

thrive withGrow your brand with the world's
biggest B2B platform

LinkedIn Management

PRODUCT SCOPE

LinkedIn management

OPTIONS

Gold, Silver, Bronze packages available



How will LinkedIn Management benefit you?

No-one likes to see a blank LinkedIn page or one that has not been updated for months. If you are running a B2B business, an active presence on LinkedIn is a must to promote your brand, help customers understand your expertise and how you can help them, and ensuring you are top of mind when sales opportunities arise.

Managing your own LinkedIn account effectively requires planning and time – something many businesses don't have. We remove the hassle out of managing your LinkedIn accounts by doing it all for you.

What's involved?

We first need to agree the profile of your target audience and understand your business and brand in more detail. We'll then work with you to develop your content and begin to plot and create posts for you to approve (until you are comfortable to just leave it to us).

Three levels of support

Not all businesses have the same needs so we have created three different support levels to fit many requirements:

- LinkedIn **Maintain**
- LinkedIn **Promote**
- LinkedIn **Promote Plus**

Of course, if you want something different, we'll be happy to put a programme together.

LinkedIn Maintain



LinkedIn Maintain ensures you rest easy knowing that your followers and connections are seeing regular insightful posts about your market, your latest initiatives, your people and anything else that's important to your business. You can add to these regular posts yourself as often as you wish but you'll know that, even if you don't, your page will stay active and dynamic.

Here's what we'll do for you:

- **Content plan** – we agree the subjects of relevance to your business that will form the basis of our posting activity. The content plan will remain dynamic and can change at any time if something happens that you want to talk about.
- **Target customers** – we'll agree the ideal profile of your target customers so we know who we are writing for
- **Posts** – we develop and schedule two posts per week. You approve or trust us to post for you
- **Reporting** – we'll send you a monthly report showing your latest page statistics

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LinkedIn Promote



Original thought-leadership content can help you promote your business beyond short-form posts. Content of this type could be in-depth thoughts on your market, interviews with key staff members or a deep dive into your propositions by one of your experts.

With **LinkedIn Promote**, we'll add one original article to your overall content plan per month - typically hosting them on LinkedIn.

LinkedIn Promote Plus



LinkedIn Promote Plus builds on the LinkedIn Promote product with an additional original article per month to further convey your story and key messages

What does it cost?

LinkedIn Maintain	LinkedIn Promote	LinkedIn Promote Plus
Email us for costs	Email us for costs	Email us for costs

For more information on costs, please email: info@tmccmarketing.co.uk

Additional options: LinkedIn has made it their business to expand the marketing options in their platform.

For those looking to step up their LinkedIn promotional efforts further, there are additional services we can provide, such as:

- Boosted posts
- Targeted advertising
- Sponsored content
- LinkedIn newsletters
- Developing and managing webinars
- Showcase pages
- And much more!

"Communication works for those who work at it."

John Powell