

Target Keyword(s): marketing, content marketing, LinkedIn

Meta Description: Discover some of the most effective strategies for increasing LinkedIn connections and sales. Here are 11 free LinkedIn activities for marketers.

11 Free Activities Any Marketer Can Do on LinkedIn

Whether you're prospecting for new business or want to do some research about your competitors, LinkedIn can be a valuable tool for any marketer. While [LinkedIn Premium](#) solutions can help you power up your professional life and drive sales, there are still plenty of features and tools available to those who are using the platform for free.

Here are 11 free activities any marketer can take advantage of on the LinkedIn platform:

#1: Give Away Content for Free

The status updates on LinkedIn allow you to share documents. If you want to attract attention or gain new connections, provide valuable information such as case studies, white papers, or free guides in your updates. These don't have to be overly promotional since you are simply sharing something valuable with your connections. People may share this post with their connections and promote your free guide with little prompting.

#2: Provide Value in LinkedIn Groups

Participating in LinkedIn Groups relevant to your industry or groups where your customers may be is a great way to increase visibility and attract attention to your profile — it's also free. However, if you really want to build your network and coordinate any type of branding effort, you will need to share posts or information with the group. Make sure to adhere to group rules so you aren't spamming. Share relevant information or links on someone else's post or strike up your own conversation to provide real value.

#3: Post Timely and Relevant Status Updates

LinkedIn has a news feed similar to Facebook where users can post status updates or share links and photos. You can use this to your advantage to promote various products and services, but also to provide valuable content for potential customers and clients. Since this feed is public, you never know who may see a post and click through to your website or any links you share within the post. Make sure to provide high-quality content and avoid spamming your connections and followers to make the most of this feature. Share something newsworthy, spotlight someone's achievements or tag other connections where appropriate to stay active.

#4: Run a Boolean Search for Specific Attributes

When you're looking for something very specific, such as individuals with a certain title in your area, run a boolean search in the LinkedIn to get a full listing of relevant matches. This can be great way to connect with both potential customer and clients, or seek out opportunities for collaboration. You can view their profiles and send a request to connect if you have mutual connections.

#5: Get Leads to Your Inbox

If you're looking to build a prospecting list or just want to create a master list of contacts, use the Advanced Search feature to search through your connections as well as factors such as loca-

tion, industry, and past companies. You can save this search and get a list of results sent directly to your inbox.

#6: Locate Decision-Makers within a Company

When you're trying to reach out to decision-makers of an organization or just need to know who these people are, the LinkedIn Company Page will reveal exactly what you need. Since employees need to list the company they work for in their profile, the Company Page lists everyone with that tag in their profile. You can scroll through to see a company directory and connect with whomever you need to in a few clicks.

#7: Connect with Similar Prospects

When you've looked at a prospect's profile but decided they are not someone you want to connect with or you are just making a list of similar prospects, take a look at the list of people sitting in the right side bar under the 'People Also Viewed' column. This column features individuals with similar LinkedIn profiles and typically includes a list of employees of the same company or individuals with a similar position or role.

#8: Mask Your Identity When Doing Competitor Research

If you want to learn more about a competitor — the number of employees they have, who their CEO is, how large the marketing team is — you can just visit the company profile page and click through the employee list. However, your activity will leave a trail on each individual's profile; these LinkedIn users will see that you have viewed their profile. You can adjust your settings in "Privacy & Settings" to change your profile visibility. This way, the LinkedIn user will never know who paid them a visit.

#9: Pick Out Warm Leads Based on Post Interactions

If you are posting about the industry or sharing your insights on LinkedIn Publisher, you'll be able to see a list of people who are liked, commented or shared your post. Some of these people may be existing connections but if they are not, you could reach out to them to thank them for reading your post. Depending on what your post is about, some of these readers could turn into a warm lead for your business and lead to a sales opportunity.

#10: Optimize Posts with Analytics

When you're busy publishing articles using LinkedIn Publishing, don't forget to look at your stats. LinkedIn provides all publishers with an analytics dashboard where you can not only see who's viewed your posts but also keep track of what posts are performing well and the number of views a post has received. This can be helpful when you're trying to build readership and need a fair idea of the type of content LinkedIn users are drawn to or are finding valuable.

#11: Review Profiles of People Interacting with Your Updates

If you have a significant number of followers, there's a good chance they will see and interact with your status updates. You can view the profiles of people who seem to engage with your posts regularly and request a connection if you have mutual connections. Some people will reach out to you first when they notice that you have viewed their profile. You can send them a friendly message with your request to simply say 'thanks for reading' or for sharing their viewpoint. This can be a simple and effective way to build your contacts list and uncover some new leads.

Social Messaging:

LinkedIn #1: Kick off your marketing efforts on any budget. Here are 11 ways marketers can make use of LinkedIn's FREE features.

LinkedIn #2: Marketing on a budget? Discover 11 ways marketers can make use of the LinkedIn platform.

Facebook #1: On a tight marketing budget? Don't forget about LinkedIn! Discover 11 powerful ways marketers can find prospects and generate leads for FREE.

Facebook #2: Boost your marketing efforts without a big marketing budget. Check out these 11 ways marketers can maximize the LinkedIn platform for FREE.

Twitter #1: 11 Free Ways Marketers Can Make the Most of LinkedIn: [url]

Twitter #2: 11 Tips for Marketers with Basic (Free) LinkedIn Subscriptions: [url]

Twitter #3: Get more prospects and sales with these 11 tips for marketers on LinkedIn: [url]

Twitter #4: Are you using all of LinkedIn's FREE features? 11 tips for marketers: [url]

Twitter #5: Make the most of LinkedIn with these 11 tips for marketers: [url]