6 TIPS FOR BOOSTING ENGAGEMENT ON LINKEDIN

1. SWITCH UP YOUR STYLE

- Don't post the same kind of content all the time
- Post links to relevant articles
- Link to your own blogs and articles
- Infographics, videos and images are really effective
- Be the place your audience gets the latest industry news

2. INCLUDE A CALL-TO-ACTION OR A LINK

- Include links back to your website
- Or a call-to-action to take your audience to the next stage of the sales funnel

3. KEEP THE CONVERSATION GOING

- Reply to comments
- Try to match the effort the person put in their comment

4. GET YOUR TIMING DOWN

- Best times to post: Tuesdays, Wednesdays and Thursdays between 7-8am and 5-6pm
- Clicks and shares are best on Tuesdays between 10-11am
- You can still post at other times. But prioritise these times for maximum engagement

5. CONSIDER SPONSORED UPDATES

- Gain a wider audience for important updates
- Narrow down your audience so you can be sure you're reaching the right people

6. CHECK OUT YOUR ANALYTICS

- See which updates garnered the most engagement
- Use this info to plan your future posting schedule

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