



2025



LinkedIn B2B Marketing Cheat Sheet

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How to Use This Cheat Sheet

Step-by-Step Guide:

1. **Review Each Category:** Start by familiarizing yourself with each category of the cheat sheet—What to Post, When to Post, and so forth. Understanding these categories will help you tailor your LinkedIn activities to suit your B2B marketing needs.
2. **Implement Strategies Gradually:** Don't try to apply all strategies at once. Begin with the foundational aspects, such as what and when to post, before moving on to more complex interactions and engagement metrics.
3. **Set Clear Objectives:** For each section, set specific goals related to your LinkedIn strategy. For example, aim to increase follower growth by 10% quarterly or improve engagement by boosting your post frequency.
4. **Monitor and Measure:** Utilize LinkedIn's analytics tools to track the performance of your posts and interactions. This data will inform you of what's working and what adjustments are needed to improve outcomes.
5. **Iterate and Optimize:** Based on the performance metrics, refine your strategy. Use insights gained from engagement rates and follower feedback to enhance your content and interaction methods.
6. **Regular Updates:** Keep both your personal and business pages up to date with the latest information and active postings to ensure your network is engaged and informed.

LinkedIn B2B Marketing Cheat Sheet Part: 1

Core Strategies for Success

- Regular Updates: Keep profiles and posts current.
- SEO Optimization: Use relevant keywords for visibility.
- Networking: Connect and engage with users.
- Quality Over Quantity: Focus on high-quality content.

LinkedIn B2B Marketing Cheat Sheet Part 2

What to Post

- Educational Content: Insights, case studies, white papers.
- Company Updates: Milestones, launches.
- Industry News: Latest trends and updates.
- Thought Leadership: Unique perspectives from leaders.

When to Post

- Best Times: Tuesday to Thursday, early morning, lunchtime, early evening.
- Frequency: 1-2 posts per day.

LinkedIn B2B Marketing Cheat Sheet Part: 3

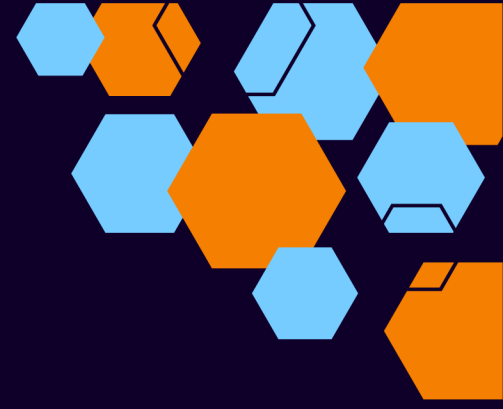
Who to Interact With

- Industry Leaders: Connect and engage.
- Potential Clients: Stay top of mind by engaging.
- Existing Clients: Strengthen relationships.
- Employees: Engage with and boost their content.

To Repost or Not?

- Curate Wisely: Repost relevant and valuable content.
- Give Credit: Always credit the original source.
- Balance: Mix original content and reposts.

LinkedIn B2B Marketing Cheat Sheet Part: 4



Aligning Personal & Business Page

- Consistent Branding: Same messaging and visuals.
- Cross-Promotion: Share business posts on personal page.
- Engage as Both: Increase activity and visibility.

What Metrics to Monitor

- Engagement Rate: Likes, comments, shares, clicks.
- Reach: Number of people who see your posts.
- Follower Growth: Increase in followers over time.
- Lead Generation: Leads generated through LinkedIn.

