

LinkedIn Content Strategy Document

B2B Marketing Sample

1. Executive Summary

This document outlines the content strategy for enhancing our B2B brand presence on LinkedIn. The intention is to drive awareness, generate leads, establish thought leadership, and build valuable relationships with industry professionals.

2. Objectives

- Increase brand visibility in the target B2B segments
- Drive engagement and interactions with decision-makers
- Generate qualified leads through relevant content
- Establish subject matter expertise and trust

3. Target Audience

- Industry: [Your Industry]
- Job Titles: CEOs, CTOs, Marketing Directors, Procurement Managers, etc.
- Company Size: Mid-market to Enterprises
- Geography: [Relevant Regions]
- Key Interests: [Pain Points Your Product Solves]

4. Content Pillars

1. **Thought Leadership:** Industry insights, market trends, expert opinions
2. **Product/Service Education:** How-tos, case studies, product news
3. **Customer Success:** Testimonials, interviews, client stories
4. **Company Culture:** Behind-the-scenes, team highlights, values

5. Content Formats

- LinkedIn Posts (text, image, poll)
- LinkedIn Articles
- Document/Carousel Posts
- Short Videos (1-2 min demos or explainers)
- Third-party content shares

6. Posting Frequency

Content Type	Frequency
Feed Posts	3 times per week
Articles	1 per month

Video/Carousel	2 times per month
Engagement (comments, shares)	Ongoing/daily

7. Distribution & Amplification

- Employee advocacy: Encourage team to share and engage
- Leverage LinkedIn Groups related to the industry
- Tag partners, clients, and relevant influencers
- Paid promotion for key campaigns

8. KPIs & Success Metrics

- Follower growth rate
- Post reach and impressions
- Engagement rate (likes, shares, comments)
- Inbound leads via LinkedIn
- Click-through rate to website
- Conversions (form fills, downloads, signups)

9. Content Calendar Sample

Date	Content Type	Topic	Pillar
Mon, Week 1	Feed Post	Market Trend Insight	Thought Leadership
Wed, Week 1	Carousel	Product How-To	Education
Fri, Week 1	Employee Story	Team Spotlight	Culture

10. Review & Optimization

1. Monthly analysis of engagement and lead metrics
2. Survey target audience for feedback
3. Refine topics and formats based on performance