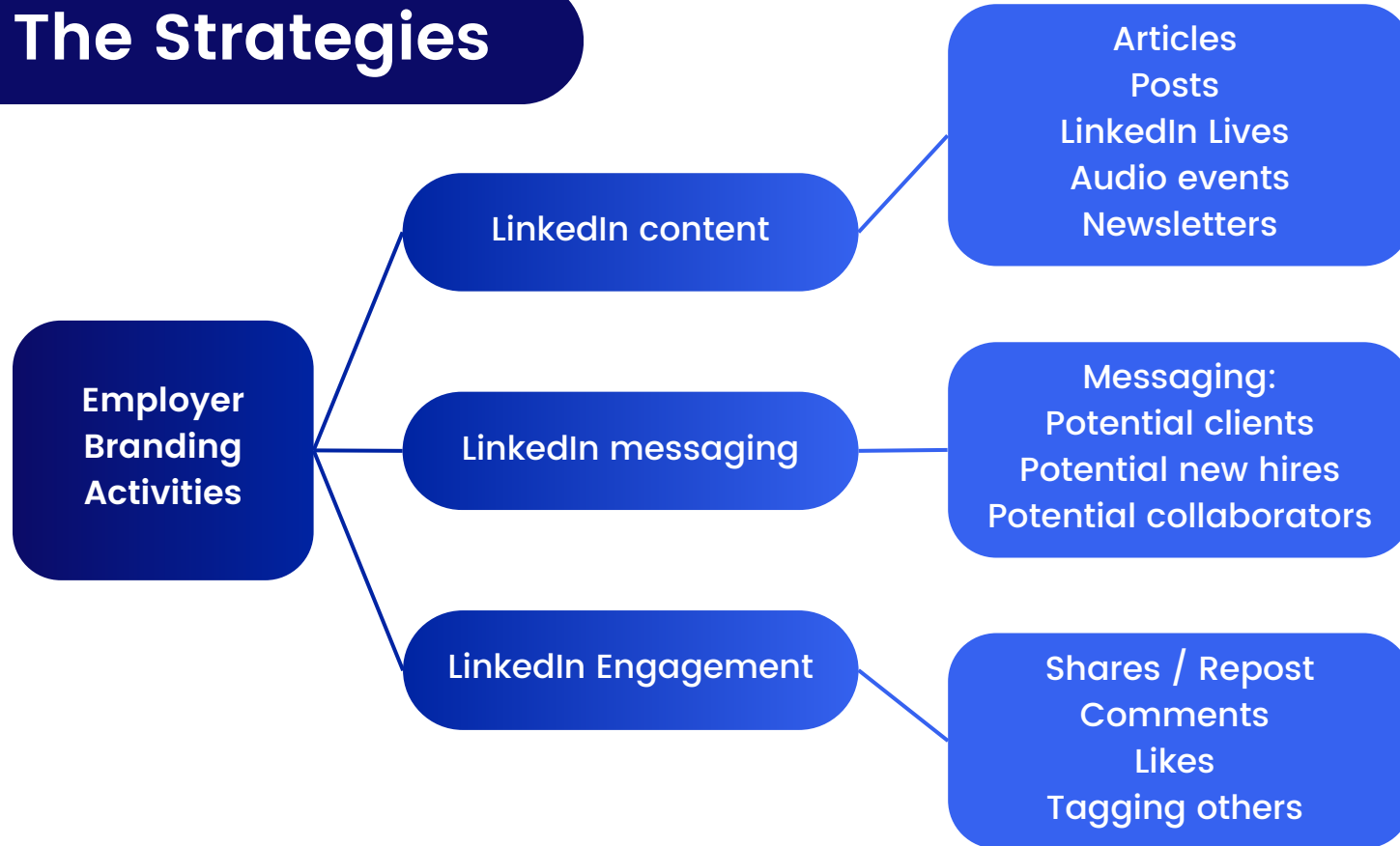


**Today, power is gained
by sharing knowledge,
not hoarding it**



Dharmesh Shah,
HubSpot's Cultural Code

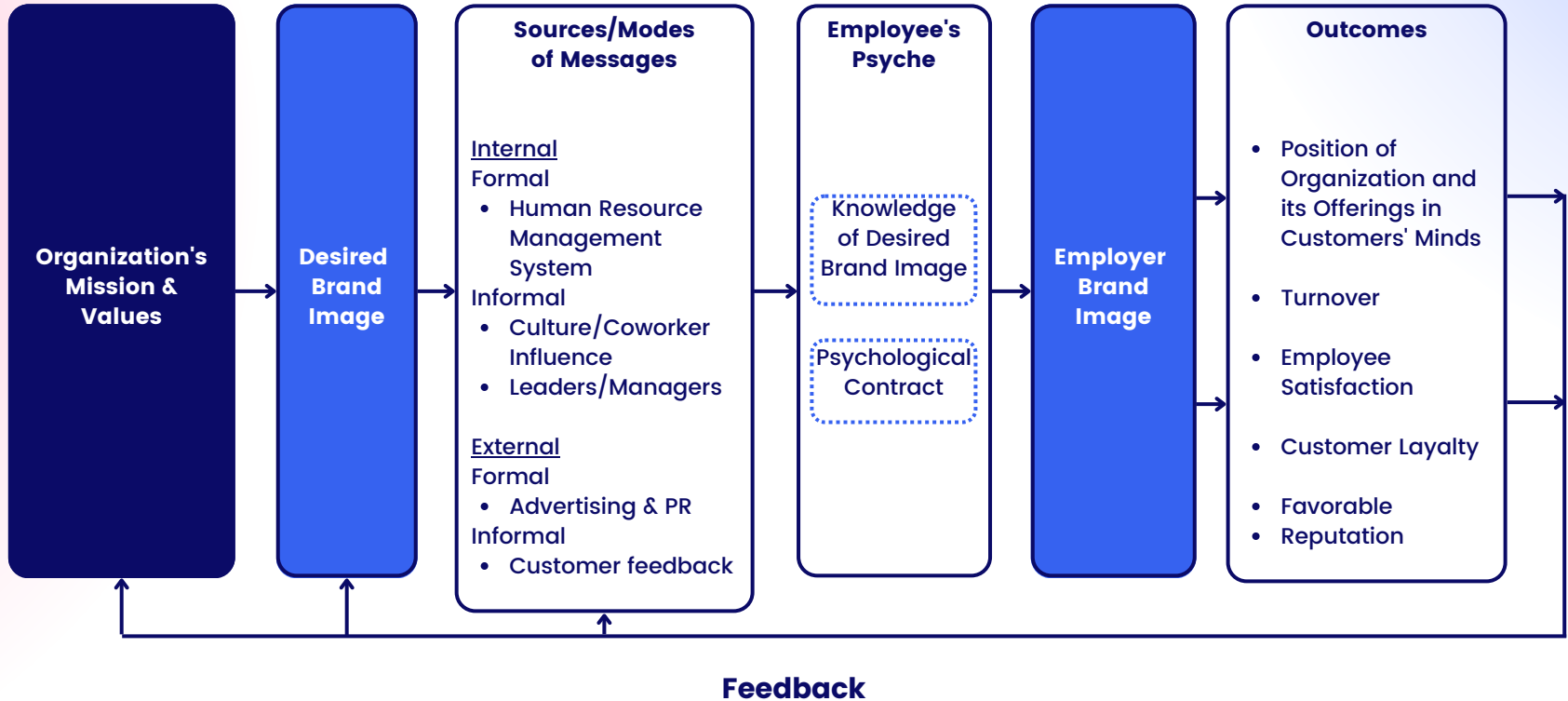
The Strategies



The Strategies

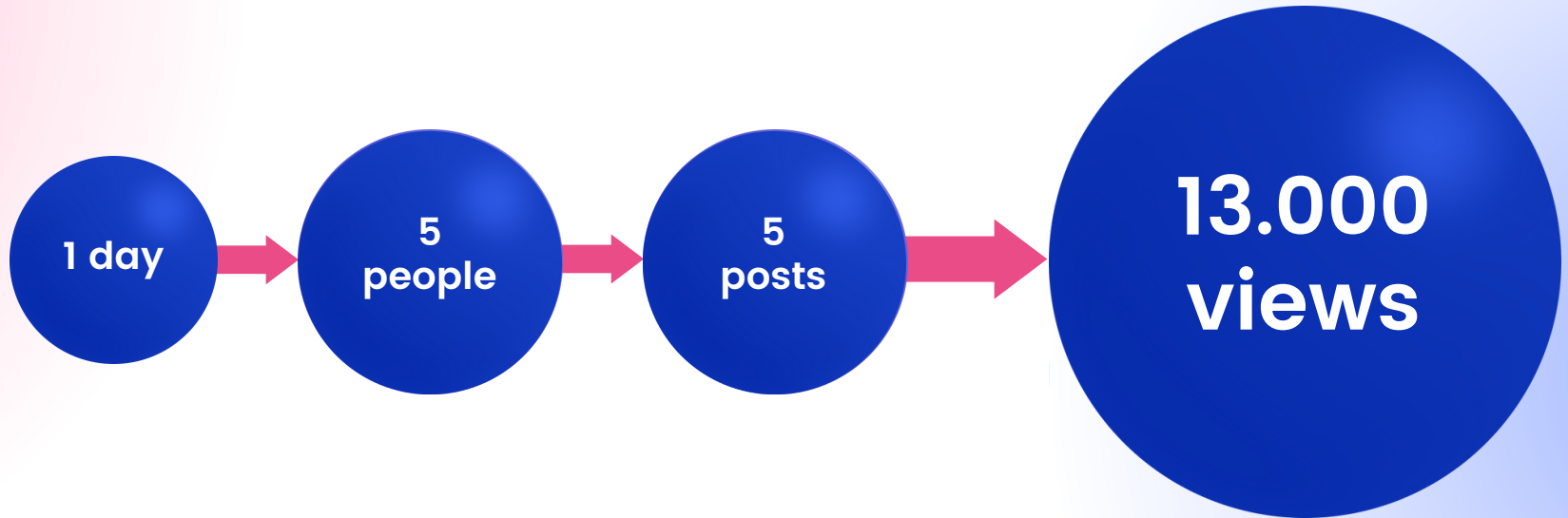
How much?





Adapted from: Miles, S. J., & Mangold, G. (2004). A conceptualization of the employee branding process. *Journal of Relationship Marketing*, 3 (2/3), 65-87.

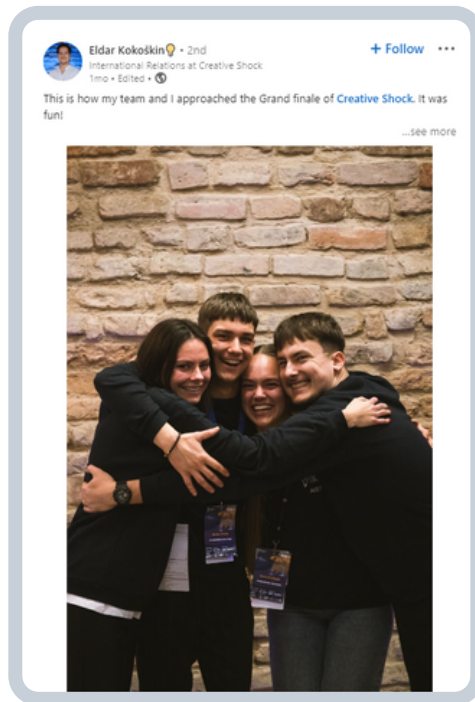
Example - IT Company in Denmark



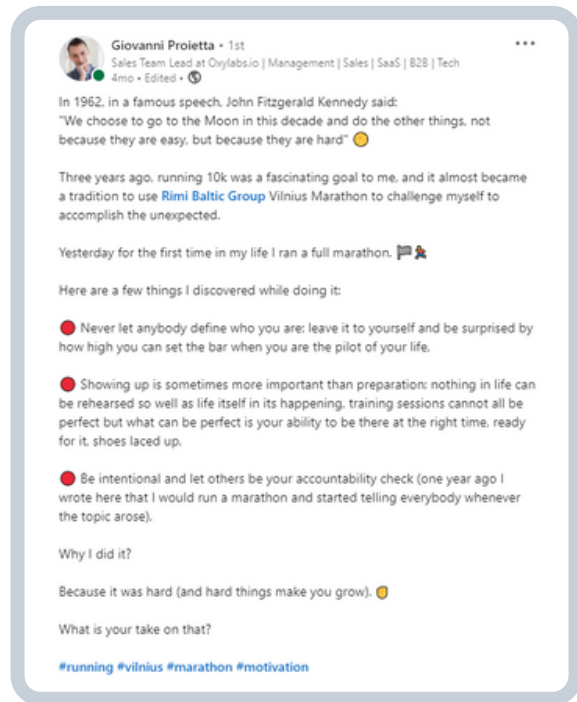
Examples



Events

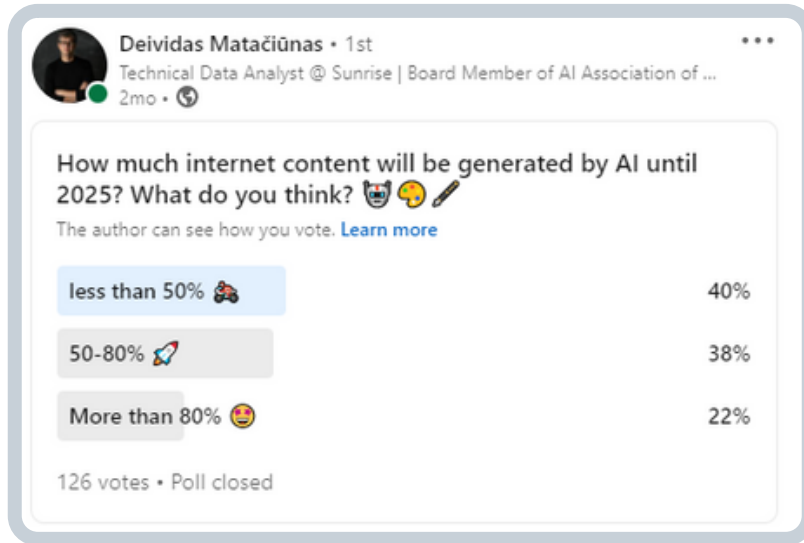


Team



Personal story + tips

Examples



Engaging with the audience

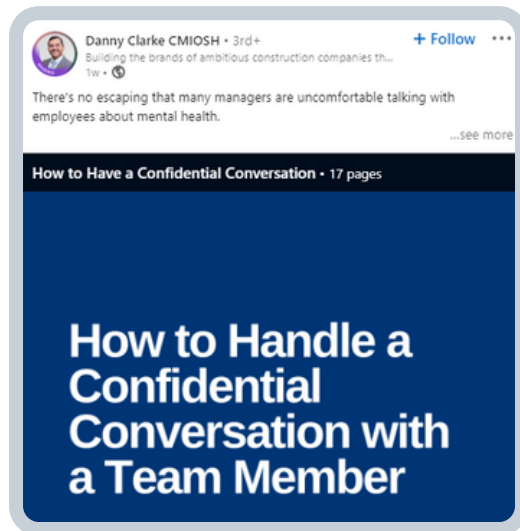


Statistics

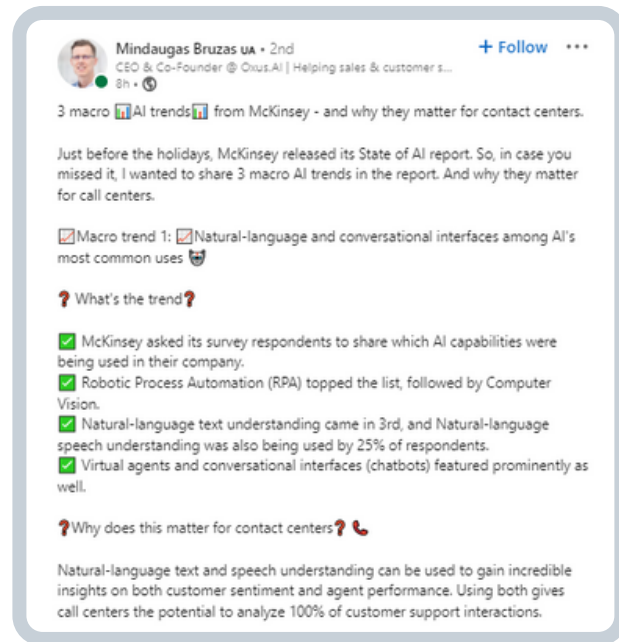
Examples



Company news



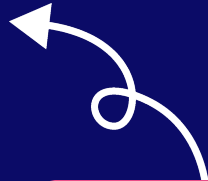
Sharing knowledge



Trends

GET YOUR FREE EBOOK

Copywriting guide for your
personal content on LinkedIn



[DOWNLOAD HERE](#)



Get inspired by other companies – EY

Dylan Doyle 🇨🇦 · 3rd+
Brand, Marketing & Communications at EY | Small Bu...
6d · Edited · 🗨️

+ Follow ...

I'm hiring! 🇨🇦 EY Canada's Brand, Marketing & Communications team is adding a Social Media Coordinator: <https://go.ey.com/3w7tLEY> ...see more



Be part of our team.
It's where **#YouBelong.**

Apply for open campus positions today

67

19 comments · 4 shares

Ally Walke · 3rd+
Brand Specialist at EY Canada
5d · Edited · 🗨️

+ Follow ...

I can, without a doubt, say that my past year+ at EY Canada has been an incredibly rewarding and fulfilling experience. I work on innovative and fun projects AND get to work alongside some of the best and suppo ...see more



We're hiring

Come join EY Canada's Brand, Marketing and Communications team



71


3 comments · 4 shares

Harpreet Pannum LLB and LLM · 2nd
Senior Recruitment Advisor (Supervising Associate) ...
1w · 🗨️

+ Follow ...


Happy South Asian Heritage Month 🇮🇳

Meet Krupa, Darryl and Tanveer, members of the EY South Asian ...see more



“
South Asian culture is a big part of my identity. It makes me the person I am today.”

Darryl
Graduate, People Advisory Services



“
I'm proud of my South Asian heritage and my identity. It's what connects me to a true sense of self.”

Krupa
Senior Consultant, Technology Consulting

“
Leading the EY South Asian Community means I can support others in bringing their authentic selves to work.”

Tanveer
Senior Consultant, People Advisory Services


53

1 comment

Get inspired by other companies – Starbucks

Sudeep Shrestha · 3rd+
Learning Specialist at Starbucks Kuwait
1w · Edited · 🌐 [+ Follow](#) ⋮

Everyday choose your "best version" to bring out at work and create that extraordinary "best moments" to our partners. ...see more




with Taiyab Ali and 2 others
Starbucks Experience for 1st batch of ☕ partners

102 5 comments

Christopher Allison · 3rd+
High-volume store manager on Chicago's iconic Ma...
2d · 🌐 [+ Follow](#) ⋮


So proud of myself and my partners!! I set a goal to improve our customer connection scores, and we exceeded that goal by 2 points, while simultaneously being #1 in sales and transactions in the district! ...see more



134 2 comments

Yahaira I. Vergara · 3rd+
regional director of operations
5d · 🌐 [+ Follow](#) ⋮


Today I make 3 years in connecting over coffee in a different kind of company. I'm super blessed to do what I truly love in driving impact through the lens of humanity while uplifting each other every day. Thank ...see more



+4

134 25 comments


Get inspired by other companies – Vinted


 **Tomas Pugaciauskas** · 2nd
InfoSec Governance Lead @ Vinted | Looking for Info...
4mo · 🌐

+ Follow ...


Our team keeps growing: we now have two Chief Security Doggos, version 1.0 and beta version 1.1. 📈

...see more





 398

4 comments · 2 shares

 **Jurgita U.** · 2nd
Identity and Access Management Team Lead | Vinted
2mo · 🌐

IAM, BCM, ISO... and tons of other abbreviations are used daily in large organizations. Here, at [Vinted](#), the Identity and Access Management team is a part of the Information Security and we are looking for a new tr...see more



 57

1 comment · 5 shares

3

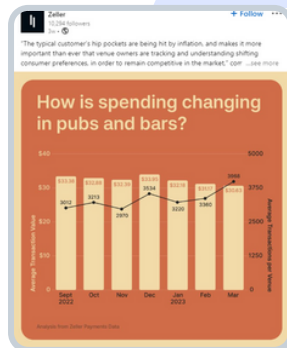
Company content

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Content types

- Outsource links
- Video
- Picture
- Documents
- Audio events
- LinkedIn LIVE
- Articles
- LinkedIn polls
- Text
- Newsletters



Eucaster
6,276 followers
2mo •

From now on, you will find our name in Brussels on Permanent Representation of Lithuania to the EU windows! 🇱🇹 Loading...soon-to-be a UNICORN! 🦄

See translation

Unicorns Lithuania
16,420 followers
2mo •

Lietuva – vieta, kur gausis atšies vėnaragio! Štai kaip atsimužimo Lietuvos nuolatine atšybe Europos Sąjungoje ir ...see more

Replio
1,105 followers
5hr •

All tools are no longer a luxury, but a necessity 🏠 From personal assistants that'll research your prospect and map out ent... see more

Replio Sales Guide
+ Subscribe

Sender
2,200 followers
7hr •

How safe that people feel, both in and out of the workplace, directly impacts employee wellbeing, engagement and productivity - which ultimately impacts how a business performs. This is why we work with our customers to keep the... see more

Surfshark
9,477 followers
3mo •

Have you heard that content is king, but how can we make this king rule? 🤖 I'm is out there. All you have to do is read. ...see more

BOOK PICKS BY OUR CONTENT TEAM LEAD

ISTINA UKÉ

Surfshark®

Cappfinity
2w • Edited •

Future Strong is back!

Join us next Friday when hosts Nicky Garcea and Lindsey P... see more

Vinted
72,165 followers
3mo •

We've got exciting news: Vinted's summer internships, or Vinterships as we call them, will run in 2023. We'll be offering a total of 30+ positions for people who'd like to join us in Amsterdam, Berlin, Paris, or Vilnius. ...see more

Meet the Vinterns of summer 2022

NEWSLETTER

Community pulse

A quarterly round up of news, insights and success stories from the Tesonet community.

By Tesonet
26,165 followers

Published monthly
6,248 subscribers

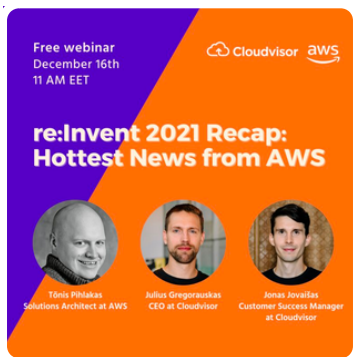
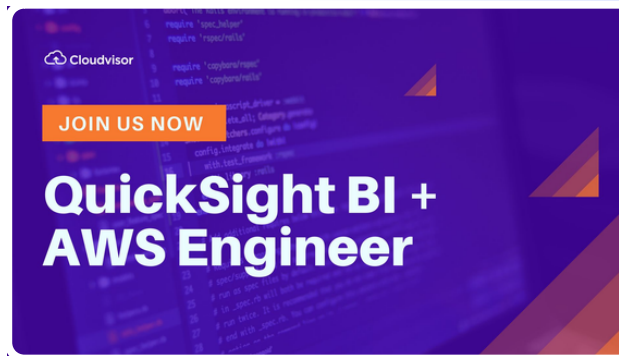
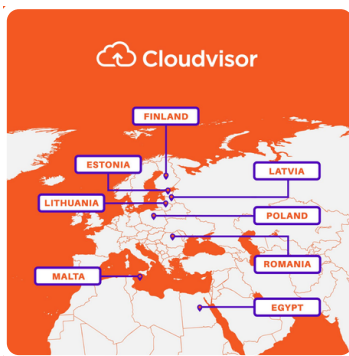
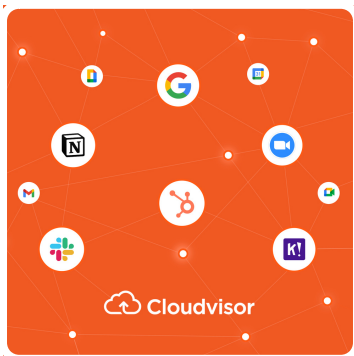
Recommended content strategy:





Cloudvisor

Industry: IT/Software



Nordic Secondary Fund

Industry: Venture Capital & Private Equity


Peter Sandberg
Founding Partner & Managing Director



#OurTeam


Nordic Secondary Fund

Nordic Secondary Fund
acquires stake in



With the investment in Fastspeed, Nordic Secondary Fund II now consists of:

unicast, Cobiro, Fastspeed, Fastspeed



Nordic Secondary Fund

Our investment criteria



Target Companies

- 1 Strong traction
- 2 Invest only after Series-A
- 3 Target discount 10-50%
- 4 Primarily the Nordics & Baltics
- 5 Realistic exit 4-5 years
- 6 Min. 2-5x Upside
- 7 Strong founders


Nordic Secondary Fund

Nordic Secondary Fund
acquires stake in



With the investment in TransferGo, Nordic Secondary Fund II now consists of:



unicast, Cobiro, Fastspeed, Hedvig



Nordic Secondary Fund

#FounderSpotlight

Kaidi Ruusalepp
Founder & CEO at Funderbeam




Nordic Secondary Fund

Is your business
ready to go
to the next level?

I fundamentally believe that secondaries should be the norm for any start-ups from Series-A onwards. Drip-wise liquidity for founders and early employees will make everyone MORE motivated to really shoot for the stars, not less.

Thank you for leading the change and starting to make this possible!

Thomas Helms
Co-Founder



Nordic Secondary Fund

Nordic Secondary Fund

Month 1

Analytics	
Last 30 day activity	
689	▲ 99.7%
Search appearances	
Last 7 days	
<hr/>	
347	▲ 78%
Unique visitors	
<hr/>	
124	▲ 254%
New followers	
<hr/>	
3.9K	▲ 218%
Post impressions	
<hr/>	
36	▲ 140%
Custom button clicks	

Month 2

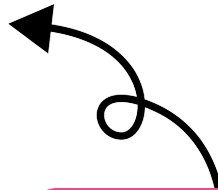
Analytics	
Last 30 day activity	
788	▲ 10.4%
Search appearances ?	
Last 7 days	
<hr/>	
407	▲ 42.3%
Unique visitors	
<hr/>	
213	▲ 317.6%
New followers	
<hr/>	
13.7K	▲ 537.3%
Post impressions	
<hr/>	
55	▲ 83.3%
Custom button clicks	

Month 3

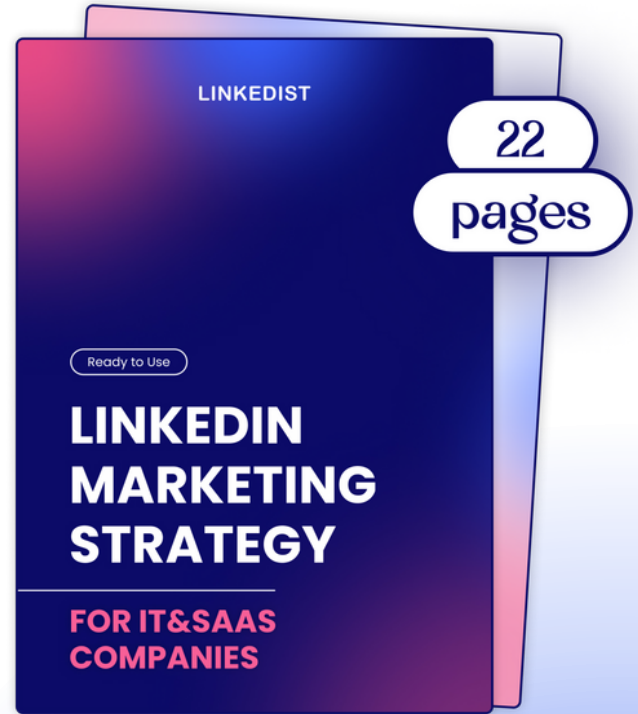
Analytics	
Last 30 day activity	
743	▲ 14.1%
Search appearances ?	
Last 7 days	
<hr/>	
637	▲ 71.7%
Unique visitors	
<hr/>	
199	0%
New followers	
<hr/>	
15.3K	▲ 24.3%
Post impressions	
<hr/>	
96	▲ 88.2%
Custom button clicks	

1 MONTH CALENDAR EXAMPLE

is included in this FREE
eBook!



[DOWNLOAD HERE](#)



4

Tools

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swiss
startup
associati+**n**

YOU

Bing

Seamless.AI

Crystal

LAVENDER

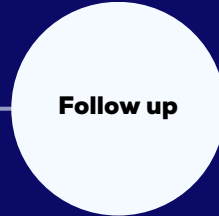
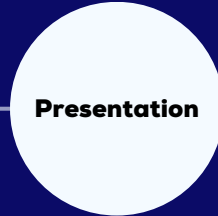
textio

OpenAI

tome

mem

Browse AI



Browse AI

OpenAI

synthesia

OpenAI

OpenAI

grammarly

Twain

QuillBot

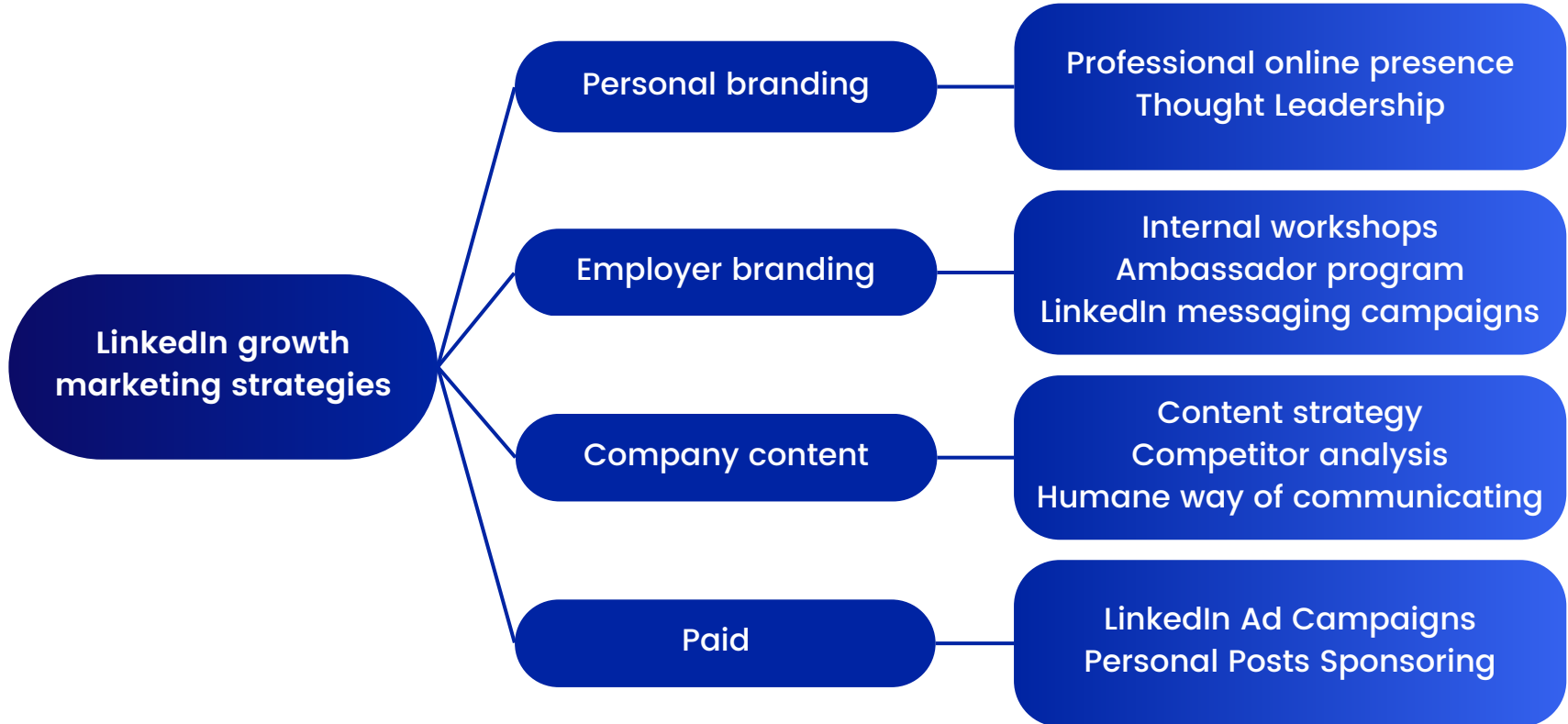
Other tools:

- Prospect Labs
- Expandi
- Phantombuster
- Octopus CRM
- DUX-Soup
- LUSHA
- Leadfuze
- Apollo
- Zopto
- Meetalfred
- Weconnect
- Reply.io
- Datanyze
- Salesflow
- Salesloop
- Wiza
- Linkedfusion



Let's wrap it up!

LinkedIn growth marketing strategies



Get your certificate



<https://bit.ly/Linkedist-Certificate>



Code for 20% OFF course:

"SSA20"

Code is available until the 11th of July



www.LinkedistCoursesAcademy.com

Q&A

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Instagram: Linkedist

Kotryna Kurt

LinkedIn: Kotryna Kurt

Instagram: @kotryna.kurt

Twitter: @KotrynaKurt

Email: contact@linkedist.com

